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

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Lab section: 007

Show your work!!!

Acquire

Week: 52
Date: Dec 23   Year: **2019**   Data: Estimated Christmas Spending by Concept
Source Article/Visualization:

The data set is labeled "Estimated Christmas Spending by Concept" And it is sourced from The Deloitte Christmas Survey 2019.

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

Represent

Original Visualization

Estimated Christmas spending by concept

2018 vs 2019 (UK)[2]

	Actual spending 2018 (£)	Estimated spending 2019 (£)		
Gifts	294	299	1.7%	↑
Food	146	143	-2.1%	↓
Socialise	68	63	-7.4%	↓
Travelling	51	62	21.6%	↑
Total	**560**[1]	**567**	1.3%	↑

2018 vs 2019 (Europe)[2]

	Actual spending 2018 (£)	Estimated spending 2019 (£)		
Gifts	168	171	1.8%	
Food	113	116	2.7%	↑
Socialise	43	45	4.7%	↑
Travelling	72	76	5.6%	↑
Total	396	**409**[1]	3.3%	↑
				↑

Note: 1) Please note that total figures may not add-up due to round-off error
2) Currency converted from EUR to GBP at an average exchange rate of 1EUR = 0.887586GBP for the period 16 September 2019 to 11 October 2019

Highlight

↑
21.6%

Spending on **Traveling** has significantly increased this year, followed by Gifts.

UK consumers will spend £567 average this year (+1.3% compared with 2018)

Shoppers in the UK expect to spend 38.6% more on average compared to shoppers in the rest of Europe

When you look at the major areas of spending consumers in the UK spend more on gifts, food and socialising but less on travelling at Christmas compared to the European average.

More than half of UK shoppers' Christmas spend (~53%) will be on gifts compared to ~42% on average in Europe.

Critique

Things I like about the visualization is that is shows the increased and decreased percentages of the spending for each category, compared to the previous year. I also like that it highlights the percentage for spending's on traveling, on the side with a description. Additionally, I also like that it provides a bit of a summary of all the percentages on the side as well. Things I dislike about the visualization is that there is a lot of reading. It cannot by understood in a simple glance. Things I plan to do differently are providing an actual visualization for the data and remove all the unnecessary text.

Based on my knowledge of the Periodic Table of Visualization Methods, this representation fall under the Data Visualization category. The method closely related to the visualization is the Table method. The visualization represents quantitative data in a schematic form without an axis. The method falls under convergent thinking and has the characteristics of Overview, Detail.

Mine

Questions that I am attempting to answer are:
1. Which region spent the most during the Christmas season?
2. Which category did the region spend most money on?
3. How do their spending's compare to the previous year?

Filter

	A	B	C	D
	Year	Region	Category	Amount in £
	2018	UK	Gifts	294
	2018	UK	Food	146
	2018	UK	Socialise	68
	2018	UK	Travelling	51
	2018	UK	Total	560
	2019	UK	Gifts	299
	2019	UK	Food	143
	2019	UK	Socialise	63
	2019	UK	Travelling	62
	2019	UK	Total	567
	2018	Europe	Gifts	168
	2018	Europe	Food	113
	2018	Europe	Socialise	43
	2018	Europe	Travelling	72
	2018	Europe	Total	396
	2019	Europe	Gifts	171
	2019	Europe	Food	116
	2019	Europe	Socialise	45
	2019	Europe	Travelling	76
	2019	Europe	Total	409

Stakeholders

The audience for this data visualization would be retailers, manufactures or small business owner who are trying to determine which market they need to target heavily. Certain economist can also make use of this data.

What assumptions did you make?
Some of the assumptions that I make are the survey questioned a large sample, the survey questioned households with different incomes and the survey questioned households with children and without children.

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!

Fall 2021 – Makeover Monday #2

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Refine (Makeover – Portrait View)

Christmas Spending in the years 2018 vs. 2019 (in Euros)
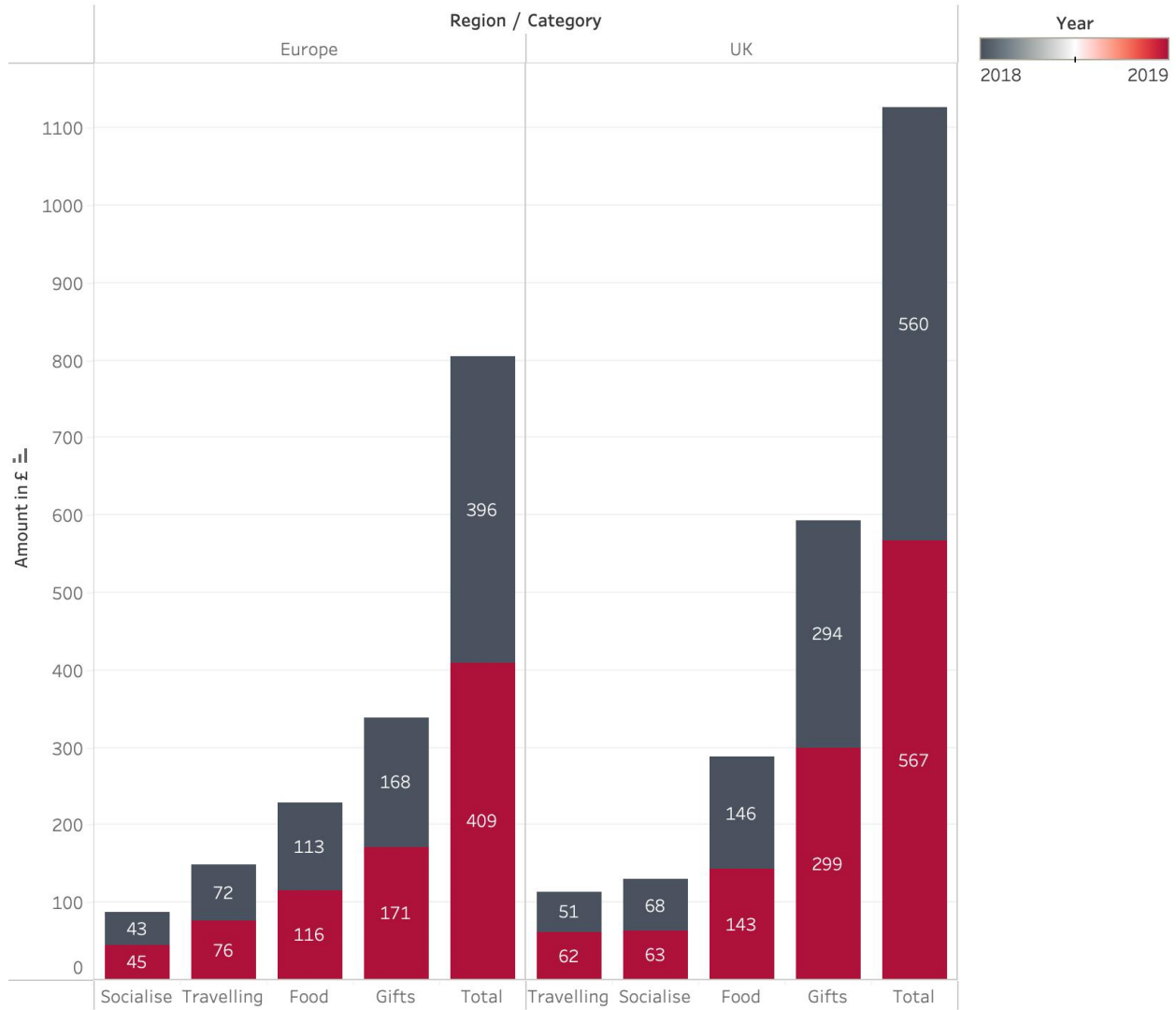
Sum of Amount in £ for each Category broken down by Region. Color shows details about Year. The marks are labeled by sum of Amount in £. The view is filtered on Year, which ranges from 2018 to 2019.

Sum of Amount of spending's done in each category in the years 2018 & 2019. Category is broken down by regions UK and Europe. The color separate the years and the marks label the sum of Amount in Euros.

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.