

Data Visualization Project: DS-200 Intro to Data Analysis

Date Due: Tuesday, October 18th

(Dataset check: Tuesday, September 27th)

Learning Objective: Make informative, appropriate, and compelling data visualizations and communicate your findings to others.

Write a short blog post that contains **at least three** data visualizations. Your goal is to share something interesting about a dataset that you have investigated using well-crafted, thoughtfully-prepared data graphics. At least one visualization must show the relationship between two or more variables. The blog post text should provide context or background that is useful in interpreting the visualizations. **Your blog post should tell a clear story about the data you have chosen.**

Your blog post should include the following:

- An introductory paragraph that presents a question of interest and a high-level description of the data you used to answer the question (where did it come from, what does each row or observation represent, etc.). You should also include a description of the variables of interest in the dataset (including units if applicable).
- At least three visualizations that adhere to the principles of scale, conditioning, perception, and context. At least one visualization must show the relationship between two or more variables. **Each visualization must include a caption that summarizes in a single, coherent sentence what we can learn from the graphic.**
- Details about what to look for in each visualization and how to interpret each visualization. If you have to create new variables to generate your visualizations, you should include a description of that process.
- Use of correct grammar and appropriate statistical terminology.
- An appropriate (and hopefully catchy!) title.

You are free to use any data that you like for this project, except for datasets that we have used in class or for homework. **You should choose a dataset that has a selection of both categorical and quantitative variables.** Keep in mind that the purpose of this project is to learn how to make informative data graphics, not to spend tons of time wrangling the data! Check Brightspace under Content -> Resources for a list of websites that might be good to start with. By September 27th, you are required to submit a link to your dataset for your instructor to review. *Your dataset must be approved by your instructor before you can move forward with the project.*

Below are some examples of blog posts. Most of these are longer than yours will be, but the idea is similar: use a good data graphic to tell us something interesting about the data.

- [How to Tell Someone's Age When All You Know is Her Name](#)
- [NYC Taxis and Uber](#)
- [SAS Top 10 Data Visualizations of 2019](#)
- [Graphically Speaking: SAS Blog](#)

What to Submit:

A link to a shared Google drive folder that contains your JMP table with saved scripts for each graphic and the original dataset that you downloaded and imported into JMP. This folder should also contain your blog post as a Google doc.