

Data Viz Redesign

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1. Critique the above chart and determine if it is an effective display of data. What works well? What doesn't? What questions come to mind as you view?

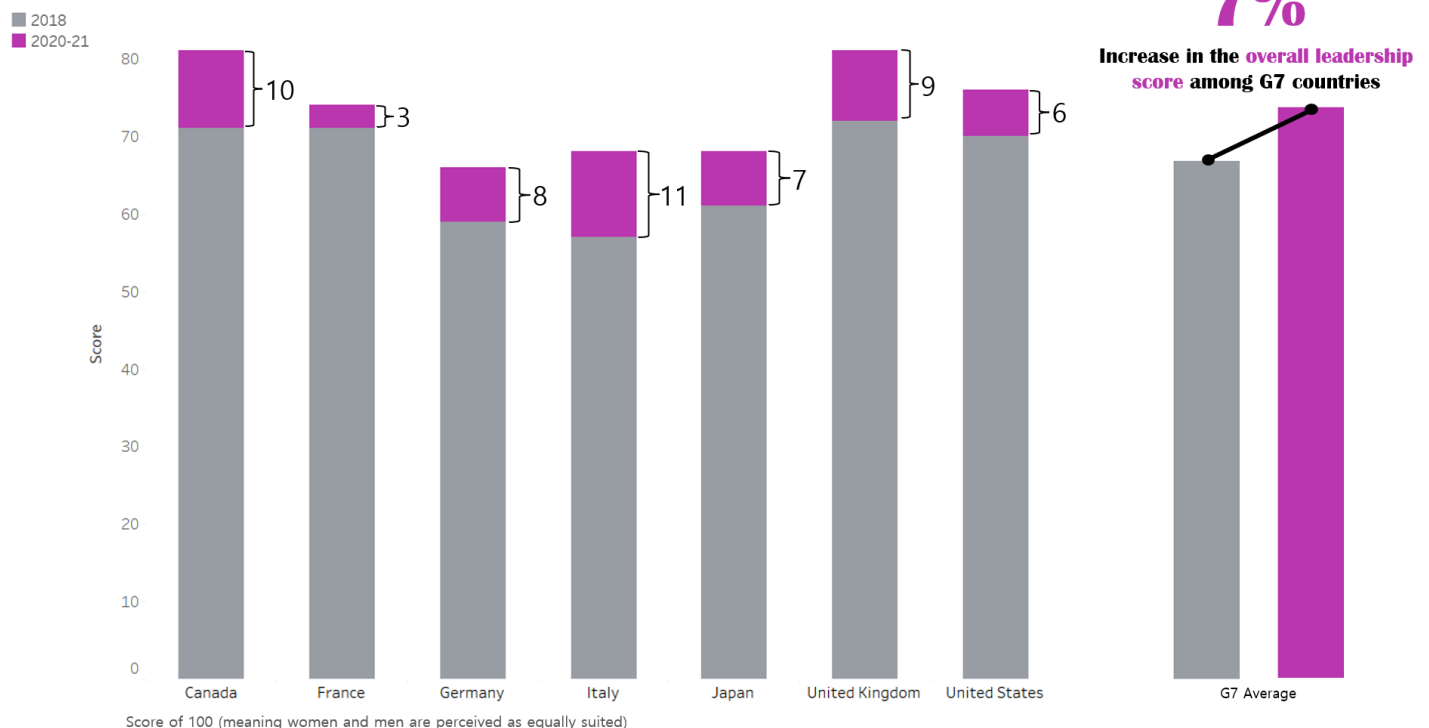
- It is difficult to see at a glance which data represents which country.
- In THE REYKJAVIK INDEX FOR LEADERSHIP part, only THE REYKJAVIK is emphasized, but I can't see why it should be that way. As the visual represents the leadership figures of the G7 countries, I think it would be better to include G7 in the title.
- It is good to arrange the dataset in ascending or descending order, but I do not think it is necessary to list them in the above order because it is not a visual created with the intention of seeing the increasing or decreasing trend among G7 countries.
- It would be clearer to show which year's data the visual is representing. (2018)
- For color selection, it would be better to use a color that represents THE REYKJAVIK INDEX FOR LEADERSHIP and using it in emphasizing only the main part of the visual.

2. Is this the "right" chart for this data? Why or why not? Consider other iterations and make a case for your chart selection. If you are using a subset of the data or bringing in additional data, be sure to explain your rationale.

- I would say this is not the right chart for this data. The biggest reason would be that it is very hard to figure out what this visual is trying to show to the audience. The title and visual altogether are only visualizing the dataset, and there is no insight or message this visual is delivering.
- I couldn't find insight by looking only at the visual presented on Canvas, so I was searching for some more information about 'The Reykjavik Index for Leadership' to get new insight. Fortunately, I was able to find a resource from Kantar - the official website that proceeds 'The Reykjavik Index for Leadership' - that investigated the leadership scores of G7 countries in 2020-2021. While looking at the data, it was realizable that the leadership score of the G7 countries in 2020-21 increased as a whole compared to 2018. In other words, perceptions of equality for men and women in leadership has improved overall G7 countries. Accordingly, since the data provided by Canvas is from 2018, I decided to create a visual showing how much the leadership score has increased compared to 2018.

3. What design principles did you evoke/consider? In other words, support all the changes you made with course material (i.e., why did you do what you did?). Be as specific here as possible (size, position, color, etc.) to let me know you understand effective design techniques.'

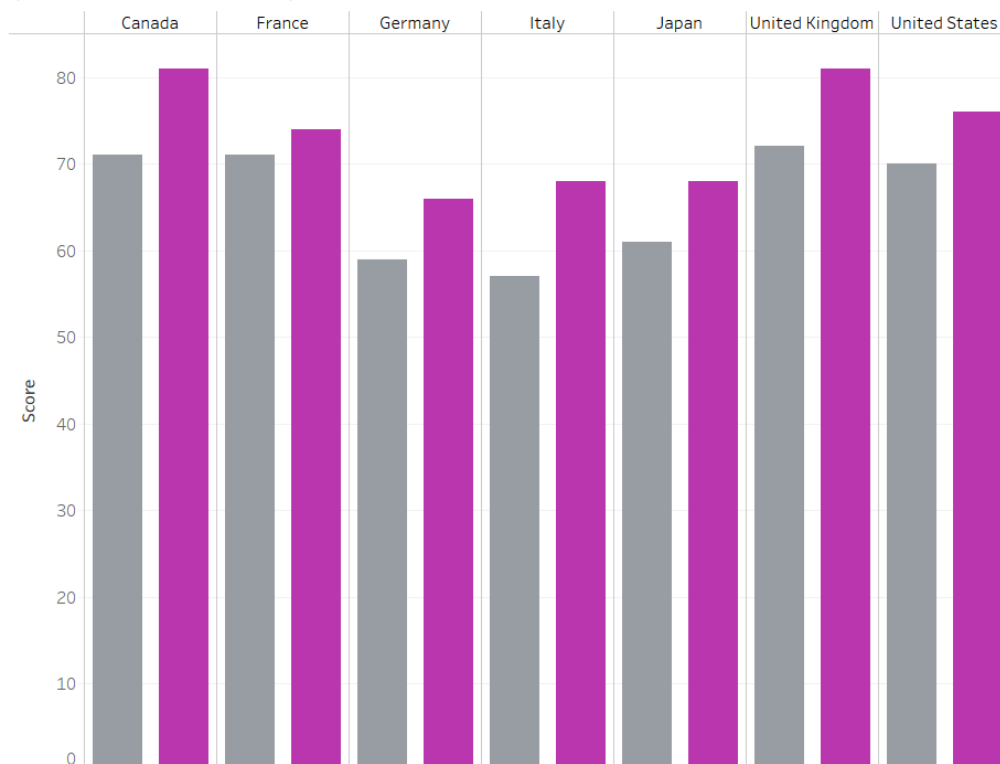
The Reykjavík Index for Leadership Scores (G7 2018 vs. 2020-21)



- Choosing an Effective Visual: Among all the great ways to visualize data such as simple text, scatterplot, table, line, heatmap, slope graph, bar chart, waterfall, and square area, I went through several attempts using simple text, line, and bar charts and came up with my optimal visual: **stacked vertical bar chart & simple text**.
- Gestalt Principles (Proximity, Similarity, Enclosure, Closure, Continuity, and Connection): I used **similarity** by using the same colors for each year (2018 & 2020-21), **closure** to get rid of headers, grid pane, shades, etc., **continuity** by still being able to see the G7 average score is on the same line as the G7 countries' scores as all the countries' names and G7 average's label are aligned, and **connection** as you can see a connection between the 2018 and 2020-21's G7 average leadership score by using a line to show the difference more drastically.
- 7C's: **Concentrated** on focusing only on the increase of leadership score from 2018 to 2020-21, **Cut clutter** by removing the scores for each country in each year and only showed the difference between the years, **Controlled** the info by showing the difference slowly for each country and then finally showing the overall difference among G7 countries, **Cleared** the visual by using fonts that are clear and sized them big enough to be readable from distance. Showed **Consistency** by using only a minimal number of colors and emphasized the difference between scores by using The Reykjavik Index for Leadership's representative color, **Considered** the audience's background by making the visual seem simple and easy as possible to interpret and included the main point of the visual in simple text for clear understanding, and finally **Corrected** all errors that might be included in the visual.
- Formatting: Located the legend for the bar chart right below the title in order to show which color indicates which year, as there is no label showing the year on the chart. Designed the average leadership score of G7 countries on the right-hand side of each individual countries comparison and used separate bars unlike the countries' stacked bars in order to emphasize the increase in how all the countries are improving in 'The Reykjavik Index for Leadership'. In addition, the simple text is located on top of the G7 average score bars to catch the audiences' attention in a glance and to have people understand more easily what the visual is mainly tending to show.

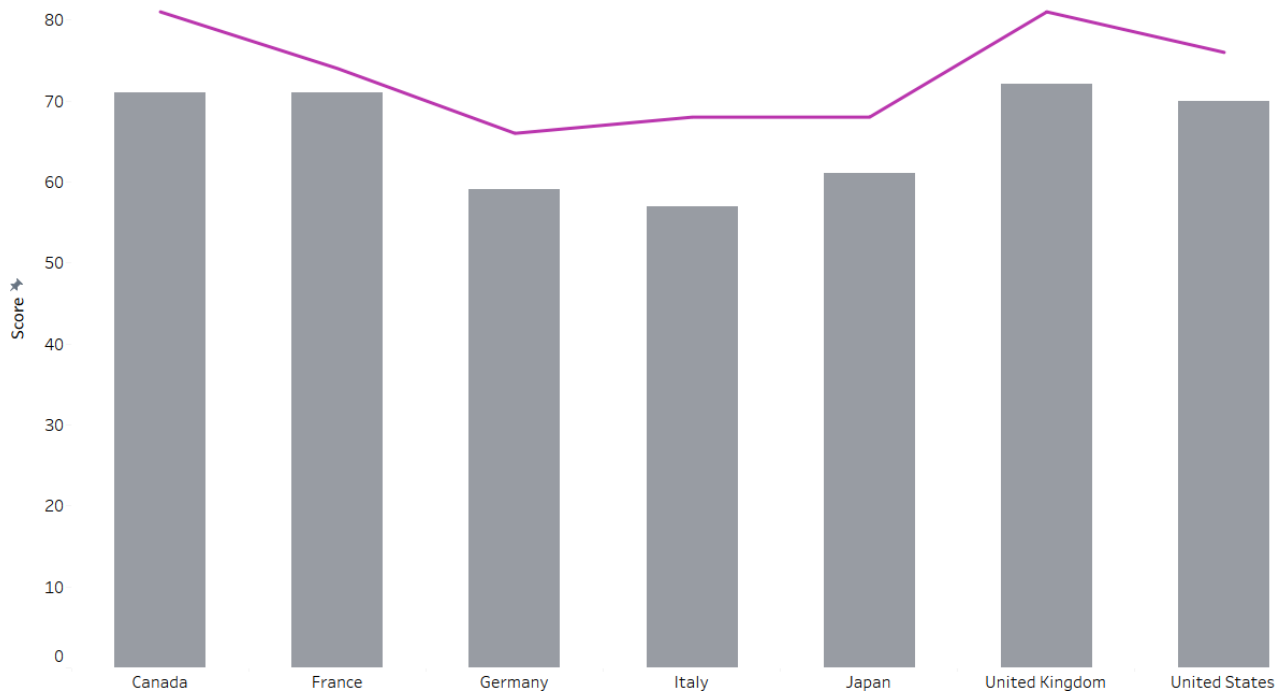
- Attempts that did not work out

The Reykjavik Index for Leadership Scores (G7 2018 vs. 2020-21)



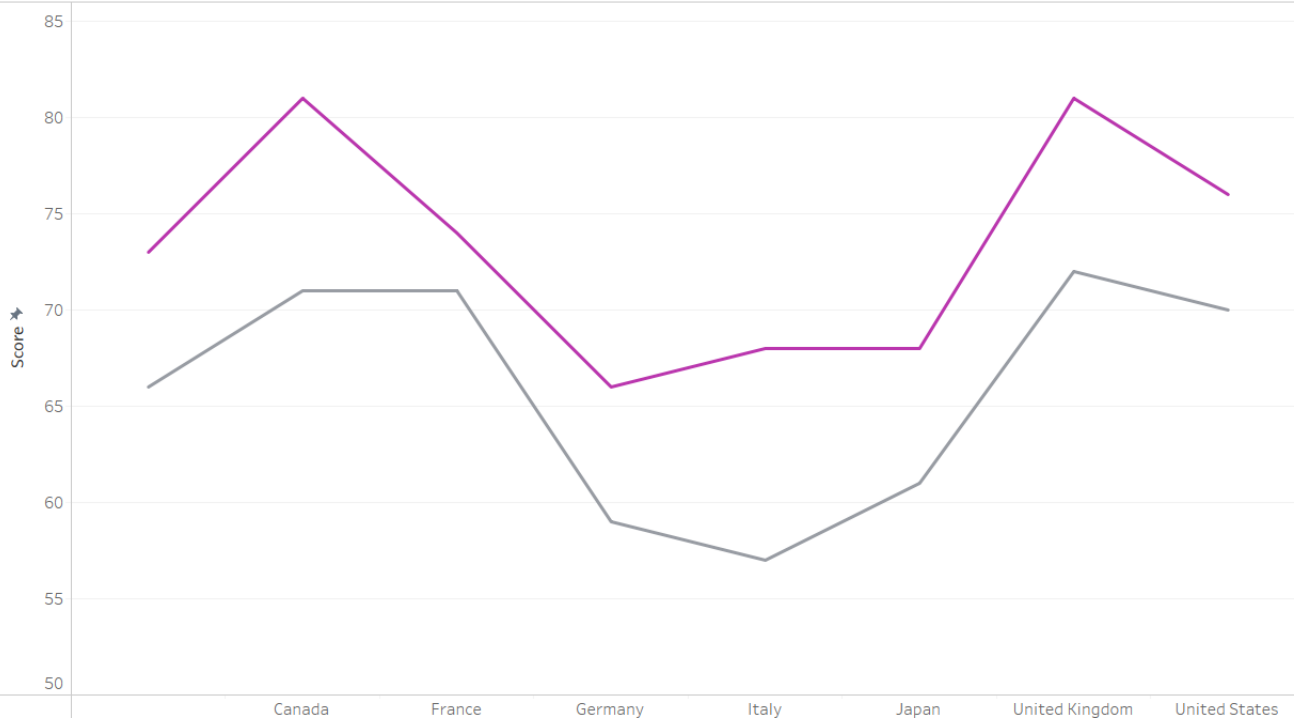
First Attempt: At first, I thought it would be a good idea to show a comparison for each country using a side-by-side bar and putting the average leadership score as a reference line, but this made it hard to know which data to focus on and as the average for 2018 and 2020-21 is different, there has to be two reference lines, so I gave up on this attempt.

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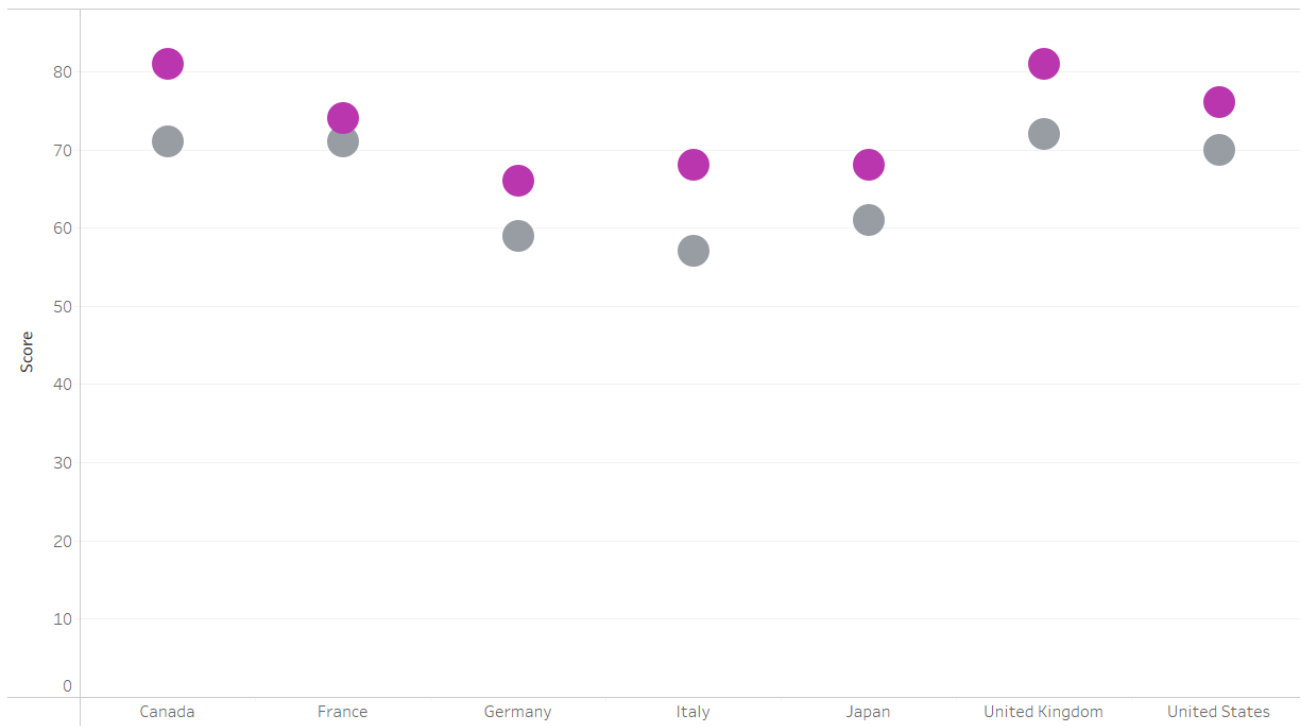
Second Attempt: As the first attempt's color was giving too much confusion in what to focus on, I decided to make a line to show the 2020-21 data above the 2018 dataset. However, I realized that this shouldn't be a right layout as the data are both representing the same value so it shouldn't be in different form.

The Reykjavík Index for Leadership Scores (G7 2018 vs. 2020-21)



Third Attempt: As thinking the data for 2018 and 2020-21 should be in the same form, I made a line graph for both datasets. However, I quickly noticed that a line graph is not a proper form for this data, as the data are not continuous, they are just representing the leadership scores for each country individually.

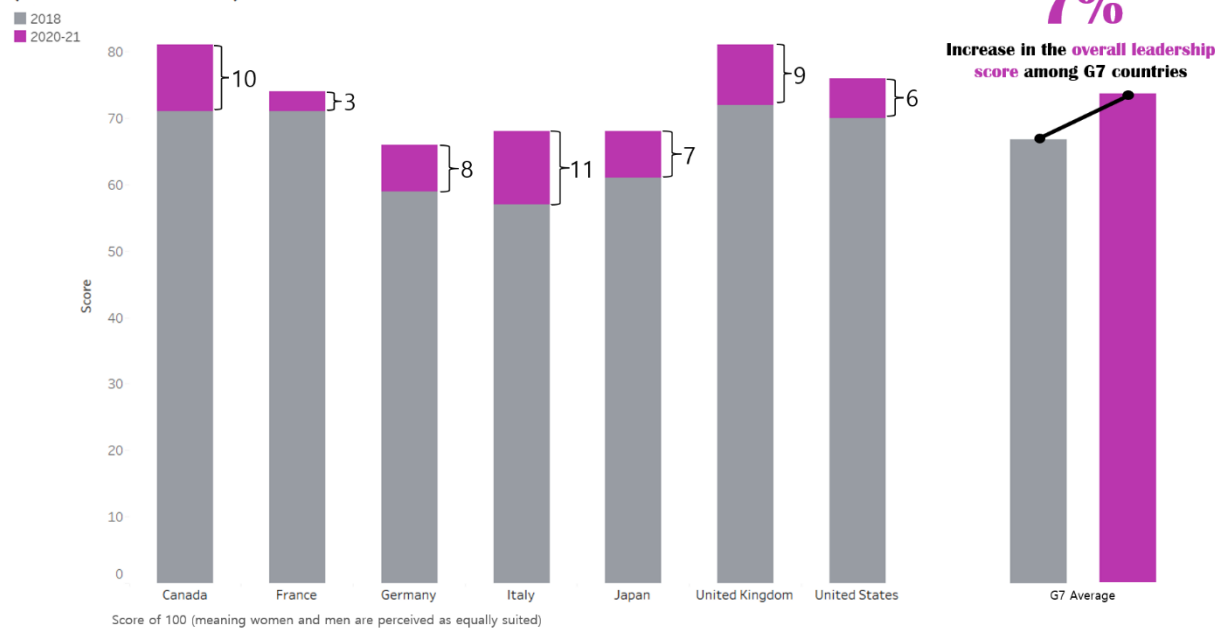
The Reykjavík Index for Leadership Scores (G7 2018 vs. 2020-21)



Fourth Attempt: To find a way to simply visualize the data, I thought about using a circle shape to show the leadership scores. This was not a bad attempt and was used in the resource for 'The Reykjavík Index for Leadership 2020-2021'. However, I realized that this is not a good visual to show the difference of the score among the two years.

Final Attempt

The Reykjavík Index for Leadership Scores (G7 2018 vs. 2020-21)



Source: <https://www.kantar.com/campaigns/reykjavik-index>