

Final Data Visualization Project

Group F

2/21/2019

Objective

“If you want to go fast, go alone. If you want to go far, go with others.” This African proverb is the foundation of our project IE Leisure Networking Tool. In the VUCA (volatile, uncertain, changing, ambiguous) environment we currently live in, networking has become one of the main pillars of success and our goal is to help IE students with this aspect.

As we learned from our Influence and Persuasion course, to build a strong relationship with others it is important to find commonalities as initial bonds. For this reason, we have gathered data from IE students regarding Sports, Music and Film preferences. The main objective is to construct an interactive “networkviz” where students represent nodes and common preferences represent connections. Within this network we will be capable of analyzing:

Close connections between students Total weighted connections → If two students share more than one taste, the connection is stronger. Weighted connections by topic Who is the biggest influencer for each topic → This objective will be calculated with the Degree centrality measure.

This visualization will be a rich tool to help students boost their networking at IE and can serve as basis for the organization and planning of future leisure activities. To round off this document, we have included a range of static and interactive visualizations of the distributions of the different preferences amongst IE students. We invite the user to explore the distribution graphs to get an overall feel for the preferences of IE students. The graphs are designed in a way to cover the data in all its granularity, visually encoding all available variables; explicitly displaying and comparing preferences by type of preference, gender and geographic location. Once the user has acquired a general sense for the overall distributions, he or she can explore the connections of individual users using the interactive network map.

WARNING: This is a static PDF document, to access the interactive version please access the link below. Once accessed, the Link will be active for 24Hours due to shiny.io platform regulations. (https://martinan92.shinyapps.io/Final_Group_Project_F/)

Data Exploration

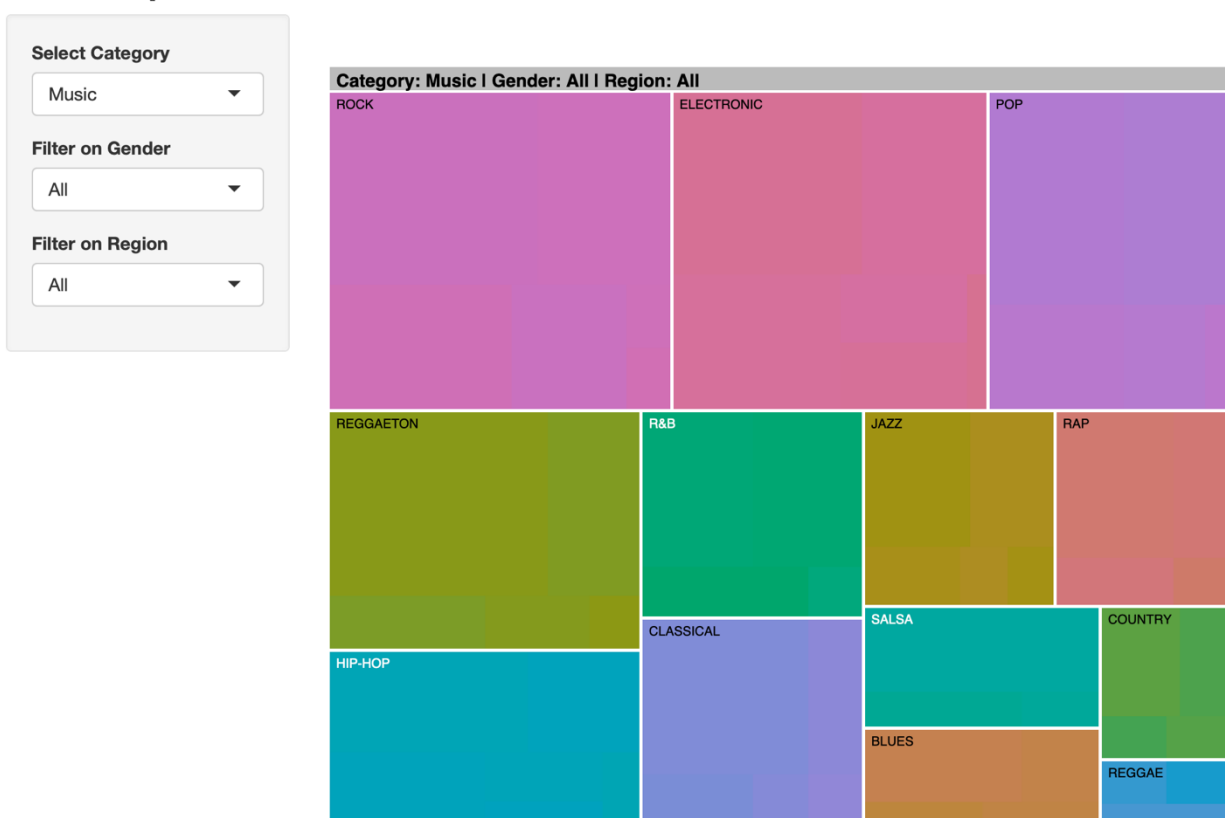
OVERALL DISTRIBUTION OF PREFERENCES

The interactive tree map below shows the distribution of IE students preferences concerning music, films and sports. Once a main preference category is selected, the relative amount of students preferring a specific sport or genre is visually encoded by size of box. Granularity by geographic region and gender can be accessed by clicking on the respective boxes.

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```
##  
## Listening on http://127.0.0.1:7424
```

Tree Map

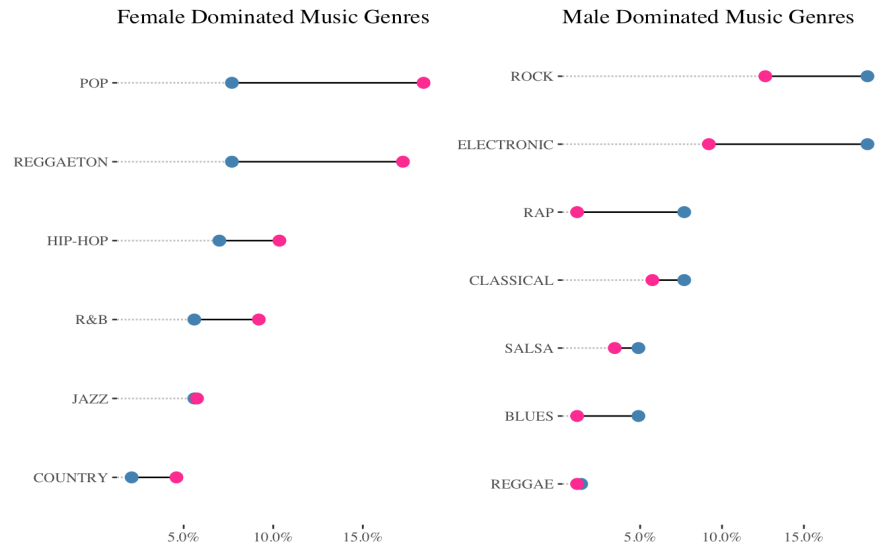


DISTRIBUTION OF PREFERENCES BY GENDER

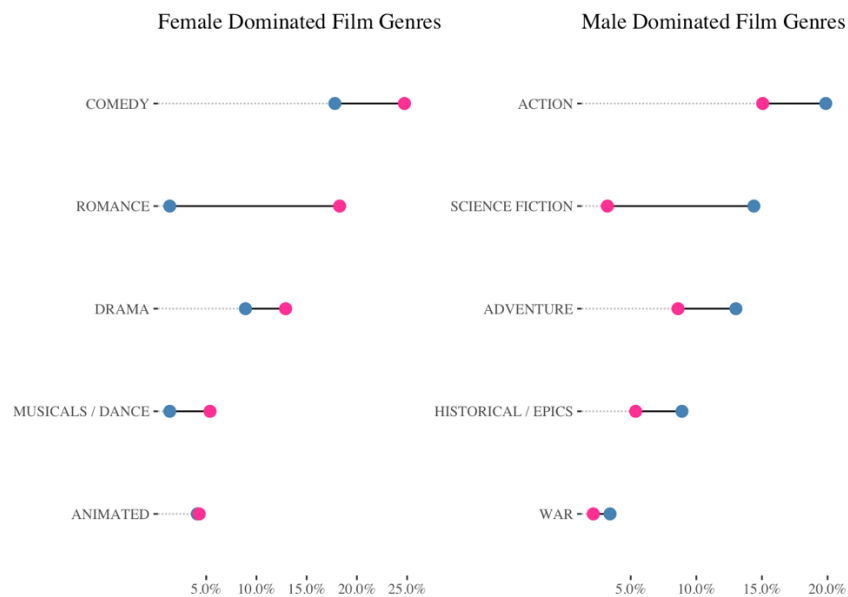
Following are three dumbbell charts that compare preferences for music, film and sports between males and females, where the blue dot represents the relative number of males, and the pink dot represents the relative number of females.

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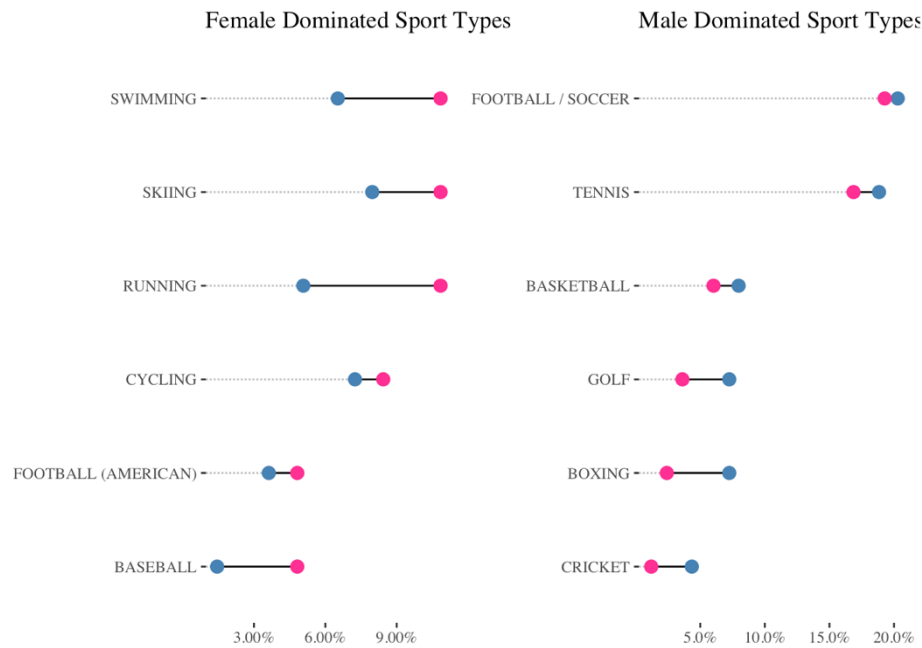
MUSIC



MOVIES

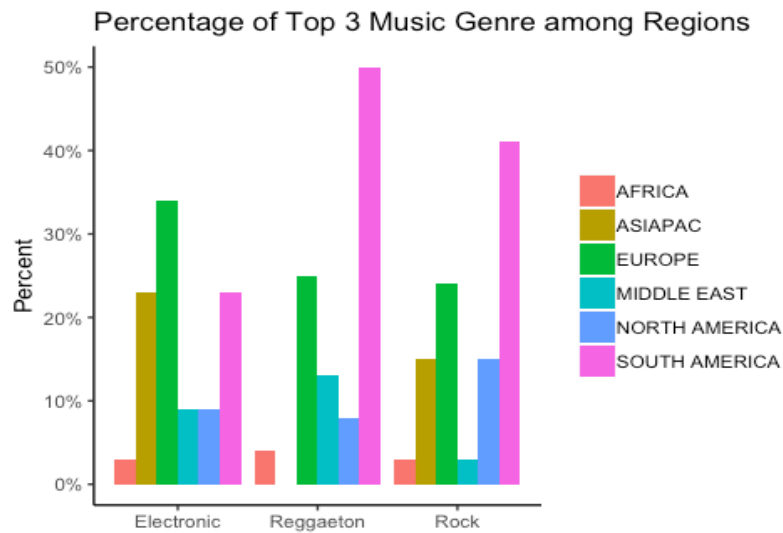


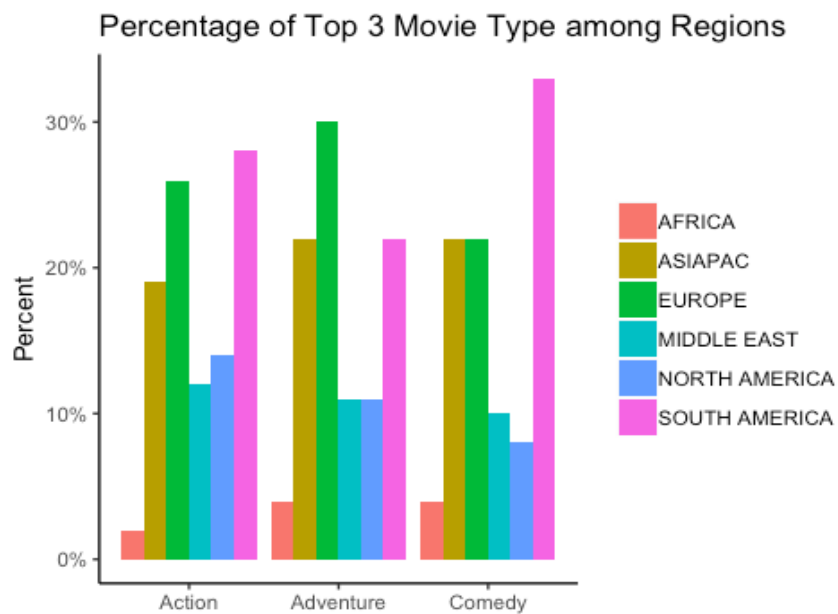
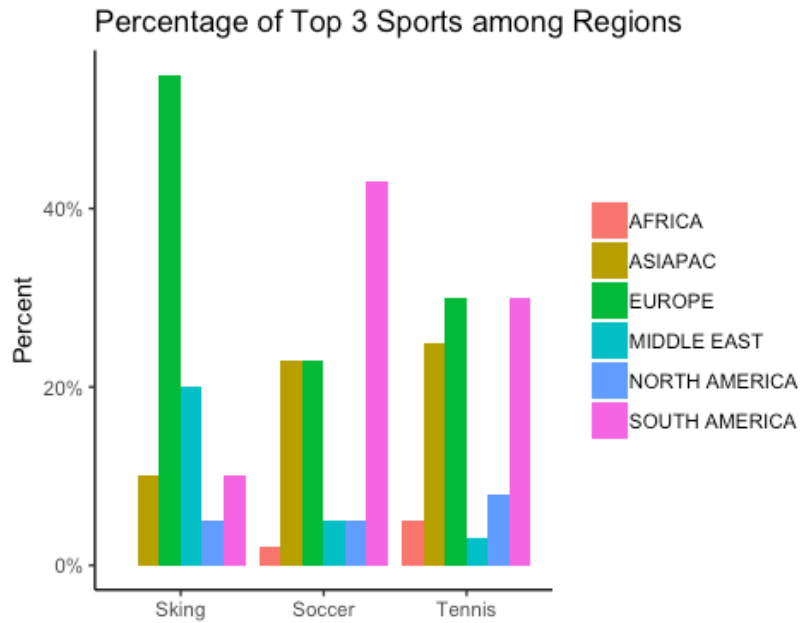
SPORT



Distribution by Geographic Region

The barcharts below display the geographic distribution of the three most popular genres of music and movies and kind of sports.

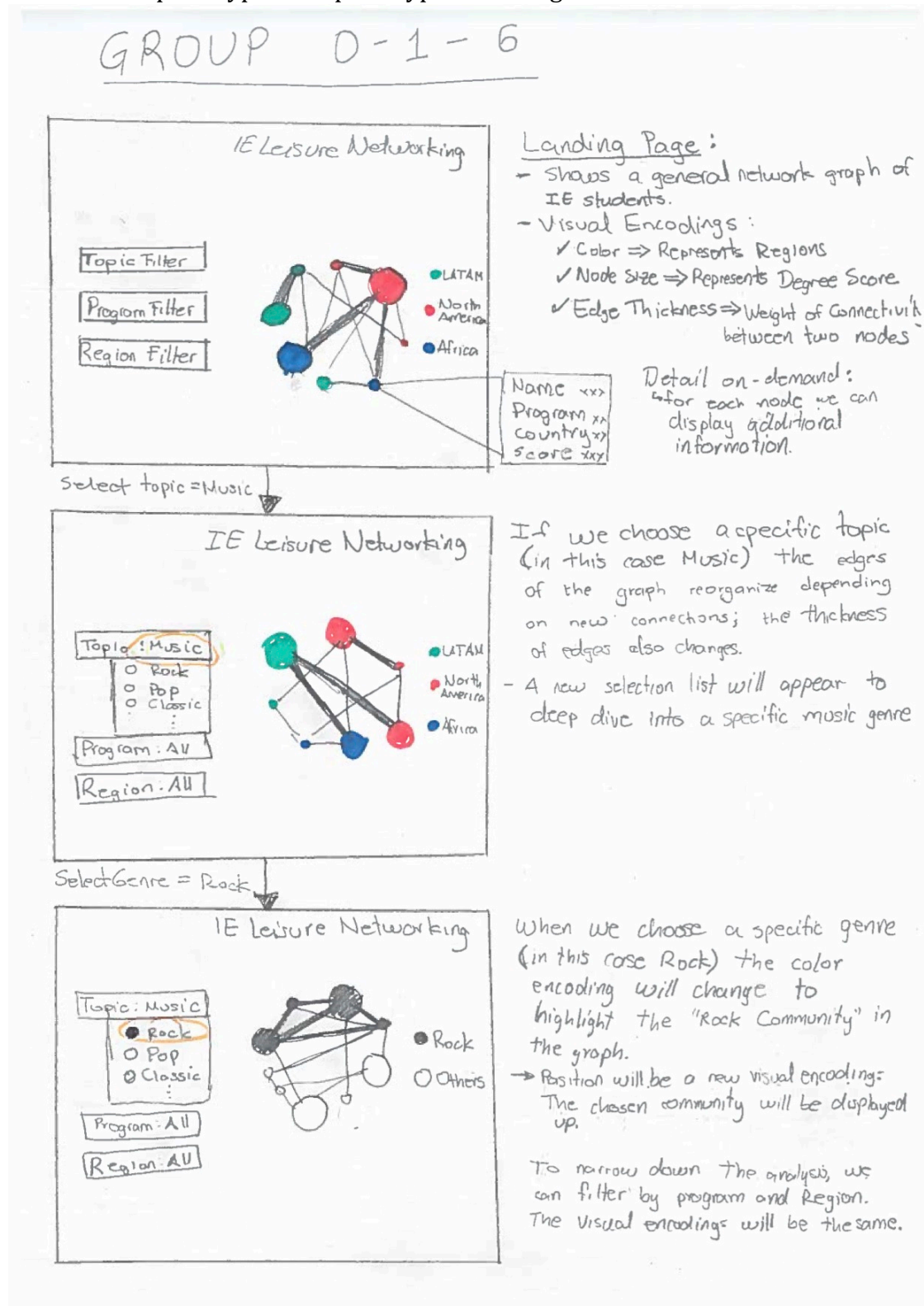




Ideation

Following the overall distributions explored above, the user is invited to explore connections between IE students by their preferences through the following network

visualization prototype. This prototype was designed as follows:



Prototype

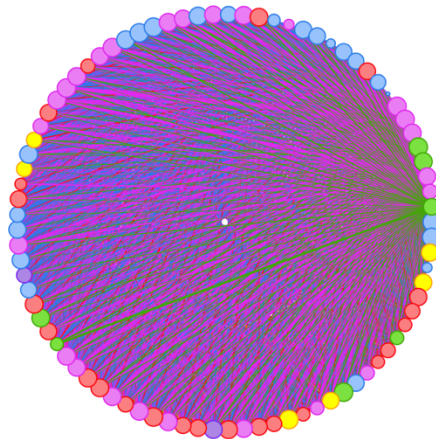
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```
##  
## Listening on http://127.0.0.1:3692
```

Leisure Network Analysis

Select connections of interest

Overall



Group

ASIAPAC

MIDDLE EAST

EUROPE

NORTH AMERICA

LATIN AMERICA

AFRICA