**Critique of Project 5**

**Subject: UFC Fight Metric Trends**

**What did you first notice about this project?**

I first noticed that the creator used a Shiny App to create their interactive data visualization, and that they had options to visualize data on a fighter’s weight class and fight metrics, such as body shots, leg shots, submissions, takedowns and knockouts.

**What was this project's main story?**

The project’s main story seems to indicate that over time, from 1994 to 2021, fighters across all different divisions began to use fighting moves at different quantities. For example, in the middleweight division, fighters landed more significant strikes in 2021 than 1994 and the number has been steadily increasing since 1994.

**What were some areas of improvement?**

Between the 10 UFC weight divisions and the 23 fight metrics in just the men’s weight classes, I wish the project creator provided the user with some direction as to where to go with the data visualization. There is a lot of information to sift through (10 divisions and 23 metrics means that there are 230 data visualizations total for just the men’s weight classes), and I wish that the author could provide some of their own analysis and insight on the data so that the reader can glean some information about trends in fighters.

**What elements would you add to this project?**

I would add some analysis and insight from the author about why trends in fighting have changed the way that they did. For example, they could mention how the reason that fighters landed more significant strikes in 2021 wasn’t because they were more accurate at landing significant strikes (that number was about the same in 1994 and 2021), but because the number of significant strikes attempted was higher in 2021 than 1994.

**What were some successful elements of this project?**

The amount of data the author included is incredible and I really liked how they collected and visualized data not only for the men’s weight classes, but also for women’s weight classes, men’s title bouts and women’s title bouts. Having hundreds of interactive data visualizations available in this project gives plenty of information to analyze.

**Any other thoughts you would like to convey to your peers?**

Overall, this project was incredibly well done! I do think it may have been the author’s choice to leave the insights and analysis to the reader, but even with that said the quantity of data and the quality of the interactive data visualizations shown was very high and it shows a significant level of understanding of using R programming to create these interactive visualizations. You were able to utilize the strengths of the Shiny App to take raw data from fight statistics and present it in a more visually digestible medium. Excellent work on this project and well done!