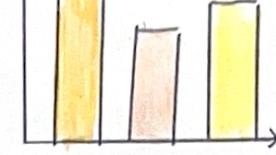
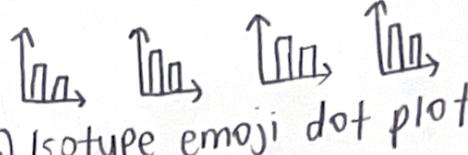
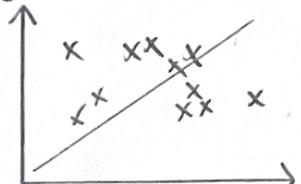
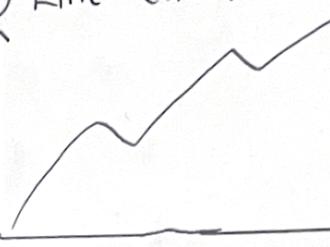
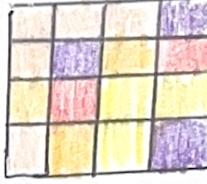
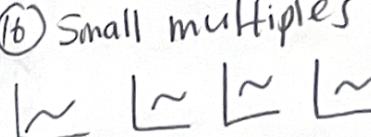
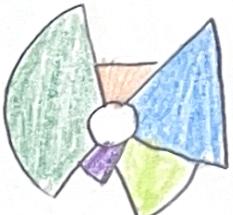
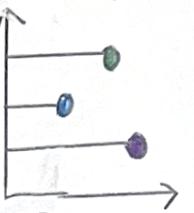
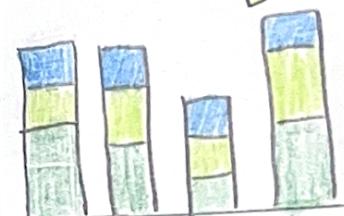


IDEAS

- IDEAS

 - ① Timeline (line) 
 - ② Timeline card 
 - ③ Pie Chart 
 - ④ Donut Chart 
 - ⑤ Area Chart 
 - ⑥ Stacked Area Chart 
 - ⑦ Bar Chart 
 - ⑧ Bar chart Small multiples 
 - ⑨ Chloropleth Map 
 - ⑩ Dot Map 
 - ⑪ Scatter Plot 
 - ⑫ Bubble Chart 
 - ⑬ Isotype emoji dot plot
my 
SG 
IN 
FL 
 - ⑭ Line Chart 
 - ⑮ Heatmap 
 - ⑯ Small multiples 
 - ⑰ Radial Chart 
 - ⑱ Lollipop chart 
 - ⑲ Stacked Bar chart 

FILTER

- ① Timeline (line)
= not informative enough
= must hover to read

Catego
data displa
= the will

- ③ Pie Chart
 - = Donut chart is a better choice
 - = too boring, can't give a strong impression

COMBINE & REFINER

- ④ + ⑯
Small multiple donut chart



choose ④ over ③

as having
small multiples
for donut chart
can give a
clearer information
at one view
compared to
pie chart

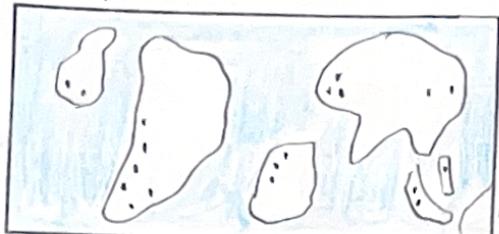
Questions :

1. how do I create a combination that is beneficial to audience.
 2. Can this all be done using vegalite?

Author : Chris Law Zi Qing
Student ID : 34112804
Date : 24/10/2025
Sheet : 1
Task : Brainstorming

LAYOUT

show the apple store count in the world



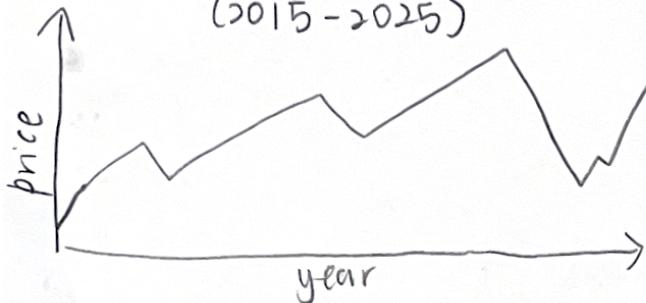
• = apple store

explanation

major innovation that shock the world timeline



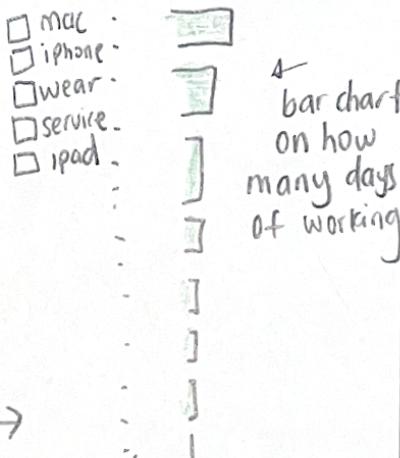
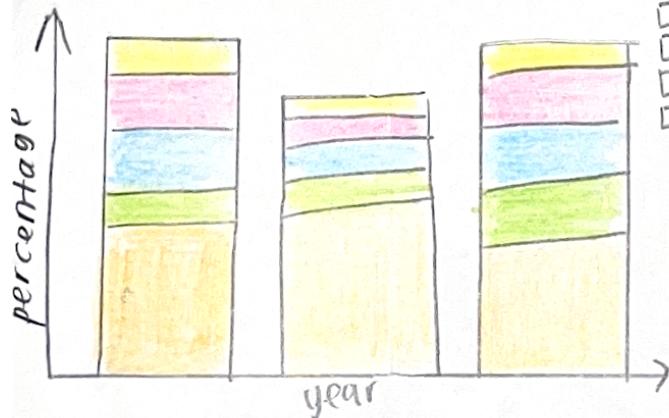
Stock Price Line Chart
(2015 - 2025)



how many days of working to own iPhone?



Apple Revenue Breakdown



FOCUS

to show how well apple is doing

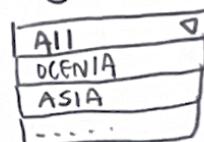
- ① Apple store count
 - ② major innovation by apple
 - ③ Stock price movement
 - ④ Apple Revenue Breakdown by percentage
 - ⑤ How many days do I need to work to own an iPhone in each country
- # explain each chart and show interesting insights

OPERATIONS

hover on timeline
→ description will appear

create a drag filter for the barchart

add a dropdown filter for dot map to filter region



hover on stacked bar chart to show percentage for the category

DISCUSSION

Advantages

- ⇒ understand apple's impact in the world
- ⇒ timeline will educate audience how apple lead in the tech industry

Disadvantages

- ⇒ explanation might be boring
- ⇒ less interactive in charts
- ⇒ charts are not well aligned
- ⇒ stacked bar chart might have too many category

Author: Chris Law Zi Qiao

Student ID: 34112804

Date: 24/10/2025

Sheet: 2

Task: Designing #1

LAYOUT

ALL ABOUT APPLE

timeline
card to
have all
details



IPHONE MARKET SHARE

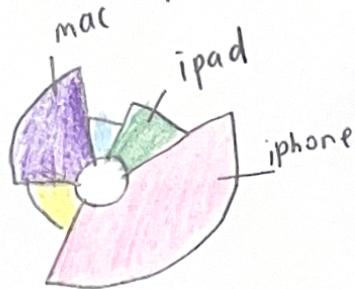


chloropleth
map

Legend

text

Revenue composition



days to own iphone

my ❤️❤️❤️

SG ❤️❤️❤️❤️

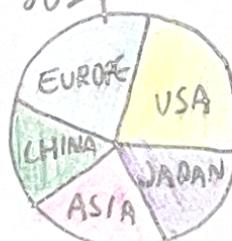
IN ❤️❤️❤️

FI ❤️

1 emoji = 1 Day



filter
iphone sales (region)
2024



FOCUS

to show apple's growth + impact

(1) timeline of major innovations

(2) Iphone market share in the world (chloropleth map)

(3) Revenue composition breakdown (radial chart)

(4) Stock price growth since listed (Area Chart)

(5) How many days of working to own iPhone (isotype dot plot)

(6) iPhone Sales in 2024 by Region (Pie chart)

OPERATIONS

hover on chloropleth map to show
(1) percentage
(2) region
(3) country

create drag filter for the area chart to filter years

hover over categories in radial chart to show details

DISCUSSIONS

advantages

⇒ chloropleth map can show the impact of iphone globally

⇒ can understand what products are most popular

⇒ able to see which country prefer Apple

Disadvantages

⇒ lack of interactions on chart

⇒ webpage is not well align

⇒ radial chart may be hard to read

⇒ need to choose a good emoji for isotype dot plot

Author: Chris Law Zi Qina

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Date: 24/10/2025

Sheet: 3

Task: Designing #2

LAYOUT

KNOWING APPLE

IMAGE

INTRODUCTION

TIMELINE



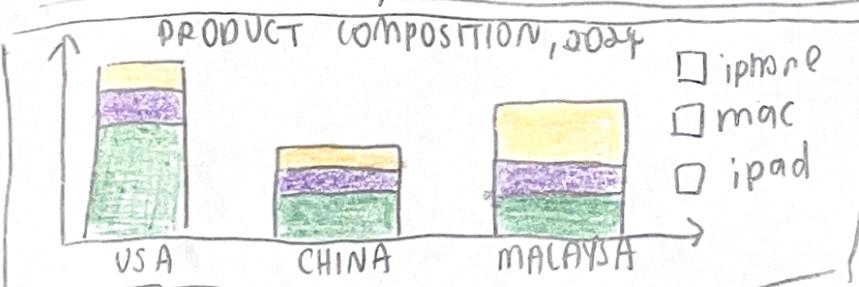
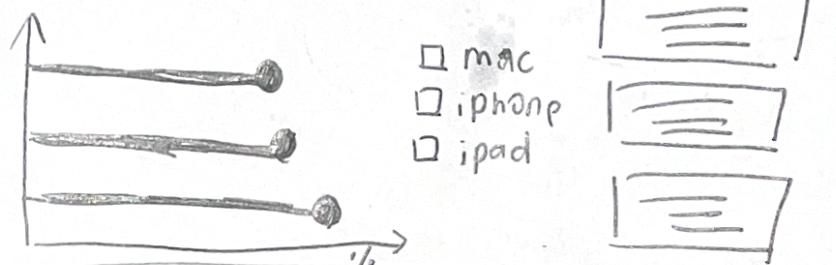
IPHONE JS
NON IPHONE
MARKET SHARE
type ▾

TEXT

STOCK PERFORMANCE



APPLE REVENUE BREAKDOWN



FOCUS

main focus = the chloropleth map shows how apple products are dominating in which country

understand Apple's financial health

understand which products are more popular and in which country

OPERATIONS

add filter for audience to choose which market to show

hover on attributes
→ add tooltip

DISCUSSION

advantages

→ able to tell apple is dominating in which country

→ good amount of explanation to educate the audience

→ able to learn about apple's history

disadvantages

→ poor title

→ small multiples line chart may be hard to see the growth

→ lollipop chart may not be informative enough for users.

→ overall not a strong visualisation for storytelling

→ ensure alignment and layout are consistent

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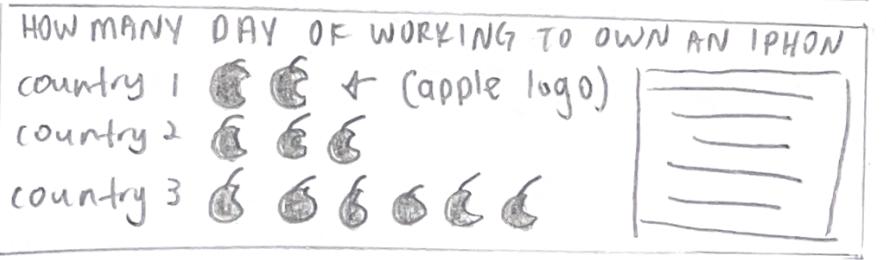
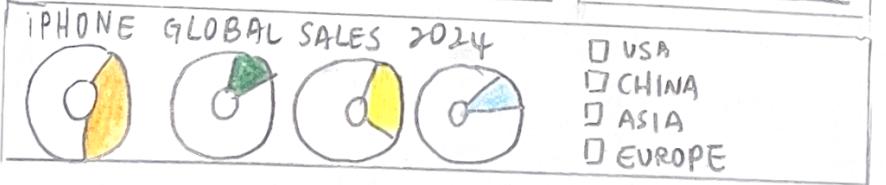
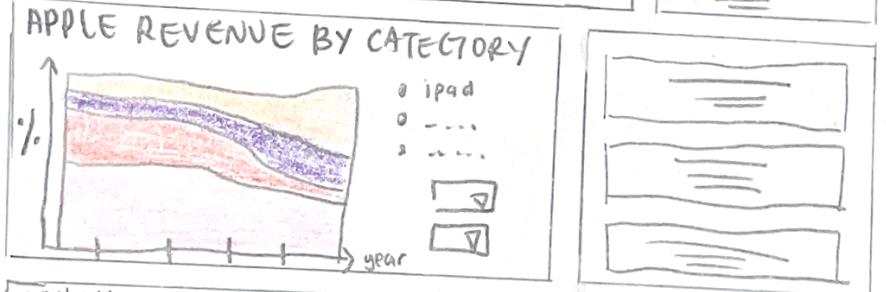
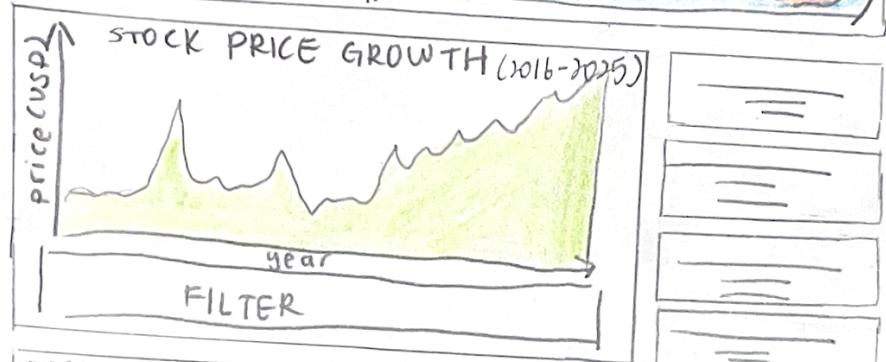
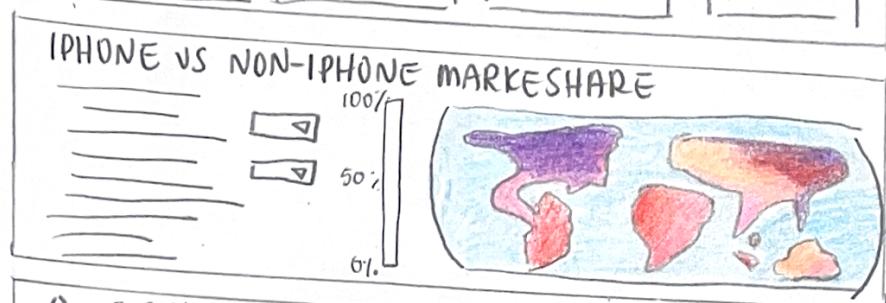
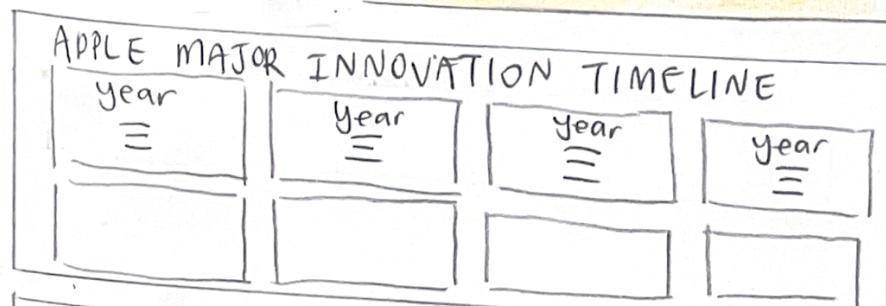
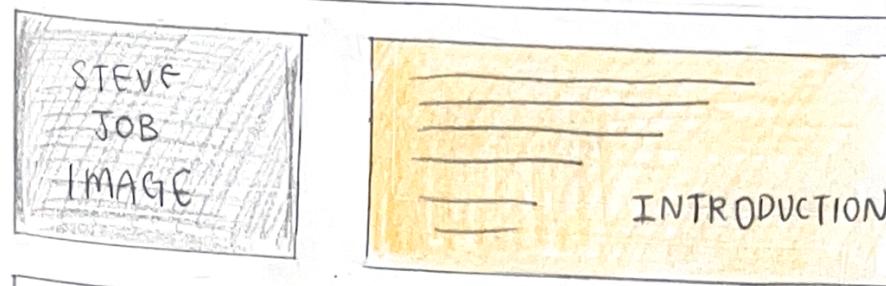
Date : 24/10/2025

Sheet: 4

Task : Designing #3

LAYOUT

ALL ABOUT APPLE.



METADATA + DATA SOURCE

FOCUS

understanding everything about apple

① founder + apple background

② innovation timeline

③ iPhone vs non iPhone market share

④ Stock performance

⑤ Apple Revenue by category

⑥ iPhone global sale 2024

⑦ How many day do I need to work to own an iPhone 17

understand apple via valid data

no central focus, every chart is important

OPERATIONS

dropdown filter for map

iPhone / noniPhone | projection type ▾

filter years

option 1: dropdown

Start and end year via

option 2: Slider

add tooltip for every possible scenario

include legend section

DETAILS

submission date: 24/10/25

time needed

⇒ 1-2 days for data cleaning

⇒ 1 day for explanation

⇒ create at least 2 visualisation per day, total 5 charts

⇒ 1 day for code review

Requirements

⇒ make sure it fits in different devices

Author: Chris Law Zi Qing

Student ID: 34112804

Date: 24/10/2025

Sheet: 5

Task: Finalising Layout