
Virtual Classroom - Google Chr...
s.ampetus.com is share...
is sharing your screen.
Stop sharing
Hide
28°C Partly cloudy
ENG
7:47 PM
12/2/2021

Webinar 1

Case Studies

On

“Choosing an Effective Visual”

nowledgement: Storytelling with data by Cole Knaflic

Webinar 1

Case Studies

On

“Choosing an Effective Visual”

nowledgement: Storytelling with data by Cole Knaflic

Webinar 1

Case Studies

On

“Choosing an Effective Visual”

Credit Acknowledgement: Storytelling with data by Cole Knaflic

Webinar 1

Case Studies

On

"Choosing an Effective Visual"

nowledgement Storytelling with data by Cole Knaflic

Case Study 1

nowledgement: Storytelling with data by Cole Knaflic

Number of meals served each year

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

What visuals would you create from the given data?

nowledgement: Storytelling with data by Cole Knaflic

Number of meals served each year

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

om the given data?

nowledgement: Storytelling with data by Cole Knaflic

m is sharing your screen. Stop sharing Hide

Number of meals served each year

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

What visuals would you create from the given data?

nowledgement Storytelling with data by Cole Knaflic

Number of meals served each year

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

om the given data?

nowledgement: Storytelling with data by Cole Knaflic

Number of meals served each year

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

What visuals would you create from the given data?

cknowledgement Storytelling with data by Cole Knaflic

Heat Mapping

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

What are the advantages and disadvantages of using heatmap in this case study

nowledgement: Storytelling with data by Cole Knaflic

Heat Mapping

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
	232,797

PowerPoint Slide Show - [Webinar - Case Studies on _Choosing an effective visual_] - PowerPoint

What are the ... nd disadvantages of using heatmap in this case study

Credit Acknowledgement: Storytelling with data by Cole Knaflic

Heat Mapping

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

What are the advantages and disadvantages of using heatmap in this case study

cknowledgement Storytelling with data by Cole Knaflic

Heat Mapping

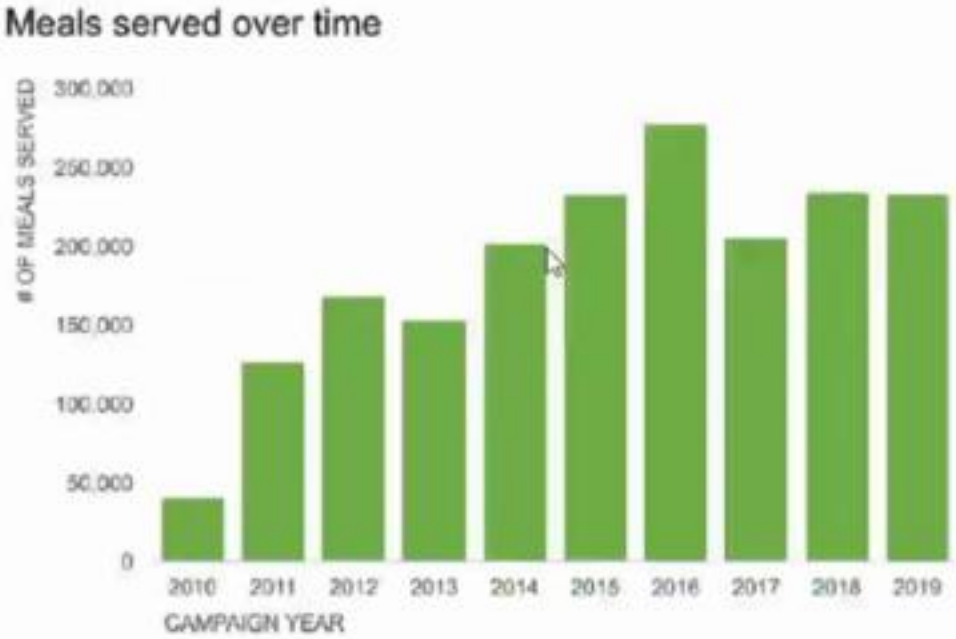
Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

What are the advantages and disadvantages of using heatmap in this case study

nowledgement: Storytelling with data by Cole Knaflic

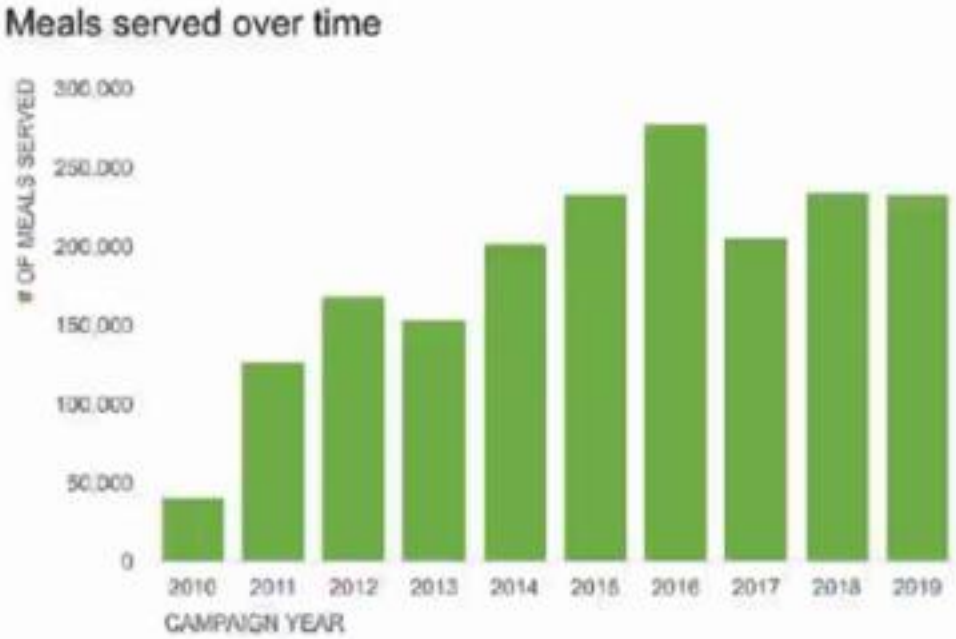
Bar Graph



When is a bar graph helpful?

nowledgement: Storytelling with data by Cole Knaflic

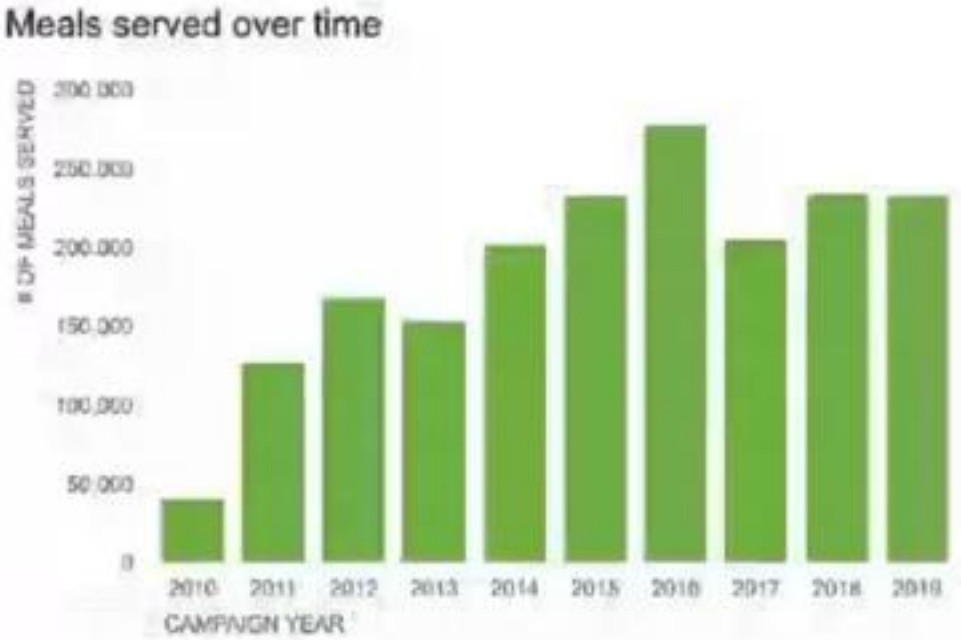
Bar Graph



When is a bar graph helpful?

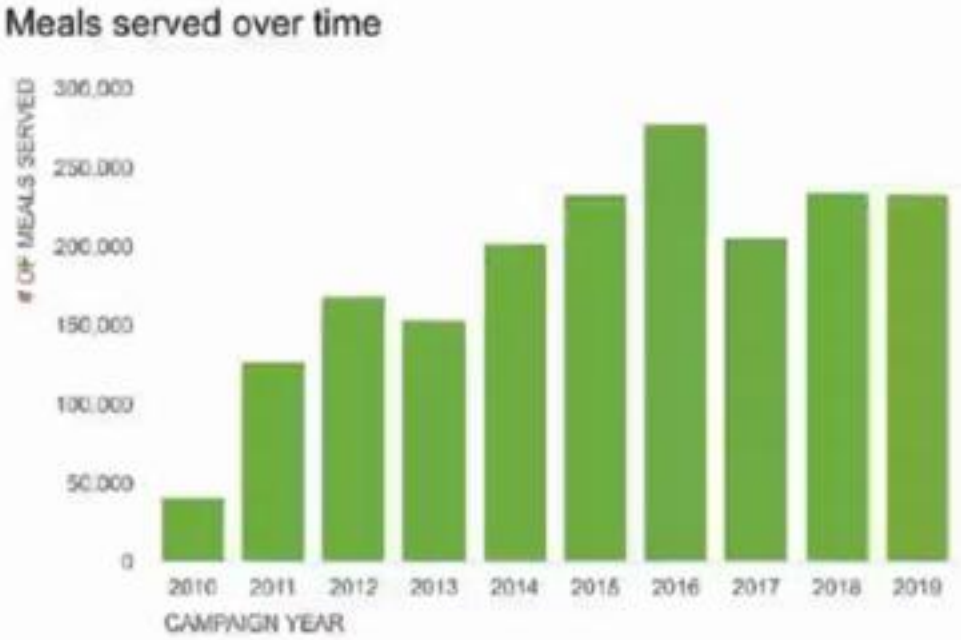
nowledgement: Storytelling with data by Cole Knaflic

Bar Graph



When is a bar graph helpful?

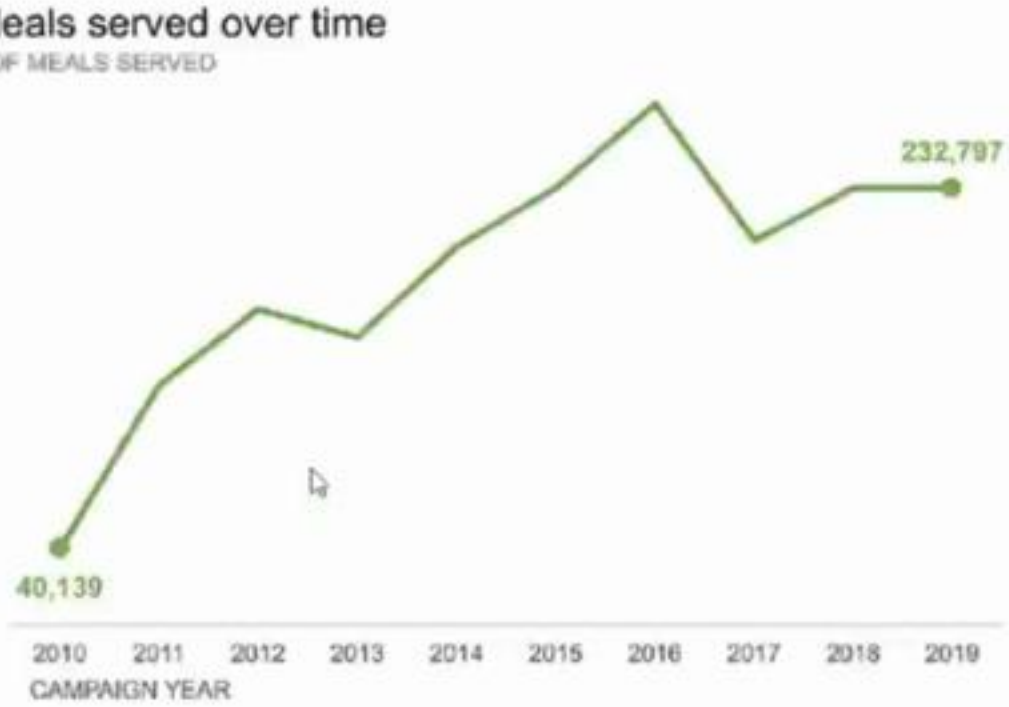
Bar Graph



When is a bar graph helpful?

nowledgement: Storytelling with data by Cole Knaflic

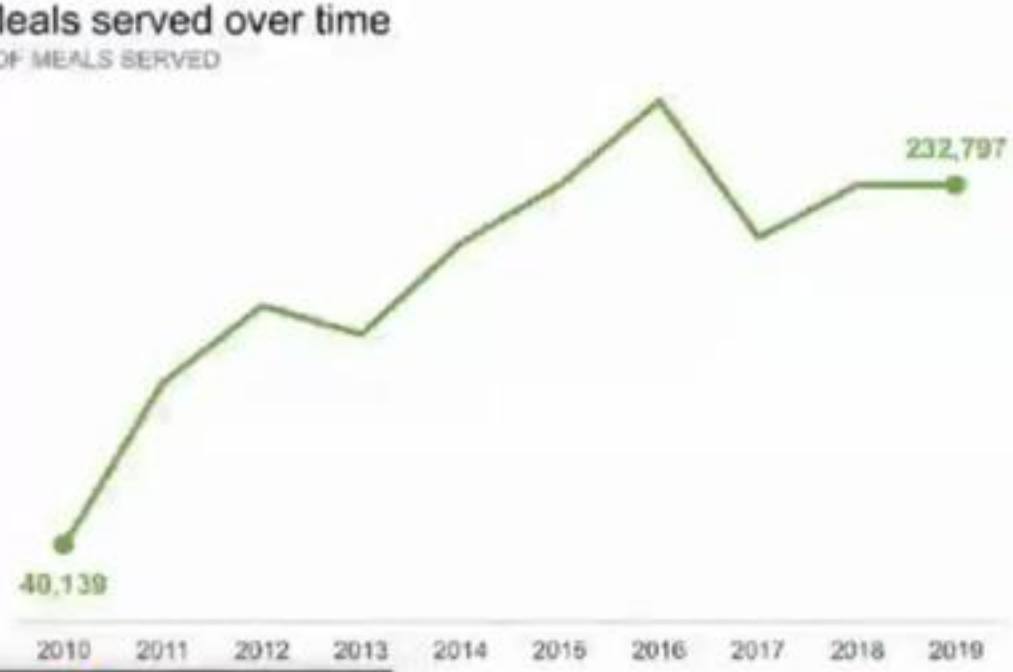
Line Graph



Which visualization did you like the best?

nowledgement: Storytelling with data by Cole Knaflic

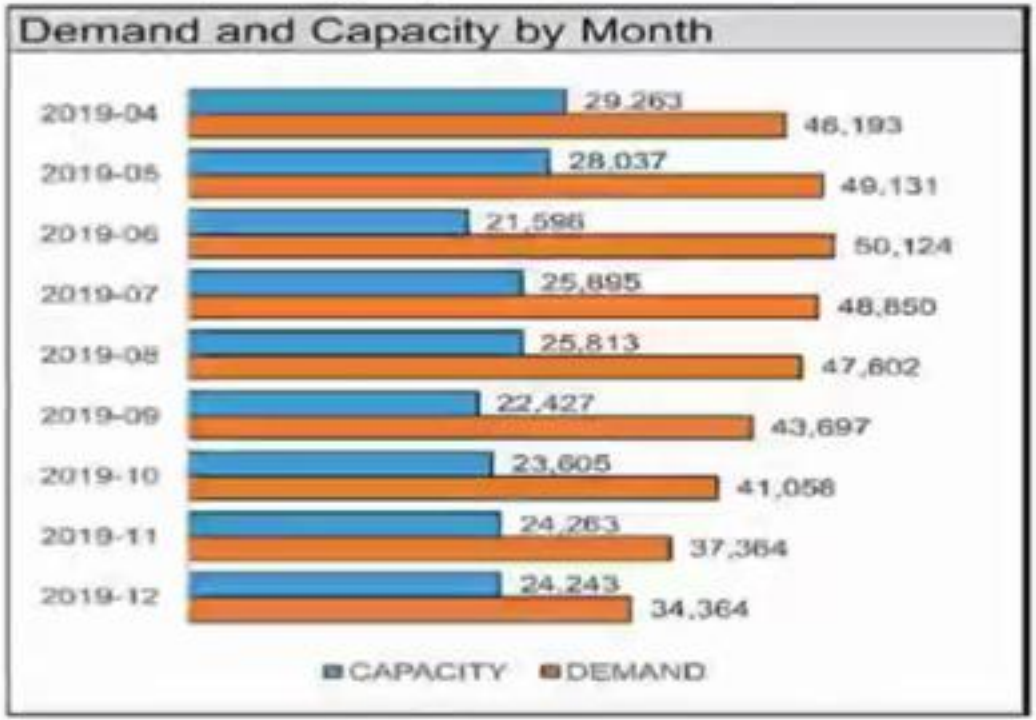
Line Graph



he best?

nowledgement: Storytelling with data by Cole Knaflic

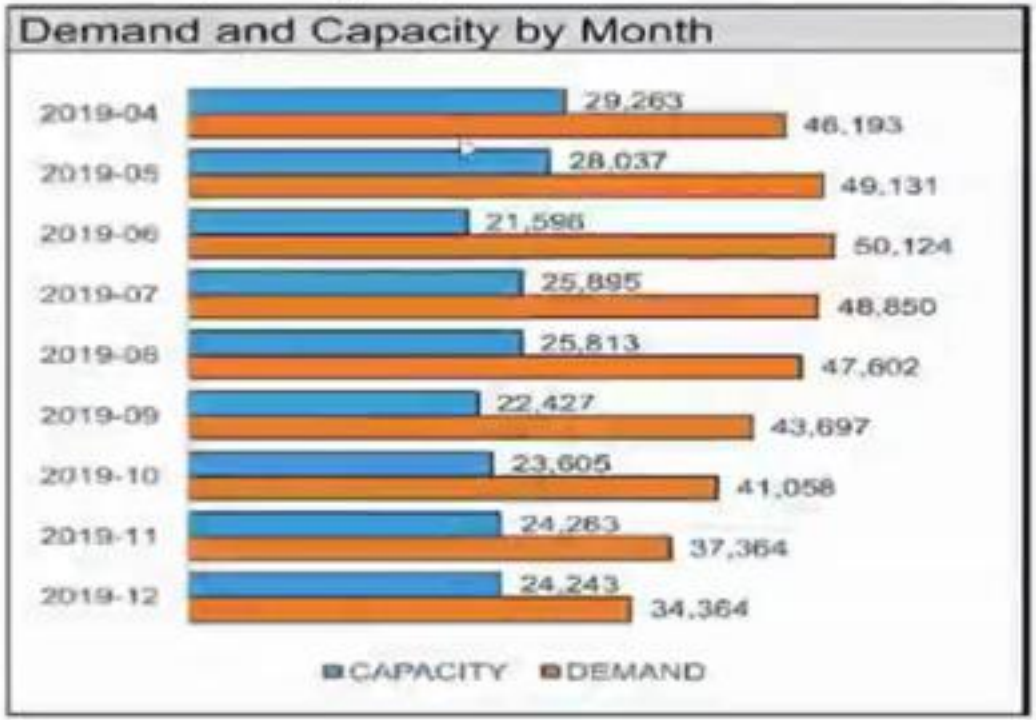
Demand and Capacity by Month



Is this the only way to show this data?

nowledgement: Storytelling with data by Cole Knaflic

Demand and Capacity by Month



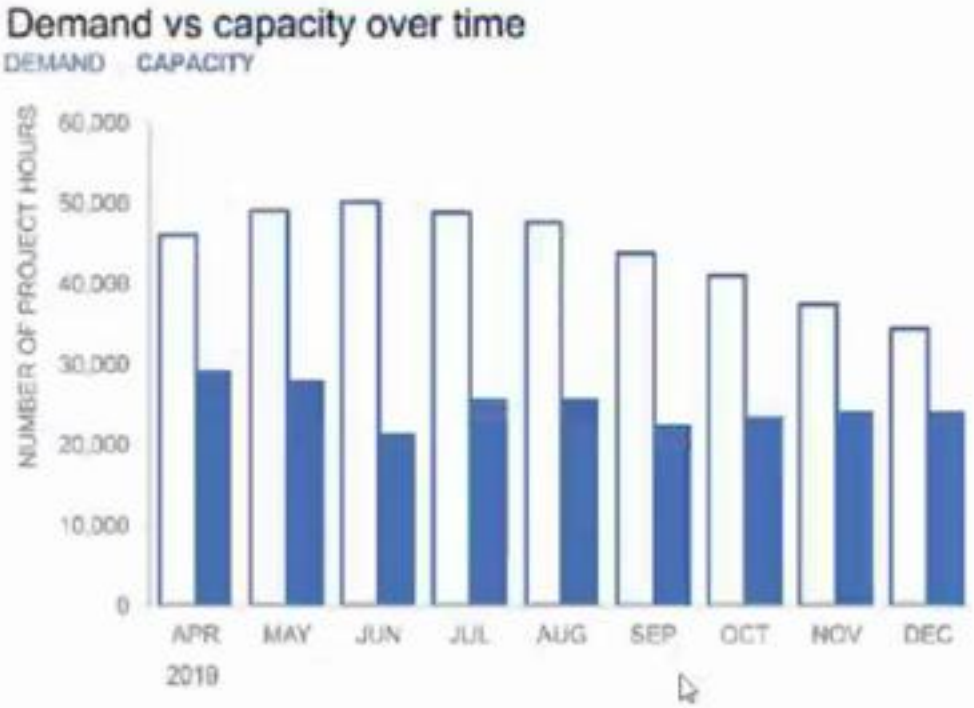
Is this the only way to show this data?

nowledgement: Storytelling with data by Cole Knaflic

Demand and Capacity by Month

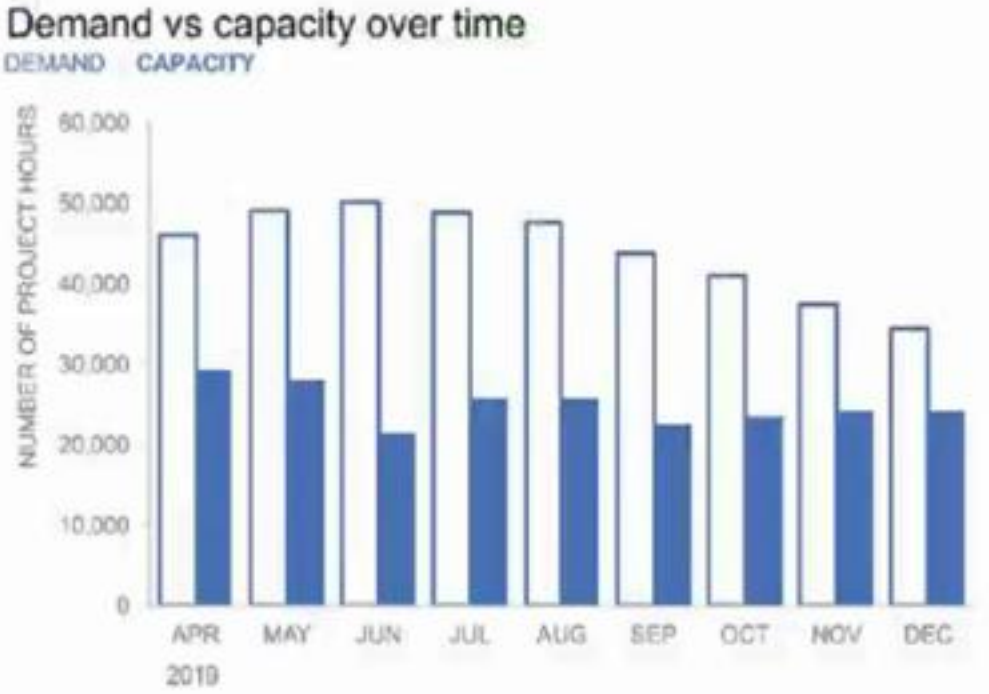
Is this the only way to show this data?

Vertical Bars



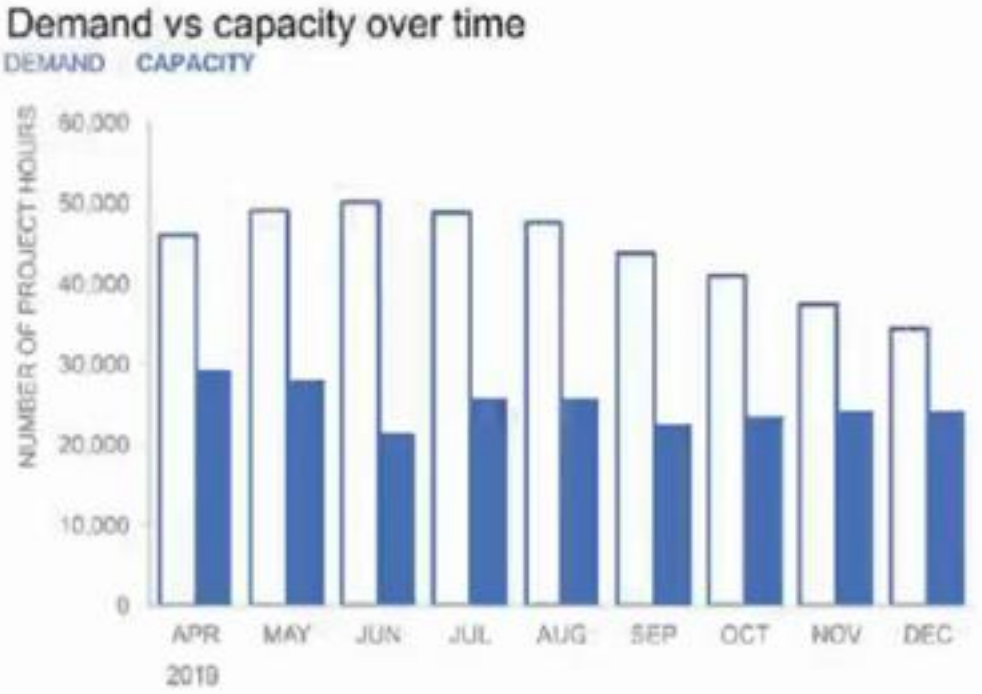
nowledgement: Storytelling with data by Cole Knaflic

Vertical Bars



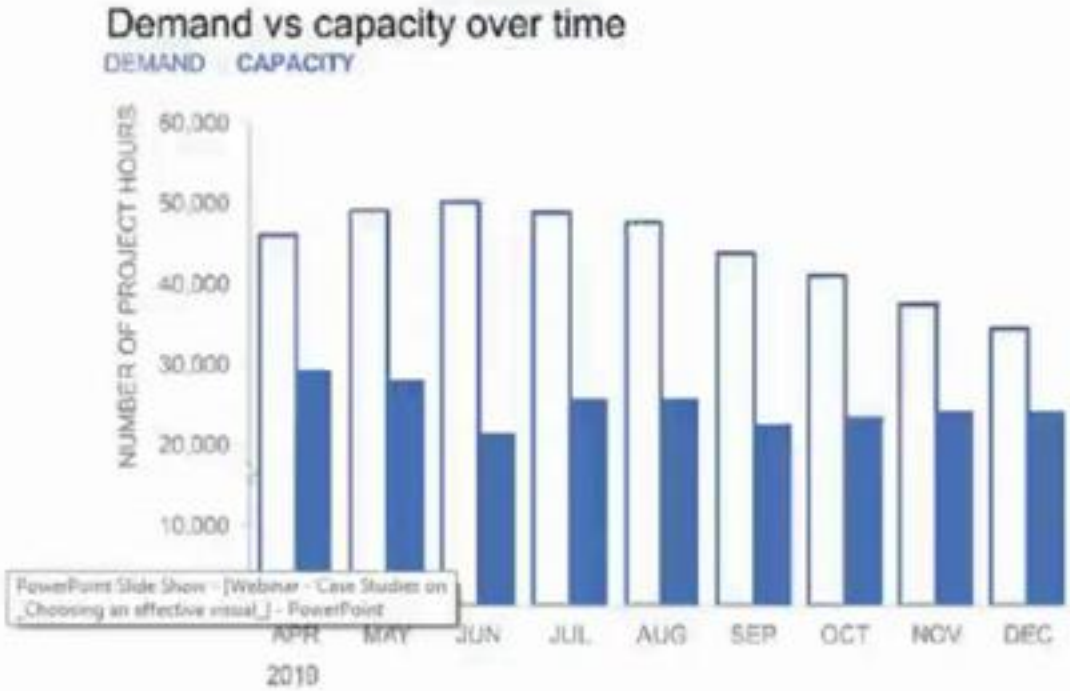
nowledgement: Storytelling with data by Cole Knaflic

Vertical Bars



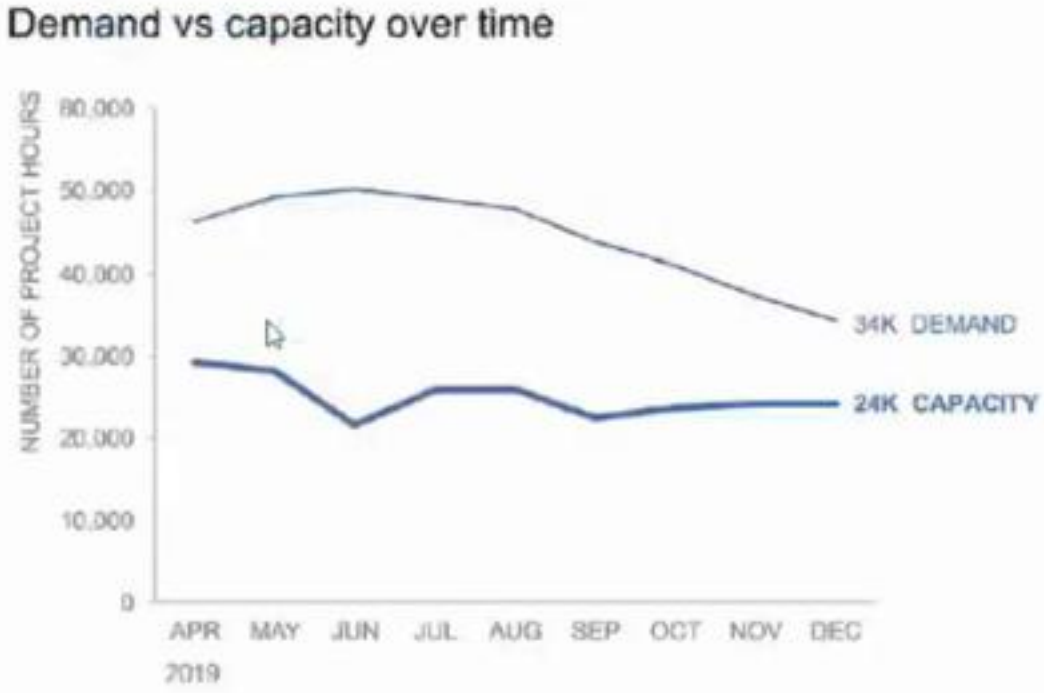
cknowledgement: Storytelling with data by Cole Knaflic

Vertical Bars



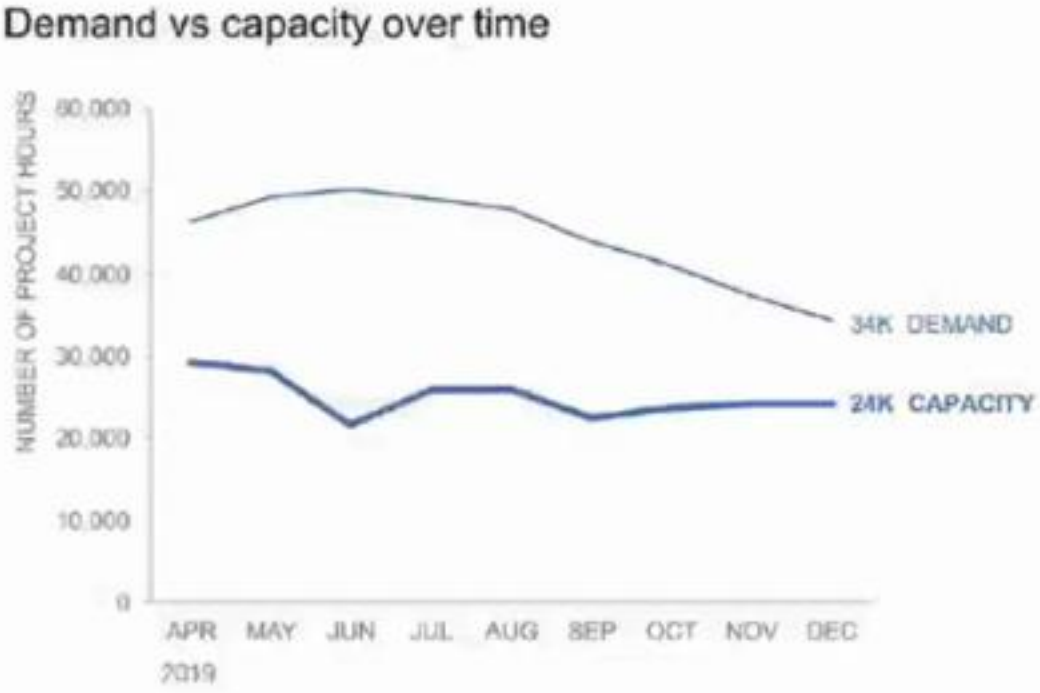
cknowledgement: Storytelling with data by Cole Knaflic

Line Chart



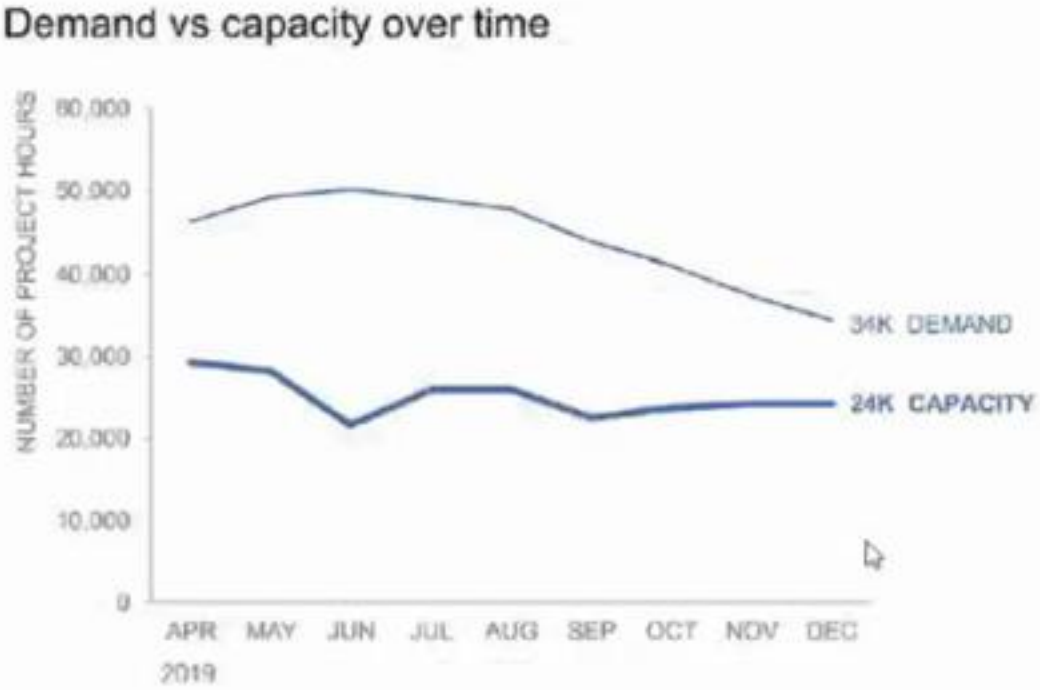
nowledgement: Storytelling with data by Cole Knaflic

Line Chart



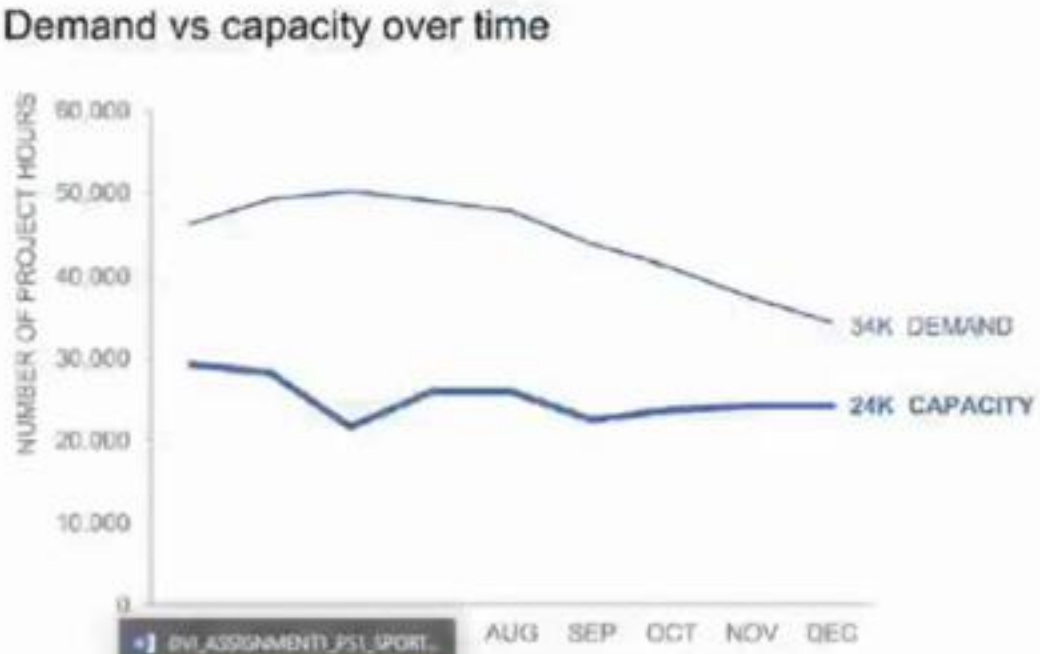
nowledgement: Storytelling with data by Cole Knaflic

Line Chart



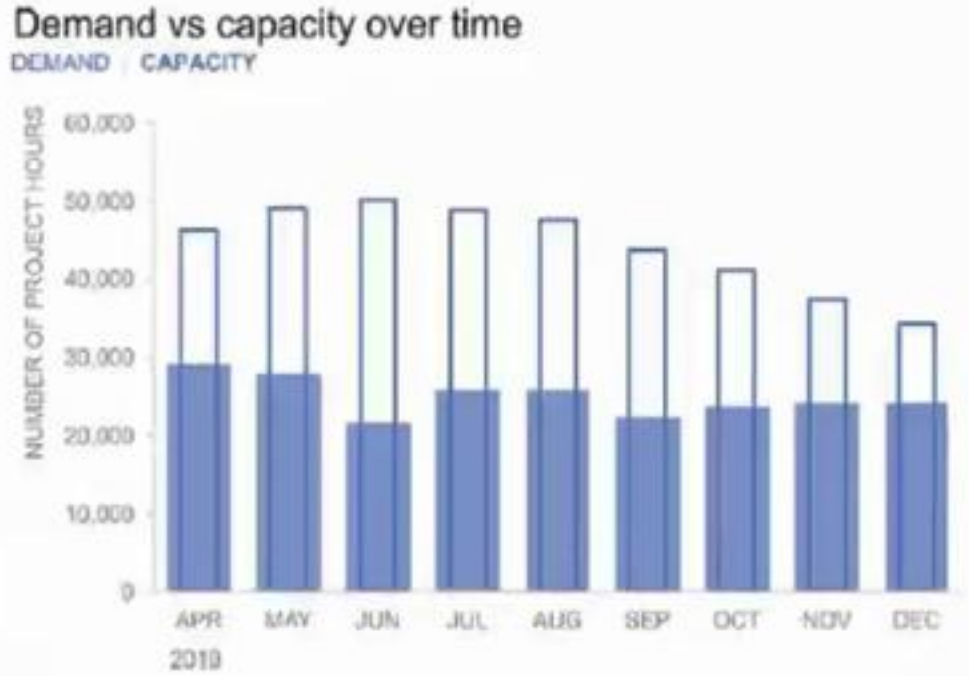
nowledgement: Storytelling with data by Cole Knaflic

Line Chart



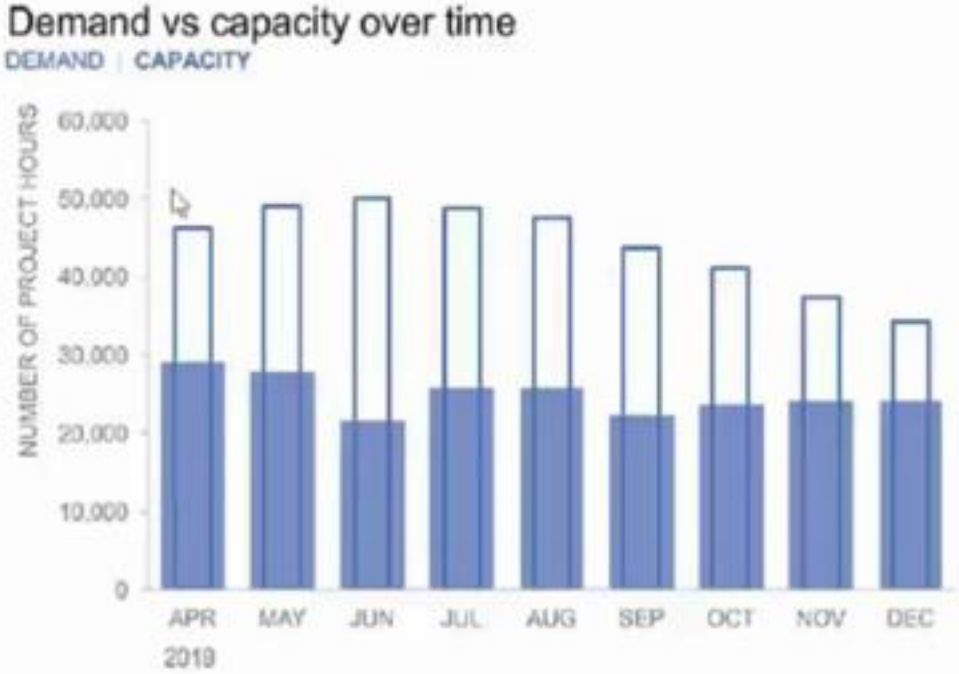
nowledgement: Storytelling with data by Cole Knaflic

Overlapping Bars



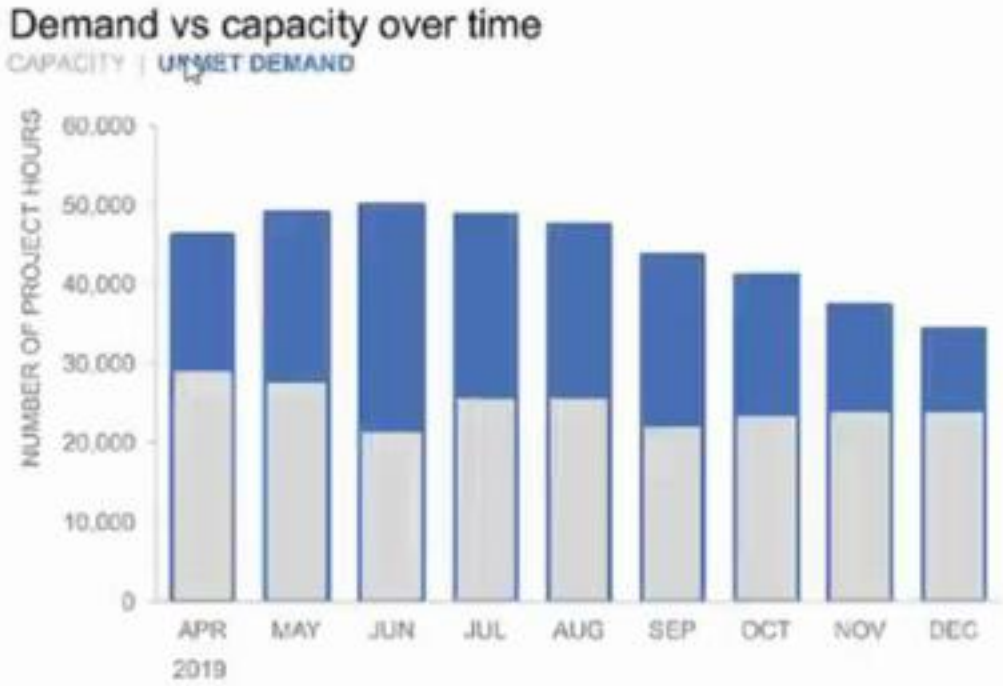
nowledgement: Storytelling with data by Cole Knaflic

Overlapping Bars



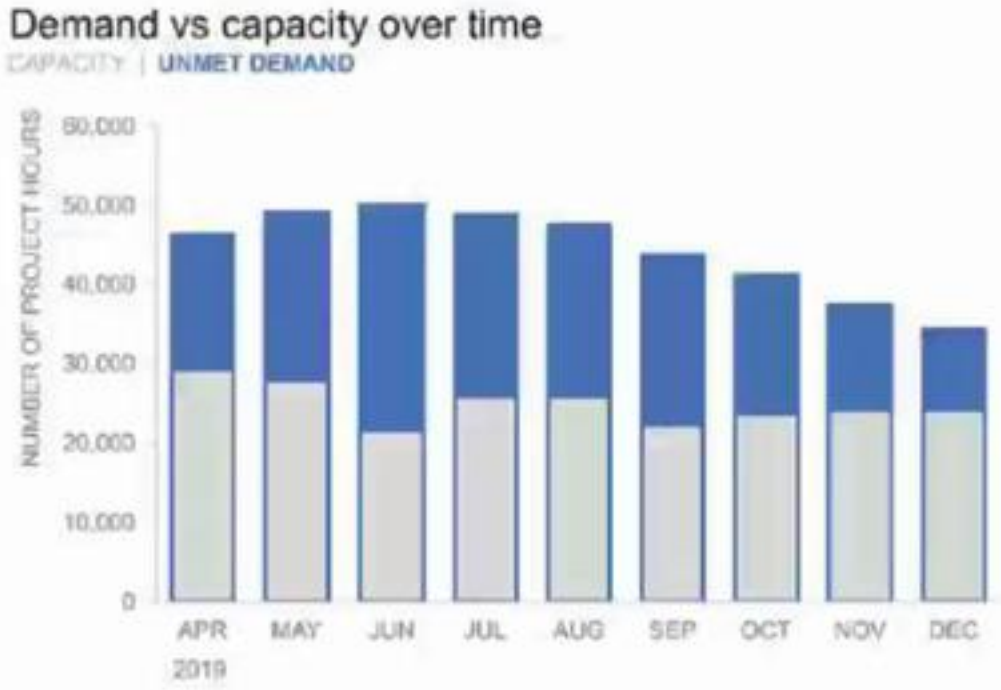
nowledgement: Storytelling with data by Cole Knaflic

Stacked Bars



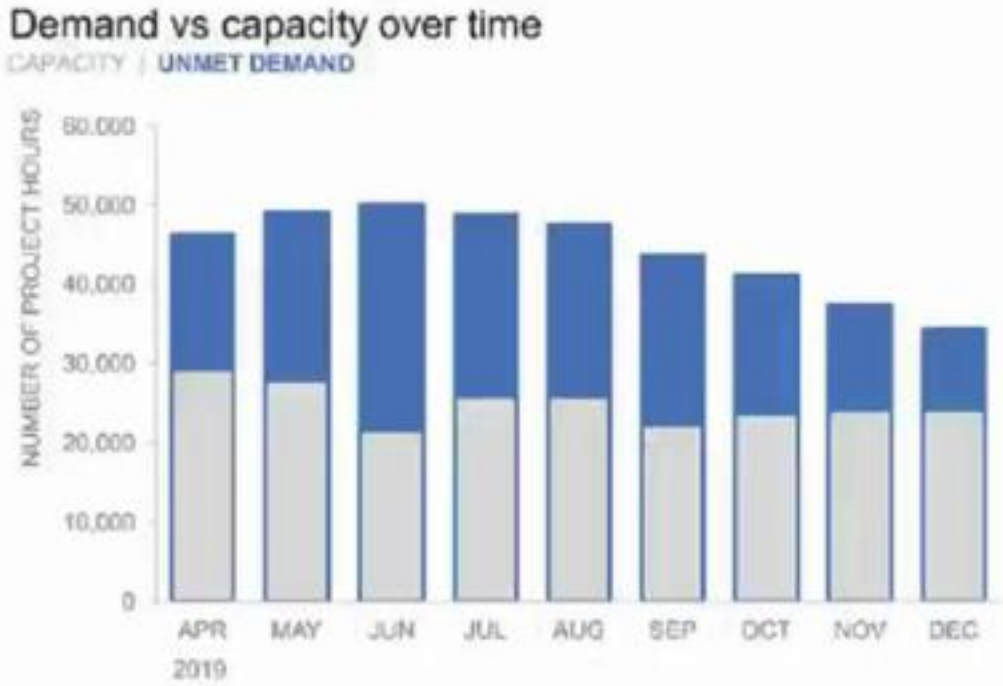
nowledgement: Storytelling with data by Cole Knaflic

Stacked Bars



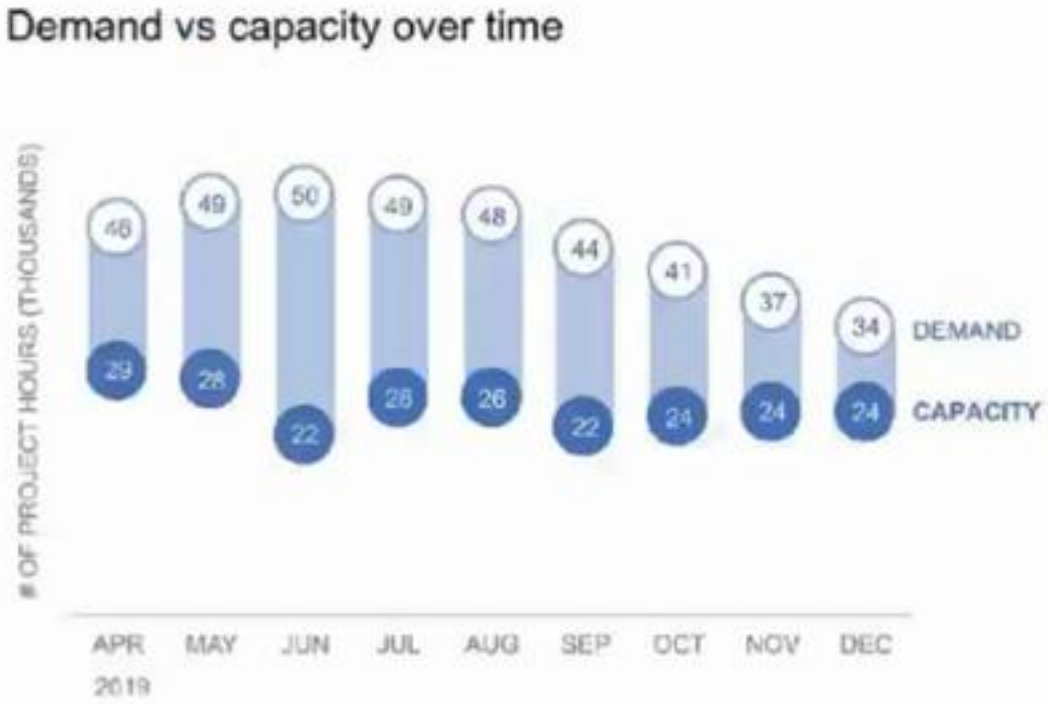
nowledgement: Storytelling with data by Cole Knaflic

Stacked Bars



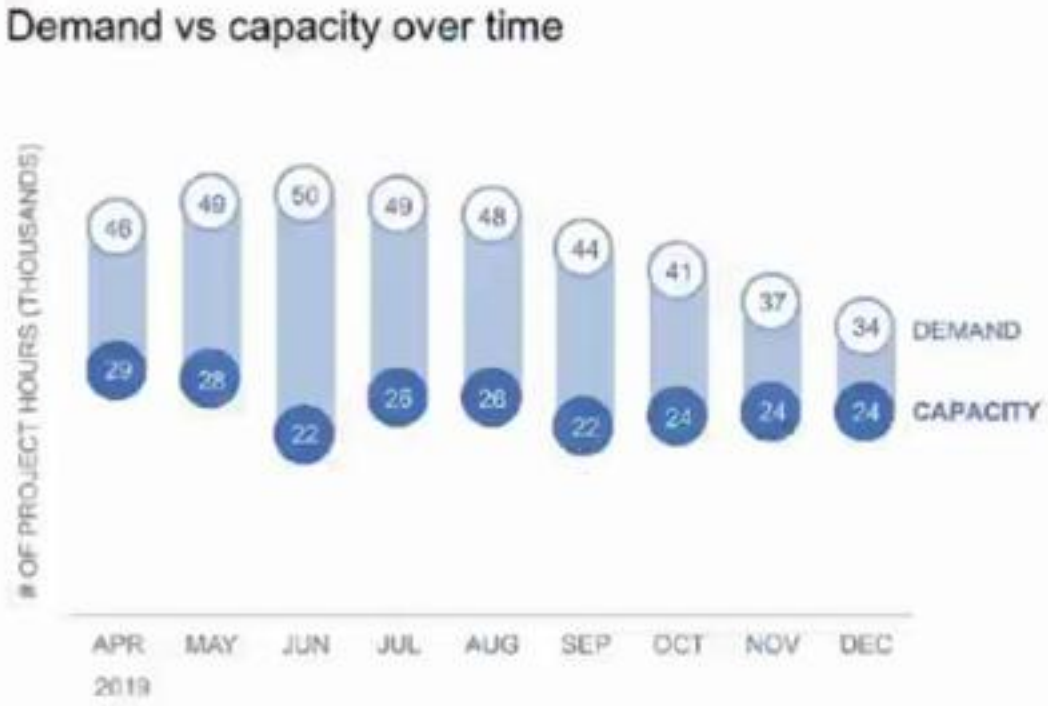
nowledgement: Storytelling with data by Cole Knaflic

Dot Plot



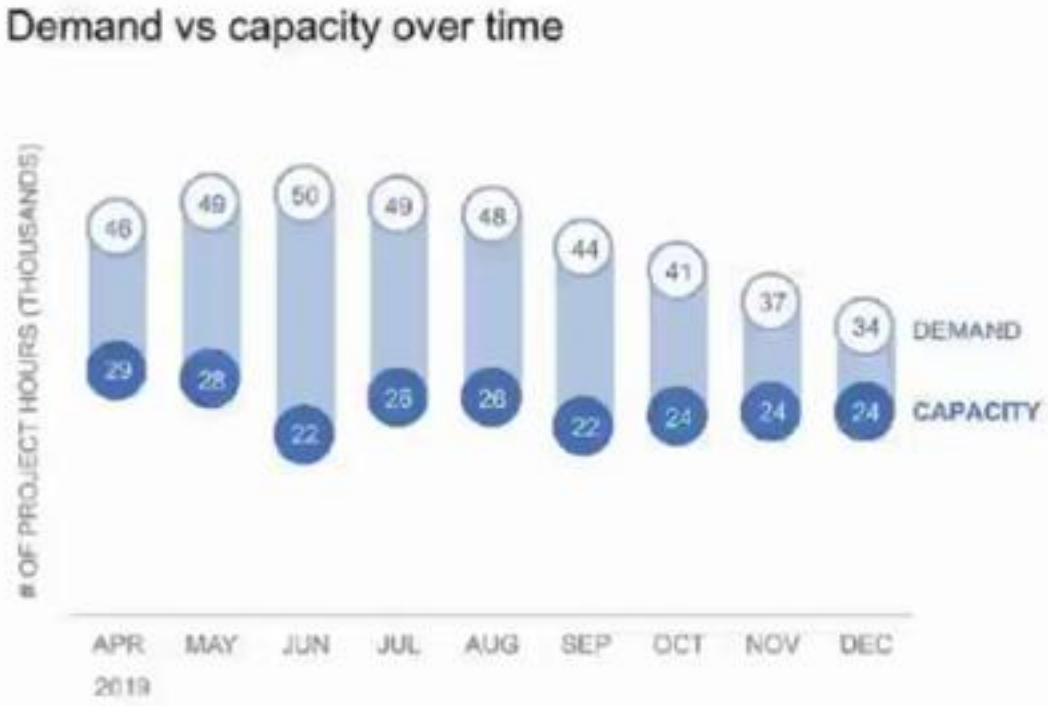
nowledgement: Storytelling with data by Cole Knaflic

Dot Plot



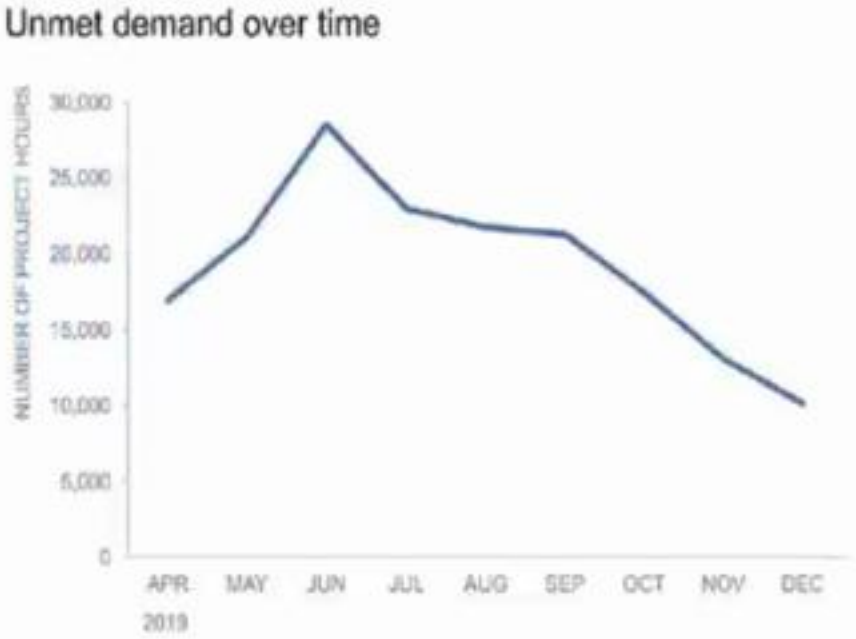
nowledgement: Storytelling with data by Cole Knaflic

Dot Plot



nowledgement: Storytelling with data by Cole Knaflic

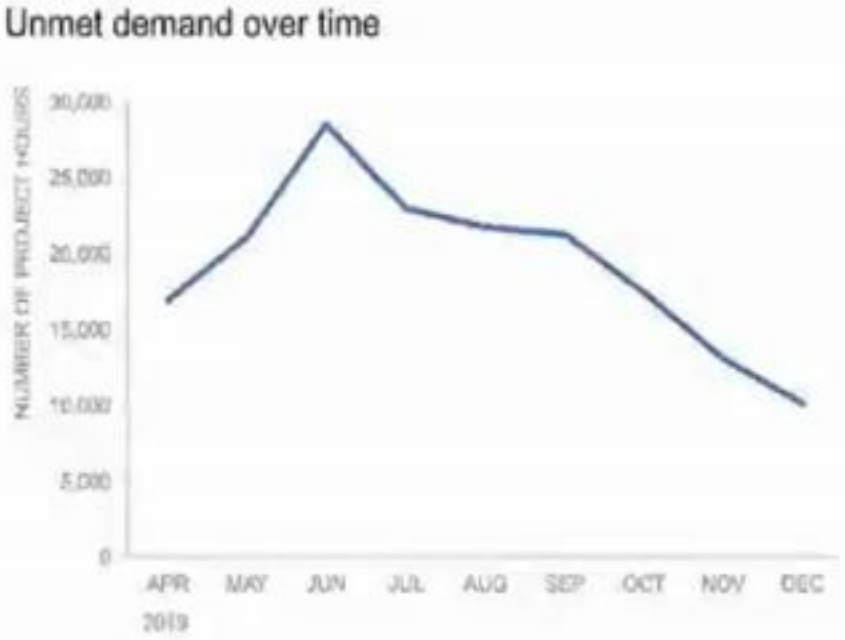
Unmet Demand



Which type of visuals would you prefer for the given data?

nowledgement: Storytelling with data by Cole Knaflic

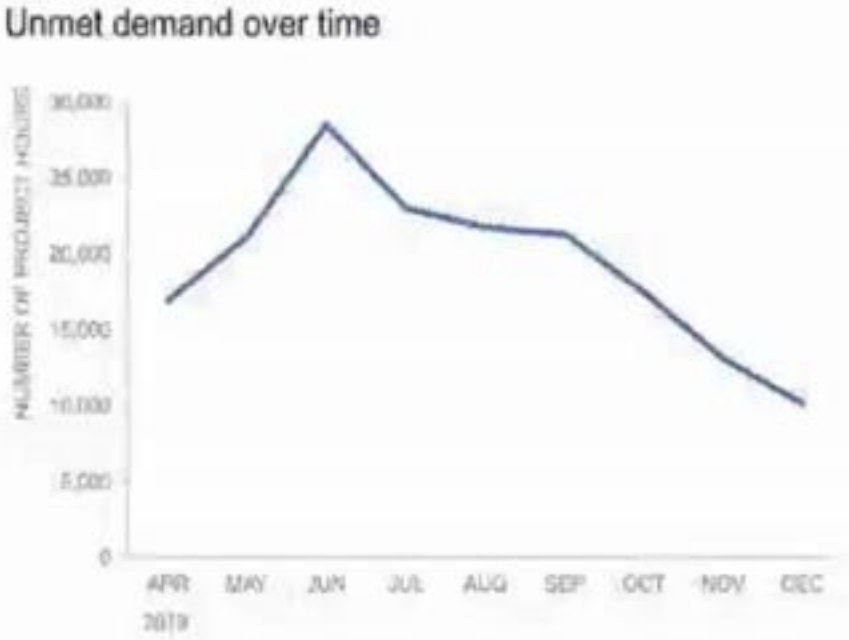
Unmet Demand



Which type of visuals would you prefer for the given data?

cknowledgement: Storytelling with data by Cole Knaflic

Unmet Demand



Which type of visuals would you prefer for the given data?

cnowledgement Storytelling with data by Cole Knaflic

Attrition Rate

Year	Attrition Rate
2019	9.1%
2018	8.2%
2017	4.5%
2016	12.3%
2015	5.6%
2014	15.1%
2013	7.0%
2012	1.0%
2011	2.0%
2010	9.7%
AVG	7.5%

1. How many different ways can you come up with to show this data?
2. How would you show the average in various graphs that you created?

cknowledgement: Storytelling with data by Cole Knaflic

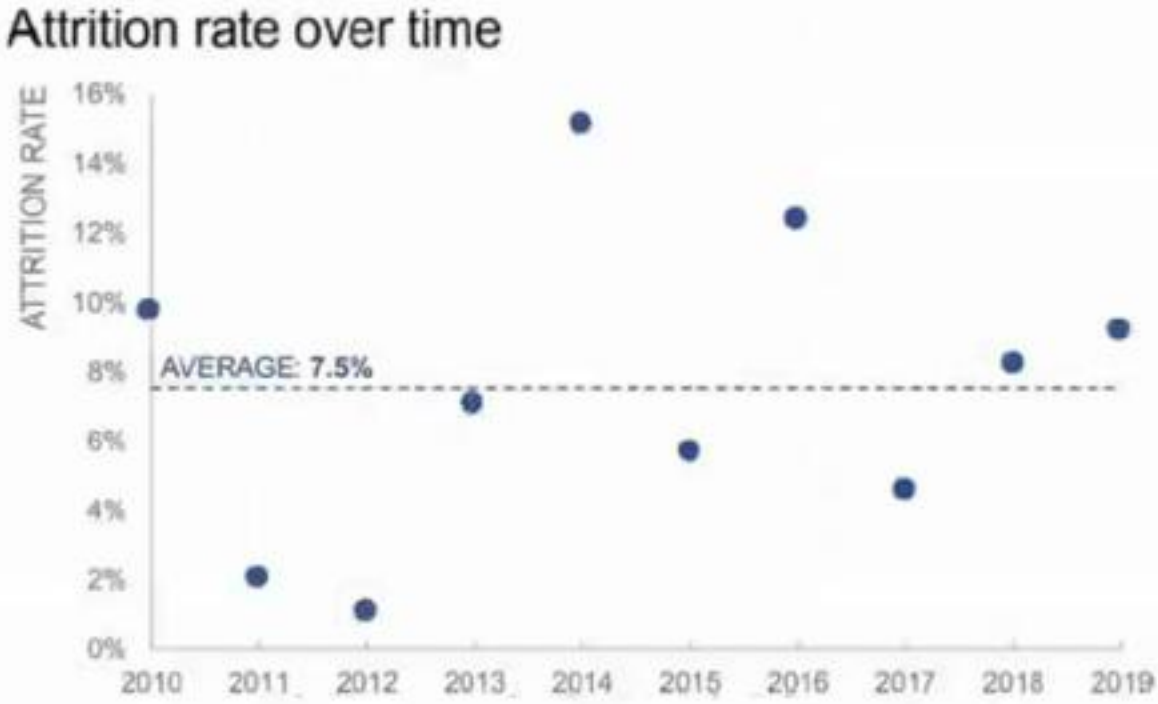
Attrition Rate

Year	Attrition Rate
2019	9.1%
2018	8.2%
2017	4.5%
2016	12.3%
2015	5.6%
2014	15.1%
2013	7.0%
2012	1.0%
2011	2.0%
2010	9.7%
AVG	7.5%

1. How many different ways can you come up with to show this data?
2. How would you show the average in various graphs that you created?

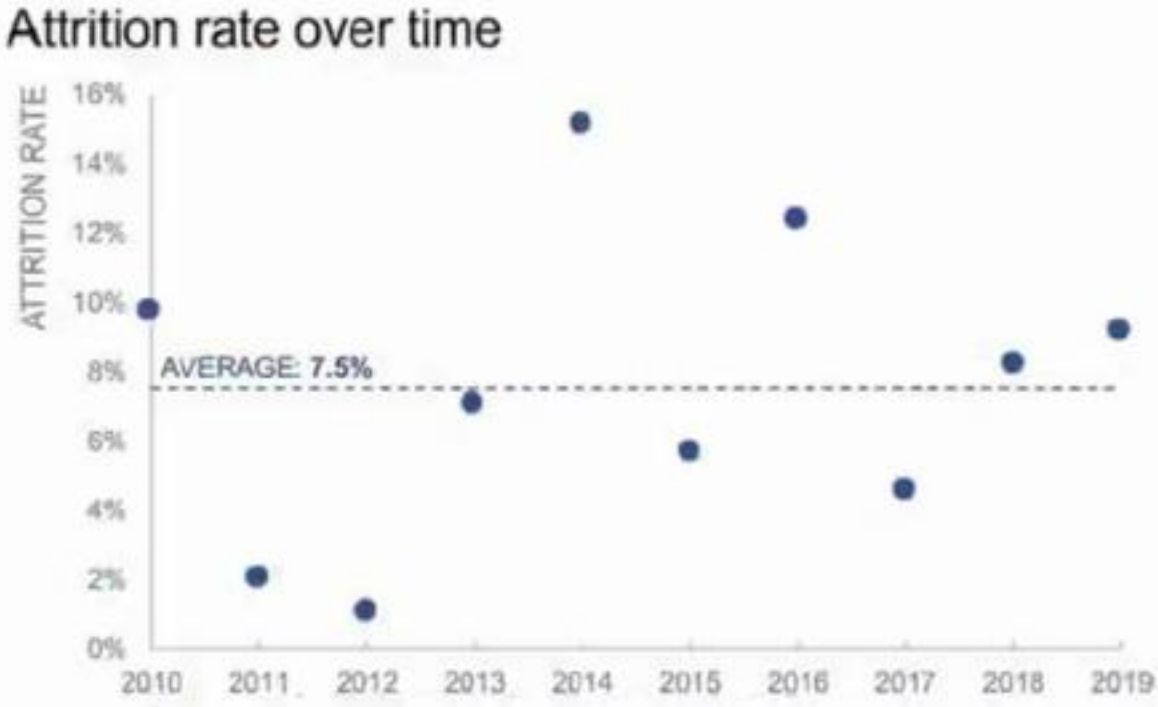
nowledgement: Storytelling with data by Cole Knaflic

Dot/Scatter Plot



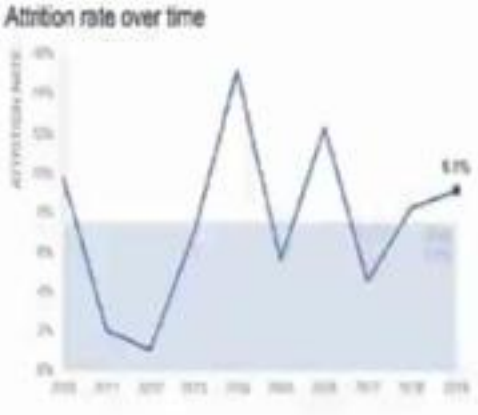
cknowledgement: Storytelling with data by Cole Knaflic

Dot/Scatter Plot



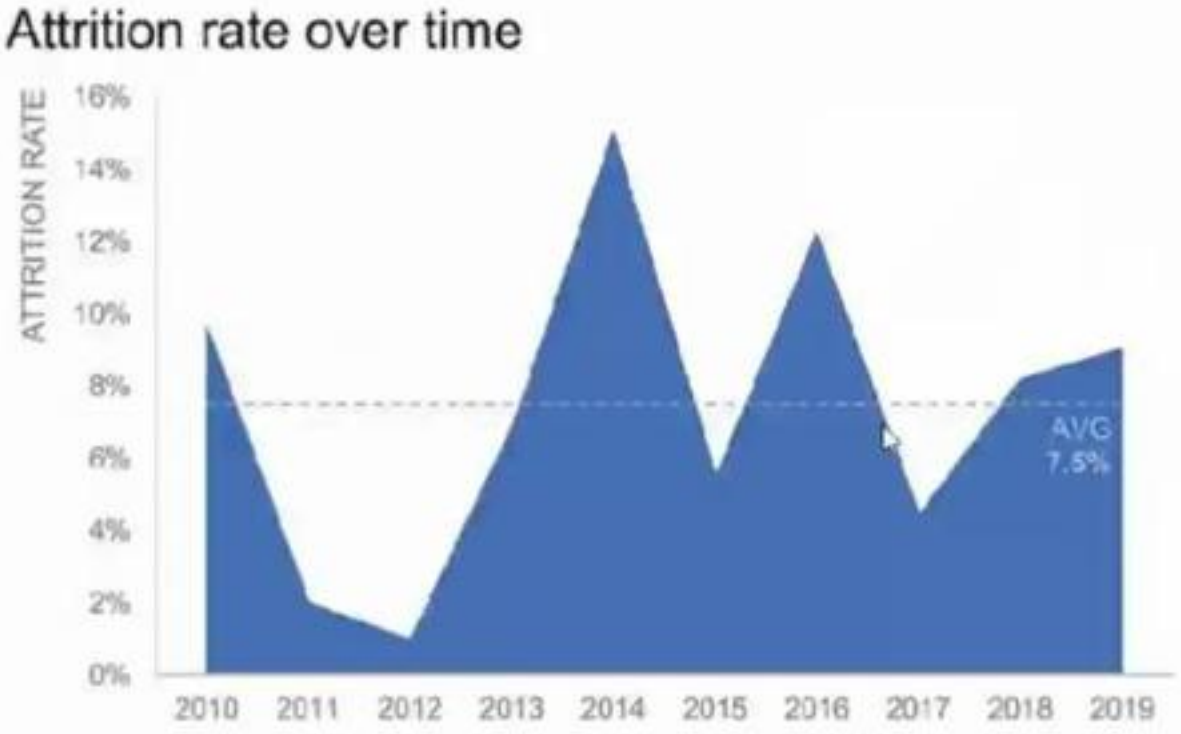
nowledgement: Storytelling with data by Cole Knaflic

Line Chart



cknowledgement: Storytelling with data by Cole Knaflic

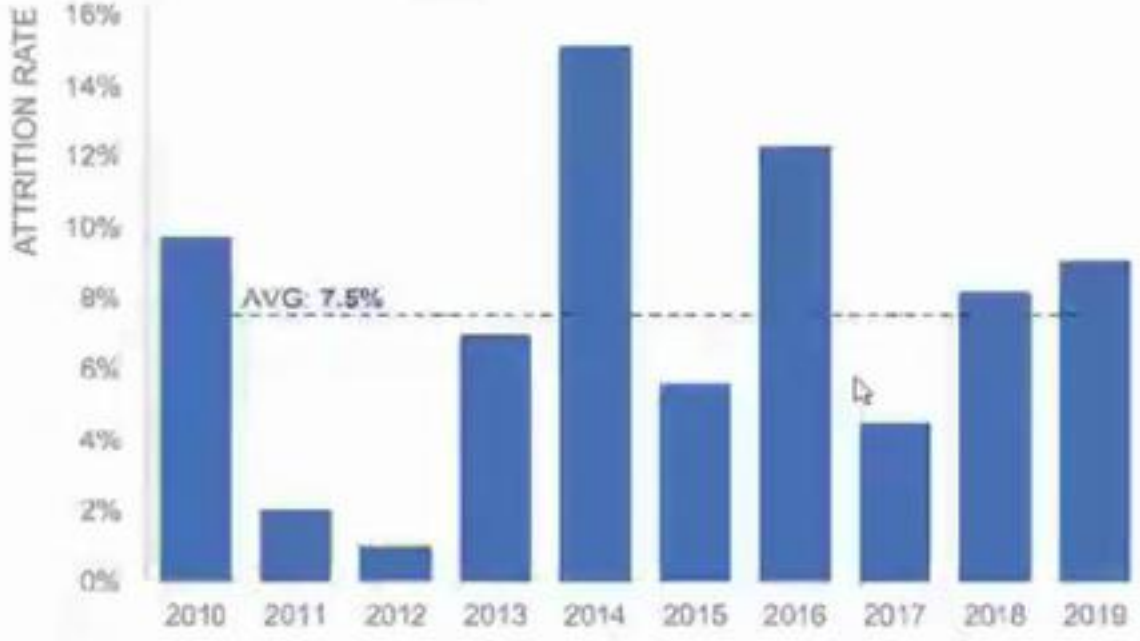
Area Graph



nowledgement: Storytelling with data by Cole Knaflic

Bar Graph

Attrition rate over time



Which of the visuals do you like the best and why?

nowledgement: Storytelling with data by Cole Knaflic

Work Integrated Learning Programmes Division
M.Tech (Data Science and Engineering)

Data Visualization & Interpretation
(DSECL ZG555)
First Semester, 2021-22

Assignment 1 – PS1 - [SPORTS DATA ANALYSIS] - [Weightage 12%]

1. Problem Statement

Here are the results of a detailed analysis to decide once-and-for-all which of the world's sports is the most demanding. The folks at 'Page 2' on the ESPN site did the analysis. It was not just based on personal opinion, they got together a bunch of experts and ranked a range of attributes (endurance, strength, power, speed, agility, flexibility, hand-eye coordination, nerve, durability and analytic aptitude).

Survey Results

M.Tech (Data Science and Engineering)

Data Visualization & Interpretation
(DSECL ZG555)
First Semester, 2021-22

Assignment 1 – PS1 - [SPORTS DATA ANALYSIS] - [Weightage 12%]

1. Problem Statement

Here are the results of a detailed analysis to decide once-and-for-all which of the world's sports is the most demanding. The folks at 'Page 2' on the ESPN site did the analysis. It was not just based on personal opinion, they got together a bunch of experts and ranked a range of attributes (endurance, strength, power, speed, agility, flexibility, hand-eye coordination, nerve, durability and analytic aptitude).

Survey Results

You have been consulted to present these survey results to the **Students from 10 Top Sports colleges in India**. With the given context, you need to create a dashboard using TABLEAU. (Use the concepts lear

Work Integrated Learning Programmes Division
M.Tech (Data Science and Engineering)

Data Visualization & Interpretation
(DSECL ZG555)
First Semester, 2021-22

Assignment 1 – PS1 - [SPORTS DATA ANALYSIS] - [Weightage 12%]

1. Problem Statement

Here are the results of a detailed analysis to decide once-and-for-all which of the world's sports is the most demanding. The folks at 'Page 2' on the ESPN site did the analysis. It was not just based on personal opinion, they got together a bunch of experts and ranked a range of attributes (endurance, strength, power, speed, agility, flexibility, hand-eye coordination, nerve, durability and analytic aptitude).

Survey Results

Data Visualization & Interpretation
(DSECL ZG555)
First Semester, 2021-22

Assignment 1 – PS1 - [SPORTS DATA ANALYSIS] - [Weightage 12%]

1. Problem Statement

Here are the results of a detailed analysis to decide once-and-for-all which of the world's sports is the most demanding. The folks at 'Page 2' on the ESPN site did the analysis. It was not just based on personal opinion, they got together a bunch of experts and ranked a range of attributes (endurance, strength, power, speed, agility, flexibility, hand-eye coordination, nerve, durability and analytic aptitude).

Survey Results

SportsDataset

You have been consulted to present these survey results to the **Students from 10 Top Sports colleges in India**. With the given context, you need to create a dashboard using TABLEAU. (Use the concepts learned in the class).

First Semester, 2021-22

Assignment 1 – PS1 – [SPORTS DATA ANALYSIS] - [Weightage 12%]

1. Problem Statement

Here are the results of a detailed analysis to decide once-and-for-all which of the world's sports is the most demanding. The folks at 'Page 2' on the ESPN site did the analysis. It was not just based on personal opinion, they got together a bunch of experts and ranked a range of attributes (endurance, strength, power, speed, agility, flexibility, hand-eye coordination, nerve, durability and analytic aptitude).

Survey Results

You have been consulted to present these survey results to the **Students from 10 Top Sports colleges in India**. With the given context, you need to create a dashboard using TABLEAU. (Use the concepts learned in the class).

First Semester, 2021-22

Assignment 1 – PS1 – [SPORTS DATA ANALYSIS] - [Weightage 12%]

1. Problem Statement

Here are the results of a detailed analysis to decide once-and-for-all which of the world's sports is the most demanding. The folks at 'Page 2' on the ESPN site did the analysis. It was not just based on personal opinion, they got together a bunch of experts and ranked a range of attributes (endurance, strength, power, speed, agility, flexibility, hand-eye coordination, nerve, durability and analytic aptitude).

Survey Results

SportsOlympics

You have been consulted to present these survey results to the **Students from 10 Top Sports colleges in India**. With the given context, you need to create a dashboard using TABLEAU. (Use the concepts learned in the class).

Here are the results of a detailed analysis to decide once-and-for-all which of the world's sports is the most demanding. The folks at 'Page 2' on the ESPN site did the analysis. It was not just based on personal opinion, they got together a bunch of experts and ranked a range of attributes (endurance, strength, power, speed, agility, flexibility, hand-eye coordination, nerve, durability and analytic aptitude).

Survey Results

You have been consulted to present these survey results to the **Students from 10 Top Sports colleges in India**. With the given context, you need to create a dashboard using TABLEAU. (Use the concepts learned in the class).

The objectives include

Demonstrate the VISUALISATION CONTEXT

1. **WHO? KNOW YOUR AUDIENCE(First question is answered for you)**
   a. List the primary groups or individuals to whom you'll be communicating.
      Students from 10 Top Sports colleges in India
   b. If you had to narrow that to a single person, who would that be?
   c. What does your audience care about?
   d. What action does your audience need to take?
   e. What is at stake? What is the benefit if the audience acts in the way you want them to? What are the risks if they don't?
2. **WHAT?**
   - What are you trying to communicate? What questions are you trying to answer/display in your visualizations? Write these as specific questions. You need to come up with 3 questions at least, each of which will be answered using one Viz.
   - **Data preparation needed to answer the specific queries must be done.**
3. **Present the BIG IDEA.**
   - It should: (1) articulate your point of view, (2) convey what's at stake, and (3) be a co

The objectives include

Demonstrate the VISUALISATION CONTEXT

1. **WHO? KNOW YOUR AUDIENCE(First question is answered for you)**
   a. List the primary groups or individuals to whom you'll be communicating.
      Students from 10 Top Sports colleges in India
   b. If you had to narrow that to a single person, who would that be?
   c. What does your audience care about?
   d. What action does your audience need to take?
   e. What is at stake? What is the benefit if the audience acts in the way you want them to? What are the risks if they don't?
2. **WHAT?**
   - What are you trying to communicate? What questions are you trying to answer/display in your visualizations? Write these as specific questions. You need to come up with 3 questions at least, each of which will be answered using one Viz.

n needed to answer the specific queries must be done.

culate your point of view, (2) convey what's at stake, and (3) be a

The objectives include

Demonstrate the VISUALISATION CONTEXT

1. **WHO? KNOW YOUR AUDIENCE(First question is answered for you)**

to? What are the risks if they don't?

2. **WHAT?**
   - What are you trying to communicate? What questions are you trying to answer display in your visualizations? Write these as specific questions. You need to come up with 3 questions at least, each of which will be answered using one Viz.
   - **Data preparation needed to answer the specific queries must be done.**
3. **Present the BIG IDEA**
   - It should: (1) articulate your point of view, (2) convey what's at stake, and (3) be a cc

a. List the primary groups or individuals to whom you'll be communicating.

Students from 10 Top Sports colleges in India

b. If you had to narrow that to a single person, who would that be?

c. What does your audience care about?

d. What action does your audience need to take?

e. What is at stake? What is the benefit if the audience acts in the way you want them to? What are the risks if they don't?

2. **WHAT?**

- What are you trying to communicate? What questions are you trying to answer/display in your visualizations? Write these as specific questions. You need to come up with 3 questions at least, each of which will be answered using one Viz.
- **Data preparation needed to answer the specific queries must be done.**

3. **Present the BIG IDEA**

- It should: (1) articulate your point of view, (2) convey what's at stake, and (3) be a complete (and single!) sentence.

4. **HOW?**

a. Chart 1: What type of viz did you create? Why did you select the viz that you did?

b. Chart 2: What type of viz did you create? Why did you select the viz that you did?

c. Chart 3: What type of viz did you create? Why did you select the viz that you did?

d. Fe[illegible]ples employed

e. [illegible]

to? What are the risks if they don't?

2. **WHAT?**
   - What are you trying to communicate? What questions are you trying to answer/display in your visualizations? Write these as specific questions. You need to come up with 3 questions at least, each of which will be answered using one Viz.
   - **Data preparation needed to answer the specific queries must be done.**
3. **Present the BIG IDEA.**
   - It should: (1) articulate your point of view, (2) convey what's at stake, and (3) be a complete (and single!) sentence.
4. **HOW?**
   a. Chart 1: What type of viz did you create? Why did you select the viz that you did?
   b. Chart 2: What type of viz did you create? Why did you select the viz that you did?
   c. Chart 3: What type of viz did you create? Why did you select the viz that you did?
   d. For each of the Visualisation, identify at least 3 Gestalt principles employed.
   e. For each of the Visualisation, mention how you strategically used pre-attentive attributes to draw the audience's attention.
5. **Create your dashboard**

d. What action does your audience need to take?

e. What is at stake? What is the benefit if the audience acts in the way you want them to? What are the risks if they don't?

2. **WHAT?**

- What are you trying to communicate? What questions are you trying to answer/display in your visualizations? Write these as specific questions. You need to come up with 3 questions at least, each of which will be answered using one Viz.
- **Data preparation needed to answer the specific queries must be done.**

3. **Present the BIG IDEA**

- It should: (1) articulate your point of view, (2) convey what's at stake, and (3) be a complete (and single!) sentence.

4. **HOW?**

a. Chart 1: What type of viz did you create? Why did you select the viz that you did?

b. Chart 2: What type of viz did you create? Why did you select the viz that you did?

c. Chart 3: What type of viz did you create? Why did you select the viz that you did?

d. For each of the Visualisation, identify at least 3 Gestalt principles employed.

e. For each of the Visualisation, mention how you strategically used pre-attentive attributes to draw the audience's attention.

5. **Create your dashboard**

answer/display in your visualizations? Write these as specific questions. You need to come up with 3 questions at least, each of which will be answered using one Viz.

- **Data preparation needed to answer the specific queries must be done.**

3. **Present the BIG IDEA.**
   - It should: (1) articulate your point of view, (2) convey what's at stake, and (3) be a complete (and single!) sentence.
4. **HOW?**
   a. Chart 1: What type of viz did you create? Why did you select the viz that you did?
   b. Chart 2: What type of viz did you create? Why did you select the viz that you did?
   c. Chart 3: What type of viz did you create? Why did you select the viz that you did?
   d. For each of the Visualisation, identify at least 3 Gestalt principles employed.
   e. For each of the Visualisation, mention how you strategically used pre-attentive attributes to draw the audience's attention.
5. **Create your dashboard**

2. Deliverables

Zipped file containing

1. The word doc with answers to question 1 through 4 above.
2. The tableau workbook(.twbx) with 3 Sheets(Each sheet should have 1 visual) and 1 Dashboard comprising all three visuals.
3. The source file after preprocessing (if any).

The file name should be the respective group name.

3. Deadline

- The strict deadline for submission of the assignment is < **December 26, 2021**> **EoD**.
- Late submissions won't be evaluated.

4. How to submit

- This is a group assignment.
- Each group consists of up to 3 members. All members of the group will work on the same problem statement.
- Each group should zip the deliverables and upload in CANVAS in respective locations under ASSIGNMENT Tab.
- Assignment submitted via means other than through CANVAS will not be graded.

5. Evaluation

Sl.	Criteria

2. Deliverables

Zipped file containing

1. The word doc with answers to question 1 through 4 above.
2. The tableau workbook(.twbx) with 3 Sheets(Each sheet should have 1 visual) and 1 Dashboard comprising all three visuals.
3. The source file after preprocessing (if any)

The file name should be the respective group name.

3. Deadline

- The strict deadline for submission of the assignment is < **December 26, 2021**> **EoD.**
- Late submissions won't be evaluated

4. How to submit

- This is a group assignment.
- Each group consists of up to 3 members. All members of the group will work on the same problem statement.
- Each group should zip the deliverables and upload in CANVAS in respective locations under ASSIGNMENT Tab.
- Assignment submitted via means other than through CANVAS will not be graded.

5. Evaluation

SL	Criteria

1. The word doc with answers to question 1 through 4 above.
2. The tableau workbook(.twbx) with 3 Sheets(Each sheet should have 1 visual) and 1 Dashboard comprising all three visuals.
3. The source file after preprocessing (if any).

The file name should be the respective group name.

3. Deadline

- The strict deadline for submission of the assignment is < **December 26, 2021**> **EoD.**
- Late submissions won't be evaluated.

4. How to submit

- This is a group assignment.
- Each group consists of up to 3 members. All members of the group will work on the same problem statement.
- Each group should zip the deliverables and upload in CANVAS in respective locations under ASSIGNMENT Tab.
- Assignment submitted via means other than through CANVAS will not be graded.

5. Evaluation

Sl. No	Criteria	Description
1	Know your audience (10%)	• Getting to know our audience and understanding their

Zipped file containing

1. The word doc with answers to question 1 through 4 above.
2. The tableau workbook(.twbx) with 3 Sheets(Each sheet should have 1 visual) and 1 Dashboard comprising all three visuals.
3. The source file after preprocessing (if any).

The file name should be the respective group name.

3. Deadline

- The strict deadline for submission of the assignment is < **December 26, 2021**> **EoD.**
- Late submissions won't be evaluated.

4. How to submit

- This is a group assignment.
- Each group consists of up to 3 members. All members of the group will work on the same problem statement.
- Each group should zip the deliverables and upload in CANVAS in respective locations under ASSIGNMENT Tab.
- Assignment submitted via means other than through CANVAS will not be graded.

5. Evaluation

Sl. No	Criteria	Description

The file name should be the respective group name.

3. Deadline

- The strict deadline for submission of the assignment is < **December 26, 2021**> **EoD**.
- Late submissions won't be evaluated.

4. How to submit

- This is a group assignment.
- Each group consists of up to 3 members. All members of the group will work on the same problem statement.
- Each group should zip the deliverables and upload in CANVAS in respective locations under ASSIGNMENT Tab.
- Assignment submitted via means other than through CANVAS will not be graded.

5. Evaluation

Sl. No	Criteria	Description
1	Know your audience. (10%)	• Getting to know our audience and understanding their needs and what drives them is an important early part of the process for successfully communicating with data.
2.	WHAT? Effective For	• Identify what needs to be communicated very clearly ustifying the

- Late submissions won't be evaluated

4. How to submit

- This is a group assignment.
- Each group consists of up to 3 members. All members of the group will work on the same problem statement.
- Each group should zip the deliverables and upload in CANVAS in respective locations under ASSIGNMENT Tab.
- Assignment submitted via means other than through CANVAS will not be graded.

5. Evaluation

Sl. No	Criteria	Description
1	Know your audience (10%)	• Getting to know our audiences and understanding their needs and what drives them is an important early part of the process for successfully communicating with data.
2	WHAT? Effective Formulation of Contextual Questions (35%)	• Identifying what needs to be communicated here clearly and frame the questions accordingly justifying the context.
3	BIG IDEA (10%)	• The Big Idea can help us get clear and succinct on the

 our audience

3. Deadline

- The strict deadline for submission of the assignment is < **December 26, 2021> EoD.**
- Late submissions won't be evaluated.

4. How to submit

- This is a group assignment.
- Each group consists of up to 3 members. All members of the group will work on the same problem statement.
- Each group should zip the deliverables and upload in CANVAS in respective locations under ASSIGNMENT Tab.
- Assignment submitted via means other than through CANVAS will not be graded.

5. Evaluation

Sl. No	Criteria	Description
1	Know your audience (10%)	• Getting to know our audience and understanding their needs and what drives them is an important early part of the process for successfully communicating with data
2.	WHAT? Effective Formulation of Contextual Questions (25%)	• Identify what needs to be communicated very clearly and frame the questions accordingly justifying the context

- Each group should zip the deliverables and upload in CANVAS in respective locations under ASSIGNMENT Tab.
- Assignment submitted via means other than through CANVAS will not be graded.

Evaluation

Sl. No	Criteria	Description
1	Know your audience (10%)	• Getting to know our audience and understanding their needs and what drives them is an important early part of the process for successfully communicating with data.
2	WHAT? Effective Formulation of Contextual Questions (25%)	• Identify what needs to be communicated very clearly and frame the questions accordingly justifying the context.
3	BIG IDEA (10%)	• The Big Idea can help us get clear and succinct on the main message we want to get across to our audience
4	Choice of appropriate visuals (25%)	• Identify the appropriate visuals for communicating the message
5	No clutter in the visuals (10%)	• The visuals presented should not have any unwanted [illegible] of data