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

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Lab section: 007

Show your work!!!

Acquire

Week: 1

Date: January 1 Year: **2018** Data: data.world

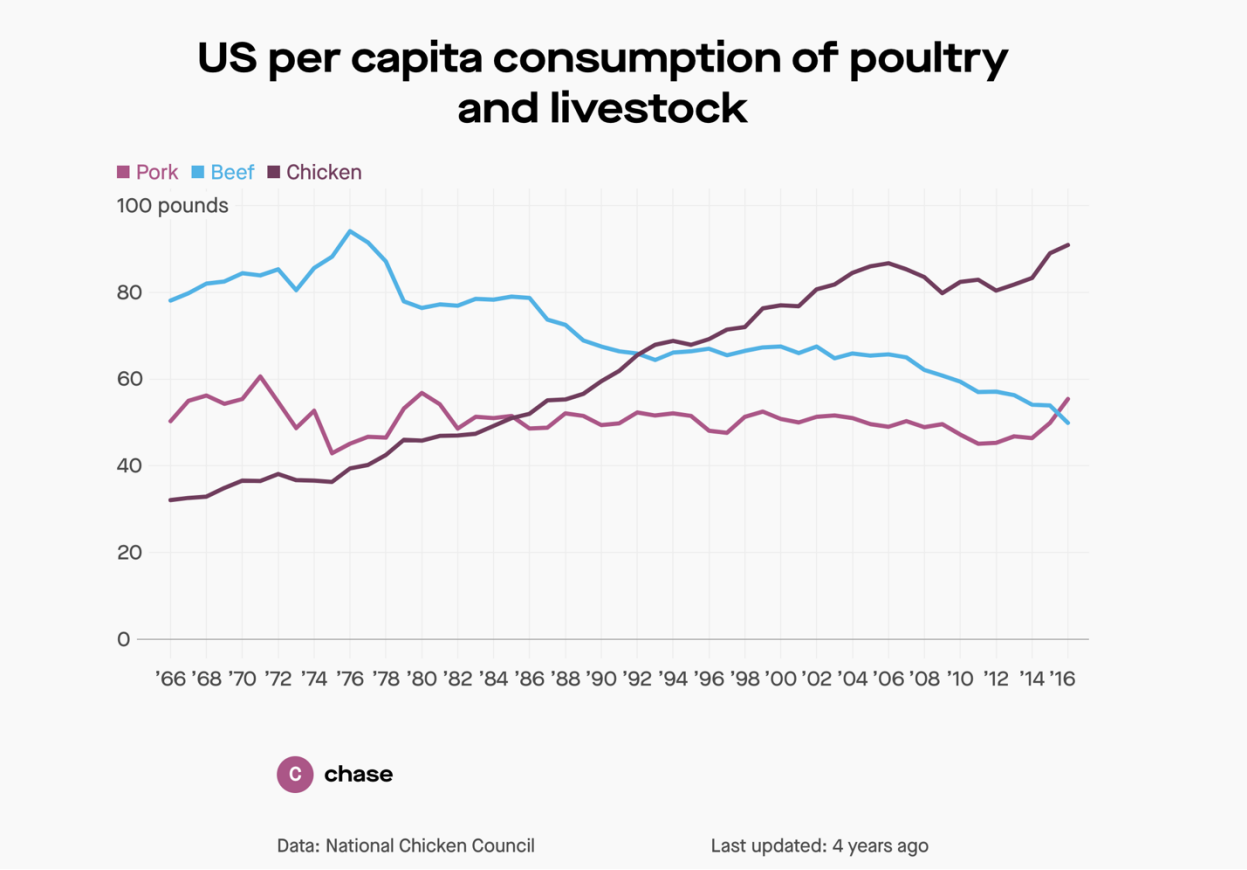
Source Article/Visualization:

U.S. Per Capita Consumption of Poultry and Livestock

Data Source: National Chicken Council

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

Represent



Critique

I like that the data is being represented using the best kind of graph necessary. I also like that all the information necessary to understand the data is being shown on the graph. However, by showing all the data the graph is a bit crowded and difficult to read at first glance. I plan to change this for my visualization.

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In my visualization I am planning on making the graph a bit less complicated and making a comparison between the total consumption of red meat and poultry.

Mine

Did we consume more red meat or poultry from the years 1960 – 2020? During which year did we consume the most amount of red meat or poultry? What kinds of red meat and poultry did we consume the most?

Filter

Year	Beef	Pork	Total Chicken	Turkey
1960	63.3	59.1	28	6.2
1965	74.7	51.5	36.4	7.6
1966	78.1	50.3	35.8	7.9
1967	79.8	55	36.7	8.7
1968	82	56.2	36.9	8.1
1969	82.5	54.3	38.5	8.3
1970	84.4	55.4	40.1	8.1
1971	83.9	60.6	40.1	8.4
1972	85.3	54.7	41.5	9
1973	80.5	48.7	39.8	8.4
1974	85.6	52.7	39.7	8.7
1975	88.2	42.9	38.7	8.3
1976	94.1	45.1	42	8.9
1977	91.5	46.7	42.7	8.7
1978	87.1	46.5	44.7	8.7
1979	77.9	53.2	47.7	9.2
1980	76.4	56.8	47.4	10.2
1981	77.2	54.2	48.7	10.6
1982	76.9	48.6	48.9	10.6
1983	78.5	51.3	49	11
1984	78.3	51	50.9	11
1985	79	51.5	52.5	11.6
1986	78.7	48.6	53.1	12.9
1987	73.7	48.8	56.6	14.7
1988	72.5	52.1	56.7	15.7
1989	68.9	51.5	57.8	16.6
1990	67.5	49.4	60.6	17.5
1991	66.4	49.8	62.9	17.8
1992	65.9	52.3	66.5	17.8
1993	64.4	51.6	69	17.7
1994	66.1	52.1	69.7	17.5
1995	66.4	51.5	68.9	17.6
1996	67	48.1	69.7	18.1
1997	65.5	47.6	71.4	17.2
1998	66.5	51.3	71.9	17.6
1999	67.3	52.5	76.4	17.5
2000	67.5	50.8	77.4	17.3
2001	66	50	77.1	17.5
2002	67.5	51.3	81	17.7
2003	64.8	51.6	82.1	17.4
2004	65.9	51	84.6	17
2005	65.4	49.6	86.4	16.7
2006	65.7	49	86.9	16.9
2007	65	50.3	85.5	17.5
2008	62.1	48.9	83.8	17.6
2009	60.8	49.6	80	16.9
2010	59.3	47.2	82.8	16
2011	56.9	45.1	83.3	16
2012	57.1	45.3	80.8	15.9
2013	56	46.3	82.3	15.9
2014	53.9	45.3	83.8	15.8
2015	53.8	49.2	89.3	15.9
2016	56.5	50.1	91	16.6
2017	58	50.1	91.3	16.8
2018	57.9	50.9	92.5	17

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Stakeholders

- Who is your audience? Meat manufactures or farmers.
- What assumptions did you make? The data considered every single city in the US and not just the populated ones. Did the data only consider big meat manufacturers and not the small independent ones? Another one of my assumptions would has the data set been measured properly. Since there are no units in the excel sheet, I am going to assume that the unit of "Pounds" used in the original visualization is accurate.
- What visualization tool/software did you use? Tableau

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!

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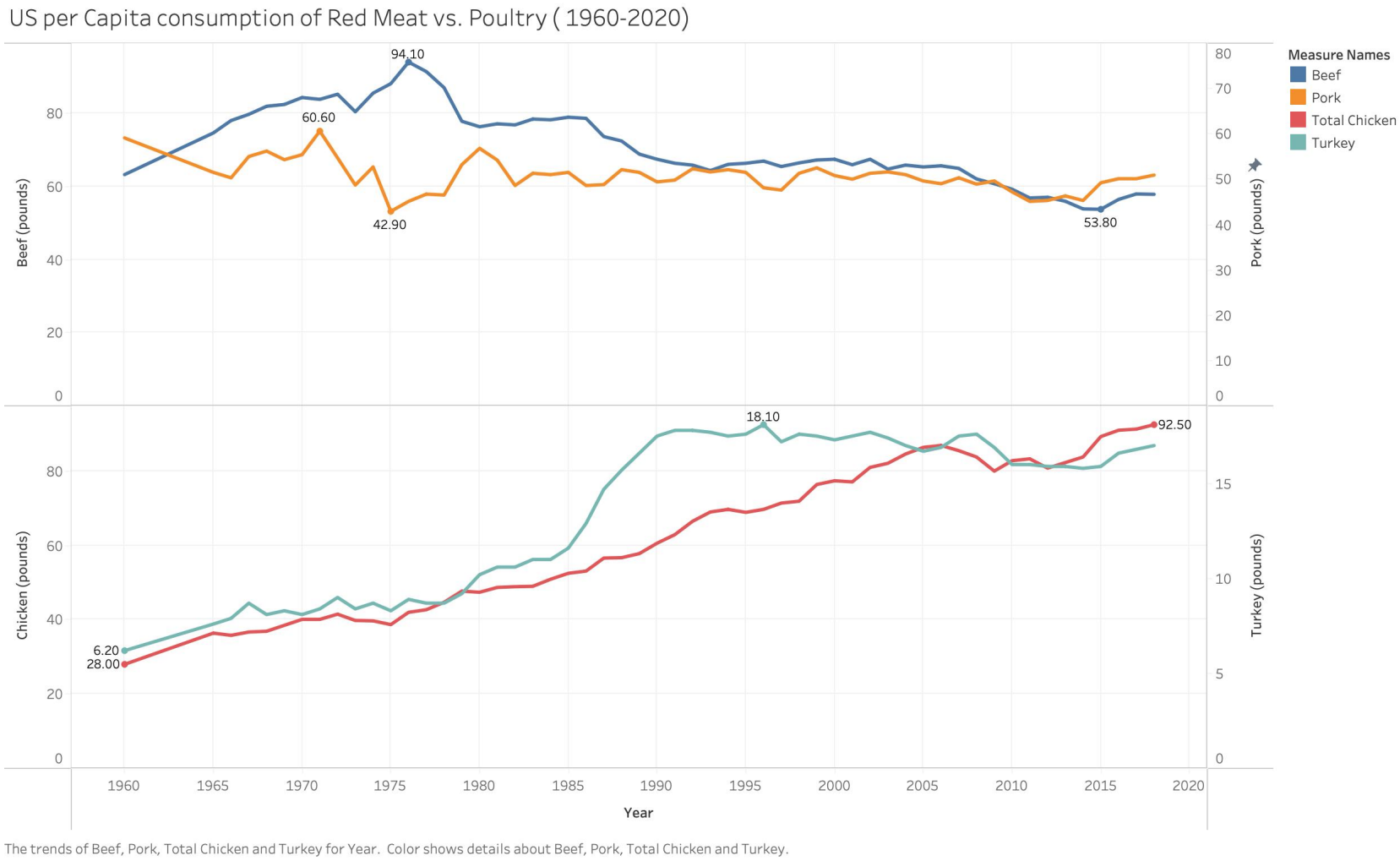
<u>Refine</u> (Makeover – Landscape view)



Total consumption of red meat vs. poultry in the US per capita. Labels provided on the years where the most amount of a particular meat was consumed and the least amount was consumed.

Fall 2021

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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.