

Dataviz exam simulation - Practice 11

Analysis

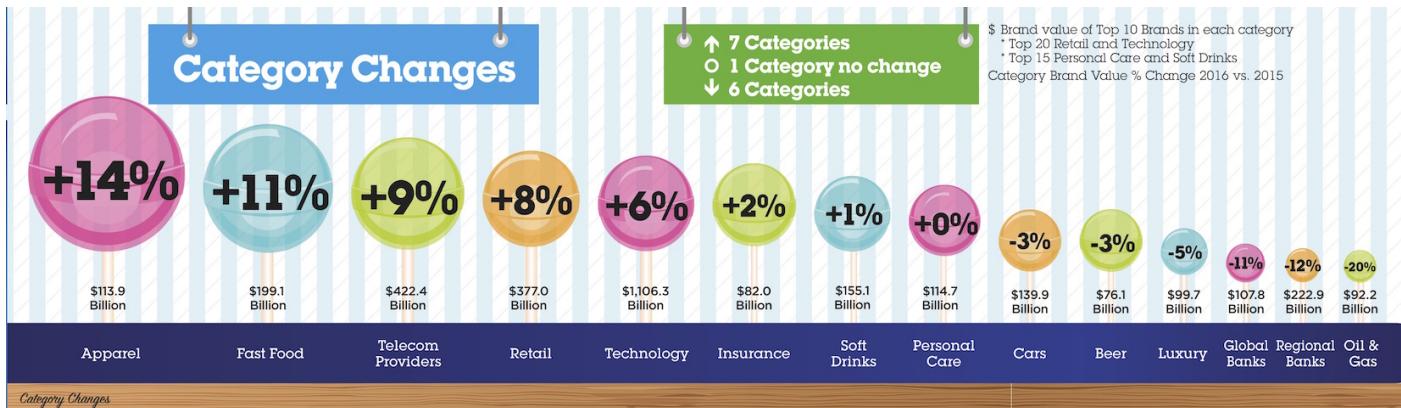


Figure 1: BrandZ

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