**Initial Observations on the Visual**

*Questions 1 to 3*

1. I like that it uses proximity to point out points in the data of interest. I like that it uses a color scheme to identify low points and high points. Finally, I like that it uses enclosure to identify the data points we should be looking at.

2. There are # problems with the graph:

a. The color scheme makes no sense and it is not apparent to me what the metric is that is driving these numbers

b. The attempt at enclosure has green data points included, which defeats the purpose of enclosure

c. The graph has a time series variable as an input for the heatmap, but if this is a matter of presenting a age group over time then a heatmap is not even needed.

3. We will utilize a simple line graph to display the average revenue collection for new advertisers (which was defined at 4 quarters max) it is clear that this approach is superior since it presents a well-defined time series and goes shows beginning and end contribution to show where we began and where we ended up.

