

Dataviz exam simulation - Practice 11

11 January 2022

Analysis

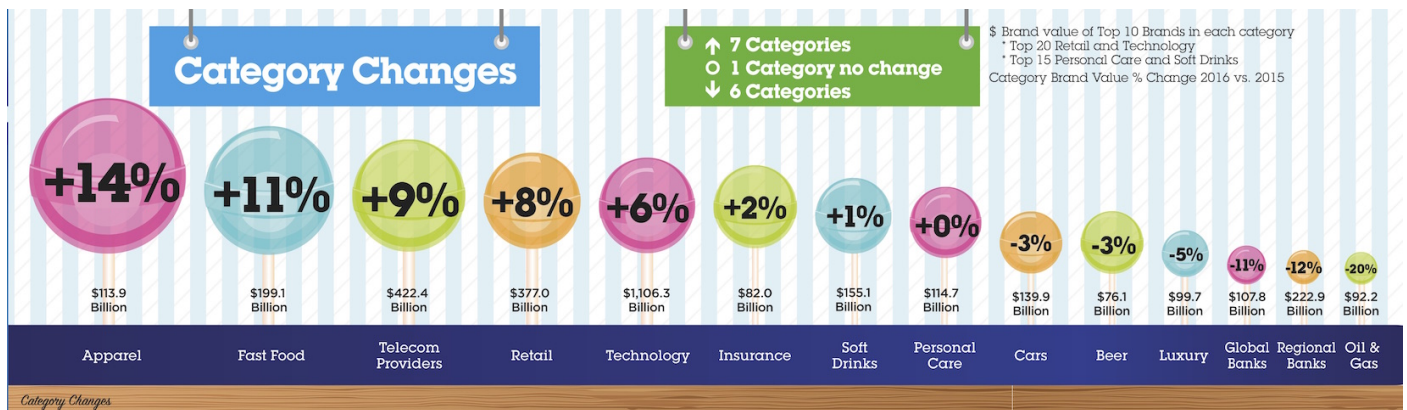


Figure 1: BrandZ

Analyze the above graph according to the following criteria.

Question

Is it clearly defined one of more questions addressed by the visualization?

Data

Is the data quality appropriate?

Accuracy:

Completeness:

Consistency:

Currency:

Credibility:

Understandability:

Precision:

Visual

Are the visual features used in a proper way?

Visual integrity should be assessed with reference to the following aspects.

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 clearly identifiable and understandable (properly described)?

Design

Design the visualization based on the following data structure.

Field	Dim./Measure	Description
Category		
Percentage		
Value		

Design schema

Schema	Description
Rows	
Columns	
Type	
Color	
Size	
Label	

Sketch of the resulting graph