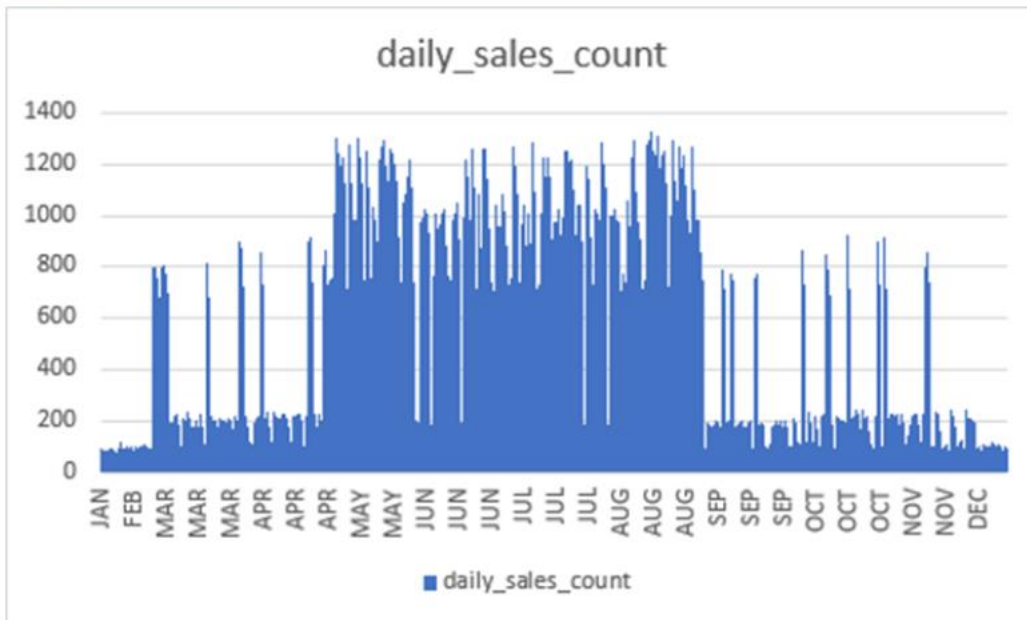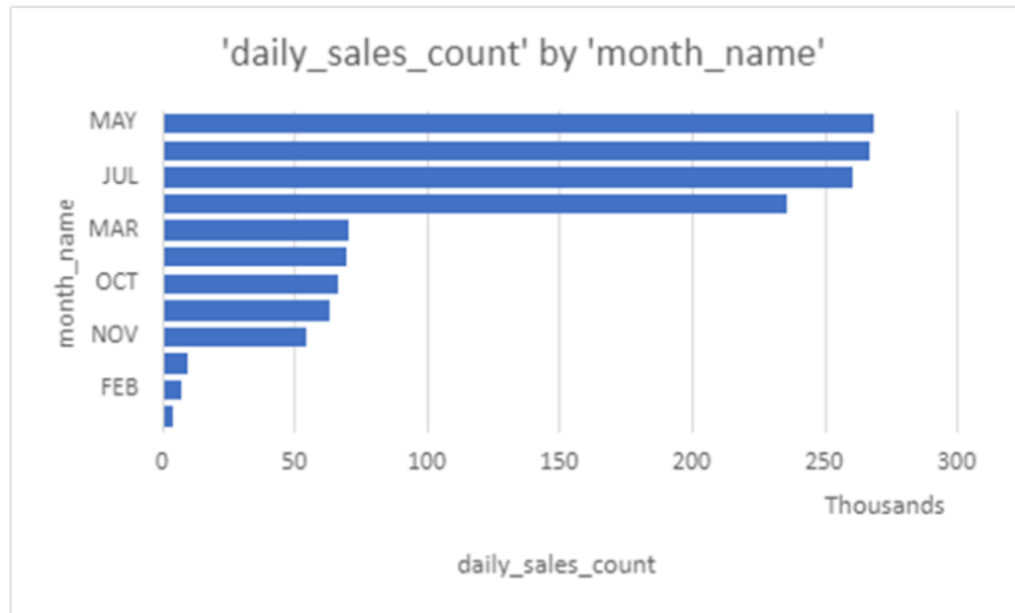Sean McLean

ALY 6070

Discussion 2 - Good versus Bad Visualizations

Bad Visualization:

This visualization here uses a clustered column, and it looks a bit too messy for the viewer. It tries to show the daily sales counts per month. I think the viewer looking at the graph would have trouble figuring out what is going on or would take a long time to understand it. It is also misleading that it contains months in several categories on the x-axis which wouldn't make any sense when presenting this information. The solid blue color also makes it difficult to look at and would be a lot more useful if the months were each colored differently so that certain months stand out. There is potential here because I do think it is set up fairly well with the titles on the x-axis and y-axis, but it is way too cluttered. The information here is useful if you are looking at monthly sales, but it unfortunately comes out as a blur.

Good Visualization:

'daily_sales_count' by 'month_name'

This version, which uses a horizontal bar chart of the previous categories with the daily sales count by month, is cleaned up a lot more and shows from top to bottom what months have better sales than others. It shows that the daily sales are in the thousands and is properly titled on both the x-axis and y-axis. Some minor changes can be tinkered with like adding more colors to the bars instead of just the color blue as well as adding all the months to the y-axis to show all the months. It is more presentable overall where I think the viewer can understand what is being conveyed in the chart. The top-down effect I believe for the presenter is also more effective in showing what months of the year lead to better daily sales.