



Tracking the Water Bottle Craze



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Research Motivations

Over the years water bottles have become more and more of a trend and even form of expression. Here I want to track the evolution of the trend of the “most wanted water bottle” itself as well as specific brands. These comparisons are limited to the USA and trends of the past 5 years

Data Retrieval

Brands names were chosen by personal preference then narrowed to top performing brands according to google trends. Brand variables were all ensured to be “topics” rather than “search terms”.

Data Retrieval 2

These trends were downloaded as a csv for each brand. These csv's were compiled into one master file mapping each brand trend to each state. D.C. was removed from the recordings.

The Limitations of Google Trends

Despite efforts to clarify what is meant by the recorded search terms to only get data related to water bottle brands, there will still be unrelated search terms leaked. For example, Stanley can be a name, a tool brand, the Stanley cup etc. Data was filtered to only be related to shopping search terms, however no manual filters could be applied. Still, Stanley water bottle brand is by far the most popular of these searches after filters were applied.



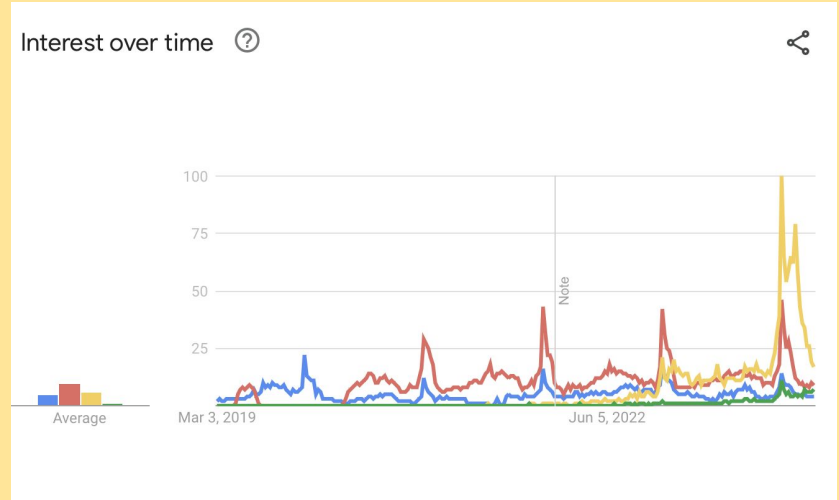
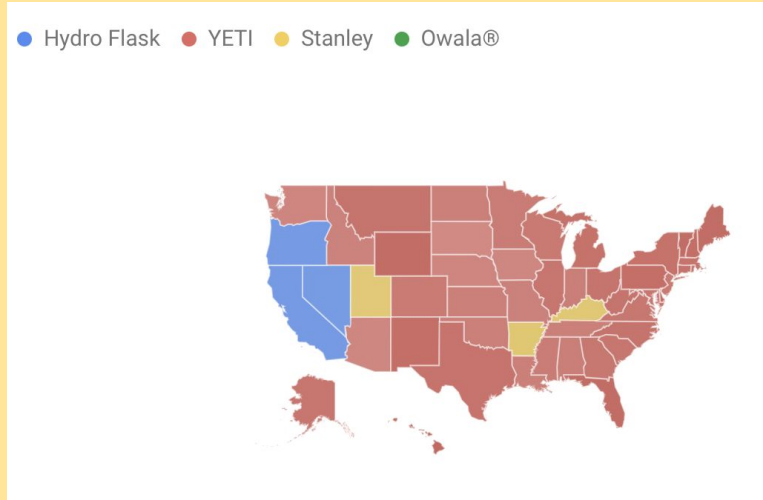
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Evolution of Design

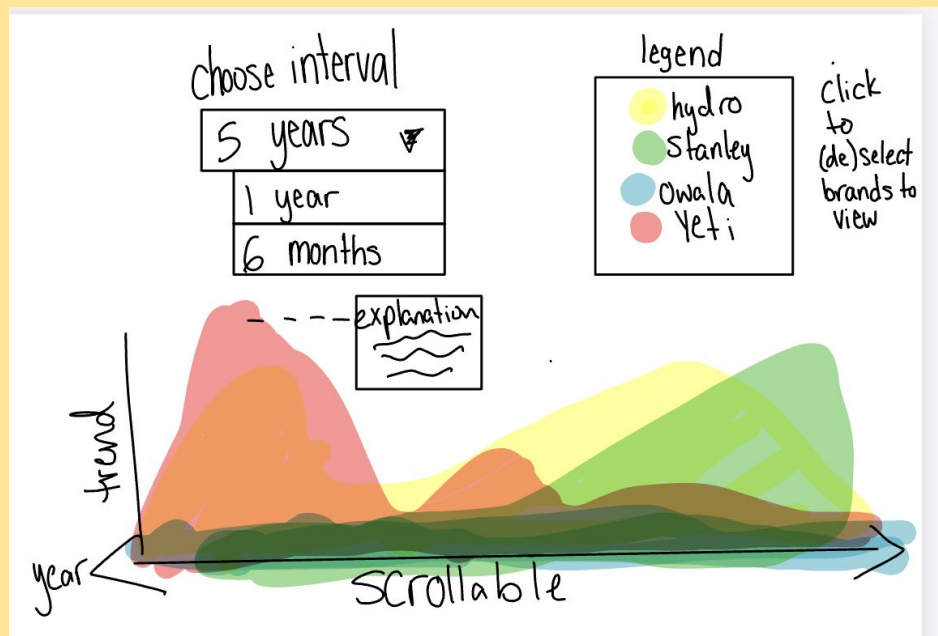


Google Trends Visuals

Major boom in past 3 months



Stream Graph



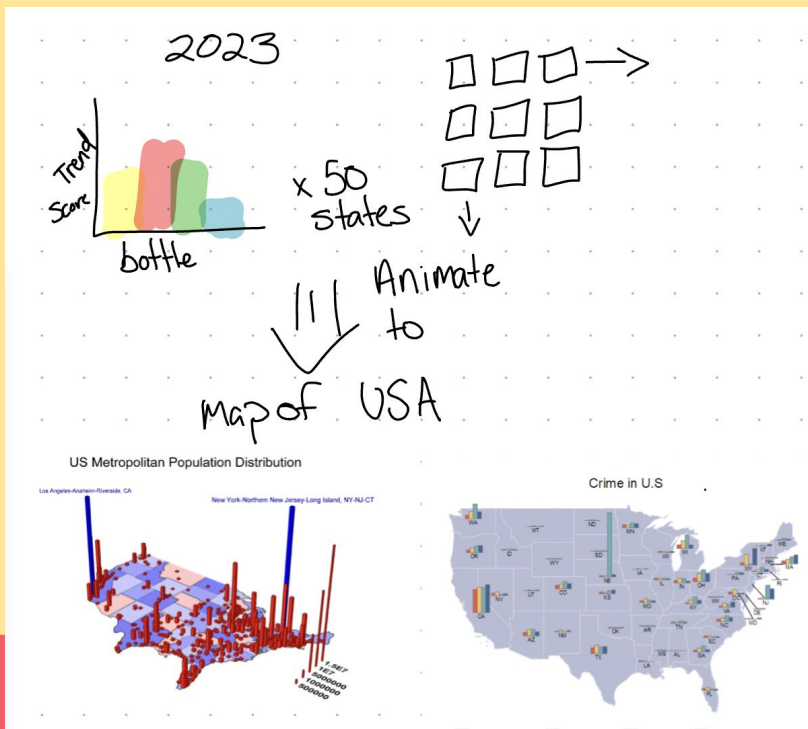
Pros

- Shows temporal comparisons
- Can possibly explain data for interaction

Cons

- No state comparison
- Hard to see true trends to make explanations
- Major uptick in last 3 months makes it difficult to see rest of data

Small Multiples



Pro

- Can show state data
- Compiles 5 years of info
- Can see values for each brand in each state

Cons

- No time comparison
- 50 charts can be confusing

Final Design



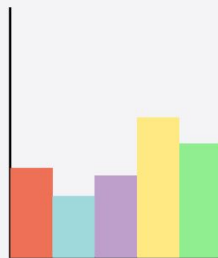
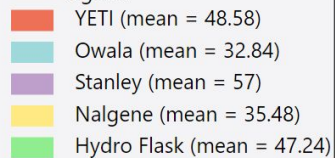
- Bar charts on a projected map turned into bar charts shaped as a map
- Added features to find information easier

Final Design

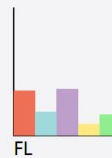
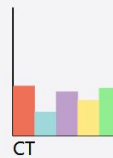
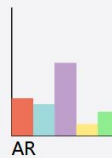
Trendiest Bottle of America

Enter a State to Search

legend



CO



Findings

Highlights in this data include:

- Areas towards the West have higher searches in general but search Stanley the most
- Areas on the East Coast generally search less for all the brands but largely search YETI
- HI and AK have the greatest range in searches. With brands either at index 100 or below 50.
- Utah contains peak index for the least and most searched brands, Owala and Stanley respectively