Bellevue University

Weeks 5 and 6 Exercise: Kia Thefts

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DSC640: Data Visualization and Presentation

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The audience for this analysis includes city officials, law enforcement agencies, and community stakeholders who are directly involved in public safety and policymaking. These individuals possess a moderate understanding of data but may not be familiar with the specifics of car theft trends, particularly the surge in Kia and Hyundai thefts. The visualizations and narrative have been tailored to provide clear, actionable insights without relying on technical jargon. The goal is to create an engaging storyline that highlights the scope of the problem and proposes meaningful solutions.

The primary purpose of this analysis is to emphasize the growing crisis of Kia and Hyundai vehicle thefts and to advocate for specific preventive measures. The story builds around the rise in thefts tied to vulnerabilities in certain vehicle models, exacerbated by social media challenges. It underscores the ripple effects of this crisis, including increased insurance costs, strained law enforcement resources, and heightened community concerns. The call to action is clear: implement public awareness campaigns, collaborate with manufacturers to address security flaws, and allocate funding for targeted theft prevention programs. These narratives drive urgency and inspire actionable steps by connecting the data to real-world consequences.

A PowerPoint presentation is the chosen medium for this analysis, as it allows for a visually engaging and structured delivery of information. Each slide will present one or two visuals alongside concise explanations, making it easier for the audience to grasp key findings. This format is particularly effective for city council meetings or stakeholder workshops, where discussions can revolve around the presented insights. The use of PowerPoint ensures that the story is not just told but experienced, as the combination of visuals and narrative keeps the audience engaged.

The design choices for this analysis were guided by Gestalt's principles to ensure clarity and focus. Contrasting colors, such as red for Kia/Hyundai thefts and blue for other vehicle thefts, were used to differentiate trends and highlight critical insights. Labels and annotations were kept concise and descriptive, ensuring that each visual conveys a self-contained story. Charts were aligned consistently, and axis labels were scaled appropriately to avoid distortion or confusion. Adequate spacing between elements ensured a clean and uncluttered layout, enhancing readability and focus. These design choices collectively support the storytelling by making the data visually compelling and easy to understand.

The analysis adhered to strict ethical considerations to ensure accuracy and transparency. Minimal transformations were applied to the data, such as filtering missing values and summarizing theft counts, and these changes were documented for clarity. Data sources, including VICE News and city theft records, were reviewed for credibility and compliance with data-sharing standards. Care was taken to avoid misrepresenting trends, using appropriate scales and including all significant data points. Assumptions, such as treating missing values as zero, were explicitly noted to maintain integrity. The datasets were sourced from reputable entities, and citations were included to ensure accountability. The analysis focuses on aggregated, non-personal data to uphold privacy and ethical standards. By addressing these considerations, the analysis builds trust with the audience and presents a story that is both compelling and credible.