

1. Visualization Clarity

There are two facets to this requirement. The first is to maintain a clear focus on one particular set of relationships in the dataset, and the other is to create a data story or narration that explains the significant trends uncovered in the data. I would say you've nailed the second. I really liked the conversational tone of your captions that clearly and sequentially walks the reader through all the trends illustrated in your charts. Really great job on the story aspect!

Likewise, you've done a good job of staying on point across the many slides in your presentation. The only issue I would raise is that you appear to shift focus about two-thirds of the way through the presentation from a close look at the geographic distribution of APR and default rates to a look at how loans counts are distributed by income range. Can you think of some way to segue between these two to make your presentation more cohesive? It seems to me that you could start with the slides on loan distribution by income and then transition somehow into the geographic trends you discovered.

I don't mean this to be onerous, but in my experience, the reader actually comes away better informed or understanding more if you're able to keep a narrow focus on a single topic.

Solution

I removed the income slides and added a couple more charts to focus entirely on states.

2. Clear Communication

Overall, you've done a great job of communicating your findings both visually and verbally. Again, as mentioned above, you do a great job of using the two in combination. I only see a couple of important modifications that need to be made in order to pass this requirement.

- Charts are more user-friendly when they include titles. In my experience people almost instinctively look for titles in the upper margin of a chart to help figure out what a chart is plotting. As I viewed your charts and if what they plotted was not immediately obvious, I looked for a title. I understand that you give a detailed explanation in the caption, but having a concise but descriptive title that's readily visible doesn't hurt.
- It's best practice to use warm colors like shades of red to represent critical, dangerous, or alarming numbers. My take on your use of the blue-orange palette in your map charts is that you have the reversed. For example, you have the color for a high rate of

discharged and defaulted loans set to blue. This seems counter-intuitive. You can adjust this by double-clicking on the Colors icon in the Marks menu of a worksheet.

- There's a lot of debate about stacked bar charts and how interpretable they are. Because the same color section of each bar don't share the same baseline (except for the bottom section), it can be difficult for the eye to correctly compare proportions. You make the final decision about whether a stacked bar chart works well, but take a close look at the one you have in your presentation and ask yourself if it does a good job of illustrating the trends you describe in the captions.

Solution

- I made every worksheet a dashboard, so titles show up
- I reversed the color scheme, so blue is low and orange is high
- I removed the stack bar chart