

# Dataviz exam simulation - Practice 11

## Analysis

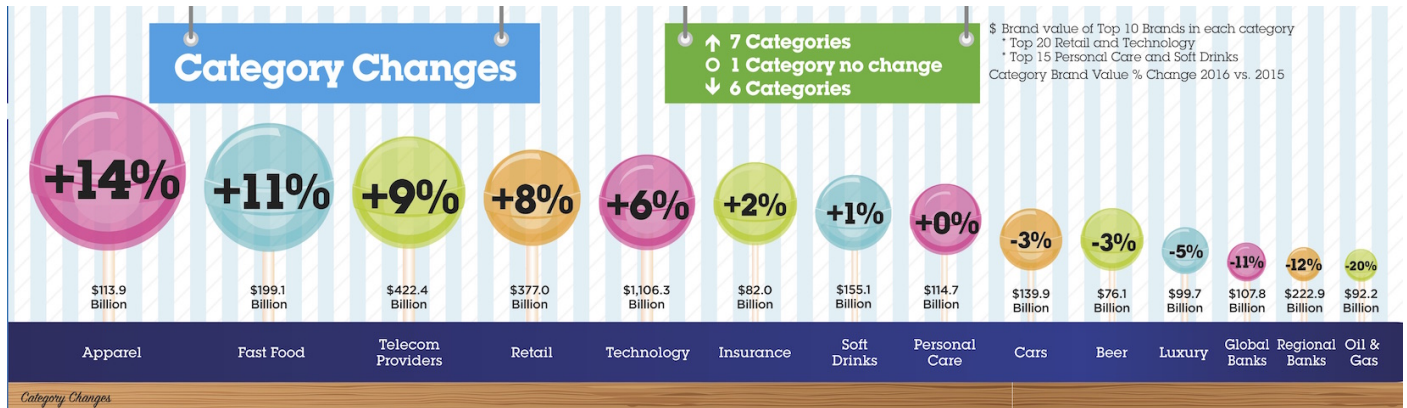


Figure 1: BrandZ

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 accuracy cannot be verified because the visualization does not cite sources or methodology.
- The data is not complete because it reports only the top brands in each category rather than the full category total.
- 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 different categories aggregate different numbers of top brands (10/15/20).
- The data used in this visualization has been collected before 2015.
- The visualization clearly explains what the sources of the data are.
- Understandability is not adequate because the explanatory note about top brands is easy to miss and does not clearly define what the values represent.
- Precision is not appropriate; percentages should have at least two decimal digits.

### 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