Love this direction, Kenna — these Canva visuals are *exactly* the kind of aesthetic-forward approach that can make your presentation **feel like a BookTok trend in itself** ✨📚

Here’s how we can **combine Tableau with these styles** to create a strong, rubric-aligned and shareable final presentation:

**🖼️ VISUAL STYLE STRATEGY**

**🎨 Aesthetic: Cozy + Bookish + Social Media-Inspired**

* **Fonts:** Rounded, lowercase, handwritten or modern serif (like Bookish Bingo or Reading Space)
* **Colors:** Soft blush, beige, browns, muted pinks, warm neutrals
* **Layout:** Polaroid frames, side-by-side cards, user poll style (like “This vs That”), layered Instagram-post-style cards

**🔄 TOOL BLENDING PLAN**

| **Type** | **Tool** | **Execution Idea** |
| --- | --- | --- |
| 📊 **Charts (Core Insights)** | Tableau | Genre bar, Trend Reason pie, Series split, etc. |
| 🎨 **Aesthetic Enhancers** | Canva or Figma | Use frames, overlays, and text to present insights like a feed |
| 👥 **Persona Comparison** | Canva or Figma | Show “Kenna vs Alex” feeds as aesthetic profile cards |
| 🧠 **Bonus** | Python (optional) | Quick filtering (e.g., trends by publish year or trauma tropes) |

**🧭 SLIDE WALKTHROUGH (VISUAL PLAN)**

Here’s a suggested slide order based on the rubric + visuals:

**1. Intro Slide**

* **Design:** Minimal with pastel tones and title (“Plot Points”) and your name/program/year
* **Bonus:** Use typewriter or serif font

**2. About Your Project**

* Add a fake BookTok video snapshot or story card like “My Feed This Week” with overlays of books
* Short caption explaining project question and how data was collected (overlay text: "Tracking BookTok virality across genres, formats, and personas")

**3. Languages & Tools**

* Design like a checklist or stack of sticky notes
* Icons for Python, Tableau, Open Library, TMDb, Excel

**4. Findings & Visualizations**

Here’s where you combine both styles:

**a) Genre Breakdown**

* **Tableau:** Horizontal bar chart
* **Canva Enhancement:** Add a cozy book emoji/sticker next to each genre or a faded background of books

**b) Trend Reason**

* **Tableau:** Pie chart
* **Overlay Caption:** “Why we clicked: Trauma arcs, dragon series, and adaptation buzz led the way”

**c) Kenna vs Alex**

* **Design:** Use a “This vs That” style or Instagram grid
* **Data:** Show difference in genre, trend reasons, or diversity tags
* **Optional Chart:** Clustered bar or custom icons (e.g., sci-fi rocket for Alex, romantasy wand for Kenna)

**d) Series vs Standalone**

* Stacked bar or donut
* Caption: “Virality favors commitment — series win out”

**e) Publish Year**

* Line graph or histogram
* Add a note: “Most viral books published after 2020, with nostalgia spikes from early 2010s”

**5. Technical Challenges / Successes**

* Polaroid-style layout with coffee stains or emojis
* One image or label per challenge/success with short caption

**6. What I’d Do Differently**

* Fake “comment section” with pull quotes:
  + “Wish I could automate diversity tags”
  + “Next time? Maybe scrape TikTok likes!”

**7. Thank You Slide**

* Use the reading nook / cozy image vibe
* Text overlay: “Thanks for watching, Bookish family!” with your socials or initials

**✅ What I Can Do to Help Next**

1. **Create chart mockups in Tableau** — Just upload the latest version of your CSV
2. **Design Canva slide templates** — I can describe layouts, font pairing, or even script some captions
3. **Export visuals from Tableau with a transparent background or embed into Canva directly**
4. **Walk you through how to film in OBS and time narration to visuals**

Would you like to:

* Start with a genre chart in Tableau?
* Or design a Kenna vs Alex slide next?

I’m ready to go in whichever direction you want first!

**📚 DIY API Project – Early Planning Discussion Post**

For my small data project, I plan to explore reader-driven discovery trends by analyzing books that have gone viral on BookTok.

**1. Research Question:**

What common characteristics—such as genre, publishing type, publish year, diversity representation, mood, and pacing—are shared by books that go viral on BookTok?

The goal is to identify patterns in how and why certain books resonate with readers on this highly influential social platform.

**2. APIs I Will Use to Collect Data:**

* **Open Library API** – to collect base metadata such as title, author, publisher, publish year, and subject tags.
* **StoryGraph API** *(pending approval)* – to enrich each entry with reader-sourced information such as:
  + Mood (e.g., emotional, dark, hopeful)
  + Pacing (slow, medium, fast)
  + Diversity representation (e.g., BIPOC, LGBTQ+ leads)
  + Content warnings

If I’m unable to gain access to the StoryGraph API, I will manually tag a smaller sample of books based on publicly available summaries and reader reviews.

All book titles will be compiled manually by researching recent BookTok recommendations via TikTok videos, curated Goodreads lists, and blog posts—ensuring full compliance with the course's policy of **collecting my own data**.

**3. Platform:**  
I’ll use an **on-premise setup** with Python scripts running locally to gather and prepare the data. I plan to store the data in CSV or SQLite format and then use both **Python** and **Tableau** for analysis and visualization. This project also serves as an opportunity for me to learn Tableau, a tool frequently requested in data-related job descriptions.

**4. Preliminary Display and Analysis Plan:**  
Once data is collected and cleaned, I plan to look for patterns across BookTok books such as:

* Most common genres and moods
* Publishing type breakdown (indie vs traditional)
* Diversity trends across genres or time
* Whether pacing and emotional tone influence popularity

**Visualizations may include:**

* Pie charts (e.g., genre or mood breakdown)
* Bar charts (e.g., indie vs trad publishers)
* Timeline of publish years
* Heatmaps or stacked bars for diversity and political/social themes
* Tableau dashboards for layered or interactive views

**5. Alignment with Small Data Principles:**  
This project reflects the course’s definition of small data by focusing on a **bite-sized**, **timely**, and **human-centered** dataset. The data I collect will be meaningful, observable patterns in social reading trends, organized and visualized in a way that is **accessible, understandable, and actionable**—as described in Allen Bonde’s definition of small data. While not real-time streaming, the data captures current behaviors and preferences that are very much active in the real world through social media discovery.

Weather and cryptocurrency APIs will not be used in any part of this project.

1. Research Question:
   1. What common characteristics, such as genre, publishing type, publication year, overarching themes, diversity representation, and whether the book is part of a series, are shared by books that go viral on Tik Tok?
2. Which API will you implement:
   1. I will use Open Library API to collect base metadata including title, author, publisher, publish year, and subject tags.
   2. I will request access to the StoryGraph API to collect additional book data such as reviews, pacing, diversity representation, themes, age categories, and content warnings.
      1. If I am unable to get access to StoryGraph’s API I will manually tag a smaller sample of books based on publicly available summaries and reader reviews.
   3. All book titles will be compiled manually by researching BookTok recommendations over a defined time period. I’ll gather a list by reviewing TikTok videos, curated Goodreads and Storygraph lists, and blog posts.
3. Platform:
   1. I will use an on-premises setup with Python scripts running locally to gather and prepare the data. I plan on storing the data in a CSV format and use both Python and Tableau for analysis and visualization.
      1. Thinking about using a hybrid approach where I would collect my data locally, but utilize AWS to analyze it or host visualizations. Will do some more research to decide.
4. Plan for displaying and analyzing data:
   1. Analyze:
      1. Identify the most common genres and average ratings
      2. Compare the publishing type (indie vs traditional)
      3. Compare standalone books to series to see which are more likely to go viral
         1. Questions to think about:
            1. Are readers most likely to promote the first book in a new or unfinished series, or wait until the series is complete?
            2. Are certain genres more likely to trend as a series or as standalones?
            3. How much influence do past, current, or upcoming film/tv adaptations have on a book’s popularity.
      4. Examine diversity trends across genres or time of year
      5. Determine which factors most influence BookTok popularity
   2. Visualization:
      1. Pie charts – genre and ratings
      2. Bar charts – indie vs traditional publishing
      3. Stacked bar charts – breakdown of standalone vs. series
      4. Scatter charts – genre trends over time
      5. Heatmaps – showcase diversity and political/social themes (unsure of how I want to display this)
      6. Tableau – overall dashboard interactive viewing – also a chance to learn how to use Tableau

**Milestone 1:**

* + - 1. Title of your DIY Project: Plot Points
      2. Is my topic changing from my original plan?
         1. Not necessarily, I have added the three personas to gather data on tik tok that is not influenced by my own algorithm, so that has added a bit more work to manually pull those titles and will also show a more diverse visualization.
      3. What materials or cloud resources do I now think I need? Is this ordered/borrowed or configured/built out yet?
         1. I’m using a local setup for scripting and analysis so far, so my current hardware is sufficient. I am considering using AWS, either to host final visualizations, or explore some more data analysis through AWS Glue or Athena. These are not yet configured but is checkpoint in my future plans.
      4. What specific software or services will I need? Is this installed yet?
         1. I’ve been using Python for data collection and cleanup, along with Excel and Tableau. So far, everything is currently functioning on my laptop, but if I move forward with AWS, I have not configured those options.
      5. Sharing is caring:
         1. I have been slowly working on creating some things and getting comfortable with Tableau. While my data doesn’t look great because I’m using an unorganized dataset, I am getting comfortable with Tableau features and plan on using it for real in the upcoming week.
         2. I’ve also made some personas that I am tracking manual recommendations and viral books in a separate excel sheet.

**Update #3**

**Title:**

Plot Points

**This week:**

This week I finalized my data collection phase for all personas, each with up to 60 unique entries to their algorithms on TikTok.

I consolidated that data into a cleaned csv file and ran Python scripts to enrich the data using both the Open Library API and The Movie Database API.

The Open Library API helps fill in missing metadata for page count, author, first publish year, and publisher – I noticed that any other metadata is not as accurate from Open Library.

The TMDb API was used to check adaptation statuses for all entries, and whether it was in production, development, or already a film or television show.

I also am creating early visualizations of each category which is helping me see how specific some entries are, and that I need to create a script that can help filter and reassign categories to something I choose such as trend reason being new release or adaptation buzz, something niche within certain trending topics, and a nostalgia reasoning or something that is re-trending again.

**Blockers:**

My main blockers this week were realizing a lot of my data is too specific which makes visualization a pain and analyzing the accuracy of the Open Library API and narrowing down which categories are handled well, and which does not.

**Next Week:**

Work on adding scripts to clean the data into better categories to then visualize the data and decide what to do with the outliers.

I also want to actually start the presentation process and get some slides mostly done, and a theme plan for the overall final.

Update #4

**Title:**

Plot Points

**This Week:**

This week I added functions to my python script to re-categorize adaptation status, content warnings, diversity representation, genre tags, trend category and trend reason to a broader category to make visualizations both possible and easier.

I also created a draft of what each slide will include for the final presentation.

I’m really excited about one slide where I’m going to compare personas using a Instagram-style grid to show the differences in people’s reading styles and recommendations that can affect their algorithms.

I think this will also show how many layers there are to what makes a book go viral online.

**Blockers:**

There are some scripts that are not catching everything, in particular my genre category. It’s because there are books that are multiple genres, so I need to decide if I’m going to just use the first genre listed or add another column to display multiple genres.

**Next Week:**

I need to finalize my decision about the genre category, hoping the replies here help that decision process.

I would also like to have most, if not all of my data visualization charts completed, so the following week I can just focus on the presentation and bringing everything together.