

CGT 270 Data Visualization
Makeover Monday #3 (2020 Dataset)

Name: Ivan Voitov

Date: 11/4/2021

Lab section: 270-009

Show your work!!!

Acquire

Week:41

Date: October 12
data culture summary

Year: **2020**

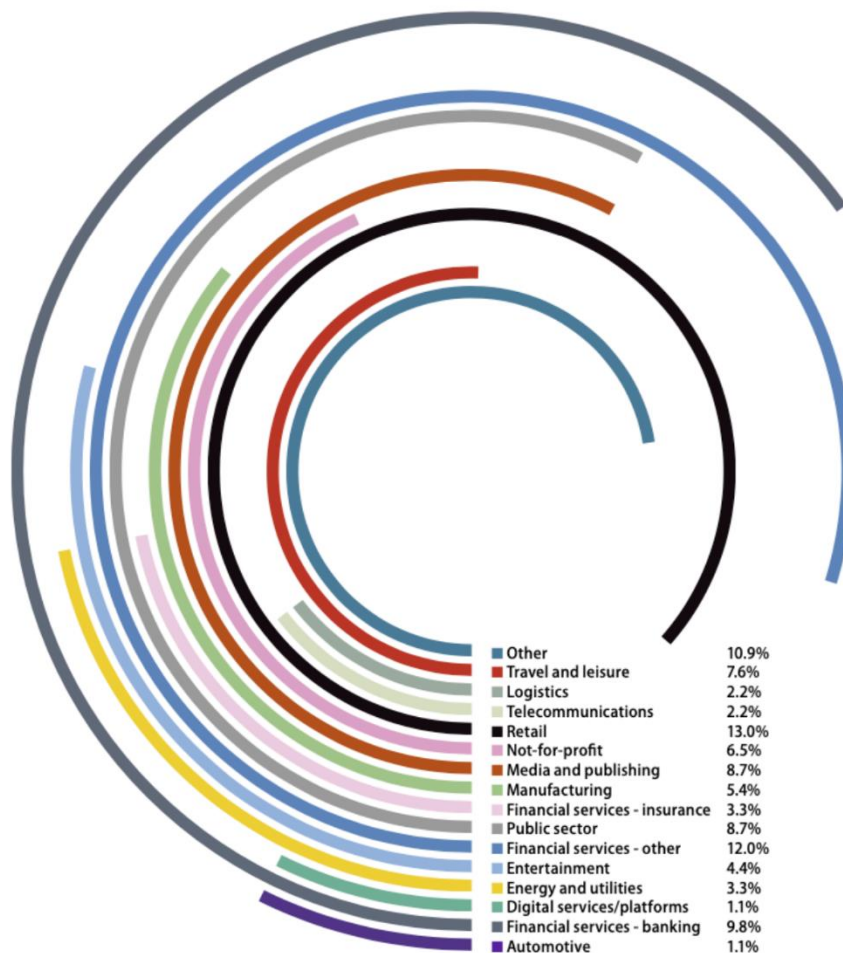
Data: **Data assets and**

Source Article/Visualization:

DataIQ – Market Insight – Data assets and data culture. Data Source: Data manually lifted from PDF linked in source article

Represent

Respondents by industry sector



CGT 270 Data Visualization
Makeover Monday #3 (2020 Dataset)

Critique

I like the main idea behind the chart trying to show in perspective what percentage each area makes up. However, I feel like there are too many different categories that are being represented making the visualization a little bit cluttered and hard to understand. The use of color is good and helps to distinguish between all the different variables. The purpose of the visualization is a little bit unclear to me, as in I don't really understand the point of it since there isn't really a question posed and the article makes it a little vague. So, it would be good if the question was in a figure caption somewhere. Based on my knowledge of the periodic table of visualization methods this looks most like a pie chart which would fall under the data visualization category. A pie chart is meant to reduce complexity through analysis and synthesis and a little bit of that is visible with the use of color and the way that the chart is set up. Also there is overview present here in the form of having a number of percentages add up to the total of the pie chart.

Mine

The basis provided in the article is "Which organizations have achieved full alignment between their data and business strategies and how this relates to their data literacy and digital transformation programs?" So, I'm going to assume that the visualization that I create is going to help the viewer answer that question.

Filter

Industry Sector	Respondents (%)
Other	10.9
Travel and leisure	7.6
Logistics	2.2
Telecommunications	2.2
Retail	13
Not-for-profit	6.5
Media and publishing	8.7
Manufacturing	5.4
Financial services - insurance	3.3
Public sector	8.7
Financial services - other	12
Entertainment	4.4
Energy and utilities	3.3
Digital services/platforms	1.1
Financial services - banking	9.8
Automotive	1.1

Stakeholders

- Who is your audience? What assumptions did you make? What visualization tool/software did you use?

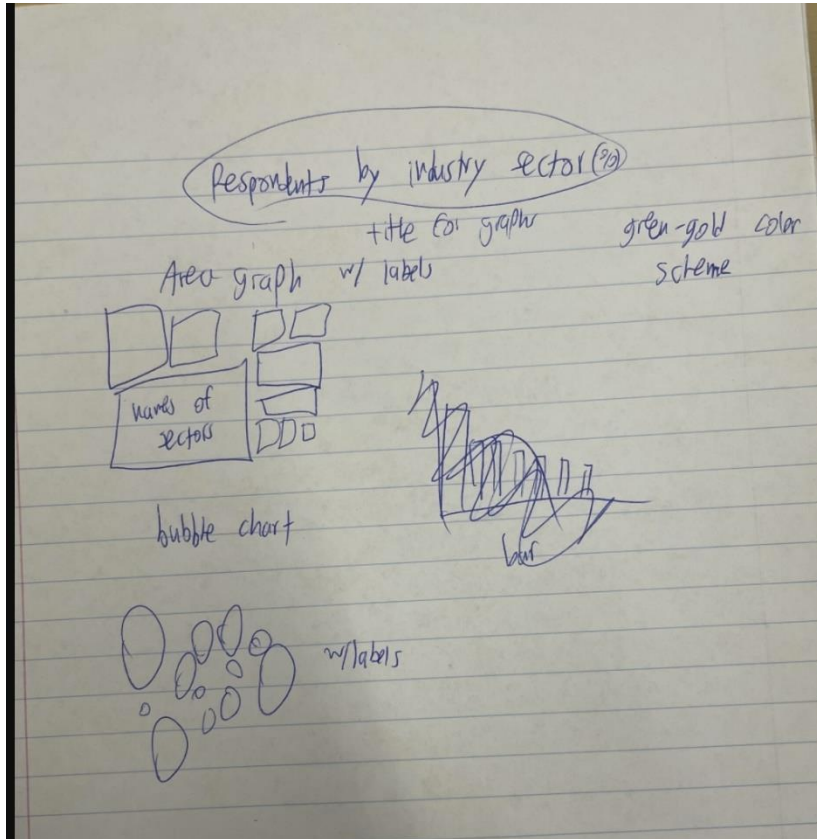
What to submit: This document in PDF format only (if you do not know how to do this, ask).

CGT 270 Data Visualization
Makeover Monday #3 (2020 Dataset)

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!

NEW Sketch your Makeover

In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below.



CGT 270 Data Visualization
Makeover Monday #3 (2020 Dataset)

Refine (Makeover – Portrait View)

In the space below, show the computer-generated version of your sketch using the visualization tool of your choice. DO NOT draw what you sketched. The visualization should be created with the visualization tool (Tableau, Excel, Power BI, etc., of your choosing). 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).

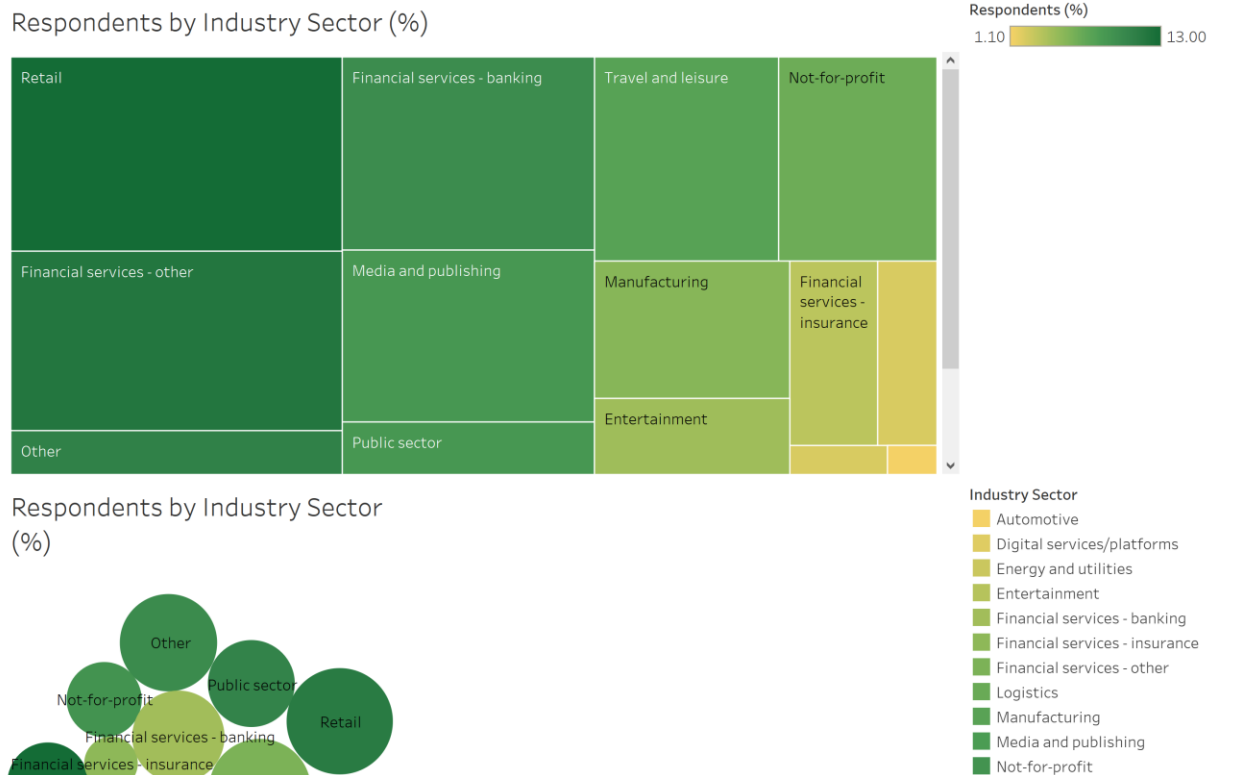


Tableau wouldn't let me get both the graphs into frame or put the percentages rather than category names on the boxes and circles I both charts. Ideally I would have the numbers as percentages showing on each of the boxes and circles.

Figure Caption: Respondents by Industry Sector (%) 2020, legends ranging from gold being the lowest to dark green being the highest.

CGT 270 Data Visualization
Makeover Monday #3 (2020 Dataset)

Figure Caption. <replace this text with your figure caption>.

CGT 270 Data Visualization
Makeover Monday #3 (2020 Dataset)

Refine (Makeover – Landscape 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. <replace this text with your figure caption>.

CGT 270 Data Visualization
Makeover Monday #3 (2020 Dataset)

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 (11-15 pts)	Good (6 -10 pts)	Fair (2-5 pts)	Needs Improvement (0 - 1 pt)
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.
Sketch included: hand drawn [5 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]	
Makeover Monday Assessment Completed [5 pts]	Makeover Monday Assessment not completed [0 pts]		