

Overall, this project was very instructive and educational. I learned a lot about how to tie together a lot of different important skills and specifically the importance and reasoning with which data visualizations must be presented.

The first step of the project involved exploring and considering datasets for analysis and making some potential arguments for projects. This was ironically the toughest part of the project for me because I found so many interesting and really fascinating data sets on Kaggle. The reason I went with the online food ordering data set was because of the breadth of the variables and also the types of data visualizations I could make with the data. Essentially, I chose it because I felt it gave me the most flexibility and had the most versatile data for analysis and visualizations of different relationships.

Once I was set on this data set, I thought about the questions and arguments I wanted to explore. For this dataset, I did some preliminary analysis and found that students were the most prominent segment in the Bengaluru area of the dataset. This naturally led me to create questions that explored the relationship between prominent demographic variables and order counts and reviews. The major factors I was considering was the reviews (if they were positive or negative) and the number of orders per segment. This led me to argue that these online food order firms should target students and also how they should market their services to maximize ratings and sales.

The creation of the visualizations themselves was relatively straightforward. I created a geoplots to show the locations of orders in Bengaluru. After this, I created two bar charts

since the data was very conducive to this sort of visualization. Finally, I had a tableau tree-map to show the breakdown of population segments. The visualizations, I felt, did a good job of painting a picture of the food ordering landscape in Bengaluru and showed how these services were driven by dependents in large families such as housewives and (primarily) students.

This project taught me how to incorporate visualizations into a broader work, in this context, a research-style poster. Specifically, I had to think about how to best make my visualizations communicate the insights and tell the story of the data. Rather than trying to make the visualizations tell the story that I wanted, I explored the data and used the overarching elements of the visualizations to create and support my arguments.

In the future, I need to take care to ensure that visualizations aren't just being added to take up space or to make the work seem more complete but that their inclusion is always to convey an important message or point that would be more difficult to convey non-visually or numerically.