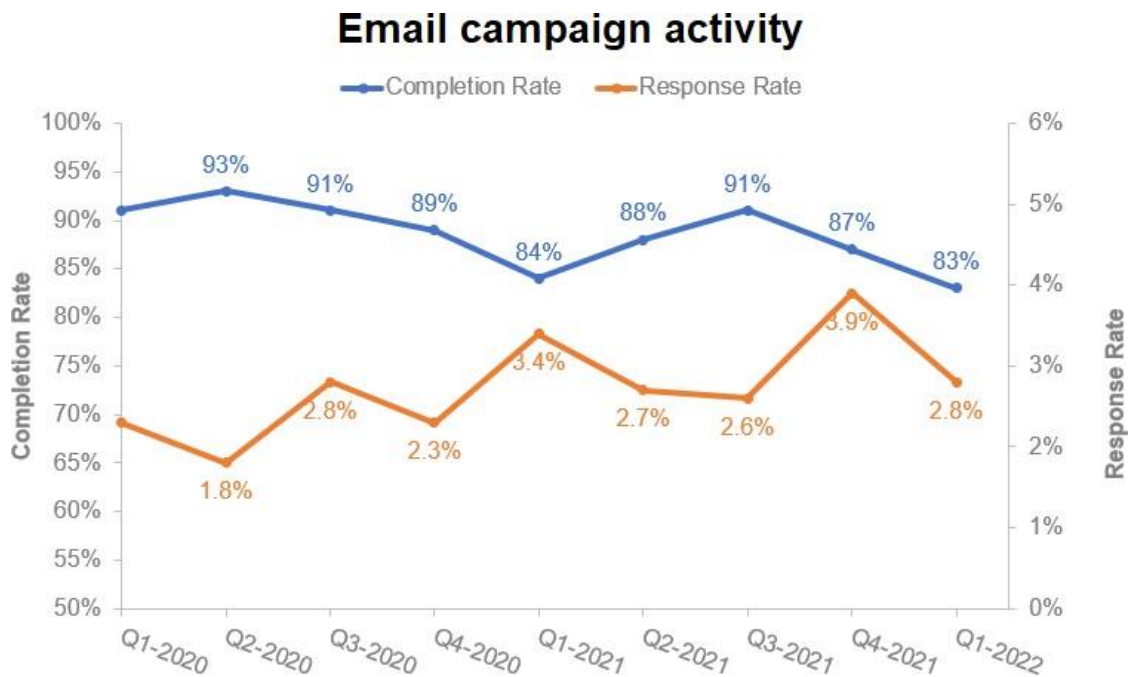


SIMPLYFYING DUAL AXIS

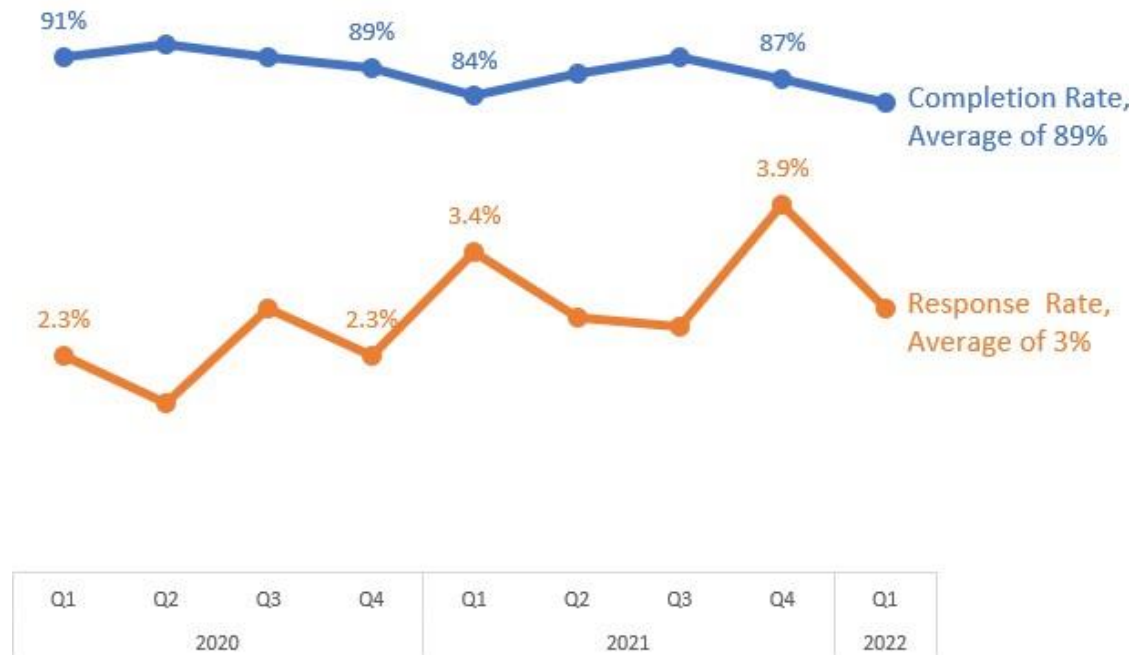
- Intended story.
A graph that shows response rates and completion rates for the past few years for your company's email surveys to its user base. The completion rate is the proportion of users completing the entire survey and the response rate is the percentage of users who responded to the email survey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

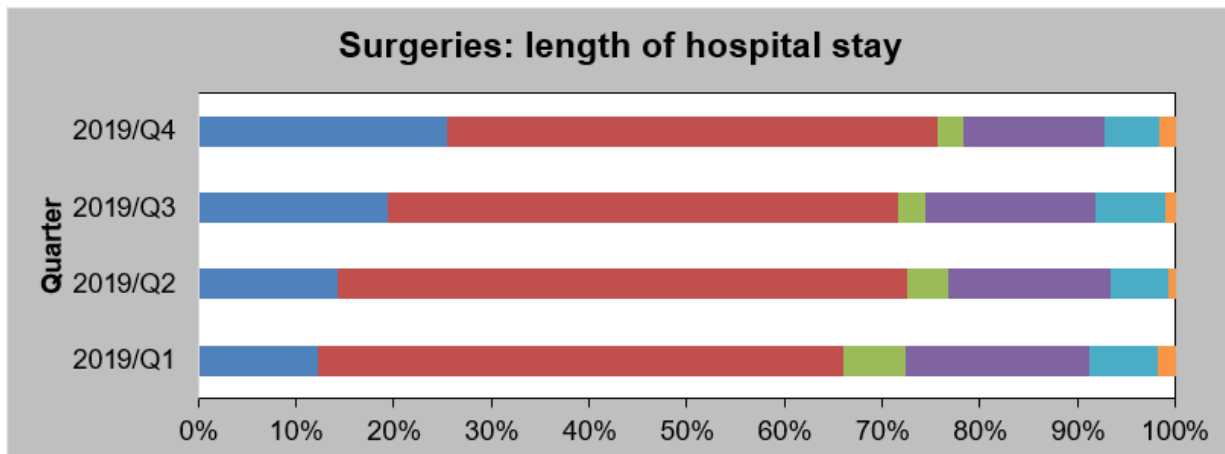


- Design Changes
 - Only crucial points labeled and both axes removed.
 - X-axis labels grouped and simplified so that they fit horizontally.
 - Legend removed and group names added directly to the chart.
 - Average over time added for each category.
 - Chart name aligned to the left and de-emphasized.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

SIMPLYFYING STACKED BAR CHART AND TABLE

- Intended story.
A graph that shows the length of hospital stay in days for patients after surgery in 2019 by quarter.
- Before – Showing Data

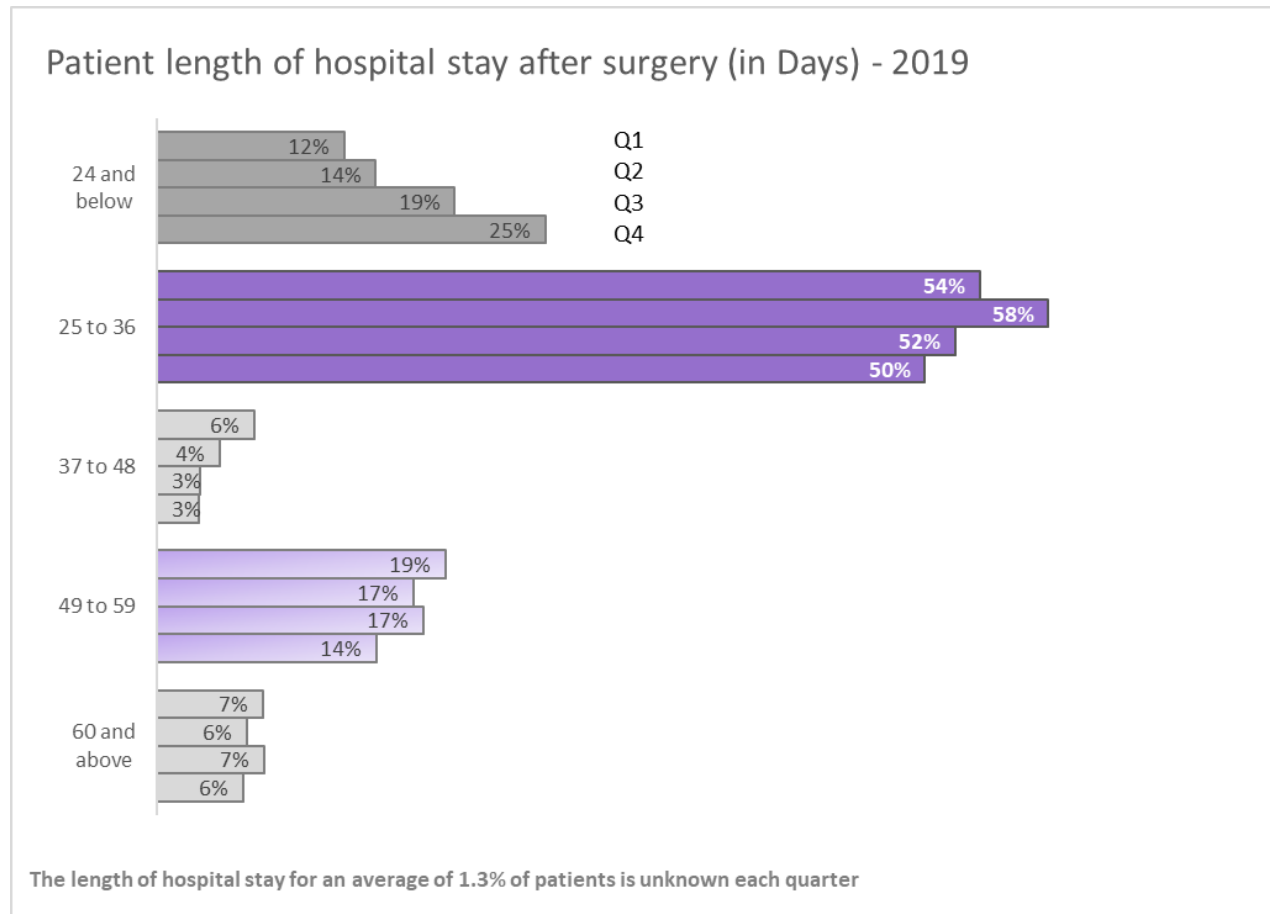
ORIGINAL VISUAL



	≤24	24 and 36	36 and 48	48 and 59	≥60	Unknown
2019/Q1	12.2%	53.9%	6.3%	18.9%	6.9%	1.8%
2019/Q2	14.3%	58.3%	4.1%	16.7%	5.9%	0.7%
2019/Q3	19.5%	52.2%	2.8%	17.4%	7.0%	1.1%
2019/Q4	25.4%	50.3%	2.7%	14.4%	5.6%	1.7%
	17.8%	53.7%	4.0%	16.8%	6.4%	1.3%

- Chart challenges
 - The title is not clear and easy to understand.
 - Showing the chart and table makes the visual look too busy and clustered.
 - Category labels and overlapping hence confusing.

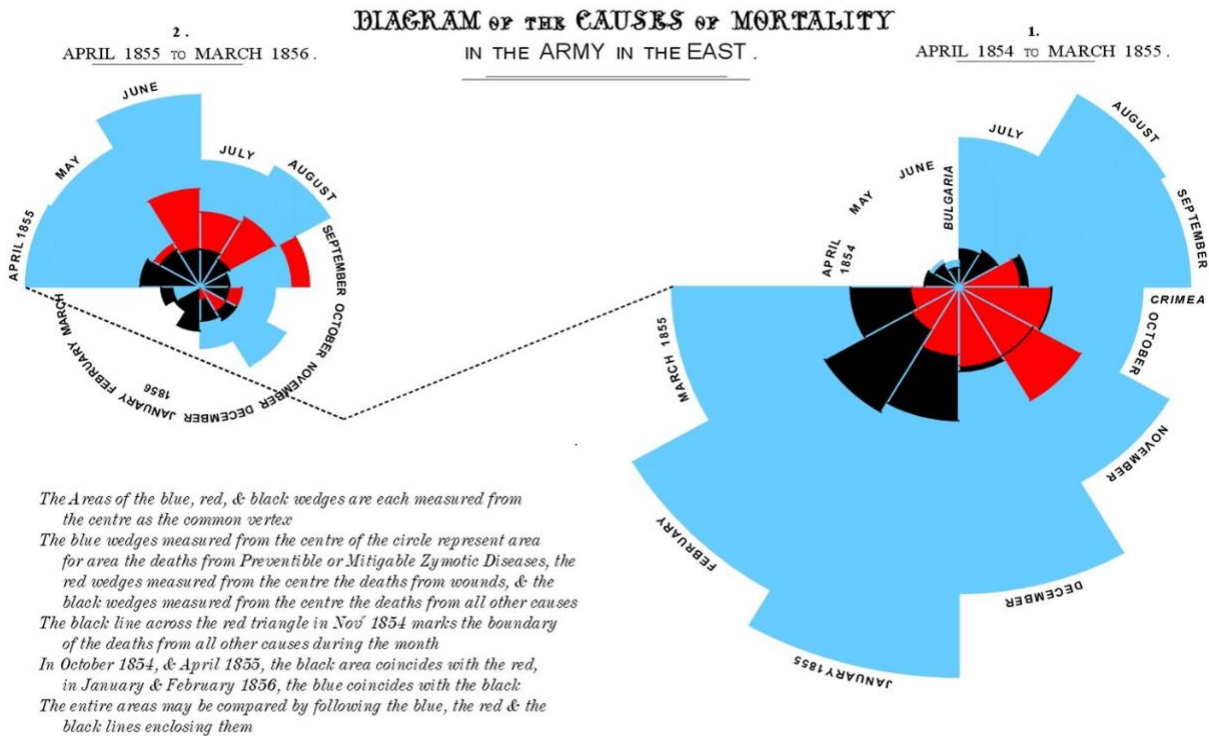
- After – Story telling with Data.



- Design Changes
 - Title edited to a simpler and easy to understand one.
 - Category labels changed and overlapping removed.
 - Table removed and data labels used instead.
 - Horizontal bars used instead of stacked bar.

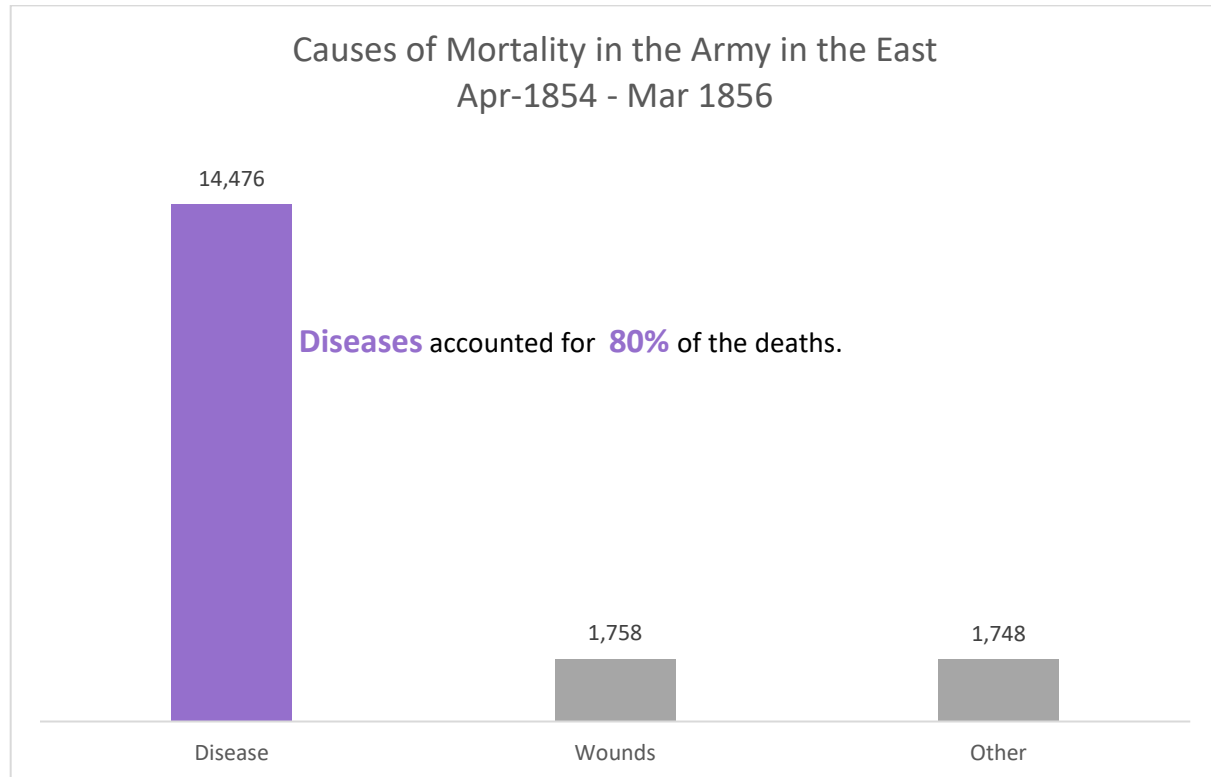
SIMPLYFYING A FAMOUS CHART

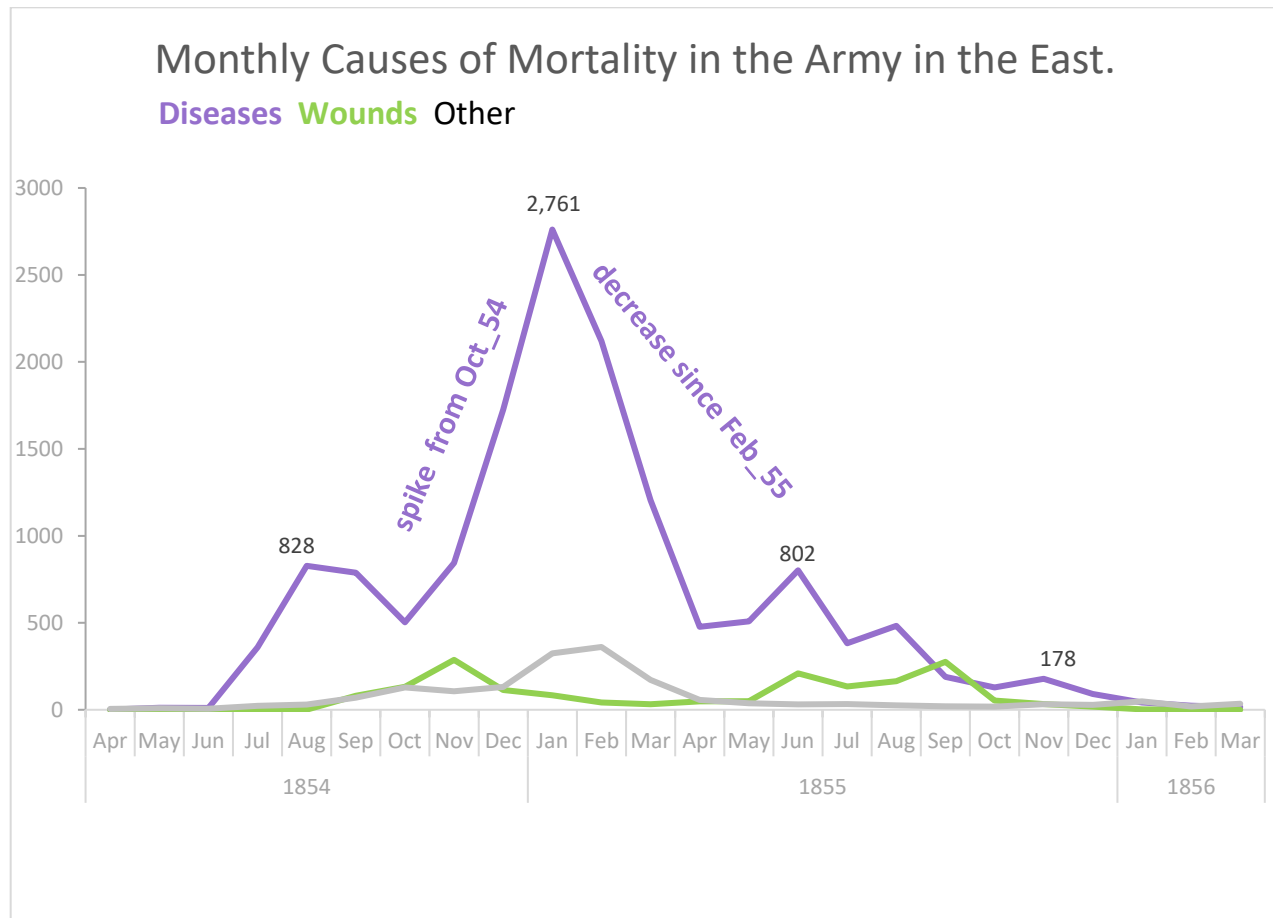
- Intended story.
Florence Nightingale was a pioneer in data visualization and her innovative approach to representing data using her famous "Rose Chart" was ground-breaking for her time. She created a rose chart to highlight the number of unnecessary deaths during the Crimean War because of preventable infections.
- Before – Showing Data



- Chart challenges
 - The chart is generally complex to interpret.
 - It can only be used for a limited period.
 - The design elements are quite distracting from the data being presented.
 - It is difficult to easily identify the month-on-month trend.

- After – Story telling with Data.





- Design Changes
 - Chart changed to a bar for overall comparison and line chart for monthly trend.