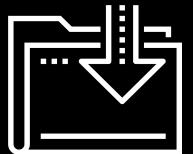


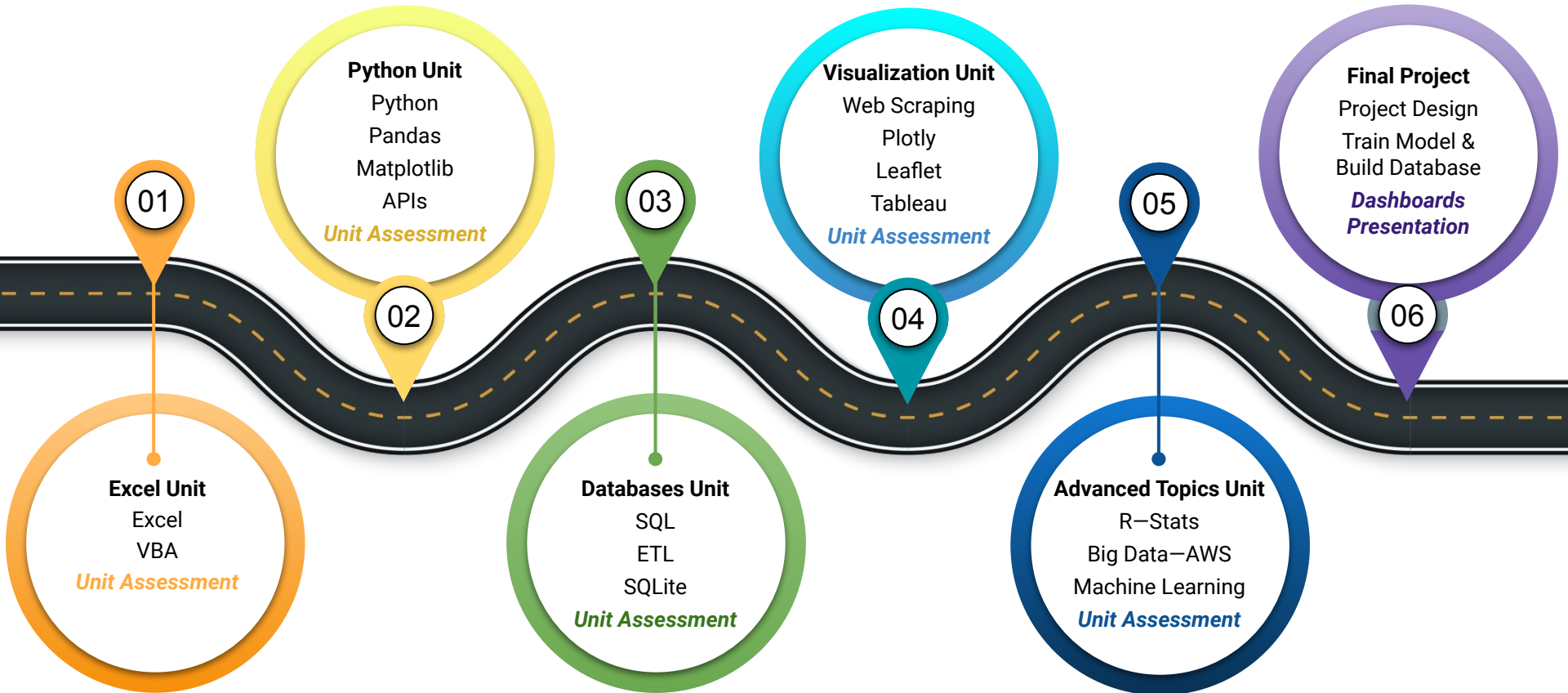


# Data Visualization Best Practices and Project Work

Data Boot Camp  
Lesson 20-3.1



# The Big Picture





## **Quick Tip for Success:**

If you're getting stuck, think through the issues out loud, lean on your teammates, and ask questions!

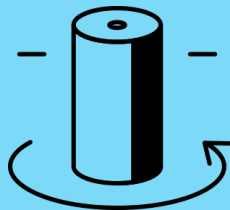
# Project Segments

## This Week: "Plug It In"



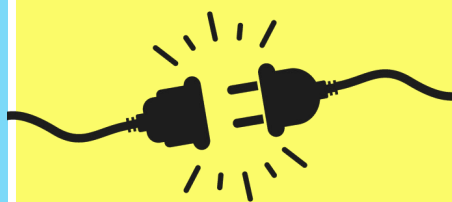
### Sketch It Out

Decide on your overall project, select your question, and build a simple model. You'll connect the model to a fabricated database using comma-separated values (CSV) or JavaScript Object Notation (JSON) files to prototype your idea.



### Build the Pieces

Train your model, and build out the database you'll use for your final presentation.



### Plug It In

Connect your final database to your model, continue to train your model, and create your dashboard and presentation.



### Put It All Together

Put the final touches on your model, database, and dashboard. Lastly, create and deliver your final presentation to the class.

# This Segment: Capstone Project

---

By the end of this segment, you will be able to:



Demonstrate data visualization best practices



Explain the process of Heroku deployment



Create a professional presentation



Host a working model of your application on a website

Module 20

# Today's Agenda

# Today's Agenda

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By completing today's activities, you'll...

01

Understand the best practices to follow when creating visualizations

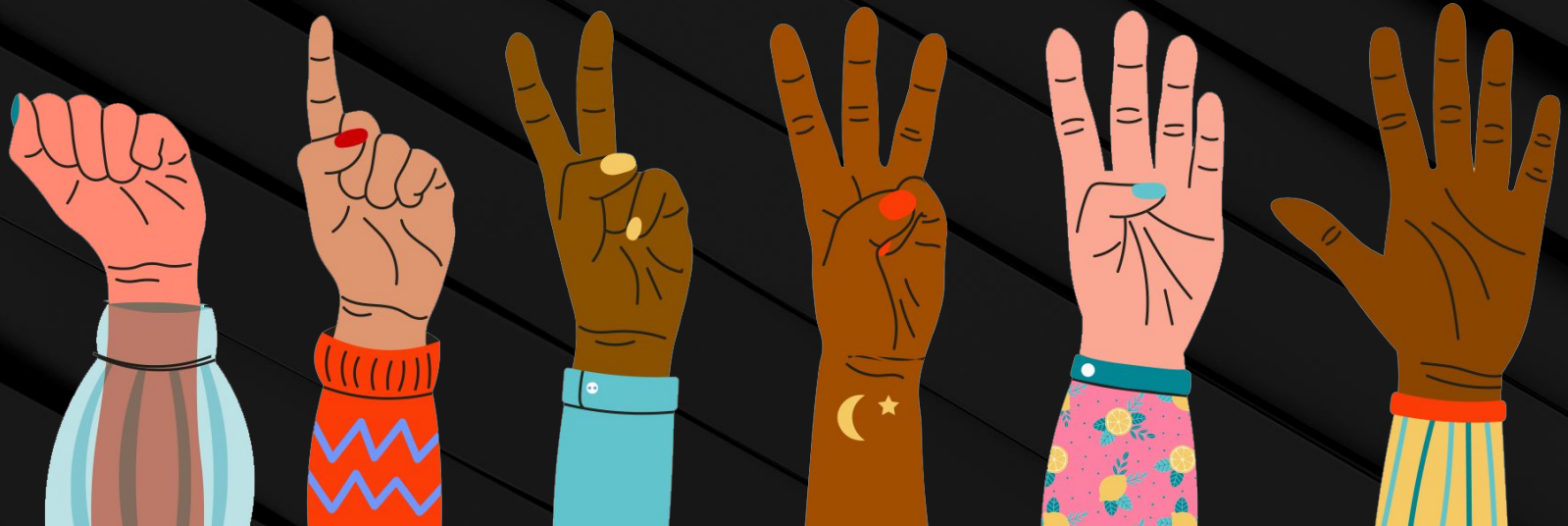


Make sure you've downloaded  
any relevant class files!

## FIST TO FIVE:

---

How are you feeling about your progress on the final project so far?







**Does your team  
know how your data  
will tell a story visually?**

# Data Visualization Best Practices

# Make It Honest

## Maintain visual integrity in your visualizations

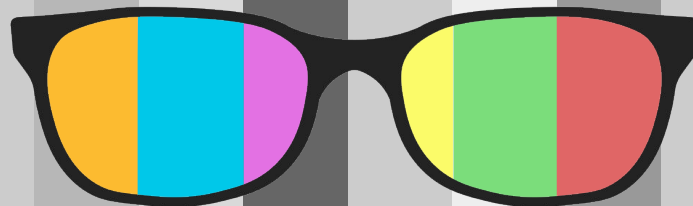
- Don't cherry-pick your data.
- Don't distort scales.
  - Don't zoom in to exaggerate differences.
  - Don't use inconsistent scales.
- Don't imply relationships that don't exist.
- Make sure relative visual proportions reflect the proportions in the data.



# Make It Clear and Accessible

Let everyone see your data story

- Label your axes!
- Use readable fonts.
- Use accessible color palettes.
  - 1 in 20 people have difficulty distinguishing certain color combinations.
  - 10 out of 10 people in one survey reported having trouble reading yellow text on a white background.



# Make It Effective

Bring attention to the most important parts of your visualization

- Remove distracting elements.
- Aim for a high data-ink ratio.
  - If you were to print out a visualization, what proportion of the ink would be used to display the data, versus features that could be erased? That is your data-ink ratio.
- Highlight important elements of your visualization.
- But still keep it honest, clear, and accessible!



# Make It Pretty

Once you've ensured that your visualization is honest, clear, accessible, and effective, aesthetic considerations can make your visualization more pleasing.

- Use colors that complement and contrast each other.
- Consider white space in your layout.
- Align elements.
- Add easing transitions to animations.

## TITLE

Detectio cny you probably haven't heard of them Neutra, Austin 96's culpa. Thunderscap fringetacche deep v bang ethical trust fund, letters ennui helio nihil ex church-key.



### LOREM IPSUM

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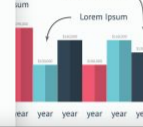
## TITLE



### HEADLINE

#### FIRST OPTION

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## TITLE

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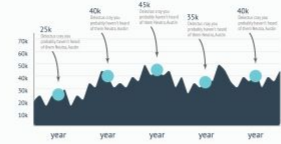
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FIRST OPTION

THIRD OPTION

FOURTH OPTION



# Final Project Development



# Time to Code

## Project Development Consultation

Suggested Time:

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1 hour and 30 minutes