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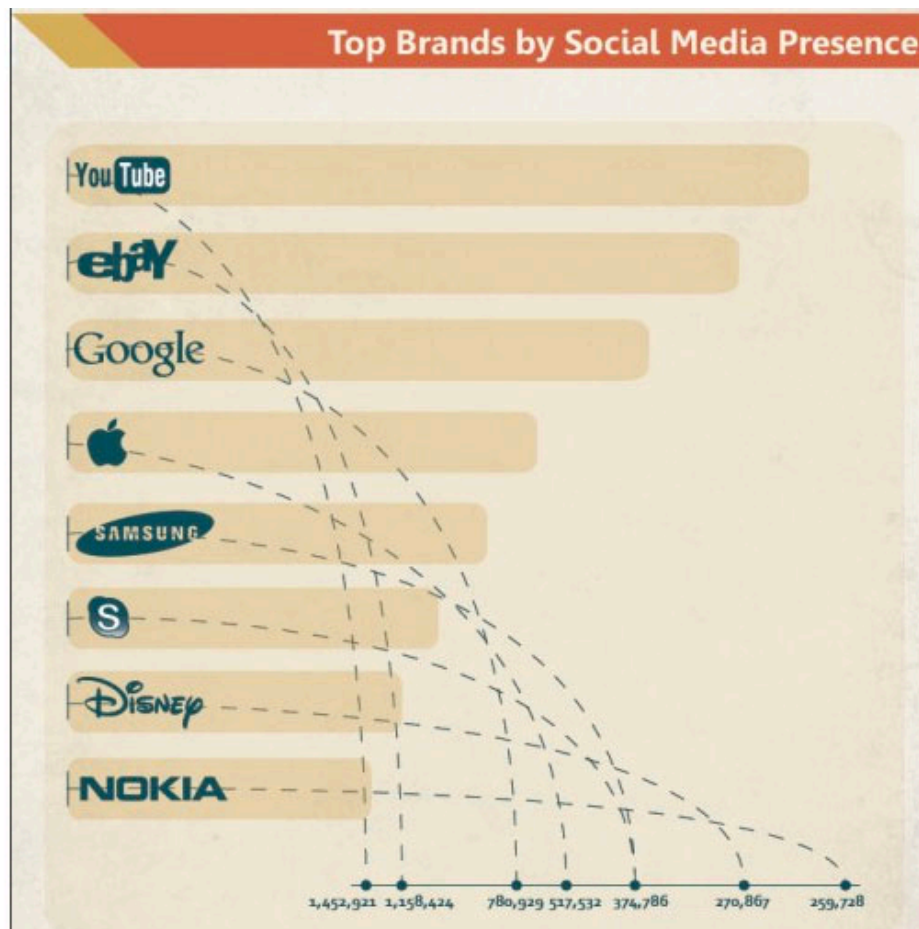
The above visualization shows the different brands and their social media presence using parabolic labelling. The y-axis represent the top brands according to their popularity and the x-axis represents their social media presence.

The thing what I do not link about this graph is that it makes use of the same dashed lines for mapping the brand and it social media popularity number. This makes it confusing for users to interpret it and they need to constantly follow the line to get the number. Another thing is that the numbers on the x-axis could have been plotted on a number line following some sort of order like ascending.

This could have been improved by assigning colours to different brands or by using different coloured lines for the mapping activity. The numbers on-axis could have been sorted so that the visualization could have improved in terms of reducing the clutter.

References:

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