

CGT 270 Data Visualization
Makeover Monday #2 (2020 Dataset)

Name: Connor Colbert **Date:** March 28, 2022 **Max points:** 25

Lab section: Wednesday @ 11:30 AM

Acquire

Week: 1

Date: January 6th

Year: 2020

Data: [What is America's most popular sport?](#)

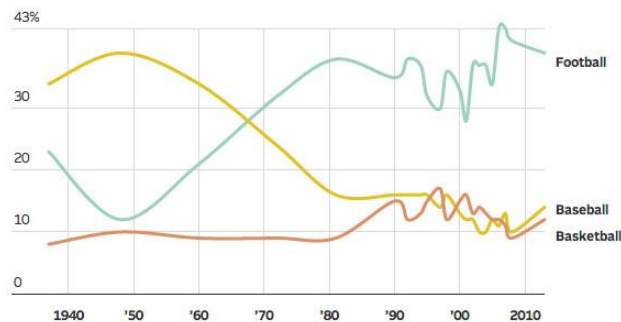
Source Article/Visualization: [40 maps and charts that explain sports in America](#)

Data Source: [Gallup](#)

Represent

America's favorite spectator sport

Top three answers to Gallup question "What is your favorite sport to watch?" over time



Source: Gallup



Critique

Likes

- I like the smoothness in the lines and how everything flows very well together.
- The visualization is very clean and easy to follow.

Dislikes

- I feel as though the contrast between the colors chosen make it difficult to differentiate between the lines.
- Only the top percentage on the left includes a % sign.
- The end of the Baseball and Basketball curves are a little hard to tell apart.

What I will do: I think I will go for a more artistic design of my visualization. I want to make an emphasis on the specific sports and add images with percentages to illustrate how popular the sports are.

This visualization would be categorized as a *data visualization* and is a multi-line graph.

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Mine

I will be answering:

- “What is America’s favorite sport?”
- “How do ball sports compare to other sports?”

Filter

	Football	Baseball	Basketball	Soccer	Ice hockey	Auto racing	Figure skating
2017	37	9	11	7	4	2	1
2013	39	14	12	4	3	2	1
2008	41	10	9	3	4	3	1
2007	43	13	11	2	4	3	2
2006	43	11	12	2	2	4	3
2005	34	12	12	3	4	5	3
2004	37	10	13	2	3	5	4
2003	37	10	14	2	5	5	6
2002	37	12	13	2	3	5	4
2001	28	12	16	2	3	6	4
2000	33	13	15	2	5	5	4
1998	36	16	12	2	3	3	2
1997	30	14	17	2	3	7	2
1995	32	16	15	1	3	2	2
1994	37	16	13	2	1	2	3
1994	35	21	11	2	3	2	3
1992	38	16	12	1	4	2	2
1990	35	16	15	1	3	1	2
1981	38	16	9	2	2	1	2
1972	32	24	9	0	4	2	1
1972	38	19	10	0	5	0	0
1960	21	34	9	0	3	0	1
1948	17	39	10	0	3	1	0
1937	23	34	8	0	2	1	1

Stakeholders

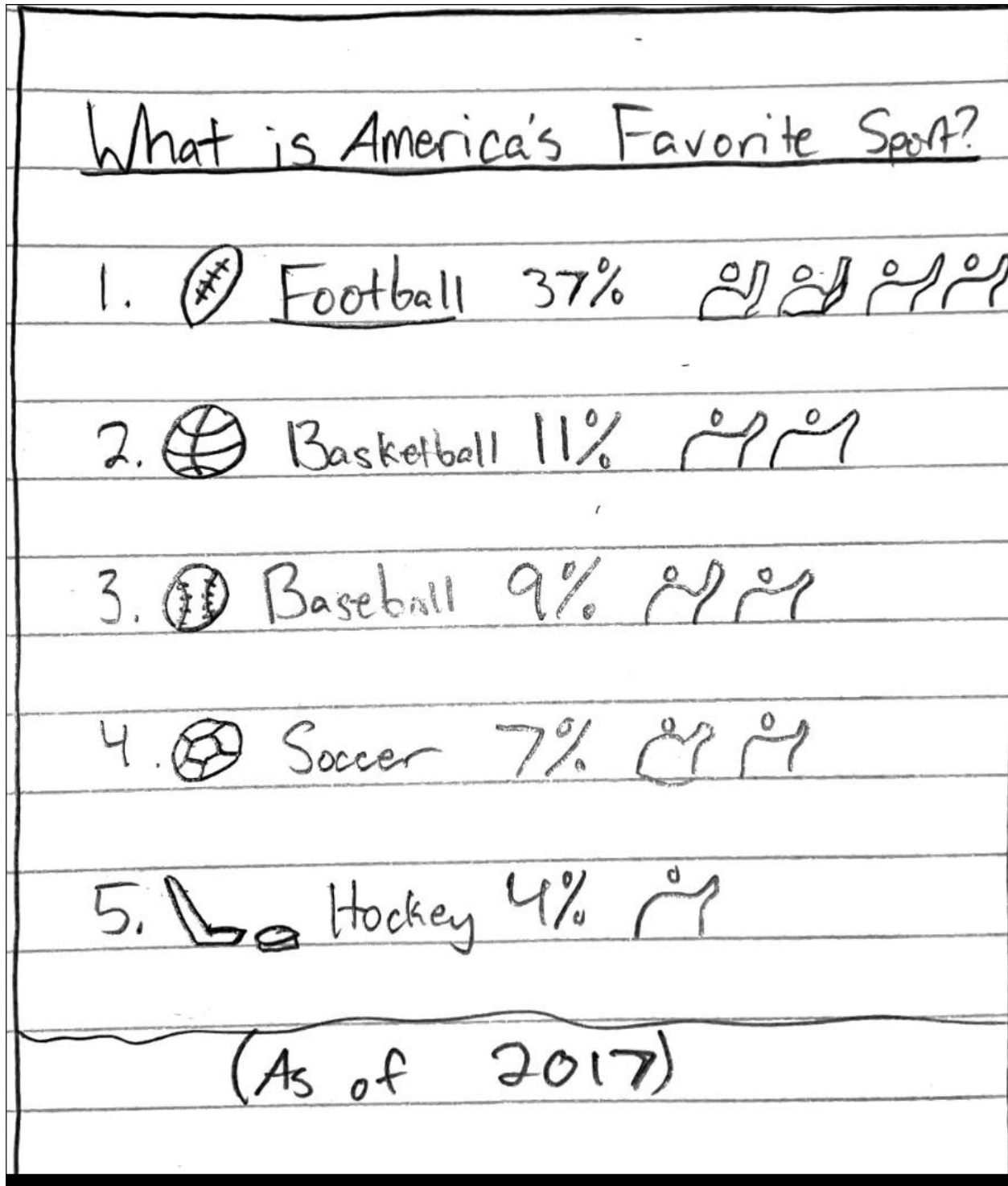
- My audience is anybody interested in American sports entertainment
- I assume that the data is not polled from the same audience every year

What to submit: This document in PDF format only (if you do not know how to do this, see Lab 0 Exercise 1). Save this document as: **LastnameFirstInitial_CGT270S22_MakeoverMonday#2.pdf**

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!

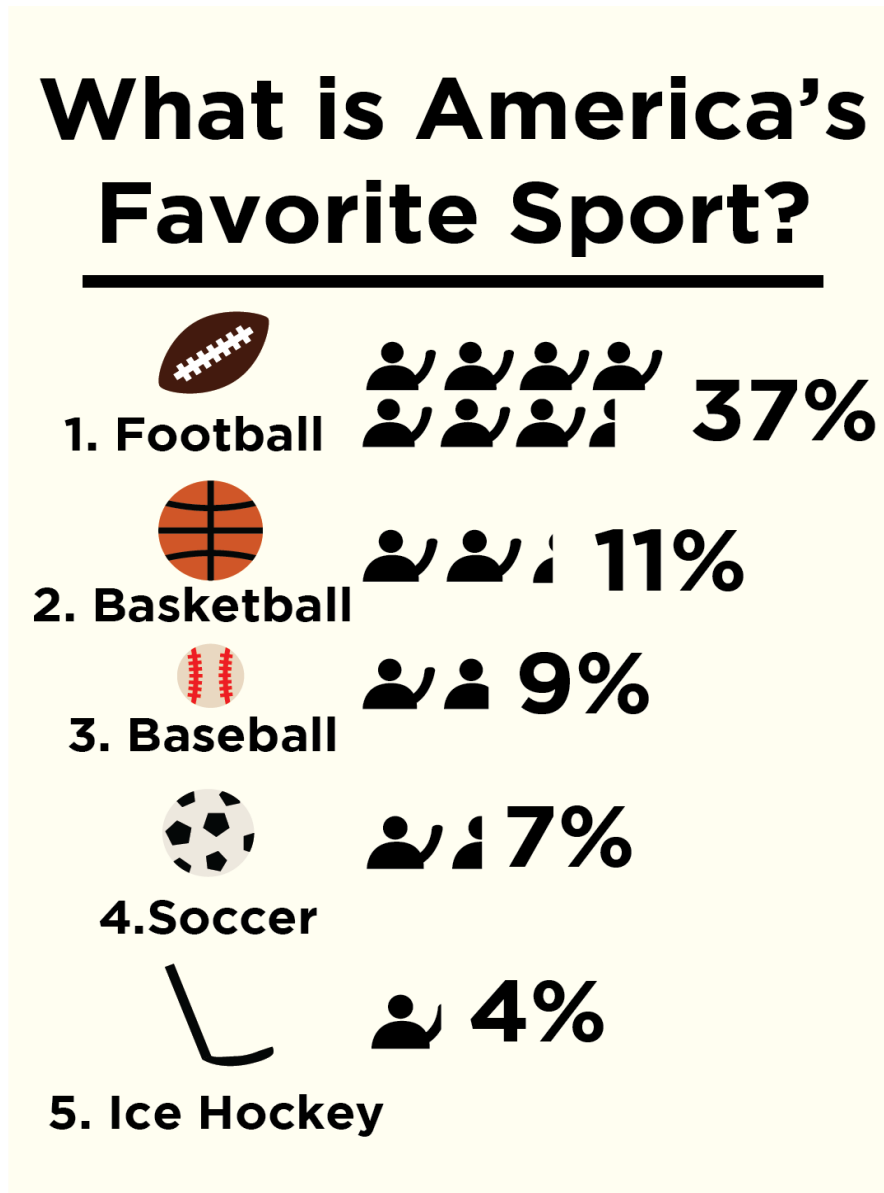
NEW Sketch your Makeover

In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below.



Refine (Makeover – Portrait View)

In the space below, show the computer-generated version of your sketch using the visualization tool of your choice. DO NOT draw what you sketched. The visualization should be created with the visualization tool (Tableau, Excel, Power BI, etc., of your choosing). 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). **You MUST use more advanced chart types for your makeover.**
Chart types that are not allowed: bar (single or stacked), pie, line charts, scatter plots, no tables.



America's top 5 favorite sports as of a 2017 survey.

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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	Good	Fair	Needs Improvement
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. [15 pts]	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. [10 – 14 pts]	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. [5 – 9 pts]	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort. [0 – 4 pts]
Sketch included: hand drawn, data vis best practices evident. [5 pts]	Sketch included: hand drawn, lacking data vis best practices. [3 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]
More advanced chart types used [5 pts]	More advanced chart types used, followed most best practices [3 pts]	Basic chart types used in the makeover [2 pts]	Little to no improvement in visual representation of the data [0 pts]