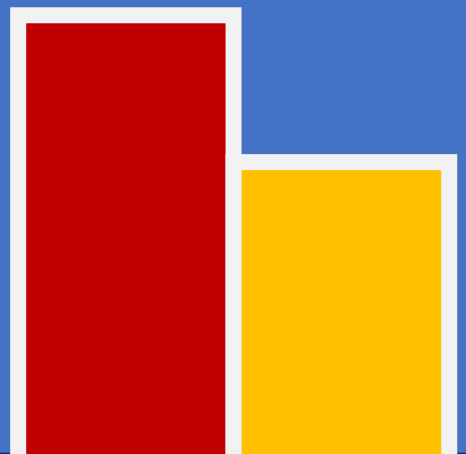
AIDI 1001

VISUALIZATION AND DATA STORYTELLING



WORKSHOP 2

CHOOSING EFFECTIVE COMMUNICATION

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QUESTION 1

Create a visualization using Ben Schneiderman's principles of the data given.

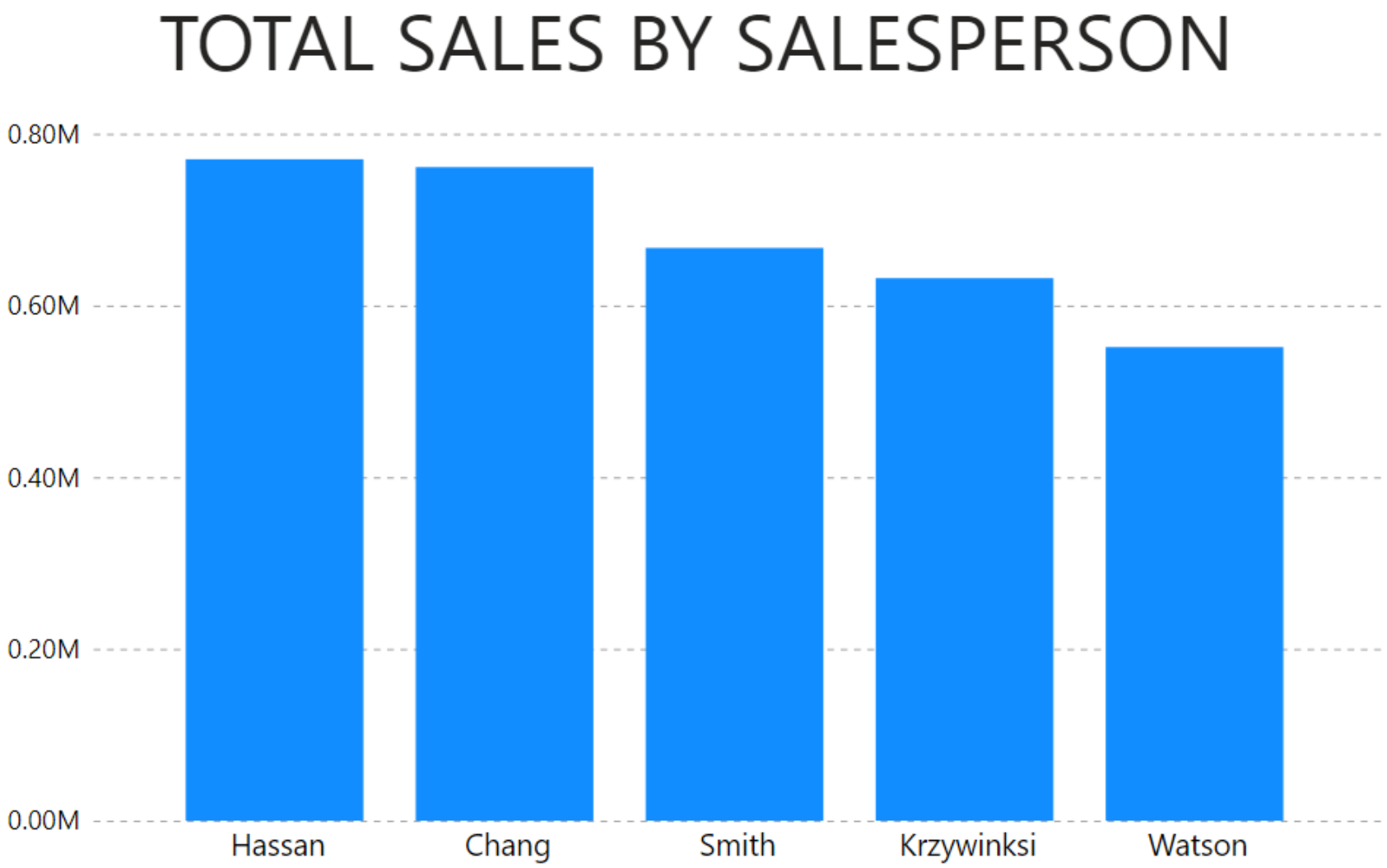
Salesperson	September	October	November	December
Watson	124192	156934	110239	160304
Chang	189264	204718	156823	210472
Hassan	205127	198323	207182	159827
Krzywinksi	103284	164728	189317	174625
Smith	184280	102847	178230	201842

BEN SCHNEIDERMAN'S PRINCIPLES

In his paper titled "The eyes have it: a task by data type taxonomy for information visualizations", Ben Schneiderman suggested the following 7 principles for visualization of data.

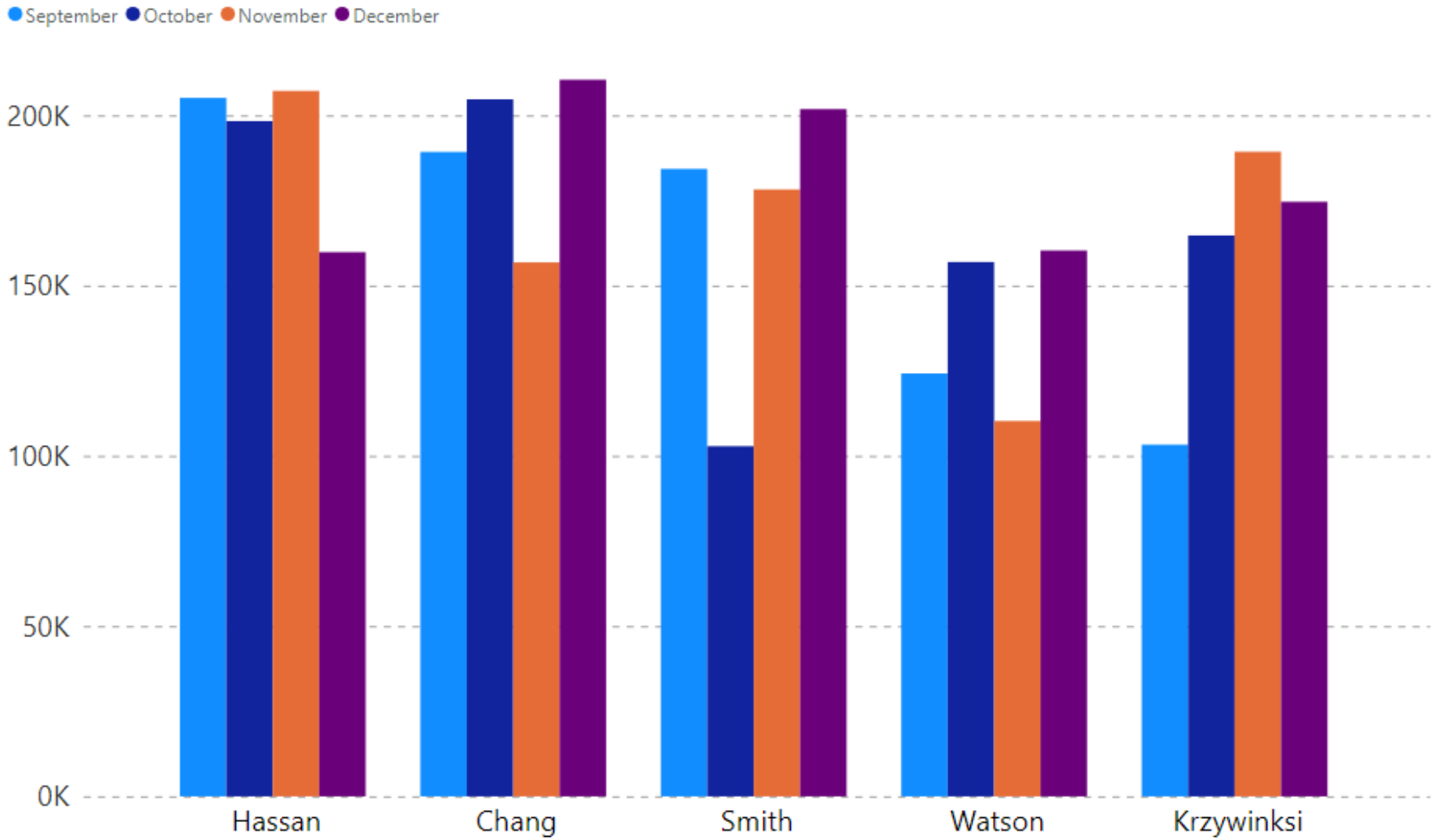
- **Overview**: Gain an overview of the entire collection.
- **Zoom** : Zoom in on items of interest
- **Filter:** filter out uninteresting items.
- **Details-on-demand**: Select an item or group and get details when needed.
- **Relate**: View relationships among items.
- **History**: Keep a history of actions to support undo, replay, and progressive refinement.
- **Extract:** Allow extraction of sub-collections and of the query parameters.

GENERAL OVERVIEW



ZOOM & FILTER

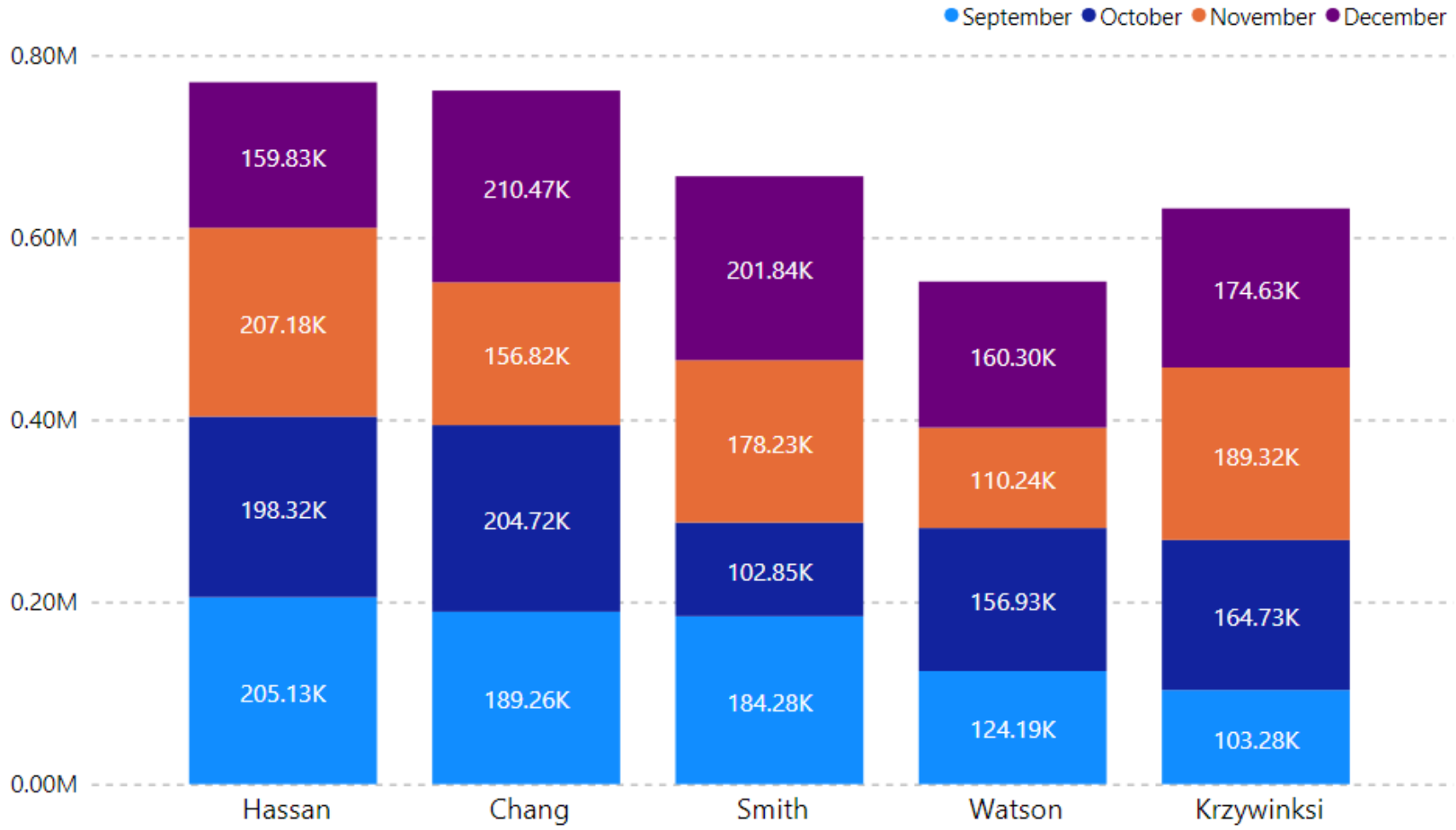
MONTHLY SALES BY SALESPERSON



*According to me [for a good storytelling], no need to apply any filter on the given data

DETAILS ON DEMAND

COMPARISON OF SALES OVER MONTHS FOR EACH SALESPERSON



QUESTION TO BE ASKED

- TOP SALESMEN?
- AVERAGE MONTHLY SALES FOR ALL SALESPERSON?
- WHICH SALESPERSON SHOWED THE MOST SIGNIFICANT INCREASE IN SALES FROM SEPTEMBER TO DECEMBER?
- IDENTIFY THE SALESPERSON WITH THE MOST FLUCTUATION IN SALES OVER THE MONTHS.
- IN WHICH MONTH WAS THE HIGHEST TOTAL SALES RECORDED?
- IDENTIFY THE MONTH WITH THE LOWEST TOTAL SALES.