Project Peer Review

**Reviewer’s Name:** Abraham Ortiz

**Name of person being reviewed:** Mackenzie Gazaway

**1)** **Initial Expectations.**

Based on the description, I would expect the following key visual elements in the presentation to achieve their objective:

1. **Team Performance Rankings:** A bar chart ranking Big 12 teams based on overall success, potentially highlighting metrics such as wins and losses.
2. **Trends Over Time:** A line chart illustrating performance metrics (e.g., wins, losses, total touchdowns, and average points per game) for each team over the past 11 years, showcasing trends in success or decline.
3. **Correlation Between Metrics:** A scatterplot or dual-axis chart exploring relationships between success metrics (e.g., touchdowns, average points per game) and factors contributing to losses (e.g., penalties, fumbles).
4. **Interactive Map of Big 12 Teams:** A geographic representation of Big 12 conference teams, using color intensity or symbols to indicate success levels.
5. **Contextual Highlights:** Tooltips or annotations explaining major events or changes, such as coaching transitions or shifts in team composition.

**2)** **Five-second test**.

**A)** **Page Name: Title Page.**

The introductory page effectively provides the main information about the topic. The map allows the viewer to quickly locate where the Big 12 teams are situated, and the table presents the list in an easily understandable order.

To enhance the visualization, I suggest aligning the color scheme between the table and the map to create a stronger connection between these elements, making the relationship between them more intuitive.

**B)** **Page Name: Components of Success.**

This page presents valuable information about team success over time, complemented by a geographic perspective through the map. However, the relationship between the filters and the charts could be clearer. It would be helpful to indicate more explicitly which charts will change when specific filters are applied. Additionally, I recommend hiding the “Unknown” label to avoid confusion or the impression of incomplete data.

**C) Page Name: Potential Factors of Failure.**

This page provides insightful statistics on factors like penalties and fumbles. However, the blank space below the “Team (Group)” label gives the impression that something is missing. Additionally, the filter functionality is unclear, as it’s not evident what will change when the filters are applied.

**D) Page Name: Conclusion & References.**

While the conclusions are well-written, they would benefit from a visual representation to make them easier to understand and more engaging. Additionally, the conclusions are not immediately obvious from the previous pages, making it necessary to delve deeper into the analysis. This suggests that the connection between the data and conclusions could be made more apparent.

**3) Dashboard Review.**

**Football Season Filter (Components of Success Page).**

A) I expected this filter to modify all the charts on the dashboard or at least the map, as it is positioned nearby. The label is clear and appropriate.

B) The filter only affected two charts, and there was no clear connection between the filter’s placement and the affected charts.

C) A better position or grouping, perhaps with visual cues like lines or boxes, would clarify which charts the filter influences.

**Team (Group) Filter (Components of Success Page).**

A) Positioned under the Football Season filter, I expected it to affect the same charts, as it appeared to be another dimension. The label is clear and appropriate.

B) The filter affected one additional chart, which was unexpected and somewhat confusing.

C) Adjusting the location or using distinct colors for the filters would help clarify their functions.

**Team (Group) Filter (Potential Factors of Failure Page).**

A) I anticipated synchronization with the other “Team (Group)” filter from the previous dashboard, given the identical name and values. As well I expect it to affect all the charts of the one besides the filter.

B) It performed as expected, affecting all charts, but lacked synchronization with the filter on the previous dashboard.

C) Synchronizing filters across dashboards with identical names would improve user experience.

**Football Season Filter (Potential Factors of Failure Page).**

A) Based on its position and name, I expected it to behave like the filter in the previous dashboard and affect the same charts.

B) It only affected the bottom charts, which was unexpected.

C) Repositioning the filter and connecting it to its counterpart on the other dashboard would enhance consistency.

**4) Individual Dashboard Review**

**Title Dashboard.**

A) The formatting demonstrates effort and provides a professional layout.

B) Titles are clear and appropriately bolded. To enhance readability, key words in the introductory paragraph below the title could be bolded as well.

C) Each worksheet’s purpose is clear and intuitive.

D) Adding color distinctions to the table text would make it easier to differentiate groups.

E) Removing the “Unknown” label from the map would declutter the visualization.

F) The data source is not credited, and this should be addressed to clarify where the data originated.

**Components of Success Dashboard.**

A) The formatting is well-organized and polished.

B) Titles are appropriate, though using bold font would make them more visually appealing.

C) The charts align well with their respective titles.

D) Repositioning filters for clarity and changing the “Avg.” title to “Average” for formality would improve this dashboard. Adding color to the text table would help distinguish amounts, and aligning colors across the groups and teams would enhance coherence.

E) The “Average Points Per Team” worksheet may be unnecessary, as the other visualizations sufficiently convey team performance.

F) The data source is not credited, and this should be addressed.

**Potential Factors of Failure Dashboard.**

A) The formatting could be improved, as the blank space in the bottom-left corner makes the visualization feel incomplete.

B) Titles are clear but would benefit from bold font for better emphasis.

C) The charts effectively represent their intended insights.

D) Filters should be repositioned for clarity, and a color-highlighted table could better relate dimensions and metrics.

E) The “Total Wins Per Football Season” worksheet is redundant, as it is already presented in the previous dashboard.

F) The data source is not credited and should be added for transparency.

**Conclusion & References Dashboard.**

A) The formatting is minimal and could be more visually engaging.

B) Titles are straightforward but lack visual appeal due to the absence of sizing.

C) The purpose of the text is clear but could benefit from visual aids to reinforce conclusions.

D) Adding charts or graphs to support the conclusions would make them more engaging and easier to understand.

E) No unnecessary elements are present.

F) The data sources are credited for all the dashboards in the story.

**5) Overall Project Review.**

**A) Do the individual dashboards look like they are each a part of the overall project or separate projects – colors, fonts, layout, etc.?**

I think all the dashboards look cohesive and clearly belong to the same visualization. The colors, fonts, and layout are consistent throughout the project, giving it a unified appearance.

B) **If you think about the dashboards as a presentation that would be shown in sequence to meet the objectives described, in what order would they be presented? What other “slides” would be helpful?**

I think the current order works well. However, when I read the conclusions, it doesn’t feel like the supporting data fully validates all the statements made. I would suggest adding a few more pages that dive into the details in a logical sequence, making it easier to connect the data to the conclusions. This could include additional slides that clarify or emphasize key insights. Title slides or summary pages could also enhance the flow and help frame the story being told.

**Conclusion.**

This is a solid project, and it’s clear that the creator put significant effort into it. However, some pages feel overloaded with information, making it harder for the audience to grasp the intended message. Breaking down the content into more pages with concise and focused information could make it more digestible.

The layout and format successfully maintain a consistent look and feel, but adjustments like using bolder fonts or adding more visual aids could help highlight critical data points and improve clarity.

Overall, I really enjoyed the visualization—thank you for sharing it!

**6) Checklist.**

yes Two or more dashboards that substantively use the data set (don’t count intros, conclusions, references, etc.

yes Eight or more total worksheets on those substantive dashboards

yes Five or more worksheets that display information drawn from underlying data

yes At least one user control on each of at least two dashboards that causes an appropriate and expected change to at least two worksheets – phew, that was a mouthful!

no A clear “conclusion” that could be just text on an additional final dashboard, or something that clearly conveys a conclusion on the last of the data-inclusive dashboards that wraps up and confirms to the viewer “see I gave you what I promised I’d give you” – it shouldn’t really say those words. This should not be anything long and should not say “In conclusion…” but should make elegantly “wrap up” the presentation/analysis tool.