**Newman**

**From the readings up to and including this week, find one example of a data graph that attempts to tell an interesting story of a useful topic. How well does it succeed? How could it be improved?**

For this assignment, I found a graph that tells an interesting story about the COVID-19 pandemic shopping behaviour, specifically what products were bought more and less during March 2020 and were bought online, which is when the pandemic became wide-spread/rampant in many countries, compared to March 2019, prior to the pandemic. I think this graph succeeds at conveying e-commerce purchasing behaviours during March 2020 for a few reasons. The graph makes it easy to understand and make comparisons between the growth and decline in product purchasing at a relatively quick rate. This is relevant because in class, we spoke about the importance of being able to understand a graph quickly and easily. Part of the reason why this graph is easy and quick to understand is because you can visually see which lines are higher and lower at a glance, making it easy to identify the which products increased or decreased comparison to each other. In addition, the graph includes visuals of each e-commerce product and as a visual learner myself, that helps me keep track of and easily compare the levels of growth of each product. I also appreciated how the increase was shown above the X axis and the decrease was shown below X axis. I think this graph tells an interesting story of what was occurring during the COVID-19 pandemic, because tracking shopping behaviour and consumerism in this way may point to understanding some important economic or market trends during that time.

I think this graph could be improved by including a scale on the Y axis. There is no Y axis to show the percent increase or decrease in purchasing. Although we can quickly and easily tell which products were consumed more or less from the lines and the percentages indicated next to the product, there is no scale confirm if these increases and decreases are visually proportional to each other. Another way to improve this graph would be to make the colour of the lines depicting the growth in product purchasing starker from the colour of the lines depicting the decline in product purchasing (e.g., making the declining category lines red instead of blue). That may allow for an even quicker understanding and comparison of purchasing trends and may also contribute to better readability among individuals who are visually impaired, depending on the impairment. It would also be helpful to include what country/countries this data was taken from, and if the data was collected over the entire month of March, or just on one day in March.

A chart of the growth of products

AI-generated content may be incorrect.**Figure 1**

**References**

Zimmerman, K. (2020, December 4). *The data visualizations that helped us understand 2020*.

Medium. <https://uxdesign.cc/the-data-visualizations-that-helped-us-understand-2020-6447790f821>