

Data Visualization – Expectations

Goals:

- Uncover insights about the data through visualizations
 - What stories does your data tell?
- Answer (or partially answer) your research questions about your data

Expectations:

- Use data visualization throughout all stages of the project
- Use appropriate visualization techniques depending on
 - project stage
 - variable type (categorical, quantitative)
 - variable (for example, lat and long variables would most likely lead to a map visualization)
- Visuals should be labeled, titled, with legends (if applicable), etc. They should also make use of color, size, shape, etc. appropriately.
- Use a variety of visualization types
- Create interesting and compelling visualizations that show:
 - Insights/Data stories
 - Answers or partial answers to your research questions
- Add any **necessary** text to explain visuals, trends, data insights, research question (partial) answers, etc.
 - Text should be limited and in sentence form. No long paragraphs!

Deliverables:

Data visualizations will be part of other deliverables such as EDA and statistical analysis. If you have more visualizations that are not already included in other deliverables, you can submit another deliverable for data visualization.

- Code in Python, R, etc.
 - Code should be commented appropriately, readable, and in a format that incorporates code, text, and visualizations (R Markdown or Jupyter Notebook)
- If you use a different tool to create data visualizations:
 - Tool is capable of creating dashboards, for example Tableau or Exploratory.io: you may create dashboards that incorporate text and visualizations.
 - Make sure that your dashboards are public so that viewers without an account for that tool can see your dashboards

- Tool is not capable of creating dashboards: you may create a document that incorporates code (if used), text, and visualizations.
 - This may involve copying and pasting code and/or visualizations into a document.
- Deliverables should be well-organized and visual appealing
- Post your deliverables on your GitHub page in your capstone project repository.
 - For dashboards or other items you cannot post, post a link to them instead.