

FIT3179 - Week10 Homework

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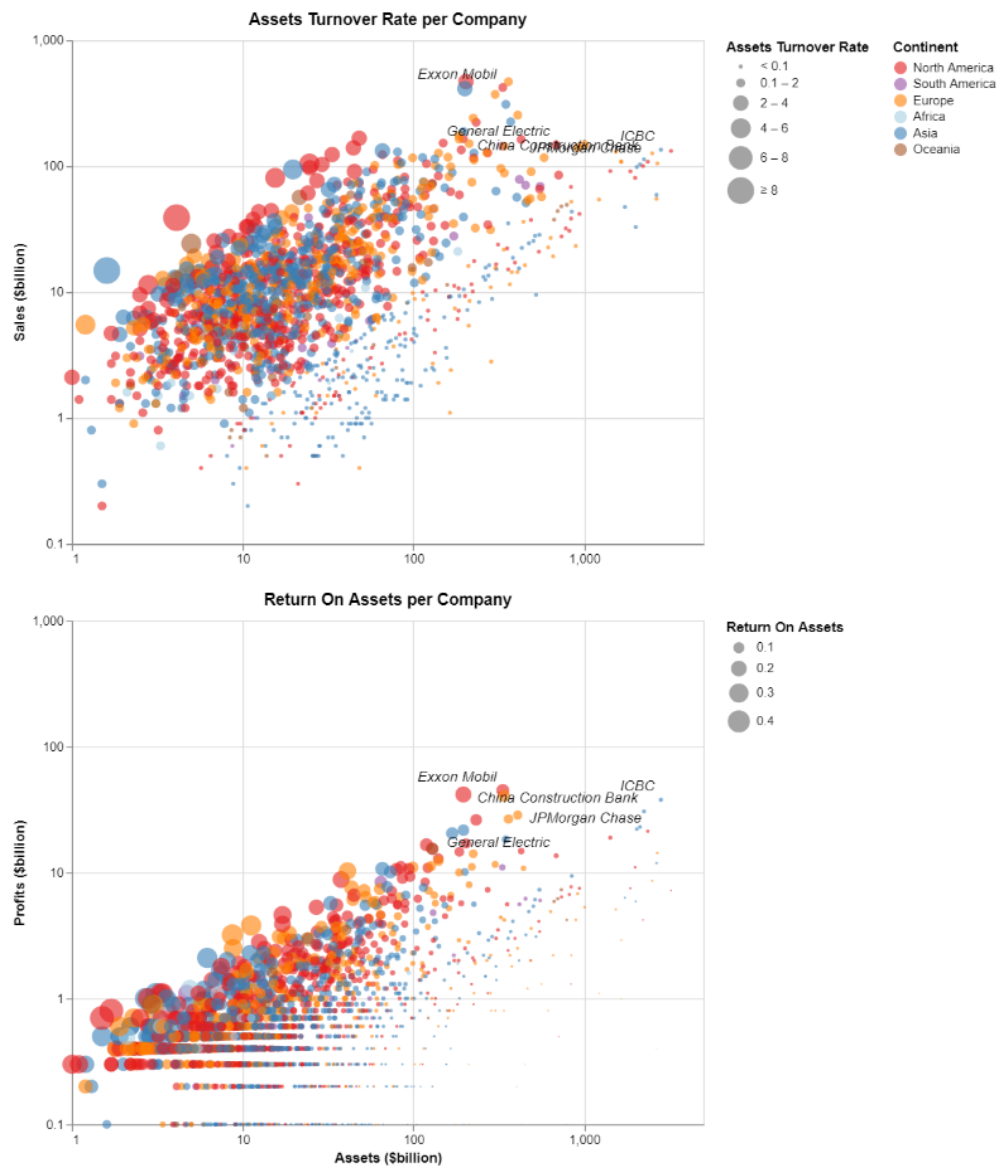
Lab: 03_OnCampus

Tutor Name: Ria Kalachetty

URL: https://kfun0006.github.io/FIT3179/Week10_Homework/

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Global Top 2000 Companies



Continent Selection:

The domain of the visualisation:

- Global ranking of the top 2000 largest companies in the world based on revenue, profits, assets, and market value, as of 2020.

The visualised dataset:

- Source:
<https://www.kaggle.com/datasets/joebeachcapital/top-2000-companies-globally>
- Assets: quantitative
- Sales: quantitative
- Profits: quantitative
- Continent: nominal
- Country: nominal

A justification for the type of visualisation idiom used:

- Effective for comparing three variables: Assets, Sales, and Turnover Rate (or Profits and Return Ratio) simultaneously.
- Size encoding visually represents the magnitude of a variable (e.g., Turnover Rate or Return Ratio).
- Logarithmic scales accommodate data with wide numeric ranges.
- Colour encoding distinguishes data points by continent.