

Assignment: Storytelling

Student name: Connor Schultz

1. Message [50 words]

The message of this visualization is to show the vast differences in the investment decisions that UVic makes and the different scales in which these investments are made. This visualization allows the user to “discover” for themselves by interacting .

The website can be viewed at: <https://kingschultz21.github.io/csc485d-storytelling/index.html>

2. Medium and Audience [50 words]

Medium: The medium used was an interactive web-page. The data visualizations are embedded within a singular page for ease of use and comparison.

Audience: The main audience is UVic students who are particularly interested in data science and data visualization

3. Process [150 words]

A web-based approach was always the main option, however; the implementation changed throughout the process. The first application was a Flask application built in Python with plotly visualizations. This was overkill for the assignment and did not lend well to the storytelling aspect.

The chosen implementation was a jupyter notebook as it supported the visualization tools need as well as providing an excellent medium for story-telling due to its linear nature. This notebook was then converted to an HTML document, which was then hosted on the internet using github-pages. This approach allowed for a simpler implementation, interactivity and a storytelling platform.

4. Sketches [up to 3 images, 50 words description each]

The visualization was not sketched before hand. This would have benefited the design immensely however, the idea that was chosen of grouped-bar charts for each investment category was very simple to implement in python and plotly.

5. Visualization [1 to 3 images]

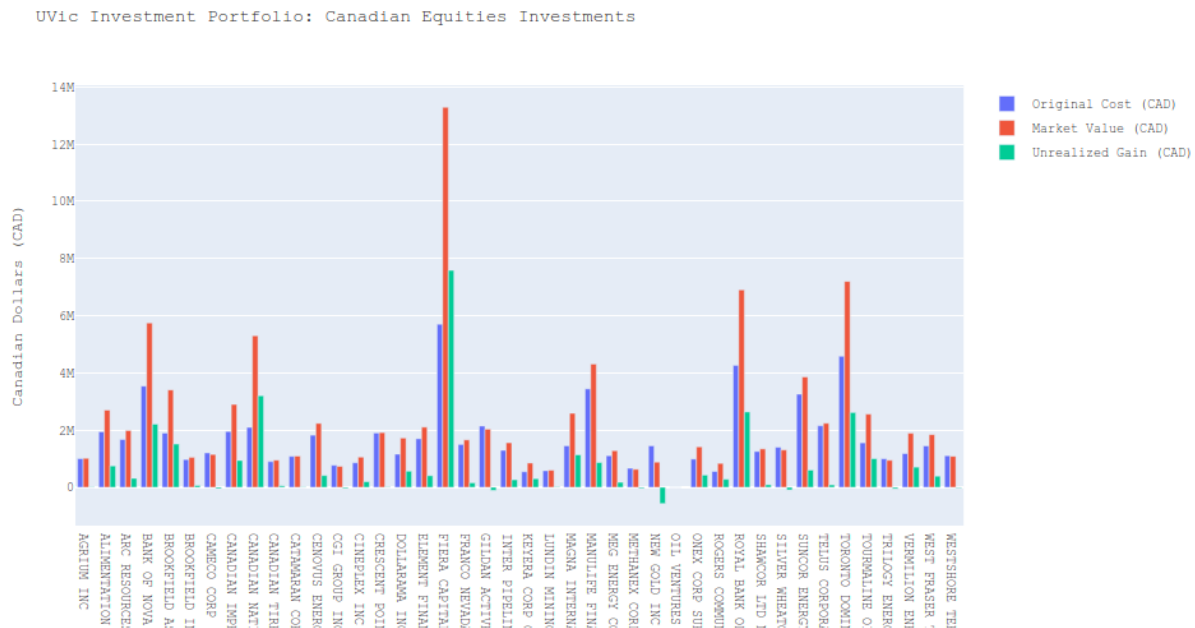


Figure 1: Screenshot of UVic Investment Portfolio: Canadian Equities Investments Visualization. "Global" zoom level.

This screen shot shows the "global" zoom level of the investment visualization. For each category [Fixed Income, Canadian Equities, Global Equities, Alternatives] a visualization such as the one above was produced. The visualization shows a grouped bar graph of original cost, market value and unrecognized gain.

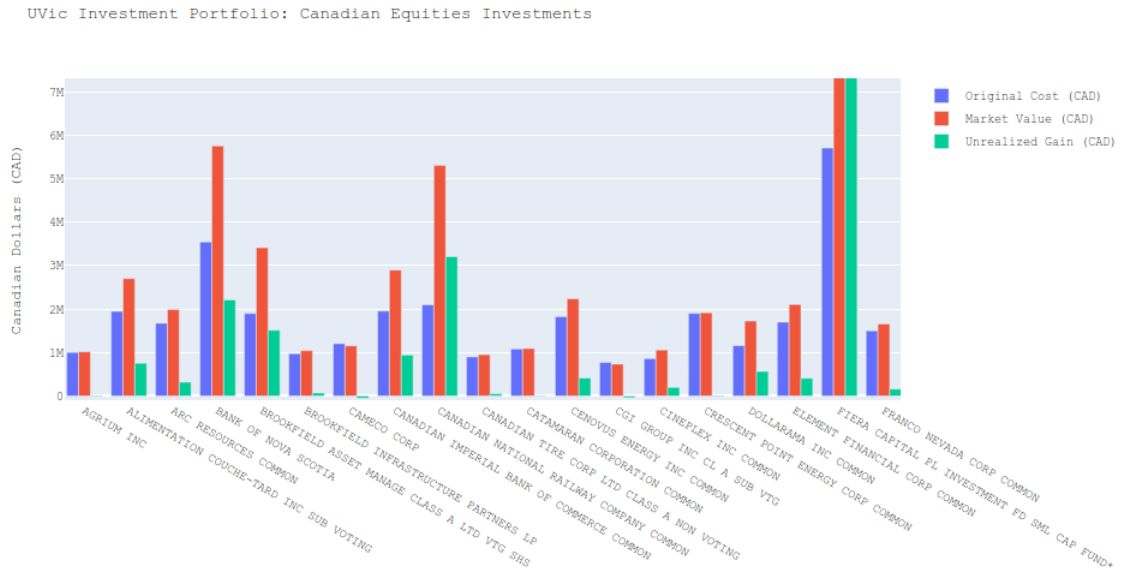


Figure 2: Screenshot of UVic Investment Portfolio: Canadian Equities Investments Visualization. "Local" zoom level.

This screen shot shows the "local" zoom level of the investment visualization. This screenshot fails to show the full scale of the interactivity as hovering over a bar will reveal the value in CAD. The user can zoom in and out, limit x or y axis and see the instances (Companies) of each bar.

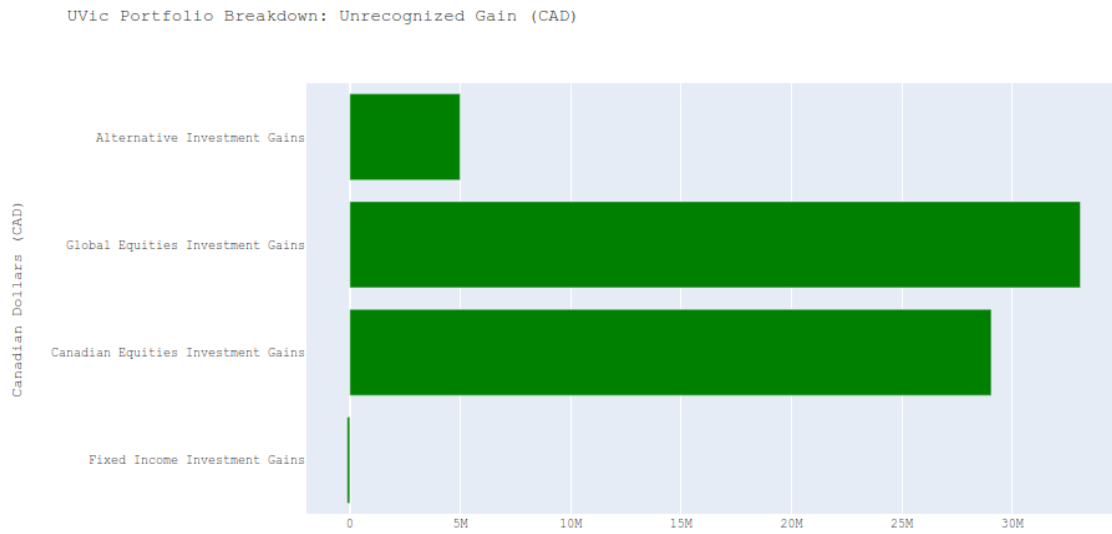


Figure 3: Total Unrecognized Gain visualization for each Investment Category

This screenshot shows the total unrecognized gain for each investment category. Hovering over a bar will reveal the total gain (or loss) for each instance. This visualization was meant to serve as a small overview of where the UVic portfolio is the most profitable.

6. Elements of storytelling [20 words each]

Element of storytelling	How you incorporated this element in your final design
1. Audience Incorporation	Every visualization is interactive and jupyter notebooks make the work feel “transparent”.
2.Juxtaposition	The four visualizations of investment categories allow for comparison.
3. Familiar Setting	Notebooks and data-driven stories are becoming more common. The graphics and medium used were simple and familiar to users.
4. Repetition	Same phenomenon (various investment values) observed over multiple investment categories.
5. Curiosity	Designed for the user to explore and identify trends.
6.	
7.	
8.	
9.	
10.	