

Return to "Marketing Analytics" in the classroom

DISCUSS ON STUDENT HUB

Storytelling with Data

The visualization centers on a specific, clear finding in the data.

HISTORY Meets Specifications Hi, You have done an amazing work in this project. Congratulations. Your work clearly demonstrates that you have good knowledge about the data and the story which needs to be projected from a particular business data. Keep up the good work. Happy Learning. Wisual Storytelling with Data

Some interesting analysis. Well done.

The selected finding is clearly communicated. Design choices foster communication between the reader and the visualization.

Visualization does not add additional colors, shapes, or other design elements in an unnecessary way. Rather, each additional element should add to the insight being made.

Design

Color choices must accurately reflect the data and be chosen with accessibility in mind. For example, values that span from negative to positive numbers should be encoded with a diverging palette. Also, the color palettes should work for colorblindness.

■ DOWNLOAD PROJECT

RETURN TO PATH

Rate this review