

CGT 270 Data Visualization
Makeover Monday #1 (2018 Dataset)

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Lab section: Thursday – Section 9

Show your work!!!

Acquire

Week: 1

Date: Jan 1 Year: **2018**
[consumption-of-poultry-livestock](https://data.world/makeovermonday/2018-w-1-u-s-per-capita-consumption-of-poultry-livestock)

Data: [https://data.world/makeovermonday/2018-w-1-u-s-per-capita-](https://data.world/makeovermonday/2018-w-1-u-s-per-capita-consumption-of-poultry-livestock)

Source Article/Visualization:

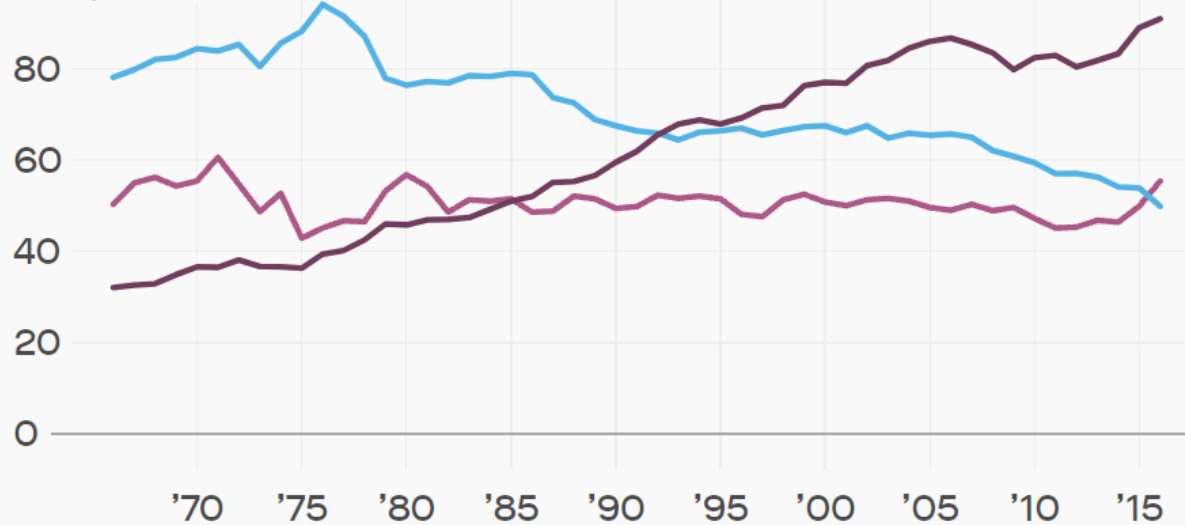
U.S. Per Capita Consumption of Poultry and Livestock
Data Source: [National Chicken Council](#)

Represent

US per capita consumption of poultry and livestock

■ Pork ■ Beef ■ Chicken

100 pounds



Critique

I do not like how there are no labels on either of the axis.

Mine

How much is red meat consumed in the United States?

Filter

[Show](#) (display, list, make it visible) the filtered data.

CGT 270 Data Visualization
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	A	B	C	D	E	F
1	year	actual_forecast	beef	pork	total_red_meat	total_red_meat_poultry
2	1960	Actual	63.3	59.1	133	167.2
3	1965	Actual	74.7	51.5	133.9	177.9
4	1966	Actual	78.1	50.3	135.8	179.5
5	1967	Actual	79.8	55	141.6	187
6	1968	Actual	82	56.2	144.6	189.6
7	1969	Actual	82.5	54.3	142.7	189.6
8	1970	Actual	84.4	55.4	145.1	193.3
9	1971	Actual	83.9	60.6	149.6	198.1
10	1972	Actual	85.3	54.7	144.8	195.2
11	1973	Actual	80.5	48.7	133.1	181.3
12	1974	Actual	85.6	52.7	142.3	190.7
13	1975	Actual	88.2	42.9	136.3	183.3
14	1976	Actual	94.1	45.1	144.2	195.1
15	1977	Actual	91.5	46.7	142.9	194.3
16	1978	Actual	87.1	46.5	137.5	190.9
17	1979	Actual	77.9	53.2	134.1	191
18	1980	Actual	76.4	56.8	136.1	193.7
19	1981	Actual	77.2	54.2	134.4	193.7
20	1982	Actual	76.9	48.6	128.6	188.1
21	1983	Actual	78.5	51.3	133	193
22	1984	Actual	78.3	51	132.6	194.5
23	1985	Actual	79	51.5	133.8	197.9
24	1986	Actual	78.7	48.6	130.5	196.5
25	1987	Actual	73.7	48.8	125.3	196.6
26	1988	Actual	72.5	52.1	127.3	199.7
27	1989	Actual	68.9	51.5	123	197.4
28	1990	Actual	67.5	49.4	119.4	197.5
29	1991	Actual	66.4	49.9	118.6	199.2

poultry_and_livestock_consumpti

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Stakeholders

- Who is your audience?
Researchers or people (specifically life stock owners) interested in the number of red meats consumed over the span of a number of years.
- What assumptions did you make?
The audience knows what red meat is. The audience can read numbers. The audience is looking for specifically 1960 through 2018.
- What visualization tool/software did you use?
Tableau

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

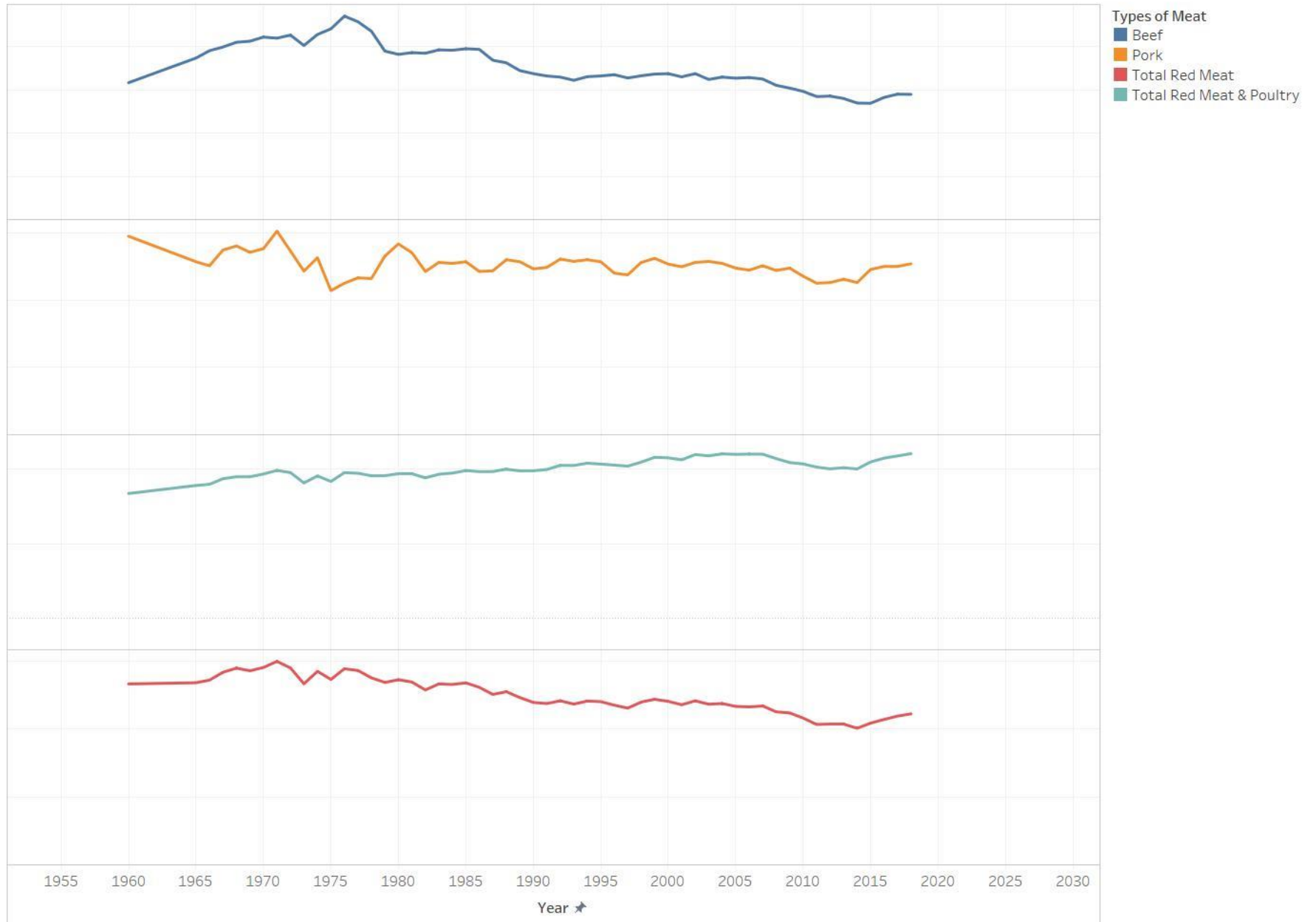
- Portrait or Landscape
- Remove the page of the layout that you DO NOT choose. No blank pages!

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

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Total of Red Meats being Consumed



The trends of Beef, Pork, Total Red Meat & Poultry and Total Red Meat for Year. Color shows details about Beef, Pork, Total Red Meat & Poultry and Total Red Meat.

CGT 270 Data Visualization
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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.