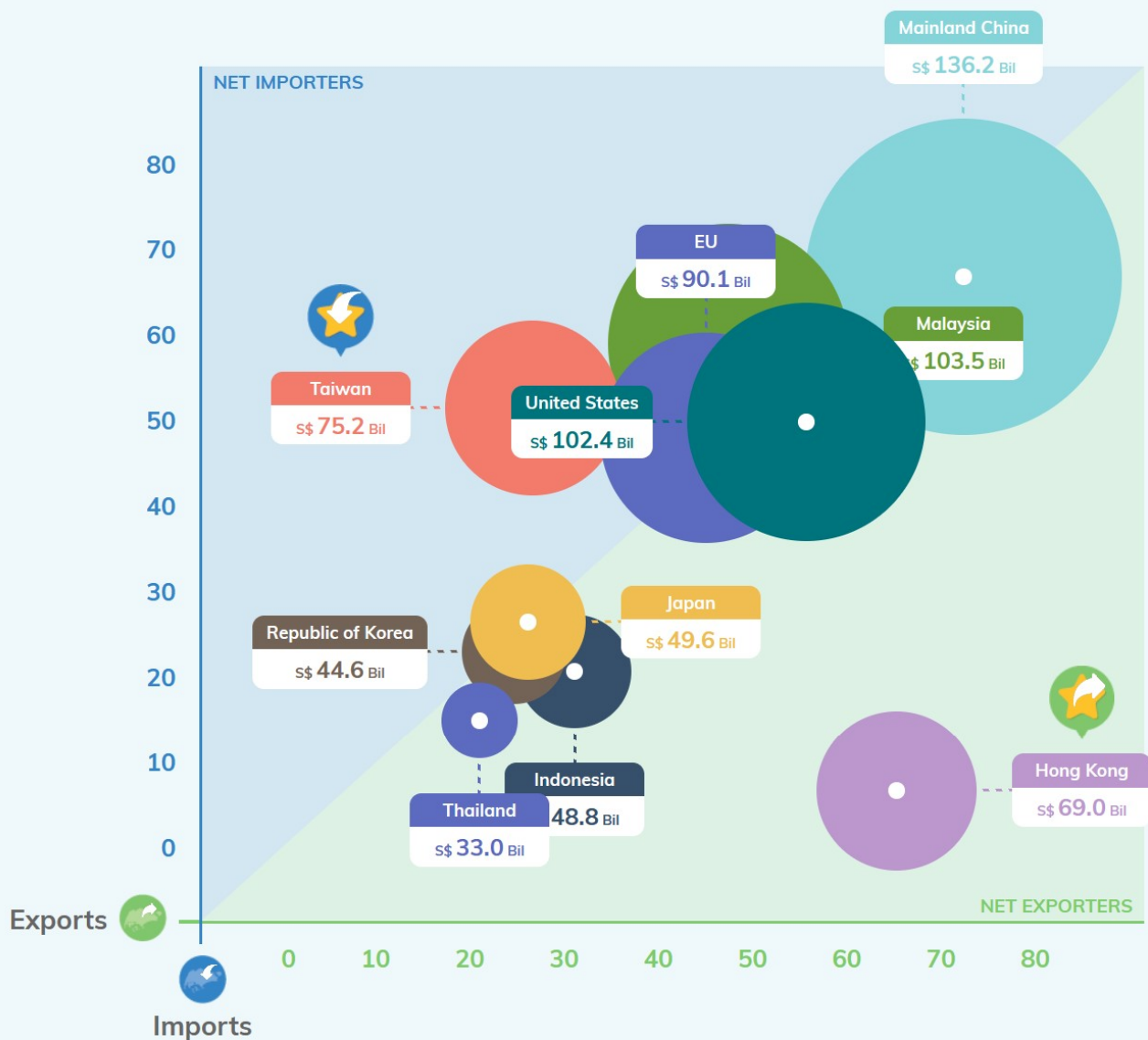


DataViz Makeover 2

Explore different perspectives and approaches to design more truthful and enlightening data visualisation

The Data Visualisation



Note: The size of the bubble reflects the total merchandise trade value with the trading partner. If the value of imports exceeds exports, the centre point (white circle) of the bubble falls in the 'Net Importers' section marked by the blue region in the chart. Similarly, if the value of exports exceeds imports, the centre point of the bubble falls in the 'Net Exporters' section marked by the green region.



TOP NET EXPORTER



TOP NET IMPORTER



Since 2009, the value of exports exceeds imports for Singapore's merchandise trade with Mainland China. In comparison, the value of imports exceeds exports for Singapore's trade with the United States since 2006.

The Task

1. Critic the data visualisation from both its clarity and aesthetics. At least three from each evaluation criterion. (15 marks)
2. With reference to the critics above, suggest alternative graphical presentation to improve the current design. Sketch out the proposed design. The proposed alternative design should include **appropriate interactive techniques**. Support your design by describing the advantages or which part of the issue(s) your alternative design try to overcome. (15 marks)
3. Using Tableau, design the proposed data visualisation. (25 marks)
4. Provide step-by-step description on how the data visualisation was prepared. (30 marks)
5. Describe three major observations revealed by the data visualisation prepared. (15 marks)

Additional design instruction

1. The study period should be between January 2011-December 2020. No additional data sets are required.
2. Focus on telling data story using appropriate statistical graphic methods, graphical design principles and interactive techniques, including animation.

Data Source

The data visualisation above is created by using data provided by Department of Statistics, Singapore (DOS). The data are available under the sub-section of [Merchandise Trade by Region/Market](#). For the purpose of this dataviz makeover exercise, you should download the data by clicking on the link **Download all in Excel** on the same webpage.

Submission deadline

Submission deadline: **20th June 2021 (Sunday), mid-night 11:59pm.**

Submission

- AHMAD FADY GANIS
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- ARCHIE QUIAMBAO DOLIT
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- ARYAH UMRALKAR CHOPRA
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- CHEN YUXI
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- CONNIE XIA YI JING
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- HONG YUN TING
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- HUANG LINYA
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- HUANG SHAN
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- JOVINKA HARTANTO
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- KELLY KOH KIA WOON
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- KEVIN MAGIC RIALUBIN SUNGA
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
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 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
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 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
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 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
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 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- LIANG YINGFANG
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- LIM HAILI H

• LIM JIAHUI

- [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

• LIM JIN RU

- [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

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- [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

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- [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

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- [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

• MANMIT SINGH S/O NARMAL SINGH

- [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

• MAYURAPRIYANN ARULMOZHI BASKARAN

- [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

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- BAI YINING
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- DONG FANG
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

- JESSICA TAN SOO CHENG
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
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- ZHANG YOUZHEN
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)
- ZHONG PING
 - [DataViz Makeover write-up on Netlify](#) and [Tableau Public link](#)

Peer Learning

Quality of Critic

Beside **appropriateness** and **correctness**, a good critic should support with specific examples.

Quality of Alternative DataViz Makeover Design

DataViz Makeover aims to **improve existing design** as much as possible according to the critics provided. If possible, students should **avoid introducing a totally new data visualisation**. You should also **avoid changing the original content of the original design**.

Level of Tableau Desktop Proficiency

To demonstrate your Tableau Desktop proficiency, students should avoid using default features and functions as much as possible. When it is appropriate, you should not hesitate to use advanced functions such as calculated field and parameters.

Quality of Reproducibility

One of the important learning objective of DataViz Makeover is **to embark your the skill in creating reproducible data visualisation**. This is achieved by requiring students to to prepare complete and comprehensive step-by-step guide on how the proposed dataviz makeover is created.

Quality of Storytelling

Visual communication plays an important role in a visual analytics process. No matter how advanced and sophisticated data visualisation techniques are used, if we failed to tell a compelling story by using the data visualisation designed, all the hardwork and efforts will be wasted.