CGT 270 Data Visualization
Makeover Monday #2 (2019 Dataset)

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Lab section: Monday CGT 270-007

Show your work!!!

Acquire

Week: 6

Date: Feb. 4th Year: **2019** Data: How Chinese New Year Compares With Thanksgiving

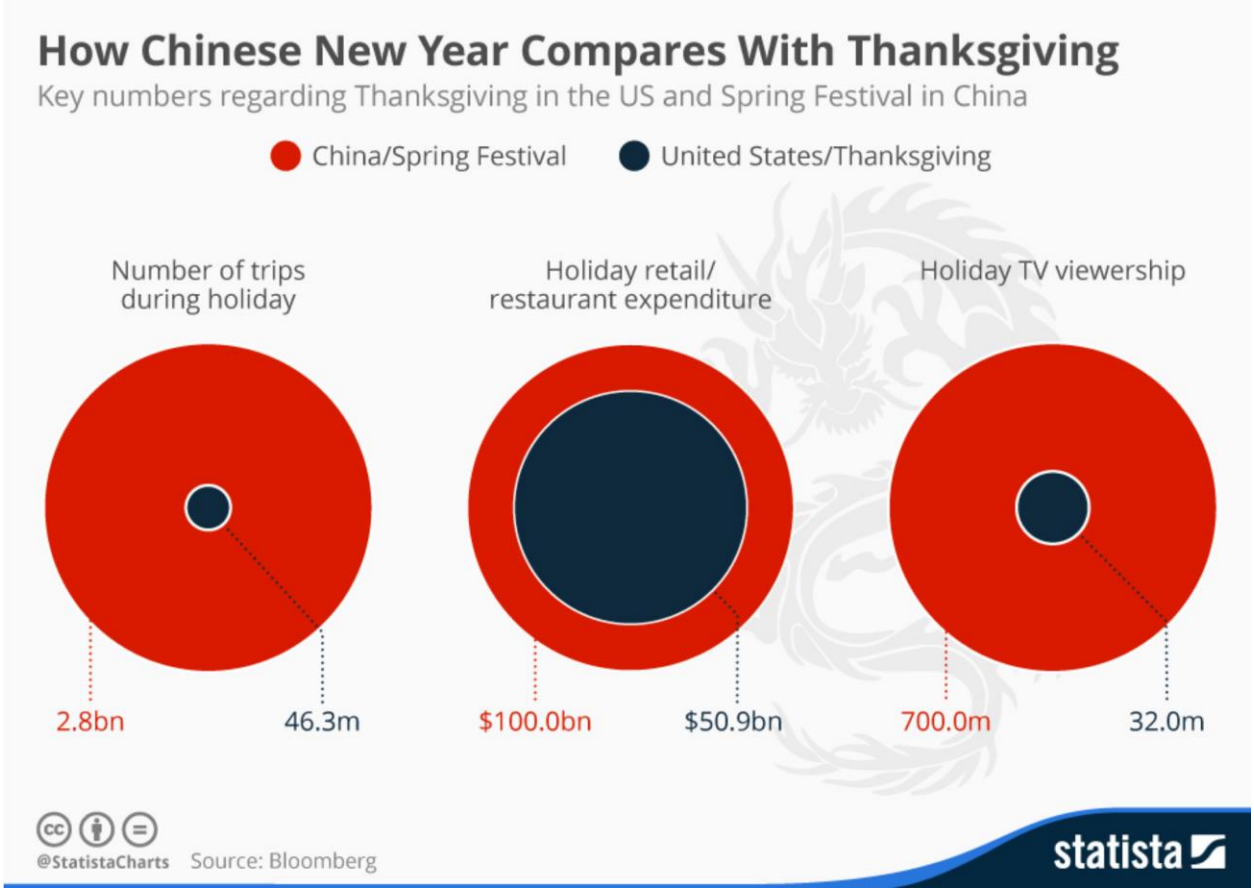
Source Article/Visualization:

https://www.statista.com/chart/3246/how-chinese-new-year-compares-with-thanksgiving/

Data source: https://www.bloomberg.com/news/articles/2015-02-17/thanksgiving-has-nothing-on-the-chinese-new-year-three-charts

https://www.makeovermonday.co.uk/data/data-sets-2019/

Represent



Critique

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I like that it used a creative method (double circle) to compare the amount of number of trips, holiday expenditure, and TV viewership between Chinese New Year and Thanksgiving. The differences really represent how American and Chinese celebrate their important holidays differently. While it can give a overview of the total number of all these activities, the graph could use some more works on showing how the result will look when they calculate the average values for, for example, a million people. Also, the graph didn't give viewers a clear indicator for the circles – is the radius of the circles representing the value or the area? If it's radius, then isn't bar graph a better way to show an accurate answer? If it's area, then the area that locates on the outer ring will look thinner (smaller) than the area that locates on the inner side of the circle, even if both areas represent the same value.

Based on the Periodic Table of Visualization Methods, this graph is a type of area chart that just took form of circles. It is a type of data visualization. It is based on convergent thinking, which aims to reduce redundant information and make whatever it wants to represent clear. It presents an overview instead of detail. It is also a kind of structure visualization since it does not depict a temporal relationship or a view over time.

Mine

How Chinese New Year Compares with Thanksgiving in terms of average amount of activities?

Filter

(Unfortunately, the original data provided by the website needs subscription to access, so I arranged the data myself)

	China/Spring Festival	Thanksgiving
Number of trips during holiday (in million)	2800	46.3
Holiday retail/resutaurant expenditure (in million)	100000	50900
Holiday TV viewership (in million)	700	32
	China	U.S.A.
Population (2019, in million)	14100	3280
	China/Spring Festival	Thanksgiving
Number of trips during holiday (per million people, in million)	0.199	0.014
Holiday retail/resutaurant expenditure (per million people, in million)	7.092	15.518
Holiday TV viewership (per million people, in million)	0.05	0.01

Stakeholders

- The audience will be students or workers who are interested to see the general trend and comparison between the average activities for the two holidays.
- The visualization tool will be Excel (early preparation for data) and 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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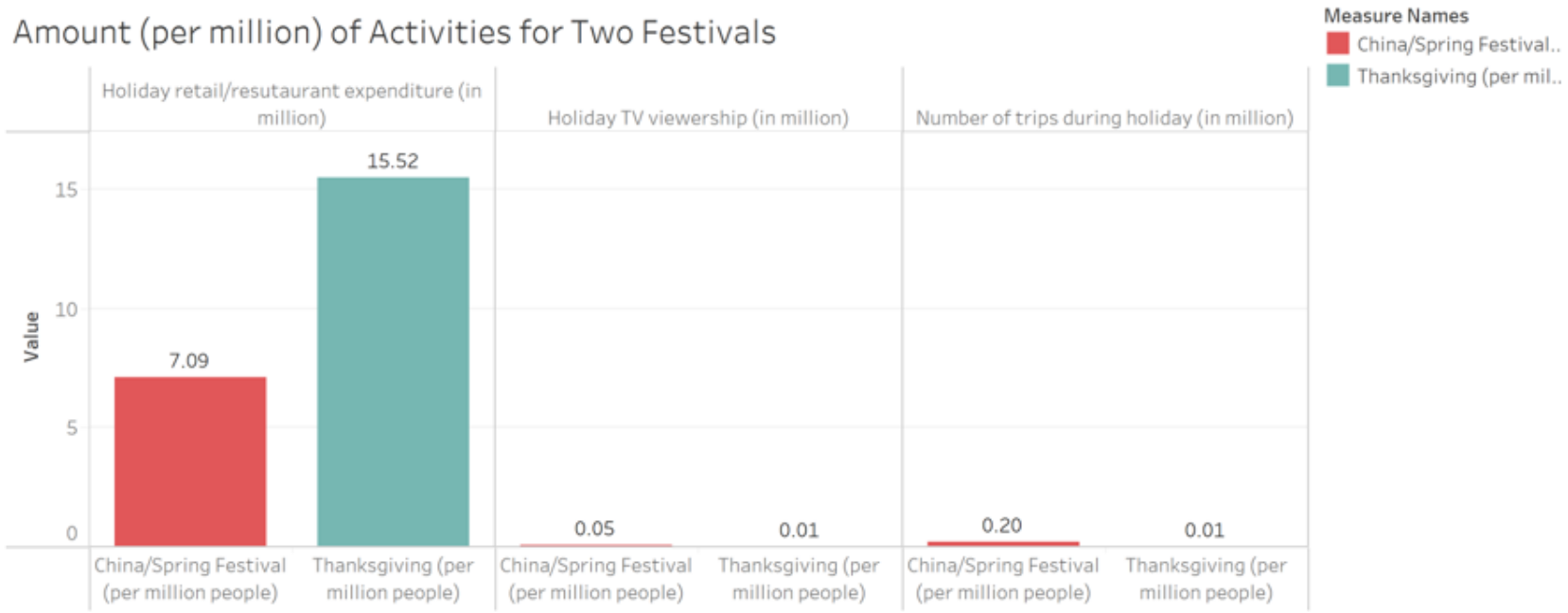
<u>Refine</u> (Makeover – Landscape view)

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).



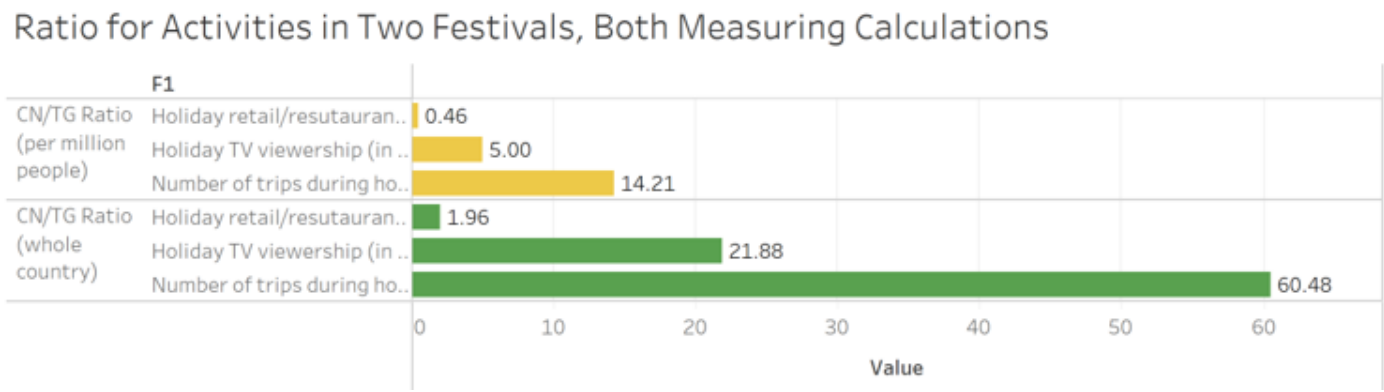


Figure Caption. *Number of activities for Spring Festival and Thanksgiving. First graph shows values (in million) for festival activities per million people in two countries. The second graph shows China/Thanksgiving ratios for the same activities, for both values in entire country and values per million people in two different countries.*

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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.