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

Name: Thomas Cluff   **Date:** 10/21/21

Lab section: Thursday (009)

Show your work!!!

Acquire

Week: 46

Date: 11/10/2018   Year: **2018**   Data: Diversity in Tech
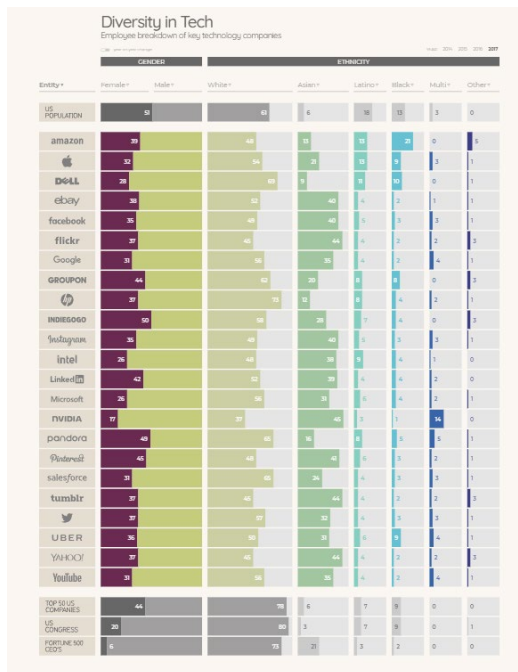
Source Article/Visualization:

Diversity in Tech

Data Source: Company and Press Reports

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

Represent

Critique

While it breaks down the data well, there is no one view for the question: How diverse are tech companies? You can see the numbers for specific categories, but it is hard to answer the basic question. I would use pie charts to show the parts of the whole answer we are looking for.

Mine

I am attempting to answer how diverse are the staff of big tech companies.

Filter

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

Company	% White	% Asian	% Latino	% Black	% Multi	% Other	% Undeclared
Facebook	57	34	4	2	3	-	
Instagram	57	34	4	2	3	-	
Google+	61	30	3	2	4		
YouTube	61	30	3	2	4		
LinkedIn	53	38	4	2	2	1.00	
Pinterest	50	42	2	1		5.00	
Tumblr	50	39	4	2	2	2.00	
Flickr	50	39	4	2	2	2.00	
Twitter	59	29	3	2	3	4.00	
Yahoo!	50	39	4	2	2	2.00	
Google	61	30	3	2	4		
Apple	55	15	11	7	2	1.00	9
Cisco	54						
eBay	61	24	5	7	1	1.00	
HP	72	6	14	7	1		
Indiegogo	64	23	8	2		3.00	
Nvidia	38	44	3	1	14		
Dell	68.65	9.11	11.14	10.04		0.97	
Ingram Micro	63.03	10.52	15.7	10.13		0.48	
Intel	60.81	26.05	8.63	3.61		0.93	
Groupon	71	15	5	4		4.00	
Amazon	60	13	9	15		3.00	
Salesforce	67	22	4	2	2	3.00	
Pandora	71	12	7	3	6	1.00	
Microsoft	60.6	28.9	5.1	3.5	1.2	0.80	
Kaiser Permanente	48	20	18	13			
US Congress	80	5.6	6	8			
U.S. Population	64	4	16	12	1	3.00	
Facebook	53	38	4	2	3	-	
Instagram	57	34	4	2	3	-	
Google+	60	31	3	2	3	1.00	
YouTube	61	30	3	2	4	-	
LinkedIn	56	37	4	2	1	-	
Pinterest	50	42	2	1		5.00	
Tumblr	50	39	4	2	2	2.00	1
Flickr	50	39	4	2	2	2.00	1

<u>Stakeholders</u>

- Our audience are two groups of people. The first are internal company staff that want to analyze their own company and how they can improve it. The second group are outside the company who want to make informed decisions about whether to use products, apply for a job, etc. at the company
- I made assumptions that the samples surveyed for this data were accurate in representing the whole companies. I also assumed that the surveyed answered honestly.
- I used Tableau to create the visualization.

What to submit: This document in PDF format only (if you do not know how to do this, ask).
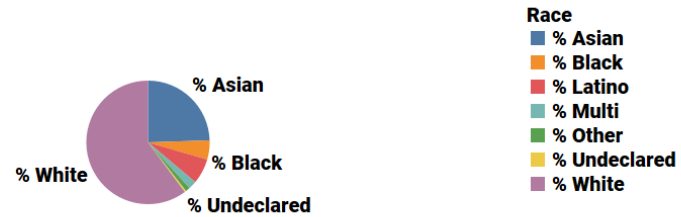
Choose the best layout for your makeover visualization

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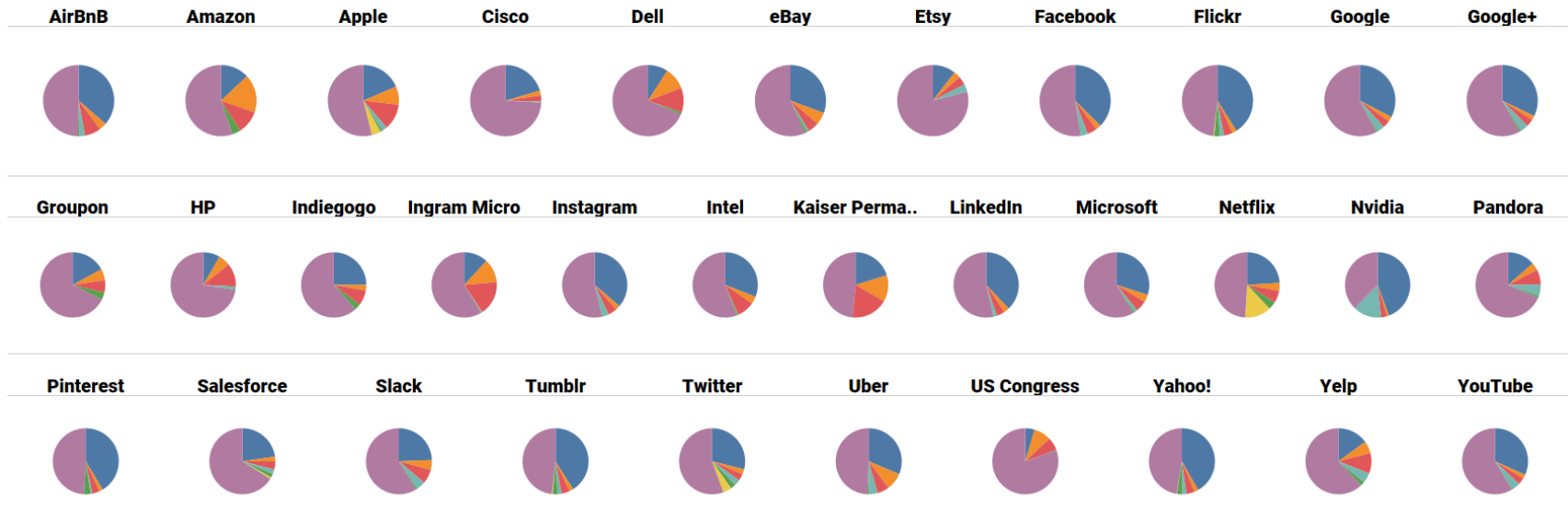- Remove the page of the layout that you DO NOT choose. No blank pages!

Refine (Makeover – Landscape view)

Total Race Diversity

Race
- % Asian
- % Black
- % Latino
- % Multi
- % Other
- % Undeclared
- % White

Diversity of Specific Companies

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.