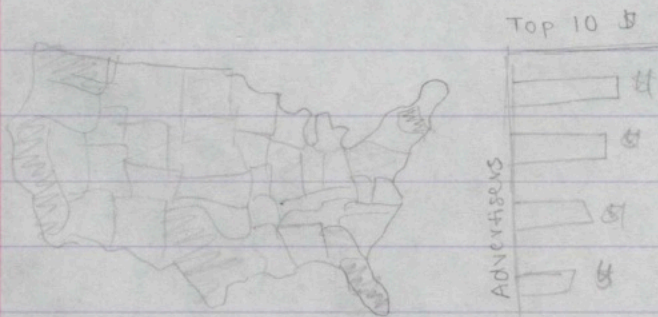


CSC-485 Political Ad Project Ideas

vishwa Bhatt

Layout

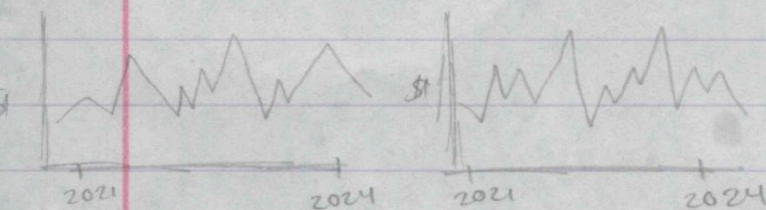
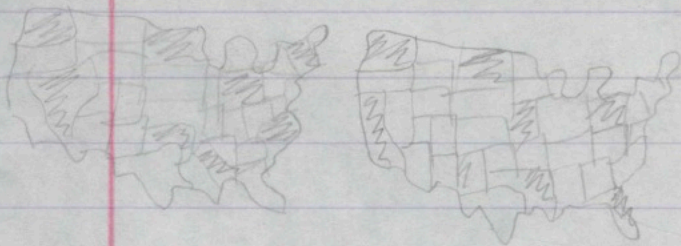


choropleth map of:
Total Spending by State/
Total Impressions by State

Zoom: Elections Corner

Choropleth map
of Biden Spending
by State since 1/20/21

Choropleth map of
Trump spending by
State since 1/20/21



Line graph of Biden
spending by week/
month/year since 2021

Line graph of Trump
spending by week/
month/year since 2021

Operations

click option for overall choropleth
map between spending/impressions:

- ☒ Spending by state
- ☐ Impressions by state

click option for unit of measure
for Biden / Trump line graphs
(will combine data by month and
year as necessary):

- ☐ Spending by week
- ☒ Spending by month
- ☐ Spending by year

* may include spending by day
(by start date because ad might
be ongoing)

Benefits / Drawbacks

Choropleth map: beneficial because
working with spatial data, especially
to see campaign trends when put
side by side

↳ not as easy to identify exact
values, may add tooltip feature

Bar chart of top advertisers:

better than tabular visualization
for comparison between advertisers,
pie chart may also be viable