

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

**Name:** Gabby Willard

**Date:** 10/20/21

**Lab section:** Wednesday

**Show your work!!!**

**Acquire**

Week: 13

Date: March 26

Year: **2018**

Data: data.world

Source Article/Visualization:

What is the UK's Favorite Chocolate Bar?

<https://www.makeovermonday.co.uk/data/data-sets-2018/>

**Represent**



**Critique**

I like how it shows the logos of all of the chocolate bar companies listed, I just don't think I can incorporate this in a redesign. I also like how the percentages are displayed so that the viewer does not have to guess the numbers. I don't really like how the bars are coming off the pictures because it doesn't really give the viewer a good visual of the data. One thing that can be done differently is changing this to a bar chart to where the viewer can see the percentages clearly from the visual so that I don't have to put the percentage next to each one of the columns.

**Mine**

How does each candy bar listed compare percentage wise with each gender directly? Which ones have the highest percentages overall?

**Filter**

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

Fall 2021

CGT 270 Data Visualization  
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	A	B	C	D
1	Chocolate Bar	Women %	Men %	
2	Galaxy	14	6	
3	Dairy Milk	9.5	7	
4	Mars	7.2	12.7	
5	KitKat	4.2		
6	Twirl	3.4		
7	Twix		6.3	
8	Snickers		6	
9				
10				

**Stakeholders**

- Who is your audience?

My audience is most likely people who live in the UK and are around 18-24 years old because this is data for people who meet those guidelines.

- What assumptions did you make?

The data does not actually give both genders opinions on all of the same chocolate bars, so I have to assume it is zero for the values that are null. I also have to ignore the fact that the percentages added up together don't even equal one hundred.

- What visualization tool/software did you use?

I used Tableau to make my visual.

**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

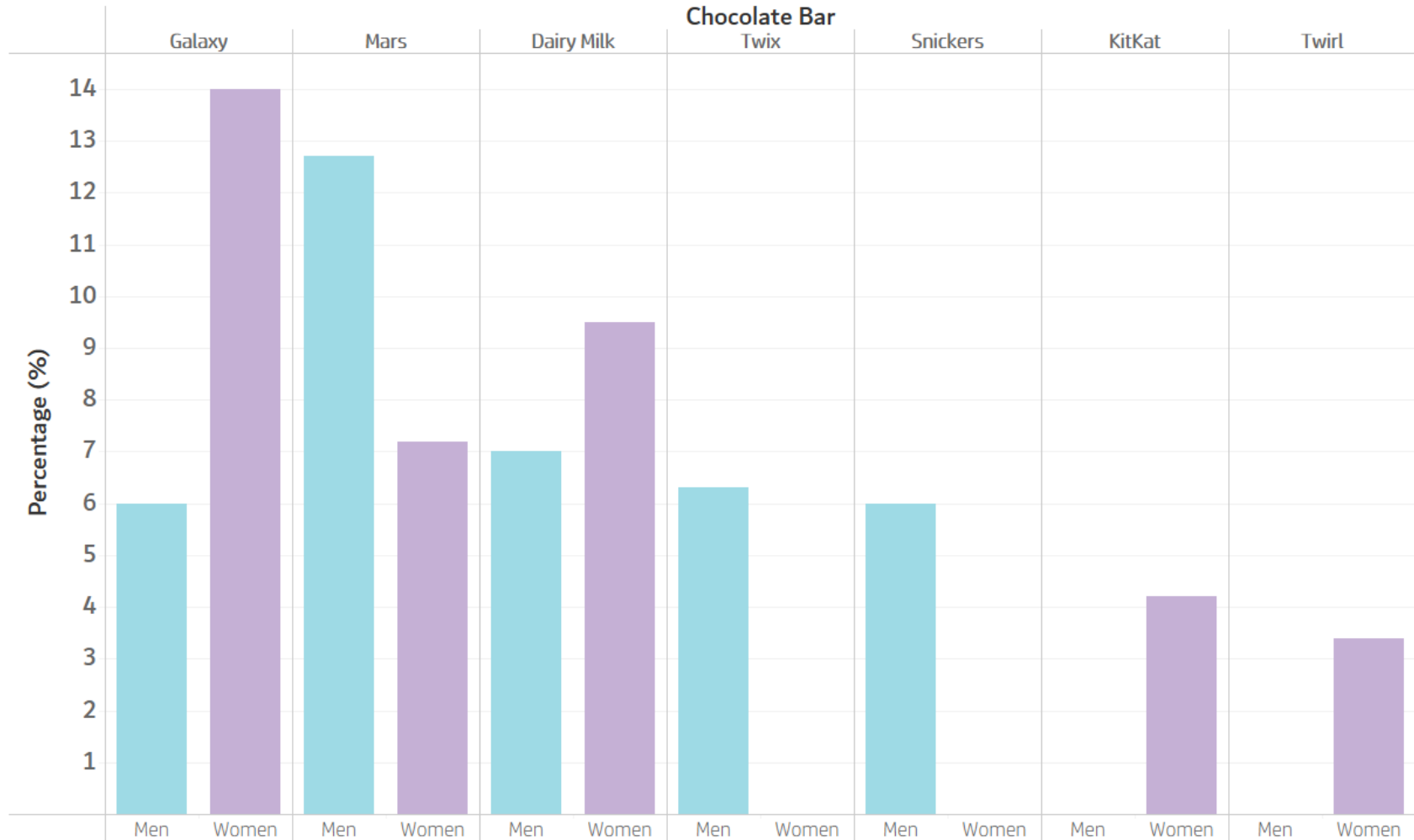
- Portrait or Landscape
- Remove the page of the layout that you DO NOT choose. No blank pages!

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

**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).

**Top Favorite Chocolate Bars for 18-24 Year-Olds in the UK**



CGT 270 Data Visualization  
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This visual is a bar chart graph sectioned out for each candy bar. This was done so that the viewer can easily compare the male and female percentages for each candy bar. The men are represented with a light blue color and the women are represented with a purple color. The axis's are all labeled so that the viewer can tell what each part of the visual means.

CGT 270 Data Visualization  
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### Resources

Data Visualization Checklist:

[http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist\\_May2016.pdf](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 <b>ALL</b> 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 <b>MOST</b> 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 <b>SOME</b> 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.