INFO 3300 Final Project Report Description

A. A description of the work done by each team member. (Consider this your final status update.)

Name/netid: Pujaa Rajan pr339
Tasks completed:

Worked with Jim on finding data sets and coming up with the design. I used the Yahoo Finance API to download the stock prices. I worked on getting stock price and revenue data. I implemented the bar chart and the draw it line graph.

Name/netid: Jim Li zl238
Tasks completed:

Worked with Pujaa on finding data sets and coming up with the design. I worked on the scrolling aspect and merged the bar chart and draw it line graph with the scrolling code.

Name/netid: Suganya Sankaran ss3629
Tasks completed:
Came to half of one meeting. Didn't contribute, but said she was extremely sick and on medication that made her unable to look at a computer screen for long.

B. A description of the data. Report where you got the data. Describe the variables. If you had to reformat the data or filter it in any way, provide enough details that someone could repeat your results. If you combined multiple datasets, specify how you integrated them. Mention any additional data that you used, such as shape files for maps. Editing is important! You are not required to use every part of the dataset. Selectively choosing a subset can improve usability. Describe any criteria you used for data selection.

We used Apple's 10K and Apple's stock prices. Apple's 10K, which was released on Septemper 24th to the public, we found on their website. (http://files.shareholder.com/downloads/AAPL/4492918744x0x913905/66363059-7FB6-4710-B4A5-7ABFA14CF5E6/10-K_2016_9.24.2016_-_as_filed.pdf) We looked at the years 2014, 2015, and 2016 and extracted the revenue generated by the iPhone, iPad, and the Mac individually over the years. Apple's stock price we got using the Yahoo finance API. We pulled the data starting from when Apple went public, but as we analyzed the data, we decided to use it from January 2015 until the day we pulled the data, which was May 2nd.

C. A description of the mapping from data to visual elements. Describe the scales you used, such as position, color, or shape. Mention any transformations you performed, such as log scales.

We were inspired by the stitch fix algorithms tour visualization form class, and implemented a scrollytelling code. We changed the opacity of the objects as you scroll down. The story starts broadly and we scroll down to see more in depth about Apple and their sales. We used circles to circle the important part of the line graph.

D. The story. What does your visualization tell us? What was surprising about it?

Last year a big year for apple. The new iPhone 7 and the iPhone 7 Plus came out, surprisingly without headphone jacks, and a new iPhone SE. The MacBook Pro was also updated for the first time in years with the Touch Bar. Plus the Apple Watch 2 and iPad Pro came out. All products were subject to a Brexit-related price increase too. This year the Air Pods, a brand new product, came out and the iPhone is much anticipated and expected to be released in June.

The purpose of our visualization is to see a timeline of these events related to the stock price. In addition, we'd like to break down the prices We showed this in the first draggable chart with the pointers showing specific important events. Then we showed the revenue breakdown per product in a bar chart. What was surprising was how the stock market did respond to new releases and the new products effects on the stock price lasted quite some time. You can see when new products were released on the graph and you can also see those times the stock price increased.