White House Visitor Story

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Audience: The primary audience for this visual story consists of White House security staff, administrative personnel, and policymakers who monitor and analyze visitor trends. This audience is familiar with access protocols and security classifications but may not have deep technical expertise in data analysis. Therefore, the story uses straightforward visuals and limited jargon to ensure clarity.

Purpose: The purpose of this visual story is to improve visitor management and security procedures by identifying trends and patterns in the White House visitor data. The key insights aim to reveal potential anomalies, frequently visited personnel, and peak visiting times. The call to action is to optimize security protocols during peak hours and improve the efficiency of the visitor approval process based on the identified trends.

Medium: This story is best presented as a PowerPoint presentation that can be easily shared during security briefings or administrative meetings. The format allows for detailed explanations alongside each visualization and provides an effective way to engage decision-makers with key insights.

Design Choices:

* Color: The color scheme uses distinguishable but muted colors to maintain professionalism. Different colors for each access type help differentiate categories in stacked bar charts.
* Text: Clear, concise labels and titles are used to minimize confusion. Important points are emphasized with bold text.
* Alignment: All elements are aligned to create a clean, organized layout, ensuring that visuals are easy to interpret.
* Sizing: Visuals are sized to maximize readability without cluttering the slides.
* Spacing: Adequate spacing between charts and annotations helps avoid cognitive overload.

Visuals:

1. Bar Chart: Shows the number of visits by month, highlighting trends over time.
2. Line Chart: Displays the overall trend of visits to identify patterns.
3. Stacked Bar Chart: Depicts visits by access type over time, helping differentiate visitor categories.
4. Scatterplot: Visualizes the distribution of access types across time to spot anomalies.
5. Bar Chart: Highlights the top 10 most frequent visitees to identify key personnel.
6. Bar Chart: Displays the top 10 meeting locations, indicating where visits are concentrated.

Ethical Considerations:

1. Data Changes: The data was cleaned to remove invalid entries (e.g., missing timestamps) for accurate analysis. No substantial changes were made to the data content.
2. Regulatory Guidelines: As this dataset pertains to White House visitors, it adheres to transparency laws, but privacy must still be respected when sharing insights publicly.
3. Risks: Visualizations could inadvertently expose sensitive patterns. To mitigate this, data is aggregated to avoid disclosing individual visitor details.
4. Assumptions: Some missing data was excluded, which may introduce bias. This exclusion is clearly stated in the presentation.
5. Data Sourcing: The data was sourced from official White House access records, ensuring credibility.

Call to Action: Based on these insights, security staff should optimize visitor screening procedures during peak hours and investigate high-frequency visitors or locations for potential security improvements. This approach ensures a safer and more efficient visitor management system.