

Case Study

Data Management and Visualization



SoftEng
<http://softeng.polito.it>

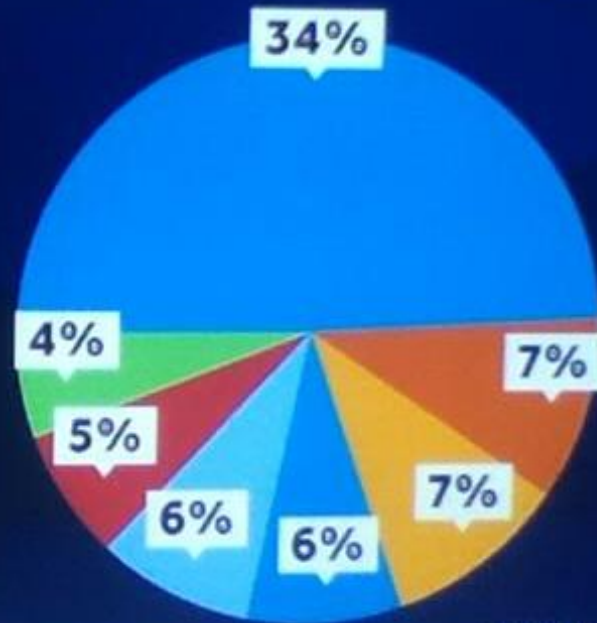
Version 1.0.0
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Case study

WHICH NFL TEAM IS YOUR FAVORITE?

- PANTHERS
- COWBOYS
- PACKERS
- PATRIOTS
- STEELERS
- REDSKINS
- BRONCOS



SOURCE: PUBLIC
POLICY POLLING

WXII
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Assessment

- Question:
 - ◆ Is there one (or more) question addressed by the visualization?
- Data:
 - ◆ Is the data quality appropriate?
- Visual Integrity:
 - ◆ Are the visual features appropriate?

Visual Integrity

- **Proportionality:**
 - ◆ Are the values encoded in a uniformly proportional way?
- **Utility:**
 - ◆ All the elements in the graph convey useful information?
- **Clarity:**
 - ◆ Are the data in the graph identifiable and understandable (properly described)?

Question

- What are the most popular/favorite NFL teams in our audience?

Data

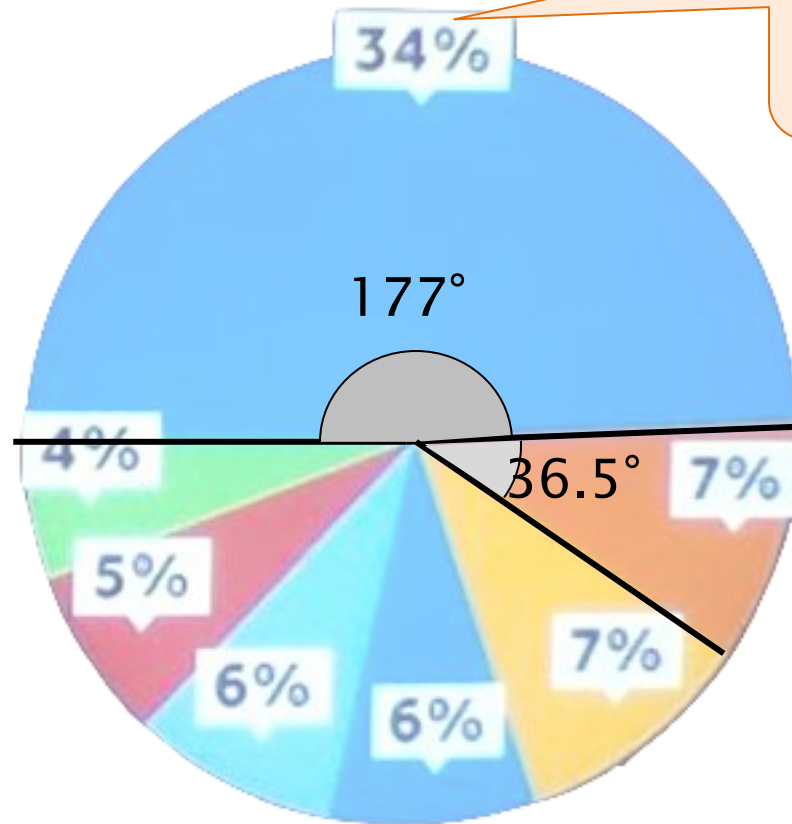
WXII-TV is an NBC-affiliated television station serving North Carolina: home of Panthers

Team	Preferences
Panthers	34%
Cowboys	7%
Packers	7%
Patriots	6%
Steelers	6%
Redskins	5%
Broncos	4%
Total:	69%

Full data

Team	Preferences
Panthers	34%
Cowboys	7%
Packers	7%
Patriots	6%
Steelers	6%
Redskins	5%
Broncos	4%
<i>Other</i>	31%
Total:	100%

Integrity – Proportionality



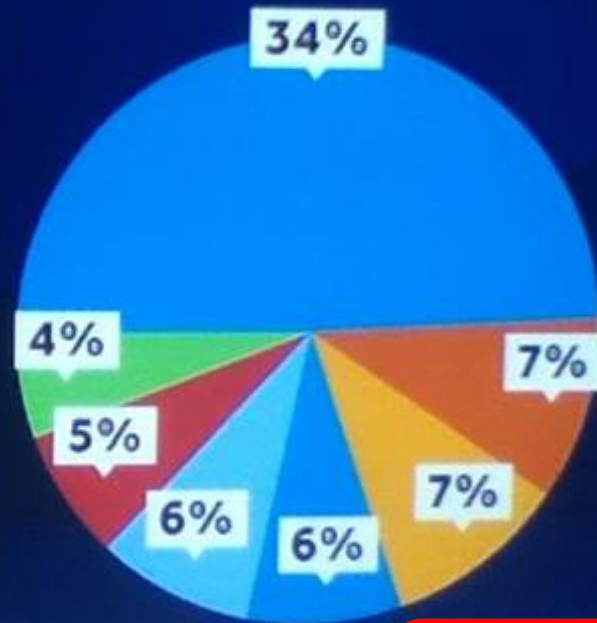
34% corresponds to 50% of the pie!

$$\begin{aligned} 177 / 36.5 &= 4.8 \\ 34 / 7 &= 4.8 \end{aligned}$$

Utility

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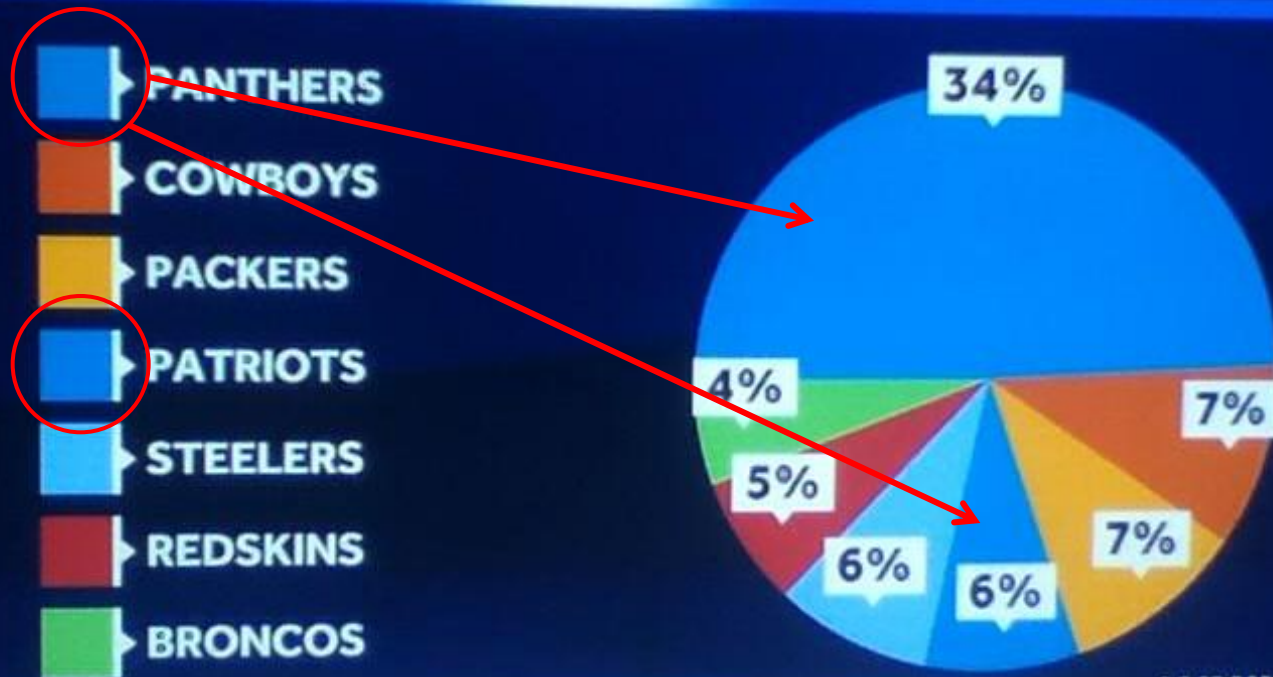


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Clarity

WHICH NFL TEAM IS YOUR FAVORITE?

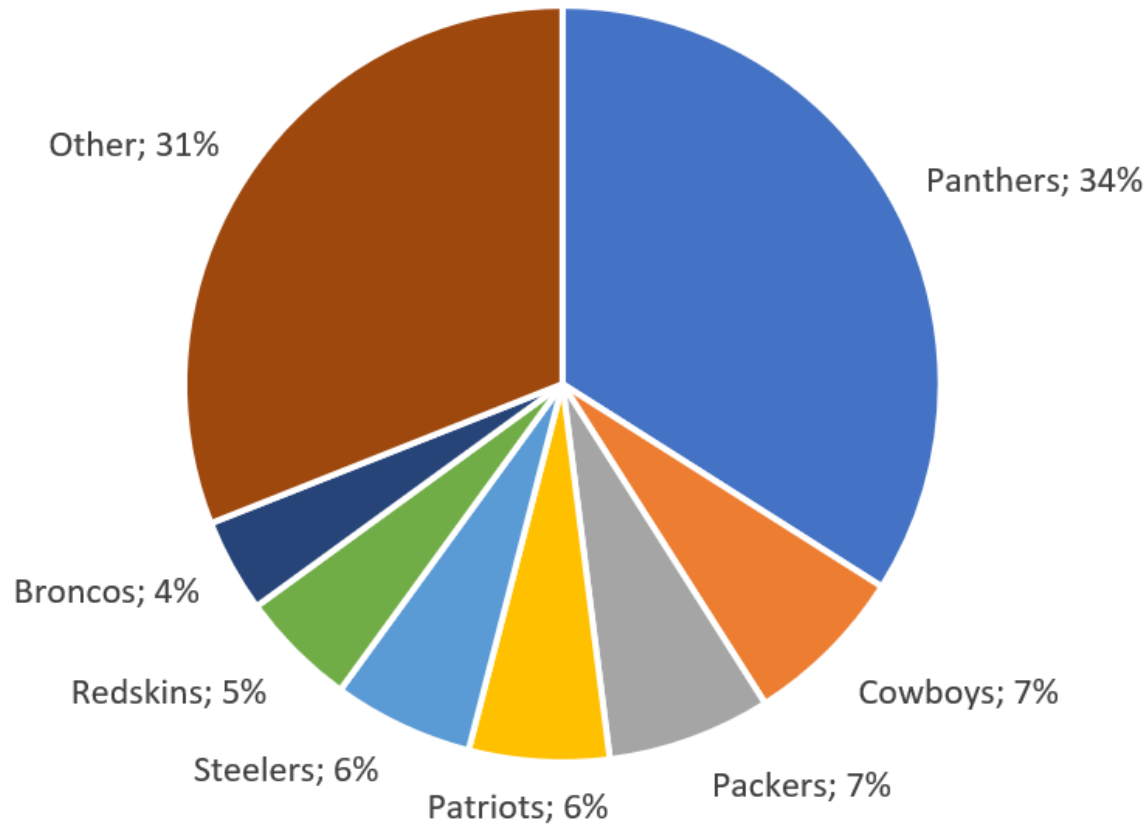


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Redesign #1

Preferences



Redesign #2

Favorite NFL teams in our audience

