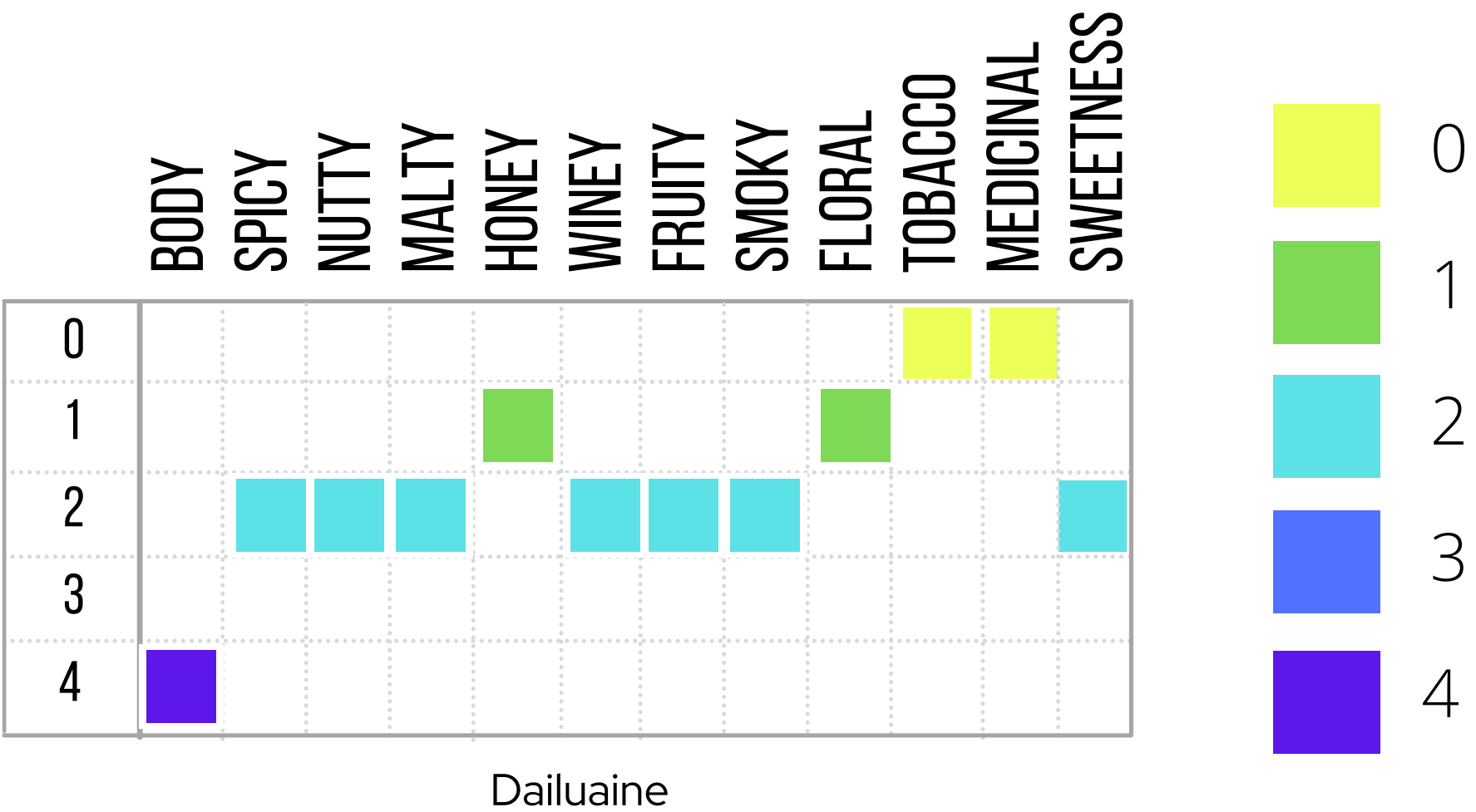
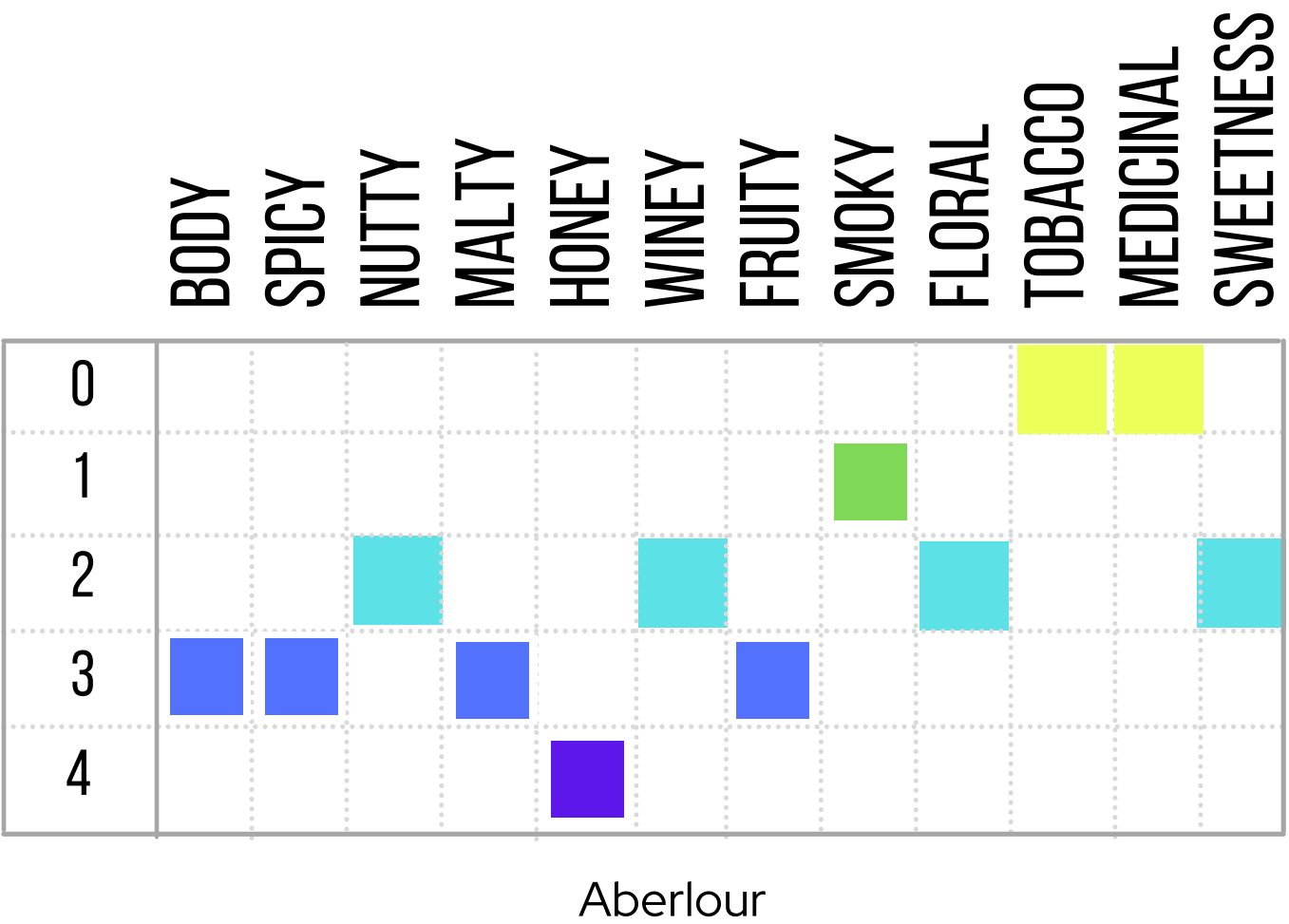


# WHISKIES HOMEWORK



Source: Whiskies data set was provided by John Stasko. Downloaded from Moodle 10/2021.

## **Explanation of Data Visualization**

My representation of the Whiskies data set by John Stasko would represent the individual traits of the whisky. I propose each whiskey be represented individually on a matrix where the categorical variables (body, spicy, nutty, etc) are on the horizontal axis and the sequential grading for the intensity or trace of the variable from 0 to 4 is on the vertical axis. I chose the Viridis color palette, setting yellow as 0, green as 1, light blue as 2, indigo as 3, and violet as 4. I opted to eliminate the data that did not offer sequential data (postal code, longitude, latitude).

At first glance, the reader should be able to determine the intensity of the desired characteristic on the horizontal axis by its position on the matrix (lower on the matrix indicates stronger intensity/trace), hue (darker colors also indicate stronger intensity/trace), and luminance (lower luminance also indicates indicate stronger intensity/trace).

If they wish to compare two whiskeys, they simply need to choose the characteristic, remember a single color and check for a match. I can picture the charts of the whiskeys posted on a wall in a bar so that the reader can see all 83 (which I know is a lot) and know exactly what they're getting into when they're making their choice.

## **Development and Representation of Data**

I'll start by saying that I don't drink and as a direct result, wasn't sure what mattered to a whisky connoisseur. I did know however, that this wasn't a data set where the average would be useful to an individual trying to choose a drink. For example, when choosing a drink I find little value in statements like: the average floral intensity of all the whiskies is 2. Preferably, I would want a statement like "The average newbie to whiskey prefers an average floral intensity of 2" - but that is not the data set we are working with.

As such, I aimed to develop an infographic that would allow the reader to understand the characteristics of the individual whiskey with a brief skim. A row of violet would let them know that the whiskey had strong traces of everything, rows of yellows and greens would indicate lighter intensities. If they had a preference for a specific characteristic, they could easily hone in on that row and make their decision based on the strength of the characteristic they were looking for.

I believe I succeeded in developing a visual aid for a user who would like to make an informed decision to choose a whiskey quickly. However, I see missed opportunities to make overarching statements about the collection of whiskies such as "Most whiskeys don't have tobacco". That said, it wasn't the question I wanted to answer. My reader would ask questions like:

1. What are the characteristics of each whiskey
2. What whiskey has a very strong trace of X and very little of everything else?
3. Are there any "strong" whiskeys, that have a strong trace of everything?

By using a small number of colors, and the same order on the horizontal axis, extracting data from the set and comparison between whiskeys wouldn't be a difficult task.