Dataviz exam simulation - Practice 11

Analysis

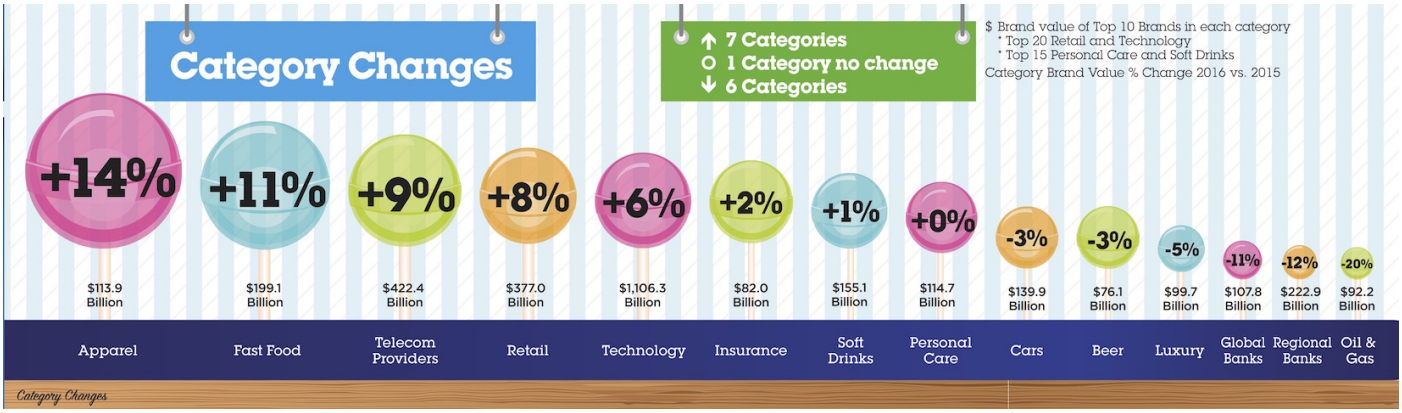

Figure 1: BrandZ

Analyze the above graph according to the following criteria.

Question

Which one of the following questions represents the purpose of this visualization?

- What is the change in the value of some categories of brands from 2015 to 2016?
- What is the absolute value of some categories of brands in 2015?
- What is the trend of the value of some categories of brands over several years?
- What is the category of business associated with the highest revenues?
- What is the most representative color associated with some categories of brands?

Data

Is the data quality appropriate? Select true answers only.

- The values associated with each category are too similar to be accurate.
- The data is accurate because percentages and absolute values are appropriate for this task.
- The data is not complete because the absolute value does not refer to the overall value of the category.
- The data is complete because all possible categories of brands have been reported.
- The data is consistent as similar categories of brands are considered.
- The data is not consistent because only the top 10/15/20 brands are considered.
- The data used in this visualization has been collected before 2015.
- The visualization clearly explains what are the sources of the data.
- Understandability is not appropriate because the text explaining the data is not very clear.
- Precision is not appropriate, percentages should have two decimal digits at least.

Visual

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
Category	
Percentage	
Value	

Design schema

Schema	Description
Rows	
Columns	
Type	
Color	
Size	
Label	

Sketch of the resulting graph

Theory

If a variable represents heights of people and a data point is "0.002 km", we are observing an issue of:

- Precision
- Accuracy
- Understandability
- Consistency
- Completeness