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MIS 505

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Module 6 Assignment 1: Write-Up

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In this assignment, I chose to focus on Trump’s approval rating. I focused on approval, as opposed to both approval-and-disapproval, since they seemed to somewhat mirror each other. With being so close to the 2020 presidential election, I wanted to first address the most salient challenge his administration is currently facing: the response to Covid-19. Similarly, I examined Trump’s overall approval since his inauguration. Lastly, I honed-in on yearly trends in his overall approval rating with a color-coded heat map.

To analyze Trump’s approval rating leading up to the election, I filtered the responses to only include registered voters. I also filtered the Grade of the pollster to include grades of B- or higher. I started the X-axis with March, when Covid-19 was beginning to make waves in the U.S. I actively chose to start the Y-axis at Zero, in order to avoid an exaggerated downward slope for the trend line. I marked the highest and lowest points over this timeframe. The chart title implies the Covid-19/Approval Rating relationship. I also included an annotation to help illustrate the trend in context.

For Trump’s Overall Approval, I used a similar line chart. Unlike the Covid-19 visualization, this chart is not filtered. The X-axis spans 2017 to 2020. The Y-axis also starts at Zero in this chart. I’ve marked the months with the lowest and highest overall approval ratings. I’ve also included a reference line for the Average. In the dashboard, I’ve place this in a more neutral area, since it seemed to be more informational than actively engaging.

For my third visualization, I further examined the overall approval rating with a heat map (year and month). I used a red-blue color scale here, with deep red (Republican-sentiment) representing higher approval ratings and blue (Democrat-sentiment) representing lower approval ratings. I included the main take-away right in the title for this visualization, since heat maps are difficult to annotate within the chart itself.