**Kia theft Analysis**

Bobga-Herman Gwanvoma

Bellevue University

DSC 640 – Data Presentation & Visualization

Professor Benjamin Schneider

January 19, 2024

**Summary**

The issue of Kia and Hyundai thefts in Milwaukee has garnered significant attention due to its social and economic implications. This analysis focuses on equipping city officials and law enforcement with actionable insights to address this growing concern. The data story presented is designed to uncover patterns in thefts, highlight high-risk areas and times, and provide evidence-based recommendations for mitigation.

The target audience comprises stakeholders familiar with the issue but not necessarily with the details of the data. Therefore, the story avoids heavy technical jargon and focuses on clear, actionable insights. A PowerPoint presentation was chosen as the medium to allow for a professional and visually engaging delivery during a stakeholder meeting.

To ensure clarity, Gestalt’s principles informed the design. Consistent alignment and spacing were applied to maintain visual hierarchy, and distinct color palettes differentiated between key data points like Kia vs. Hyundai thefts and neighborhood trends. Six visuals, including pie charts, donut charts, and stacked bar charts, were selected to effectively convey proportions, distributions, and temporal trends. These choices highlight theft patterns and provide a solid foundation for recommendations.

Ethical considerations were integral to the analysis. Data was anonymized, aggregated at the neighborhood level, and assumptions about completeness were explicitly stated. Efforts were made to avoid bias and ensure transparency in data transformations and visualization design.

The presentation’s call to action includes increasing public awareness, advocating for anti-theft measures, and directing resources toward high-theft areas. By addressing these issues proactively, stakeholders can mitigate theft rates and reduce the burden on affected communities.