Name: David Luo **Date:** 3/9/2022 **Max points:** <u>25</u>

Lab section: Wednesday 9:30AM-11:20AM

Show your work!!!

Acquire

Week: One

Date: 03/09/2022   Year: **2019**   Data: 3 – Consumer Spending By Generation
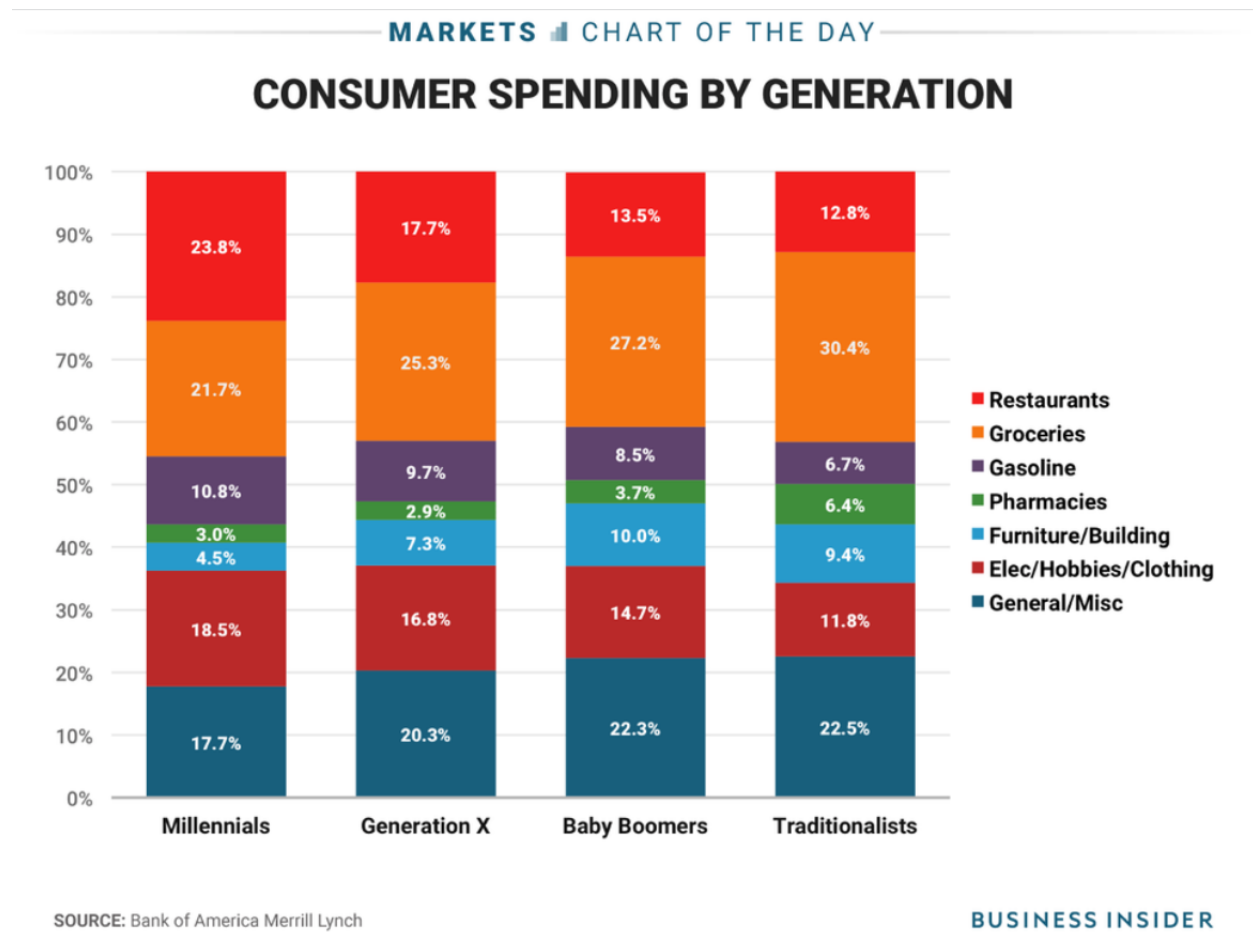
Source Article/Visualization:

Consumer Spending by Generation

Data Source: Bank of America Merrill Lynch

https://www.makeovermonday.co.uk/data/data-sets-2016/

Represent

Critique

I like the use of color and choice of graph. A stacked bar chart is a wonderful choice for this style of graph because each category adds to the total spending. However, the same job could be done with multiple pie charts as all the categories add to 100%. A pie chart may be easier to read when compared to a stacked bar chart.

This visualization falls under the Data Visualization category and is a bar chart. Characteristics of the bar chart include: It provides an overview of the data, and encourages convergent thinking.

Mine

How have spending habits changed over generations?

Filter

Generation	Category	% of Spending
Millenials	Restaurants	0.238
Millenials	Groceries	0.217
Millenials	Gasoline	0.108
Millenials	Pharmacies	0.03
Millenials	Furniture/Building	0.045
Millenials	Elec/Hobbies/Clothing	0.185
Millenials	General/Misc	0.177
Generation X	Restaurants	0.177
Generation X	Groceries	0.253
Generation X	Gasoline	0.097
Generation X	Pharmacies	0.029
Generation X	Furniture/Building	0.073
Generation X	Elec/Hobbies/Clothing	0.168
Generation X	General/Misc	0.203
Baby Boomers	Restaurants	0.135
Baby Boomers	Groceries	0.272
Baby Boomers	Gasoline	0.085
Baby Boomers	Pharmacies	0.037
Baby Boomers	Furniture/Building	0.1
Baby Boomers	Elec/Hobbies/Clothing	0.147
Baby Boomers	General/Misc	0.223

Traditionalists	Restaurants	0.128
Traditionalists	Groceries	0.304
Traditionalists	Gasoline	0.067
Traditionalists	Pharmacies	0.064
Traditionalists	Furniture/Building	0.094
Traditionalists	Elec/Hobbies/Clothing	0.118
Traditionalists	General/Misc	0.225

Stakeholders

- My audience is the general public OR internal marketing department
- Assumptions I made is that the data was responsibly sampled and is accurate.
  - I do not have access to the raw survey data, so it is unclear if these percentages are accurate.
- I used Tableau to create my visualization

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#1.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.

The idea is to create an area chart and order the generations by date to show more clearly how spending habits changed from each generation.
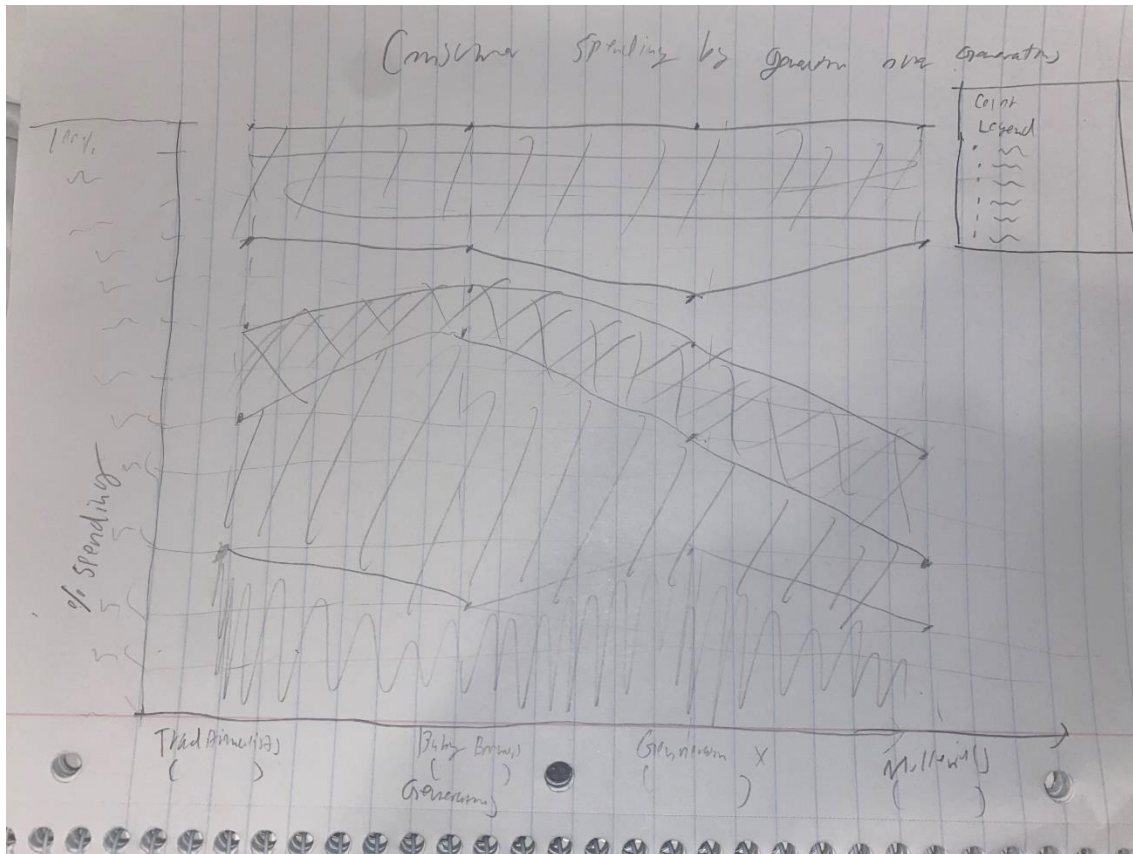
Disadvantages:

adding each point's value might make the graph look cluttered

This type of graph can be more difficult to read

Advantages:

More clearly shows change over time.

Refine (Makeover – Landscape view)

Use an additional page if necessary. 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.**
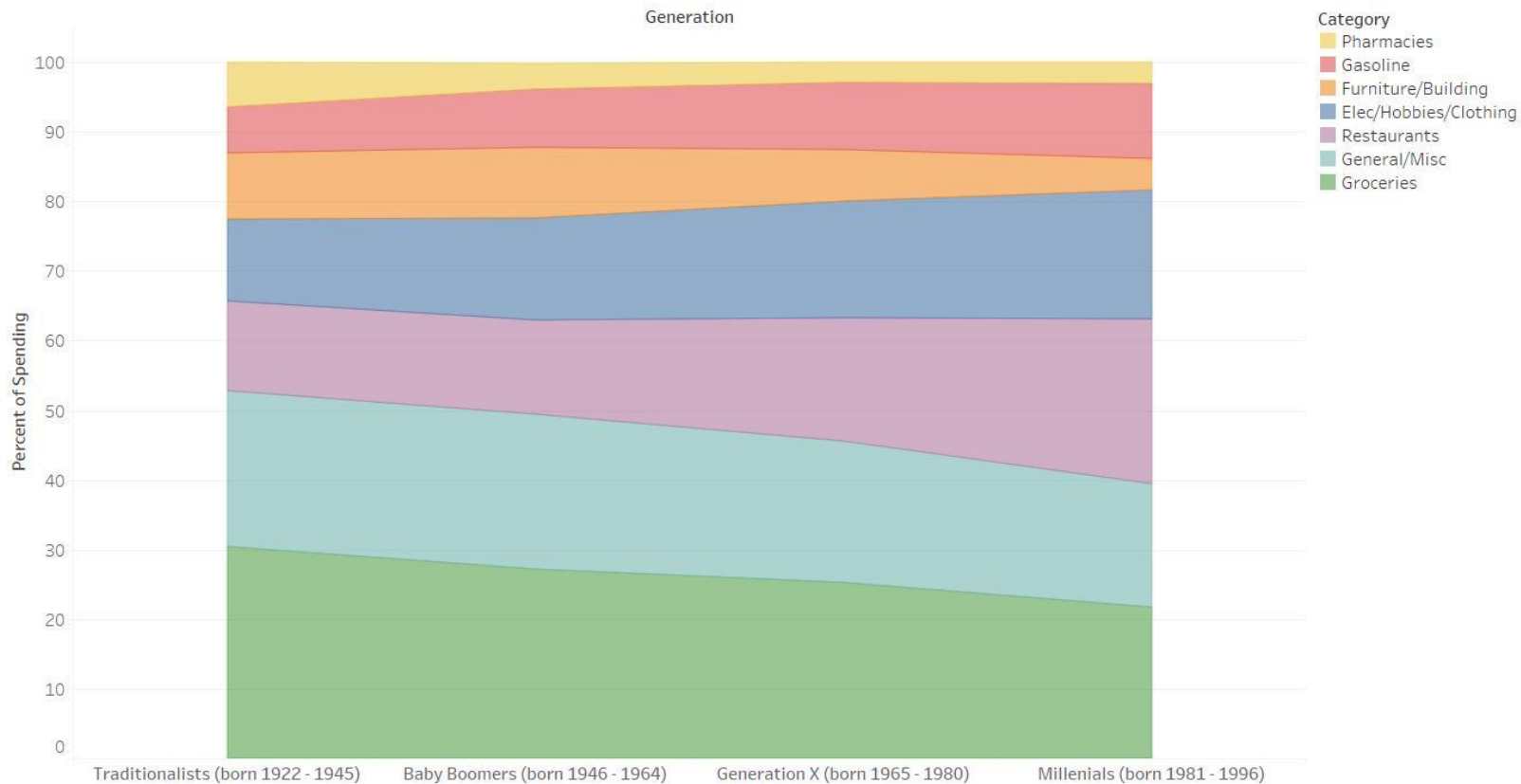
Generational Spending

Figure Caption. Shows the change in spending behavior over 4 generations from 1922 to 1996.

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 chat types used in the makeover [2 pts]	Little to no improvement in visual representation of the data [0 pts]