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Lab section: 007

Show your work!!!

Acquire

Week: 30

Date: July 25

Year: 2021

Data: U.S. Census

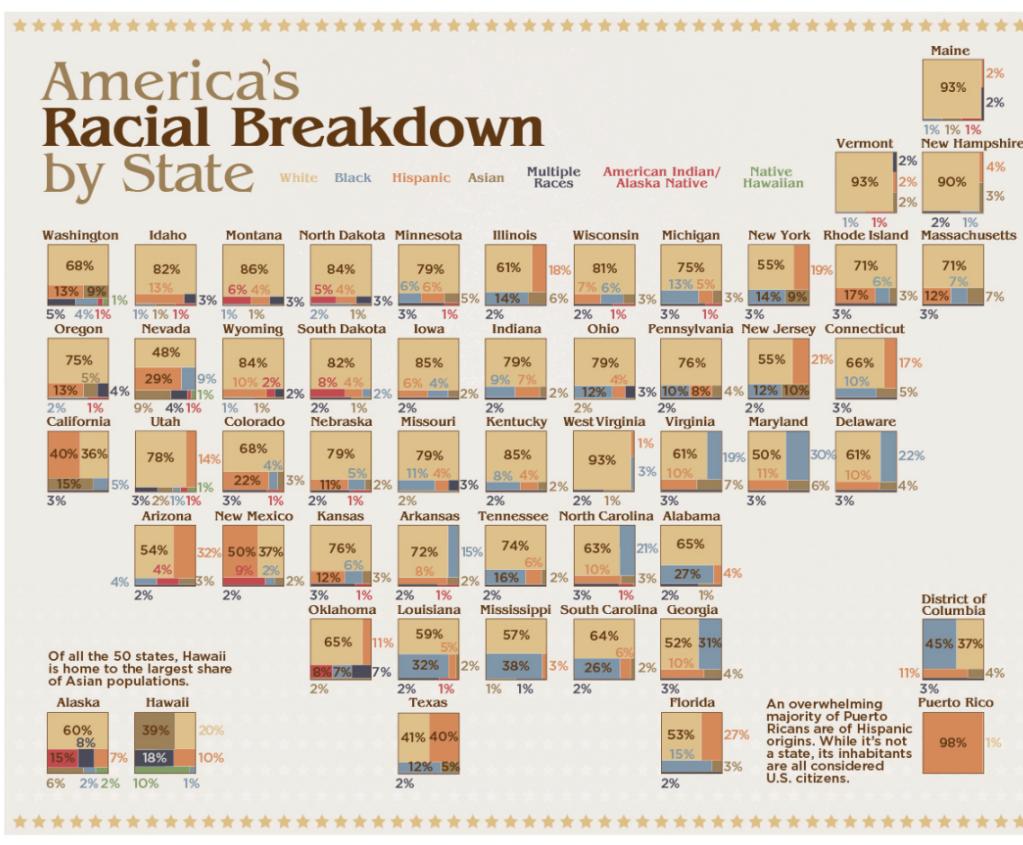
Source Article/Visualization:

America's Racial Breakdown by State. Data source: Kaiser Family Foundation, U.S. Census Bureau Suggested by: Rodrigo Calloni.

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

Represent

Original Visualization



Of all the 50 states, Hawaii is home to the largest share of Asian populations.



Sources: Kaiser Family Foundation, U.S. Census Bureau



/visualcapitalist



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COLLABORATORS RESEARCH + WRITING Anupa Iman Ghosh, Raul Amoros | DESIGN Zack Aboulazm | ART DIRECTION Melissa Haavisto

Critique

I like that the boxes are in places of the actual states on a map. I also like that each boxes represents all the races included in the dataset. I also like that everything is clearly labeled. Things that I did not like about this visualization is that it is very crowded. The colors used in the visualization are also too close to each other and blend together at times. There is also a lot of reading involved, while trying to understand this visualization. Things that I am planning on doing differently are

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making the visualization simpler and having less text on the screen. I am also planning on representing this data on an actual map of the United States.

Based on my knowledge of the Periodic Table of Visualization Methods, this visualization falls in the Tree Map category. A tree map is used as an information visualization, and it is used as an interactive visual representation of data to amplify cognition. Meaning, the data is transformed into an image and then mapped. In this case the imaged has been mapped into the shape of the US. The characteristics of this representation are convergent thinking, with detail and overview.

Mine

Which state has the largest and smallest, percent of population of white and black races?

Which state has the largest and smallest, percent of population of Hispanic and Asian races?

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Filter

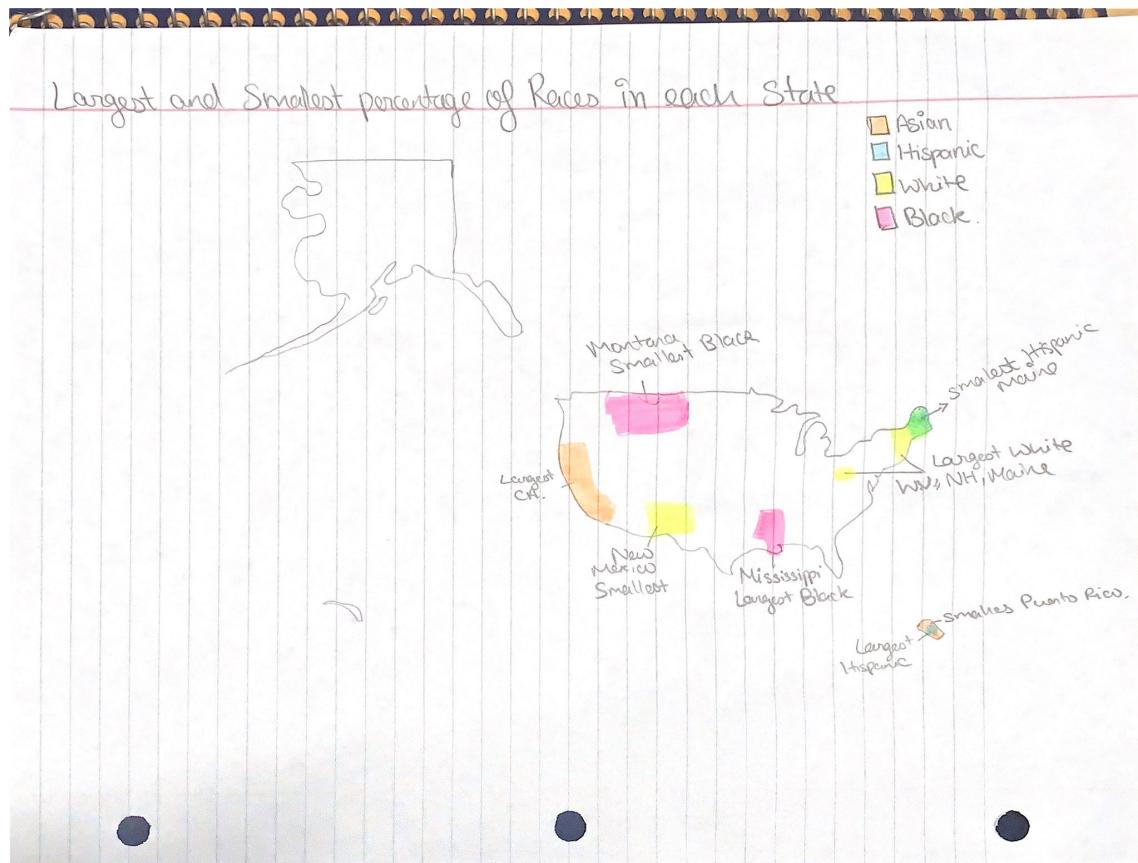
State	White	Black	Hispanic	Asian	Multiple Rac	American Indian / Alaska Native
Alabama	65%	27%	4%	1%	2%	0%
Alaska	60%	2%	7%	6%	8%	15%
Arizona	54%	4%	32%	3%	2%	4%
Arkansas	72%	15%	8%	2%	2%	1%
California	36%	5%	40%	15%	3%	0%
Colorado	68%	4%	22%	3%	3%	1%
Connecticut	66%	10%	17%	5%	3%	0%
Delaware	61%	22%	10%	4%	3%	0%
District of Co	37%	45%	11%	4%	3%	0%
Florida	53%	15%	27%	3%	2%	0%
Georgia	52%	31%	10%	4%	3%	0%
Hawaii	20%	1%	10%	39%	18%	0%
Idaho	82%	1%	13%	1%	3%	1%
Illinois	61%	14%	18%	6%	2%	0%
Indiana	79%	9%	7%	2%	2%	0%
Iowa	85%	4%	6%	2%	2%	0%
Kansas	76%	6%	12%	3%	3%	1%
Kentucky	85%	8%	4%	2%	2%	0%
Louisiana	59%	32%	5%	2%	2%	1%
Maine	93%	1%	2%	1%	2%	1%
Maryland	50%	30%	11%	6%	3%	0%
Massachusetts	71%	7%	12%	7%	3%	0%
Michigan	75%	13%	5%	3%	3%	1%
Minnesota	79%	6%	6%	5%	3%	1%
Mississippi	57%	38%	3%	1%	1%	0%
Missouri	79%	11%	4%	2%	3%	0%
Montana	86%	1%	4%	1%	3%	6%
Nebraska	79%	5%	11%	2%	2%	1%
Nevada	48%	9%	29%	9%	4%	1%
New Hampshire	90%	1%	4%	3%	2%	
New Jersey	55%	12%	21%	10%	2%	0%
New Mexico	37%	2%	50%	2%	2%	9%
New York	55%	14%	19%	9%	3%	0%
North Carolina	63%	21%	10%	3%	3%	1%
North Dakota	84%	2%	4%	1%	3%	5%
Ohio	79%	12%	4%	2%	3%	0%
Oklahoma	65%	7%	11%	2%	7%	8%
Oregon	75%	2%	13%	5%	4%	1%
Pennsylvania	76%	10%	8%	4%	2%	0%
Puerto Rico	1%	0%	98%		0%	
Rhode Island	71%	6%	17%	3%	3%	0%
South Carolina	64%	26%	6%	2%	2%	0%
South Dakota	82%	2%	4%	1%	2%	8%
Tennessee	74%	16%	6%	2%	2%	0%
Texas	41%	12%	40%	5%	2%	0%
Utah	78%	1%	14%	2%	3%	1%
Vermont	93%	1%	2%	2%	2%	1%
Virginia	61%	19%	10%	7%	3%	0%
Washington	68%	4%	13%	9%	5%	1%
West Virginia	93%	3%	1%	1%	2%	0%
Wisconsin	81%	6%	7%	3%	2%	1%
Wyoming	84%	1%	10%	1%	2%	2%

Stakeholders

- My audience can be marketers who are trying to market a product to specific race in the US. They can use the map and see which state has the largest population of that race and spend most of their energy to that state. My audience can also include politicians who are trying to get a certain race to favor them. They can determine which state has the highest population of that race and arrange rallies and visits in those states only.
- Some of the assumptions that I made is that the dataset took a survey of rural and urban areas when determining the percentage of each race. Another assumption that I made is that the calculations done to get these percentages 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!

NEW Sketch your Makeover



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Refine (Makeover – Landscape view)

US Population Black vs. White

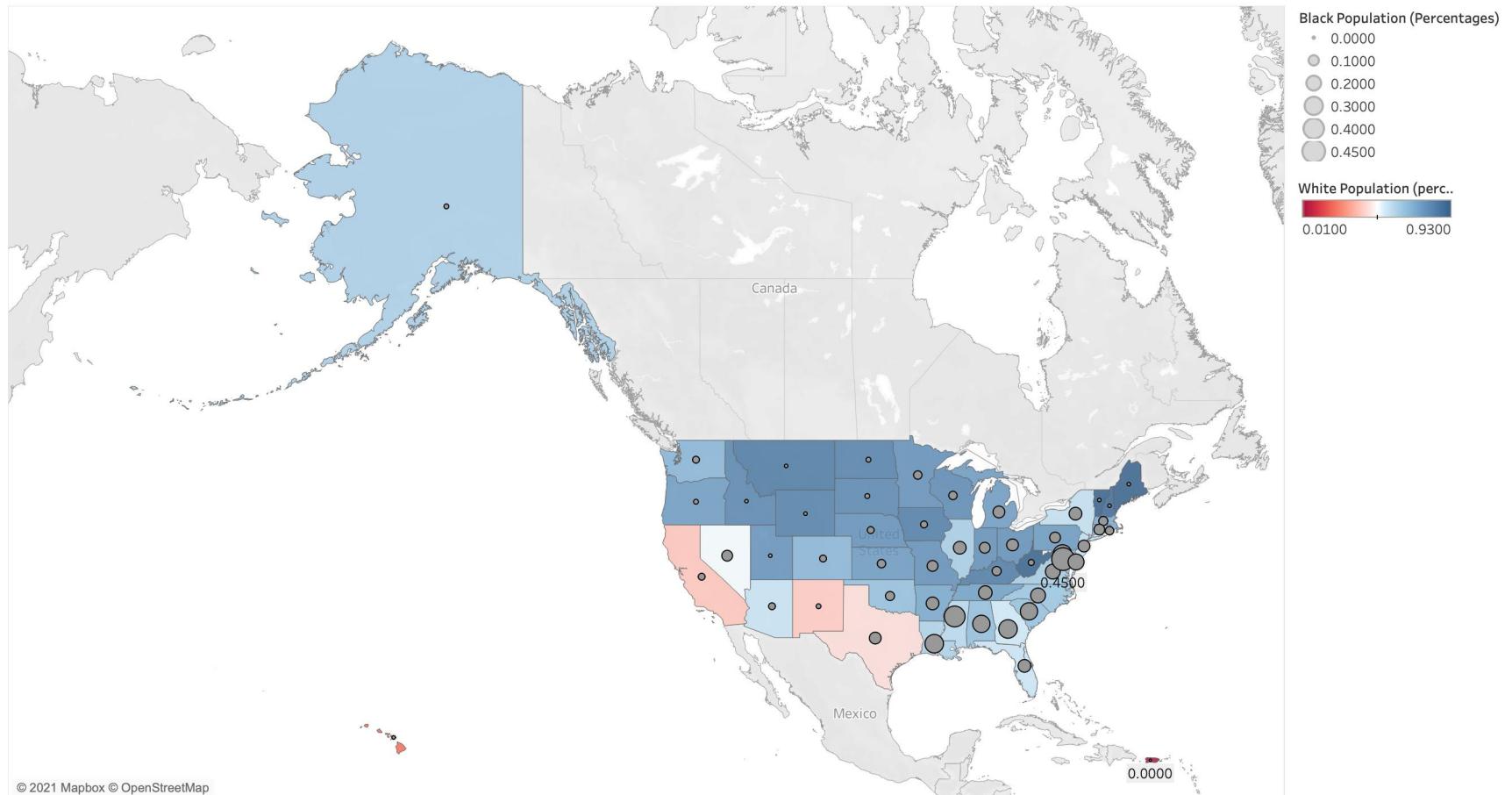
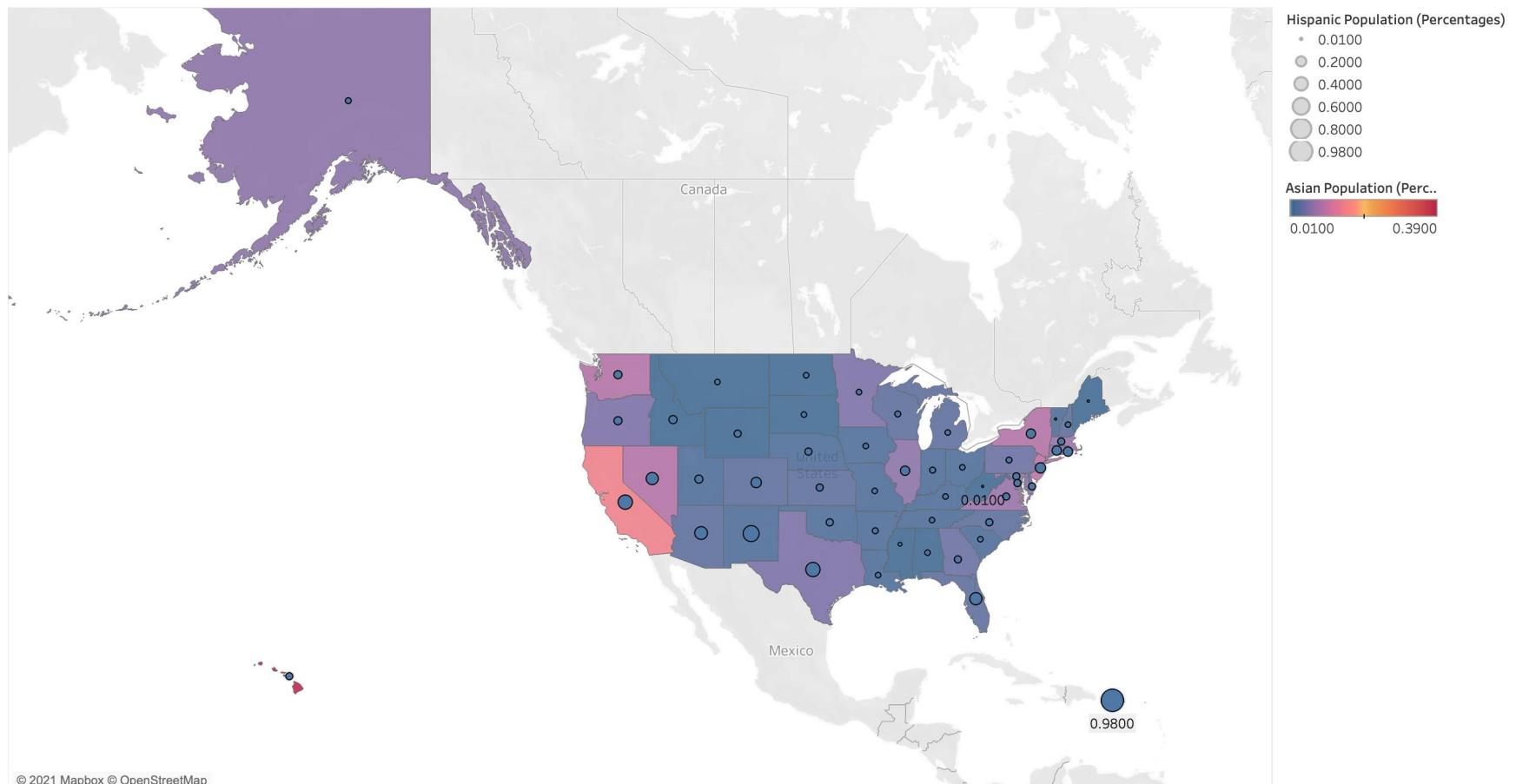


Figure Caption: United States map displaying the percentage of the While population per state using a color range. And representing the percentage of Black population using various circle sizes.

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US Population Asian vs. Hispanic



Map based on Longitude (generated) and Latitude (generated) and Latitude (generated). Details are shown for State. For pane Latitude (generated): Color shows sum of Asian. For pane Latitude (generated) (2): Size shows sum of Hispanic.

Figure Caption. United States map displaying the percentage of the Asian population per state using a color range. And representing the percentage of Hispanic population using various circle sizes.

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 (11-15 pts)	Good (6 -10 pts)	Fair (2-5 pts)	Needs Improvement (0 - 1 pt)
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.
Sketch included: hand drawn [5 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]	
Makeover Monday Assessment Completed [5 pts]	Makeover Monday Assessment not completed [0 pts]		