

MGMT 59000 Visual Analytics, Fall 2024

Data Visualization Project

Part II. Proposal and Plan

Due Date: 11:59 pm on Sep. 22nd, 2024

Please provide a two-page narrative describing your project and include the following sections (note: figures and charts to not count toward the two-page limit).

1) Introduction and background. Discuss your motivation for picking your topic. Please include any sources that inspired you. Give context and relevance. For example, you may be interested in understanding generative AI and discovering what we can do to respond.

2) Objectives and goals. What do you want to learn and accomplish? What questions do you want to answer? How will your project benefit others?

3) Datasets. Describe the datasets that you intend to use. For each dataset include:

- Where did you find the dataset?
- Why was the data created and for what purpose? Who collected the data? Who funded the project that the data came from?
- What is the timeline or lineage of the data?
- Descriptions of important publications associated with the dataset.
- How large is the dataset (cases, variables)?
- What locations are included in the dataset? Will you be able to make graphs at the city/county, state, and national/world levels?

4) Visualization Plan. Please include the following

- Your plans to make at least six charts, including at least one map, at least one bar, at least one table, at least one line chart. Describe how your data set(s) will provide enough variables to create the required charts.

- Propose at least four chart types, listing the variables that you want to use for each chart. Please make it easy for the reader to understand the variables that you are using. Tell the reader which dataset each variable comes from, the units (or categories) of the variable, and any other additional information. Many large datasets include accompanying documents that describe variables in detail. Please explore that documentation!
- At least two draft charts in Tableau. Similar to the finding topics assignment, the purpose is to make sure your datasets will work in Tableau and begin making charts. If appropriate, you are welcome to use the draft chart that you made in Part I. Please paste these graphs in your document.
- Comment on how your proposed and draft charts will address your goals and objectives.

5) References. Please use in-text citations in your paper and use APA style (or preferred style). Please use at least six credible sources in your paper.

6) Contributions. As you read research papers, you may notice that author contributions are listed. Please list team names and the contribution of each team member.

****If submitting Tableau files, please submit and share your Tableau workbooks in the packaged format: .twbx.**