Visual Design Basics & Tableau.

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Q1. Visualization to review:

Forbes Highest Paid Athletes In 2023:

Forbes Highest Paid Athletes In 2023 | #Makeovermonday '24 Wk 4 | Tableau Public

Q2. Review the visualization:

Checking the visualisations with below essential components:

1. **Text Review**
    - **Are the title and text descriptive enough?**
        - The title "Forbes Highest Paid Athletes in 2023" gives a clear understanding of the subject matter. It immediately indicates that the visualization will focus on the earnings of athletes in a specific year. (+)
    - **Are there text labels?**
        - Effective text labels (like names of athletes, their earnings, and sports categories) are labelled to give users context immediately (+).
        - You need to hover over each sports star, this makes it hard to decode all together (-)
    - **Does the text portray any redundant information?**
        - There are too many labels or repetitions (e.g., an athlete's name and sport are labelled multiple times unnecessarily), that clutter the view. (-)
2. **Colour Scheme**
    - **What does the colour scheme signify?**
        - The colour scheme does represent different sports or athlete categories against the triangle image showing proportional representation. (+)
        - The colours do not link endorsement income vs. salary/winnings, so cannot distinguish between these data points. (-)
    - **Are there more than five colours?**
        - There are 8 colours to represent each sport, more than the rule of thumb. However, they do have a distinct and clear purpose, so is okay. (+)
    - **Does the colour scheme make sense?**
        - Colours are not **analogous** (similar hues) for data that is related or **complementary** (opposite hues) for contrasting categories. The colours are random, making the visualization harder to interpret.
    - **Is the darkest colour representing the most important information?**
        - Darker colours do not represent higher earnings or more prominent athletes. Inconsistent and random use of colour intensity could confuse viewers. (-)
3. **Other Considerations**
    - **Are different sizes used?**
        - Visualization uses proportional representation in a triangle at the top to show number of top sports earners for each sport they represent. (+)

    - Visualization does not use size to represent amount the sports star earns. (-)
- **Are there groupings in the data that can be portrayed through colour, size, or position?**
    - Grouping by **sports** (soccer, basketball, etc.) are the only grouping represented. Could also be grouped by **income type** (endorsements, salaries) through colour or positioning is crucial for making the data easier to digest. (-)
- **Is there enough whitespace?**
    - There's reasonable use of whitespace. (neither + nor -)
- **Is the visualization accessible?**
    - The text is readable, and the colours are clearly distinguished. (+)
- **Does the visualization teach you something?**
    - The visualization does impart some insights immediately, such as "Basketball players dominate the top earnings". (+)
    - The visualisation does not teach me about other subjects matter immediately, such as "Endorsements make up a large part of athlete income," which would require further data mining on the visualisation to understand. (-)

Q3. Improvements:

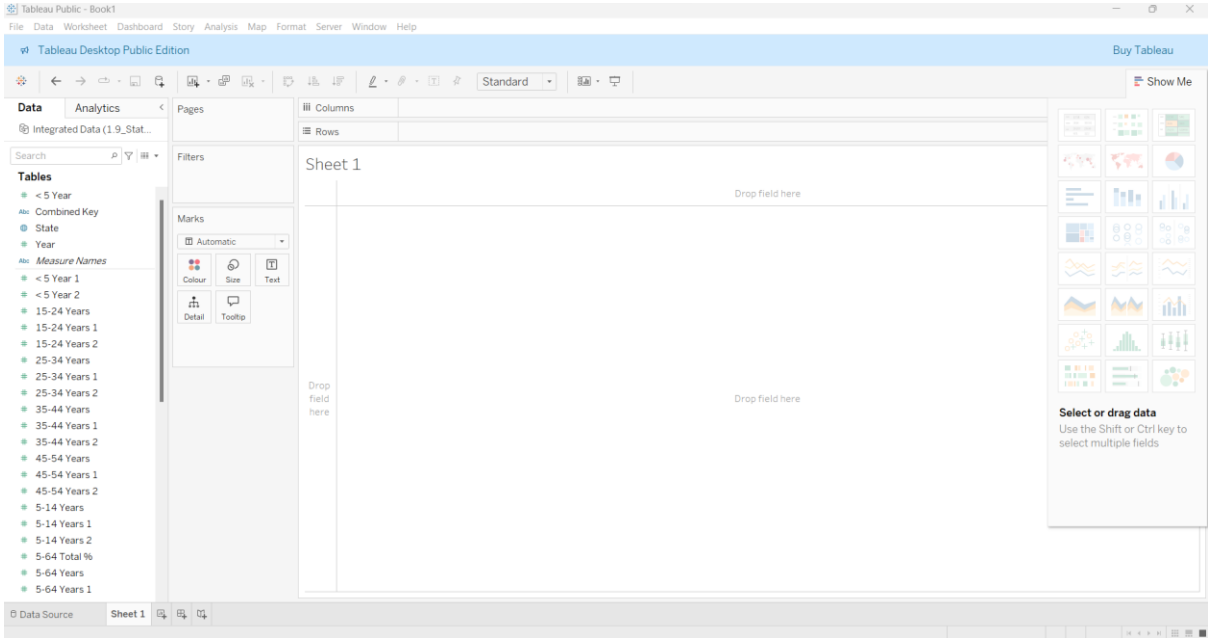
Component improvements available to the designer:

- The goal of the visualisation should be not just the earnings but also how distinct categories of athletes compare, or to highlight some key insights (like surprising figures), the title could be enhanced for more impact, e.g. "Top-Earning Athletes of 2023: Sports Stars Who Made the Most" or "Comparing the Highest Paid Athletes in 2023" would make it more engaging.
- To make the labels to add more clarity and avoid redundancy, I would remove some, i.e. listing "Soccer" next to Lionel Messi several times when it can be inferred once could be trimmed down.
- A visualization could effectively use size to represent the amount each sports star earns, with the size of each element (such as circles, bars, or bubbles) being proportional to the athlete's earnings. This would allow viewers to quickly gauge the earnings of each athlete immediately, where larger sizes would correspond to higher earnings, providing a clear visual hierarchy.

Q4. Additional Points:

- Grouping athletes by income type—such as endorsements and salaries—this would enhance the clarity of the visualization. This can be achieved using colour coding or strategic positioning within the visual layout., e.g. Each income type could be assigned a specific colour. I.e., blue might represent endorsement earnings, while green signifies salaries.

Q6. Tableau to connect to your data:



- **Dimensions**: Combined Key, State, Year
- **Measures**: All age groups for number of deaths, population count and percentage of deaths.