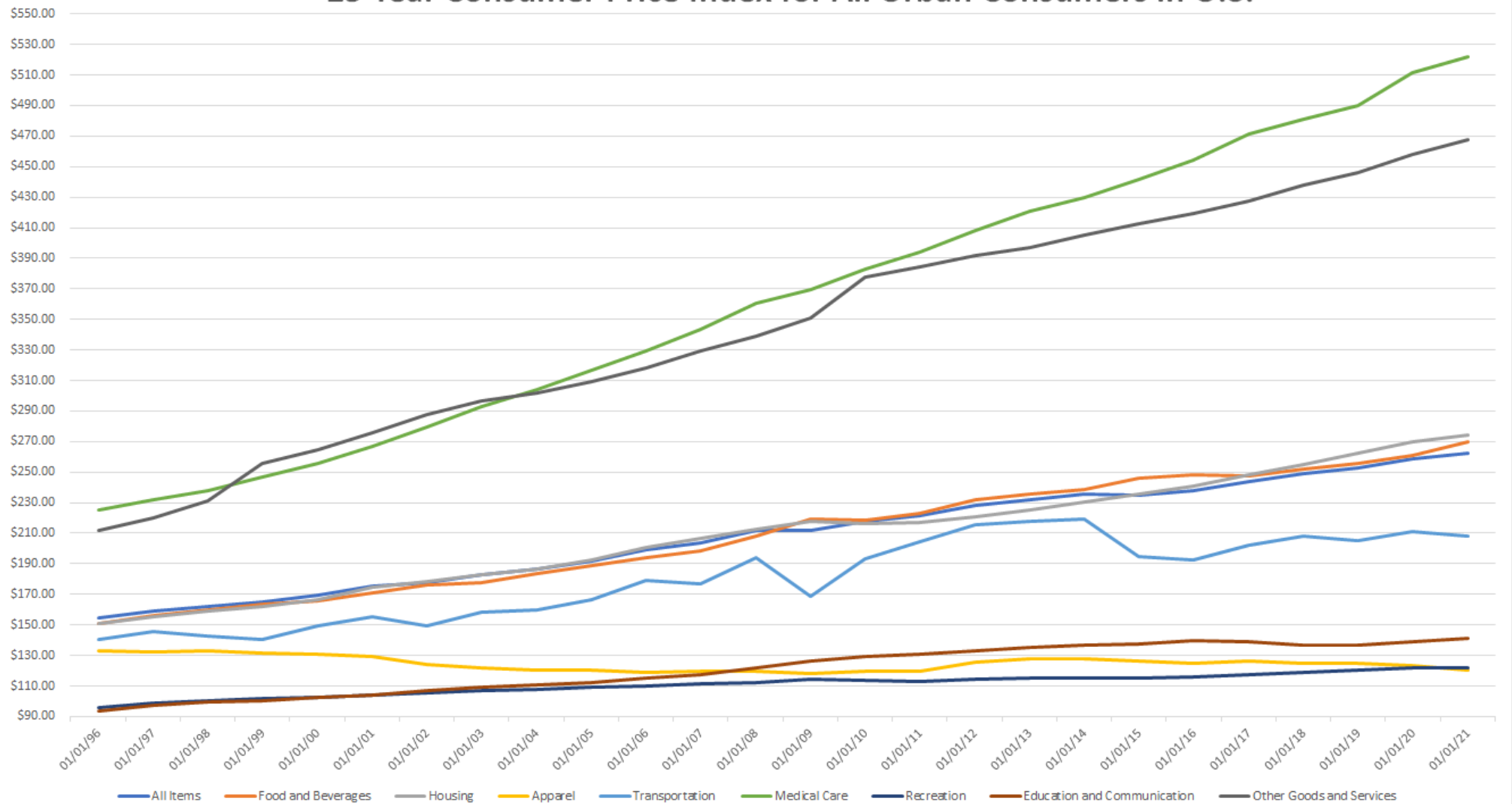
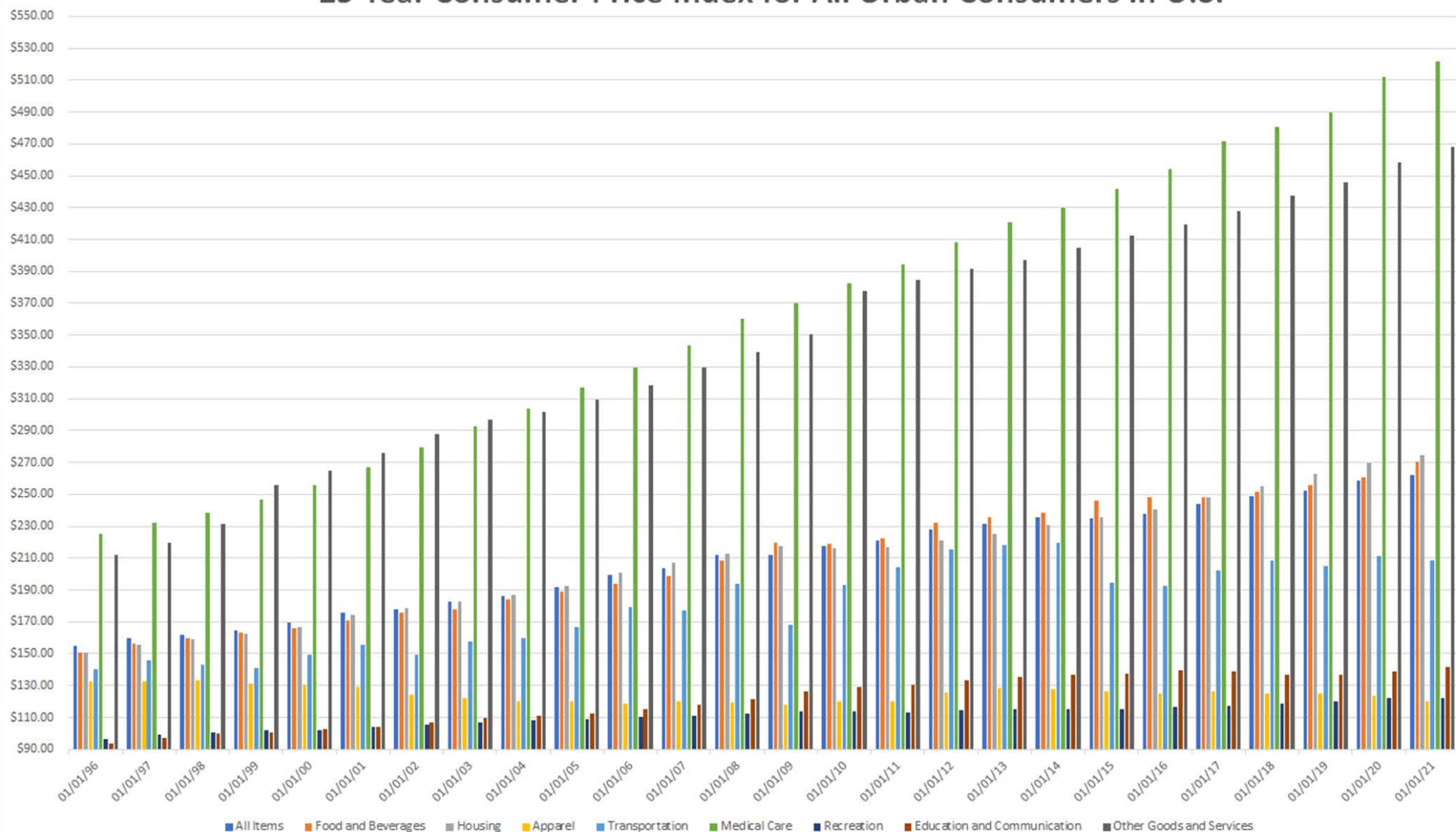


25 Year Consumer Price Index for All Urban Consumers in U.S.

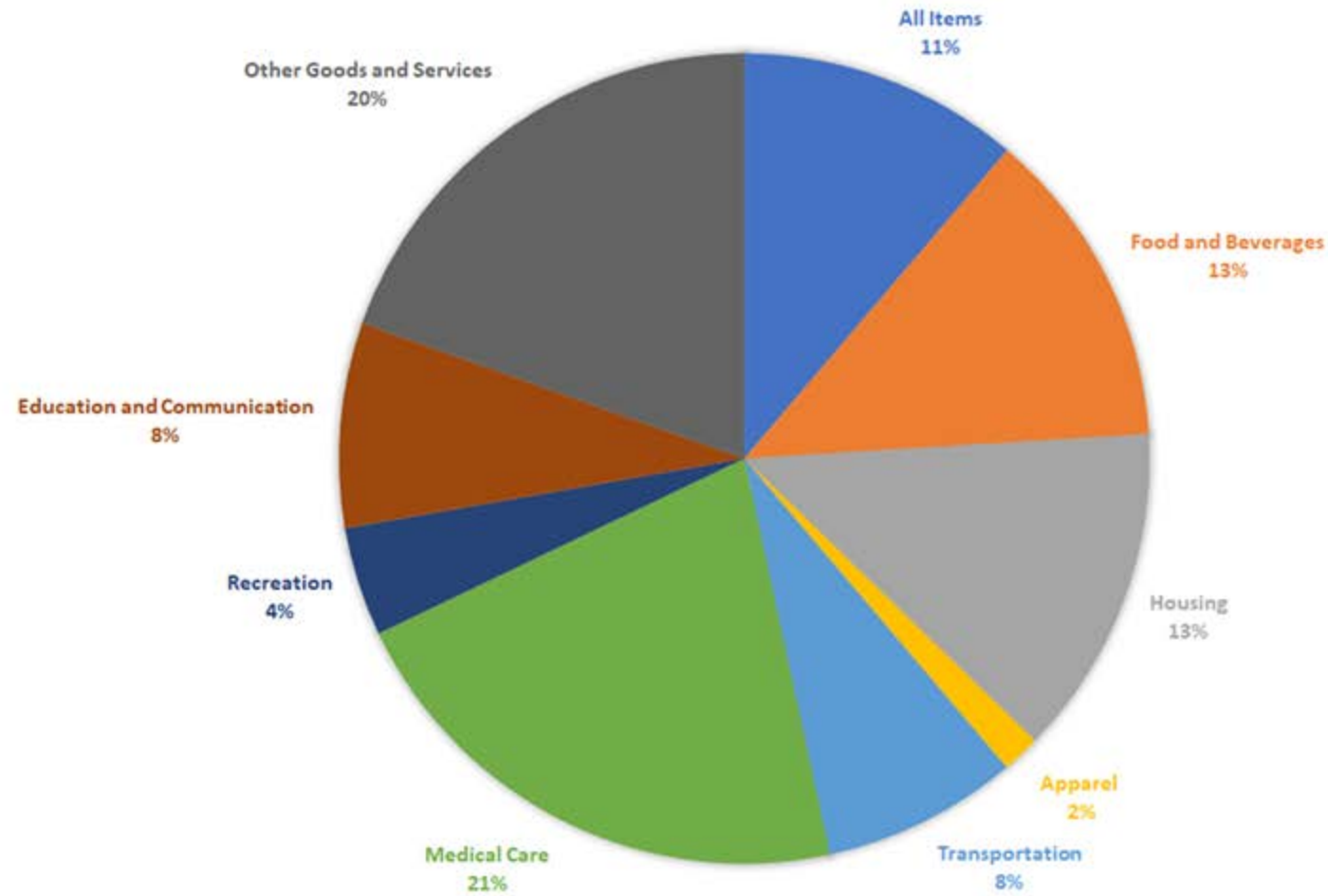


25 Year Consumer Price Index for All Urban Consumers in U.S.



25 YEAR CONSUMER PRICE INDEX FOR ALL URBAN CONSUMERS IN U.S.

START-TO-END % CHANGE



The data that was used to create the three visualizations was the **25 Year Consumer Price Index for All Urban Consumers in the United States**. This data was drawn from the Economic Research Federal Reserve Bank of St. Louis, or better known as FRED Economic Data (<https://fred.stlouisfed.org/>). The tool that was used to create the three visualizations was Microsoft Excel 2016.

Of the three visualizations, the strongest, which seems to convey a clear story is the Line Chart. The line visualization effectively communicates that Consumer Price Index (CPI) has steadily risen over the past 25 years. Specific categories, such as “Medical Care” and “Other Goods and Services” has seen a dramatic increase. The costs of “Apparel” has seen a decline over the years. And for the most part, Consumers are spending around the same when it comes to “Recreation” since 1996. The story that presents itself from this chart is that “Medical Care” and “Goods and Services” has seen a significant rise over the past 25 years which can be attributed to advances in technologies and perhaps changes in political landscape (i.e. new services such as Ride Sharing which were not around 25 years ago and different political figures that have had a tremendous influence on medical policy are both factors to consider).

The pie chart is effective in conveying the percentages that make up the CPI change from the beginning of January 1996 compared against January 2021. It breaks out the percentage of change for each category. However, the pie chart falls short in that we are not able to see any trends or the different changes over time (we are missing the time factor with the pie chart). It gives a quick and brief overview that CPI has changed in the last 25 years, but fails to tell a complete story. In contrast, the line chart provides the reader with the ability to see trends over time.

Lastly, the bar chart is the worst visual to use when trying to tell the 25-year story of the Consumer Price Index in the U.S. The reason why it's the least effective is because it's cluttered and busy. The many different colors can lose the viewer since there are lots of bars within the visual. This can lead to confusion since one has to constantly shift their eyes from side to side in order to compare one bar with the next.