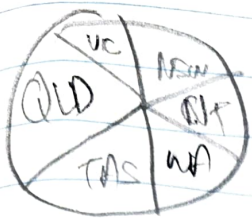
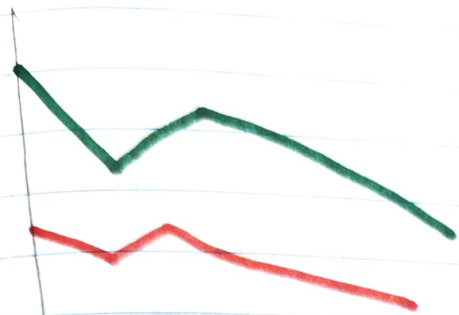


# LIFE AS



% of smokers in state

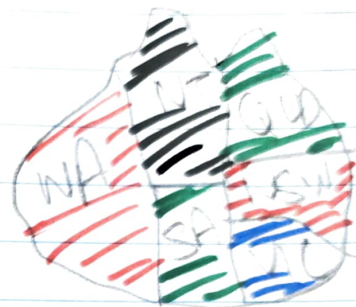
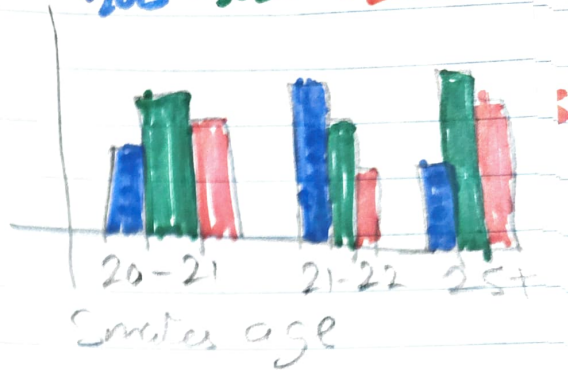


Smokers by gender

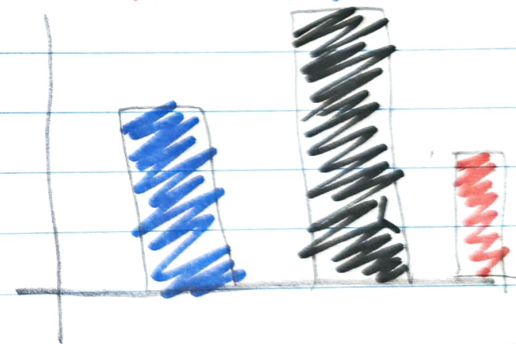
• male

• female

• 2015 • 2020 • 2025



• 20% • 60%  
• 40% • 60%

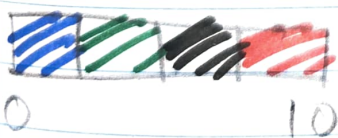


• 2015 • 2020 • 2025

% of smokers



Smokers by country

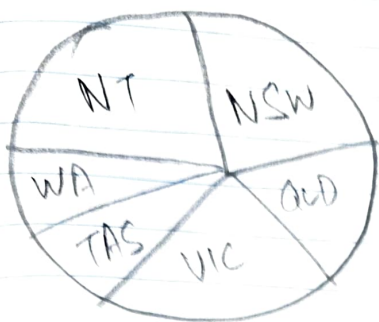


• ENGLISH  
• CHINESE  
• INDIAN  
• TURKISH

Smokers by ethnicity

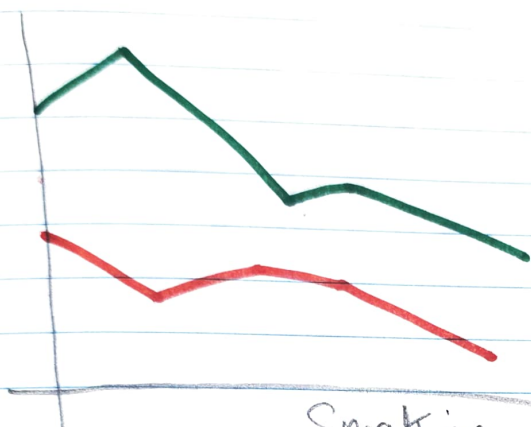
Q/A

- 1) Does it show % of smokers
- 2) Does it show trend in smoking
- 3) Does it show gender in smoking
- 4) No of smokers of different age



largest

Smokes by state



Smoking by gender

• Male

• Female

Pros

Easy to understand  
Clear charts

Colour codes make  
it easy to read

Shows trends in  
gender

Cons

Hard to compare  
slices accurately

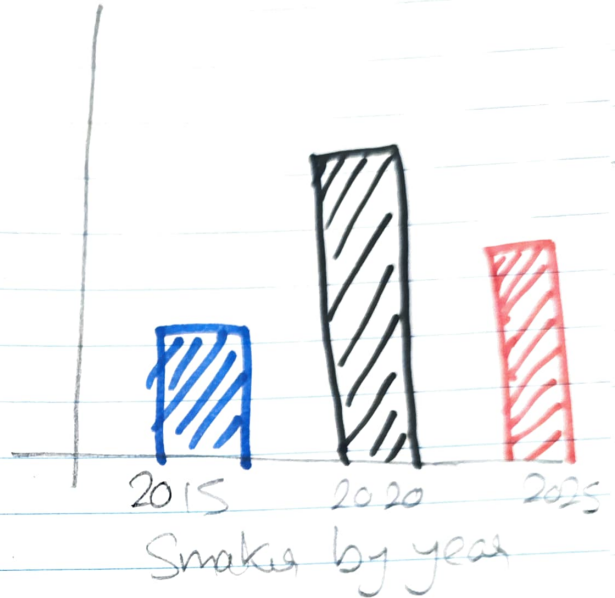
Doesn't properly  
show trends  
between states

layout



• 20%  
• 40%  
• 60%

Snakes by State



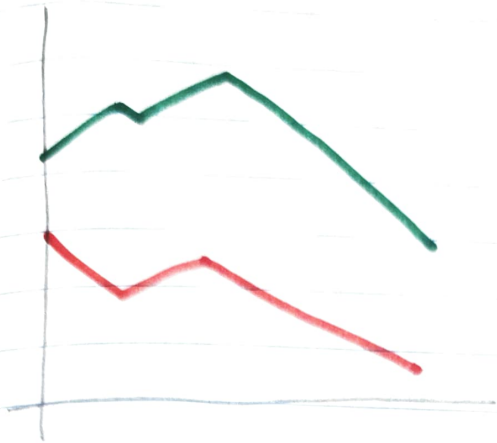
Pros

Cons

Multiple insights  
Makes comparison  
Visually engaging  
Good contrast  
and display  
percentages of  
Snakes

Map values are  
confusing  
weak alignment  
Not consistent between  
designs

layout



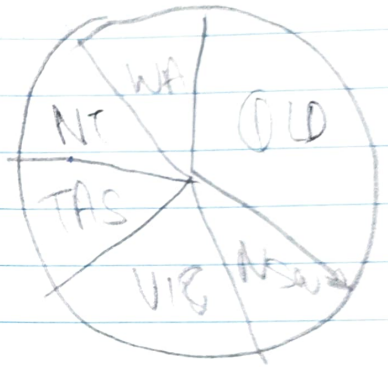
Female

Male

Smokers by gender



Smokers by country



% of smokers

Pros

Cons

Good variety makes it visually engaging

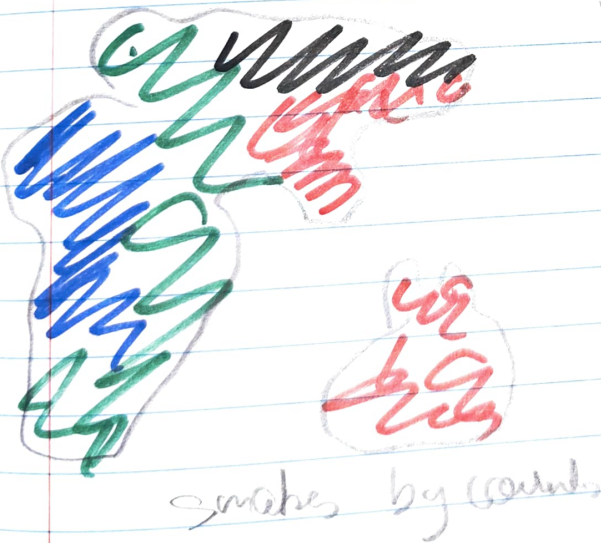
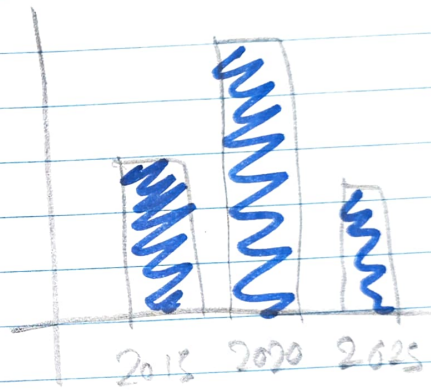
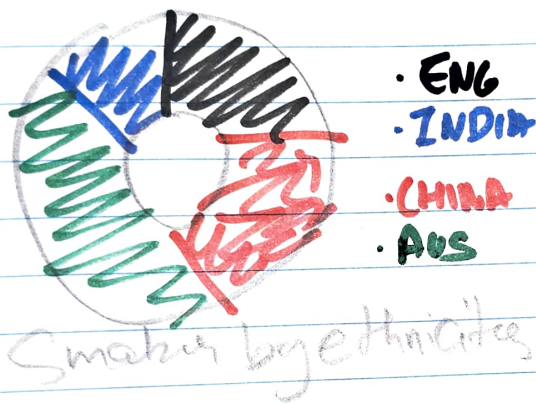
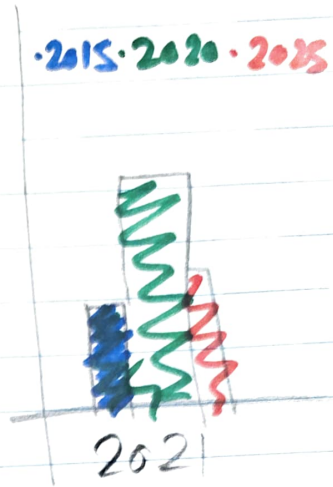
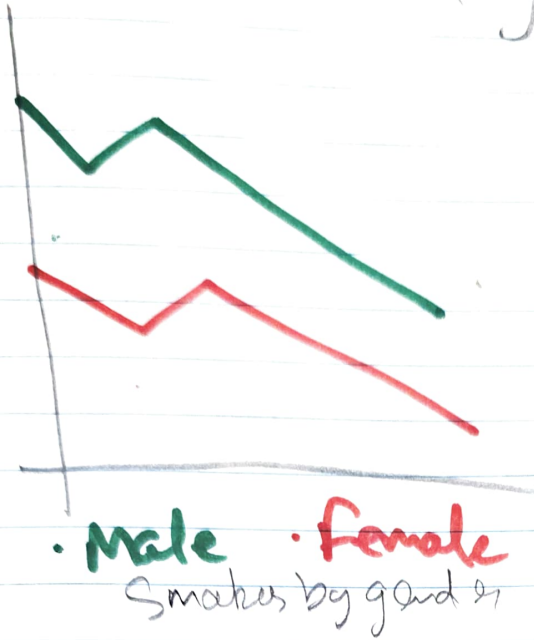
logical flow shows changes over time

Uneven focus: the pie chart and line chart compete for attention

Lack of hierarchy



# layout



Pros  
Comprehensive range  
Balanced structure  
Visually engaging  
logical storytelling  
Cons Busg layout  
Potential inconsistency