

## Scatter plot

- Too many countries
- just small dots
- Bubble chart better represent values

## Heatmap

- Hard to make comparisons for many countries

ategorise

Overall view on taxes

↓  
current trend of deaths/taxes

↓  
compare the correlation

ombine & Refine

- can combine bar charts of global death rates per country with the tax of each country
- combine top 10 and bottom 10 of tax vs death to easily compare

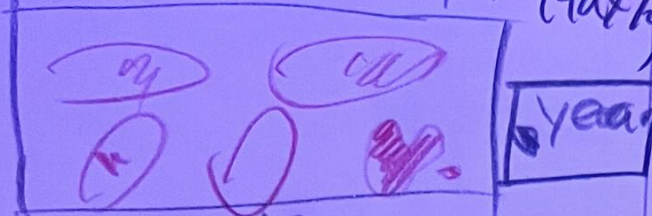
ummarise and question

- Does it show whether tax ~~being~~ affects smoking deaths?
- Charts with many countries be too difficult to see?



# Complete map (tax%)

Sheet 2,3,4  
Name Remy  
Date



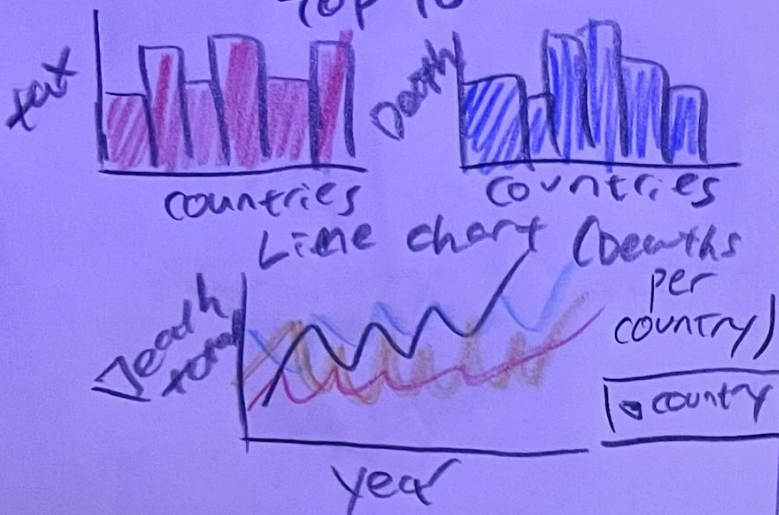
Title

Description

Easy comparisons side by side

Components / Operations

- Filter year for ~~all~~ years for (all charts)
- country checkbox for ~~all~~ line chart
- tooltip showing more detail



Part / Focus

- From overall to compare how top 10 tax vs Death countries are
- Then more detailed view on every country that user decides to see

Pro & Cons

## Pros

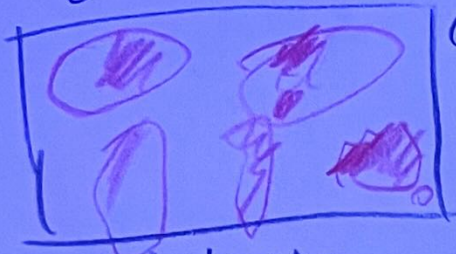
- Easier comparison than other layout since side by side
- Can focus on top countries

## Cons

- Total num of Deaths isn't suitable since doesn't account for population size
- Only top 10



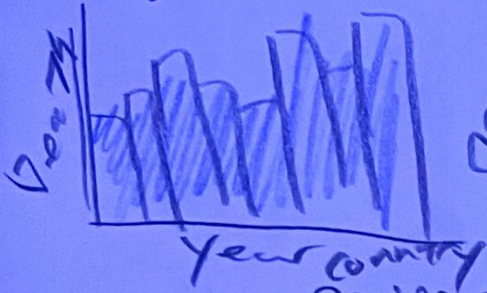
# choropleth map



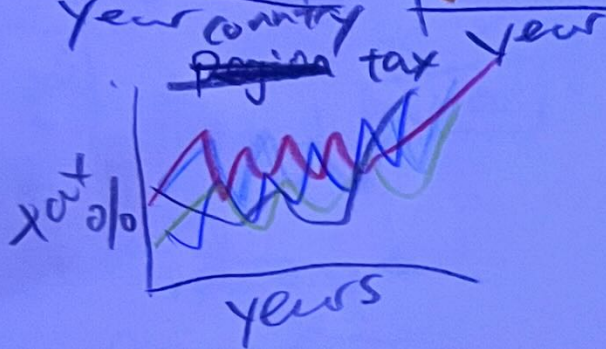
Colour intensity  
↑ % tax  
or death

Global deaths

Per country  
Deaths



Components / Operations



- Filter countries  
since theres so  
many

- should filter years  
to see specific  
years range

- Tooltips for all  
Charts

Parti / Focus

- Map gives overall  
(same as 1)
- Progress by seeing deaths  
↓  
Deaths by country  
↓  
How is taxed

Pro & Cons

## Pros

- Can see which countries  
contribute most to  
global deaths
- can make comparisons  
to tax vs deaths

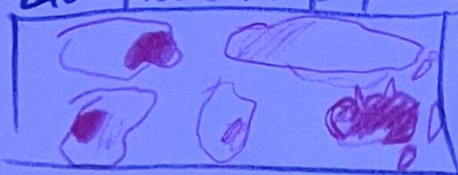
## Cons

- Would be better side  
by side line chart  
to see comparisons



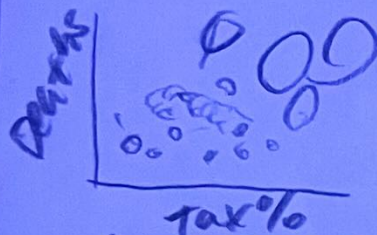
# Tax vs Deaths

choropleth map for tax % per country



Bubble chart

Line for countries



arti / Focus

- show overall tax % first to give overall image of how taxes work worldwide
- Then go more detail on each country/region on their taxes / death rates

Sheet 2,3,4

Name Remy

Date

Title Taxes vs Deaths

Description

Informative

Components / Operations

- tool tip for map, ~~scatter~~ bubble chart to see exact values
- Filter to see either tax or deaths
- Filter years for region bar chart

Pro & Cons

## Pros

- Goes into specific detail of tax/deaths for each country/region
- ~~But~~ Easy filters

## cons

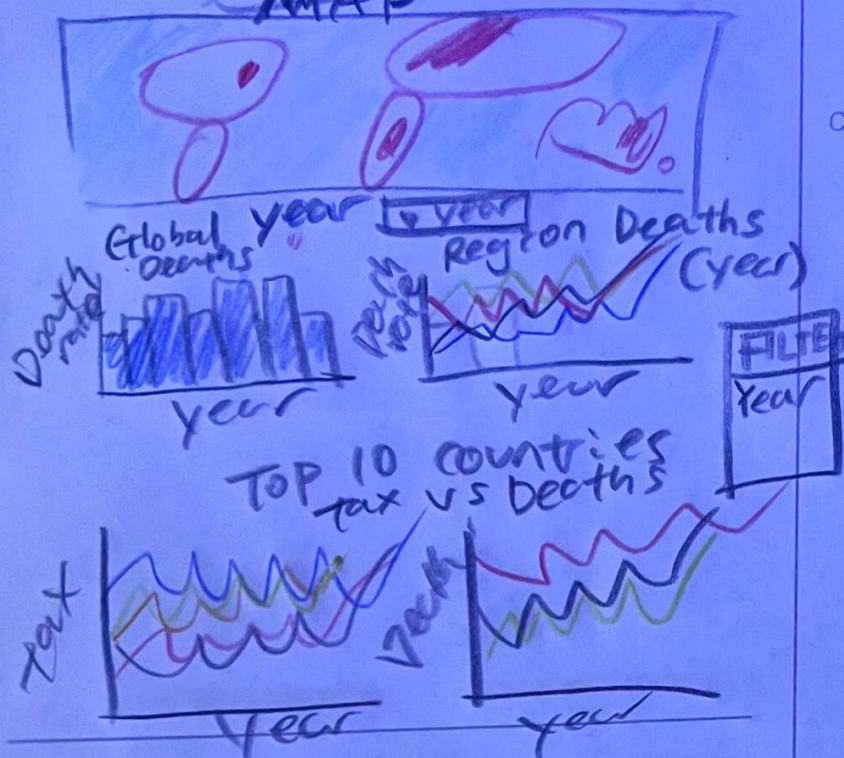
- Can't make comparisons easily since not side by side
- Too many countries make difficult to see bubble chart



Tobacco Tax vs  
Deaths caused

INTRO

MAP



Parti / Focus

- Main ~~map~~ map to get overall picture
- Compare deaths  
↓  
compare how tax and death correlate,

Remy  
comparison based

Components / Operations

- Filter all graphs with year filter for range of years
- Tooltips for all charts to add interactivity

Details

- make sure that Deaths is a rate per 100k people. Since smaller population ~~countries~~ countries will have smaller deaths even if everyone dies from smoking
- Spend a day each chart and ensure you can filter all
- Make background colour to avoid whitespace