Chart Rankings & Justification

Rankings (most effective to least effective):

1. Line Chart
2. Side-by-Side Bar Chart
3. Pie Chart

Justification:

The analysis of my data consisted of comparing the total units sold in each region from 2010-2017. The units sold are in relation to the various items in the dataset, which were not explored in this analysis. I extracted the year value from the ‘Order Date’ column, which also means we are looking at the year that the units were ordered.

In terms of chart visualizations for this analysis, I ranked the line chart first. Line charts are very helpful for visualizing time-series data as we were doing in this analysis. It allows us to track trends/patterns over time, and in this case, we were able to clearly see that the regions Sub-Saharan Africa and Europe were at the top of the list for total units, but they fluctuated in their positions over the seven years. Line charts are important for comparison, and in this case, we were able to clearly compare the regions over time in terms of their total units sold!

The side-by-side bar chart is also helpful for visualizing categorical data. However, it is not as good as a line chart for contrasting data over time. It requires a deeper look into the categories and values to understand the comparison between the groupings. In terms of being able to compare data though, it is still a viable option for visualization, and it comes very close to the line chart especially if we were not including time data.

Pie charts are important for visualizing parts of a whole. However, when they include too many slices, they become quite impossible to understand and use for other purposes. It is too much displayed at one time. I showed another pie chart, just grouped by ‘Region’, to demonstrate how they can be helpful when trying not to visualize too much data. They allow us to understand the composition of the total units sold, but the one that is grouped by regions and years is not helpful for any sort of analysis.