

Homework 4: Storytelling

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GET DATA

Title of Dataset (required): Number of app downloads of SHEIN-Fashion Shopping Online worldwide from 2015 to 2024 YTD

Year published: 2024

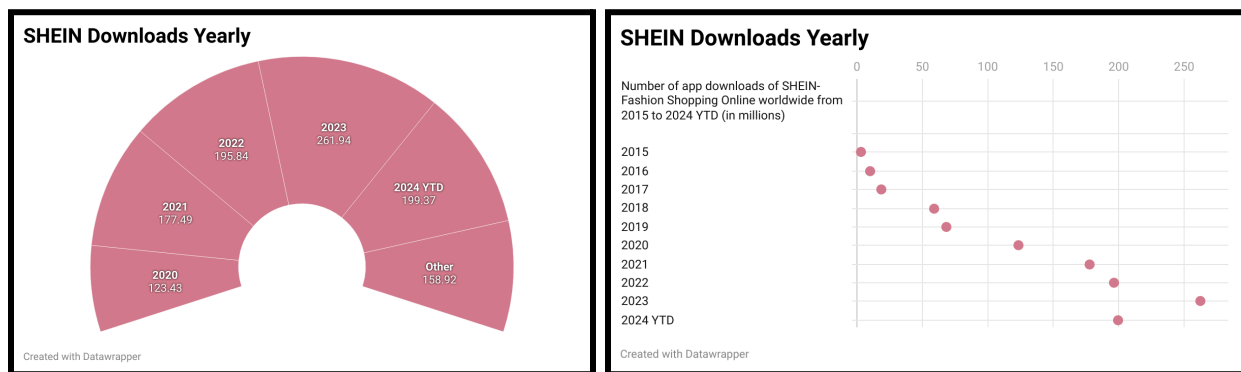
Publisher/Author (required): AppMagic

URL (required):

<https://www.statista.com/statistics/1283317/shein-group-number-of-app-downloads-worldwide/>

CREATE & POLISH TWO GRAPHS

CREATE: Graph 1 (Election Donut) & Graph 2 (Scatterplot)



COMPARE:

The two charts present SHEIN's yearly downloads with distinct visual approaches. The first chart, an election donut chart, displays each year's downloads as segments in a fan-shaped, donut-like design. However, while it may catch the viewer's eye, this chart can be misleading. The segments are equal in width, which doesn't correspond to the actual download values, potentially implying that each year's downloads are similar in scale.

In contrast, the dot plot in the second chart provides a more accurate representation. Each point on the horizontal axis corresponds to the download count for a specific year, allowing the viewer to clearly see changes over time. This chart uses space efficiently and effectively communicates the differences in download volumes without any extraneous visual effects.

Overall, the dot plot is the more suitable choice for presenting this data due to its clarity and precision in reflecting the variations in download figures year by year.

EXPLAIN / TELL A STORY

ANNOTATE & NARRATE:

SHEIN Skyrocket during COVID-19 Pandemic

The chart highlights the rapid growth in SHEIN app downloads from 2019 to 2021 (green area), driven by a shift toward online shopping during the COVID-19 pandemic as lockdowns and social distancing limited access to physical stores. SHEIN capitalized on this trend, attracting a global audience through affordable, fast-fashion items and targeted digital marketing, including influencer partnerships. The red-highlighted area indicates a potential decline in downloads following a peak in 2023. This decline may be due to the return of in-store shopping as pandemic restrictions eased and increased consumer awareness of the environmental and social impacts of fast fashion.

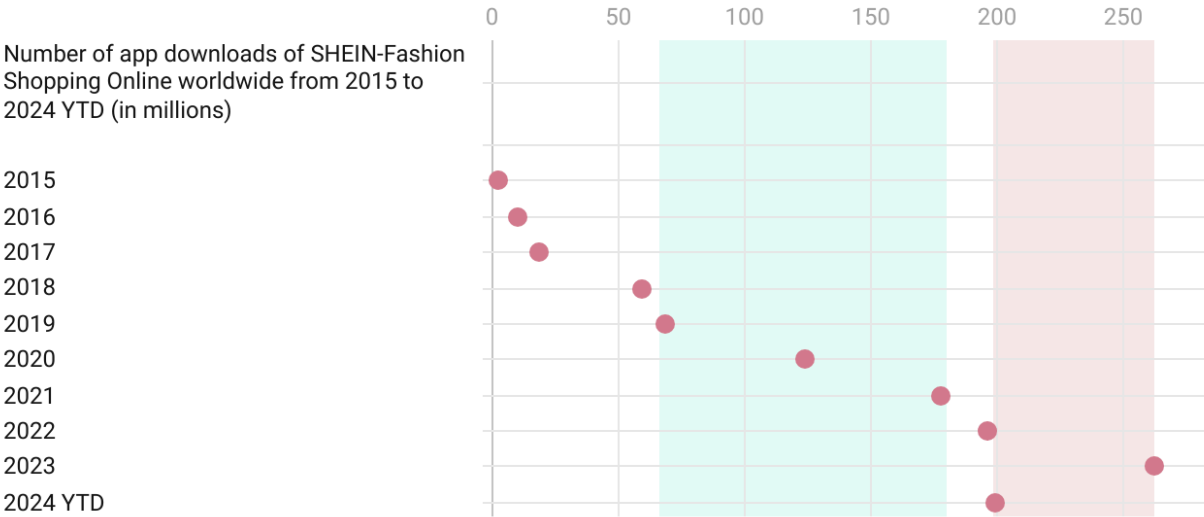


Chart: Kalani Dissanayake • Source: Statista • Created with Datawrapper