Janit Mehta
1213090487
Janit.mehta@asu.edu

Why is Novak Djokovic invincible in Australian Open Finals?

Story:

Novak Djokovic has won the Australian Open Grand Slam a record-equaling six times. He has never lost an Australian Open Final. So, I decided to take a look as to why he is so dominant at the Rod Laver Arena. The results were intriguing. There was one statistic common to all his victories which stood out – his 'Second Serve Win %'. His 'Second Serve Win %' was 15-29% higher than his opponents. To understand why this made him so effective, let us understand the importance of the 'Second Serve Win %'.

"You're only as good as your second serve" – Pete Sampras

During a player's second serve, he is under pressure, trying to avoid a double fault, so he serves at a lower speed (reinforced by the data provided), giving his opponent the control of the game. Hence, it is the opponent's point to lose. On the other hand, a first serve is where the player dictates the game of the play, forcing his opponent to areas which are difficult. Novak managed to overcome the disadvantage of the second serve and win a majority of his second serve points, which his opponents couldn't manage to do. Hence, we can conclude from the given data, that it was the 'second serve win %', that contributed to his invincibility in Melbourne.

Design Rationale:

To depict this, I went which a comparative column graph. The comparative column graph shows the difference between Djokovic's second serve vs his opponents over all the finals he's played at the Australian Open. Hence, the viewer can easily see that Djokovic's second serve is much higher than his opponents.

The background of my poster was painted with a shade of blue which is very similar to the blue court at the Australian Open. The shades of yellow and orange used in the graph, provide ample of contrast with the background. Yellow and orange complement each other each other well. The white text on blue background ensures readability.

The small 'Did you know?' text at the bottom gives the importance of a second serve win to a layman.

Conclusion:

I think my design effectively delivers the story of – 'Why is Djokovic invincible in Australian Open finals?' because it points out that statistic that is common to all of Djokovic's victories – "Second serve win %". The importance of "Second serve win %" is conveyed through a 'Did you know?' text at the bottom. So the viewer gets an insight as to the reason for concluding that "Second serve win %" is what contributed to his victories the greatest.