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Lab No: Tutorial 06

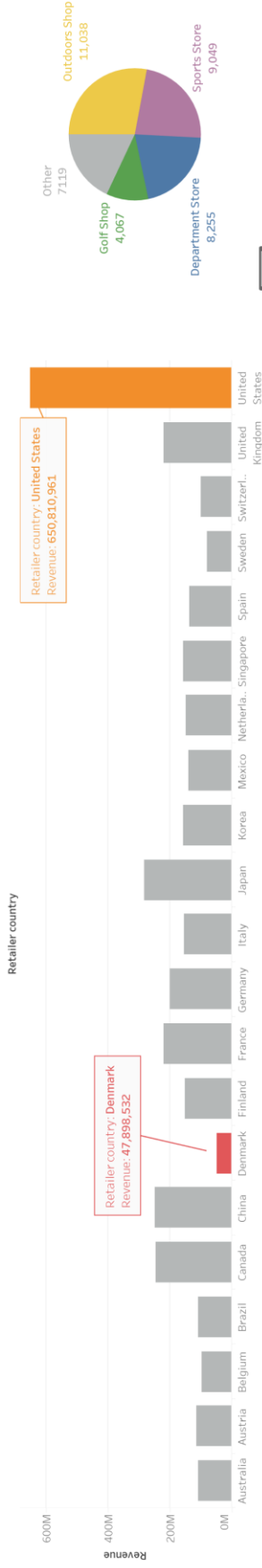Tutor Name: Dr Grace Ting

<u>Homework</u>

Task 1 – Chartjunk

a) Identified chartjunk:
i) Total revenue by country
   - Country map icons are considered as chartjunk as the country names are already being written down in the x-axis below
ii) Gross margin of all retailer types
   - The text annotations that show the gross margin value for some of the retailer types are considered as chartjunk as they encode the same information as the gross margin value that are originally written outside each section of the pie chart
iii) Products total quantity
   - Line chart is considered as chartjunk as it technically encodes the same information as the bar chart
   - Picture of product eyewear and woods are also considered as chartjunk as they kind of distract the users in understanding the visualization
iv) Diagram found on the top right corner of the dashboard
v) Background color e.g. black for pie chart
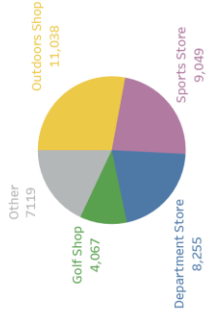

Task 2 – Colour, Layout and Typography

a) Improved aspects:
   - Layout: the title is placed at the top with the map at the visual center. This enables the viewer to know that the map is used to show the Florida demographics. Only a few horizontal sight lines are found between each section.
   - Typography: sans-serif typeface is used in this task where the font is arial. The title has a larger weight and font size as compared to the subtitle and the text in order to form a clear hierarchy of elements.
   - Diagram: two interesting facts about the population of Florida is being mentioned in the line chart by using text annotations. A dotted line for each state is used to estimate the population in 2010. The legend is replaced by using color coded title in which each color in the title corresponds to each state.
   - Color: The word "Florida" in the text is encoded using orange color in order to match its color in the line chart.
   - Tooltip: the tooltip is modified by using a clear hierarchical structure in which title has a larger font with orange color which represent the state of Florida as compared to the elements below
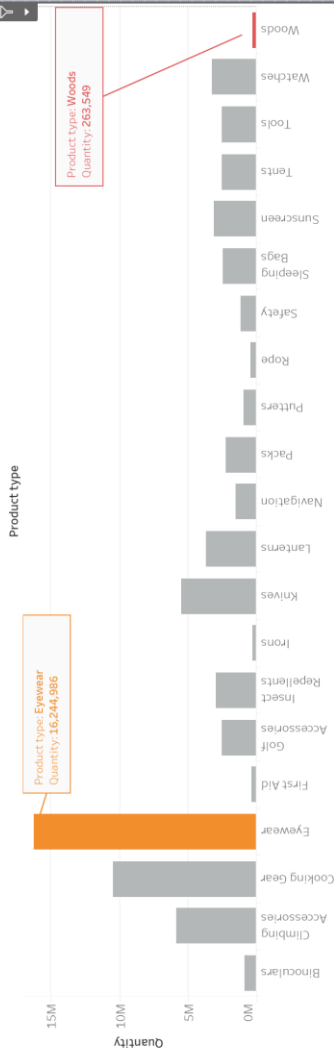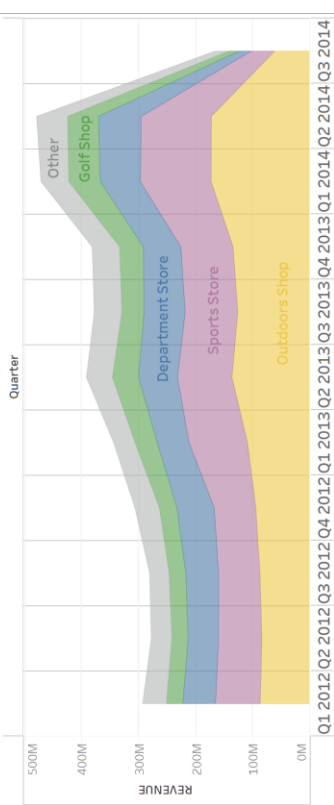
SALES REPORT 2012

Total Revenue By Country

Gross Margin of All **Retailer Types**

Outdoors Shop
11,038

Other
7119

Sports Store
9,049

Golf Shop
4,067

Department Store
8,255

Retailer country: United States
Revenue: 650,810,961

Retailer country: Denmark
Revenue: 47,898,532

Retailer country

Revenue

600M
400M
200M
0M

Australia · Austria · Belgium · Brazil · Canada · China · Denmark · Finland · France · Germany · Italy · Japan · Korea · Mexico · Netherla. · Singapore · Spain · Sweden · Switzerl... · United Kingdom · United States

Total Revenue of All **Retailer Types**

REVENUE

500M
400M
300M
200M
100M
0M

Quarter

Q1 2012 Q2 2012 Q3 2012 Q4 2012 Q1 2013 Q2 2013 Q3 2013 Q4 2013 Q1 2014 Q2 2014 Q3 2014

Other
Golf Shop
Department Store
Sports Store
Outdoors Shop

Products Total Quantity

Product type: Eyewear
Quantity: 16,244,986

Product type: Woods
Quantity: 263,549

Product type

Quantity

15M
10M
5M
0M

Binoculars · Climbing Accessories · Cooking Gear · Eyewear · First Aid · Golf Accessories · Insect Repellents · Irons · Knives · Lanterns · Navigation · Packs · Putters · Rope · Safety · Sleeping Bags · Sunscreen · Tents · Tools · Watches · Woods

Florida Demographics
Total ***population*** per square mile

Avg. POP_SQMI
10 — 3,323

Population in Florida by County

NAME: **Glades**
Avg. POP_SQMI: **14**
MED_AGE: **43.10**
POPULATION: **13,588**

The
Bahamas

200 mi

© 2022 Mapbox © OpenStreetMap

Florida is the **third-most populous state** in the **United States**. Its residents include people from a wide variety of ethnic, racial, national and religious backgrounds. The state has attracted immigrants, particularly from Latin America. *Florida*'s majority ethnic group are European Americans, with approximately 65% of the population identifying as White. National ethnic communities in the state include Cubans, who migrated en masse following the revolution in mid-century. They have been joined by other immigrants from Latin America, and Spanish is spoken by more than 20% of the state's population, with high usage especially in the Miami-Dade County area.

With a population of 18.8 million according to the 2010 census, *Florida* is the **most populous state** in the **Southeastern United States**, and the second-most populous state in the South behind Texas. Within the United States, it contains the highest percentage of people over 65 (17.3%), and the 8th fewest people under 18 (21.9%).

Source: Wikipedia.org: https://en.wikipedia.org/wiki/Demograph-ics_of_Florida

Population of *California*, *Florida* & *Texas*
from 1820 to 2010

Florida is the second-most populous state in the South behind Texas.

After the Cuban Revolution of 1959, many Cubans migrated to Miami, Florida.

Population

30M

20M

10M

0M

1850   1900   1950   2000

Year