CGT 270 Data Visualization
Makeover Monday #2 (2018 Dataset)

Name: Caroline Dixon **Date:** 3/28/2022 **Max points:** 25

Lab section: Monday

Show your work!!!

Acquire

Week: 12

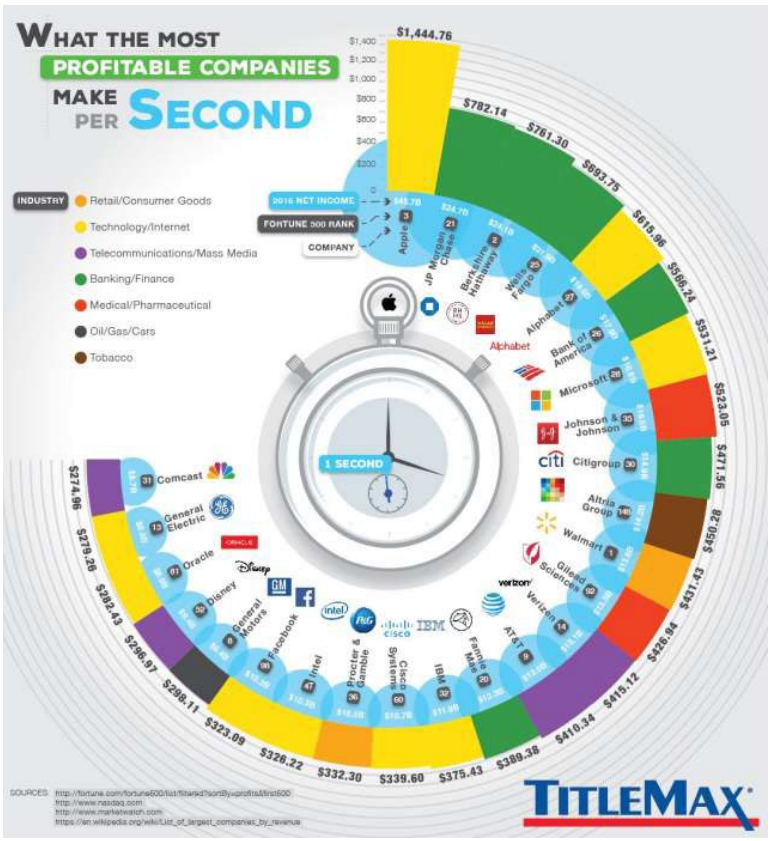
Date: n/a Year: **2016** Data:

Source Article/Visualization:

"What the Most Profitable Companies Make Per Second" https://www.titlemax.com/discovery-center/money-finance/most-profitable-companies/

https://www.makeovermonday.co.uk/data/data-sets-2018/

Represent



Critique

I do like the visual flow of this visualization – it very nicely leads the viewer to read through the whole image and fits the title and content in a very nice circular pattern around the center, which also serves the theme of the visualization of "one second" very nicely. As for criticisms, the colors chosen for the

different types of company are rather drab or desaturated when compared with the clean blue-gray background, and the image is far too cluttered to make any information stand out.

Critique the visualization: what do you like about it, dislike about it, what do you plan to do differently? Remove this text and highlighting before submitting your work.

Based on your knowledge of the Periodic Table of Visualization Methods (discussed in class this week), discuss which one of the 6 categories does the visualization you provided in the Represent stage falls in. Identify the method most closely related to the visualization in the Represent Stage and discuss the characteristics: overview, detail, detail AND overview, divergent thinking, convergent thinking. Refer to Week 10 Readings to assist with categorizing the visualization.

Mine

Main Question: What companies make the most amount of money on a per second basis (as of 2016)? Is there a correlation between Fortune 500 ratings and the amount of money made per second in 2016?

Filter

Filtering not needed – data already streamlined

	A	B	C	D	E
1	Company	Industry	2016 Net Income	Fortune 500 Rank	Profit/Second
2	Apple	Technology/Internet	45700000000	3	$1,444.76
3	JP Morgan Chase	Banking/Finance	24700000000	21	$782.14
4	Berkshire Hathaway	Banking/Finance	24100000000	2	$761.30
5	Wells Fargo	Banking/Finance	21900000000	25	$693.75
6	Alphabet	Technology/Internet	19500000000	27	$615.96
7	Bank of America	Banking/Finance	17900000000	26	$566.24
8	Microsoft	Technology/Internet	16800000000	28	$531.21
9	Johnson & Johnson	Medical/Pharmaceutical	16500000000	35	$523.05
10	Citigroup	Banking/Finance	14900000000	30	$471.56
11	Altria Group	Tobacco	14200000000	148	$450.28
12	Walmart	Retail/Consumer Goods	13600000000	1	$431.43
13	Gilead Sciences	Medical/Pharmaceutical	13500000000	92	$426.94
14	Verizon	Telecommunications/Mass Media	13100000000	14	$415.12
15	AT&T	Telecommunications/Mass Media	13000000000	9	$410.34
16	Fannie Mae	Banking/Finance	12300000000	20	$389.38
17	IBM	Technology/Internet	11900000000	32	$375.43
18	Cisco Systems	Technology/Internet	10700000000	60	$339.60
19	Procter & Gamble	Retail/Consumer Goods	10500000000	36	$332.30
20	Intel	Technology/Internet	10300000000	47	$326.22
21	Facebook	Technology/Internet	10200000000	98	$323.09
22	General Motors	Oil/Gas/Cars	9400000000	8	$298.11
23	Disney	Telecommunications/Mass Media	9400000000	52	$296.97
24	Oracle	Technology/Internet	8900000000	81	$282.43
25	General Electric	Technology/Internet	8800000000	13	$279.26
26	Comcast	Telecommunications/Mass Media	8700000000	31	$274.96

Stakeholders

- Who is your audience? What assumptions did you make? What visualization tool/software did you use?

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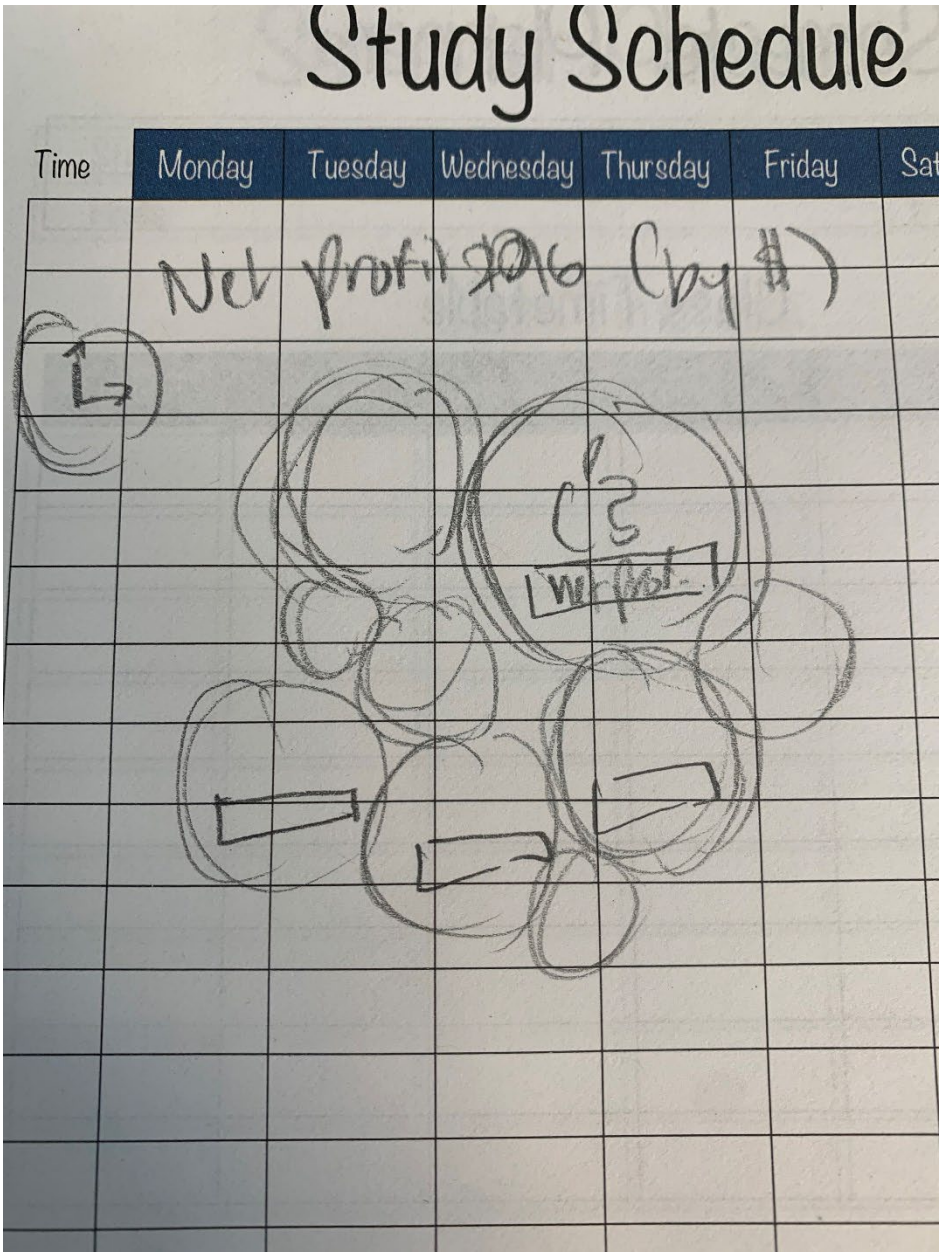
- My audience is people interested in the statistics surrounding the Fortune 500 companies mainly, though learning about powerful companies does appeal to those seeking to create a powerful company
- The assumptions I made were that the viewer would know what a Fortune 500 ranking was and that they would care more overall if it was about yearly income rather than income per second.
- I used Tableau because it is overall easier to do a bubble chart on Tableau than Excel.

What to submit: This document in PDF format only (if you do not know how to do this, see Lab 0 Exercise 1). Save this document as: LastnameFirstInitial_CGT270S22_MakeoverMonday#2.pdf

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

NEW <u>Sketch your Makeover</u>

In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below.


Study Schedule
Time
Monday
Tuesday
Wednesday
Thursday
Friday
Sat

<u>Refine</u> (Makeover – Portrait View)

In the space below, show the computer-generated version of your sketch using the visualization tool of your choice. DO NOT draw what you sketched. The visualization should be created with the visualization tool (Tableau, Excel, Power BI, etc., of your choosing). Remember, the purpose of visualization is *"insight."* Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist). You MUST use more advanced chart types for your makeover. **Chart types that are not allowed: bar (single or stacked), pie, line charts, scatter plots, no tables.**

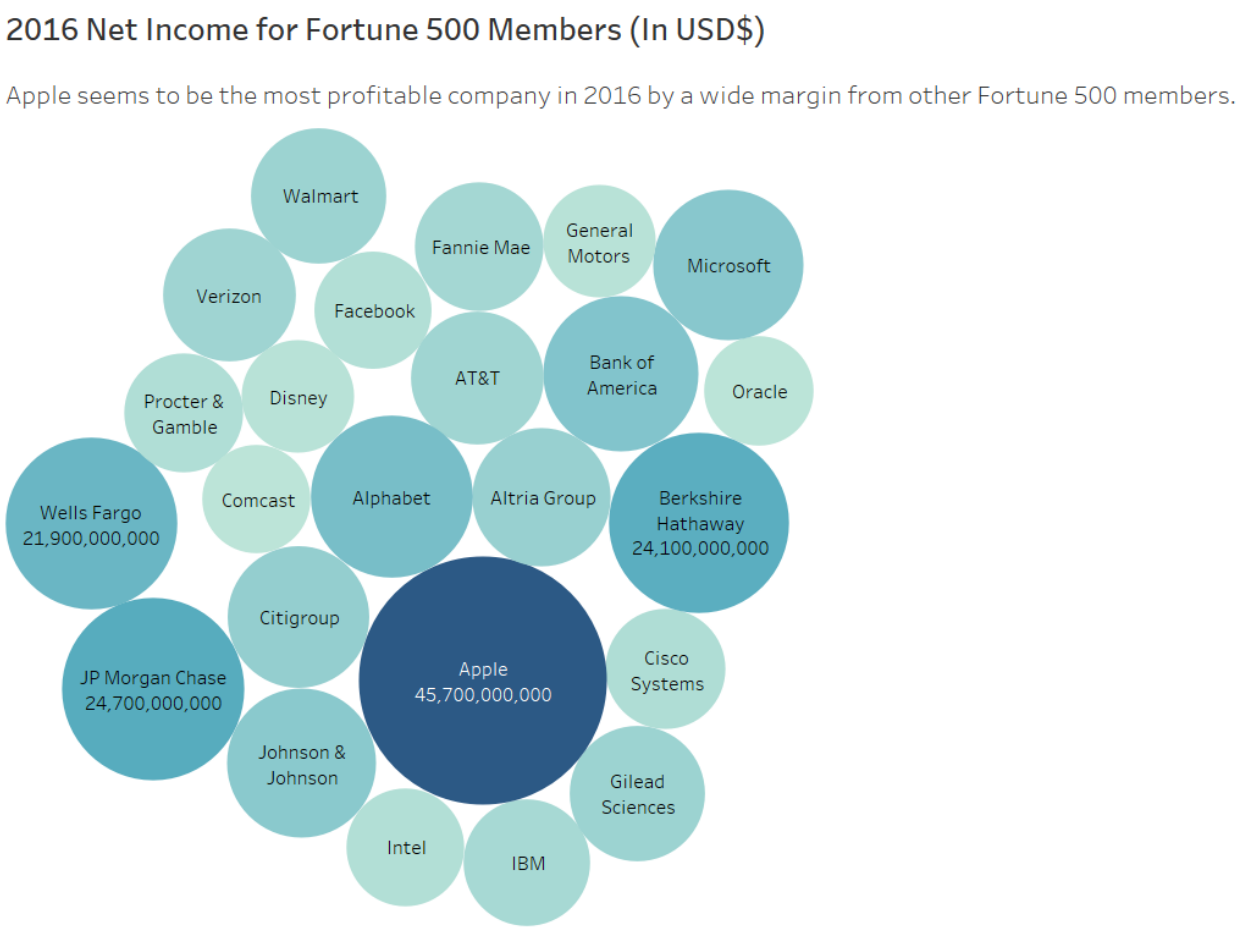


Figure Caption. Bubble chart representing the net income of Fortune 500 companies in 2016

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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	**Good**	**Fair**	**Needs Improvement**
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. [15 pts]	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. [10 – 14 pts]	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. [5 – 9 pts]	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort. [0 – 4 pts]
Sketch included: hand drawn, data vis best practices evident. [5 pts]	Sketch included: hand drawn, lacking data vis best practices. [3 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]
More advanced chart types used [5 pts]	More advanced chart types used, followed most best practices [3 pts]	Basic chat types used in the makeover [2 pts]	Little to no improvement in visual representation of the data [0 pts]