**MIS5101 Assignment: Data Visualization**

Create an original data visualization based on a scenario and a data set from the Temple Analytics Challenge, a University-wide data visualization contest. You will have the choice of three scenarios:

1. NBC Universal Challenge: Finding Hotspots for Election Spending
2. Lockheed Martin Challenge: Reducing Employee Insider Threats
3. Merck Challenge: Understanding a Corporate Move’s Impact

A full description of each scenario and where to get the data are posted to the Challenge site (<http://ibit.temple.edu/analytics/> ).

The assignment is due on October 30, and the deadline for entering the contest is also October 30 (11:59pm). **You should also enter the contest – you could win exciting prizes!**

**Guidelines for the Assignment (for the course)**

* You should work in teams of 3-4 – each member of the team will receive the same grade.
* You will complete the two deliverables for the challenge (both clearly displaying the names of your team members):
  + The graphic (or series of graphics) as a PDF.
  + A brief summary of no more than one page explaining your graphic and why you think it is effective – also as a PDF.
* Your deliverables should be emailed, as two attachments, to your instructor with the subject:

**5101: Data Visualization Assignment**

* The email must be sent by October 30, 2014.

***If you do not follow these instructions, your assignment will be counted late.***

**Entering the Challenge (for the contest)**

* It’s easy – there’s nothing more you have to do to your submission beyond the assignment.
* Double-check the submission guidelines at <http://ibit.temple.edu/analytics/> .
* Email both your graphic and your summary by 11:59pm on October 30, 2014 to [ibit@temple.edu](mailto:ibit@temple.edu) with the subject line “Entry for Analytics Challenge”.

**<INSTRUCTIONS CONTINUED ON NEXT PAGE>**

**Evaluation**

For the course, your visualization will be evaluated using several factors:

* **Clarity** (how well the graphic stands on its own without additional explanation).
* **Novelty/creativity** (originality of thought; surprising way of approaching the data).
* Provides **meaningful insight** into the data.
* **Integration** of multiple data sets to yield new insights.
* **Utility of the visualization** in aiding decision making.

These are also the criteria for the contest, so the better you do on the assignment the better your chances of winning!