

CGT 270 Data Visualization
Makeover Monday #1 (2018 Dataset)

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Date: <10/19/2021>

Lab section: <Tuesday>

Show your work!!!

Acquire

Week: 52

Date: Dec 24

Year: 2018

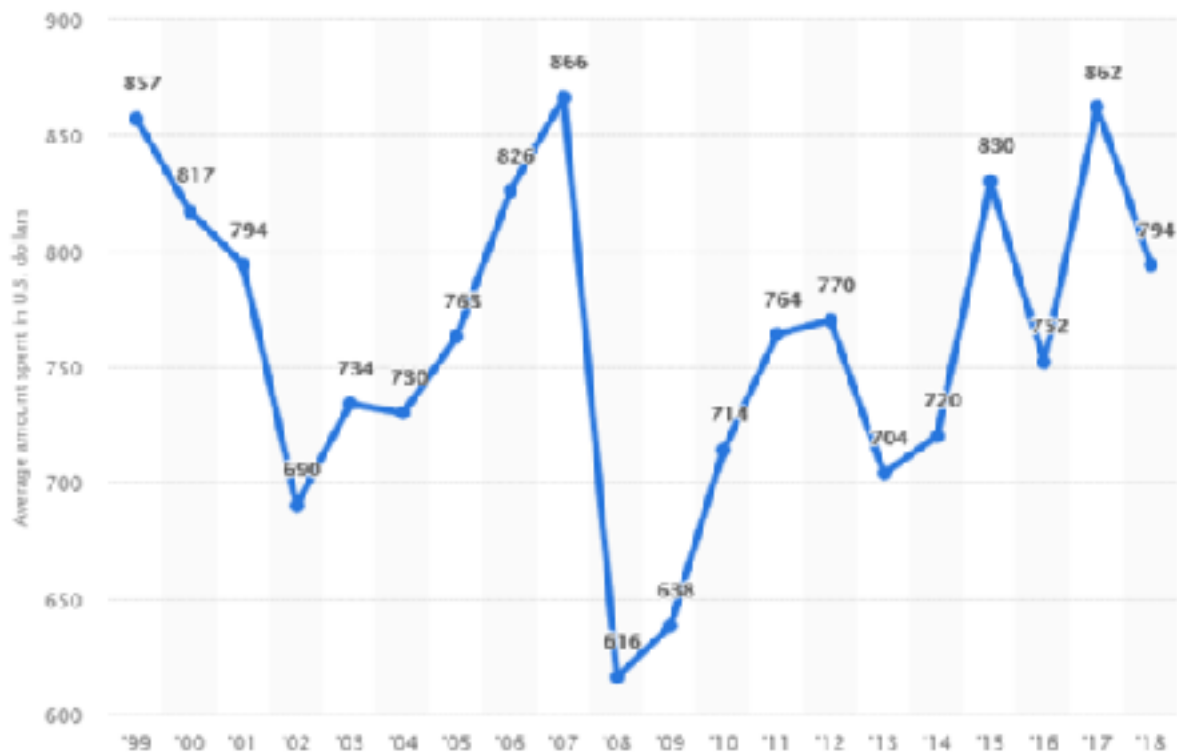
Data: Average spending on

Christmas gifts in the U.S. 1999-2018

Source Article/Visualization:

Average spending on Christmas gifts in the U.S. 1999-2018

Represent



Data visualized by  + a b | e o u

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Critique

I like the label on this visualization; it label all the price number. It does not have any title on it and this is where I do not like. I plan to add things it missed, and I plan to refine its X axis.

Mine

I attempt to answer the question that what is the American's average spending on Christmas gift in 1999 to 2018.

Filter

Show (display, list, make it visible) the filtered data.

Year

Christmas spend in US\$

Stakeholders

- Who is your audience? People in US.
- What assumptions did you make? My assumption is that the average spending is base on the GDP of that year. If the income and GDP was bad in that year, the average spending would decrease.
- What visualization tool/software did you use? Tableau

What to submit: This document in PDF format only (if you do not know how to do this, ask).

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!

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Refine (Makeover - Portrait 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.

<Average spending on Christmas gifts in the U.S. 1999-2020 >

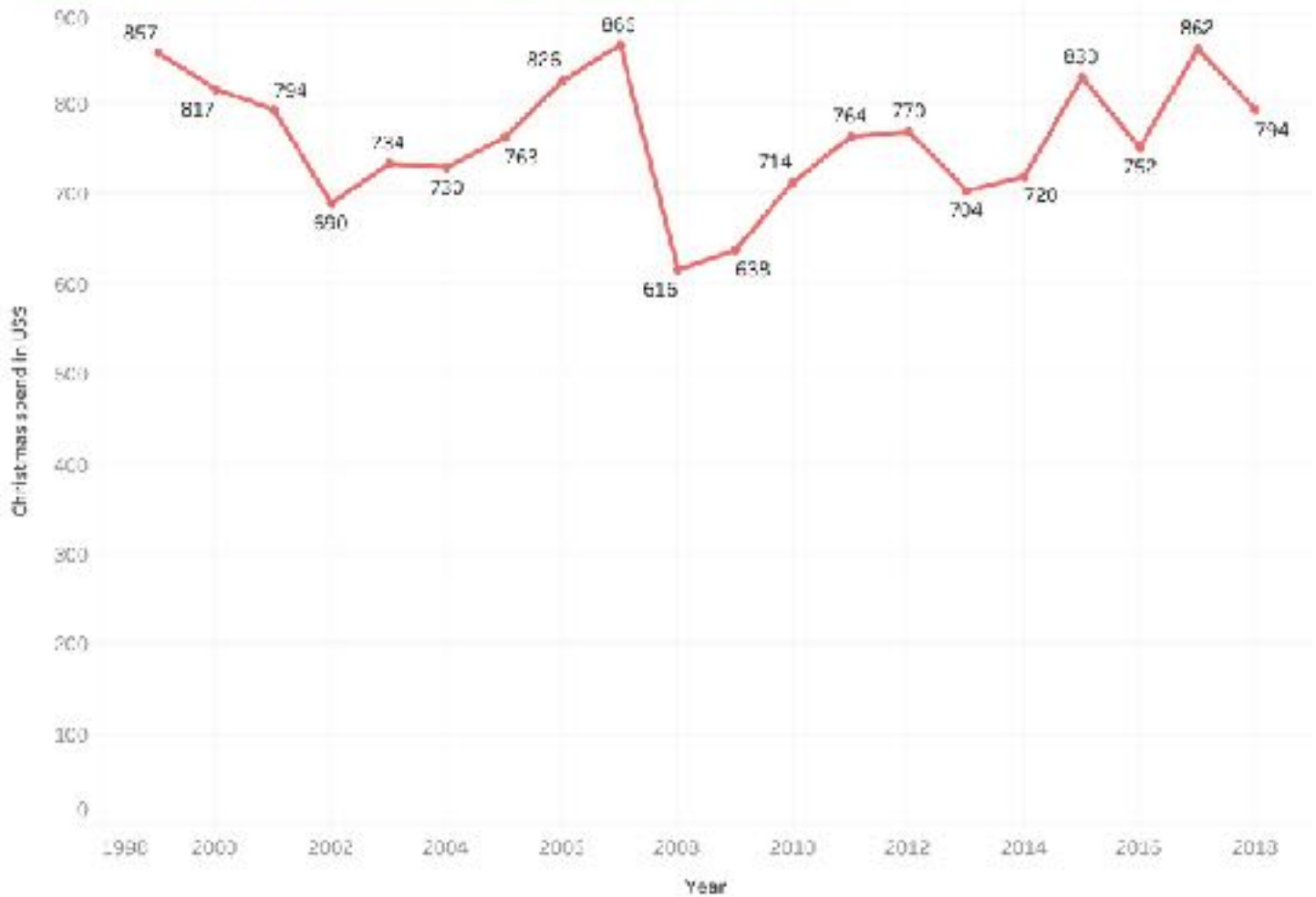


Figure Caption. < The trend of sum of Christmas spend in US\$ for Year. Color shows sum of Christmas spend in US\$. The marks are labeled by sum of Christmas spend in US\$. >.

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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 (21-25 pts)	Good (10-20 pts)	Fair (5 - 9 pts)	Needs Improvement (0 - 4 pts)
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.	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.	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.	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort.