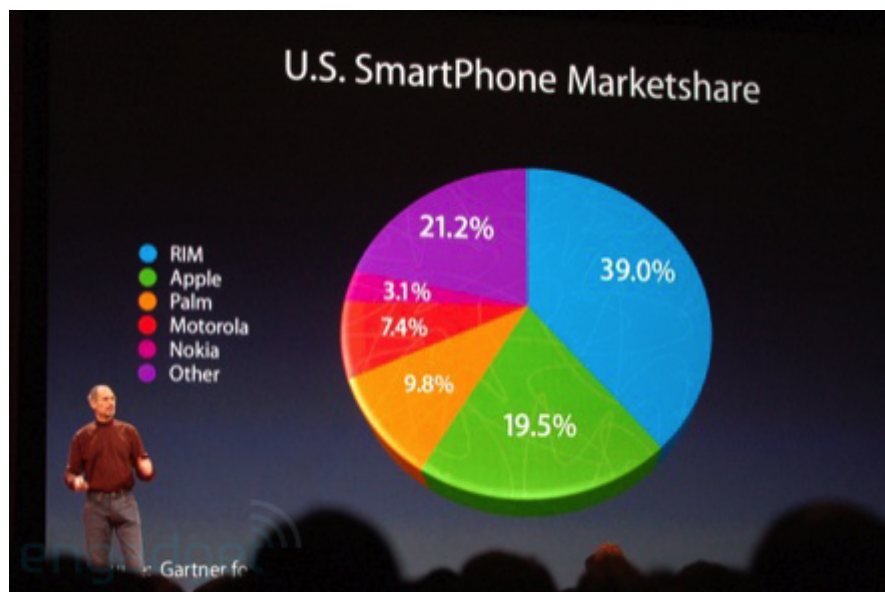


≡ 13. Bad Visual Quizzes (Part II)



The above pie chart violates a few rules of visual design, but which is the worst violation?

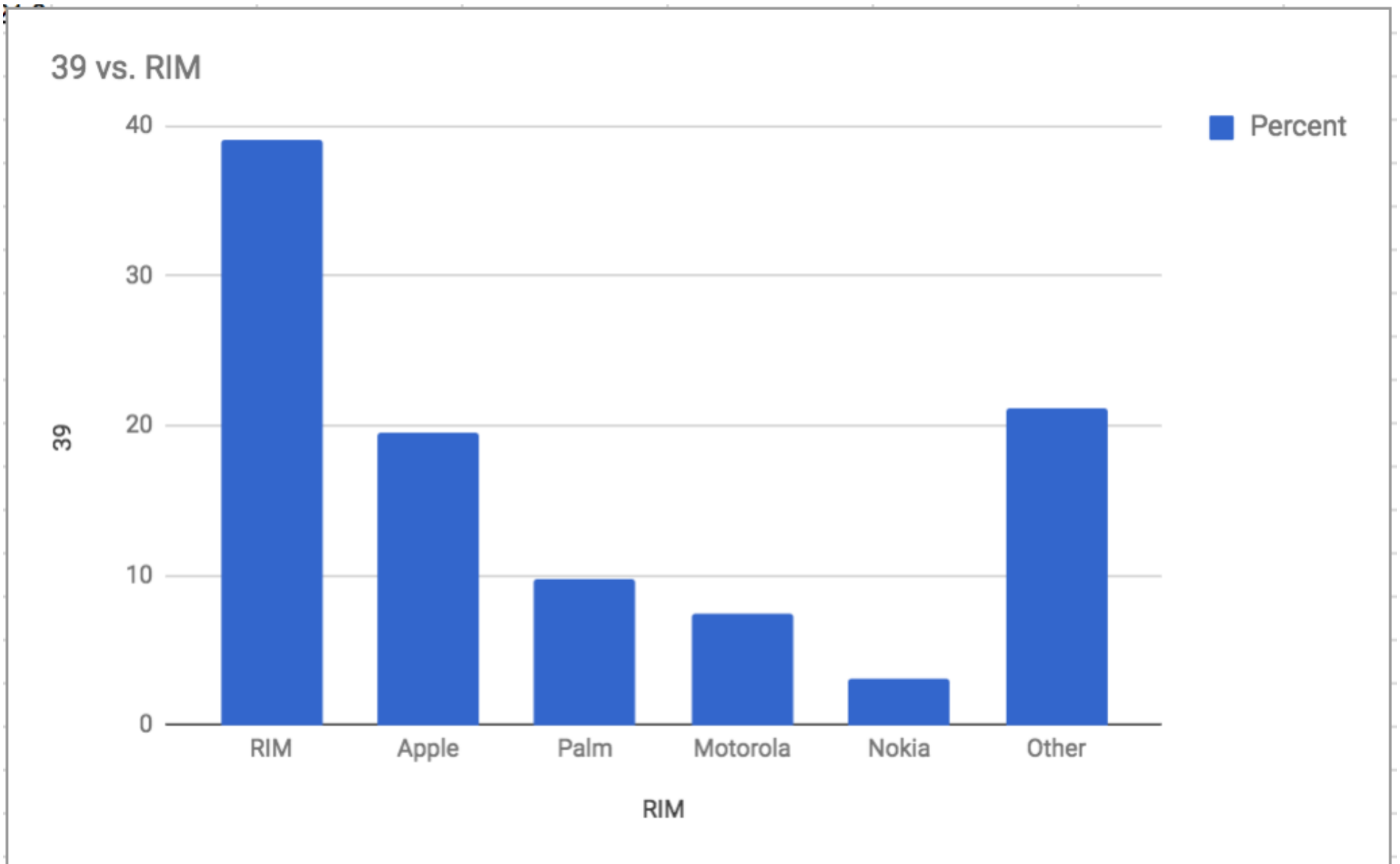
- ☐ Chart Junk
- ☒ Design Integrity
- ☐ Data-Ink Ratio
- ☐ This should be used for Exploratory analysis and not Explanatory analysis.

What all could be done to improve the above visual? Check all that apply.

- ☒ Change the coloring to be less dramatic, while still relating to the different companies.
- ☒ Remove 3D aspect.
- ☒ Use a visual that uses length (bar chart) rather than area (pie chart) to demonstrate differences, as humans are better able detect differences in lengths.
- ☐ Remove the percentages, as they are redundant to the area of the pie chart slice.
- ☐ Remove the legend, and put the names of the companies directly on the plot.

Updated Visual

The same data presented in the image above is recorded in the spreadsheet [here](#). This data was used to create the following visual; the next question asks how this plot could be improved.

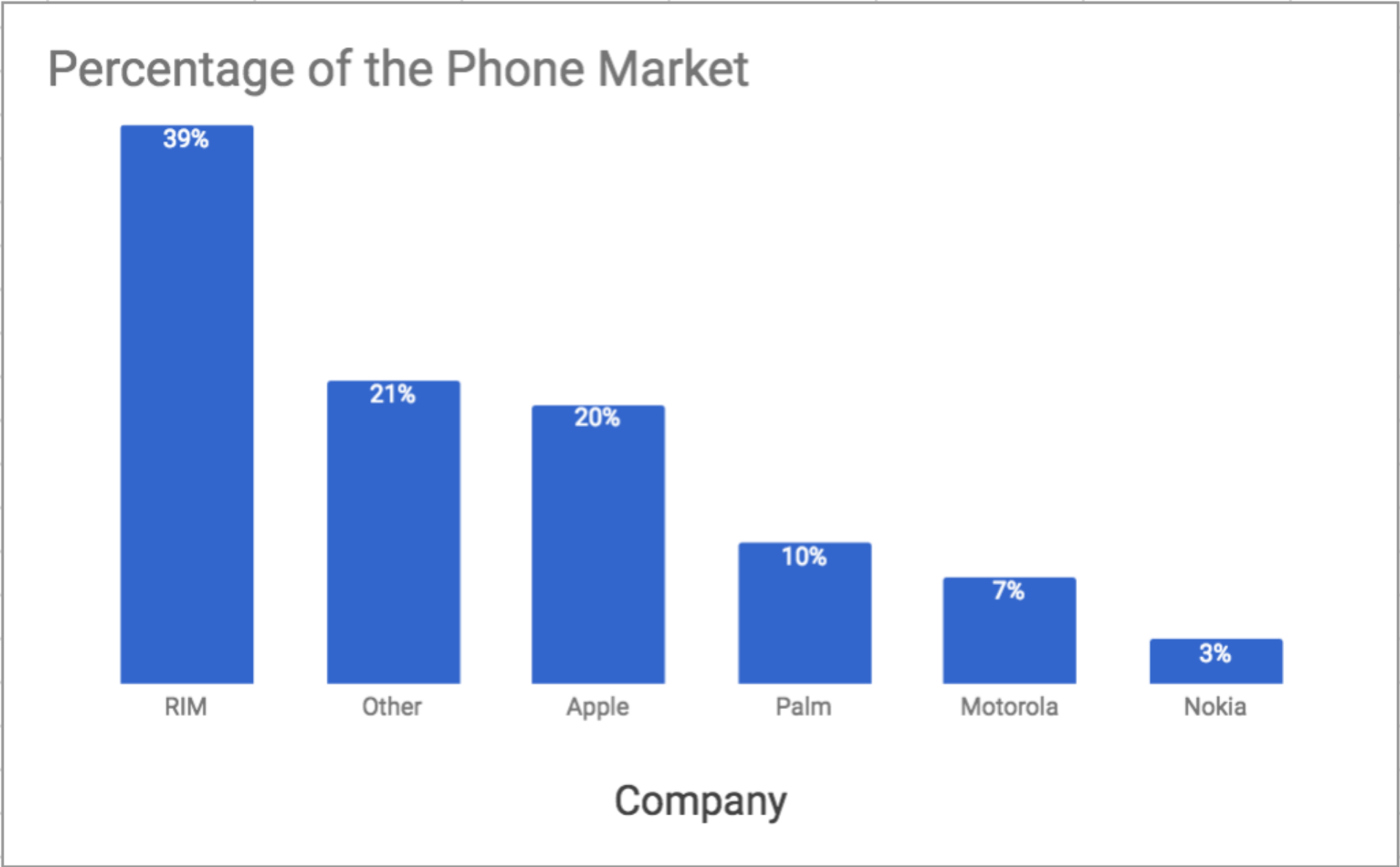


Using the above bar chart, select all that apply for improving this visual. Check all that apply.

- ☒ Rename axis labels and title.
- ☐ Order the bars in alphabetical order for an easier comparison.
- ☒ Order the bars according to height for an easier comparison.
- ☒ Remove legend, as percent isn't a useful legend label. [and add "%" to the y-axis ticks](#)
- ☐ Color the bars to highlight the different companies.
- ☐ Add to the legend the company names and color the bars as represented in the legend.

There are always personal preferences. The visual below is a **good visualization** of this data from a design, following the principles of:

1. reducing chart junk,
2. maintaining a high data-ink ratio,
3. maintaining data integrity, and
4. using length to show changes and differences rather than areas.



[Next Concept](#)