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## Data Visualization Effectiveness Profile

### Reference

Few, Stephen. "Data Visualization Effectiveness Profile," 2017, 11.

[http://www.perceptualedge.com/articles/visual\\_business\\_intelligence/data\\_visualization\\_effectiveness\\_profile.pdf](http://www.perceptualedge.com/articles/visual_business_intelligence/data_visualization_effectiveness_profile.pdf)

Email \*

[ikk@andrew.cmu.edu](mailto:ikk@andrew.cmu.edu)

Your name \*

Ibrahim Knate

What visualization are you ranking? Provide the title and web-accessible URL. \*

Two-thirds of the World Cup's market value comes from Europe

<https://www.statista.com/topics/9211/2022-fifa-world-cup/#dossierKeyfigures>

Usefulness. Is it useful for the intended audience? Does it communicate valuable information?

1 2 3 4 5 6 7 8 9 10

Useless ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ Very useful

Completeness. Does the visualization have everything necessary to make it understandable?

1 2 3 4 5 6 7 8 9 10

No relevant data ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ All relevant data

Perceptibility. Can the reader understand the information with minimal effort? Is the visualization type appropriate? Does it use illogical comparisons?

1 2 3 4 5 6 7 8 9 10

Unclear and difficult ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ Clear and easy

Truthfulness. Is the visualization accurate, reliable and valid? Is it representing what it says it is, and in the most complete and truthful manner? Does it misrepresent the data or make comparisons that aren't correct?

1 2 3 4 5 6 7 8 9 10

Innacurate and / or invalid ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ Accurate and valid

Intuitiveness. Is it easy to understand and clearly communicates the information? If unfamiliar, does it include easy to understand instructions on how to interpret it?

1 2 3 4 5 6 7 8 9 10

Unfamiliar, difficult to  
understandFamiliar, easy to  
understand

Aesthetics. It is interesting / enjoyable to look at? Is it a good example of what a beautiful data visualization might look like? Is it somewhere in the middle - pleasing but otherwise not distracting to look at?

1 2 3 4 5 6 7 8 9 10

Ugly



Beautiful

Engagement. Does it lead the audience to learn more about the topic? Does it inspire the audience to talk about the data or share it with others?

1 2 3 4 5 6 7 8 9 10

Distracts from data



Draws one into the data

Describe your overall observations about the data visualization here. What stood out to you? What did you find worked really well? What didn't? What, if anything, would you do differently? \*

This tree map design shows the aggregation of market value for teams qualified to the 2022 world cup. The design displays effectively the distribution of that value and divide them by continent. The color divisions allow us to quickly identify immediately the size of Europe both about the number of teams represented and the higher comparative market value. That really worked well because it targets the purpose of the article which the dominance of Europe on this metric.

What worked less effectively is the readability of the countries with smaller market value. Plus, by choosing a treemap, what you win in straightforwardness is also what you lose in specificity and direct comparison. That is why I would like to change the design into a horizontal bar graph.

Who is the primary audience for this tool? Do you think this visualization is effective for reaching that audience? Why or why not? \*

This design is meant for any stakeholder in the football world. It can be of use to casual fans as well trying to identify the teams and the continents with the highest market value as a marker to select their favorite for the tournament. But above all this design can be use in any analyst of financial technician in the football world (sportive directors, scouts, CFOs, etc...) they could effectively compare the pre and post world visualization in order to the assess the impact of the world cup in equalizing the market values through heightened visibility.

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Final thoughts: how successful what this method at evaluating the data visualization you selected? Are there measures you feel are missing or not being captured here? What would you change? Provide 1-2 recommendations (color, type of visualization, layout, etc.) \*

It was very effective. I would only add a section that would capture something like "does the design communicate all we can learn from the dataset?" That is effectively why I redesign the graphic since I thought it traded more explicit details for more straightforwardness.

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