

My graph tries to answer the question of do different critics have similar ratings on the best and worst movies filmed in Toronto. The two critics that I am comparing are Rotten Tomato score and IMDB's meta critic score. Both scores are weighted average of many reviews coming from reputed critics. For my objective question, I decided to answer this using scatter plot. The data that I have is attribute type of quantitative data since we are looking at numerical values. Scatter plot enables the audience to quickly analyze and compare if Rotten Tomato and IMDB meta critic have any correlation between them. The action is to query and compare many attributes. But line graph won't make sense as we don't have trend within variables but across variables.

A specific visual element that I want to highlight is the dashed average lines. Horizontal for Rotten Tomato, and vertical for Meta Critic. I used light gray for the color as it won't be much eye-grabbing to make it subtle for the audience but still giving grid like atmosphere. This will allow the audience to easily pinpoint if films are generally 'better' than the average. The graph contains many elements of different sizes. For example, the points are of size 4 because it looks appropriate for the size of the grid and number of observations we have. There are about 200 observations and to fit them in our grid, they must not be too small or too big. In addition, I've included text annotation of 'Worst Movies' and 'Best Movies' on the appropriate grid. This text is a bit bigger to strike the message of 'movies in this grid are considered to be best/worst' at first glimpse.

For color scheme, I've divided the graph into blue and red. Blue represents movies where Rotten Tomato gave higher score than Meta critic and vice versa for Red. 2 color scheme did perfect job in giving a divided look in the graph along slope of 1. Gradient wouldn't work here since it would give a transition atmosphere. We can notice that upper corner of the graph is mostly blue, and bottom corner of the graph is mostly red. This indicates that Rotten Tomato records best movies more generously than Meta Critic. Other visual elements include use of star and skull symbols. I decided to mark the best film with the star icon to symbolize and differentiate from the other movies. The icons have a size of 10 to make it look more important. I marked the worst film with a skull icon as the connotation behind that is not so great. Along with the symbols and text noting the title of the film, the audience will have easier time understanding what the best and the worst films are. I also decided to remove N/A values from the data set as I cannot graph them.

My graph's takeaway message is that there seems to be significant correlation between Rotten Tomato scoring and Meta Critic scoring. We can notice that graph is following slope of approximately 1. We should also note that Rotten Tomato is more generous towards best films, while Meta Critic is more generous towards worst films. One thing that the graph might obscure is that audience may think Rotten Tomato's rating is better than Meta Critic because we see blue dots on top of red dots. It's not correct to assume such since they both have subjective rating.