

CGT 270 Data Visualization
Makeover Monday #2 (2019 Dataset)

Name: Megan Jacobs

Date: 10/26/2021

Lab section: Tuesday 9:30am to 11:30am

Show your work!!!

Acquire

Week: 1

Date: December 31st

Year: 2019

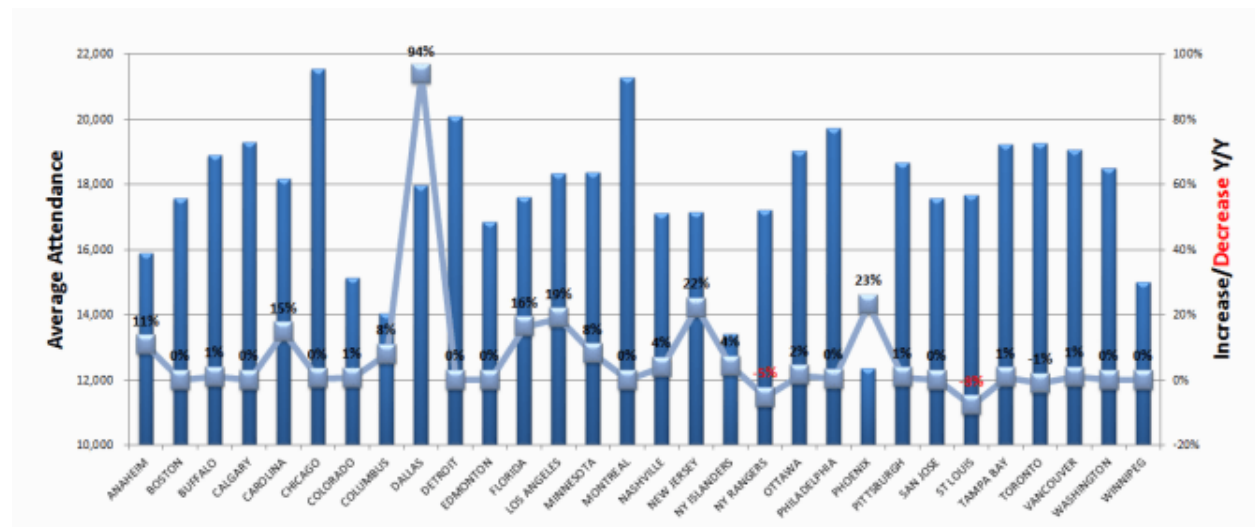
Data: data.world

Source Article/Visualization:

<https://nhltoseattle.com/2013/02/10/nhl-attendance-through-feb-9th/>

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

Represent



Critique

Some things that I like about this visualization is that we can see the percentage in which the attendance increased or decreased for the team! It makes the actual number of attendees more insightful cause there could be a lot of people in attendance but compared to previous years could not be an

Some things that I dislike about this visualization is that it is really blurry, even on the website so it is hard to see what the values are exactly. Also, the color scheme and use of shadow/3D bars and ticks makes it even harder to read this visualization. So I plan to make it clearer and easier for the user to digest, with a better color palette.

Now if we were to compare this visualization against the Periodic Table of Visualization Methods, we would see that this chart is under the categories of Convergent thinking and Overview and under the category of data visualization. The reason why that this visualization can be considered a data visualization is due to the fact that the graph is representing quantitative data in a format that follows a scheme to it. In this instance a graph with two axes that show a bars for the total attendance for each team and a line

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for the percent in which the team's attendance increased or decreased. Next, I say that it is under the overview characteristic because the visualization is both a line and bar graph which are first trying to give a global, or in this case national, view of how many people attend NHL games. If it weren't focused on the whole United States then it would not be placed in the Overview category. Secondly, this visualization is convergent thinking because this visualization is trying to help the user have less complex data to see by combining it into this visualization.

Mine

What question(s) are you attempting to answer? Remove this text and highlighting before submitting your work.

1. How many people attended a NHL hockey game?
2. Did the number in attendance increase or decrease from last season?
3. Which team had the most in attendance?

Filter

| | A | B | C | D | E | F | G | H | I |
|----|---------|------|--------------|------------|-----------------|------------|-----------------|-------------|------------------|
| 1 | SEASON | RANK | TEAM | HOME GAMES | HOME ATTENDANCE | ROAD GAMES | ROAD ATTENDANCE | TOTAL GAMES | TOTAL ATTENDANCE |
| 2 | 2017-18 | 1 | Chicago | 41 | 887,794 | 41 | 723,773 | 82 | 1,611,567 |
| 3 | 2017-18 | 2 | Montreal | 41 | 873,283 | 41 | 733,736 | 82 | 1,607,019 |
| 4 | 2017-18 | 3 | Philadelphia | 41 | 800,214 | 41 | 702,781 | 82 | 1,502,995 |
| 5 | 2017-18 | 4 | Detroit | 41 | 800,115 | 41 | 717,295 | 82 | 1,517,410 |
| 6 | 2017-18 | 5 | Toronto | 41 | 786,677 | 41 | 751,940 | 82 | 1,538,617 |
| 7 | 2017-18 | 6 | Tampa Bay | 41 | 782,772 | 41 | 701,674 | 82 | 1,484,446 |
| 8 | 2017-18 | 7 | Minnesota | 41 | 780,501 | 41 | 722,461 | 82 | 1,502,962 |
| 9 | 2017-18 | 8 | Calgary | 41 | 775,105 | 41 | 700,854 | 82 | 1,475,959 |
| 10 | 2017-18 | 9 | Washington | 41 | 769,756 | 41 | 701,059 | 82 | 1,470,815 |
| 11 | 2017-18 | 10 | Pittsburgh | 41 | 761,764 | 41 | 732,793 | 82 | 1,494,557 |
| 12 | 2017-18 | 11 | Buffalo | 41 | 761,104 | 41 | 712,785 | 82 | 1,473,889 |
| 13 | 2017-18 | 12 | St. Louis | 41 | 752,624 | 41 | 717,828 | 82 | 1,470,452 |
| 14 | 2017-18 | 13 | Edmonton | 41 | 752,227 | 41 | 730,374 | 82 | 1,482,601 |
| 15 | 2017-18 | 14 | Los Angeles | 41 | 747,845 | 41 | 712,252 | 82 | 1,460,097 |
| 16 | 2017-18 | 15 | Dallas | 41 | 742,511 | 41 | 687,734 | 82 | 1,430,245 |
| 17 | 2017-18 | 16 | Vancouver | 41 | 741,233 | 41 | 697,820 | 82 | 1,439,053 |
| 18 | 2017-18 | 17 | Vegas | 41 | 739,740 | 41 | 732,793 | 82 | 1,472,533 |
| 19 | 2017-18 | 18 | NY Rangers | 41 | 731,899 | 41 | 744,519 | 82 | 1,476,418 |
| 20 | 2017-18 | 19 | Boston | 41 | 720,165 | 41 | 722,092 | 82 | 1,442,257 |
| 21 | 2017-18 | 20 | San Jose | 41 | 711,988 | 41 | 709,136 | 82 | 1,421,124 |
| 22 | 2017-18 | 21 | Nashville | 41 | 709,597 | 41 | 711,391 | 82 | 1,420,988 |
| 23 | 2017-18 | 22 | Columbus | 41 | 683,034 | 41 | 697,287 | 82 | 1,380,321 |
| 24 | 2017-18 | 23 | Anaheim | 41 | 682,060 | 41 | 710,284 | 82 | 1,392,344 |
| 25 | 2017-18 | 24 | Ottawa | 41 | 648,996 | 41 | 706,799 | 82 | 1,355,795 |
| 26 | 2017-18 | 25 | Colorado | 41 | 639,063 | 41 | 724,634 | 82 | 1,363,697 |
| 27 | 2017-18 | 26 | Winnipeg | 41 | 628,161 | 41 | 713,810 | 82 | 1,341,971 |
| 28 | 2017-18 | 27 | New Jersey | 41 | 623,240 | 41 | 715,655 | 82 | 1,338,895 |
| 29 | 2017-18 | 28 | Florida | 41 | 567,897 | 41 | 696,139 | 82 | 1,264,036 |
| 30 | 2017-18 | 29 | Carolina | 41 | 546,142 | 41 | 703,396 | 82 | 1,249,538 |
| 31 | 2017-18 | 30 | Arizona | 41 | 534,670 | 41 | 715,901 | 82 | 1,250,571 |
| 32 | 2017-18 | 31 | NY Islanders | 41 | 492,086 | 41 | 722,584 | 82 | 1,214,670 |
| 33 | 2016-17 | 1 | Chicago | 41 | 891,827 | 41 | 761,985 | 82 | 1,653,812 |
| 34 | 2016-17 | 2 | Montreal | 41 | 872,808 | 41 | 713,892 | 82 | 1,586,700 |
| 35 | 2016-17 | 3 | Detroit | 41 | 821,107 | 41 | 754,523 | 82 | 1,575,630 |

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Stakeholders

- Who is your audience? What assumptions did you make? What visualization tool/software did you use?
 - Audience:
 - Marketing Department for NHL teams
 - Assumptions:
 - That the visualization is not including playoff time. That it is just using regular season games
 - The year is 2019 and the percentage of increased or decreased for each team is based on the 2017-2018 season
 - Tool:
 - 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!

Refine (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).

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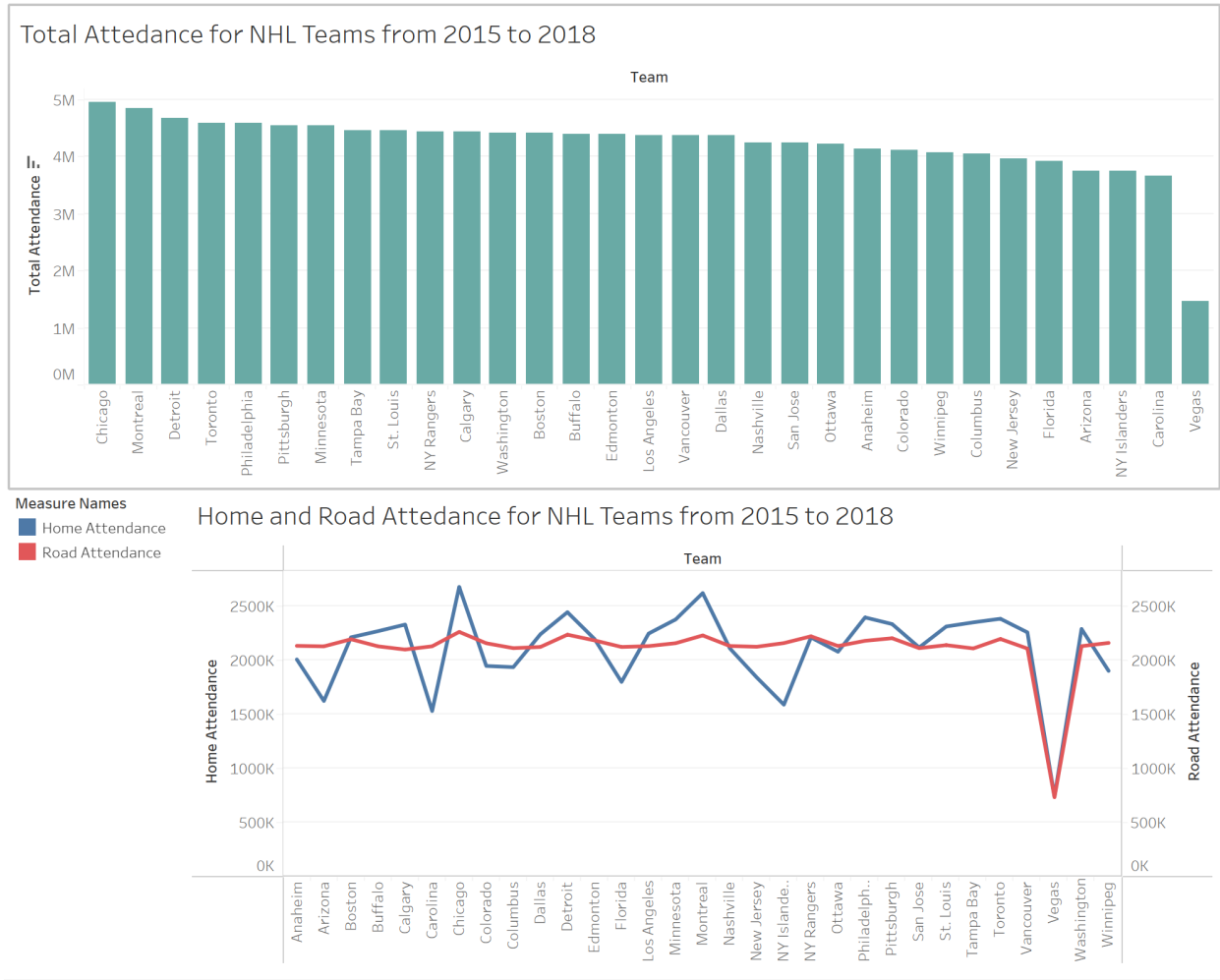


Figure 01. The bar graph is to show total attendance for NHL teams from 2015 to 2018. While the lower line graph compares home attendance to road attendance across the same time period.

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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. |