

## Data Visualization

### Free Form

### Project Proposal

For this project, I have chosen the topic of cigarette smoking and its impacts on people as well as the environment. I would like to explore a range of related aspects such as smoking trends overtime, death rates, demographic data (categories such as age, gender, geographic location), health impacts such as lung cancer rates, average prices over time, legal aspects such as cigarette smoking bans and tax rates as well as the environmental impact . Using this data, I would like to address certain questions such as “what are the health impacts of smoking on smokers as well as non-smokers?”, “how have smoking trends changed over time with the changes in laws and implementation of taxes, etc.?”, “how does the economic state of a country as well its population affect smoking trends?”, “how does smoking contribute to environmental pollution (deteriorating air quality, micro plastic pollution)?”, “how is cigarette smoking different from vaping in terms of popularity and impact?”

I want to present this data in an interesting as well easily comprehensible manner such that it may communicate the subject matter to a larger audience comprising of cigarette smokers as well as non-smokers in order to spread awareness about the issues related to smoking. I want to present the data as either a series of interactive graphs or an accordion booklet that walks the reader through the data sequentially with the help of interesting and easy-to-read graphs.

ALternatively, I could also present all the data in a single graph or 2 larger graphs that may share the same timeline and plot data points for the different aspects- smoking trends by age, gender, country, etc- in one graph and other related aspects such as health effects- lung cancer rates and deaths- on another graph. For economic and legal aspects, I would want to depict at least related aspects such as total cigarettes sold per year or number of people that smoke and prices or tax rates on a single graph so that the correlation between these related topics may be more clearly communicated. For instance, it is obvious that smoking rates would have decreased with an increase in taxes on cigarettes, but to what extent and by how much the rates reduced by a certain increase in taxes is what I would want the data to more accurately convey.