

CGT 270 Data Visualization
Makeover Monday #1 (2018 Dataset)

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Date: 10/19/2021

Lab section: Tuesday

Show your work!!!

Acquire

Week: 3

Date: January 15th

Year: **2018**

Data: US Census Bureau

Source Article/Visualization:

U.S. Household Income Distribution by State Data Source: US Census Bureau

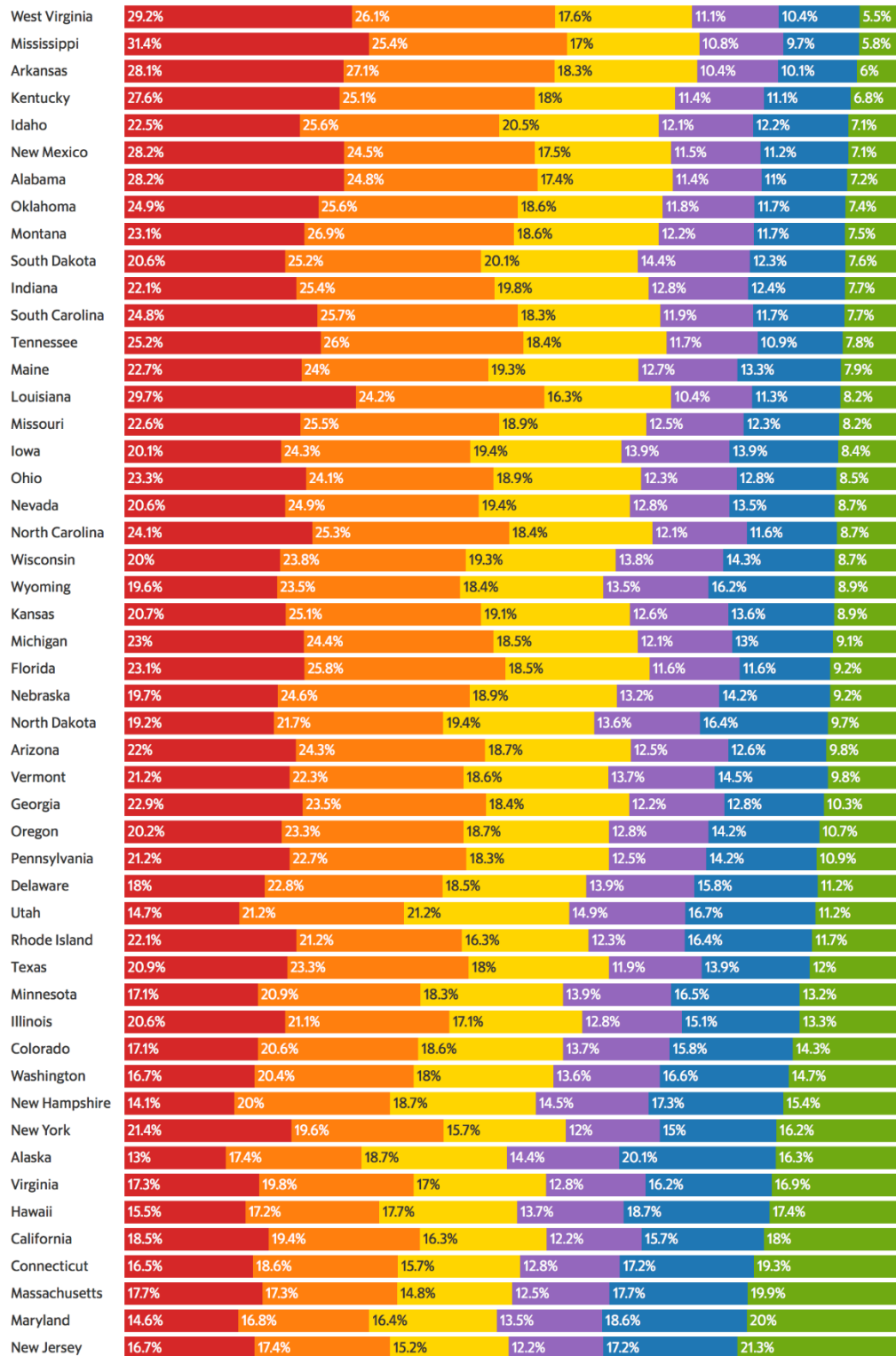
<https://www.visualcapitalist.com/household-income-distribution-u-s-state/>

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

Represent

HOUSEHOLD INCOME DISTRIBUTION IN USA BY STATE

■ <\$25K ■ \$25K-\$50K ■ \$51K-\$75K ■ \$76K-\$100K ■ \$101K-\$150K ■ >\$150K



Source: US Census Bureau

Critique

What I like about this visualization is there use of different colors! They are all very distinguishable from each other and it is easy to see the progression each category of income. I also like that they added percentages of population that fall into each category! It makes it very readable and easy to figure out how each category of income compares to each other. The things I don't like about it is that the legend is all the way at the top so if I forget which category a color was I have to scroll all the way back to the top. I also dislike how big the visualization is and how small the text is. I think that I am going to try to use a map or multiple visualizations to help break up and showcase the insights to this data better! Also, I think I may also focus on a specific income category to see if there is further insight within this dataset.

Mine

Some questions I am attempting to answer is :

1. How many families live in poverty (less than \$30,000 a year)?
2. What does one specific state's household income look like?

Filter

Show (display, list, make it visible) the filtered data.

	A	B	C	D	E	F
1	Year	State	Income Level	Percent of Tc	Number of Households	
2	2009	Alabama	\$10,000 to \$1	7.42%	134,988	
3	2009	Alabama	\$15,000 to \$1	6.87%	125,046	
4	2009	Alabama	\$20,000 to \$2	6.61%	120,178	
5	2009	Alabama	\$25,000 to \$2	6.07%	110,437	
6	2009	Alabama	\$30,000 to \$2	5.78%	105,216	
7	2009	Alabama	\$35,000 to \$2	5.36%	97,549	
8	2009	Alabama	\$40,000 to \$2	5.02%	91,415	
9	2009	Alabama	\$45,000 to \$2	4.38%	79,708	
10	2009	Alabama	\$50,000 to \$2	8.22%	149,589	
11	2009	Alabama	\$60,000 to \$2	9.37%	170,463	
12	2009	Alabama	\$75,000 to \$2	10.51%	191,272	
13	2009	Alabama	\$100,000 to \$2	5.96%	108,519	
14	2009	Alabama	\$125,000 to \$2	3.05%	55,565	
15	2009	Alabama	\$150,000 to \$2	2.53%	46,035	
16	2009	Alabama	\$200,000 or i	2.20%	39,992	
17	2009	Alabama	Less than \$10	10.63%	193,469	
18	2009	Alaska	\$10,000 to \$1	3.84%	9,008	
19	2009	Alaska	\$15,000 to \$1	3.55%	8,340	
20	2009	Alaska	\$20,000 to \$2	4.22%	9,918	
21	2009	Alaska	\$25,000 to \$2	4.41%	10,358	
22	2009	Alaska	\$30,000 to \$2	4.37%	10,268	
23	2009	Alaska	\$35,000 to \$2	4.19%	9,829	
24	2009	Alaska	\$40,000 to \$2	4.53%	10,628	
25	2009	Alaska	\$45,000 to \$2	4.43%	10,393	
26	2009	Alaska	\$50,000 to \$2	8.34%	19,589	
27	2009	Alaska	\$60,000 to \$2	11.32%	26,588	
28	2009	Alaska	\$75,000 to \$2	15.32%	35,969	
29	2009	Alaska	\$100,000 to \$2	10.69%	25,090	
30	2009	Alaska	\$125,000 to \$2	6.43%	15,090	
31	2009	Alaska	\$150,000 to \$2	6.04%	14,169	
32	2009	Alaska	\$200,000 or i	4.07%	9,559	
33	2009	Alaska	Less than \$10	4.25%	9,983	
34	2009	Arizona	\$10,000 to \$1	5.06%	113,771	
35	2009	Arizona	\$15,000 to \$2	5.22%	117,478	

Stakeholders

- Who is your audience?
 - o Organizations looking at income inequality
 - o Families looking to find

- What assumptions did you make?
 - o Household size (around 4 [2 parents, 2 kids])
 - o Cost of living
 - o The year this was taken from (I thought it was 2018 but it is actually from 2009 to 2016)
- What visualization tool/software did you use?
 - o 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!

CGT 270 Data Visualization

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Refine (Makeover – Landscape view)

Household Income for the State of Michigan from 2009-2016

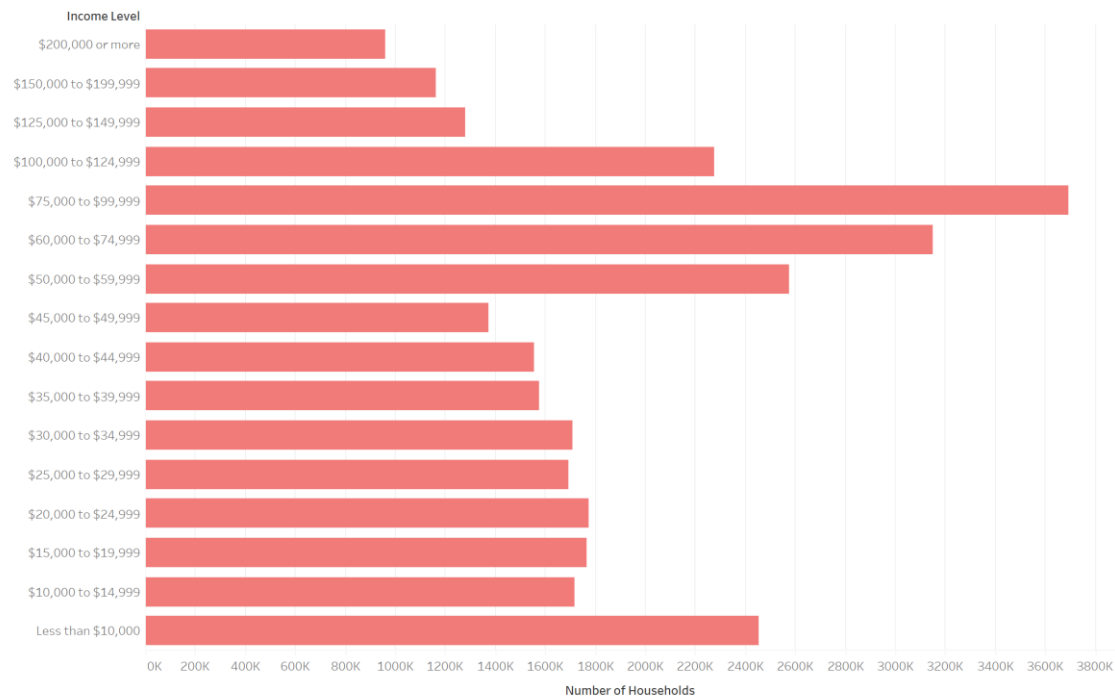


Figure Caption. This visualization is the refinement from household income across the United States. Instead this visualization focuses on the state of Michigan's household income and we can see two big insights. One that there is a big spike in household income that is less than \$10,000 and a big spike in income between \$50,000 and \$99,999.

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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.

Fall 2021