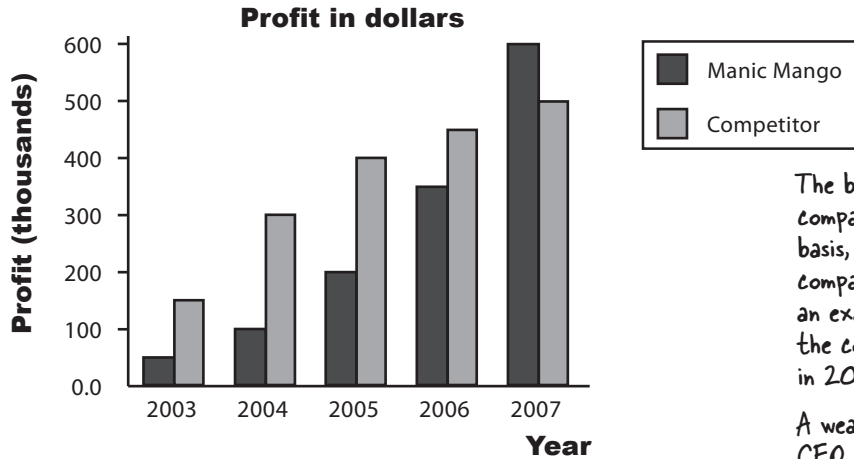




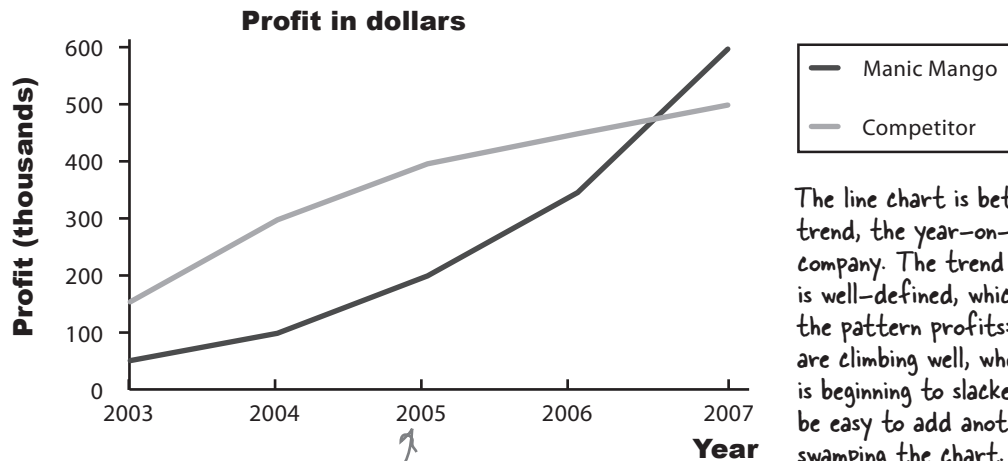
Exercise Solution

Here are two possible charts that the CEO could use in his keynote. Your task is to annotate each one, and say what you think the strengths and weaknesses are of each one relative to the other. Which would you pick?



The bar chart does a good job of comparing the profit on a year-by-year basis, and it's great if you want to compare profits in an individual year. As an example, we can see that up to 2007, the competitor made a bigger profit, but in 2007 Manic Mango did.

A weakness of this chart is that if the CEO suddenly decided to add a third competitor, it might make the chart a bit harder to take in at a single glance.



The line chart is better at showing a trend, the year-on-year profits for each company. The trend line for each company is well-defined, which means we easily see the pattern profits: Manic Mango profits are climbing well, where its competition is beginning to slacken off. It would also be easy to add another company without swamping the chart.

A weakness is that you can also compare year-by-year profit, but perhaps the bar chart is clearer.

We'd choose the line chart, as the overall trend is clearer than on the bar chart. But don't worry if you chose the other; the chart you use depends on which key facts you want to emphasize.