**MIS2502 Group Project: Data Visualization (a.k.a. Assignment #6)**

**(Due October 28)**

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. [Merck Challenge](http://ibit.temple.edu/analytics/ebola/): Will an Ebola vaccine change world heath?
2. [Pennsylvania Ballet Challenge](http://ibit.temple.edu/analytics/cultural-institutions/): Who is the best audience for cultural institutions?
3. [QVC Challenge](http://ibit.temple.edu/analytics/tvanddigital/): Can TV and digital jointly increase sales?

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 28**, and the deadline for entering the contest is 11:59 P.M. on October 30, 2015. **You should really enter the contest – you could win up to $2,500!**

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

* You should work in teams of no more than three – 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 description of no more than one single-spaced page explaining your graphic and why you think it is effective - also as a PDF.
  + The name of the challenge, all team members’ names, and their AccessNet IDs (not TUIDs) must be clearly displayed on the graphic and the one-page description.
* Your deliverables should be emailed, as two attachments, to your instructor (Jing Gong, [gong@temple.edu](mailto:gong@temple.edu)) with the subject:

**2502: Data Visualization Assignment**

* **One email per team is fine. In the email, kindly CC your teammates on your submission to avoid confusion.**
* The email must be sent by the start of class the day the assignment is due (**October 28, 2015**).
* Please note: emailing me **is not the same** as entering the contest.

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

**<INSTRUCTIONS CONTINUED ON NEXT PAGE>**

**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/challenge-guidelines/>.
* Email both your graphic and your summary by 11:59 P.M. on October 30, 2015 to [ibit@temple.edu](mailto:ibit@temple.edu) with the subject line “Entry for Analytics Challenge”.
* Whether or not you win, you’ll get 50 portfolio points ***for entering the contest***. You only earn portfolio points ***if you enter the contest.***
  + A bonus point will be added to your final course grade if you are one of the finalists

**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!