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DSC640

Lottery Write Up

Audience:
My target audience for this medium includes people who are excited about different forms of gambling and lotteries. This allows the chosen media (magazine article) to further explore the findings of trends and inner workings of each to an enthusiastic audience excited about each lottery.

Purpose:
The purpose of this article is to break down each lottery and help readers identify which lottery would be right for them and their preferred play style. It inspires readers to try them out and to share their experience with different lotteries and reach out with other lotteries they would want to learn more about.

Medium:
I decided to use a magazine article for this analysis, I felt this would best reach those that are excited about gambling in a unique and exciting way. To receive this magazine they would have needed to show interest to start so it is safe to assume a base level of understanding and interest. This led well into the purpose of the analysis.

Design Choices:
I chose to use a pop art type design for the magazine article to grab a reader's attention. For each section I had large colorful headlines that easily broke up the article and gave readers with specific interests the ability to locate the section they most wanted to read. With the titles having a pink and blue colors to make them pop I decided to keep the colors cohesive through the article with all of the visualizations in a similar blue color. This helped create a more cohesive reeling article and helped each section flow smoothly. I kept all descriptions and written sections small and separated each to allow for spacing between each and to avoid a large run on paragraph that would lead to a reader becoming disengaged.

Ethical Considerations:

- What changes were made to the data?
    - The main changes made to each dataset is the separating of the winning numbers as they were originally set as a full string. I was able to separate each number based on the spaces to compare each fully.
- Are there any legal or regulatory guidelines for your data?
    - This data has complied with all privacy laws, making sure all personal data is not included. In addition, clear notes and transparency during use helped make sure that the data was handled legally and ethically.
- What risks could be created based on the transformations or how the visualizations are presented?
    - Through this there was a risk that the visualizations used and the transformations done could lead to untrue findings or misrepresentation for the audience. To best avoid these repercussions I was sure to include plenty of notes as well as background information that can be used to better interpret the visualizations.

- Did you make any assumptions in cleaning/transforming or when presenting the data? Did you filter any data without labeling or clearly identifying that the data was not included?
    - There were a couple of major assumptions I made during this analysis including that the data was accurate and well maintained. This also led to another assumption when looking at both power ball and mega ball numbers that the outliers were not an unreliable measure instead I assumed these were the true values for each of the datasets. Finally I made the assumption that the final number in the power ball winning number data was truly the power ball number, I assumed this based on a few reasons including that broken up there were 6 numbers while only 5 numbers are chosen to represent the lottery number and then the 6th would be the powerball. I assumed this was the 6th number as this is the one that best stayed within the intended range.

- How was your data sourced/verified for credibility?
    - The dataset was sourced publically from a government website, giving the data a high level of credibility.
- Was your data acquired in an ethical way?
    - The data was accessed through ethical means from a publicly available source.
- How would you mitigate any of the ethical implications you have identified?
    - Through this analysis I had clear transparency about the use of each dataset and gave background information to assist in understanding the visualizations created. For each visualization I also added notes about the highlights and findings from each to also help understanding.