**Name:** Kailan Barnes **Date:** 10/26/2021

**Lab section:** Tuesday

**Show your work!!!**

**Acquire**

Week: 9

Date: February 25 Year: **2019** Data: Economic value of the bicycle industry

**Source Article/Visualization:**

[Economic value of the bicycle industry](http://www.sqw.co.uk/files/6914/9406/9034/SQW_Economic_value_of_the_bicycle_industry_and_cycling_March_2017_FINAL.pdf)  
Data Source: [SQW](http://www.sqw.co.uk/)

<https://www.makeovermonday.co.uk/data/data-sets-2018/>

**Represent**

Chart, line chart

Description automatically generated

**Critique**

The visualization only shows total values of bikes, even though the source provides a difference between regular bicycles and electric bicycles. It also does not state that the data is from the UK. It is nice that it uses a line chart properly. I want to focus on the data of the e-bikes in the table, but also use a line chart. This visualization falls under the Data Visualization category as a line chart. As a line chart, it gives an overview of the topic, but cannot give details, such as individual values, easily. As a line chart is also suggests convergent thinking, trying to get the reader to come to an insight about the visualization.

**Mine**

What percentage of bicycles imported into the UK are electric? Is this percentage stable? How does the percentage compare to the number of imported e-bikes?

**Filter**

**Show** (display, list, make it visible) the filtered data.

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Manual Bikes | e-Bikes | Gross Value Added |
| 01/10/2016 | 719043 | 30230 | 89563770 |
| 01/07/2016 | 745763 | 39169 | 61237204 |
| 01/04/2016 | 774019 | 21392 | 101664534 |
| 01/01/2016 | 529218 | 42364 | 120985418 |
| 01/10/2015 | 878595 | 117320 | 113199810 |
| 01/07/2015 | 1045568 | 38207 | 71286961 |
| 01/04/2015 | 978284 | 11049 | 126809350 |
| 01/01/2015 | 616069 | 8421 | 111057159 |
| 01/10/2014 | 1095899 | 26705 | 102639760 |
| 01/07/2014 | 959767 | 21006 | 79630767 |
| 01/04/2014 | 887023 | 10647 | 114929714 |

**Stakeholders**

* People who work in the bicycle industry, government employees who regulate imports, bicycle market analysts
* The data provided is truthful and no errors were made, audiences who view the visualization are familiar with the bicycle industry
* Tableau was used to make the visualization

**What to submit:** This document in PDF format only (if you do not know how to do this, ask).

**Choose the best layout** for your makeover visualization: Portrait or Landscape, Remove the page of the layout that you DO NOT choose. No blank pages!

**Refine (Makeover – Portrait View)**

Use an additional page if necessary. Remember, the purpose of visualization is *“insight.”* Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist).

Chart, line chart

Description automatically generatedThese line charts show the number of e-bikes and the percentage of bikes that are e-bikes that are imported into the United Kingdom. It shows the data from 2012 to 2016, separated by quarter.

**Resources**

Data Visualization Checklist:

<http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf>

How to give constructive criticism:

<https://personalexcellence.co/blog/constructive-criticism/>

Sample Makeovers

<https://www.makeovermonday.co.uk/gallery/>

**Grading Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
| **Excellent**  **(21-25 pts)** | **Good**  **(10-20 pts)** | **Fair**  **(5 – 9 pts)** | **Needs Improvement (0 – 4 pts)** |
| Meets **ALL** or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Meets **MOST** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Consistently meets **SOME** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Little to no evidence of the understanding of the data visualization process.  Lackluster makeover or no makeover.  Little effort. |