

Homework 1

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1 Introduction

This work is part of the 'Communication with data' course ,in which we aim to conduct an analysis of an info-graphic. The chosen document was "Coimbra-The right place to be", which can be accessed through the following link: [Coimbra-The right place to be](#).

2 Data presentation

On the infographic shown below we can see geographical and demographical data of the Coimbra district. We can clearly see the position of the city on the map of Portugal and Spain, with roads and railway connections to the bigger cities (Lisbon and Porto), and locations of the nearby ports and airports. It also presents some data about the population of the area, like number of inhabitants, number of students and number of doctors. We can also see some facts about the weather and environment surrounding Coimbra like green areas.

Given the data shown on the infographic and since it is only available in English language, we suppose that the presentation is aimed at foreigners, who want to live in Coimbra, or at bigger companies that want to invest in the area.

We believe that the goal of the presentation is to present Coimbra as city in central location, with access to numerous transport infrastructures. The information about the large student population is intended to show that the city offers access to a large number of highly educated people and also to encourage rental property investors to invest here.

We think that the infographic is effective, as it presents relevant data in a way, that is easy to understand. All the advantages of the location, demography and infrastructure are presented in an attractive format to encourage interest in Coimbra.

COIMBRA, THE RIGHT PLACE

Coimbra is strongly committed to sustainability, as well as life quality and well-being of its citizens, presenting several requirements to achieve these goals: a mild weather, Mondego River and its riverbanks, inviting for tours and sports activities, green spaces, pleasant sidewalks and bicycle paths, that enable the visitor to discover the city, by foot or bicycle, with comfort and safety.

Cosmopolitan city, former capital of the kingdom, it possesses important heritage assets and, in 2013, was recognized as World Heritage Site by UNESCO.

Characterised by a strong link to gastronomy and Tourism, sports and culture, Coimbra hosts a myriad of national and international events.

Coimbra is the 4th best city to live, the 5th best city to do business and the 8th with the highest purchasing power**.

* according to INE data

** according to Bloom Consulting ranking (2022)

