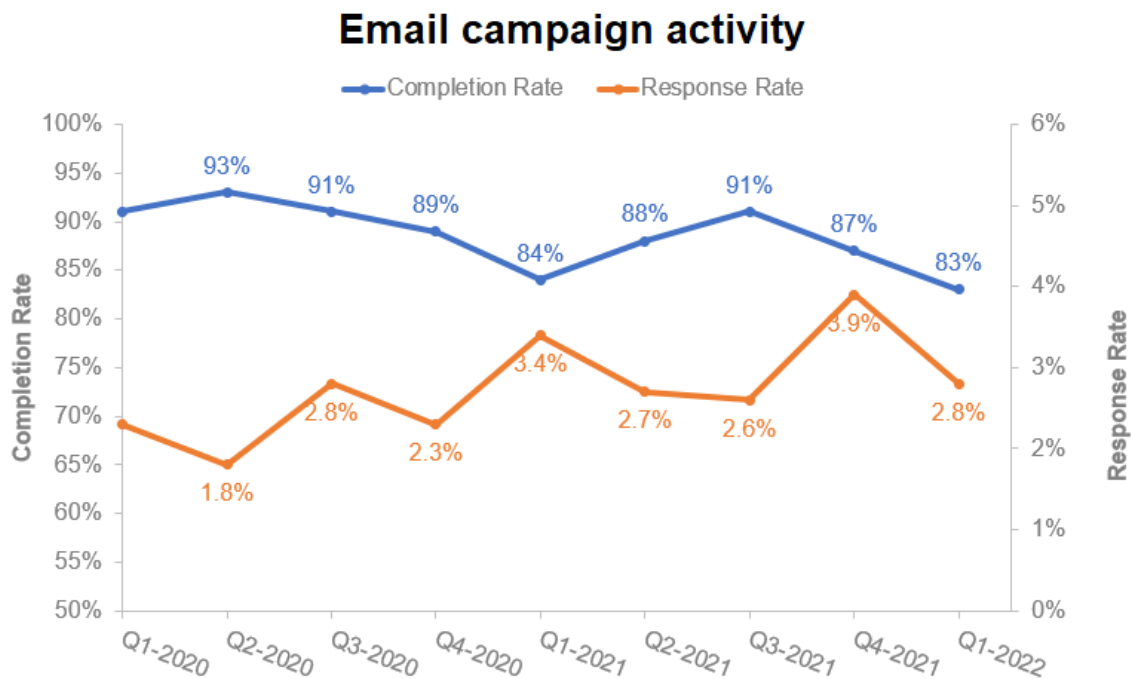


SIMPLYFYING DUAL AXIS

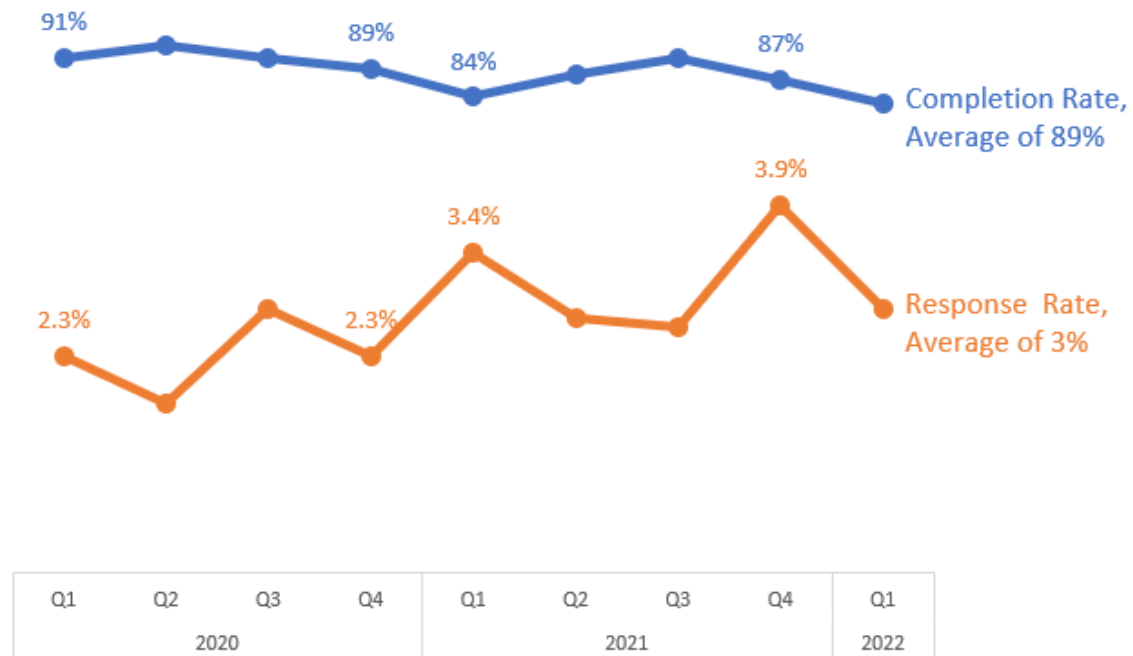
- Intended story
A graph that shows response rates and completion rates for the past few years for your company's email surveys to its user base. The completion rate is the proportion of users completing the entire survey and the response rate is the percentage of users who responded to the email survey by starting it
- Before – Showing Data



- Chart challenges
 - Displaying both axes make the chart look too busy and complicated
 - Too many data labels
 - Long and untidy x-axis labels

- After – Story telling with Data

Email campaign activity



- Design Changes
 - Only crucial points labeled and both axes removed
 - X-axis labels grouped and simplified so that they fit horizontally
 - Legend removed and group names added directly to the chart
 - Average over time added for each category
 - Chart name aligned to the left and de-emphasized
 - Line thickness increased