

Sunwoo (Jennifer) Ha
Professor Crow
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ISP Reflection

During the time of ISP, I learned how to create data visualizations with D3 by reading [Interactive Data Visualization for the Web](#). In my first week, I read the first few chapters of the text and decided to create a visualization using geographic data. I thought that this would be an interesting yet challenging first attempt at creating a visualization with D3. Once I decided to make a geographic map visualization, I went to Kaggle to find United States based datasets. There were several interesting datasets on this website, but what caught my attention was dataset dedicated to Starbucks. As an avid coffee-drinker, I thought that it would be fascinating to see how the locations were distributed in the U.S. As this dataset was for all Starbucks locations world wide, I had to clean the data so that it only contained locations in the U.S. Once the dataset was cleaned, it was easy to follow the example that the author, Scott Murray, had outlined in the text. Since Starbucks' trademarked color is green, I decided to stick to a green theme. As shown on the legend in the visualization, the darker the green means that there are more locations in that state. Although my first map was pretty good, it did not take into account the population of the states. So, in order to make my visualization more accurate and complex, I decided to divide the number of Starbucks locations by the population of the state. As this would output a very tiny number, I decided to multiply the number by 10,000 to show the number of Starbucks locations per 10,000 people in the state. I also wanted to add another level of interactivity by adding the cities that had Starbucks locations. The larger the diameter of the circle, the more number of Starbucks are in that that city. Again, sticking to the green theme, I decided to make the circles green. This visualization turned out to be very intriguing as it showed that Starbucks was way more dominant in the west coast of the United States versus the east coast. Additionally, the state of Washington had the highest number of Starbucks locations per 10,000 people. This was pretty cool to see as Starbucks was founded in Seattle, Washington. I had a lot of fun creating this visualization and learned an abundance of new programming skills such as HTML, CSS and Javascript. With this project, I was able to experience how a picture could mean a thousand words and understand the power of data storytelling.