Hands-On Activity: Aesthetics and visualizations

TOTAL POINTS 1

1.

1 / 1 point

Activity overview

In previous activities, you learned about and worked with ggplot2, an R package for data visualization. In this activity, you'll follow through a scenario and continue to apply ggplot2 to tailor aesthetic features of visualizations.

By the end of this activity, you will be able to use R to create bar charts, update chart labels, and customize the aesthetics of a visualization by specific criteria. This will enable you to make more complex visualizations to demonstrate your findings.

Working in RStudio Cloud

To start, log in to your RStudio Cloud account and open the project with this link. Navigate to the file explorer in the bottom right and click on the following: **Course 7 -> Week 4 -> Lesson3_Aesthetics.Rmd**.

The .csv file that you will need, hotel_bookings.csv, is also located in this folder.

If you have trouble finding the correct activity, check out this step-by-step guide on how to navigate in RStudio Cloud. Make sure to select the correct R markdown (Rmd) file. The other Rmd files will be used in different activities.

If you are using RStudio Desktop, you can download the Rmd file and the data for this activity directly here:

> Lesson3_Aesthetics.Rmd

> hotel_bookings.csv

You can also find the Rmd file with the solutions for this activity here:

> Lesson3_Aesthetics.Rmd

Carefully read the instructions in the comments of the Rmd file and complete each step. Some steps may be as simple as running pre-written code, while others may require you to write your own functions. After you finish the steps in the Rmd file, return here to confirm that your work is complete.

Confirmation

Based on the bar chart you created in Step 4, which distribution type has the most number of bookings?

○ GDS

○ Direct

⦿ TA/TO

○ Corporate

✓ **Correct**

The TA/TO distribution type has the most number of bookings. By using ggplot2, you were able to customize the visualization so that it plainly shows which distribution type has the most number of bookings. Going forward, you can change the aesthetics of your visualization to emphasize different aspects of your findings, respond to stakeholder requests, and improve your presentations.