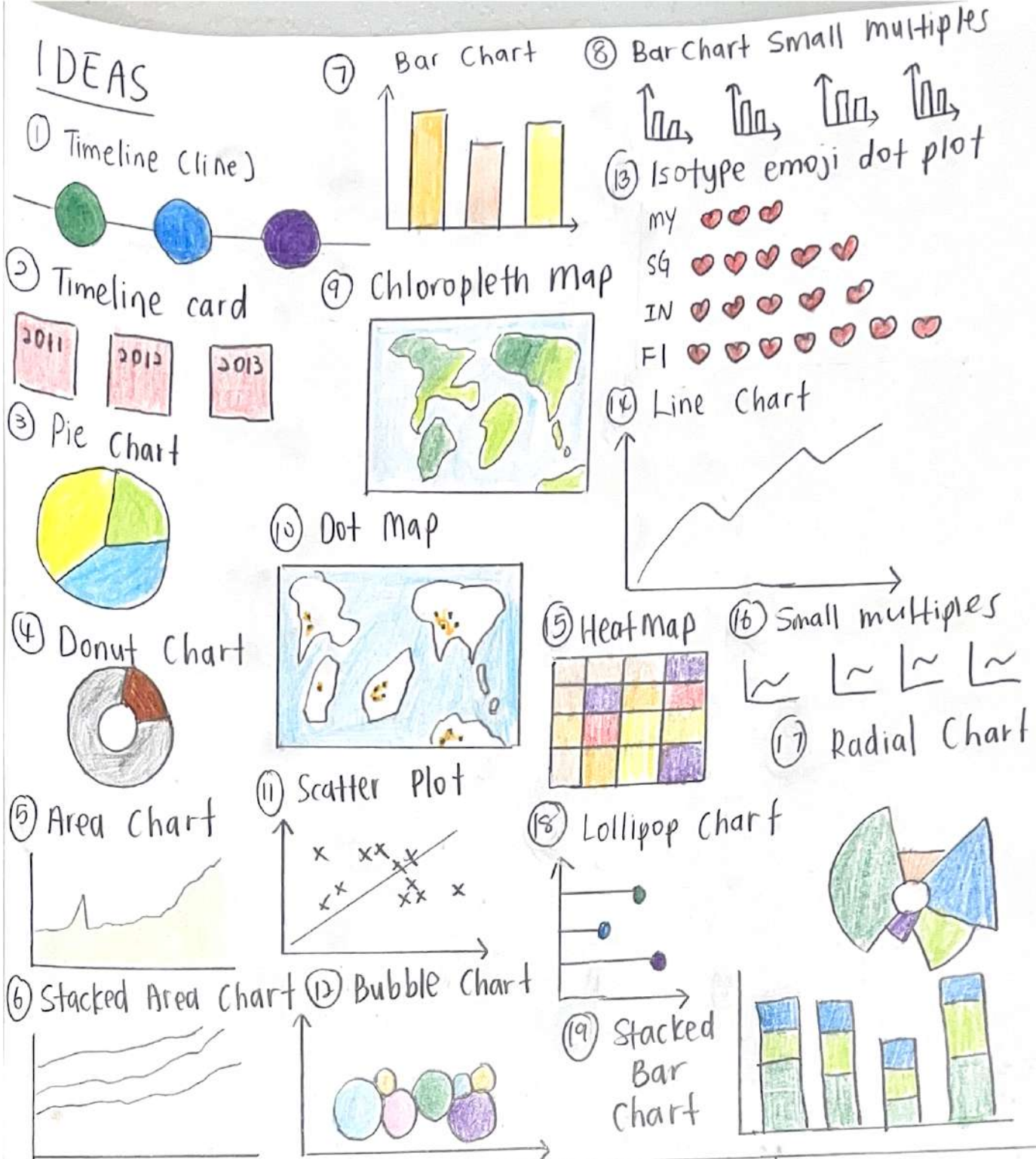


# IDEAS



## FILTER

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

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

## ⑮ Heat map

= too less categorical data to display  
= the outcome will be a small heatmap

## COMBINE & REFINE

④ + ⑮

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

## CATEGORISE

geographical

⑨ ⑩

composition

⑥ ⑭

time series

⑩ ⑤ ⑥

① ②

correlation

⑪ ⑮ ⑬

## Questions:

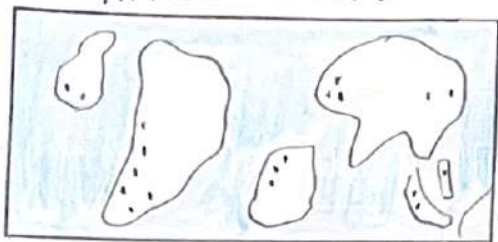
1. how do I create a combination that is beneficial to audience.
2. can this all be done using vegalite?

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 STUFF.



• = apple store

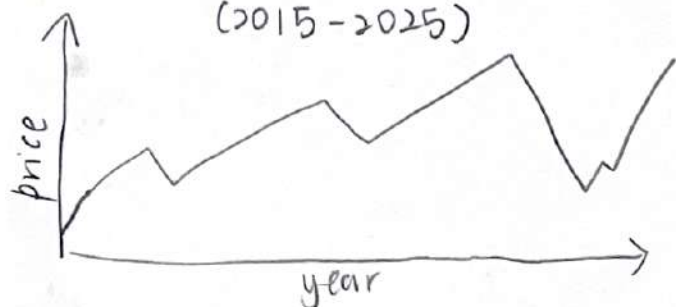
explanation .....

major innovation that shock the world timeline



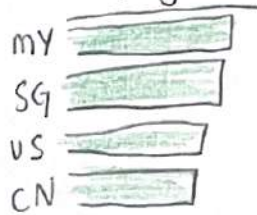
hover to check the details

Stock Price Line Chart (2015-2025)

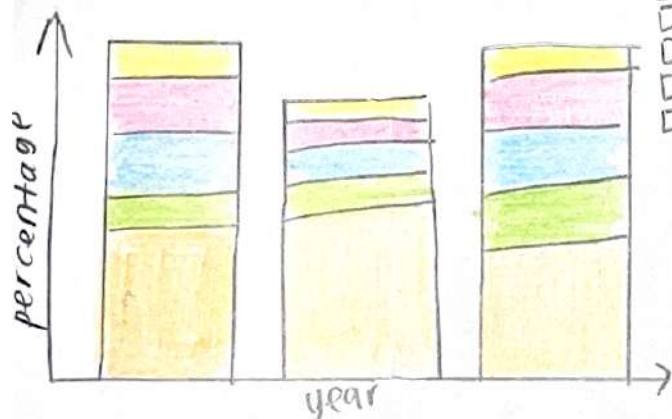


how many days of working to own iPhone?

Days



Apple Revenue Breakdown



mac  
iPhone  
wear  
service  
iPad

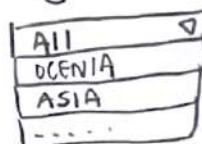
bar chart on how many days of working

## OPERATIONS

# hover on timeline  
⇒ description will appear

# create a drag filter for the bar chart

# 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

## 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

Author: Chris Law Zi Qino

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Date: 24/10/2025

Sheet: 2

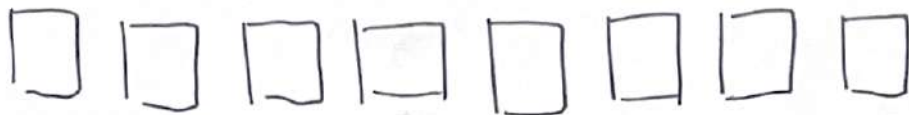
Task: Designing #1



## LAYOUT

### ALL ABOUT APPLE

time line  
card to  
have all  
details



### IPHONE MARKET SHARE

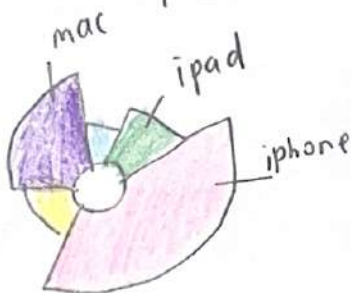


chloropleth  
map

legend

text

### Revenue composition



### days to own iphone

my ♥♥♥

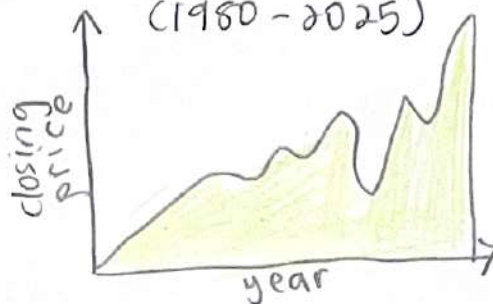
SG ♥♥♥♥♥♥

IN ♥♥♥♥♥

FI ♥♥

1 emoji = 1 Day

### stock price via area chart (1980 - 2025)



filter

### iphone sales (region) 2024



## 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

## 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)

Author: Chris Law Zi Qing  
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Date: 24/10/2025

Sheet: 3

Task: Designing #2

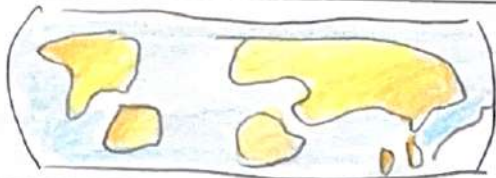
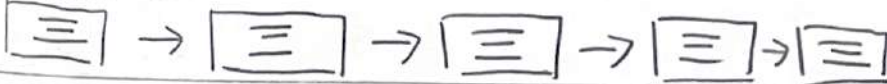
## LAYOUT

### KNOWING APPLE

IMAGE

INTRODUCTION

TIMELINE



IPHONE VS  
NON IPHONE  
MARKET SHARE

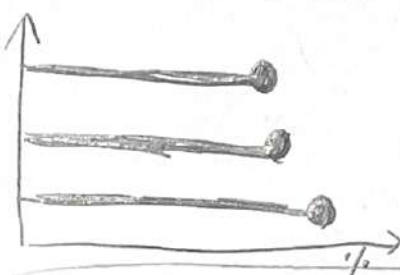
type ▾

+EXT

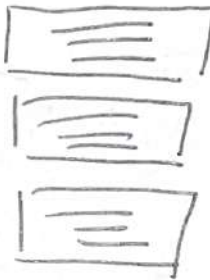
STOCK PERFORMANCE



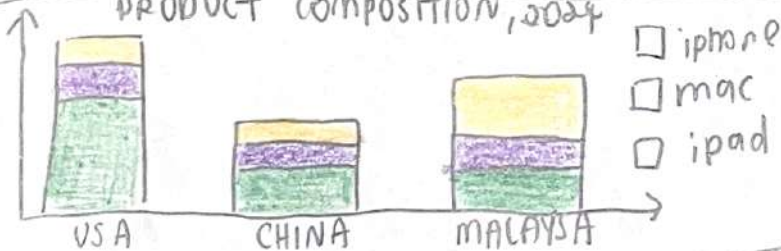
APPLE REVENUE BREAKDOWN



□ mac  
□ iphone  
□ ipad



PRODUCT COMPOSITION, 2024



□ iphone  
□ mac  
□ ipad

## FOCUS

# main focus = the choropleth 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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Student ID: 34112804

Date: 24/10/2025

Sheet: 4

Task: Designing #3



# LAYOUT

## ALL ABOUT APPLE.

STEVE  
JOB  
IMAGE

INTRODUCTION

## APPLE MAJOR INNOVATION TIMELINE

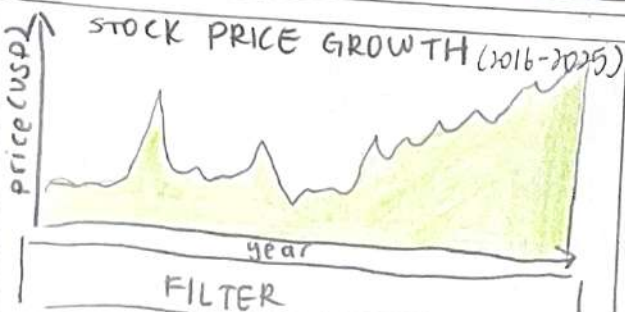
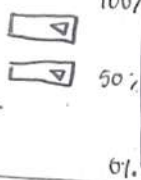
year  
=

year  
=

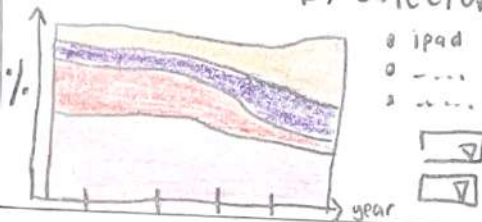
year  
=

year  
=

## IPHONE VS NON-IPHONE MARKESHARE



## APPLE REVENUE BY CATEGORY



ipad  
---  
---  
---

## IPHONE GLOBAL SALES 2024



USA  
CHINA  
ASIA  
EUROPE

## HOW MANY DAY OF WORKING TO OWN AN IPHON

country 1 🇺🇸 🇺🇸 🇺🇸 + (apple logo)

country 2 🇨🇳 🇨🇳 🇨🇳

country 3 🇮🇳 🇮🇳 🇮🇳 🇮🇳 🇮🇳 🇮🇳

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 / non iPhone / projection type

# filter years

option 1: [dropdown] [dropdown] dropdown

start and end year via

option 2: [slider]

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

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Date: 24/10/2025

Sheet: 5

Task: Finalising Layout