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Return to "Marketing Analytics" in the classroom

Storytelling with Data

REVIEW

HISTORY

Meets Specifications

very nice and fits with all requirements, you have chosen the appropriate chart with suitable colors, adding your communicated insights.

thank you for your effort, keep it up and good luck in next step!

Visual Storytelling with Data



The visualization centers on a specific, clear finding in the data.



The selected finding is clearly communicated. Design choices foster communication between the reader and the visualization.

Visualization does not add additional colors, shapes, or other design elements in an unnecessary way. Rather, each additional element should add to the insight being made.

Design



Color choices must accurately reflect the data and be chosen with accessibility in mind. For example, values that span from negative to positive numbers should be encoded with a diverging palette. Also, the color

