

## Assignment -1

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### Data Analysis:

- From the data it was observed that player having a better return percentage wins the match most of the times. Logically it seems correct as better return percentage is sign of good play.
- This is true for 90% of the observed data. Hence we have taken return percentage as pattern which determines the winner of the match.
- None of the other parameters seem to form pattern as closer as return percentage.

### Design Rationale:

#### Chart Rationale:

- Vertical bar chart was selected for representing the story. Vertical bar charts are simple, clear and help to effectively communicate the fact that taller bars are winners most of the times.
- Other charts taken into consideration were pie charts, line charts, area charts. But compared to all of them vertical bar charts was very intuitive.

#### Color Rationale:

- Green color is used to represent winners as psychologically we know green as a winning color and we would have observed in most of the poll results that green is used to represent winners.
- Red color is used to represent losers as psychologically we know red as a color which is used mostly to represent not so very positive things which is also evident in poll results.
- Black color is used to cover the area around the bar chart and white color is used to represent the text. Dark & light color combination is used to project the text and charts at ease.

#### Other Visual Elements:

- **'Austrian Open Tennis Trophy'** is added at the top of the bars representing winners to explicitly project the winners to the users at first sight.
- Official **'Australian Open Logo'** is added at the bottom of the chart which gives user a clear idea that the visual chart we have built talks about tennis, Australian open tournament.

#### Story Telling:

- Looking at this image at first sight, it is clearly visible that it talks about tennis and Australian open tournament from Australian Open Logo.
- Further looking into the bars will indicate the winners and losers of Australian Open final matches over past ten years.
- Reading through the x axis title will convey user that the bars represent the return percentage of the players.
- Combining all the above three observation user will realize player with better return percentage in Australian Open finals has the most probability of winning the match.