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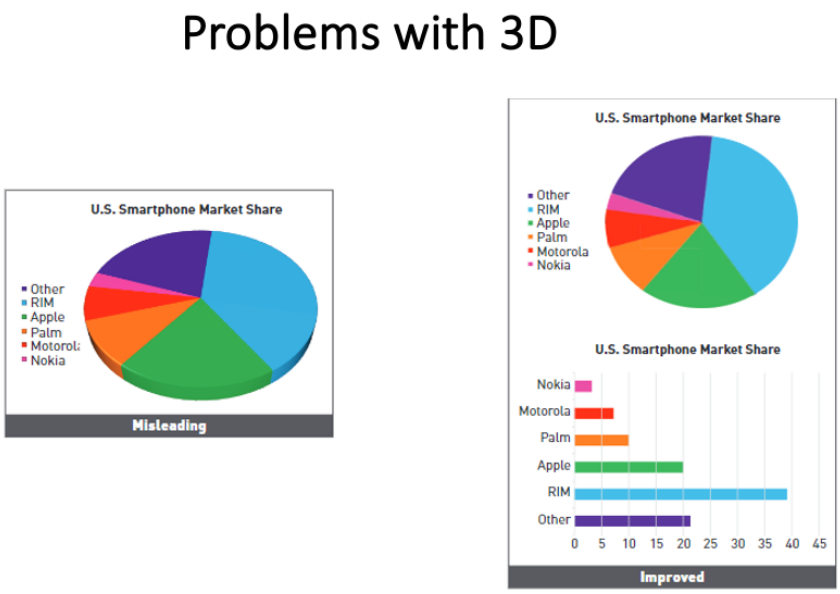
Data Viz Critiques



The visualization from week 4 is one of the primary choices for a typical chart. This pie chart is color-coded very well to separate the different categories. The 2-dimensional chart is a much better visualization for accuracy because its easier to quantify percentages, the 3 dimensional model is a little harder to see. The 3-dimensional model is more visually appealing because it is more artistic, but it would be less effective as a visualization for data.

The weakness of this visualization is that there are no exact percentages on the different categories. The data can be interpreted as different percentages based on how anyone looks at it. Multiple people would interpret the graph to have different percentages. The data is also not organized from larges to smallest. This would be more effective if the size of the categories is more properly represented.

The structure of the data is set up from smallest to largest, while the category of other is put at the end. This chart only communicates the market share of smartphones, there is no

analysis because being pursued. The potential audience of this visualization would be investors because this chart can show them what seems like the riskiest investments. The audience can also be any of the leaders of the companies to see how their competition is comparable to them. They can strategize based on who has the biggest market share, and see what they are doing to get to that point.

The visualization is not entirely truthful because different people can interpret the data any way they see because it is not concretely defined. Other data is also not explained in the example so it could be only one companies, or many other companies just lumped in together. The best way to improve the visualization is by putting them in order from largest to smallest. The data can also be labeled with distinct percentages. This data can also have a definition for what the other category represents.