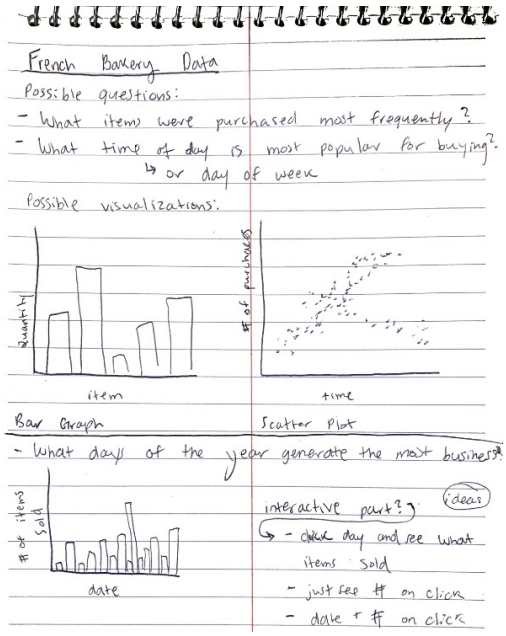
Visualization Design Final Project – Documentation Page

Design Process

The dataset I chose belongs to a French bakery. The dataset provides the daily transaction details of customers from 2021-01-01 to 2022-09-30. Yearly and weekly transactions can be observed.



To the left, I included a picture of my sketches I made over the last few weeks as I discovered my data, what I could do with it, what questions I could answer, and how I could add interaction to my design. I ideated possible visualization designs using bar graphs and scatterplots of my data for the most part as I thought they would be most appropriate with the questions I was sketching about.

After exploring my data and sketching out some design ideas for my visualization, I finally decided to use my project to answer the question: "What time of day yields the highest number of purchases?"

As I will also discuss in my video, I was suffering with numerous mental health issues during the latter half of this semester due to new diagnoses, medications, and personal matters which inhibited me from putting forth my best effort on this project and dedicating the time I needed to learning new coding languages and create awesome visualizations. I know this is no excuse for my lack of a working D3 visualization for this project, but I thought I would still mention my reasoning for my performance on this project.

Because of this, I made a mock representation of what I was hoping to create on my own in Tableau to give you something to look at give some insight of what I was thinking for this project. I know it is not ideal, but I figured having something to showcase would be better than not submitting a visualization at all.

In my design, I created a linear scatterplot of the quantity of items purchased vs. the time of day by hour. This chart style gives a clean and concise look to the graph. I encoded each hour block in a different color to set them apart easily. When looking at the visualization, users can quickly distinguish which hour of the day has the most items purchased, and which has the least. When you click on a data point, you can then see the exact date and time the purchase was made, and the quantity of items purchased. I chose to display this information because I felt it was important so that users can fully understand the data I presented to them and draw conclusions with deeper insight of my dataset.

After I created my visualization, I was able to conclude that the time between 10:00 AM – 11:00 AM is most popular for purchasing items. I also noticed that there were a few negative values in the visualization. From my critical thinking, I am assuming that these are times when bakery items had to be thrown out before they were purchased, or they were stolen.