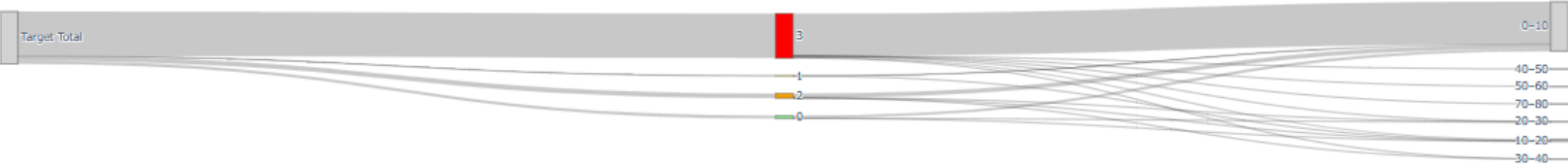


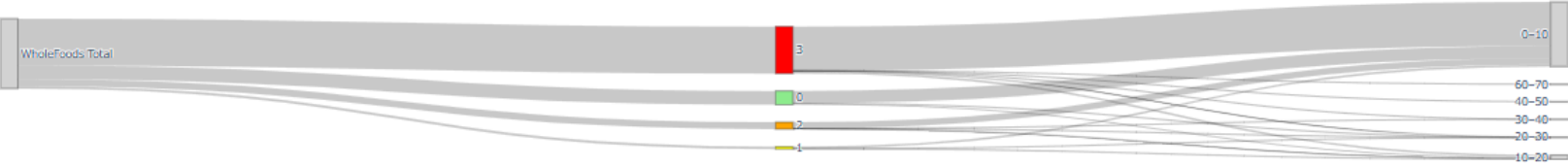
The Rise of Highly-Processed Foods: How Do Grocery Stores Map Food Processing Score to Price?

Cheap and highly-processed foods dominate shelves!

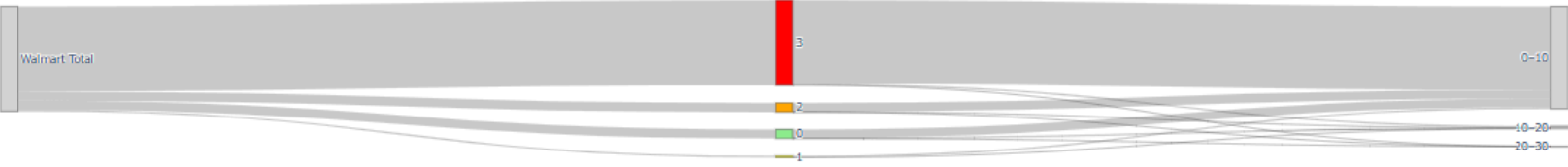
Target



WholeFoods



Walmart



In my visualization “The Rise of Highly-Processed Foods: How Do Grocery Stores Map Food Processing Score to Price?” I was initially unsure how I wanted to visualize the data. In the given examples from the past, the visualizations were primarily working with time series data and line graphs. However, our data was all categorical and numerical. The most obvious answer would be some sort of bar chart, however I wanted to think outside of the box. I searched the internet for different ways to visualize categorical data, and I came across a “Sankey Chart”. I knew immediately this would be a fun and unique way to visualize the data. Initially, I was drawn to the relationship between price and quality of the food. I just needed to find a way to visualize this relationship in a sankey chart. I chose to map the data exclusively to each store to where it ranked in FPro_Class, and from there I would map that data to the price. Since the prices ranged all over the place, I decided to put the prices in bins for easier readability. My plot makes use of many visual channels such as area which shows the volume of products in each class and price. I also made sure to color the classes as: green for 0 (unprocessed), yellow for 1 (processed ingredients), orange for 2 (processed foods), and red for 3 (ultra-processed food and drink). There’s a lot of information that can be taken away from the plot. I believe the most obvious conclusion is just how much highly processed food consumers have access to as well as how cheap this food is. I feel like there is a lot of questions which could arise from this plot such as how might this affect people’s health by consuming such highly processed foods.