

# INDIVIDUAL ASSIGNMENT 5: DESIGN

GRAPEFRUIT LEAGUE 2014 SPRING TRAINING INFOGRAPH

## BACKGROUND

As Walt Disney World is yet again hosting the Atlanta Braves, the topic of the Florida spring training, also known as the Grapefruit League, was chosen for this assignment. The visualization, which may be shared with Disney Pricing Cast Members, has been created to provide an overview the league and its pricing. For this reason, information specific to the Atlanta Braves is highlighted in various portions of the infographic.

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## SOURCES OF INFORMATION

### BASEBALL

There are numerous websites dedicated to providing information on spring training in Florida, including ESPN.com (2013) and MLB.com (Grapefruit League Club Information). The Guide to the Grapefruit League (Florida Sports Foundation) served as the primary source of information regarding each team, their pricing, their schedule, etc. After reviewing information on pricing, attendance and utilization, rankings and performance were researched in order to examine correlations.

Publicly available information on the league often has visualizations that accompany it, although the pricing data points are more often found in the bodies of paragraphs or in brochures. Thus, compiling the pricing data points as has been done in the infographic is unique relative to what was observed. Further, information on correlations between attendance, team performance and/or pricing was not found in spring training reference materials or blogs.

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## DATA VISUALIZATION

The infographic created is largely inspired by multi-page spreads that are often found in *Wired* magazine. However, learnings from multiple data visualization sources (see References section) were also applied and considered when selecting font(s), color(s), style(s), graphs, etc. of the individual graphics and when consolidating them into a singular infographic.

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## METHODS OF ANALYSIS

First, data was collected and placed in tables. As no immediate trends were visible, correlations of different variables were explored via a scatterplot matrix with LOESS lines. Other graphics, price and performance ranking, maintain team order within visualizations to aide in a visual comparison of trends across both metrics.

## SOFTWARE TOOLS

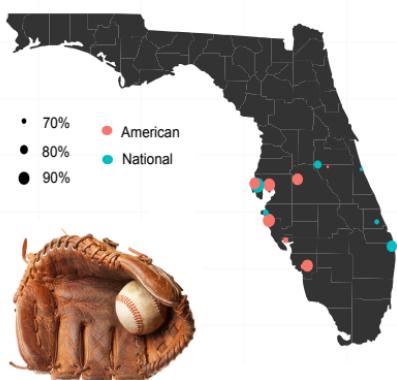
Multiple software tools were leveraged to create this infographic. Microsoft Excel was used to capture and collect data, explore the data, and look for patterns and/or trends. R was used to generate visualizations and further explore the data; ggplot2 was the primary package leveraged. Lastly, visualizations were edited in Inkscape and Adobe Photoshop Elements in order to arrive at the final product.

## INFOGRAPHIC

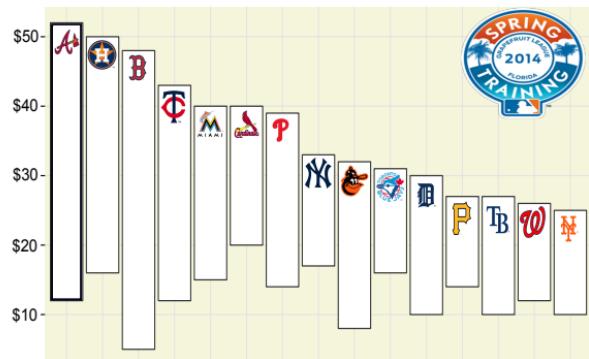
The infographic is a compilation of five individual data visualizations and can be found on the following page.

# Grapefruit League Pricing & Overview

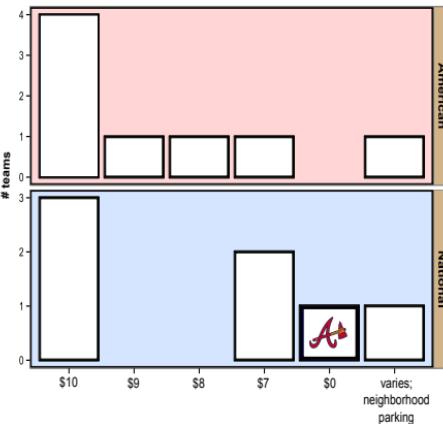
## 2013 Stadium Utilizations



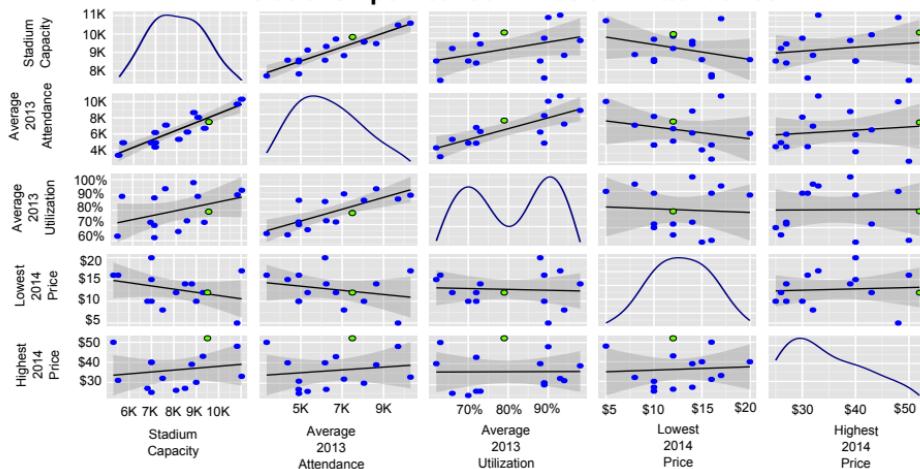
## Range in 2014 Ticket Prices



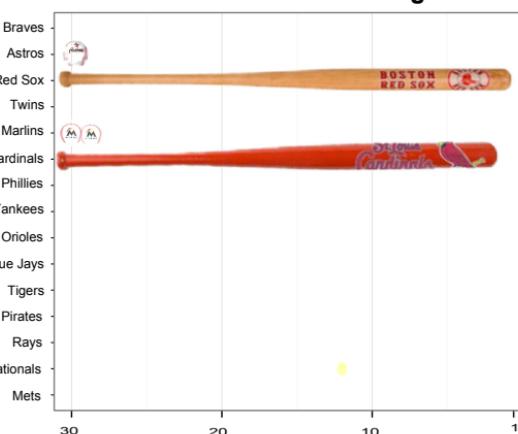
## **2014 Parking Prices**



## **Relationships Between Price and Attendance**



## MLB Pre-Season Rankings



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## REFERENCES

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