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Data Visualization 300  
Post Mortem

**DISCOVERY**  
  
**1. Whom does your visualization serve?**

This visualization serves those who want to investigate the distribution of crimes in the city of Seattle. This visualization is specifically targeted to those who want to acquire property or rent housing in the city of Seattle.

On the personal note: I have relatives moving to Seattle from Taxes. This visualization will be a good tool for them to assess the crime map in the city of Seattle.  
  
**2. What is the visualization meant to tell them?**

The visualization is designed to visually place location of the crimes on the map to show locations in the city of Seattle that are ‘safer’ to live in.  
  
**3. What specific action(s) should the visualization drive? [I.e., What would happen if this report didn’t exist?”]**

Not having this visualization (or report) may result in the selection of the dwelling area that has high crime rate, therefore is relatively ‘unsafe’ to live, as well as influence the housing price.  
  
**EVALUATION**  
  
**4. How does the visualization effectively convey the message? [I.e., Which Visual Best Practices or Cognitive elements did you use?]**  
  
The visualization presents a map with the crimes that happened within the last two years plotted. The crime events can be filtered by police precinct, police beat, police district, and etc. Additionally, by clicking on the row that corresponds to the crime on the map, the menu is presented allowing to show the location of the crime or the location of the closest police precinct on the Google maps. Clicking on the crime location on the map will also filter the tabular data to present the record corresponding to the crime.  
  
**5. How does the visualization effectively support the desired action?**  
  
This visualization allows finding areas with less crimes by using discovery process through the application of the set of filters. All the filter changes are reflected in the map and update the count of crimes label. The map is the most effective tool to show the crime locations.  
**REFLECTION**  
  
**6. Why did you develop this visualization?**  
  
Developing this visualization presented an opportunity to exercise the skills acquired in the Data Visualization program, build a tool for my relatives to explore the crime situation in the city of Seattle, and finally, to fulfil the requirements for the class.

Additionally, experimenting with interactivity of the dashboard allows me to build a better business case for my management to invest in Tableau infrastructure. Currently, the only type of visualizations that exist at work is Excel and PowerPoint.   
  
**7. How can you apply what you learned in the future?**  
  
Possessing Tableau and data visualization skills allows me to be more efficient and knowledgeable in data visualization. Specifically, utilizing Tableau’s ability to work with multidimensional data will allow me to build better visualizations. The knowledge of data visualization theory will make me tool-independent, allowing me to work with any data visualization tool and produce effective graphics.

P.S. I have zero artistic skills, but even not having those will not preclude me from utilizing data visualization tools to build maybe simple, but effective visualizations.  
  
**8. What would have done differently with hindsight?**  
  
Originally, I was looking at the real-life retail dataset. I was not able to find any feasible size and complexity dataset to work with in the class. As such, I selected Seattle crimes dataset to work with. I work in sort of retail (customer requests/scheduling/and delivery of goods and services in the airplane industry), so working with any of the retail datasets would yield greater benefits for me. Given an opportunity to start the project over, I would start looking for a data set earlier to find the retail data set to work with and dedicate more time on exploring artistic side of the visualizations.