## **Hands-On Activity: Aesthetics and visualizations**

**TOTAL POINTS 2**

1.

Question 1



In this activity, you’ll review a scenario, and continue to apply your knowledge of data visualization with ggplot2. You will learn more about the aesthetic features of visualizations and how to customize them by specific criteria.

### The scenario



You are a junior data analyst working for the same hotel booking company from earlier. Last time, you created some simple visualizations with ggplot2 to give your stakeholders quick insights into your data. Now, you are interested in creating visualizations that highlight different aspects of the data to present to your stakeholder. You are going to expand on what you have already learned about ggplot2 and create new kinds of visualizations like bar charts.

### Working in RStudio Cloud



To start, log into your RStudio Cloud account. Then navigate to [this link](https://rstudio.cloud/project/2138069) and click on the following: Course 7 -> Week 4 -> Lesson3\_Aesthetics.Rmd.

If you’re having trouble finding the correct activity, check out this [step-by-step guide](https://cursive.io/shared/28dc296d9-5515-41a9-9bf6-84369bd247e3) on how to navigate in RStudio Cloud. Make sure to select the correct R markdown (Rmd) file. The other Rmd files will be used in different activities.

Carefully read the instructions in the comments of the Rmd file and complete the exercise. Some steps may be as simple as running pre-written code, while others may require you to write your own functions. If you have trouble completing the exercise or don't know how to proceed, navigate to Course 7 -> Week 4 -> Solutions -> Lesson3\_Aesthetics\_Solutions.Rmd in the exercise files.

## Did you complete this activity?

**1 / 1 point**

Yes

No

**Correct**

Thank you for completing this activity! Now you have some experience creating visualizations that highlight different aspects of the data to present to your stakeholder. You can practice these skills by modifying the code chunks in the rmd file, or use this code as a starting point in your own project console. Using aesthetic features in ggplot2 will give the ability to create powerful and flexible visualizations without leaving your R console!

2.

Question 2

Use the bar chart you created to determine which distribution type has the most number of bookings.

**1 / 1 point**

Corporate

Direct

TA/TO

GDS

**Correct**

The TA/TO distribution type has the most number of bookings.