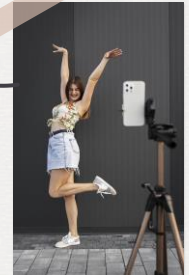




Company
data



Data Visualization

Take Home Assignment I

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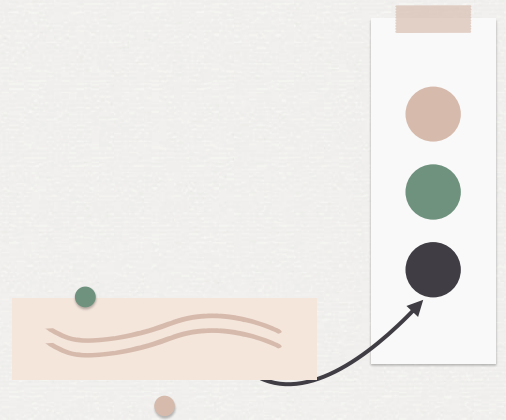
Question 3



Introduce Data

The variables of this data :

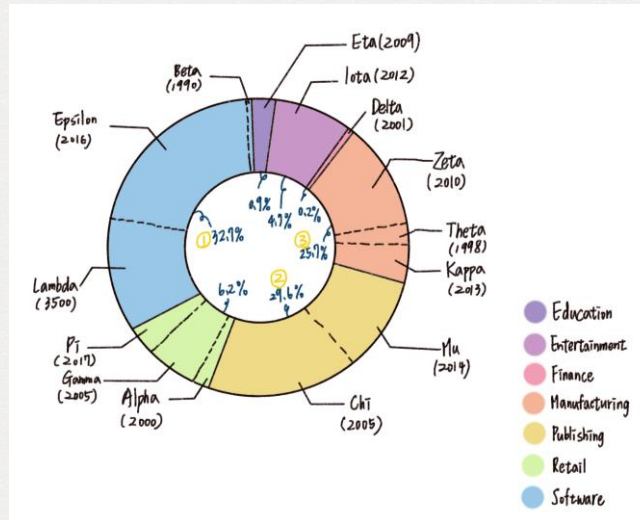
- Company (total have 14 companies)
- Logo
- Size
- Business
- Location
- Established
- Sales (year 1 ~ year 5)
- Profit (year 1 ~ year 5)
- Stock price



Question I

Q : Which industries are dominant in this dataset and which ones are secondary?

Draw:



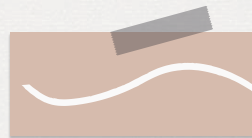
Question I

Pros

- From the image, it is immediately apparent that the software industry represented by the blue color dominates this dataset, while finance represented by the pink color is the smallest industry

Cons

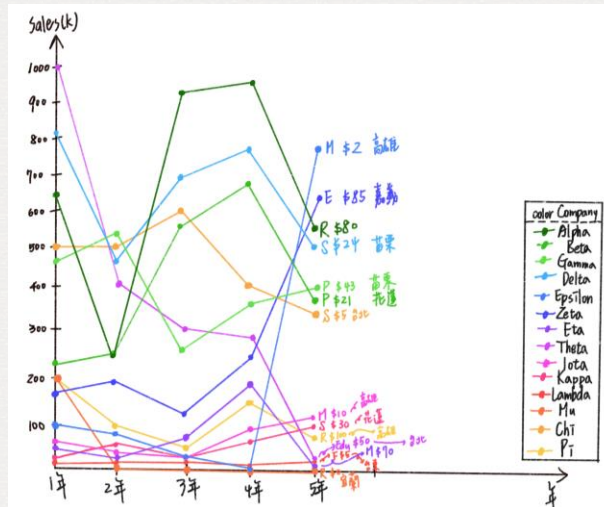
- It is not possible to know from which region in Taiwan these companies come from.



Question 2

Q : Compare the five-year sales and business performance of each company.

Draw:



Question 2

Pros

- You can clearly see that Epsilon and Zeta had a significant increase in sales after the fourth year, while Alpha, Delta, and Beta showed very similar sales trends. It is likely that these three companies had similar sales strategies.

Cons

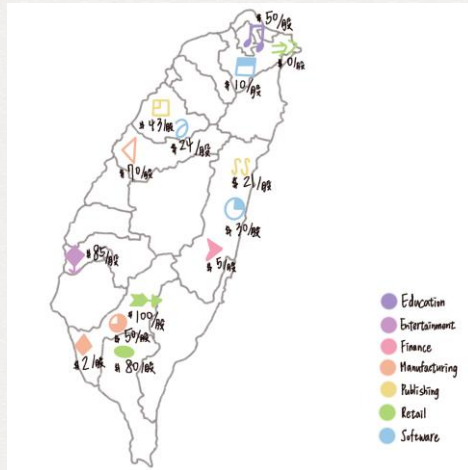
- Using too many colors can make it difficult for users to quickly identify information. Perhaps grouping companies by business type with the same color can be considered.



Question 3

Q : Compare the number of companies and the distribution of industries in each city to provide users with a better understanding of the business activities and market conditions in different regions

Draw:



Question 3

Pros

- One can quickly observe that there are three companies each in Kaohsiung, Taipei, and Hualien. The majority of companies in Kaohsiung are in the manufacturing industry, while Taipei has an education industry and Hualien has a publishing industry. It is also noticeable that the company with the highest stock price is located in Kaohsiung. When looking at other companies in the retail industry, it appears that retail companies in southern Taiwan have better development.

Cons

- It is not possible to know the scale of each company

