



## Forum Posting 1: Data types, marks, and channels

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### Genshin Impact iOS Revenue - China

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#### Information

The due date for posting to this forum is Friday, 26 July 2024, 9:55 PM.



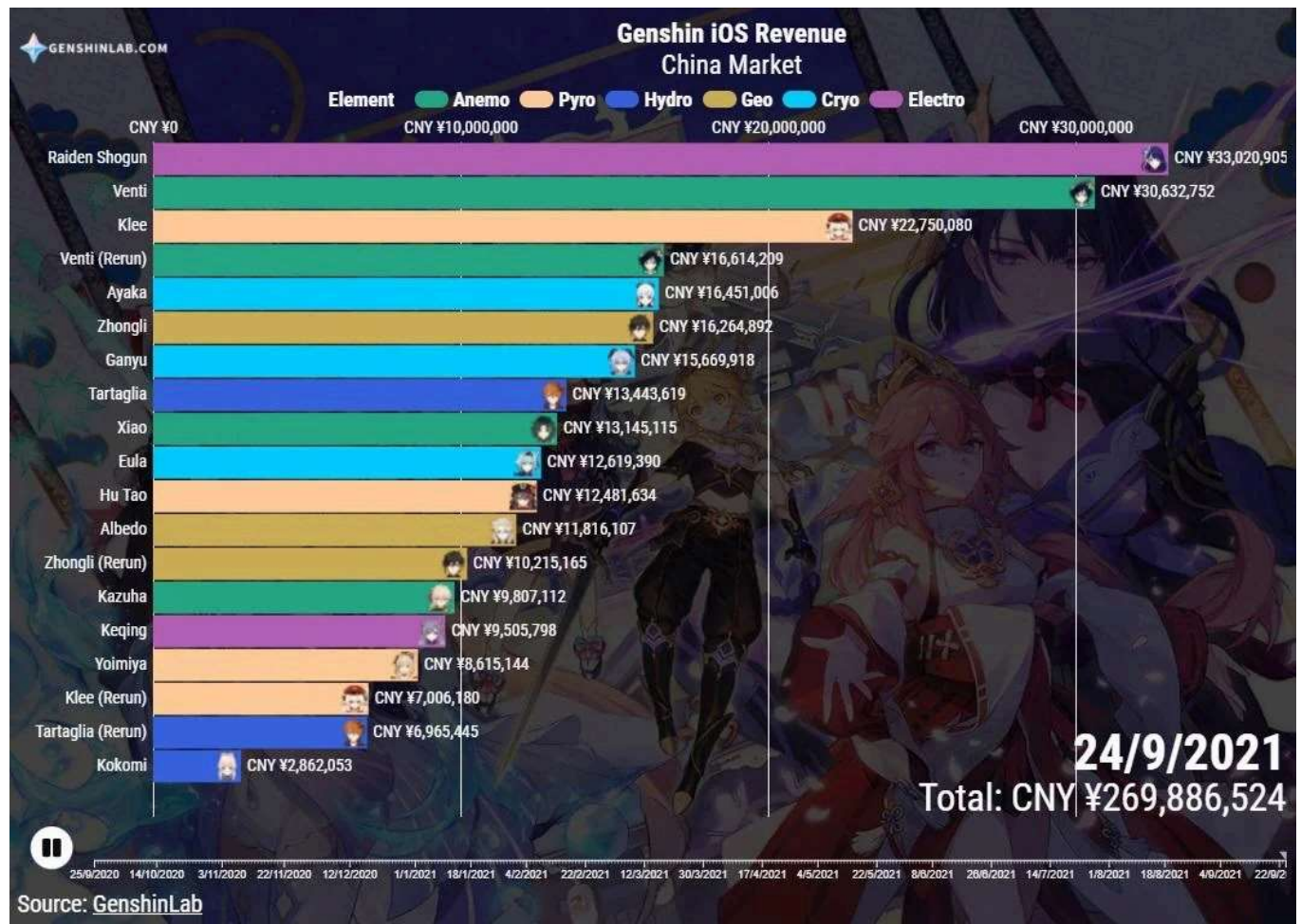
#### Genshin Impact iOS Revenue - China

by [Jet Shen Chong](#) - Wednesday, 24 July 2024, 1:20 AM

The visualisation below shows the revenue earned by the game Genshin Impact for each character banner available. The visualisation also shows the total revenue earned as of 24th September 2021. (Link: <https://genshinlab.com/genshin-impact-revenue-chart/>)

'character(s)': The names displayed on the vertical axis (e.g. Raiden Shogun, Venti, etc.)





\* The dates at the bottom of the image is used for the interactivensess within the website [linked](#).

## 1. What?

The visualisation shows the amount of revenue generated by each character's banner throughout the game.

## Type of Dataset

- **Tables:** for each item (character), they have their own value of attribute (value of total revenue).

## Data Attributes

- **Categorical:** The type of element each character possesses (No character can possess more than one element).
- **Quantitative/Numerical:** The total revenue earned by each character banner (in Chinese yuan renminbi).

## 2. Why?

This visualisation can first be insightful and enjoyed by players, to understand which characters generated more revenue than others. This visualisation can also help the game developers to improve on their decision making when creating new characters for the game.

## Actions

- **Consume > Discover:** Discovering which characters produced the highest or lowest revenue during their banner period.
- **Consume > Enjoy:** Consumers can enjoy seeing visualisations about their favourite game's revenue.



## Targets

- No specific targets can be found within this visualisation
- This is because each character's sales is determined by many subjective factors (strength, visual appeal, lore, etc.).

### 3. How?

The visualisation has a bar chart, aligned to the left, to visualise and compare the revenue generated by each character. The length difference between characters can show the difference in popularity between characters.

Each character is also color coded with their possessed element for better distinguishing.

## Marks and Channels Used

- **Marks:**

1. **Lines:** A line used to represent the amount of revenue generated by each character.

- **Channels:**

1. **Position:** All bars are horizontally positioned, while also aligned to the left, this is for better intuitive relative judgements visually.
2. **Color:** Color **hue** is used to distinguish every element a character can possess. (No character can possess more than one element, and no element is superior than another).
3. **Size > Length:** The length of each bar shown in the visualisation, along with all bars aligned to the left, can give its consumers intuitive relative judgements for comparing total revenue earned between different characters.

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