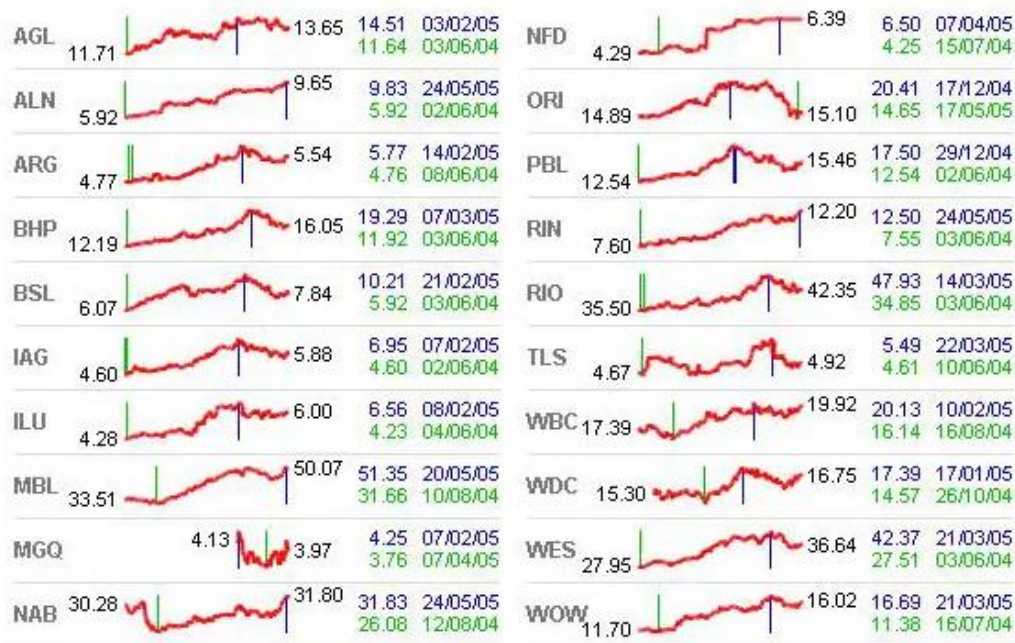Assignment 3:

In this assignment we focus on data visualization principles as discussed by dataviz pioneer Edward Tufte.

Here is an example of data visualization showing movement of stocks.

(https://thedoublethink.com/tuftes-principles-for-visualizing-quantitative-information/)

The present trendy generation is more exposed to investing and stocks. So, it was important to find out a relevant visualization with high data density. Firstly, I had to choose this data set as I This visualization perfectly demonstrates all the 7 principles of Tufte.

Data-ink ratio: As per Tufte good graphical representations maximize data-ink and erase as much non-data-ink as possible. On the above graph we can see there are no extra lines or axises and all the information starting from company name, stock price rate, price fluctuation, time series are very much relevant implying no redundant data ink, non-data ink and have a very high data-ink ratio that improves the legibility of the data. As "data essentials" quotes that "A large share of ink on a graphic should present data-information, the ink changing as the data change". (http://www.udemy.com/dataessentials).

** **Maximize data density**: Tufte prefers high data density graphs. He wants us to maximize data density and the size of the data matrix within reason. One way of achieving this he claims is through the Shrink Principle. He claims that most graphs can be shrunk way down without losing legibility or information. The stock graph clearly shows stock information about 20 companies. Small multiple are stacked together in a single visual without losing any information.