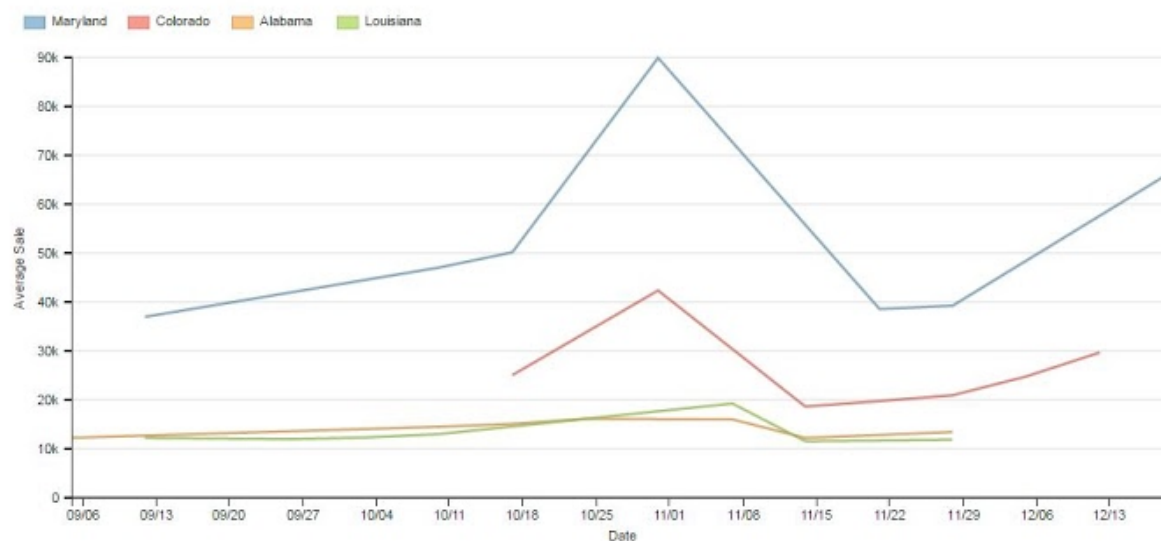# Chart evaluation questionnaire

Please evaluate the following bar chart. this chart is intended to show the differences in candy sale for those week where there was a football game and those that wasn't. To this end, I have calculated the difference between sales for those weeks in 2015 with a Home game and the corresponding week in 2014 with Away game and vise versa. Please make suggestions to improve this chart.

Overall, the bar chart is informative but can use some improvements. what stroke me first is the two vertical faded texts on the first two columns in the bar chart. While I understand the intuition behind this, it looks like a mistake. It would be better if you choose another way to show that the two columns are different.

The following chart is intended to show the average sales for different states for 15 consecutive weeks. Please let me know how would you think that I can improve this chart.
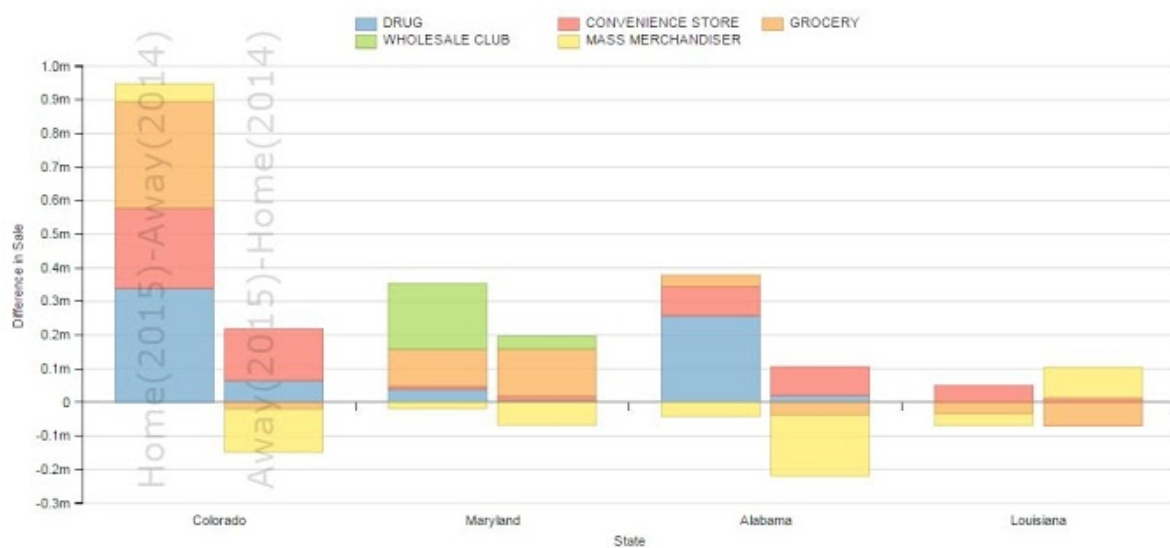

I understand the sales trend in each state easily by looking at this graph. However, visually, this is too simple compared to your previous chart. I think it can improve by providing more information on this graph.
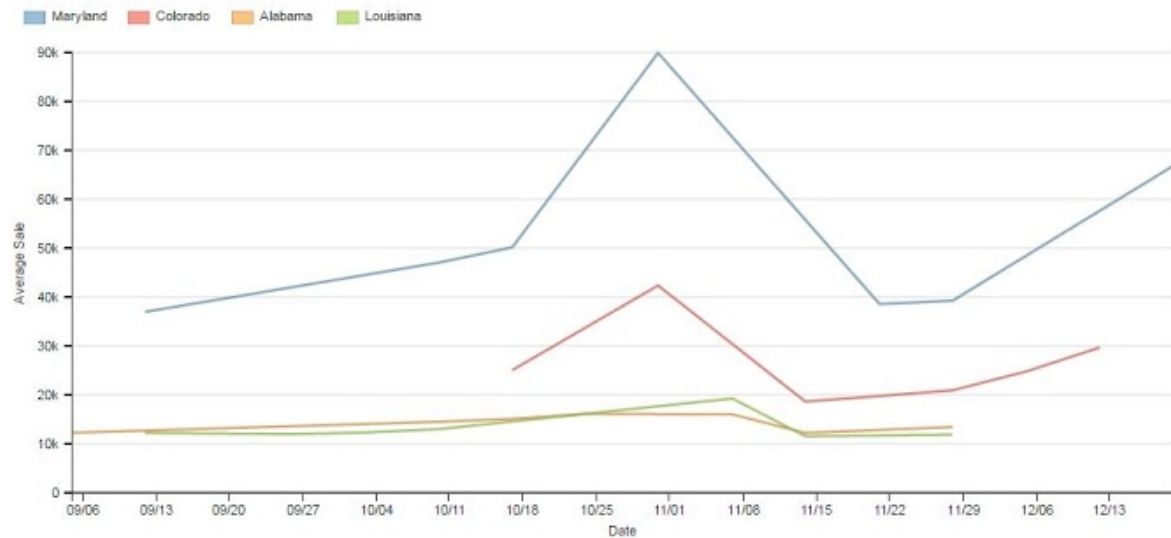
Chart evaluation questionnaire

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First, it took me some time to understand what home-away means. Second, your bar chart uses five colors and the border lines are pretty close to one another which makes it hard to get any useful information.

The following chart is intended to show the average sales for different states for 15 consecutive weeks. Please let me know how would you think that I can improve this chart.
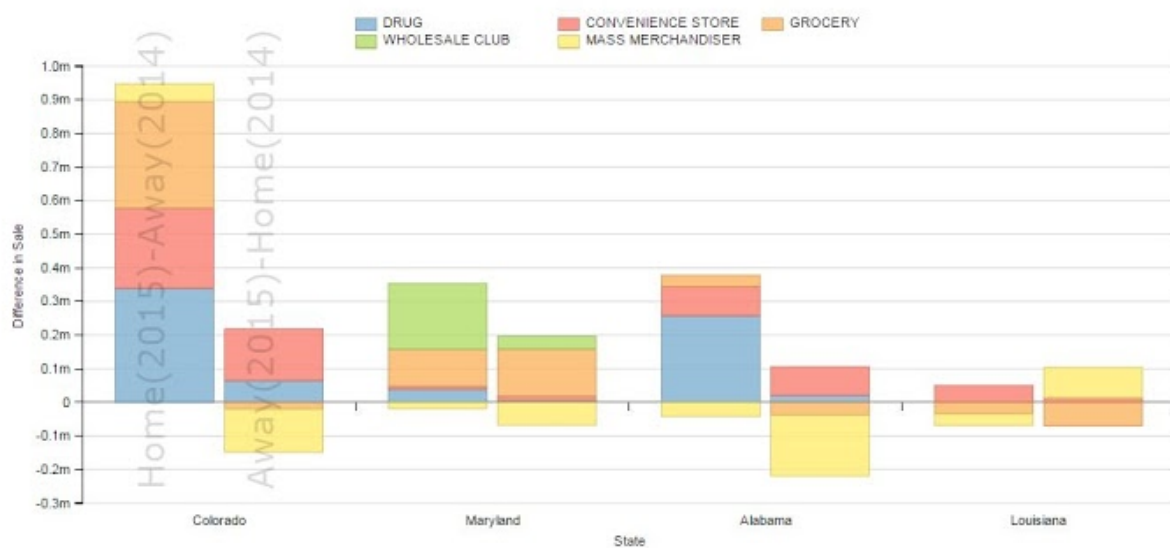

As an international student, I get confused when I see date formats as such because this is specific to the US. I should hover through all the dates and see which one is more than 12 and assume that it is day and hence the other one is month. I suggest you provide your date format on your X axis.
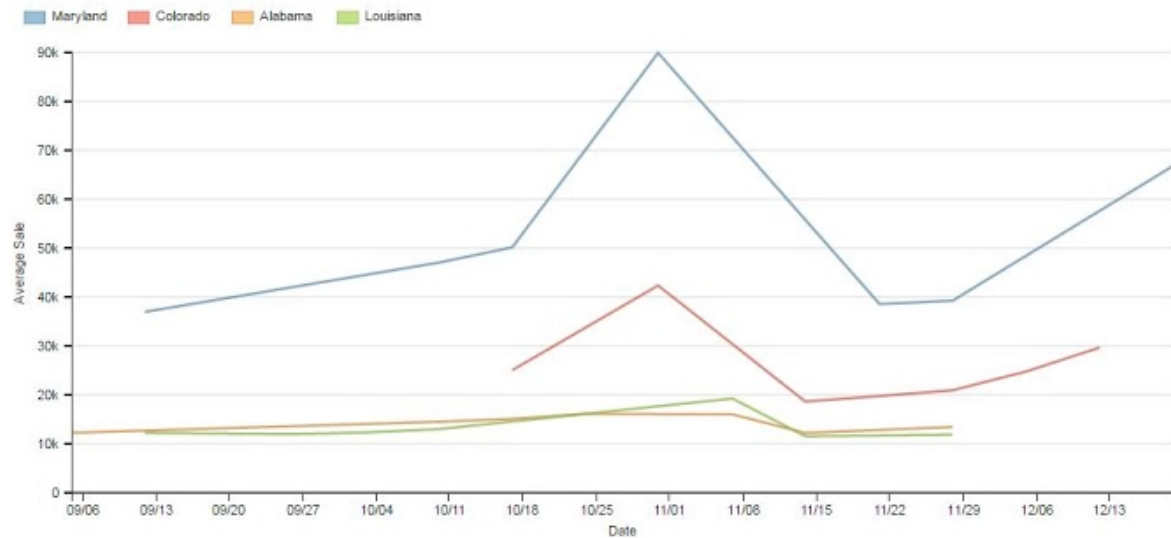
Chart evaluation questionnaire

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I think the bar chart is fine overall. Because you are trying to show aggregation on three categorical variables (Home vs. Away, Channels,States) you should think of a way to use the best option for each variable. I would use color for States, because people are often more familiar with States and you have only four states, and I would use text for Channels. This way you will have less colors and hence a less confusing bar chart. I would also explain what home-away means in a footnote.

The following chart is intended to show the average sales for different states for 15 consecutive weeks. Please let me know how would you think that I can improve this chart.

This is a good diagram and it shows some clear patterns for sales in the four states. One thing that could possibly make this look better to emphasize on the break points in some manner so that we can see the differences between the states where breaks occur.