CGT 270 Data Visualization
Makeover Monday #1 (2018 Dataset)

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Lab section: CGT 270-009 Thursday

Show your work!!!

Acquire

Week: 12

Date: Mar 5 Year: **2018** Data: data.world

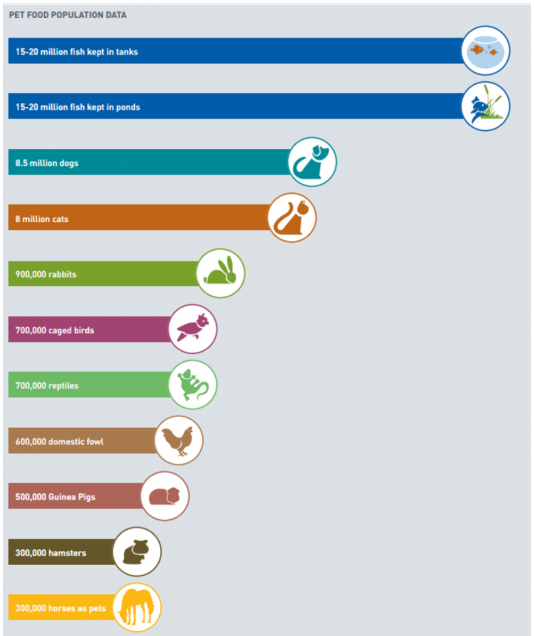
Source Article/Visualization:

UK Pet Population

Type of pet	Pet population 2016-2017 rolling total	Percentage of households with this pet
Any pet	54000000	0.44
Indoor fish	15000000	0.08
Outdoor fish	15000000	0.05
Dogs	8500000	0.24
Cats	8000000	0.17
Rabbits	900000	0.02
Indoor Birds	700000	0
Reptiles	700000	0.015
Domestic Fowl	600000	0.01
Guinea Pigs	500000	0.02
Hamsters	300000	0.01
Horses	300000	0.01

https://www.makeovermonday.co.uk/data/data-sets-2018/

Represent



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Critique

I like the icons to represent the different pets and the color scheme is appealing. The length of each bar represents the population of pet, which is easy to distinguish. The graph is labeled, and the color of words is contrast with the background, so people can read it. However, I think the graph didn't show the specific and accurate data. It didn't present the percentage of household with pet and the title is confusing, which need be more specific. The color of the original graph didn't provide insights, so I will change the color to make it shows the hierarchy. Also, I plan to create a new graph to show the percentage of each pet.

Mine

What is the top 5 largest pet population in UK

What is the rank of the pet population

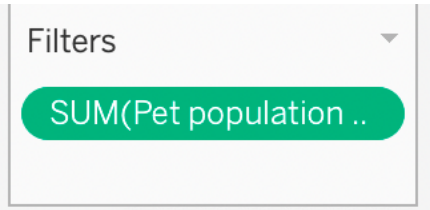
Which pet has the biggest percentage of householder with

Filter

Show (display, list, make it visible) the filtered data.

I filtered the Top 5 largest pet population which is any pet, outdoor fish, indoor fish, dogs, cats.

Pet population 2016-2017 rolling total



Stakeholders

- Who is your audience?
  The people who want to have a pet and the people who want to open a pet shop.
- What assumptions did you make?
  The type of pet, like cats, is the general cat, not a specific species of cats.
  The households with the pet is the people who live with the pet together.
- What visualization tool/software did you use?
  Tableau

What to submit: This document in PDF format only (if you do not know how to do this, ask).

Choose the best layout for your makeover visualization

- **Portrait** or Landscape
- Remove the page of the layout that you DO NOT choose. No blank pages!

<u>Refine</u> (Makeover – Portrait View)

Use an additional page if necessary. Remember, the purpose of visualization is "insight." Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist).

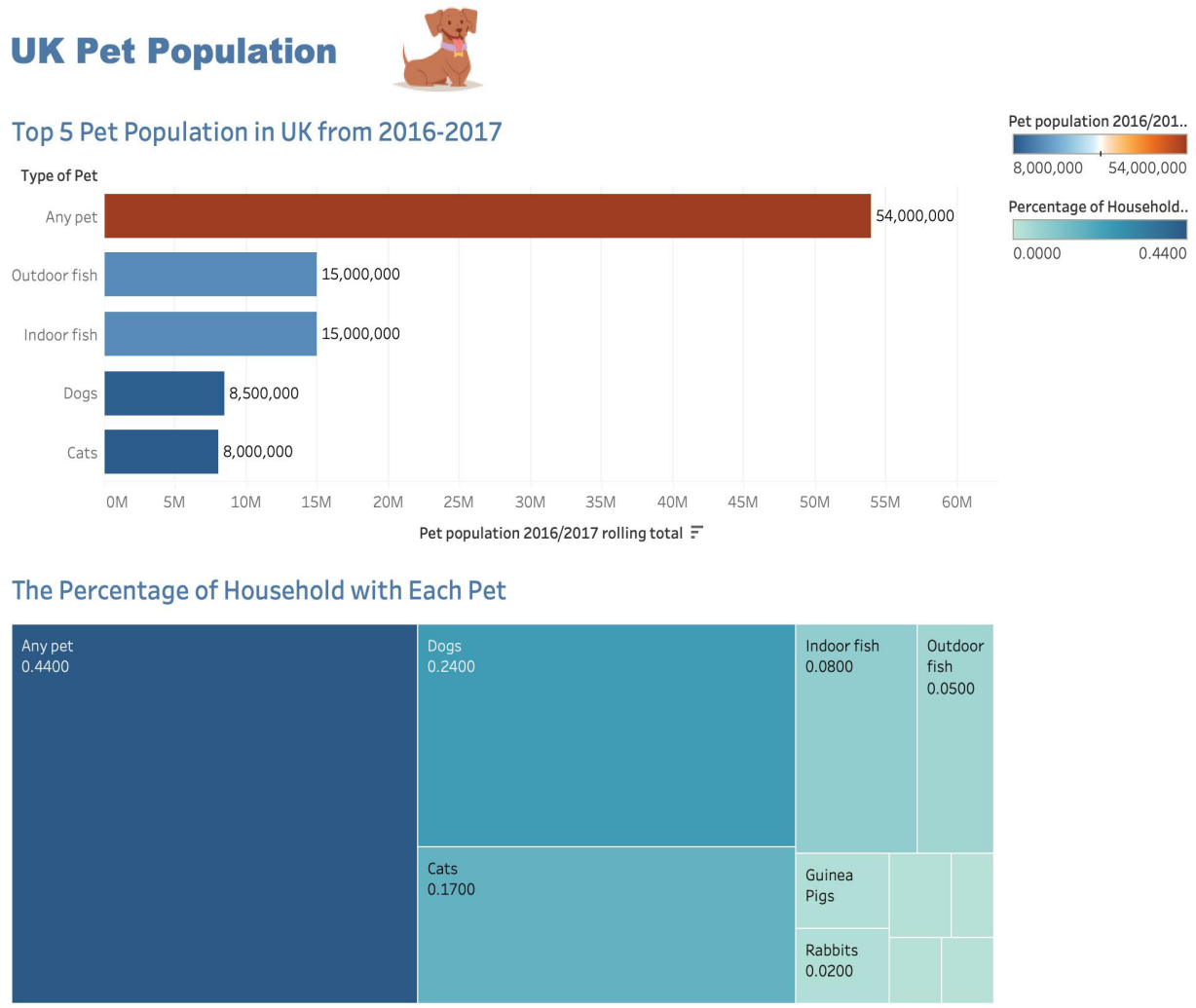


Figure Caption. <1. A bar graph the longer bar means larger population 2.A tree map the darker color means higher percentage>

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Fall 2021

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Resources
Data Visualization Checklist:
http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf

How to give constructive criticism:
https://personalexcellence.co/blog/constructive-criticism/

Sample Makeovers
https://www.makeovermonday.co.uk/gallery/

Grading Rubric

Excellent (21-25 pts)	**Good (10-20 pts)**	**Fair (5 – 9 pts)**	**Needs Improvement (0 – 4 pts)**
Meets **ALL** or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Meets **MOST** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Consistently meets **SOME** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort.