

DSC640-T302 Data Presentation & Visualization (2251-1)

Week 7 & 8 Assignment

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Summary of Data Story: "Understanding Lottery Patterns"

The purpose of this data story is to explore whether winning lottery numbers follow patterns, using data from the New York state lottery, including Mega Millions, Powerball, and Pick 10.

The story is designed for the general public, specifically targeting lottery enthusiasts and casual players

who are interested in understanding patterns within lottery numbers. The audience is expected to have a basic understanding

of the lottery and numbers but may not be familiar with detailed data analysis or statistical patterns.

Therefore,

the visuals and explanations are kept simple and engaging, avoiding technical jargon to ensure accessibility.

The medium chosen for this presentation is a PowerBI dashboard. This interactive format allows users to engage with the visuals,

exploring data through filters and tooltips, making the information accessible even to those with limited technical knowledge.

The design of the dashboard follows Gestalt principles, ensuring clarity and cohesion. For instance, visuals are grouped logically,

and a consistent color palette (aligned with NY lottery branding) is used throughout. Text elements are concise, supporting the visuals

without overwhelming the viewer.

To maintain ethical integrity, data modifications were minimal, involving only necessary formatting adjustments to facilitate analysis.

The data was obtained ethically from data.ny.gov, a public and verified source. No personal or sensitive information is included,

as all data pertains to public lottery results. The dashboard includes disclaimers to avoid misrepresentation, explicitly stating

that patterns observed are not predictive of future outcomes. This transparency ensures that viewers are informed of the data's limitations

and the random nature of lottery draws.

Call to Action:

"While patterns may seem to emerge in lottery numbers, it is important to remember that these outcomes are ultimately random.

Do not rely on past draws to predict future results. Instead, view the lottery as a form of entertainment - set a budget,

play responsibly, and only spend what you are comfortable losing. Enjoy the excitement, but prioritize your financial health

and well-being above all. Play smart, play safe, and make informed choices!"

This story encourages viewers to think critically about lottery participation, promoting a message of responsible play. By engaging with

the dashboard, users can see for themselves that while certain numbers may appear more frequently, this randomness means they should

not rely on these patterns to make future predictions. The call to action is clear: enjoy the lottery as

a form of entertainment,

but play responsibly and within limits.











