Name: Shrey Shah

UIN: 664406225

Email Id: sshah023@illinois.edu

Laptops Brands Sales Data

The above visualization is a Sunburst chart and shows us the hierarchical split of the sales of the different stores based on 4 categories of laptops sold by the brands.

The innermost white circle represents the total sales done by all four brands (HP, Acer, Dell, and Lenovo), which is $10.5k. The first hierarchy (the middle layer) represents the split of the sales among the 4 brands. The laptop brands in the middle layer are further split into 4 categories based on the laptops sold by the respective brands, which form the outermost layer.

The proportion of the sector in different colours is equivalent to the proportion of sales made by the laptop brand out of total sales.

The graph is simple to understand, and a legend is also provided, which makes it easy to understand the brand based on colour. 3 things I do not like about the graph are - the colour scheme, like red, blue, and green, is very dark, and the text written inside it is not legible. Also, the text in the

outermost layer is larger and makes it overcrowded. Lastly, the units of the sales are not consistent in the inner circle and the outermost circle. It can lead to a misleading interpretation.

References:

https://ppcexpo.com/blog/creative-data-visualization-examples

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