Visualizations

Firstly, I ran the analysis code for both the web scrape and the API from GitHub to extract the CSV files, which I then stored locally and uploaded to Looker Studio to create the visualizations. On the first sheet, titled *F1API_API_SQL_Analysis*, I began with a line chart using drivers as the dimension and average qualifying positions from 2022 and 2023 as metrics. This was followed by a table that highlighted qualifying improvements, showing how many positions drivers gained on average in 2023 compared to the previous year. I then created a vertical bar chart with drivers as the dimension and the average gain in constructor positions for 2023 as the metric. After completing these visuals, I moved on to the second sheet, *Reddit_Web_Scrape_SQL_Analysis*. Here, I first designed a donut chart showing which drivers were most talked about on Reddit, using driver names as dimensions and percentage of total mentions as the metric. Next, I created a table to compare race finish positions with popularity on Reddit. To do this, I blended the race results and Reddit mention data using a join on the driver field, as shown in the attached screenshot. From the blended table, I selected mention rank and finish rank as metrics, with driver as the dimension, to analyze how race performance correlates with online popularity. Throughout both sheets, I used clear titles and text boxes to label each visual and ensure the dashboards were intuitive and easy to follow.

LookerStudio Link: https://lookerstudio.google.com/reporting/faf3807f-4f1b-4e61-9557-39382feabd72