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

Name: Joy Gao **Date:** 10/26/2021

Lab section: Tuesday

Show your work!!!

Acquire

Week: 25

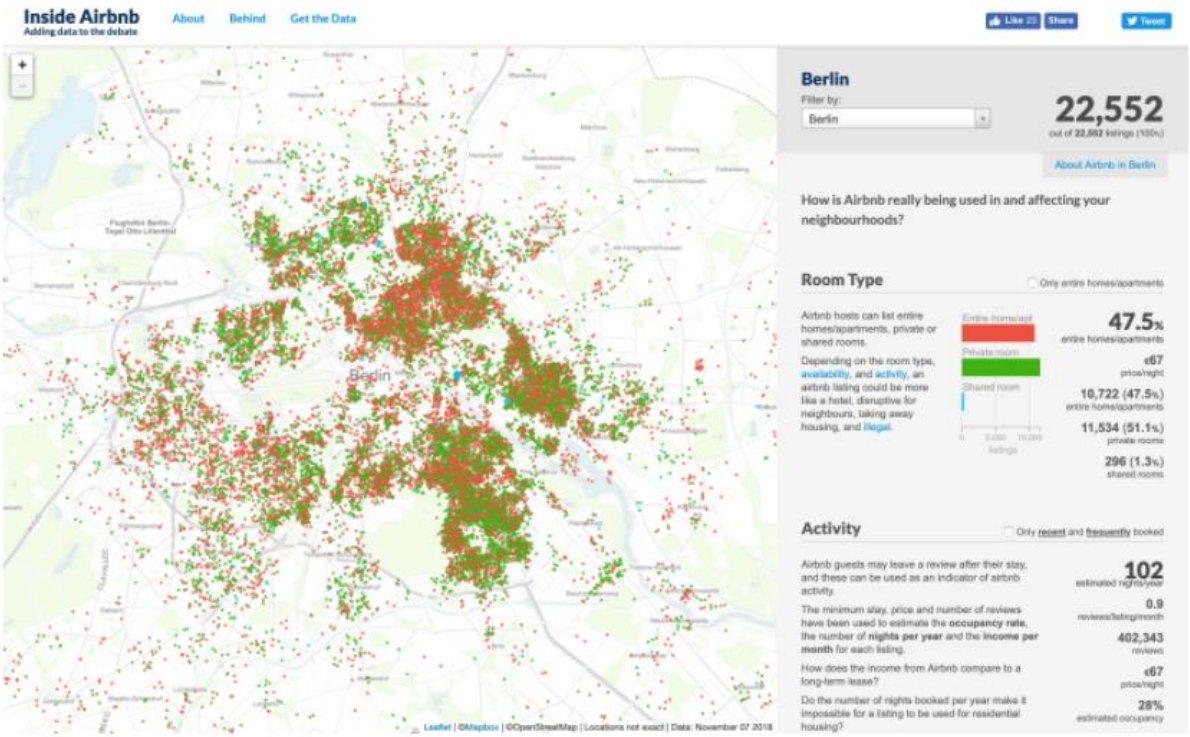
Date: June 17 Year: **2019** Data: Berlin Airbnb Ratings

Source Article/Visualization:

Where can you find an Airbnb that meets you needs?

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

Represent



Critique

I like that the visualization shows the geographical location of the Airbnbs and color codes the room type by home/apartment, private room, and shared room. However, I don't like that the visualization is very crowded, and that it doesn't give much information other than the areas where all the Airbnbs seem to cluster around. There is also a lot of information to the side that is not represented by the visualization. That is why I plan to focus on one area and create a simpler visualization that provides better insight.

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NEW: Based on your knowledge of the Periodic Table of Visualization Methods (discussed in class this week), discuss which one of the 6 categories does the visualization you provided in the Represent stage falls in. Identify the method most closely related to the visualization in the Represent Stage and discuss the characteristics: overview, detail, detail AND overview, divergent thinking, convergent thinking. Refer to Week 10 Readings to assist with categorizing the visualization.

The category that this visualization falls in is information visualization. This is because the data is represented by an image and is interactive where users can hover over the visualization and receive more information. The visualization demonstrates overview by showing the entire map of Berlin and including all the locations of Airbnbs. It also demonstrates detail by including specific information to the side. The visualization demonstrates both detail and overview by the interactive aspect since you can view the entire map but also hover over specific Airbnbs and receive information over it. This is not divergent thinking because it is not really a creative way of displaying the data. It is convergent thinking because the visualization is trying to reduce the complexity of the data.

Mine

Which Berlin neighborhood has the least or most expensive airbnbs?

Which Airbnb room types in Berlin are the most or least expensive?

Filter

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Neighborhood Group	Room Type	Price
NeukÃ¶lln	Entire home/apt	60
Pankow	Entire home/apt	52
Mitte	Private room	35
Mitte	Private room	35
Mitte	Private room	35
Mitte	Private room	35
Mitte	Private room	35
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Mitte	Private room	35
Mitte	Private room	35
Mitte	Private room	35
Mitte	Private room	35
Mitte	Private room	35
Mitte	Private room	35
Pankow	Entire home/apt	30
Pankow	Entire home/apt	30
Friedrichshain-Kreuzbe	Private room	30
Friedrichshain-Kreuzbe	Private room	30
Friedrichshain-Kreuzbe	Private room	30
Steglitz - Zehlendorf	Private room	70
Pankow	Private room	30
NeukÃ¶lln	Entire home/apt	40
NeukÃ¶lln	Entire home/apt	40
NeukÃ¶lln	Entire home/apt	40
NeukÃ¶lln	Entire home/apt	40
NeukÃ¶lln	Entire home/apt	40
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NeukÃ¶lln	Entire home/apt	40
NeukÃ¶lln	Entire home/apt	40
NeukÃ¶lln	Entire home/apt	40
NeukÃ¶lln	Entire home/apt	40

Stakeholders

- Who is your audience? What assumptions did you make? What visualization tool/software did you use?
    - My audience is people who want to rent an Airbnb in Berlin. I assumed that the price for renting an Airbnb is in euros per night. I used Tableau to make the visualization.

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).

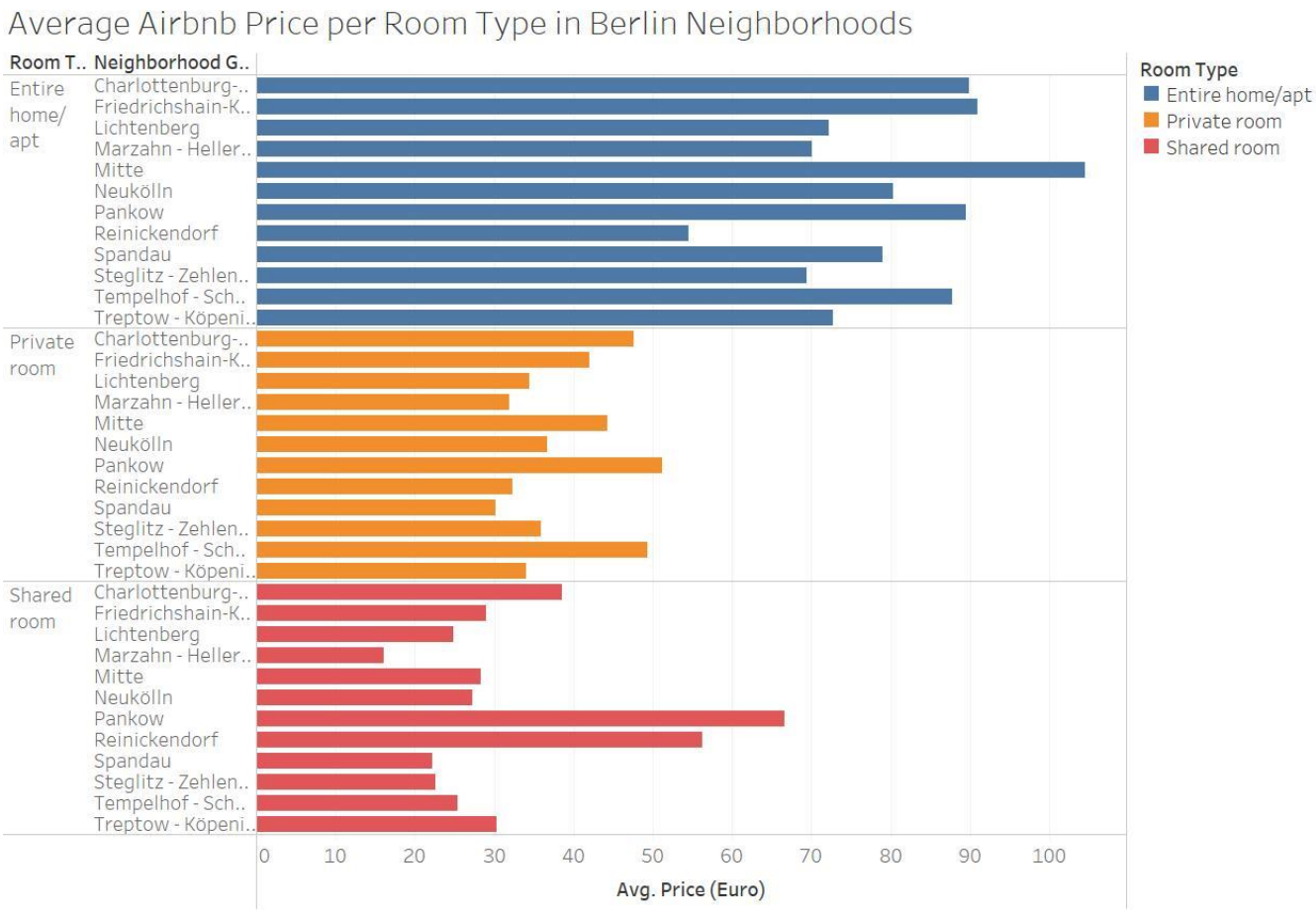

Figure Caption. This visualization represents the average prices of Airbnbs in Berlin neighborhoods. The neighborhoods are color coded by room type.

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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.