Q2 Sales	Compared to Forecast
$ 1,485,393	+16%

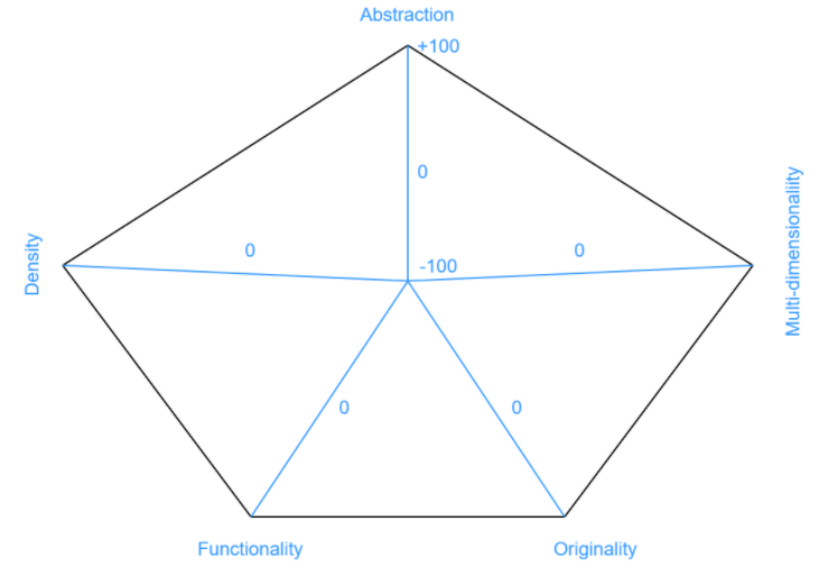
Table 1

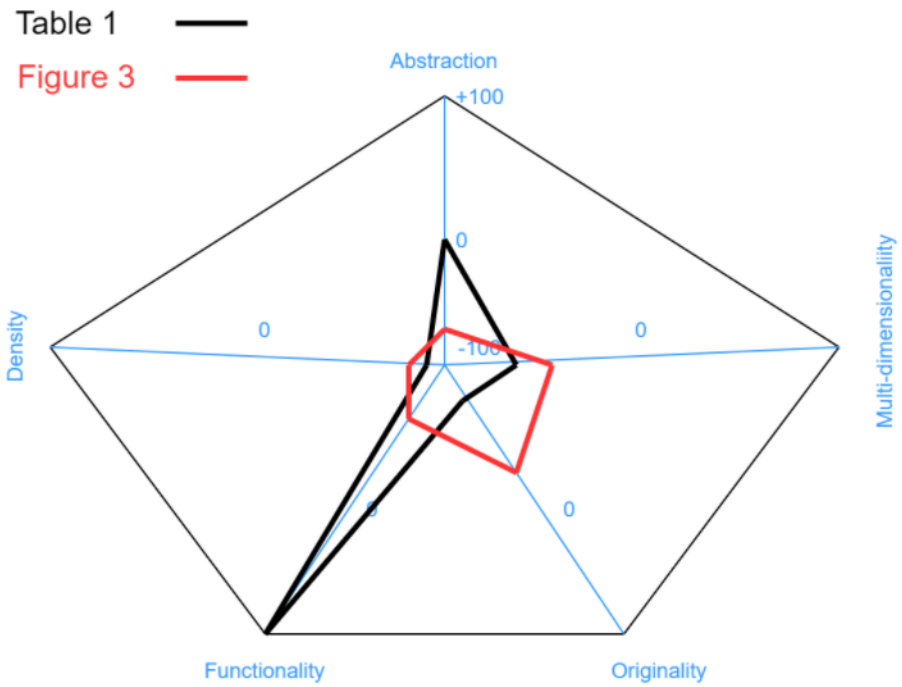
Figure 1

Figure 2

Figure 3

1: Evaluate Table 1 and Figure 3 in the light of Cairo's wheel and depict your evaluations using a radar chart for each.
You must use the template below. It has a +100% to -100% scale for each of the five parameters, e.g., perfect Abstraction and perfect Figuration would be 100% and -100% respectively on the Abstraction axis.





- Table 1 (represented in black)

  1. Abstraction vs Figuration
     Table 1 lies at 0%, because it has no real visual representation at all; abstract or figurative.
  2. Density vs Lightness
     Table 1 lies slightly more than -100% i.e. skews to be very light rather than dense because the information it conveys is very minimal, but very effective in conveying its meaning quickly.
  3. Functionality vs Decoration
     I said Table 1 would be completely functional compared to decorative, for even the tables method of separating data is very limited (not to say it isn't effective), and purely just shows data with no decoration.
  4. Originality vs Familiarity
     Table 1 is shown to be very near -100% to represent that it is very familiar over original. The information conveyed in the table is easy to understand to any person who reads it, only things that may be out of context here are when this took place and for what company (but this isn't really included in any of the representations).
  5. Unidimensionality vs Multi-dimensionality
     I said that this table tended to skew more uni-dimensional than mutli-dimensional, as it's only conveying the sales number for the specific quarter, and how much better it did than was forecast. From that you could maybe infer deeper that whether the sales made was good or not , but there's not really not a lot of dimension here.

- Figure 3 (represented in red)

1. Abstraction vs Figuration
   Figure 3 skews negative, as the majority of the visuals are clear images: the balloons, the thumbs up, champagne and business woman. Which is why it lies more towards figuration than abstraction. The only more abstract visualization would be the intense rainbow and red backgrounds in the table, which is why it reaches closer to -75%.
2. Density vs Lightness
   Figure 3 scales very closely to where Table 1 lies on the graph, because both of them essentially convey the same amount of lightness of information that's minimal and straight forward. I'd say the only additional information that this graphic is adding is (for lack of a better word) "enthusiasm".
3. Functionality vs Decoration
   Figure 3 seems to be very highly decorative, even compared to the other figures but especially in comparision to Table 1. The only functionality that this figure seems to represent is the data on sales and the extreme happiness from the employeers profiting from these sales. Thats why is lies around -75%.
4. Originality vs Familiarity
   Because there is an obvious emotion being conveyed in the graphic as well as the use of the table and data, I said that Figure 3 tended to be negative, as in it is more familiar than original. However the use of graphics and color is very interesting at conveying a general emotion, but very confusing otherwise so the graph lies at around -50%
5. Unidimensionality vs Multi-dimensionality
   I said that Figure 1 was very similar to Table 1 in its unidimensionality, for their still both essentially conveying the same information, this graphic just more conveys a reason for the graphic and an emotional aspect to it, which made it slightly more positive.

2: Estimate the data-ink ratios (Edward Tufte's metric) of Table 1, Figure 1, Figure 2, and Figure 3

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data-ink ratio = 1 - erasable ratio

	Table 1	Figure 1	Figure 2	Figure 3
data-ink ratio	Very high: near to 1	Fair: < 0.6	Poor: < 0.5	Low: < 0.4
Justification	Table 1 has just about the minimal amount of graphics required to represent this data(minus the table lines maybe)	This figure has a decent amount of distracting elements and noise that are unnecessary to representing the data .e.g. the colored backgrounds, the champagne graphic, the thumb up etc.	Same as Figure 1 justification, with the unnecessary addition of the balloon graphic	Same as Figure 2 just with the addition of the business woman

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3: Look for the presence of ChartJunk (Edward Tufte's heuristic) in Table 1, Figure 1,Figure 2, and Figure 3. If you detect it, (a) very briefly explain your discovery and (b)comment on the desirability of its removal.

	Table 1	Figure 1	Figure 2	Figure 3
ChartJunk Presence	None	Heavy rainbow and red shading, Champagne graphic, Thumbs up	Heavy rainbow and red shading, Champagne graphic, Thumbs up, Balloons graphic	Heavy rainbow and red shading, Champagne graphic, Thumbs up, Balloons graphic, Business Woman
ChartJunk Removal?	I'd argue that the use of lines(grids) in the table is neat and useful in separating the data	The background colors are too intense and unnecessary, their removable is very desirable. The champagne graphic makes very little sense in this presentation so its removal is also desirable. The thumbs up seems less intuitive than the '+' sign so I feel switching those would be more effective	Same reasons as Figure 1 for the shading, champagne, and thumbs up. The balloon graphic is similar to the champagne graphic but I feel gets the emotion of excitement or happiness across to the reader well, so its removal is less desirable.	Same reasons as Figure 2 for the shading, champagne, thumbs up, and baloon graphic. The Business woman in this graphic seems even less necessary than any of the other graphics, so its removal is also very desirable