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/>

# RepresentTable Description automatically generated

# 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**

Table

Description automatically generated

# 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!

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# Refine (Makeover – Portrait View)

Chart, bar chart

Description automatically generated

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.

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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. |

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