

CGT 270 Data Visualization
Makeover Monday #3 (2020 Dataset)

Name: Gabby Willard

Date: November 3, 2021

Lab section: Wednesday

Show your work!!!

Acquire

Week: 46

Date: November 16

Year: **2020**

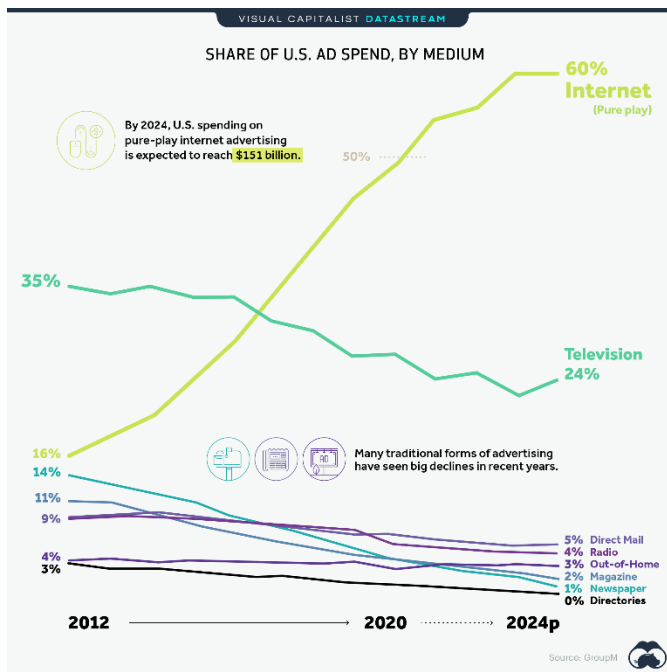
Data: data.world

Source Article/Visualization:

The Majority of Advertising Dollars are Now Being Spent Online

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

Represent



Critique

I like how each category is clearly separated from one another and I can tell the difference between them. I don't really like how the numbers are percentages instead of actual dollar amounts. I would change the outcome from percentages to amounts in billions of dollars to be displayed instead. This visualization falls under the Concept Visualization because the visual also displays predictions for the immediate future along with the past years.

Mine

How much has the amount of money spent in billions of dollars in advertising changed from the past to the future?

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Filter

	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Source	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
2	Total TV	60,914,800,000	63,895,700,000	64,401,700,000	65,382,100,000	67,440,100,000	66,286,100,000	64,837,900,000	64,998,900,000	52,560,300,000	53,182,800,000	51,431,600,000	52,055,300,000	52,196,700,000
3	National TV	38,584,900,000	39,577,100,000	41,064,200,000	41,313,100,000	43,416,800,000	41,835,600,000	42,992,300,000	42,855,800,000	38,024,800,000	40,138,700,000	40,227,300,000	40,285,000,000	40,310,100,000
4	Local TV	22,329,900,000	23,318,600,000	23,337,500,000	24,069,000,000	24,023,300,000	24,450,500,000	21,845,600,000	22,143,100,000	14,535,500,000	13,044,100,000	11,204,300,000	11,770,200,000	11,886,600,000
5	Total Radio	16,303,500,000	16,591,300,000	16,165,600,000	16,385,700,000	16,554,800,000	16,712,100,000	15,990,700,000	16,420,500,000	12,085,400,000	11,179,500,000	10,957,000,000	10,711,200,000	10,440,800,000
6	Total Newspapers	24,326,500,000	23,503,000,000	21,877,800,000	20,269,200,000	17,802,400,000	16,374,600,000	13,599,500,000	12,346,600,000	8,257,200,000	6,473,200,000	5,551,800,000	4,569,300,000	3,522,900,000
7	Total Magazines	15,370,500,000	18,927,500,000	17,247,000,000	15,841,800,000	14,506,900,000	13,101,300,000	11,895,400,000	10,798,200,000	8,480,000,000	7,089,400,000	6,186,500,000	5,223,000,000	4,196,200,000
8	Out-of-Home	6,516,700,000	6,889,900,000	6,806,000,000	7,282,500,000	7,319,700,000	7,599,100,000	7,714,400,000	8,358,800,000	6,607,600,000	7,083,800,000	7,296,300,000	7,515,200,000	7,740,700,000
9	Direct Mail	16,257,400,000	16,814,000,000	17,327,400,000	17,479,000,000	16,864,500,000	16,266,000,000	16,097,000,000	15,887,600,000	13,401,000,000	13,074,200,000	12,730,200,000	12,353,700,000	11,943,200,000
10	Directories	6,129,000,000	4,486,000,000	4,707,000,000	4,320,000,000	3,758,000,000	3,342,000,000	2,706,000,000	2,118,100,000	1,321,400,000	874,400,000	621,700,000	353,100,000	67,800,000
11	Pure-Play Internet	26,385,000,000	33,883,500,000	38,450,000,000	46,840,200,000	57,679,700,000	73,504,300,000	90,492,100,000	107,888,900,000	165,213,900,000	117,660,400,000	128,341,100,000	137,028,800,000	146,595,700,000
12	Search	18,858,000,000	21,278,900,000	24,876,600,000	29,233,800,000	33,870,300,000	40,410,100,000	47,610,800,000	54,322,400,000	52,975,500,000	59,242,400,000	63,015,900,000	65,911,300,000	69,047,000,000
13	Ex-Search	9,527,000,000	11,604,600,000	13,573,400,000	17,606,300,000	23,809,300,000	33,094,200,000	42,881,300,000	53,566,500,000	52,238,400,000	58,418,100,000	65,325,300,000	71,117,600,000	77,548,700,000
14	Media total	178,803,500,000	182,990,900,000	186,782,500,000	191,800,600,000	201,726,100,000	213,185,500,000	223,582,800,000	238,817,500,000	207,926,900,000	216,617,700,000	223,116,300,000	229,809,800,000	236,704,100,000
15														

Stakeholders

- Who is your audience? What assumptions did you make? What visualization tool/software did you use?

My audience is most likely people who are curious about advertising money spent by companies or companies looking to advertise a product.

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!

NEW Sketch your Makeover

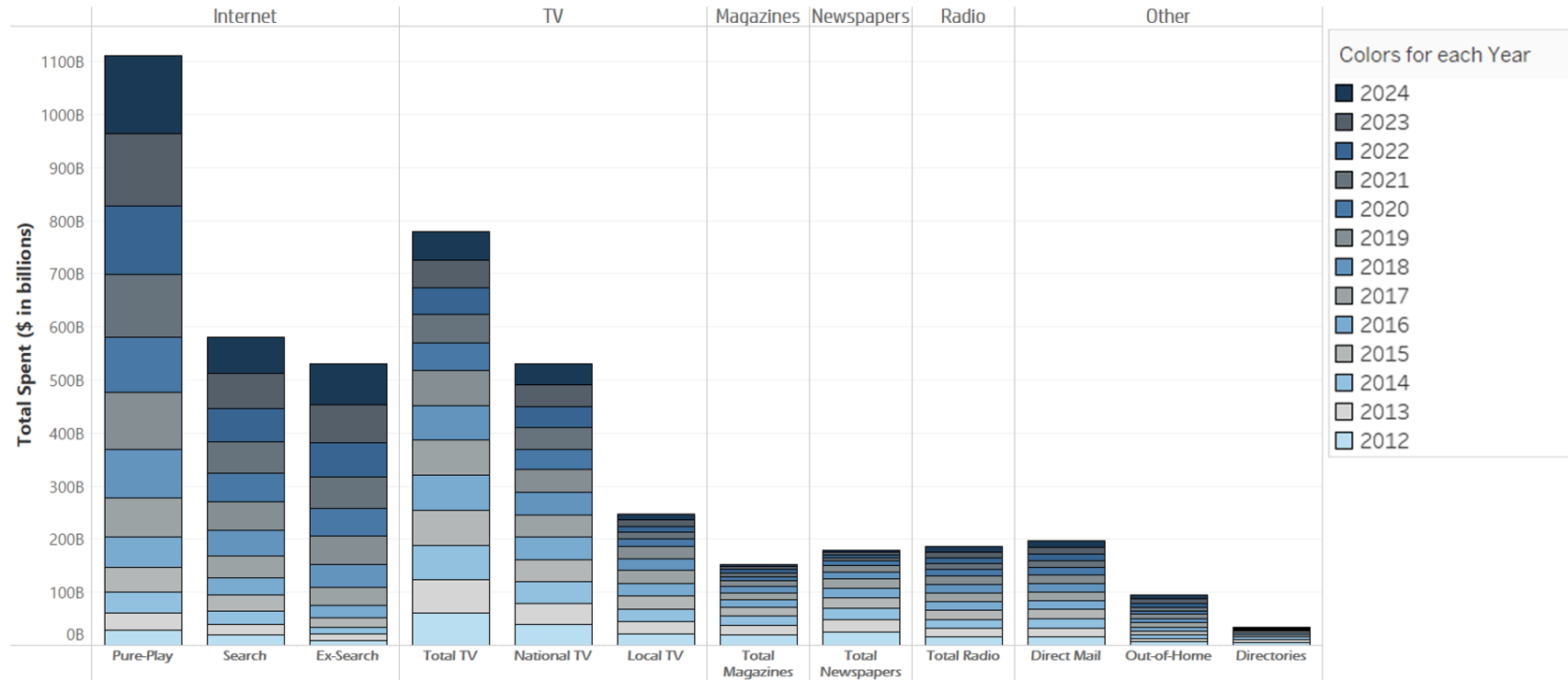
In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below.

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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).

Where Advertising Dollars Are Being Spent



The amount of dollars spent in billions for advertising.

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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 (11-15 pts)	Good (6 -10 pts)	Fair (2-5 pts)	Needs Improvement (0 - 1 pt)
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.
Sketch included: hand drawn [5 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]	
Makeover Monday Assessment Completed [5 pts]	Makeover Monday Assessment not completed [0 pts]		