Visualisation Narrative

**A design/data viz expert**

Whales are classified as an endangered species. There are two types of whales: Baleen and Toothed. Baleen contains plates/sheets and relies on seawater and Toothed uses their teeth to capture fish, sea creatures and squid. The status is endangered. Meaning, seriously at risk of extinction. And located in the ocean.

Pearson correlation coefficient defines as measuring association in a linear way using two variables (Zach, 2020). One variable is year and other variable is all species. The correlation between year and all species is -0.246 rounded up to 3 decimal places. Meaning they are slightly negatively correlated, since it’s close to zero. There’s no evidence of significant association between both variables.

Our World in Data (2023) stated the number of whales killed globally per decade.

**An educated academic, who is not in the design/data field**

Whales are classified as an endangered species. There are two types of whales: Baleen and Toothed. Baleen whales size is large, eats small fish/clouds of zooplankton and krill within the sea (WDC, n.d.). Toothed whales have senses called echolocation (biosonar) by hunting and viewing from underwater. Status is Endangered and located in the ocean.

Pearson correlation coefficient defines as measuring association in a linear way using two variables (Zach, 2020). Hence, correlation matrix is created to compare correlation coefficients within a table. Each individual value determines the Pearson correlation coefficient between both variables. One variable is year and other variable is all species. The correlation between year and all species is -0.246 rounded up to 3 decimal places. Meaning, they are slightly negatively correlated, since it’s close to zero. There’s no evidence of significant association between both variables.

**A normal person who has no design/data viz experience**

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Pearson correlation coefficient defines as measuring association in a linear way using two variables. Hence, correlation matrix is created to compare correlation coefficients within a table. Each individual value determines the Pearson correlation coefficient between both variables. One variable is year and other variable is All species that’s related to whales. The correlation between Year and All species is -0.246 rounded up to 3 decimal places. Meaning, they are slightly negatively correlated, since it’s close to zero. There’s no evidence of significant association between both variables.

Bar chart is used to plot values that are numeric to reveal categories from bars (Yi, n.d.). It’s purpose is to distribute data points/compare values within different subgroups. Our World in Data (2023) published a chart about the number of whales killed globally per decade. In 1960, 700,000 whales are killed. This data point is important due to 3 reasons. Used to generate oil, blubber (fat), meat and lighting (Starbuck, 1978), create substance called Ambergris that’s located in sperm whale’s intestines. And used for perfume, fashion and accessories (Tønnessen and Johnsen, n.d).

-Good work

-Also need to explain to ed**ucated academic why use these chart**