Visualization Analysis

A video streaming site charges users for a monthly subscription. It's important for the site to monitor cancelled subscriptions. The monitoring dashboard shows the chart below and is being monitored daily.

     a. Is the chart accurate? Is it useful? Explain your thoughts.

     b. Design a chart that will help the team better

A)

1. The dates on the x-axis are irregular and provides little insight.
2. Since the chart is being monitored daily, it should show daily user cancellations.
3. The x-axis should be titled "User Cancellation Date" instead of "User Join Date"

To design a better chart:

1. The metric to be tracked is number of user cancellations against time period.
2. The gap between two time periods should be 1 day since it is being monitored daily.
3. The difference between y-axis labels should be lower since it will give a better understanding of the number of cancellations on that day. A difference of 20 should be sufficient. 0,20,40 etc.