Philippines COVID-19 Performance
Francis Ilustre

Dashboard link to single-frame viz: https://tabsoft.co/3uVvmuG

Design Choices: I chose a "dark mode" color theme to make it easier for the eyes because the audience will be at least 35 years old. A line graph was used to visualize the trend of new cases to easily see where the second wave of infections occurred. The x-axis of the "new cases" graph was set per quarter to easily compare with the graph of the Philippine Economic Indicators (Real Sector) which is also set on a per quarter basis. An unstacked bar graph was chosen to indicate the progress of vaccination for each ASEAN country with a green color to indicate a completed vaccination (fully vaccinated). Beside the bar graph is the "vaccinated (at least one does) per 100k" to supplement the bar graph in visualizing how well each country's vaccination program is performing.

Original Project Proposal

Executive Summary:

For a few months prior to March 2021, the Philippines decided to slightly re-open businesses as long as they follow guidelines. The reason was to reduce the economic damage from restrictions since March 2020. A year later, metropolitan areas came back to lockdown. March 2021 recorded the highest number of cases so far, partly due to the emergence of a new COVID-19 variant that is more infectious. The only hope is to vaccinate the majority to obtain herd immunity. However, citizens are left wondering about the performance of the vaccination program as publications only show the number of doses administered.

Why

- **Goal –** To create single-frame infographic displaying the performance of the vaccination efforts of ASEAN countries to give the audience an overview of the Philippines is performing with respect to its closest neighbors.

- **Intended Outcome –** To inform the audience of the Philippine's performance in its efforts to obtain herd immunity.

Who

- **Stakeholder –** The private sector in the Philippines.

- **Audience –**
  - **Quantitative Audience Snapshot –** the medium-income and high-income social class of the Philippines, making up 41.4% of the population.

  - **Qualitative Audience Snapshot: Persona 1: High-Income Class: Greg**

Persona 1: High-Income Class: Greg	
  I want an alternative source of information about the performance of ASEAN countries in combatting the COVID-19 pandemic. The current publications are difficult to read. Lance owns big corporations in the several ASEAN countries and cannot plan ahead for the eventual re-opening of his businesses due to the lack of a high-level view of the vaccination effort's performance.	**Role:** Vice-president of a holdings company which controls companies in manufacturing, food, banking and air transportation in several ASEAN countries. **Age: 62** **Gender: Male** **Education: BS Management Engineering, MBA** **Goals:** - He wants his companies to be prepared for the eventual re-opening of the private sector's normal operations. - He is fighting for his companies' survival during this economic downturn. **Challenges and Needs:** - He wants to estimate how much longer it will take for the majority of each ASEAN country's population to be vaccinated. - He wants to adjust the finances of his companies depending on his estimate. - He wants to know if he needs to extend the survival mode of his companies' finances or to slowly start projects to be prepared for the re-opening of the private sector's normal operations. - He doesn't have a lot of time to explore data; he wants a one page report **Context:** - He's currently working from home using his laptop.

Persona 2: Middle-Income Class: Janet	
  I want to know the performance of the Philippines in combatting the COVID-19 pandemic. The current publications just states the daily infections and deaths. Janet is a manager in a marketing firm and is a mother of two. However, the firm needs to close temporarily. She has the option of purchasing vaccines once supplies become available instead of waiting for the government to provide them for free.	**Role:** Manager in a marketing firm catering to companies in the food and service industries. **Age: 38** **Gender: Female** **Education: BS Marketing Management** **Goals:** • She wants to make sure her family's finances can be stretched until the private sector returns back to normal operations. • She wants to get a high-level overview of how her country is doing in terms of achieving herd immunity to get the economy rolling again. **Challenges and Needs:** • She wants to determine if working in a different company post-vaccination is a pragmatic decision. • She wants to know approximately how much longer her children need to stay at home for their own safety. **Context:** • She's currently working from home using his laptop. • She likes to read charts and graphs instead of just numbers.

- **Subject Matter Experts –** Other data analysts studying COVID-19 datasets.

What

- **Data Source -** Our World in Data
- **Data Quality -** Data on vaccinations against COVID-19 are collected by the Our World in Data team from official reports.
- **Data Timeliness -** The dataset is updated daily.

How

- **Information –** For each ASEAN country, display how many citizens are fully vaccinated as a percentage of the total population with reference lines for the estimated herd immunity percentage as stated by the World Health Organization. The reason why other ASEAN countries are included is to have a healthy comparison of each country's vaccination programs.

- **Format –** single page infographic in PNG format

- **Presentation Vehicle –** Desktop, laptop, tablet and mobile phone

Challenges

- The dataset highly relies on official reports by the national governments. The accuracy of these reports can no longer be audited from the dataset.

- The audience might also want a graph on the economic performance of the country, but this would be from a different data source. I might need to learn how to use two data sources in one Tableau workbook.

Reflection:

The audience also needs to know how well the economy of the Philippines is doing. The originally chosen dataset does not contain this data. As such, an additional data source must be added. I chose the dataset from the central bank of the Philippines (Bangko Sentral ng Pilipinas) as the reliable source for economic data.

From feedback gathered, the bar graph to indicate the progress of each country's vaccination program was insufficient. As such, vaccination (at least one dose) per 100k was also included to supplement the bar graph in visualizing how well the country's vaccination program is performing.

I have realized that getting feedback early and often is very important. I have also learned that the visual form (structure, appearance & harmony) are important to get the attention of the audience. Aligning objects in the dashboard is very challenging and therefore, more training on this subject matter is needed for my improvement.

The title was also changed from "ASEAN COVID-19 Performance" to "Philippines COVID-19 Performance" since the audience is from the Philippines and the additional data from other ASEAN countries were only meant to be a reference.