

[← Return to "Marketing Analytics" in the classroom](#)[DISCUSS ON STUDENT HUB](#)

Storytelling with Data

REVIEW

HISTORY

Meets Specifications

Hello there,

Congratulations on finishing the project 🎉

This was a brilliant submission. The work was exceptional! You did a great job and should be proud of yourself. After reviewing this submission, I am impressed and satisfied with the effort and understanding put in to make this project a success. All the requirements have been met successfully **100%**

Keep doing the great work and all the best for future project.

Visual Storytelling with Data

The visualization centers on a specific, clear finding in the data.

The selected finding is clearly communicated. Design choices foster communication between the reader and the visualization. Visualization does not add additional colors, shapes, or other design elements in an unnecessary way. Rather, each additional element should add to the insight being made.

Design

Color choices must accurately reflect the data and be chosen with accessibility in mind. For example, values that span from negative to positive numbers should be encoded with a diverging palette. Also, the color palettes should work for colorblindness.

Great work on previous suggestions!! Meets the specification.

[!\[\]\(3dfb8d66e81160ad61421a3452093d1b_img.jpg\) DOWNLOAD PROJECT](#)[RETURN TO PATH](#)[Rate this review](#)