ALL OF MY CODE FROM index.html AND final.html COMPILED AND LINKED TOGETHER.

Visualizations Chosen:

1. Bar chart (categorical variables) or Histogram (numerical variables)
2. Scatter plot
3. GeoMap/Choropleth Map using a GeoJson file
4. Pie Chart
5. Word Cloud

Brushing and Linking Techniques

1. Toolkits on mouseover and mouseout events
   1. Bar charts and histograms – labels the number of data points in each bin/bar, and also shows the x axis label.
   2. Scatter plot – pops up the city associated with that specific data point.
   3. Geomap – shows the coloring for the gradient for the country (corresponds to the selected variable), and also shows if an ad was clicked or not, in addition to the name of the country itself.
   4. Pie chart – shows the percentage of the total data in percentile decimal value in addition to fractional values.
2. Highlighting and filtered bars
   1. The specific bars of the histogram and bar charts will highlight a different color when hovered over.
   2. The dots of the scatterplot data points can be selected to be filtered a different color.

Interesting Data Stories

Story 1) the more daily time a country spends on the internet, the more likely a consumer user is to click on the ad.

Story 2) the ad topic lines that are more globally and wordly related the more likely one is able to have a clicked through ad.