DATA VISUALIZATION

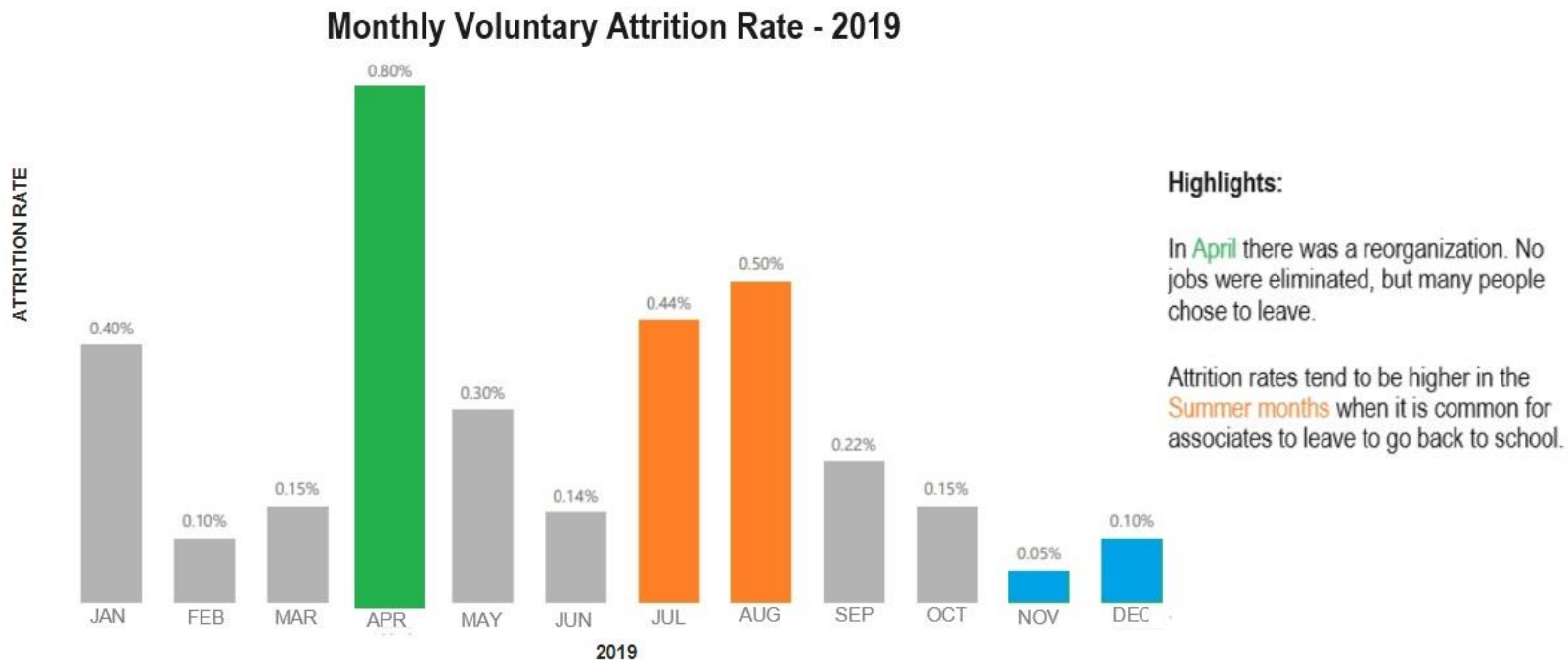## (BA 54050 – 001)

DECLUTTERING EXERCISE

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Here are a few ways I would improve the graph based on Gestalt's principles, alignment, and use of white space:

Monthly Voluntary Attrition Rate - 2019

Highlights:

In April there was a reorganization. No jobs were eliminated, but many people chose to leave.

Attrition rates tend to be higher in the Summer months when it is common for associates to leave to go back to school.

In this graph, I have incorporated Gestalt's Principles:

- **Proximity**: Grouped related elements together. I have put the graph and title closer together to show they are related.
- **Similarity:** Made similar elements share visual characteristics. I made the fonts, colors, and styles consistent between the title, axes labels, and data labels.
- **Continuation**: Additionally, I have positioned the elements to lead the viewer's eye in a natural flow. I have left aligned the title with the y-axis label and made sure the curve flows smoothly.
- **Closure:** Complete shapes and forms. I extended the x and y axes to create complete lines across the entire graph.

Alignment:

- Align elements in a consistent and structured way. I have left aligned the title with the y-axis and align the x-axis labels with the x-axis line, and added data labels for ease in visibility and comprehension.

White Space:

- Used white space to separate unrelated elements and draw attention to important areas. I have added more space between the title and graph to distinguish them, and also added space between the x-axis labels.

Further Assumptions:

I have also noticed that in the stacked column chart graph attrition was low in November and December due to the holidays.

To **summarize**, I have utilized Gestalt's principles, alignment, and white space to make the graph more effective by white space, removing gridlines, removing the borders, removing data markers, cleaning up the axis labels, labelling the data correctly, leveraging similar colors for summer months, months where the attrition was low (November, and December), and in April where the attrition rate was the highest. Furthermore, I have removed the data labels, added an engaging title, and cleared and formatted axis titles.

This improves overall alignment, uses white space effectively, and applies Gestalt principles to help the viewer interpret the data more easily.