**How would you Judge the quality of data visualization?**

Answer: to Judge data visualization quality, I will consider following criteria:

* Data should be represented in such a way, so that user can understand hidden meaning. Data should tell a story.
* Visualization should influence the view to think about the context of data
* Distortion of what data have to say must be avoidable
* Data have to formatted, consistent and coherent, so that visualization reflects comprehensive story.
* Viewer should be easily able to compare different pieces of data.
* Reveal the data at several levels of details
* It must provide a clear purpose – informing or decision making

**Describe some key steps in data visualization?**

Answer: for data visualizing, following steps need to be considered

* Select appropriate data from data source for analysis.
* Ordering data with appropriate manner- numerical variable or alphabetically by name
* For presenting data , correct method should be chosen
* Trimming data set to add significant element, so that viewer can easily discern the visualization
* Data presentation can depict additional dimension for reference. For example comparing result with expectation or target.
* High-level visualization could be backed by more detailed analysis. A drill-down might be needed to achieve most significant result.

What data visualization technique would you use to categorize its customers?

Answer: I will use bar chart for categorizing its customer where categorized customer will be displayed in separate bar under one bar chart diagram. Each bar will represent each category of customer with same or different size and different color.