

CGT 270 Data Visualization  
Makeover Monday #2 (2019 Dataset)

**Name:** Chia-Hua Lin

**Date:** October 27<sup>th</sup>, 2021

**Lab section:** Wednesday

**Show your work!!!**

**Acquire**

Week: 36

Date: Sept 2

Year: **2019**

Data: YouGov

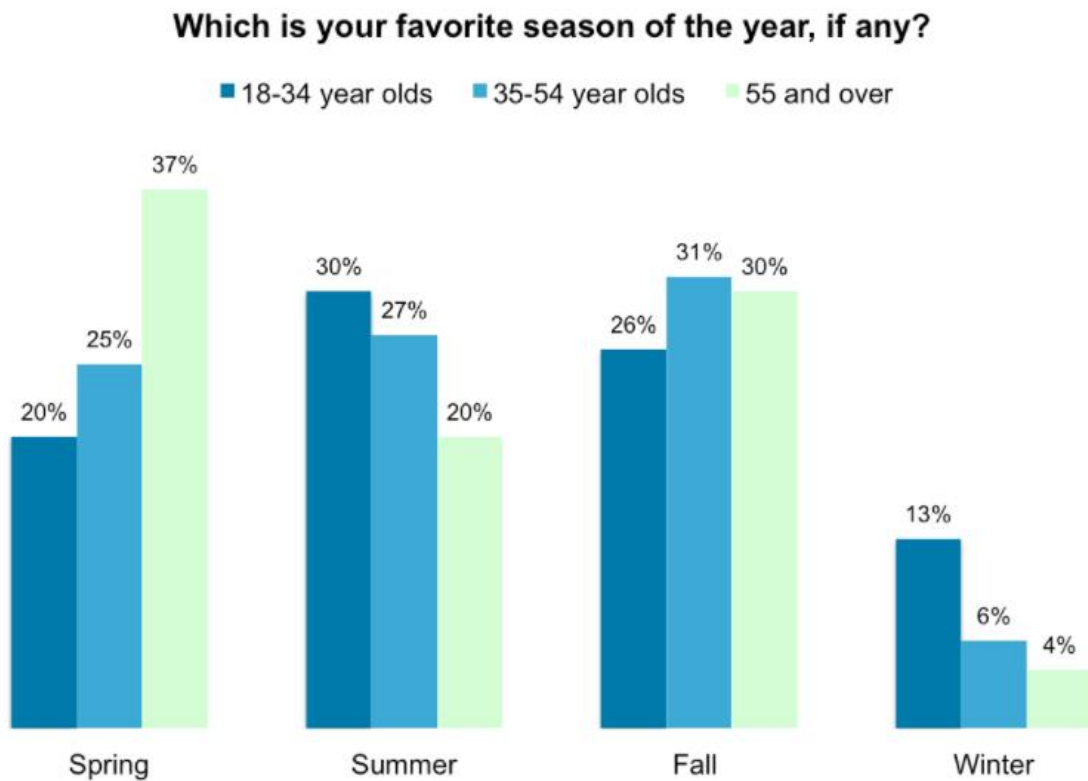
**Source Article/Visualization:** Fall is favourite season for most Americans

Fall is favorite season for most Americans

Data Source: YouGov

<https://www.makeovermonday.co.uk/data/data-sets-2019/>

**Represent**



**Critique**

I like the simple aesthetic and how it communicates what it needs to and not anything extra. I feel like there could be other chart formats to display the same data so it makes more sense. I was also confused because after adding the numbers, each age range only totals to around 90%, so I want to investigate

CGT 270 Data Visualization  
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what went on. I also like how the color palette somewhat implies a sense of order for the three age ranges, since it's true that there is some order with the age ranges.

The category that the original visualization falls in is the Data Visualization category, being a bar chart. It is an overview because it gives more of a summary of the data without many details being accessible. It uses convergent thinking because the visualization is produced with the goal of creating a bar chart to answer the question of "Which is your favourite season of the year?" instead of creating a visualization for the purpose of exploring it.

### Mine

Which seasons are more popular, and what proportion of age ranges like them?

### Filter

**Show** (display, list, make it visible) the filtered data.

	<span>T</span> age_group ▾	<span>T</span> season ▾	# preference_value ▾
1	18-34 year olds	Spring	0.2
2	35-54 year olds	Spring	0.25
3	55 and over	Spring	0.37
4	18-34 year olds	Summer	0.3
5	35-54 year olds	Summer	0.27
6	55 and over	Summer	0.2
7	18-34 year olds	Fall	0.26
8	35-54 year olds	Fall	0.31
9	55 and over	Fall	0.3
10	18-34 year olds	Winter	0.13
11	35-54 year olds	Winter	0.06
12	55 and over	Winter	0.04

### Stakeholders

- Who is your audience? What assumptions did you make? What visualization tool/software did you use?
  - My audience is everyone that is generally curious about the popularity of seasons, so it is pretty wide and involves a big age range.
  - Since it doesn't have the raw data and instead only has the final aggregated data, I am unable to answer my earlier question about why each age range only adds up to 90%. I am going to assume that the omitted answers are either blank, invalid, or some variation of "I don't like any of the seasons", and that is the reason why they were not represented in this bar chart.
  - I used Tableau as my visualization tool.

**What to submit:** This document in PDF format only (if you do not know how to do this, ask).

CGT 270 Data Visualization  
Makeover Monday #2 (2019 Dataset)

**Refine (Makeover – Landscape view)**

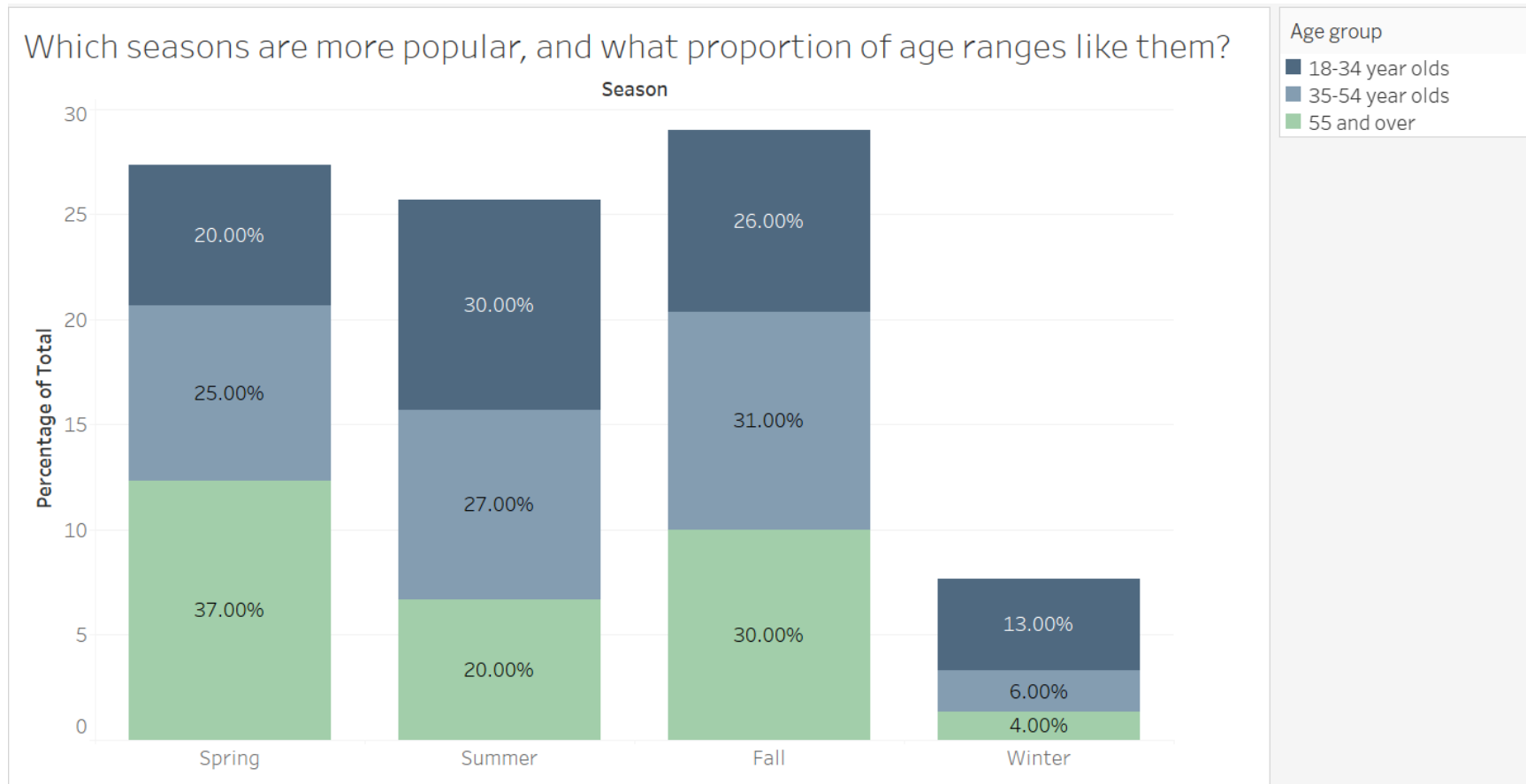


Figure Caption. The percentage of the total sample that likes each season in a stacked bar chart split in age ranges.

CGT 270 Data Visualization  
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**Resources**

Data Visualization Checklist:

[http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist\\_May2016.pdf](http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf)

How to give constructive criticism:

<https://personalexcellence.co/blog/constructive-criticism/>

Sample Makeovers

<https://www.makeovermonday.co.uk/gallery/>

**Grading Rubric**

<b>Excellent (21-25 pts)</b>	<b>Good (10-20 pts)</b>	<b>Fair (5 – 9 pts)</b>	<b>Needs Improvement (0 – 4 pts)</b>
Meets <b>ALL</b> or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Meets <b>MOST</b> of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Consistently meets <b>SOME</b> of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Little to no evidence of the understanding of the data visualization process.  Lackluster makeover or no makeover.  Little effort.