



Northwestern  
University

# Exploring Different Chart Types

## Week 6



# AGENDA



- Quiz
- Spotlight: Assignment 3
- Lecture exercise
- Demo
- Exercise



# Quiz



*Spotlight*



*EXERCISE*

**Use the Maven Family Leave Challenge and data set to:**

- 1) select 3 chart types that you could use to visualize the data**
- 2) write down the pros and cons of each chart type (remember: all charts are a compromise!)**
- 3) after evaluating the pros and cons, visualize your top chart choice in Tableau.**

**If you think it makes sense given the data and the specific challenge given, you're encouraged to explore more advanced graph types for this exercise.**

**Share your answers and your Tableau chart on Canvas.**



# Challenge Objective

For this challenge, you'll be working as a Data Visualization Specialist at an online business journal. Your role is to create charts, visuals, and infographics as supporting content for articles.

As part of Women's History Month in the United States, your company is writing a piece on parental leave policies across the business world and they need you to **create an impactful visual** using the data you collected.

## About The Data Set

Crowdsourced parental leave data from 1,601 companies across different industries, including paid/unpaid maternity and paternity leave weeks.



### Parental Leave Policies

Crowdsourced parental leave data from 1,601 companies.

Download



CSV

File type

Single table

Data structure

1601

# of records

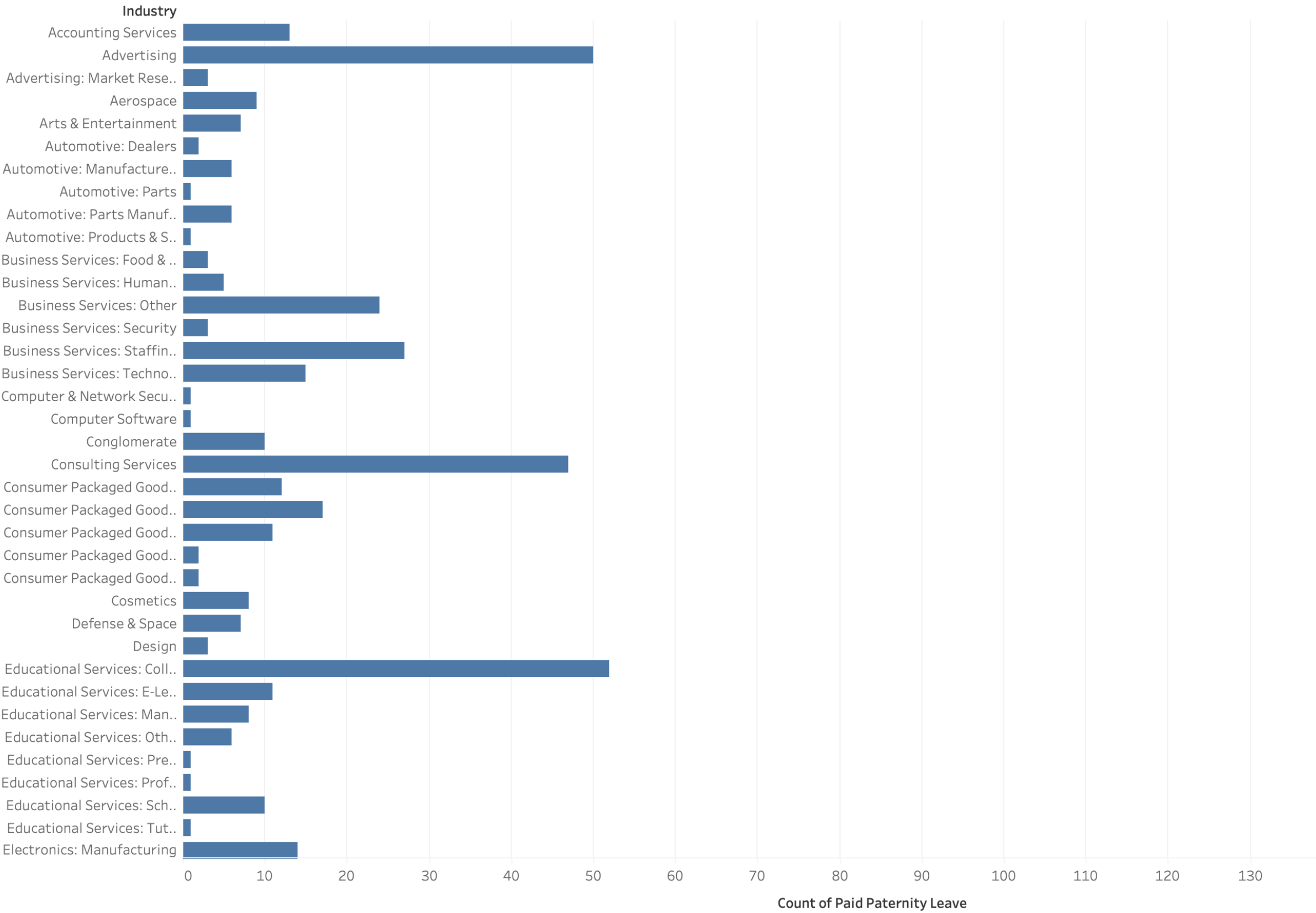
6

# of fields

Source: <https://mavenanalytics.io/challenges/maven-family-leave-challenge/2>



Number of Companies by Industry Offering Paid Paternity Leave

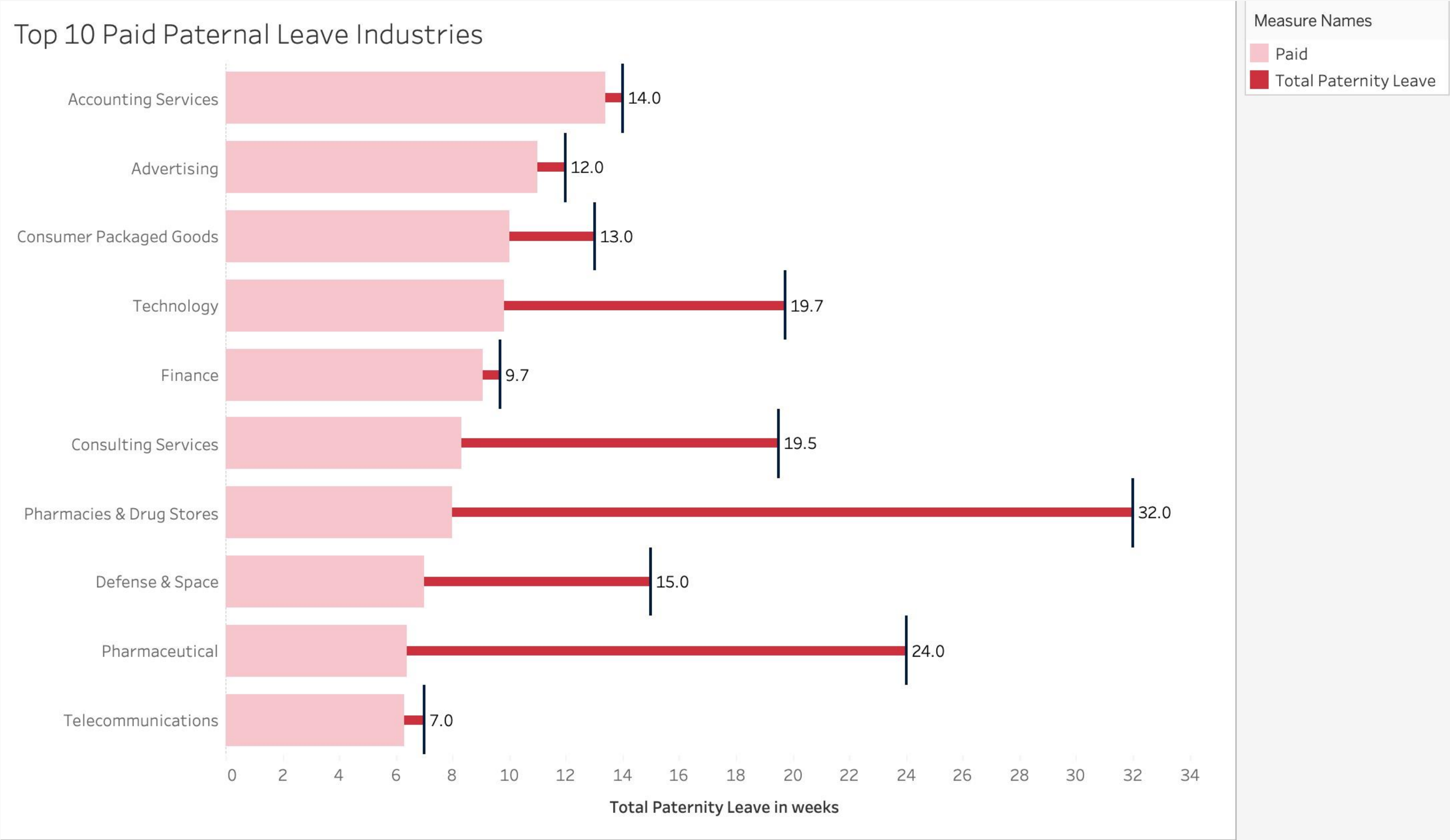






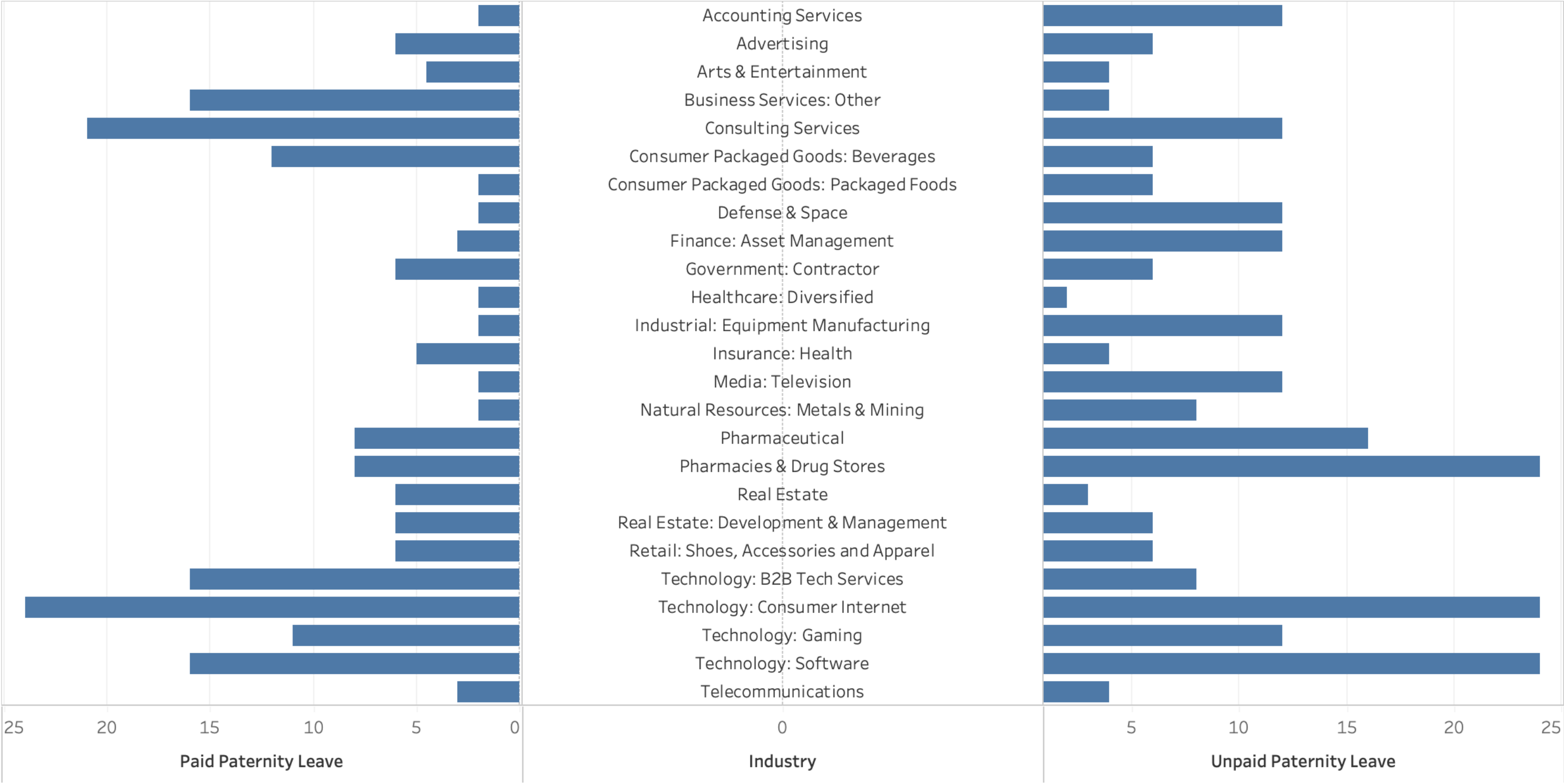
Top-12 industries with Paternity Leave



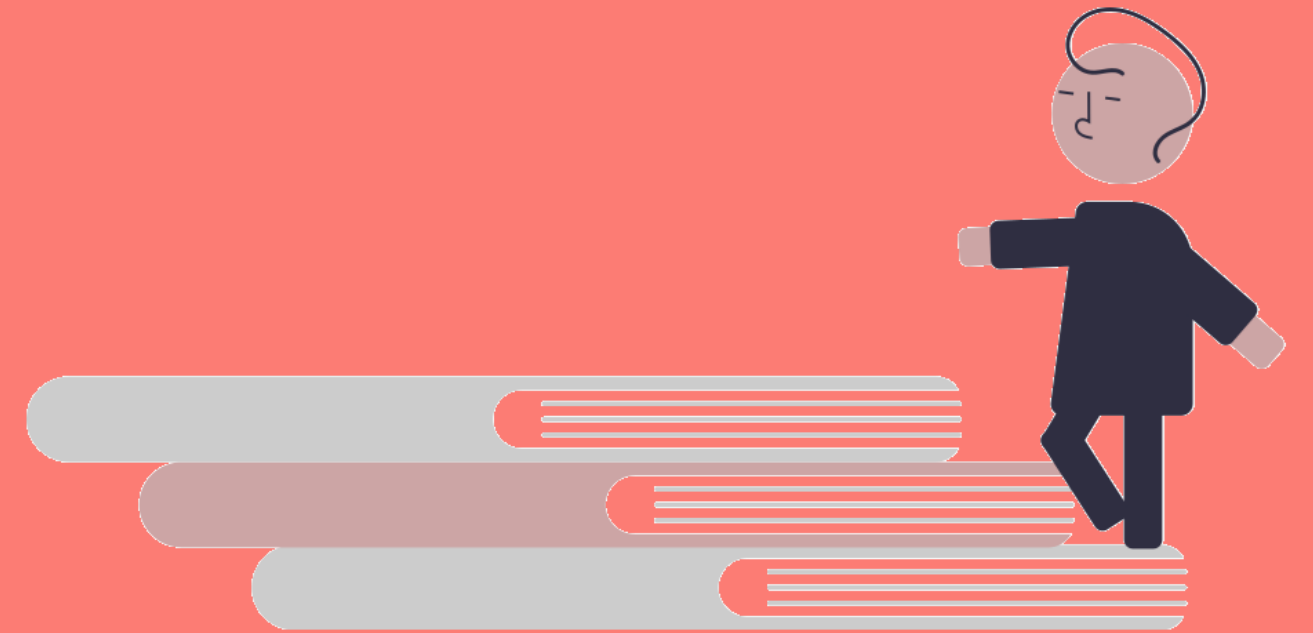




Industries with Paternity Leave



Choose an *emoji* that  
best describes how you  
feel about the exercise





*Demo*

A thick, hand-drawn red underline stroke positioned beneath the word "Demo".



*EXERCISE*

**Work in pairs.**

**Use the data set “Most Popular Drinks” to create a diverging bar chart, with male and female bars going in opposite direction.**

**What did you learn in the process?**

**How would you present this graph to your classmates?  
Make sure to make it relevant to them and summarize the insight concisely.**

WHAT DID  
YOU LEARN?

