

CGT 270 Data Visualization
Makeover Monday #2 (2019 Dataset)

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Lab section: Wednesday

Show your work!!!

Acquire

Week: 17

Date: April 22

Year: **2019**

Data: Steph Curry's Stadium Popcorn Ranking

Source Article/Visualization:

SOURCE: [New York Times](#)

DATA SOURCE: [Stephen Curry](#)

[Steph Curry's Stadium Popcorn Rankings](#)

Represent

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| Steph Curry Ranks the Popcorn at All 29 N.B.A. Arenas | | | | | | |
|--|-----------|-----------|-------------|--------|--------------|-------------|
| | FRESHNESS | SALTINESS | CRUNCHINESS | BUTTER | PRESENTATION | TOTAL SCORE |
| Dallas Mavericks American Airlines Center | 5 | 5 | 4 | 5 | 5 | 24 |
| Brooklyn Nets Barclays Center | 4 | 5 | 5 | 4 | 5 | 23 |
| Miami Heat American Airlines Arena | 5 | 4 | 4 | 4 | 5 | 22 |
| Portland Trailblazers Moda Center | 4 | 4 | 5 | 4 | 3 | 20 |
| Sacramento Kings Golden 1 Center | 2 | 4 | 4 | 4 | 5 | 19 |
| Toronto Raptors Scotiabank Arena | 3 | 4 | 3 | 4 | 4 | 18 |
| Houston Rockets Toyota Center | 3 | 4 | 3 | 4 | 4 | 18 |
| Oklahoma City Thunder Chesapeake Energy Arena | 4 | 3 | 4 | 4 | 3 | 18 |
| Golden State Warriors Oracle Arena | 2 | 4 | 5 | 3 | 4 | 18 |
| New York City Knicks Madison Square Garden | 3 | 2 | 4 | 4 | 4 | 17 |
| Indiana Pacers Bankers Life Fieldhouse | 3 | 3 | 5 | 4 | 2 | 17 |
| New Orleans Pelicans Smoothie King Center | 3 | 3 | 3 | 3 | 5 | 17 |
| Minnesota Timberwolves Target Center | 2 | 5 | 4 | 3 | 3 | 17 |
| Washington Wizards Capital One Arena | 4 | 3 | 3 | 4 | 3 | 17 |
| Chicago Bulls United Center | 3 | 4 | 3 | 3 | 3 | 16 |
| Utah Jazz Vivint Smart Home Arena | 2 | 5 | 4 | 3 | 2 | 16 |
| Atlanta Hawks State Farm Arena | 3 | 5 | 4 | 3 | 1 | 16 |
| San Antonio Spurs AT&T Center | 3 | 3 | 3 | 3 | 3 | 15 |
| Philadelphia Sixers Wells Fargo Center | 4 | 2 | 4 | 2 | 2 | 14 |
| Phoenix Suns Talking Stick Resort Arena | 3 | 3 | 3 | 3 | 2 | 14 |
| Milwaukee Bucks Fiserv Forum | 2 | 2 | 3 | 4 | 2 | 13 |
| Boston Celtics TD Garden | 3 | 3 | 2 | 3 | 2 | 13 |
| Memphis Grizzlies FedExForum | 1 | 4 | 4 | 3 | 1 | 13 |
| Orlando Magic Amway Center | 3 | 5 | 3 | 1 | 1 | 13 |
| Denver Nuggets Pepsi Center | 3 | 2 | 3 | 2 | 3 | 13 |
| Cleveland Cavaliers Rocket Mortgage Fieldhouse | 2 | 4 | 2 | 2 | 2 | 12 |
| Detroit Pistons Little Caesars Arena | 1 | 4 | 2 | 3 | 2 | 12 |
| Charlotte Hornets Spectrum Center | 1 | 2 | 2 | 2 | 4 | 11 |
| Los Angeles Clippers/Lakers Staples Center | 2 | 1 | 3 | 1 | 3 | 10 |

Source: Stephen Curry

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Critique

I do like how the visualization is presented in chronological order so the viewer can see which places have the best popcorn. However, I do not like how the team is bolded versus the arena/stadium since it is the data for the best stadium popcorn. Additionally, I think the viewer has to scan more to see which stadium offers the best popcorn per category by looking at the color and would have enjoyed having that information more easily available, since not everyone's criteria is the same. The visualization falls in the data visualization category. It most identifies with the table as the visualization itself is a highlight table. It is under the basis of competition structure since the colors are used to differentiate ranking from the other stadiums. The characteristics are detailed as they allow for the users to compare in great detail the ranks.

Mine

The question I am trying to answer is which stadium has the best popcorn per category vs. total.

Filter

| TEAM | ARENA | FRESHNESS | SALTINESS | CRUNCHINESS | BUTTER | PRESENTATION | TOTAL SCORE |
|-----------------------------|----------------------------|-----------|-----------|-------------|--------|--------------|-------------|
| Dallas Mavericks | American Airlines Center | 5 | 5 | 4 | 5 | 5 | 24 |
| Brooklyn Nets | Barclays Center | 4 | 5 | 5 | 4 | 5 | 23 |
| Miami Heat | American Airlines Arena | 5 | 4 | 4 | 4 | 5 | 22 |
| Portland Trailblazers | Moda Center | 4 | 4 | 5 | 4 | 3 | 20 |
| Sacramento Kings | Golden 1 Center | 2 | 4 | 4 | 4 | 5 | 19 |
| Toronto Raptors | Scotiabank Arena | 3 | 4 | 3 | 4 | 4 | 18 |
| Houston Rockets | Toyota Center | 3 | 4 | 3 | 4 | 4 | 18 |
| Oklahoma City Thunder | Chesapeake Energy Arena | 4 | 3 | 4 | 4 | 3 | 18 |
| Golden State Warriors | Oracle Arena | 2 | 4 | 5 | 3 | 4 | 18 |
| New York City Knicks | Madison Square Garden | 3 | 2 | 4 | 4 | 4 | 17 |
| Indiana Pacers | Bankers Life Fieldhouse | 3 | 3 | 5 | 4 | 2 | 17 |
| New Orleans Pelicans | Smoothie King Center | 3 | 3 | 3 | 3 | 5 | 17 |
| Minnesota Timberwolves | Target Center | 2 | 5 | 4 | 3 | 3 | 17 |
| Washington Wizards | Capital One Arena | 4 | 3 | 3 | 4 | 3 | 17 |
| Chicago Bulls | United Center | 3 | 4 | 3 | 3 | 3 | 16 |
| Utah Jazz | Vivint Smart Home Arena | 2 | 5 | 4 | 3 | 2 | 16 |
| Atlanta Hawks | State Farm Arena | 3 | 5 | 4 | 3 | 1 | 16 |
| San Antonio Spurs | AT&T Center | 3 | 3 | 3 | 3 | 3 | 15 |
| Philadelphia Sixers | Wells Fargo Center | 4 | 2 | 4 | 2 | 2 | 14 |
| Phoenix Suns | Talking Stick Resort Arena | 3 | 3 | 3 | 3 | 2 | 14 |
| Milwaukee Bucks | Fiserv Forum | 2 | 2 | 3 | 4 | 2 | 13 |
| Boston Celtics | TD Garden | 3 | 3 | 2 | 3 | 2 | 13 |
| Memphis Grizzlies | FedExForum | 1 | 4 | 4 | 3 | 1 | 13 |
| Orlando Magic | Amway Center | 3 | 5 | 3 | 1 | 1 | 13 |
| Denver Nuggets | Pepsi Center | 3 | 2 | 3 | 2 | 3 | 13 |
| Cleveland Cavaliers | Rocket Mortgage Fieldhouse | 2 | 4 | 2 | 2 | 2 | 12 |
| Detroit Pistons | Little Caesars Arena | 1 | 4 | 2 | 3 | 2 | 12 |
| Charlotte Hornets | Spectrum Center | 1 | 2 | 2 | 2 | 4 | 11 |
| Los Angeles Clippers/Lakers | Staples Center | 2 | 1 | 3 | 1 | 3 | 10 |

Sort fields | Data source order

| Field Name | Table | Remote Field Name |
|--------------|--------|-------------------|
| Abc Team | Sheet1 | TEAM |
| Abc Arena | Sheet1 | ARENA |
| Freshness | Sheet1 | FRESHNESS |
| Saltiness | Sheet1 | SALTINESS |
| Crunchiness | Sheet1 | CRUNCHINESS |
| Butter | Sheet1 | BUTTER |
| Presentation | Sheet1 | PRESENTATION |
| Total Score | Sheet1 | TOTAL SCORE |

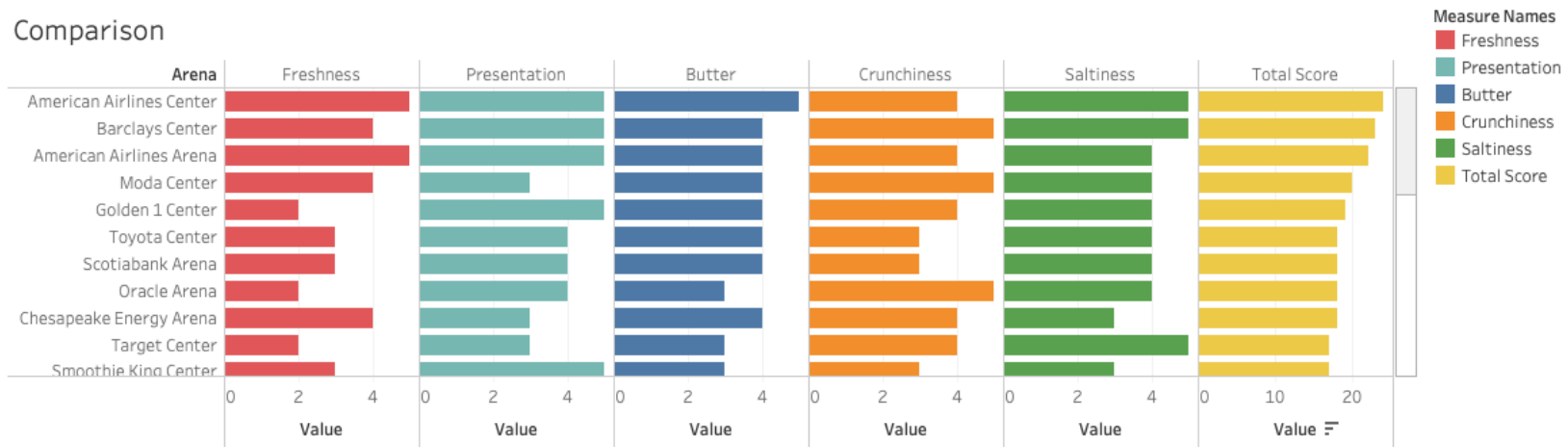
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Stakeholders

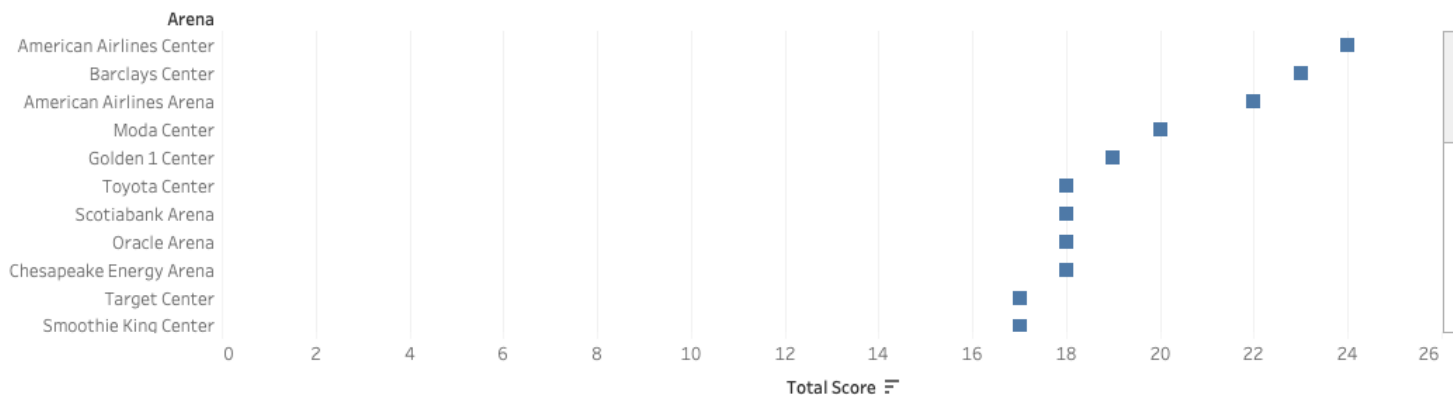
My audience would be basketball fans who would like to have the best overall food experience while watching their favorite teams play. I assume that the popcorn was eaten on a days where Steph Curry's meals were the same so that no previous food experiences of that day could skew his judgment. I am using Tableau to make the visualization.

Refine (Makeover – Portrait View)

Comparison



Arena Overall Ranking



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The visualization allows for users to compare which one of the categories they like the best and the stadium with the best ranked popcorn from there.

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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 (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. |