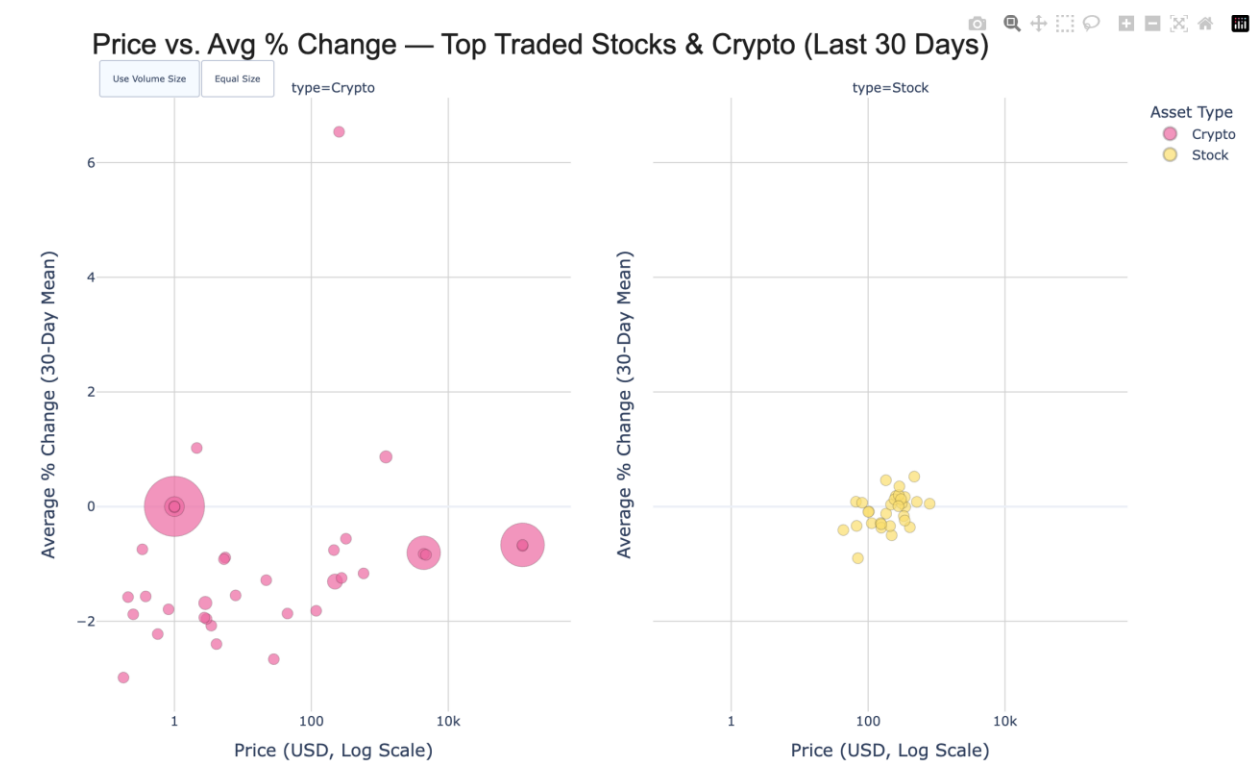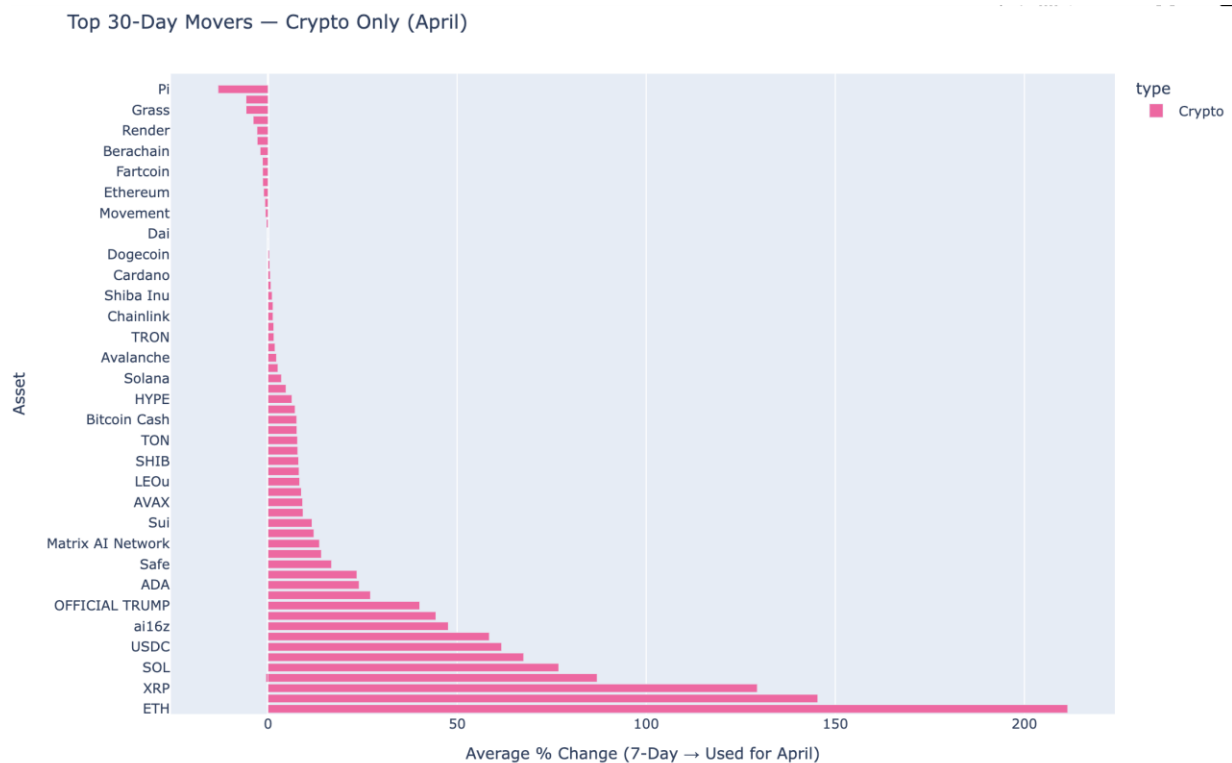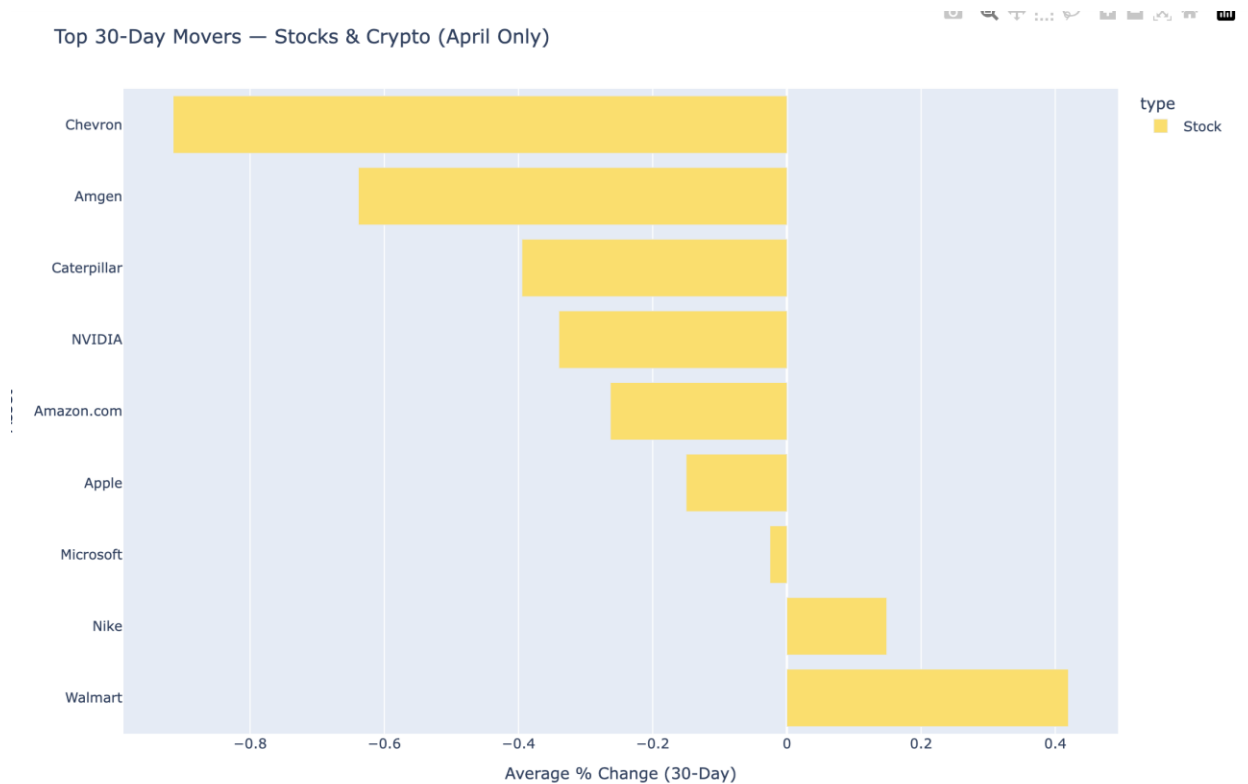## Average Daily Percent Change (Stocks)

The design prioritizes clarity, readability, and user exploration. A simple blue line paired with circular markers highlights each daily data point while keeping the visual clean and easy to interpret. The range slider beneath the chart gives users the freedom to examine both high-level overview patterns and detailed micro-movements, making the visualization more interactive without overwhelming the viewer. Large typography, a balanced use of white space, and the removal of unnecessary visual clutter all contribute to a professional and unobtrusive design. Soft gridlines and muted axis colors support the data rather than distract from it, ensuring the viewer's focus stays on the daily performance trend. Overall, the design aims to present complex time-series data in a smooth, intuitive format that invites users to investigate the market's rhythm over time.



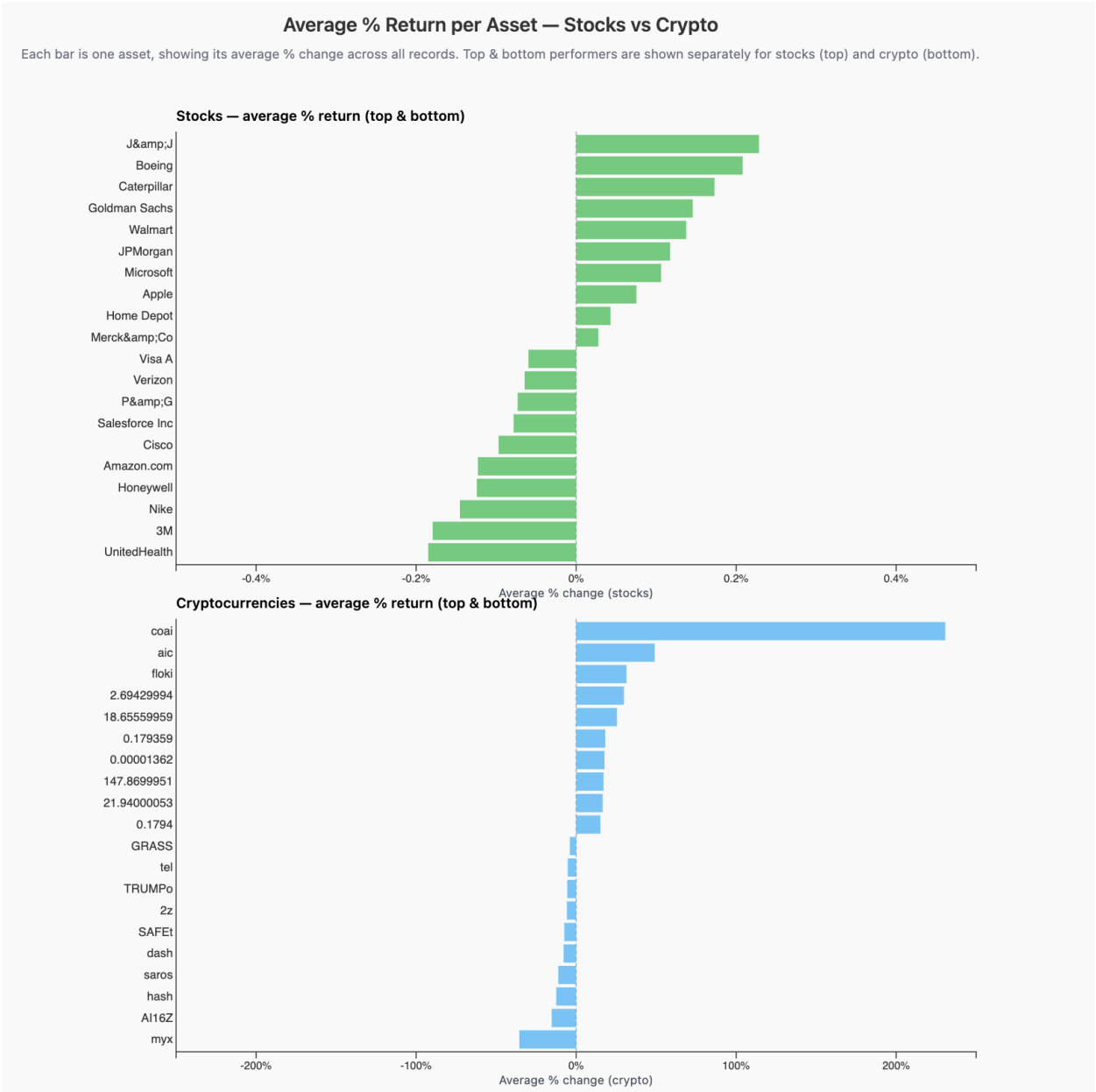## Price vs. Avg % Change — Top Traded Stocks & Crypto (Last 30 Days)

The design of this visualization focuses on clarity, comparability, and visual storytelling. A faceted layout splits the chart into two side-by-side panels—one for crypto and one for stocks—so viewers can make immediate comparisons without visual overlap or confusion. Using a log scale for price allows assets

ranging from a few dollars to tens of thousands to coexist in the same frame without compressing the lower range. Color-coding bubbles in bright pink (crypto) and yellow (stocks) provides instant category recognition and creates a visually appealing contrast. The bubble size toggle (Volume vs Equal Size) adds an interactive dimension, allowing users to shift the narrative between "Which assets move the market the most?" and "How do these assets compare independent of trading volume?" The clean, modern aesthetic, combined with subtle gridlines and thoughtfully placed axis labels, ensures that the viewer is never overwhelmed despite the multi-variable nature of the plot.

## Top 30-Day Movers — Stocks & Crypto (April Only)
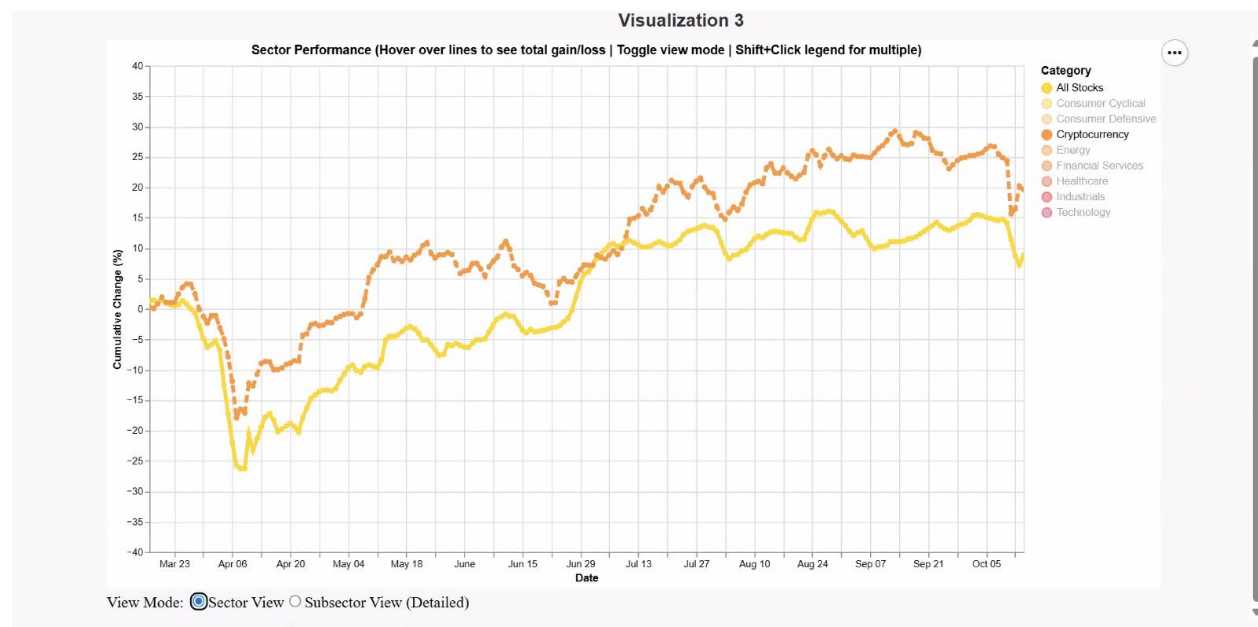


## Top 30-Day Movers — Crypto Only (April)



The bar charts are intentionally structured to emphasize readability and ranking clarity. A horizontal layout allows long asset names—especially cryptocurrencies with multi-word labels—to be displayed without truncation. Sorting the bars from highest to lowest percent change creates a natural narrative flow, guiding the viewer from top performers to the largest underperformers in one smooth scan. The

dual-color scheme, using pink for crypto and yellow for stocks, reinforces category differences and visually exposes how one group dominates the extremes of the distribution. Minimalist gridlines, precise spacing, and consistent bar thickness ensure that the focus stays on comparing performance magnitudes rather than navigating visual noise. The design's goal is to deliver a high-impact, insights-first visualization that helps users quickly understand where market movement is concentrated and which assets deserve closer attention.



**Average % Return per Asset — Stocks vs Crypto**

Each bar is one asset, showing its average % change across all records. Top & bottom performers are shown separately for stocks (top) and crypto (bottom).

The design process involved selecting a color scheme that clearly distinguishes between the two asset types while ensuring readability. The layout was optimized to maximize the use of space, allowing for a comprehensive view of the market caps of a large number of

assets. Cryptos were split by token type to provide additional granularity, showcasing the diversity within the cryptocurrency market itself. Overall, this treemap provides a clear and immediate understanding of the relative sizes of stocks and cryptocurrencies in the market.



The design of this line plot focuses on simplicity and distinction between categorical variables. The use of different colors is done to map differences across the different stock sectors. The legend allows a user to hide/select certain categories to focus in on target industries. For example, a user researching companies to invest in can select "Semiconductors", "Solar', and "Telecom" to see changes across those industries. We also wanted users to be able to examine sectors within broader industries. This is why we have a more detailed selection with our Subsector View. This breaks our data down to an even finer grain allowing savvy investors deeper insights on many niche industries.