

# Final Project

## DSCI 304: Data Visualization

**Instructions:** For your final course project, you will use a dataset of your choice to create a series of visuals that tell a story with data. The goal of this project is to provide you with a set of portfolio quality visualizations that you can use when on the job market to prove your skills at producing effective data visuals. You should submit your final project to Canvas before 11:59pm on 12/13/2021.

One of the most important skills a data scientist can possess is the ability to translate complicated datasets into easily understood stories with clear conclusions, takeaways, or recommendations. As the culmination of your work this semester, you will use a dataset (or datasets) of your choice to create a report consisting of a series of visuals that reveal the insights of your data. Using these visuals, you will create an original webpage or Adobe Spark page that compellingly reveals the insights of your data

You are free to use any dataset(s) of your choice, and to explore any question or set of questions you find interesting. You can use any of the datasets we have used previously this semester, or you are free to choose your own. If you are looking for datasets, there are several free and readily available online data repositories, such as data.world, where you can find data on a wide variety of topics. *Note: if you have questions about the dataset you want to use, or need assistance acquiring or selecting a dataset, please email me!*

Regardless of your topic, your project should:

- Have a clear takeaway or conclusion that is back by data and presented visually
- Include at least five visuals that effectively present the story you are trying to tell

Your overall webpage, as well as each of the visuals you create, should be high quality, professional-portfolio style. All charts and graphs should be clear and easily understandable, and incorporate the elements of design for formatting, labeling, and color we have discussed throughout the course. You are free to use any type of visual, chart, or graphic we have discussed in the course, or touse a particular type of chart or graph we have not discussed.

You may use your own person website or application if you would like, or you can create an Adobe Spark page. Adobe Spark is a free (and easy to use) software that allows you to create effective visual websites relatively easily. If you choose to use Adobe Spark for this project, you will have to sign up for the free adobe spark Starter Plan. There is no need to sign up or pay for one of the

premium account options, although you may wish to upgrade later if you want to use your Spark page as a full portfolio

Treat your webpage as a combination of a report and a visual portfolio. **Your ultimate goal is to present information in a clear, compelling, and persuasive manner.** You should use supplemental text to accompany your images to provide background information on the data, clarify the narrative, explain difficult concepts, or highlight key conclusions.

You can find some examples of Spark pages here:

- <https://spark.adobe.com/page/Dj1IbkWgrmdUP/>
- <https://spark.adobe.com/page/CQH6H8e746pTT/>
- <https://spark.adobe.com/page/gjH9mh64CrzL2/>

You can find some guides and tips for creating Spark pages here:

- <https://spark.adobe.com/make/website-builder/>
- <https://www.digitaltrends.com/web/how-to-use-adobe-spark-page/>
- <https://www.youtube.com/watch?v=mqT62bdUkk0>
- <https://www.youtube.com/watch?v=06yyxW2uC-s>
- <https://www.youtube.com/watch?v=uXmgMJTvyUU>

**Final Project Deadlines & Submission:** By 11:59pm on December 13, you should upload the following to Canvas:

- A link to your (published!!) Spark page or website
- A copy of the dataset(s) you used to create your visuals
- The R script file to replicate your analysis