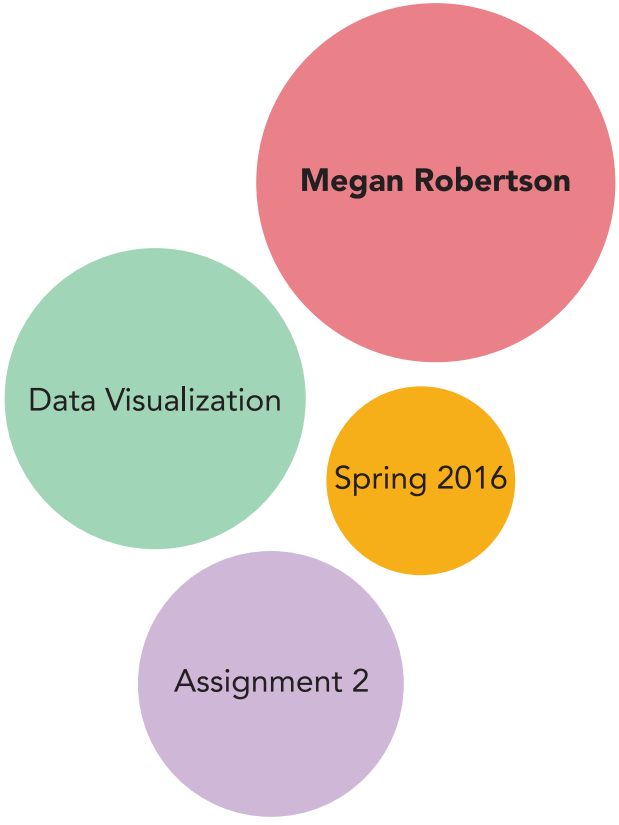
Megan Robertson
Data Visualization
Spring 2016
Assignment 2

Meet the Data

A built-in data set from RAW with information about the most popular cocktails, their ingredients, and the proportions of those ingredients.

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Cocktail,Parts,Ingredient
Bloody Mary,9,vodka
Bloody Mary,18,Tomato juice
Bloody Mary,3,lemon juice
Gin and Tonic,12,Gin
Gin and Tonic,29,Tonic Water
Screwdriver,10,vodka
Screwdriver,20,orange juice
White Russian,10,vodka
White Russian,4,coffee liqueur
White Russian,6,cream
Cosmopolitan,8,vodka
Cosmopolitan,3,cointreau
Cosmopolitan,3,lime juice
Cosmopolitan,6,cranberry juice
Apple Martini,8,vodka
Apple Martini,3,apple schnapps
Apple Martini,3,cointreau
Long Island Iced Tea,3,vodka
Long Island Iced Tea,3,tequila
Long Island Iced Tea,3,rum
Long Island Iced Tea,3,triple sec
Long Island Iced Tea,3,Gin
Long Island Iced Tea,5,lemon
juice
Long Island Iced Tea,6,gomme
syrup
Mudslide,6,vodka
Mudslide,6,coffee liqueur
Mudslide,6,bailey's
Mudslide,6,cream
Margarita,7,tequila
Margarita,4,cointreau
Margarita,3,lime juice
Kamikaze,6,vodka
Kamikaze,6,triple sec
Kamikaze,6,lime juice
Mojito,8,rum
Mojito,6,lime juice
Mojito,1,sugar
Mojito,1,mint
Mojito,12,soda
Caribou Lou,6,rum
Caribou Lou,3,pineapple juice
Cuba Libre,12,Cola
Cuba Libre,6,rum
Jager Monster,9,Jagermeister
Jager Monster,6,orange juice
Daiquiri,9,rum
Daiquiri,4,lime juice
Daiquiri,1,syrup
Whiskey Sour,3,whiskey
Whiskey Sour,2,lemon juice
Whiskey Sour,1,syrup
Mint Julep,18,whiskey
Mint Julep,1,mint
Mint Julep,1,sugar
Pina Colada,6,rum
Pina Colada,6,cream
Pina Colada,6,pineapple juice
Sex on the Beach,8,vodka
Sex on the Beach,4,peach
schnapps
Sex on the Beach,8,orange juice
Sex on the Beach,8,cranberry
juice
B-52,4,coffee liqueur
B-52,4,bailey's
B-52,4,cointreau
```

Time to Ask the Tough Questions

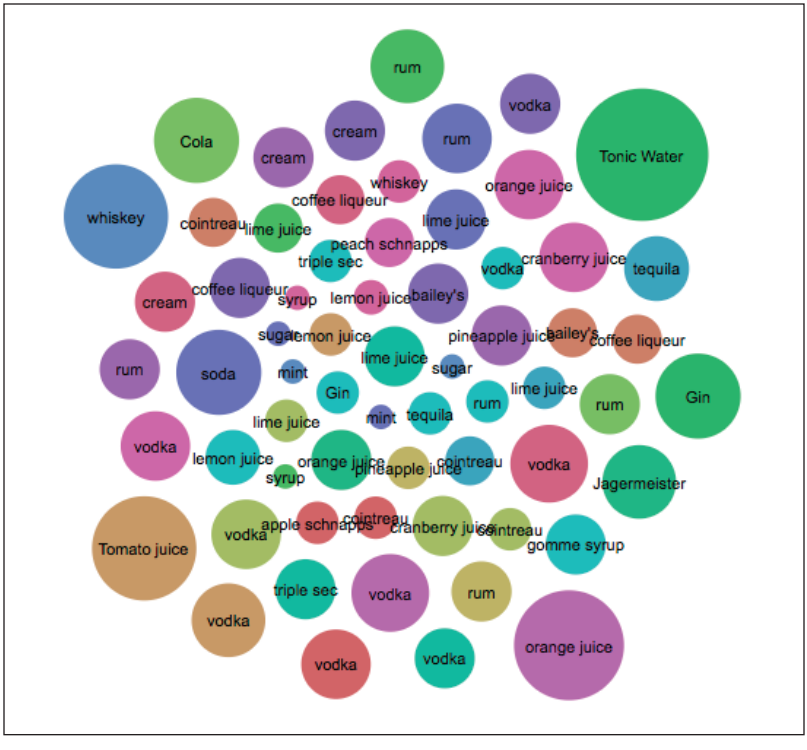
What is the most frequent number of ingredients uesd in the most popular cocktails?

Process

I started with Voyager and used a few different sets of data from The World Bank and Vincent Arel Bundock. However, after running into problems both with translating my data sets to Voyager and the tool itself, I moved on to Density Design Lab's RAW tool. I uploaded a few different data sets to that tool, but didn't find any that translated well to any of their types of graphs. So, I tried one of their built-in data sets, and was naturally drawn to information about cocktails and their ingredients.

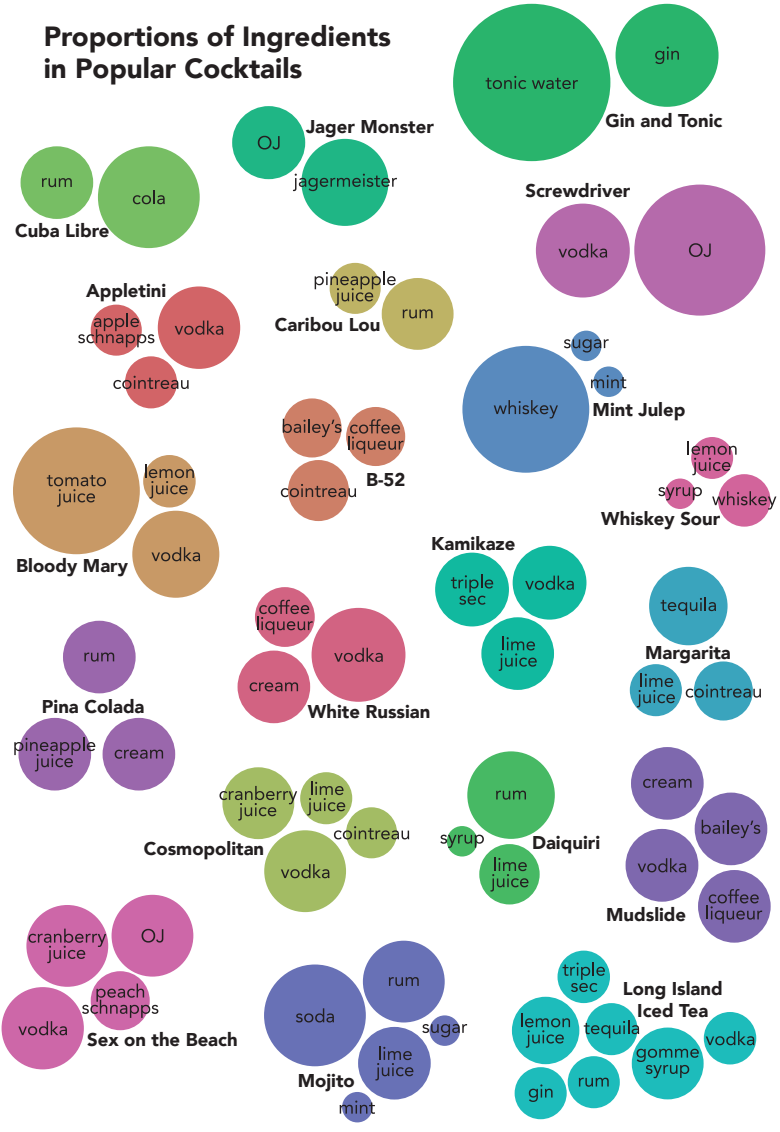
As more of a beer drinker, I found myself unfamiliar with the makeup of most of the drinks that were listed, and wondered how many ingredients most of them had. My estimate was pretty high, mainly because my beer-drinking self perceived cocktails to be more complicated than they actually turned out to be. I also wondered about a few other questions, like which was the most often used non-alcoholic ingredient and which drinks had the highest proportion of alcohol. However, I decided that my original question would be the easiest to answer visually.

After trying a few different types of graphs, I ended up using a cluster force layout because it specifically asked for the right type of information.



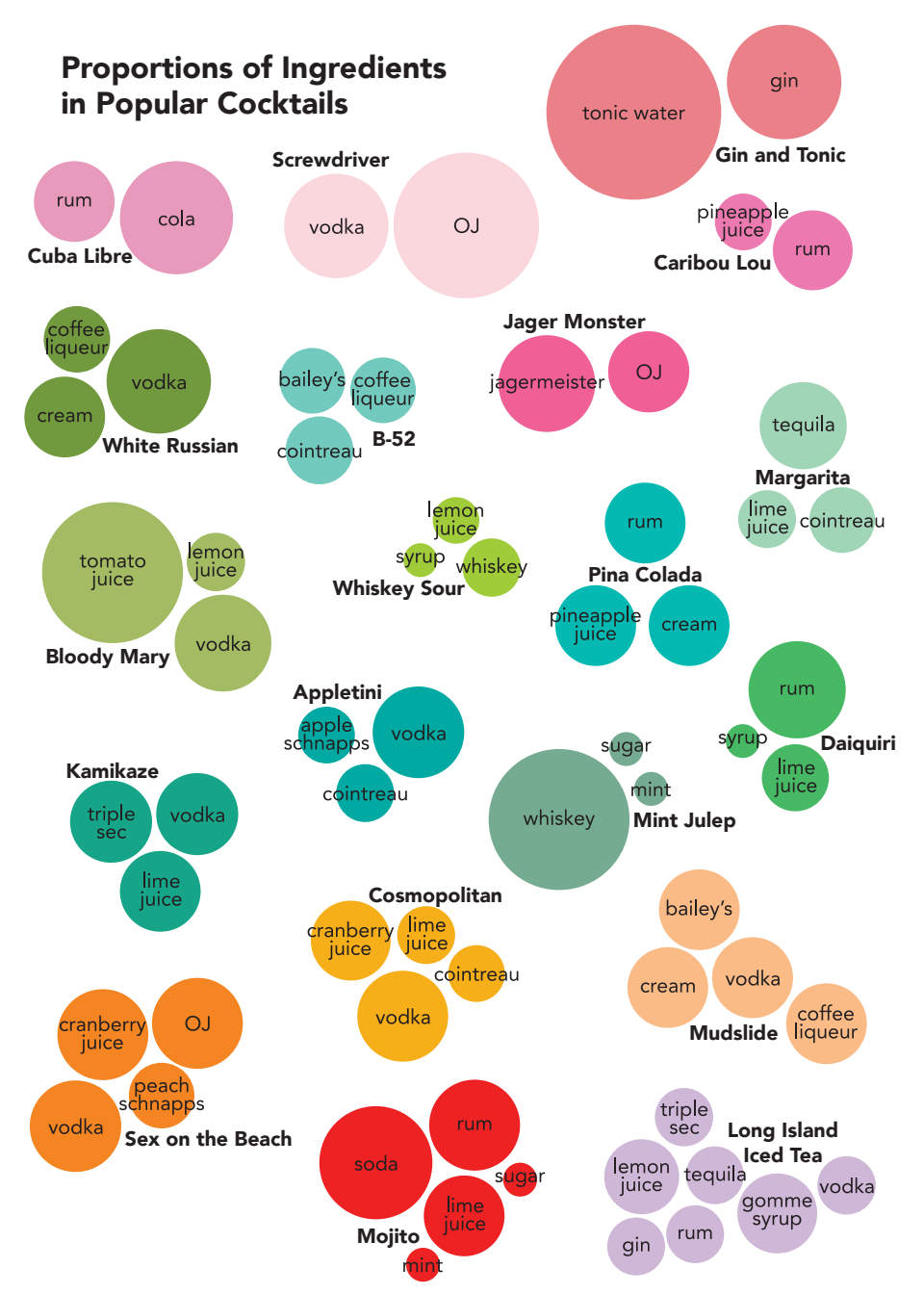
First Iteration

RAW gave me a chart that showed the ingredients of each drink as a circle whose size corresponded to the proportion of the drink it made up, and whose color corresponded to the drink. However, the circles for each drink weren't placed near each other and the colors of the circles were all very similar, making it difficult to see which ingredients went in which drinks.



So close and yet so far.

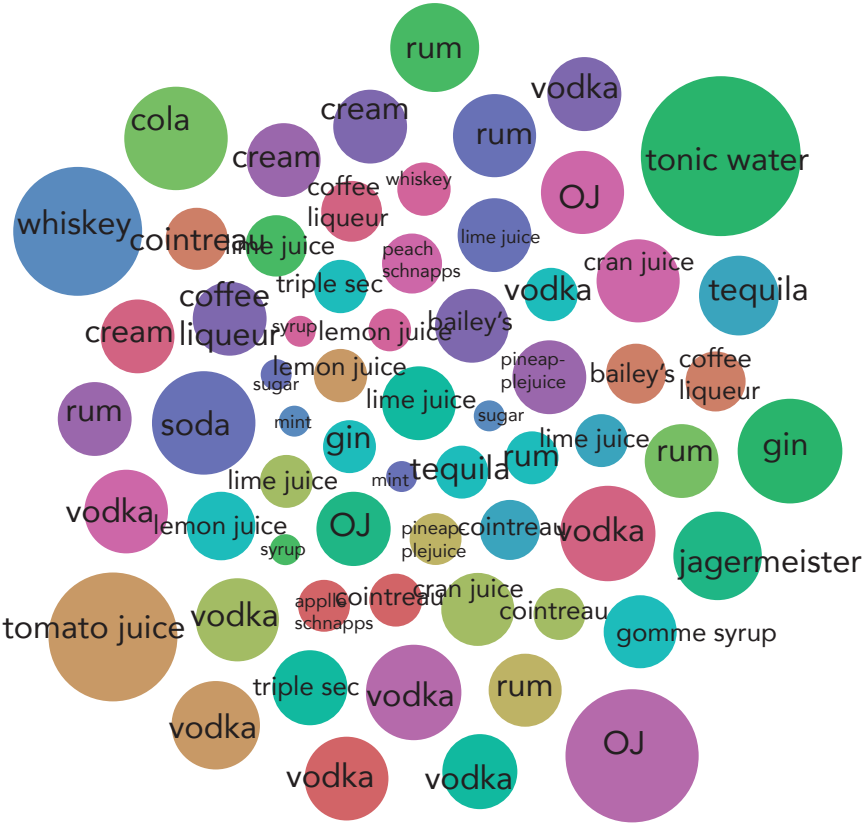
At this point, I had organization but not enough to answer my question.


Proportions of Ingredients in Popular Cocktails
tonic water
gin
Gin and Tonic
rum
cola
Cuba Libre
Screwdriver
vodka
OJ
pineapple juice
rum
Caribou Lou
coffee liqueur
vodka
cream
White Russian
bailey's
coffee liqueur
cointreau
B-52
Jager Monster
jagermeister
OJ
tequila
Margarita
lime juice
cointreau
tomato juice
lemon juice
vodka
Bloody Mary
lemon juice
syrup
whiskey
Whiskey Sour
rum
Pina Colada
pineapple juice
cream
Appletini
apple schnapps
vodka
cointreau
rum
syrup
lime juice
Daiquiri
Kamikaze
triple sec
vodka
lime juice
sugar
mint
whiskey
Mint Julep
Cosmopolitan
cranberry juice
lime juice
cointreau
vodka
bailey's
cream
vodka
coffee liqueur
Mudslide
cranberry juice
OJ
peach schnapps
vodka
Sex on the Beach
soda
rum
sugar
lime juice
Mojito
mint
triple sec
Long Island Iced Tea
lemon juice
tequila
vodka
gomme syrup
gin
rum

Caption:
Popular cocktails broken down by the proportion of their ingredients.

In sum...

A majority of the most popular cocktails use only three ingredients. No matter how inexperienced with mixed drinks one might be, the simplicity of only three ingredients for most cocktails (with the glaring exception of the Long Island Iced Tea) presents beer aficionados with a wonderfully simple task to undertake. In fact, only two of the twenty cocktails in the data used more than three ingredients. Now the only question is... shaken or stirred?



Let me introduce you to my friend, Adobe Illustrator

I took the chart into Illustrator and made it my own. At first, that led to this craziness. Then I started to organize the data a little more.