Data Visualisation Feedback Form

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| Report Title | Crime Rate in the city of L.A. and California statewide employment rate |
| Name/Id of student seeking | Yassine Kerkeni (W1930840) |
| Name giving feedback | Hasan Guray (W1948912) |
| Feedback given on (date) | 14/08/2023 |
| feedback Reviewer’s comments (what is good, what could be improved?) | |
| Research question | |
| The research question examines the relationship between crime rates and the employment rate throughout Los Angeles and California. While relevant and timely, the question would benefit from clarifying the time frame, specifying the variables for crime and employment, and considering other influential factors beyond employment that might impact crime rates. | |
| Data acquisition | |
| The approach to data acquisition for the research seems well-structured and credible. By utilizing government websites, specifically data.gov, and data.census.gov, you're sourcing data from authoritative and reliable platforms. The use of multiple datasets, including crime rates in L.A., unemployment counts by ethnicity in L.A., and average household income by ethnicity in L.A., indicates a comprehensive analysis. Providing the source descriptions for data.gov and data.census.gov adds transparency and legitimacy to your data acquisition process. | |
| Data preparation | |
| Using Power Query in Power BI for data preparation is a sound approach. It's a powerful tool for cleaning and transforming datasets before analysis and visualization. Keeping a record of the data preparation steps is essential for transparency and reproducibility, allowing others to understand how the final analysis was obtained from the raw data. This documentation will also be useful for troubleshooting and refining the process if needed. Make sure to document each step clearly, including data cleaning (removing duplicates, handling missing values), data transformation (merging datasets, aggregating data), and creating calculated columns if necessary. Additionally, consider addressing potential outliers or anomalies in your data that might impact your analysis. Overall, using Power Query in Power BI for data preparation is a solid choice that aligns with best practices for maintaining data integrity and facilitating accurate insights. | |
| Data analysis / Narrative | |
| Certainly, your data analysis and narrative approach are well-structured and informative. By combining visualizations with explanatory text, you effectively communicate key findings. The dashboard's descriptive statistics, as shown in Figure 1, provide immediate insights into crime trends. You highlight the total reported crime incidents in L.A., the notably lower average age of crime victims compared to the U.S. national median age, and the age distribution of victims. The inclusion of a slicer for interactive exploration of different years enhances your analysis. To further enrich your narrative, consider expanding visualizations to explore trends over different time intervals, providing contextual explanations for fluctuations, and delving into demographic disparities. Including comparative analyses with other regions could also add valuable context. Overall, your approach is strong, and by elaborating on insights while providing context, your analysis will offer a comprehensive and enlightening narrative. | |
| Visualisation | |
| In general, the visualizations employed were highly effective, providing strong support, comprehensiveness, and clarity in elucidating the research question. However, certain areas could benefit from further enhancement:  1. To enhance clarity in illustrating shifts among crime locations over the years, converting the "Crime Incidents by Crime Location and Year" graph into a time series format (line graph) could provide a more distinct representation of how crime locations have evolved. Similarly, adapting the "Crime Incidents by Crime Category and Year" graph into a time series style could amplify the visibility of changes in crime categories across the years.  2. Consider the integration of measures to facilitate more in-depth analyses. Incorporating measures could potentially lead to more comprehensive insights derived from the data.  3. The chosen color palette comprises a multitude of diverse colors, which might become visually taxing when examined over prolonged periods. Opting for a more harmonious and unified color scheme could yield more visually appealing and coherent results.  4. Given its similarity in structure to other charts, relocating the "Year" slicer to a more prominent position on the page could enhance its visibility and utility as a filtering tool.  5. Addressing the distinction between the "Crime Rate (by 1000 residents) by ethnicity" and "Crime Incidents by Victims Ethnicity" graphics through a subtitle or explanatory note could assist in clarifying the purpose and differentiation of these two visualizations. This clarification would aid in providing a better understanding of the displayed data. | |
| Reviewee’s comments (What – if anything – did you change in your report after the feedback?) | |
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