Data Visualization Group Project

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Data Analytics Bootcamp

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This is a visualization project developed as a program requirement. The objective is to visualize comparative automotive sales data in the United States. As we looked at the available resources, we found a few challenges, as most of the data required a payment. We found the information we needed in the base of an API where our data will be stored in a Mongo Databased then pulled from there to complete the analysis.

# Theme of the project

The brands selected are: KIA Motors, Toyota, Honda, BMWUSA, and Mercedes Benz USA. We are using the flagship models for the selected brands selected and looking at the information in three views: First we will look at Sales comparisons from East versus West coast. Second, we will look at the most popular models for the brands selected and last, we will look at the national car sales of New versus Used cars.

## Coding approach

We are using Python to condense and summarize the data.

### Data munging techniques

The API will be saved on a MongoDB database due to the type of data collection.

#### Visualization

The three views proposed a graph showing:

* East versus West coast sales comparison
* Most popular model sold amongst the selected brands.
* New versus used sales comparison.

Tables

Table 1 *to be completed – not actual data shown here, yet.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Column Head | Column Head | Column Head | Column Head | Column Head |
| Row Head | 123 | 123 | 123 | 123 |
| Row Head | 456 | 456 | 456 | 456 |
| Row Head | 789 | 789 | 789 | 789 |
| Row Head | 123 | 123 | 123 | 123 |
| Row Head | 456 | 456 | 456 | 456 |
| Row Head | 789 | 789 | 789 | 789 |

Note: [Table Title]

to be completed – not actual data shown here, yet.

Figure 1. to be completed – not actual data shown here, yet.