# ANALYTICS COMMUNITY OF PRACTICE

## MONTHLY NEWSLETTER



Hello Analytics Community of Practice Members, The ACP is a large growing community of members from across the USC systems. This month we do a deep dive with ACP member Laren Bowers, Information Systems Business Analyst for the Division of Information Technology. Our Data Viz of the Month is from the site ThePudding and gives interesting insights on gender disparities in films. Finally, we have a new list of data and analytics related events that are completely free to attend!

## ARTICLES

# ACP FEATURE MEMBER:

## Laren Bowers

**Role at USC:** Information Systems Business Analyst III for the Division of Information Technology

### What role does Analytics play in your office?

I use the admin dashboards to determine how to assign permissions and produce quarterly reports.

### What role does analytics play in higher education, and what advents/technologies do you see on the horizon?

Based on some of the feedback we have received from our customers, I would say it plays a significant role because analytics helps groups in higher education make informed decisions about complex issues. Analytics ultimately helps with the decision-making process because it gives insights into trends or relationships between a set of collected data.

### Favorite data visualization and/or analytics tools and why?

My favorite data visualizations include information about users, groups, and permissions because the information they provide helps me with my administrative duties.

### In your job, are you limited on tool and/or programming languages?

No, I am not limited to a single programming language in my job. I currently use three programs Oracle, Java, and Python.

### If you have used other analytics tools in the past, how do they compare to your current environment?

I've used both Microsoft Power BI and Cognos Analytics in the past. Currently, I work with the analytics tool Tableau. Tableau is easier to set up than

Microsoft Power BI and Cognos Analytics, but Power BI and Cognos Analytics are both good for capturing detailed, non-aggregated data.

**How did you learn about the ACP?**

I learned about the Analytics Community of Practice from Caroline Maulana, Director of Business Intelligence.

**What other reporting software are you interested in learning?**

I ran into a former coworker a couple of weeks ago and she recommended that I try SAS Analytics software. So, I am interested in learning more about SAS Analytics in the future because I heard it is a flexible tool.

**What/who inspires you?**

I am inspired by many authors and pastors. A few specific people that have had powerful impact on my life are Dr. Charles Carrin, Dr. Timothy Atunnise, Dr. Jack R. Taylor, Dr. RT Kendall, and Dr. J. Stephen Chitty.

**Book recommendations (work related or not):**

*Boundaries* by Dr. Henry Cloud and Dr. John Townsend, and *Total Forgiveness* by Dr. RT Kendall are two books that have impacted my life in a powerful way.
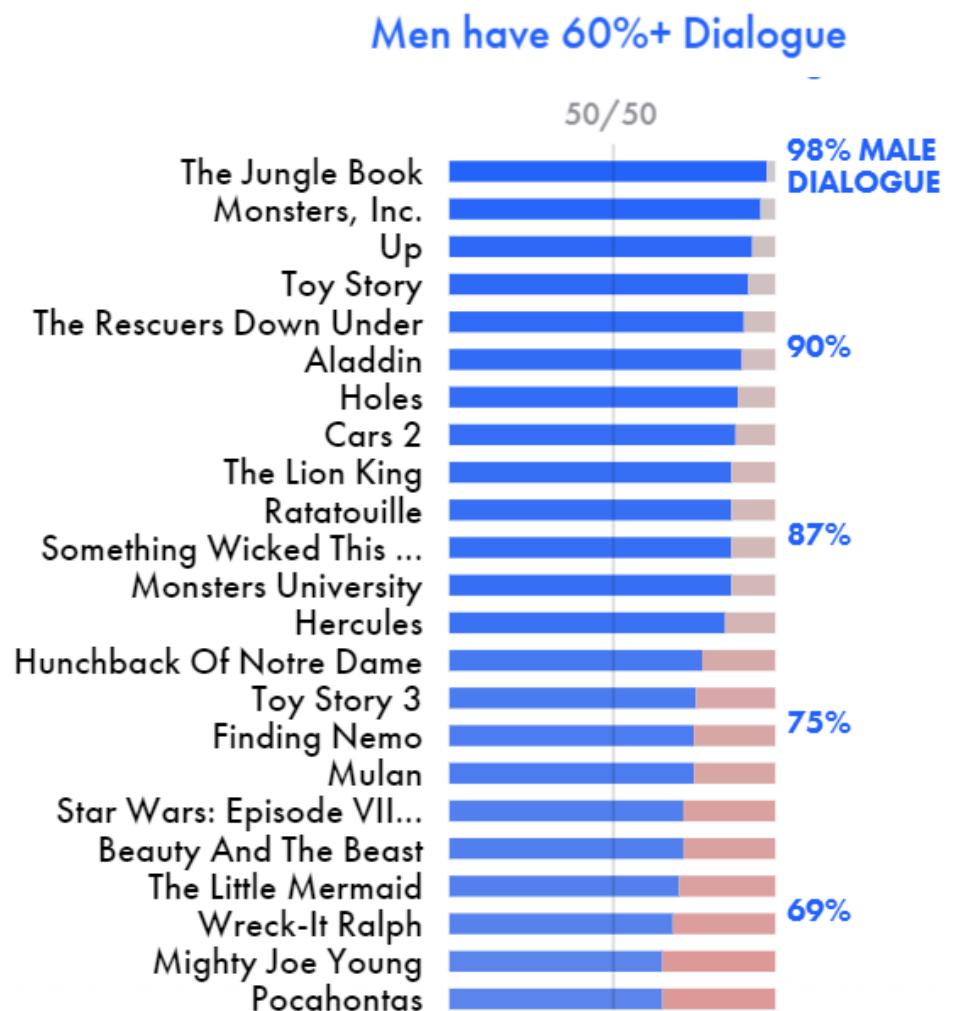
# VIZ OF THE MONTH

Film Dialogue is a data visualization hosted on The Pudding and created by Hanah Anderson and Matt Daniels. They broke down over 8,000 screenplays and matched each character's lines to an actor. From there, they compiled the number of words spoken by male and female characters across roughly 2,000 films, arguably the largest undertaking of script analysis, ever.

Ever wonder how many movies are actually about men? What changes by genre, era, or box-office revenue throughout the years? What circumstances generate more diversity?

All those questions and more can be answered by visualization on the site so be sure to check out the site in the link below.
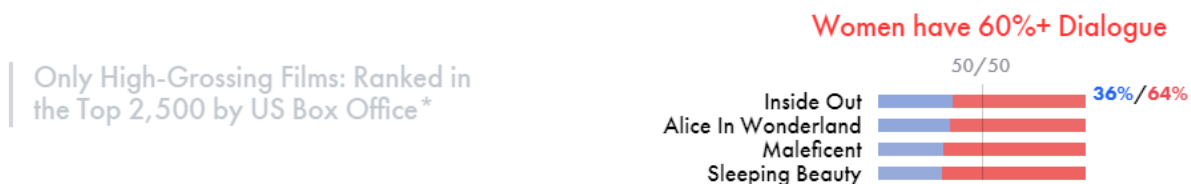
## Men have 60%+ Dialogue

50/50

| | |
|---|---|
| The Jungle Book | 98% MALE DIALOGUE |
| Monsters, Inc. | |
| Up | |
| Toy Story | |
| The Rescuers Down Under | 90% |
| Aladdin | |
| Holes | |
| Cars 2 | |
| The Lion King | |
| Ratatouille | 87% |
| Something Wicked This ... | |
| Monsters University | |
| Hercules | |
| Hunchback Of Notre Dame | |
| Toy Story 3 | |
| Finding Nemo | 75% |
| Mulan | |
| Star Wars: Episode VII... | |
| Beauty And The Beast | |
| The Little Mermaid | |
| Wreck-It Ralph | 69% |
| Mighty Joe Young | |
| Pocahontas | |

**Click here** to explore the dashboard

# VIZ OF THE MONTH

According to ThePudding's findings, the most gender-balanced Disney/Pixar films are Frozen, The Incredibles, Into The Woods and Tarzan.

2,000 Screenplays: Dialogue Broken-down by Gender

### Gender Balance, +/- 10%

| | 50/50 | |
|---|---|---|
| Frozen | | 57%/43% |
| The Incredibles | | |
| Into The Woods | | |
| Tarzan | | |

Additionally, they found the Disney films that had majority female dialogue were Sleeping Beauty, recent releases Inside Out, Alice in Wonderland, and Maleficent.

Only High-Grossing Films: Ranked in the Top 2,500 by US Box Office*

### Women have 60%+ Dialogue

| | 50/50 | |
|---|---|---|
| Inside Out | | 36%/64% |
| Alice In Wonderland | | |
| Maleficent | | |
| Sleeping Beauty | | |

22 of 30 Disney films they analyzed have a male majority of dialogue. This includes films with female leads such as Mulan, the dialogue swings male. Mushu, her protector dragon and supporting male character, has 50% more words of dialogue than Mulan herself.

The gender disparity does not only occur in Disney films. Check out the site in the link below to see insights about non-Disney films like Saving Private Ryan, The Sandlot, and many more popular movies.

**Click here** to explore the dashboard

# EVENTS

If your looking for more Tableau related events   <u>click here</u>

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# TABLEAU DATA MANAGEMENT VIRTUAL TEST DRIVE

# MAR. 8TH @10:00 - 11:00AM

**LOCATION:** Tableau Virtual Event

Join this workshop for an introduction to Tableau Data Management: Tableau Catalog and Tableau Prep Conductor. As modern, self-service analytics culture grows, so does the data that enables it.

**In this workshop, you will learn:** The necessity of good Data Management, the guiding principles of Data Management and how to use components of Data Management

[Register now](#)

# DESIGN FOR PERFORMANCE

# MAR. 14TH @10:00 - 11:00AM

**LOCATION:** Tableau Virtual Event

Slow dashboards getting you down? Join the Tableau team for tested strategies on how to speed up your dashboards and delight your users at the same time.

[Register now](#)

# TIPS AND TRICKS FOR BETTER FORECASTING WITH SAS

# MAR. 16TH 10:00 – 11:00AM

**LOCATION:** SAS Virtual Event

Join this webinar to learn the importance of data preparation prior to forecasting. We will showcase effective methods to tackle common data issues to enhance forecasting results. Examples for time-series data preparation techniques will be shown using a programming approach in SAS as well as automated methods in the UI of SAS Visual Forecasting.

In preparation for this session, make sure to watch the presenters' previous on-demand webinar, An A to Z Overview of Forecasting in SAS.



Register now

# THE ROAD TO A STRONG DATA AND ANALYTICS CULTURE

# MAR. 29TH @1:00 - 2:00PM

**LOCATION:** SAS Virtual Event

Hear how the University of North Texas implemented a data strategy to boost student retention and university success. Get inspired and learn how to build your data culture from the ground up.

Join experts from SAS and the University of North Texas to hear how the institution implemented a data strategy that improved student retention rates, increased enrollment, reduced costs and more.

Why attend?
- Learn how to get started with data governance, data management and creating an analytics culture.
- Understand how to use data and analytics to drive better outcomes.
- Discover how the University of North Texas is using data to improve enrollment, boost graduation rates and secure funding.

## Presenters:

Jason Simon, PhD
Associate Vice President – Data,
Analytics and Institutional Research
University of North Texas

Brock Matthews
Principal Industry Consultant for
Higher Education
SAS

Register now

# CONTRIBUTING TO THE COMMUNITY

<mark>Did You Know?</mark>

The new ACP **Microsoft Teams Site** is a great way to spread the word about coming events and opportunities! In an effort to reduce email traffic, we encourage you all to send communications via the Microsoft Teams Site. All events shared will also be included in the newsletter, which will continue to go out via the listserv.

As always, the following links and email addresses can be used for the specified purposes:

- To contact the list owner: ANALYTICS-request@LISTSERV.SC.EDU
- Click here to join the Analytics Community of Practice

Please send us visualizations suggestions for the viz of the month!

If you would like to suggest a visualization for next months viz of the month be sure to share it with us at any one of our communication channels! We are software and tool agnostic so you can send us vizzes from across the spectrum of BI technologies. The visualization can be something you created, a coworker, or something you found. We look forward to seeing your suggestions!

## LOOKING FOR MORE EVENTS?

University Libraries offer students, faculty, staff and the entire community opportunities to engage with data. They have a new list of data related events every week, just follow the link below!

Click here for more events