

Class 6 Assignment 2

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1. Issues with Current Visuals:

- **Table Format (Figure 1):**
 - **Problem:** The financial data for the banks from 2012 to 2019 is presented in a simple table, which lacks clarity and may cause confusion.
 - **Solution:** Transforming the data into a visual format would make key insights and patterns more apparent than raw numbers alone.
- **Bubble Chart (Figure 2):**
 - **Problem:** The bubble chart is difficult to interpret due to overlapping data points and missing labels, leading to confusion.
 - **Solution:** Switching to clearer chart types, like line or bar charts, would prevent overcrowding and improve readability.

2. Absence of Engaging Visual Elements:

- **Problem:** The table lacks any visual elements that help communicate the story behind the data, making the information hard to interpret.
- **Solution:** Incorporating colors, patterns, or symbols could make the visuals more engaging and interactive, helping to tell the story behind the data.

3. Poor Accessibility for Non-Experts:

- **Problem:** The current format is heavily focused on raw data, making it difficult for non-technical users to interpret and engage with the content.
- **Solution:** Using more accessible visual tools like bar charts, line graphs, or heatmaps would make the information easier for a general audience to understand.

4. Opportunities to Improve Visual Clarity:

- **Problem:** There is no emphasis on highlighting important trends or significant changes in the data, making it hard for the viewer to focus on key takeaways.
- **Solution:** Utilizing color and visual emphasis to draw attention to key patterns or shifts would help highlight the most important points.

5. Lack of Visual Hierarchy:

- **Problem:** The visuals lack structure, making it difficult for viewers to prioritize important data points.
- **Solution:** Simplifying the layout and adding visual cues to guide attention would make the information more digestible and improve the overall narrative.

Final Suggestions:

- Replace the table and bubble chart with more effective visualizations like bar or line charts. Add proper labels and make strategic use of color to highlight trends and patterns, making the data more understandable for a broader audience.