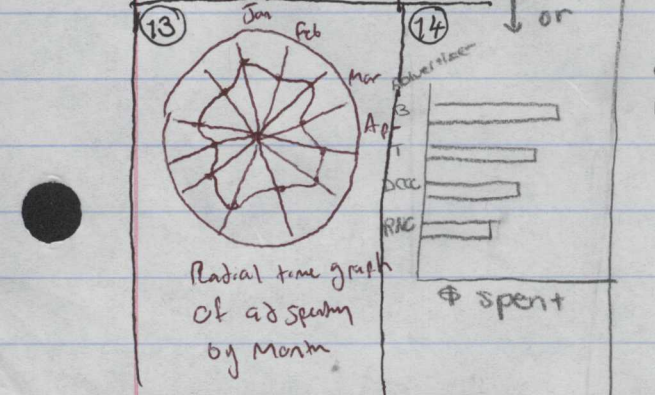
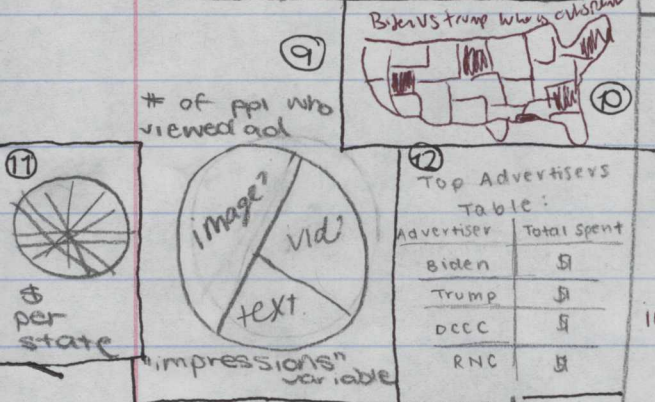
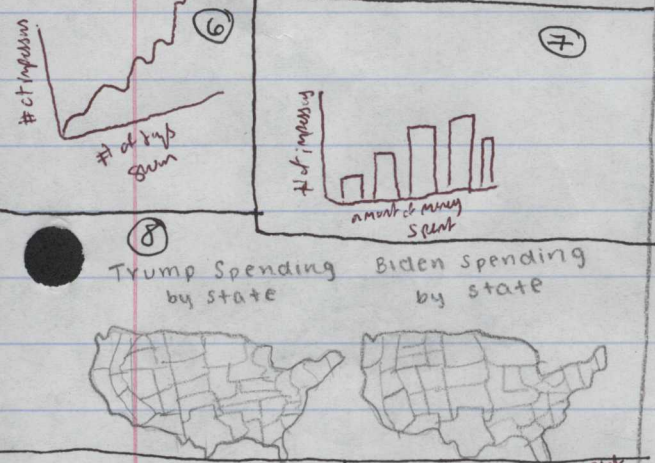
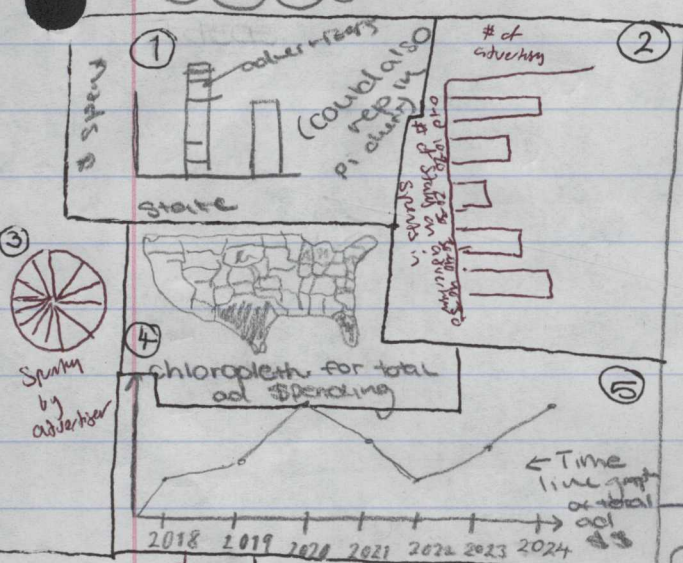


Brainstorm - cristina, Evie, vishwa

IDEAS



Filter

filtering out

- ③
 - ② Better to focus on other conclusions
 - ① Too many advertisers, better way to show data
 - ⑫ → choose ⑭ instead, better to have 2D representation
 - ⑬
 - ⑮
 - ⑯
- Better ways to display

Categorize

Chlorophyll State Data	Various Attributes vs impressions	Temporal Data
4, 8, 10	6, 7, 9	5, 13
Advertiser focus		
14		

combine & refine

overviews: 5 (time line graph), 4 (state ad spending), 13 (spending by month)

impressions by attribute "bang for your buck":

9 (type vs impressions), 6 (days shown vs impressions), 7 (spending vs impressions)

deep dive: biggest / specific advertisers of interest, 14 for overview of top 10 most spending, 8 for presidential advertisers spending on chlorophyll