MSDS 670

Jeremy Beard

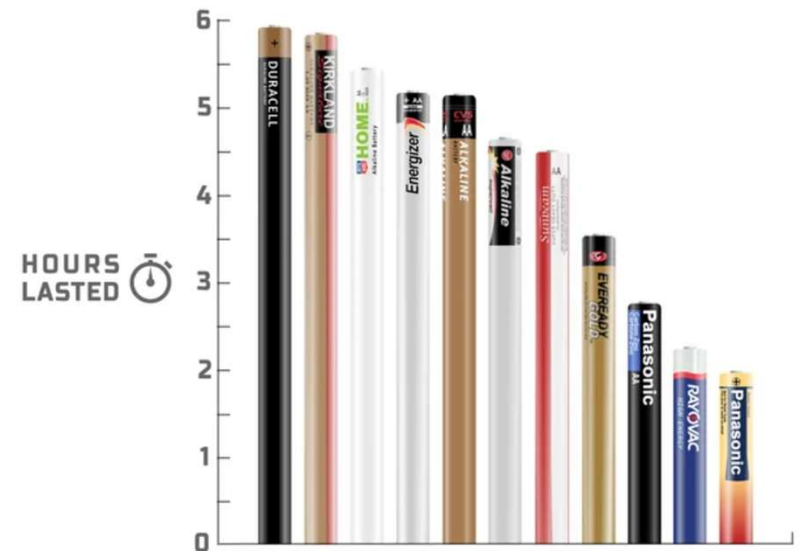Week 1 Assignment

Best Overall Chart

- Clear, concise
- Gridlines removed for clarity
- Easily understood
- Creative display of bars
- No x-axis needed – brands shown clearly
- 0-axis test = PASSED
- Increases my faith in the Kirkland brand

2ⁿᵈ Best Chart

- No gridlines or borders = Clean
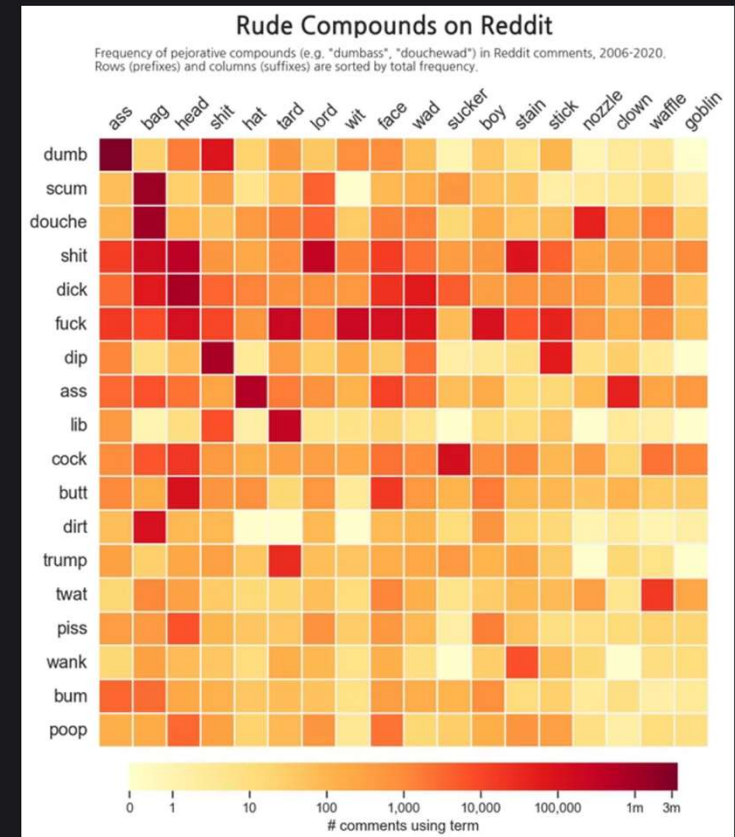- Easily understood (cigs are bad)
- Sources cited
- Simple
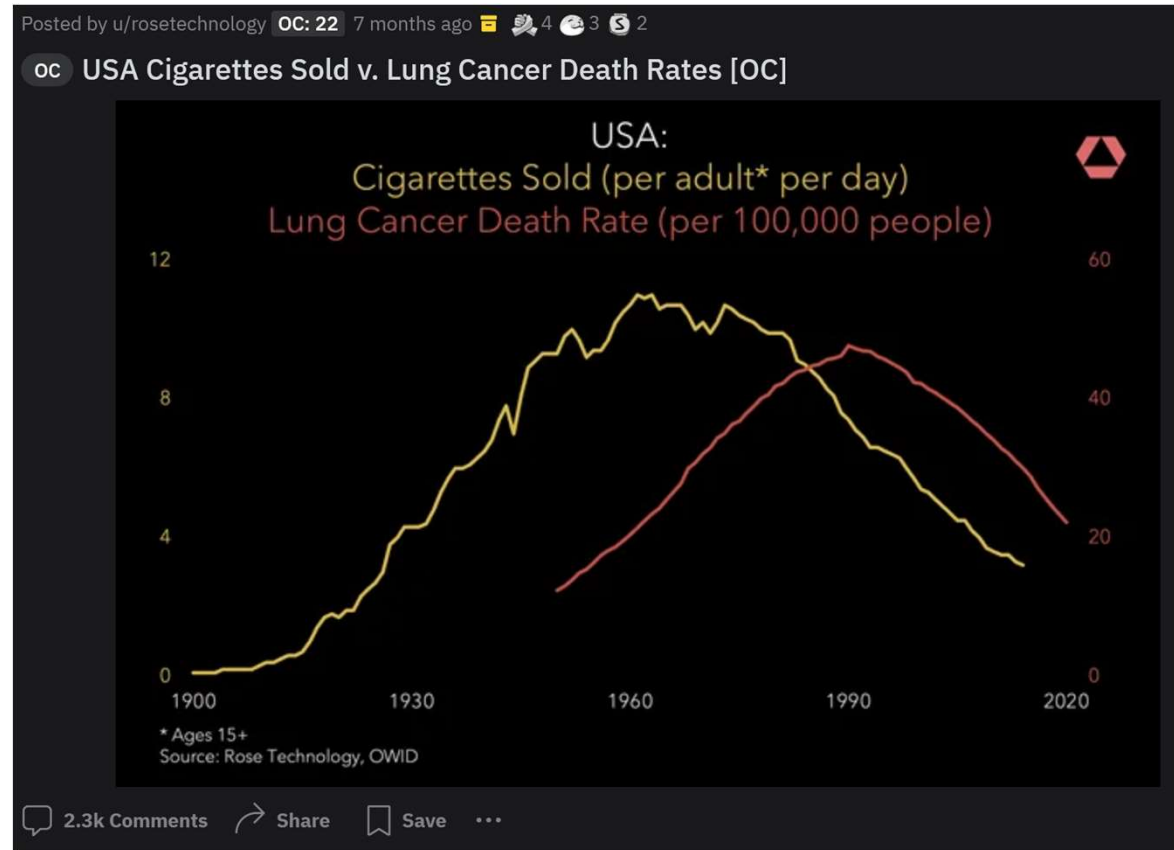
3rd Best Chart (explicit language used)

- Use of color = effective and simple
- Different shades of one color (red) = easily compared
- Provides a lot of information without being unorganized
- Creative idea

Worst Overall Chart

- PIE CHART
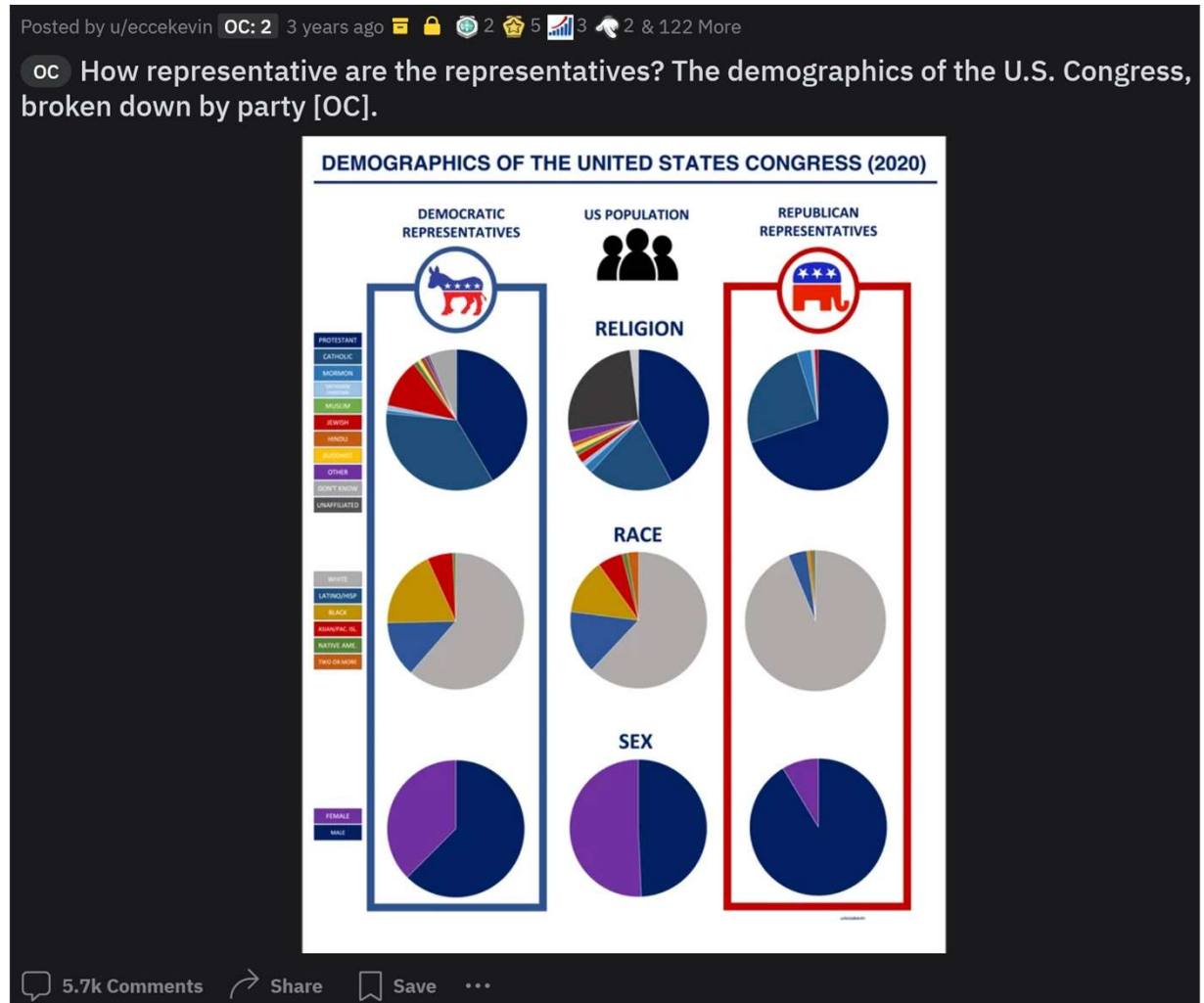 - Ms. Knaflic would not approve
- Not necessary at all
  - Could be simplified to a statement
- Doesn't provide critical information
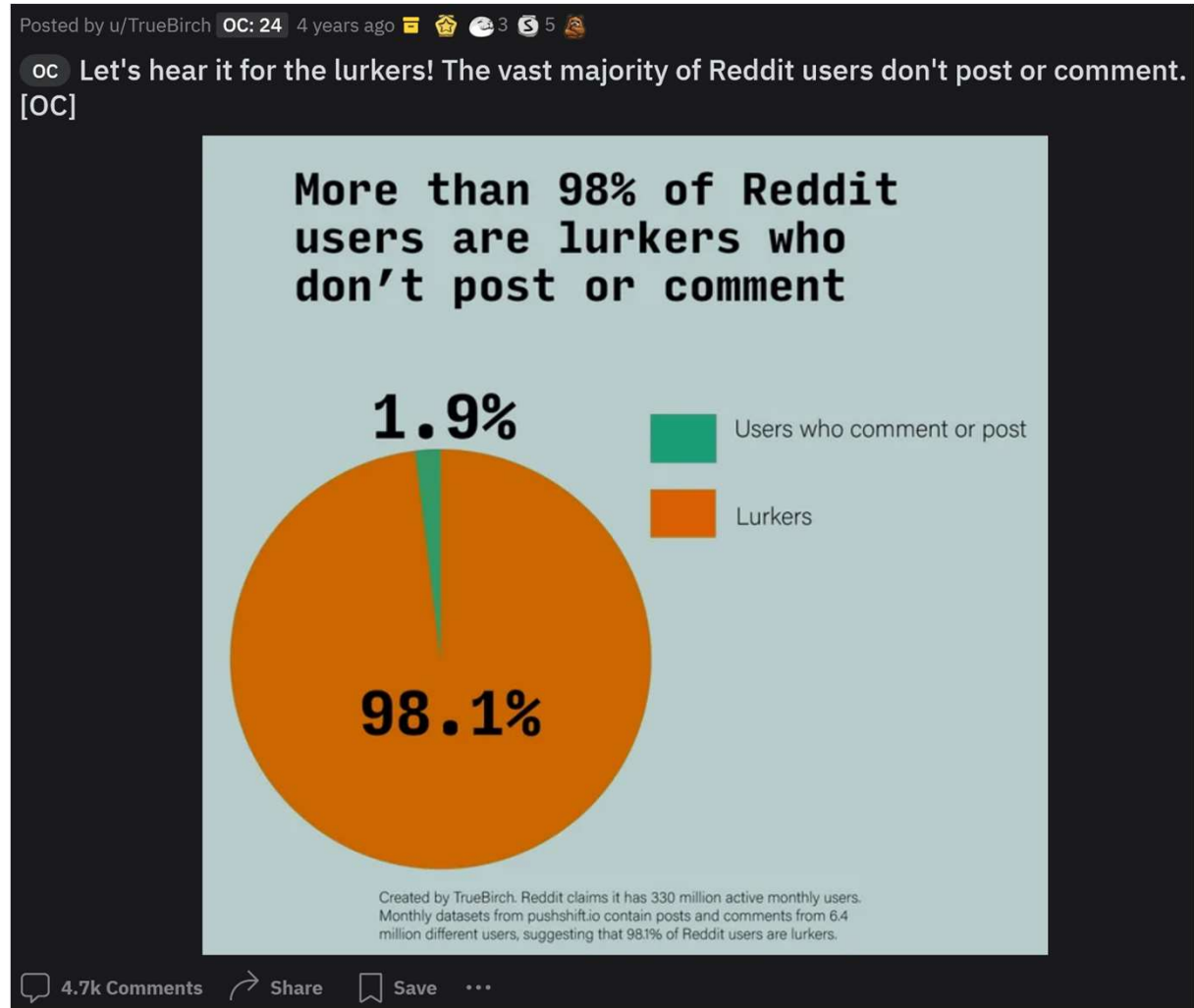
2nd Worst Chart

- PIE CHART
  - Hard to compare
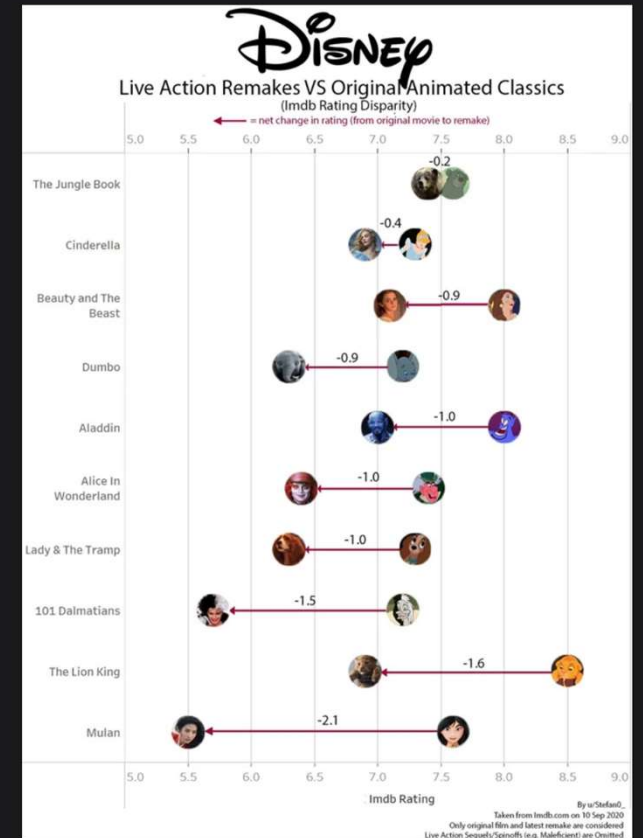- Too many small categories, could be better visualized in a different format
- Very "busy"

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3ʳᵈ Worst Chart

- Big no-no for me: x-axis starts at 5.0, not 0
- Vertical gridlines not needed
- Text is too small, images/bubbles could be bigger too

4th Worst Chart (Bonus)

- Too busy
- Not sure of a cleaner way to provide this information
- Not all datapoints are labeled
  - Should do character faces instead of labeled datapoints
- Not easily understandable at first glance
- "and the" is capitalized in title ☺