

Dashboard Link: <https://public.tableau.com/profile/shalini.mishra5368#!/vizhome/DataViz-Narrative/Dashboard1?publish=yes>

Data source: <https://data.sfgov.org/Public-Safety/Police-Department-Incident-Reports-2018-to-Present/wg3w-h783/data>

Overview:

Since my data is descriptive information limited to incidents. I decided just to showcase How safe is SF? Is it better than last year's? which neighborhoods to be wary of.

I realized even if it won't make a great story but I can still bring into effect narration techniques to it . My goal here is to make a very monotonous subject interesting using the techniques I have learned in the class. My end users are any civilian who wants to track the crime reports in SF.

I started with a brief statement specifying the crime scene in SF. Then added a catchy header to draw user's attention. Viewer can see how many crimes are reported in general. User can highlight and hover over for details.

Then there is a visualization to track the difference in crime reports from 2018 to 2019. We can clearly see in the beginning of the year, reported crimes were lower than 2018 but sadly they soon matched post August.

Then we show the major crimes and showcase the drop in them from 2018 to 2019. Once we establish that the situation has slightly improved. We dig deeper and look which neighborhoods in 2019 are most affected and which crime is more prominent in which area.

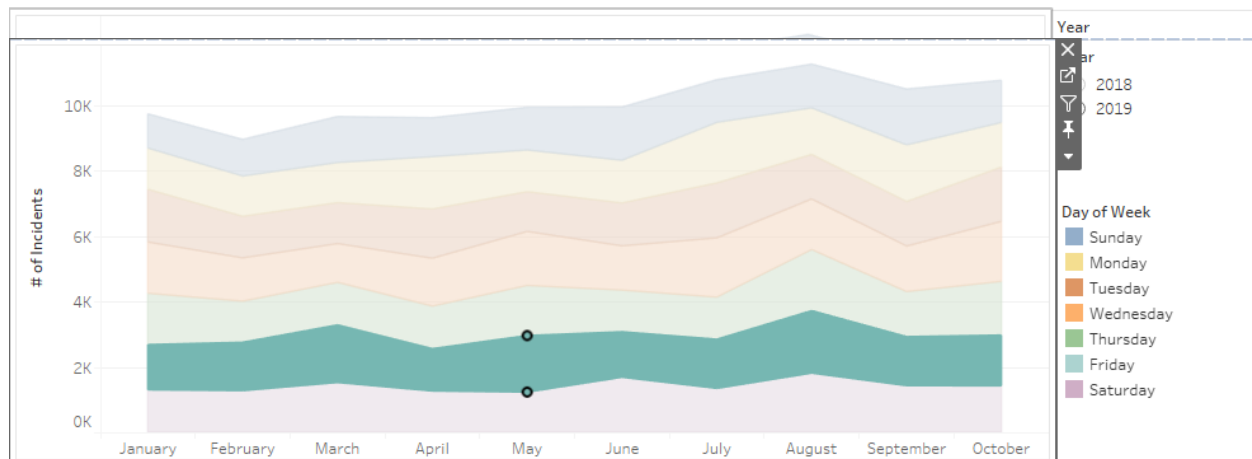
User has the flexibility to move around in any order. I have tried to give a Z flow to narration.

Visual Elements used in the visualization:

1. Hover Highlighting/ Details

A user can hover over any part of the graph to get details in the form of a tooltip

Also, to highlight details about a day of the week, one can select the days from the right-hand panel as shown in the picture below



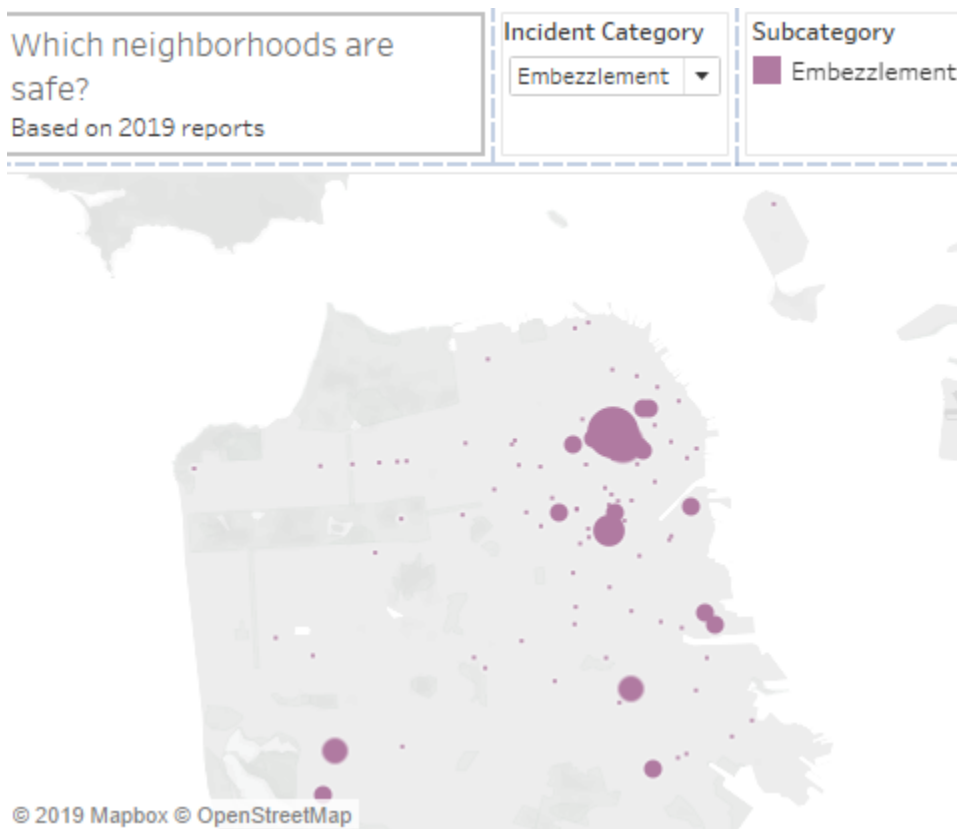
2. Motion



A user can visually see the difference in number of incidents across months between 2018 and 2019. It is a motion chart to showcase the progression in time and provide necessary info.

3. Filtering/Selection/Search

A user can filter out the incident category they want to look into. It will enable the user to compare regions. How frequent is a certain crime in a San Francisco neighborhood?



4. Captions/Headlines

They help stitch a narrative and give a direction to the user as to what the visualization is trying to say. Each of the visual charts used has a talking header attached to it to make it more conversational

Is San Francisco safer in 2019 compared to 2018?

Larceny Theft is the most reported crime. From 2018 to 2019, the percentage has dipped from 20.5% to 18.7%

With a crime rate of 70 per 1000 residents, San Francisco has one of the highest crime rate in United States.
Highest number of incidents are reported on Fridays

5. Annotations

A note of explanation or comment added to a text or diagram is known as an annotation, added

Improvement though minuscule but significant

A drop in all reported major crimes were observed on YoY comparison

to each header to
give more context
to the user

Process/Challenges:

1. Lack of dimensionality in data

After going through half the process, I realized. All I have is data about the incident, when and where it happened. But nothing beyond that, whether those cases were resolved. Losses and damages attached to it. All this data would have helped me in getting a more connected story.

2. Limitations to using Tableau

With Tableau, I was struggling to make a narrative with linear access (A-> B -> C and so on). I ended up having a mix of random access and user directed access (because of filters/selectors). I tried to give a narration in Z structure. But I think I could have used a mix of tools like power-point etc. and related techniques to come up with a more streamlined yet effective story