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MIS 505

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Module 4 Assignment 3 Redesign

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**Insurance Rates**

For my redesign of the Insurance Rates comparison, I chose to use two graphs. The first graph tracks the path of average 6-month premiums overall. After considering a bar chart for this, I decided instead to use circular shapes to mark each actual data point. I used an innocuous blue-gray color for each point, relying on the downward trend to speak for itself. With the title of the chart, I spelled-out the intent of the message I was hoping to convey. I also added a label for the first and last points, to highlight the starting and ending values.

For my second graph, I analyzed the premium difference by gender over age. I found that a line graph best communicated the disparity, as well as the interesting convergence after age 21. I chose blue for Male and orange for Female. With this chart, my title more generally focuses the reader to examine the disparity between the genders. As the gender gap closes around age 21, I’ve added age labels and a boxed annotation to further explain what is happening.

In my dashboard, I placed the average premiums chart at the top, and the disparity-by-gender chart on the bottom. I did my best to ensure that the X-axis age labels were somewhat aligned. This almost creates the impression of a single visualization, which is helpful, since the data in both charts follows the same age span. I placed the legend for Male and Female colors at the start of the lines, so that the reader doesn’t have to go far to understand what the colors represent.

**Lenovo Sales**

For my redesign of the Lenovo Sales Graphic, I wanted to focus on three main features. First, I examined the overall revenue growth. Second, I reviewed absolute changes in Geography and Segment. Lastly, I analyzed the percentage change by Geography and Segment. The overall revenue growth is reflected by a basic bar chart, with 2014 and 2015 revenue compared side-by-side. I hid the Y-axis and simply added data labels to better show the direct comparison.

For Total Revenue Change by Geography, I used a line graph. I applied color to distinguish the regions that experienced significantly more absolute growth. I also started the Y-axis at $5B, in order to zoom into the change occurring across all regions. For Revenue Change by Segment, I used a bar chart, highlighting the segments with color and data labels to emphasize the change. This comparison was a challenge, with the PC segment taking up so much of the space. I started with a line chart, but the under-performing segments were getting in each other’s way. I tried to be more direct with this chart’s title, using color to match the Segments of interest. When analyzing Percentage Change by Geography and Segment, I used similar techniques. I then split my dashboards in two, in order to focus on absolute change vs. percentage change.