

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

**Name:** Russhell Campbell

**Date:** October 19, 2021

**Lab section:** Tuesday

**Show your work!!!**

**Acquire**

Week: 46

Date: Nov 12

Year: **2018**

Data: data.world

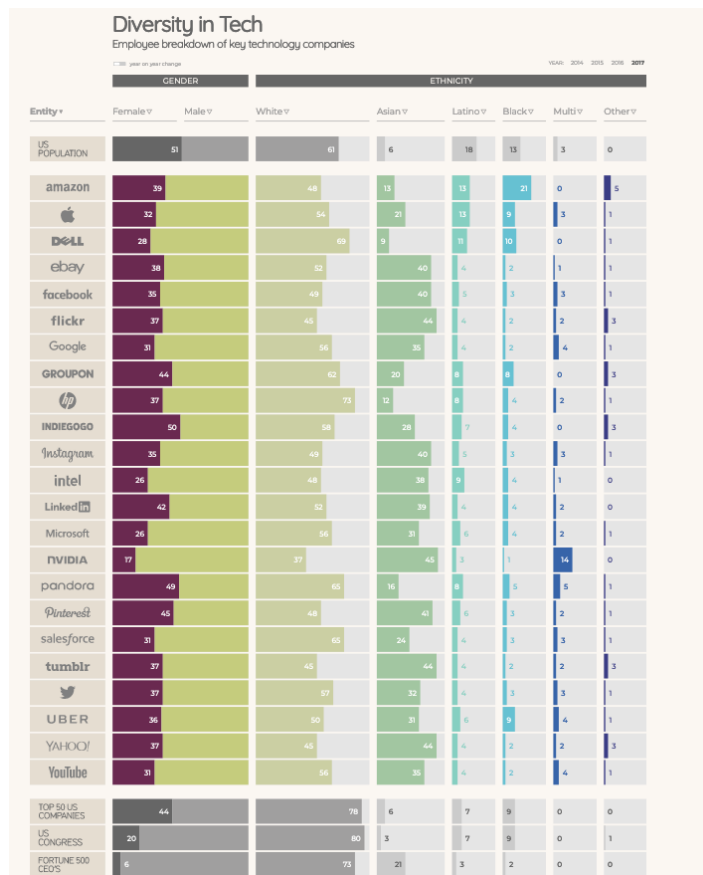
Source Article/Visualization:

[Diversity in Tech](#)

Data Source: [Company and Press Reports](#)

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

**Represent**



Fall 2021

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### Critique

I appreciate the color be used represents parts of the dataset. For an example, each ethnicity has a different color to represent their parts in the whole population for employees in key technology companies. Also displaying the logo for each company helps for easy identification. I would change the contrast between the font and background for increased readability.

### Mine

I am attempting to look for the year-on-year change and total amount of Black employees in the tech companies, Facebook, Apple, Amazon, and Google. This companies are contended as popular companies to get hired at after obtaining a tech-related degree.

### Filter

Company	2014	2015	2016	Jan-18	May-18	2015 - 2014	2016 -2015	Jan 2018 - 2016	May 2018 - Jan 2018
	Percentage of Black Employees					Change from Previous Year			
Facebook	2%	2%	2%	3%	3%	0%	0%	1%	0%
Apple	7%	8%	9%	9%	9%	1%	1%	0%	0%
Amazon	15%	15%	15%	21%	21%	0%	0%	6%	0%
Google	2%	2%	2%	2%	3%	0%	0%	0%	1%

### Stakeholders

- Who is your audience: Prospective or current Black employees of the following companies.
- What assumptions did you make: They percentage of employees are out of total employees not population. Also, that Black means African or Black American, not African Immigrants
- What visualization tool/software did you use: Tableau Online

**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

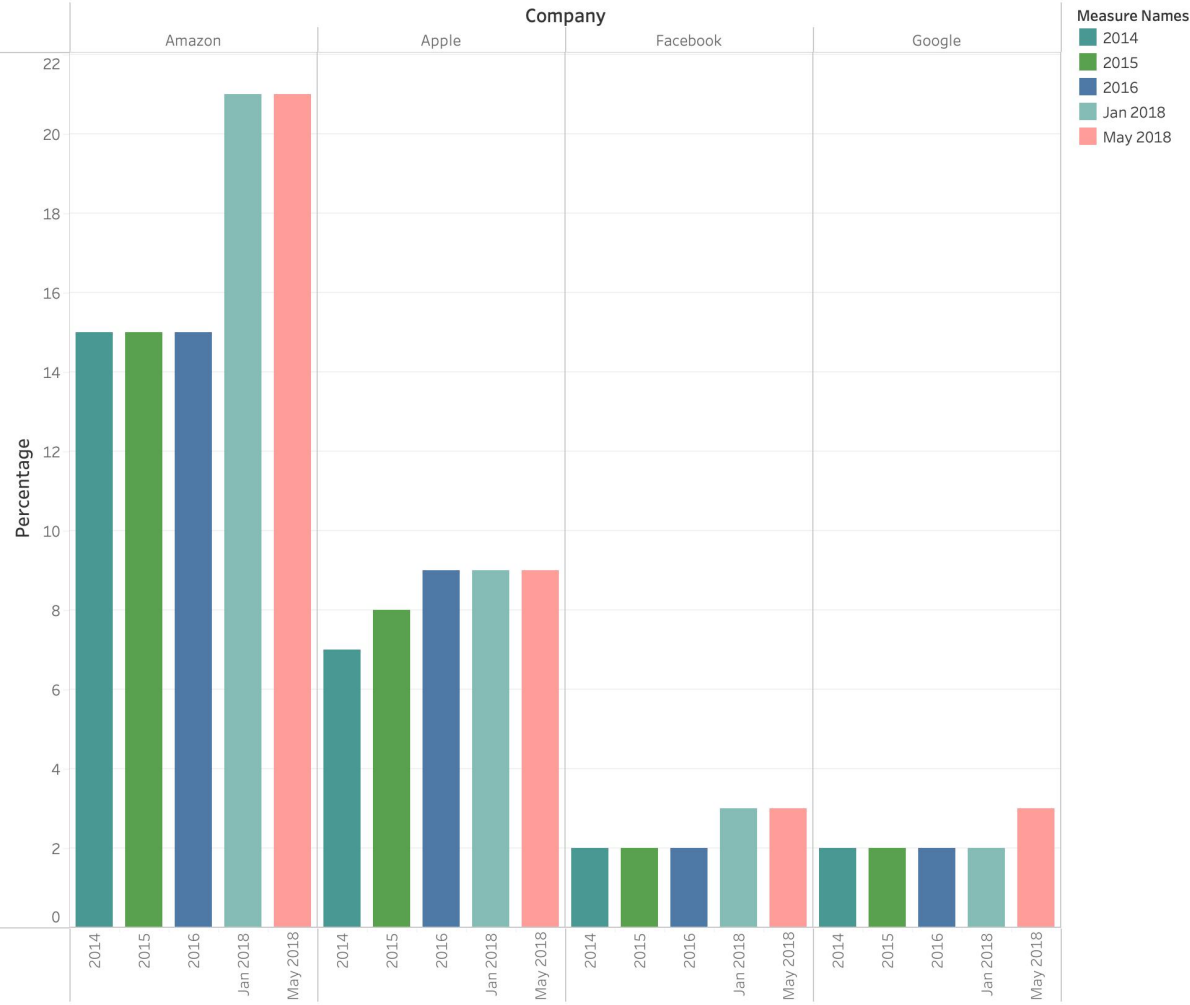
- Portrait or Landscape
- Remove the page of the layout that you DO NOT choose. No blank pages!

### 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).

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Percent Change of Black Employees



2014, 2016, Jan 2018, 2015 and May 2018 for each Company. Color shows details about 2014, 2016, Jan 2018, 2015 and May 2018. The view is filtered on Company, which keeps Amazon, Apple, Facebook and Google.

Change of Percentage of Black Employees at Facebook, Google, Apple, and Amazon.