

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

Name: Thomas Cluff

Date: 11/4/2021

Lab section: Thursday

Show your work!!!

Acquire

Week: 45

Date: Nov 9th

Year: 2020

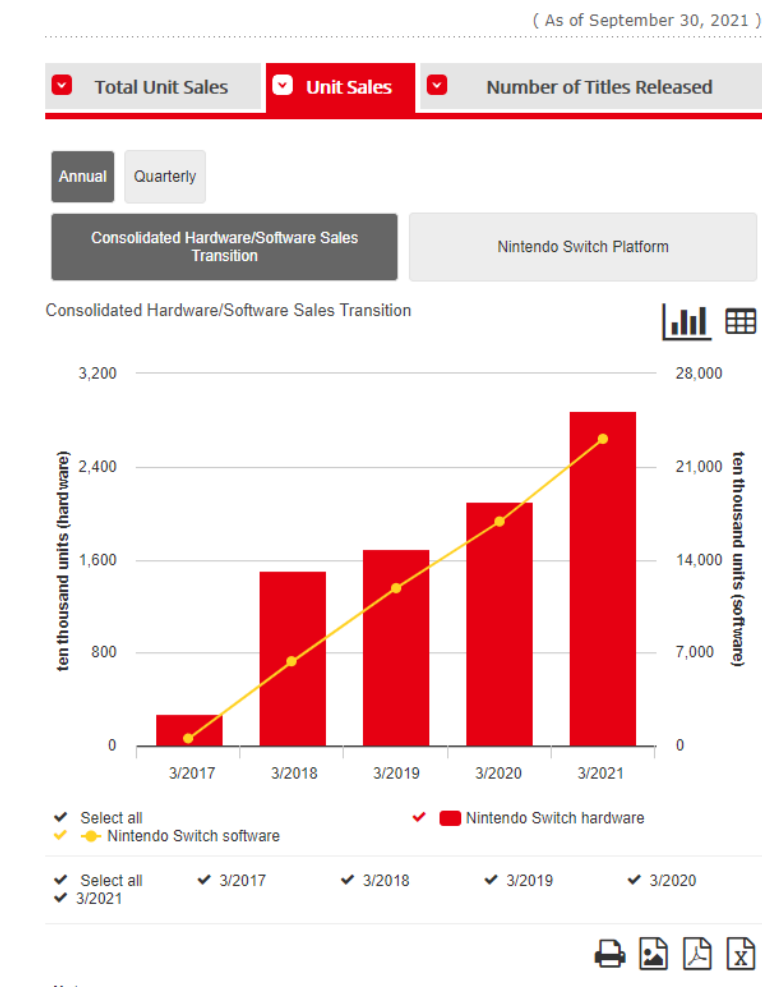
Data: Dedicated Video Game Sales Units

Source Article/Visualization:

Dedicated Video Game Sales Units

<https://www.makeovermonday.co.uk/data/data-sets-2020/>

Represent



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Critique

This visualization has many options to display different data but it is hard to compare different visualizations to one another because they are only displayed one at a time. I like the animations when you switch between charts, and how viewing the chart as a table is a toggle option. I also like how detailed the legends are. The visualization as a whole is very thorough.

This visualization is a bar chart, so it has structural hierarchy for displaying a convergent overview of the data.

I plan on visualizing multiple regions in one chart so you can compare sales between the regions. I also plan on having software and hardware sales separated but next to each other so you can easily compare those as well. I think that having each different region + hard/software would be too complicated to graph.

Mine

What regions have improved the most the past 4 years in sales?

Filter

	A	B	C	D	E	F
1	Nintendo Switch Platform	Metric	3/2017	3/2018	3/2019	3/2020
2	Nintendo Switch hardware/Japan	ten thousand units (hardware)	60	378	385	521
3	Nintendo Switch hardware/The Americas	ten thousand units (hardware)	120	594	688	811
4	Nintendo Switch hardware/Europe	ten thousand units (hardware)	76	379	455	534
5	Nintendo Switch hardware/Other	ten thousand units (hardware)	18	154	169	237
6	Nintendo Switch software/Japan	ten thousand units (software)	89	1,226	2,148	3,256
7	Nintendo Switch software/The Americas	ten thousand units (software)	286	2,752	5,394	7,428
8	Nintendo Switch software/Europe	ten thousand units (software)	142	1,917	3,516	5,017
9	Nintendo Switch software/Other	ten thousand units (software)	29	456	797	1,171
0						
1						

Stakeholders

- My audience is Nintendo stakeholders and internal employees. This data is about company profits, sales, and performance. Therefore, stake holders care about how well the company is doing, and employees are about how the company can improve.
- I am assuming that this data is customer sales and not retailers buying the products in bulk but not selling any to customers.
- I will use Tableau

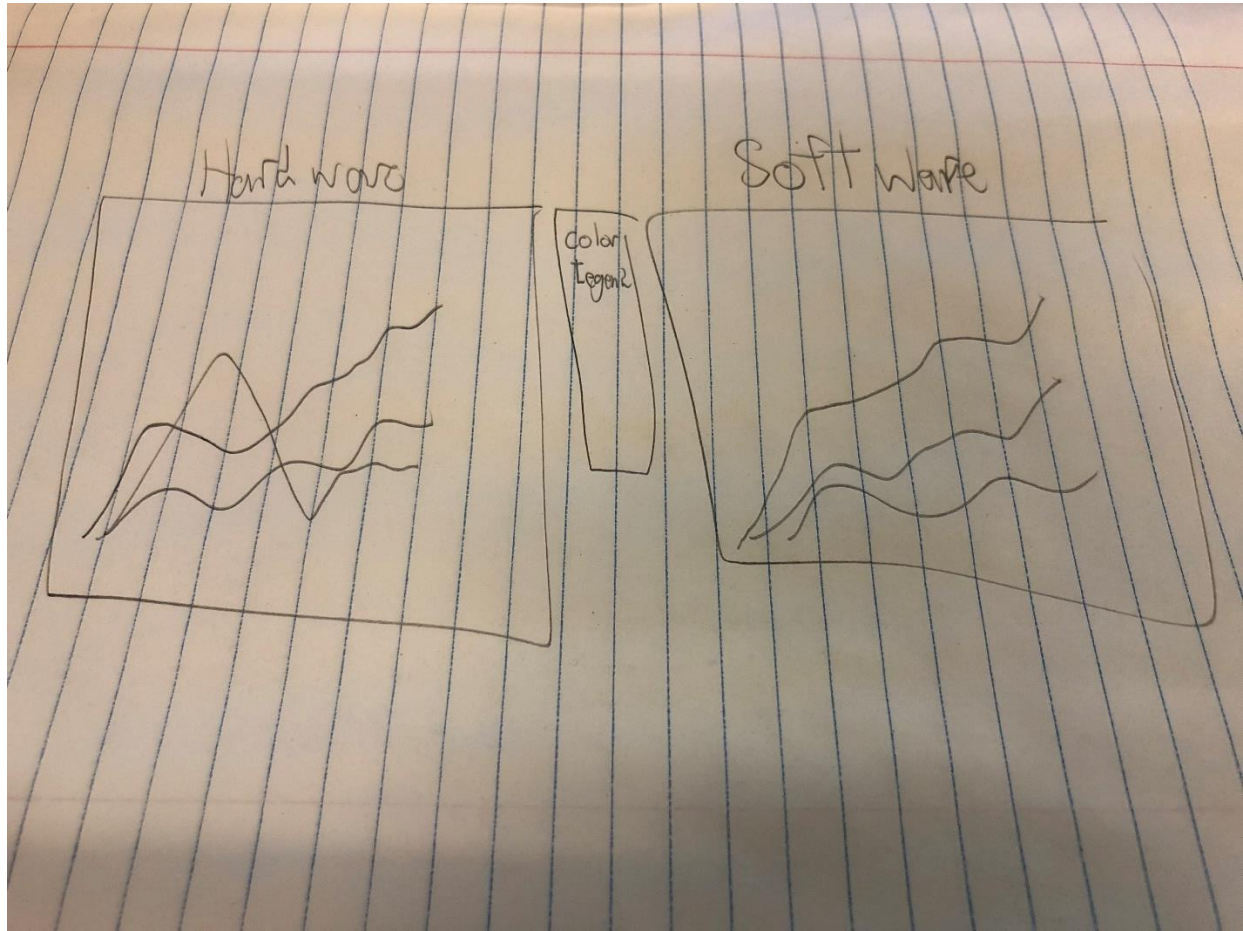
What to submit: This document in PDF format only (if you do not know how to do this, ask).

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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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.



Refine (Makeover – Landscape view)

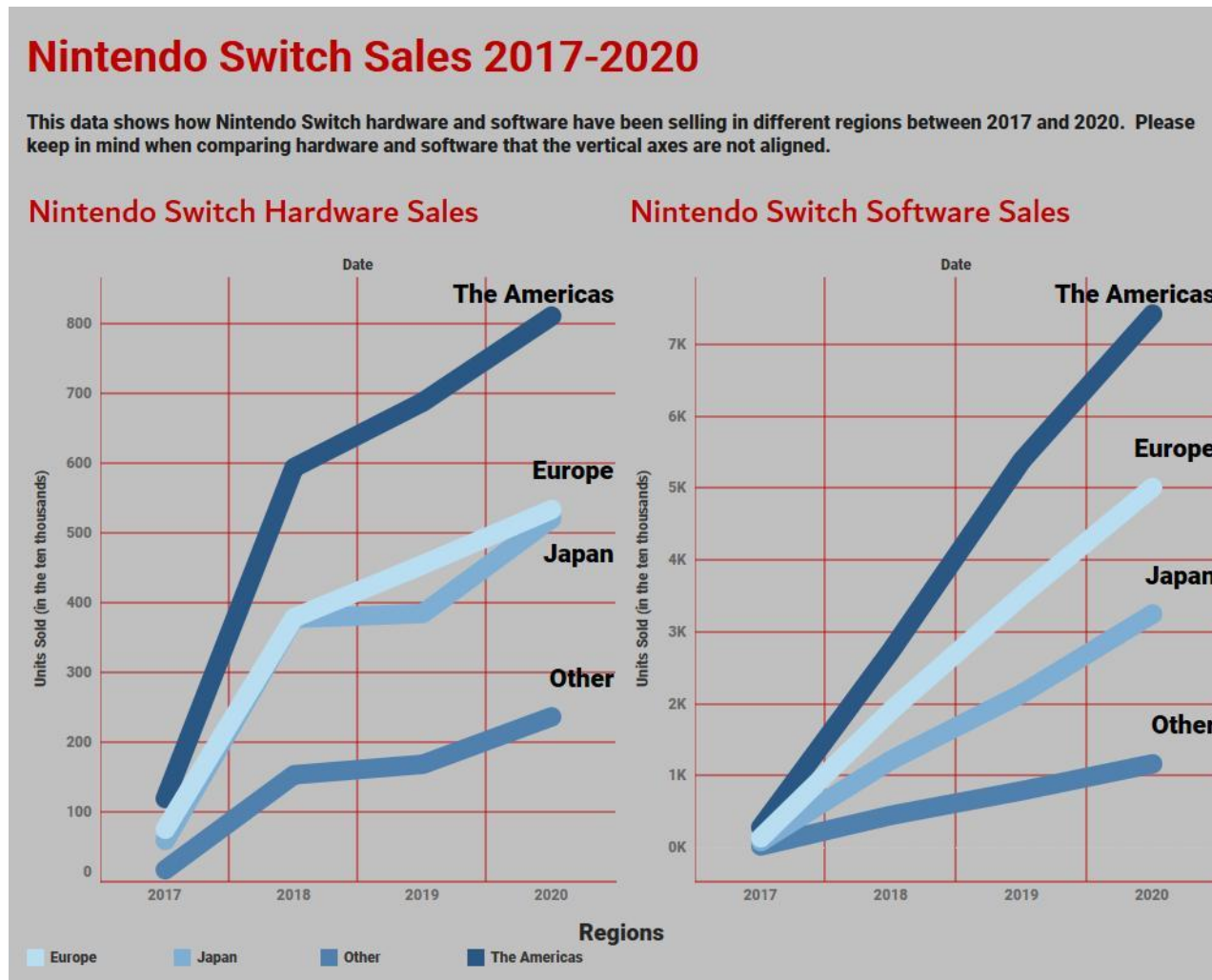


Figure Caption: This data shows how Nintendo Switch hardware and software have been selling in different regions between 2017 and 2020. Please keep in mind when comparing hardware and software that the vertical axes is not aligned.

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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]		