**Name:** <Ria Rajan> **Date:** <10/20/21>

**Lab section:** <Tuesday>

**Show your work!!!**

**Acquire**

Week: 9

Date: January 29 Year: **2018** Data: excel file

Source Article/Visualization:

What the Most Profitable Companies Make per Second

<https://www.makeovermonday.co.uk/data/data-sets-2018/>

**Represent**

**Chart, sunburst chart

Description automatically generated**

**Critique**

I like that the creator of the visualization chose a unique chart type to communicate their finding. This makes it fun and interesting to look at. I don’t like that the title is made of different sizes, colors, and shades. It makes the title not hierarchical which can be confusing for the viewer. While I like the chart type, I don’t like how the words and number spin around the axis circle, not all text is horizontal which can also be confusing for the viewer. The chart is also really messy because it includes data labels, company logos, and a legend. I think there might either be too much information here which could be split into separate charts, or it can be communicated in a simpler way which would be less confusing. And while the colors that are used are nice, they are not legible for people with color blindness.

**Mine**

How much do the most profitable companies make per second?

**Filter**

**Show** (display, list, make it visible) the filtered data.

**Stakeholders**

* Who is your audience?
* What assumptions did you make?
* What visualization tool/software did you use?

**What to submit:** This document in PDF format only (if you do not know how to do this, ask).

**Choose the best layout** for your makeover visualization

* Portrait or Landscape
* Remove the page of the layout that you DO NOT choose. No blank pages!

**Refine (Makeover – Portrait View)**

Use an additional page if necessary. Remember, the purpose of visualization is “insight.” Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist).

Figure Caption. <replace this text with your figure caption>.

**Refine (Makeover – Landscape view)**

Use an additional page if necessary. Remember, the purpose of visualization is “insight.” Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist).

Figure Caption. <replace this text with your figure caption>.

**Resources**

Data Visualization Checklist:

<http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf>

How to give constructive criticism:

<https://personalexcellence.co/blog/constructive-criticism/>

Sample Makeovers

<https://www.makeovermonday.co.uk/gallery/>

**Grading Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
| **Excellent**  **(21-25 pts)** | **Good**  **(10-20 pts)** | **Fair**  **(5 – 9 pts)** | **Needs Improvement (0 – 4 pts)** |
| Meets **ALL** or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Meets **MOST** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Consistently meets **SOME** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Little to no evidence of the understanding of the data visualization process.  Lackluster makeover or no makeover.  Little effort. |