Name: Jack Myers   **Date:** October 21, 2021

Lab section: Lab-009 Thursday

Show your work!!!

Acquire

Week: Week 48

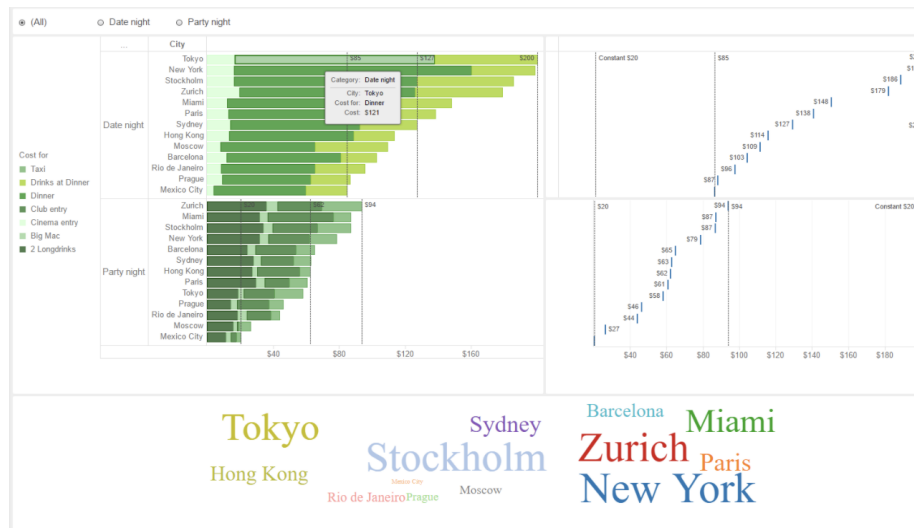Date: November 26, 2018   Year: **2018**   Data:Cost of a Night Out

Source Article/Visualization: Data Source: UBS

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

Represent

Critique

Overall, this visualization looks well made. I like how the creator has the names of the most expensive nights out at the bottom growing as price increases. I disklike how the data at the bottom is unlabeled. He shows two graphs one for a date night and one for a party night. He fails to recognize which data he is referencing for the bottom visualization. I dislike the borders he has around the visualizations.

Mine

Question: What is the cost of a party night out in cities around the world?

Filter

Category	City	Country	Item	Cost
Party night	Barcelona	Spain	Taxi	10.9200
Party night	Barcelona	Spain	Big Mac	4.7500
Party night	Barcelona	Spain	Club entry	24.6700
Party night	Barcelona	Spain	2 Longdrinks	24.6700
Party night	Hong Kong	Hong Kong	Taxi	6.3200
Party night	Hong Kong	Hong Kong	Big Mac	2.8700
Party night	Hong Kong	Hong Kong	Club entry	25.5500
Party night	Hong Kong	Hong Kong	2 Longdrinks	27.5900
Party night	Mexico City	Mexico	Taxi	2.5200
Party night	Mexico City	Mexico	Big Mac	3.0100
Party night	Mexico City	Mexico	Club entry	3.2200
Party night	Mexico City	Mexico	2 Longdrinks	11.6000
Party night	Miami	USA	Taxi	10.3700
Party night	Miami	USA	Big Mac	4.8100
Party night	Miami	USA	Club entry	40.0000
Party night	Miami	USA	2 Longdrinks	32.0000
Party night	Moscow	Russia	Taxi	7.1200
Party night	Moscow	Russia	Big Mac	2.2900
Party night	Moscow	Russia	Club entry	1.3200

My data set came with two different categories: Party Night and Date Night. I fully filtered out date night for my visualization.

Stakeholders

- Who is your audience? **Tourists who want to enjoy a party night out but are on a budget and are not sure where they should travel to.**
- What assumptions did you make? **The United States and Europe will be the most expensive.**
- 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!

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).
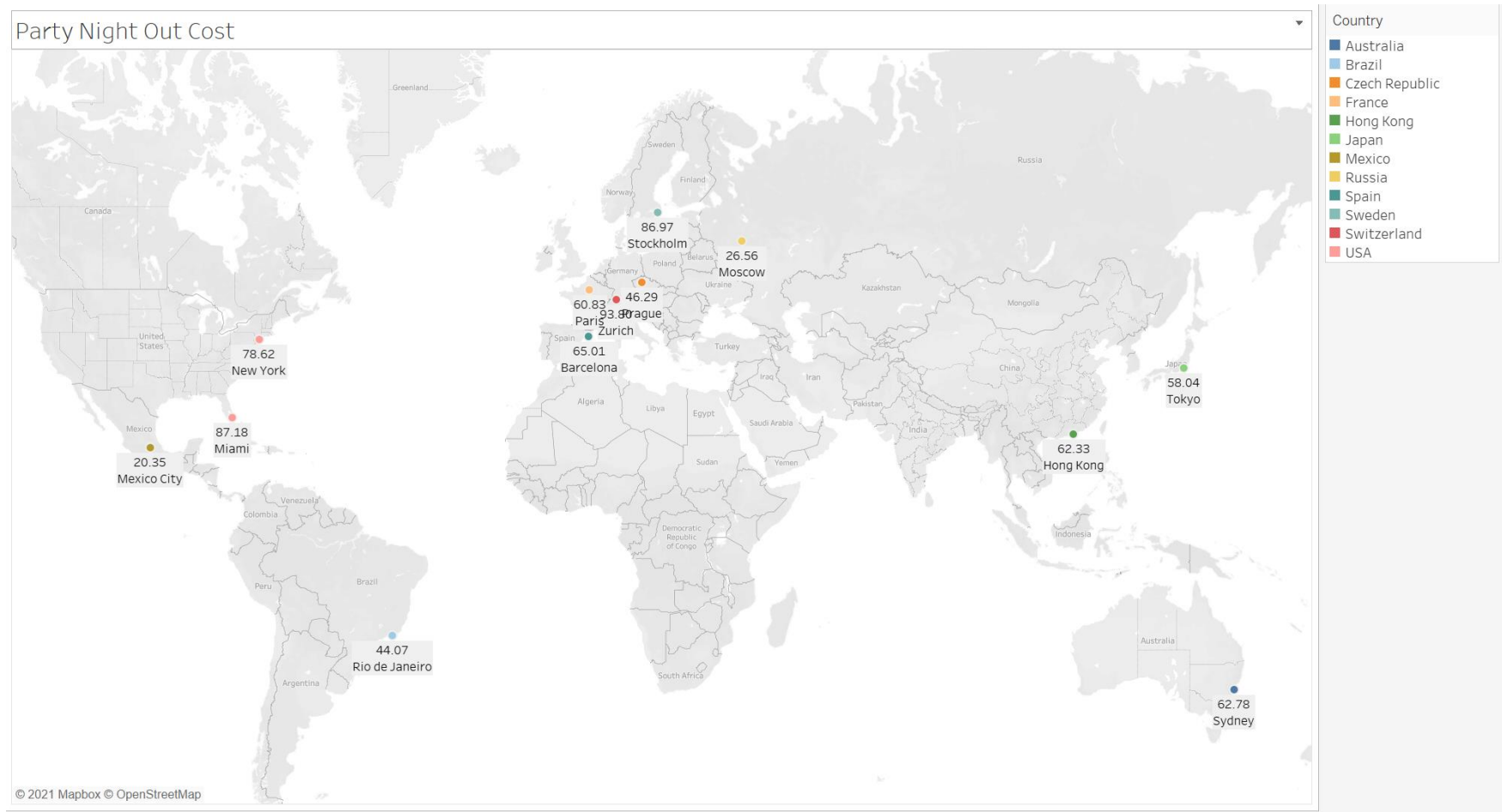

Figure Caption. Map of the world with colored dots over cities of which data was provided from. The country of the city distinguishes its point's color, legend on the right. Each point is labeled with the city name and price of a night out.

Fall 2021

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.