

DATA **VISUALIZATION**

(BA 54050 – 001)

PROJECT - 2 **(EXTENSION OF PROJECT-1)**

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Let's start off by *defining our vision* for Portage APL,

The dashboard should focus on providing Portage APL with situational awareness on key metrics. I would suggest the dashboard answer the following three critical questions:

1. How many pets were adopted each month over the past 2 years, including a breakdown by type of pet (e.g. dog, cat, other)?
2. What is the breakdown of program attendance by age group?
3. What is the incremental cost per adoption for the outdoor events compared to the indoor events?

INFORMATION REPRESENTATION IN DASHBOARD

For instance, let's consider the question, "*What is the breakdown of program attendance by age group?*"

A **pie chart** could show the percentage of program attendees in children, teen, adult and senior categories.

Titles and labels should clearly define what each visual represents.

The representation of information for the dashboard could be a one-page layout with the pie charts arranged in quadrants to allow easy comparison, understanding and visual clarity between the metrics. I would use colors and data labels to make the visualizations easy to interpret at a glance. The dashboard title and time frame covered (e.g. PROGRAM ATTENDANCE ARRANGED BY AGE GROUPS) will be indicated at the top.

ARRANGEMENT OF INFORMATION

For this question, the information can be arranged in a manner that facilitates easy comprehension and comparison of attendance across different age groups.

1. Age Group Distribution Pie Chart: The primary visualization could be a pie chart showing the breakdown of program attendance by age group. Each age group (e.g., 18-25, 26-35, 36-45, etc.) would be represented as a segment of the pie chart, with the size of each segment corresponding to the proportion of attendees in that age group.

2. Age Group Distribution Table: Below the pie chart, a table could be included to provide a more detailed breakdown of program attendance by age group. The table would list each age group along with the corresponding number or percentage of attendees.

This arrangement ensures that the most critical information is displayed first, followed by more specific metrics related to event types and costs. Each chart should be clearly labeled with descriptive titles and axis labels to ensure easy comprehension.

GROUPING OF INFORMATION

The information can be grouped to highlight the distribution of program attendance across different age groups.

1. Main Visualization: The pie chart serves as the main visualization, emphasizing the overall distribution of attendees by age group. This provides a quick and visually intuitive understanding of the age demographics of program attendees.
2. Supporting Details: The table complements the pie chart by providing additional details on the attendance breakdown. It offers a more granular view of attendance figures for each age group, allowing for deeper analysis and comparison for the pilot program to increase the adoption of pets, so that it could be useful to get fundings from the board members of the Portage APL, and can get better insight on which demographics are willing to adopt the pets.

METRICS

The metrics used for analyzing the breakdown of program attendance by age group include:

1. Number or Percentage of Attendees: This metric indicates the total number or percentage of attendees in each age group, providing insights into the relative popularity of the program among different age demographics.

By arranging the information in this manner, the dashboard effectively communicates the distribution of program attendance by age group, enabling stakeholders or board members of Portage APL to understand the demographic composition of event attendees and make informed decisions based on these insights on which demographics are willing to adopt the pets.