

# INFO 4602/5602

# Information Visualization

**Individual Project Presentation**  
**(Real-World Chart Evaluation)**

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# Chart 1: Context for Before Chart

## **Why**

The chart was created to show the distribution of organic food sales in the U.S. by food category in 2005.

## **Who**

It was created for consumers, industry professionals interested in organic food trends.

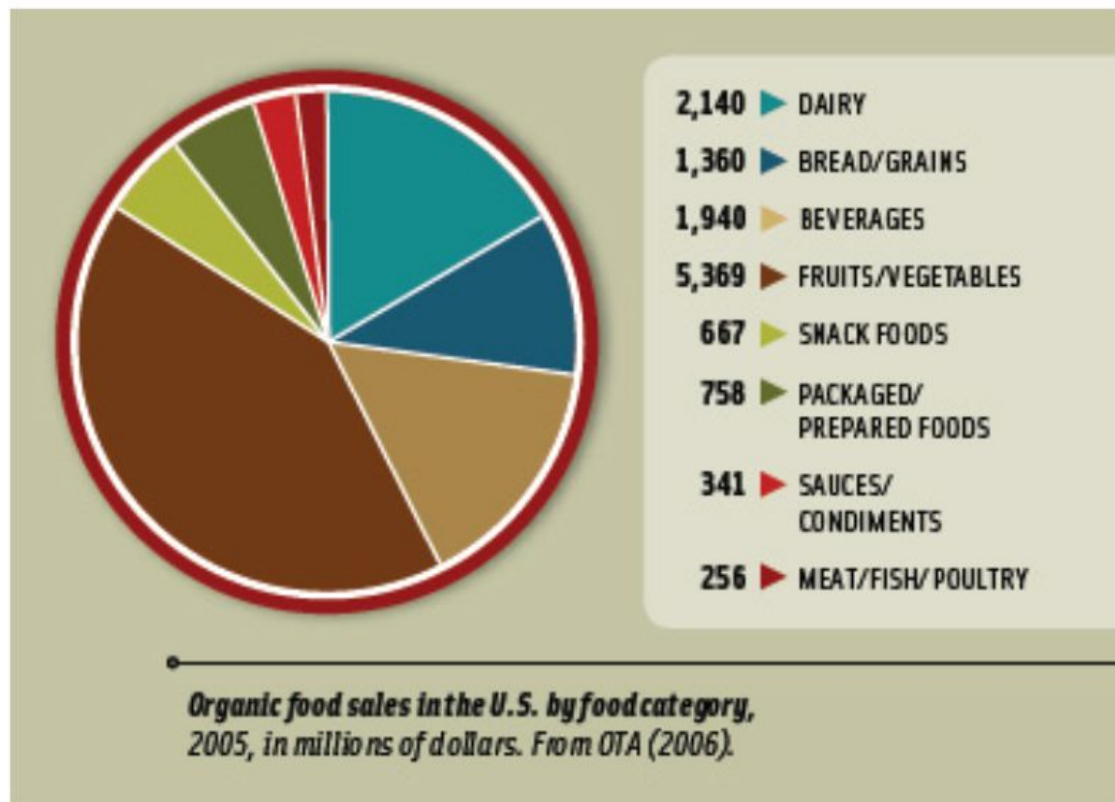
## **What**

The creators wanted the audience to understand which organic food categories had the highest sales, highlighting market demand areas.

## **How**

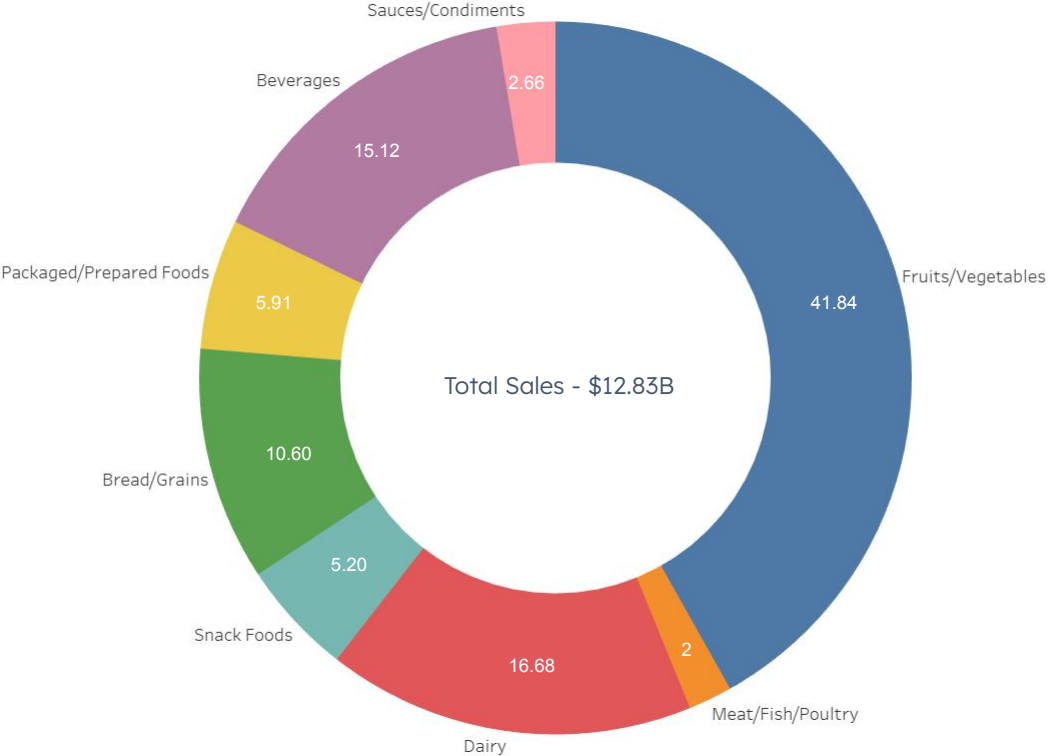
The data was sourced from the Organic Trade Association (OTA), published in 2006.

Chart 1: *Before*

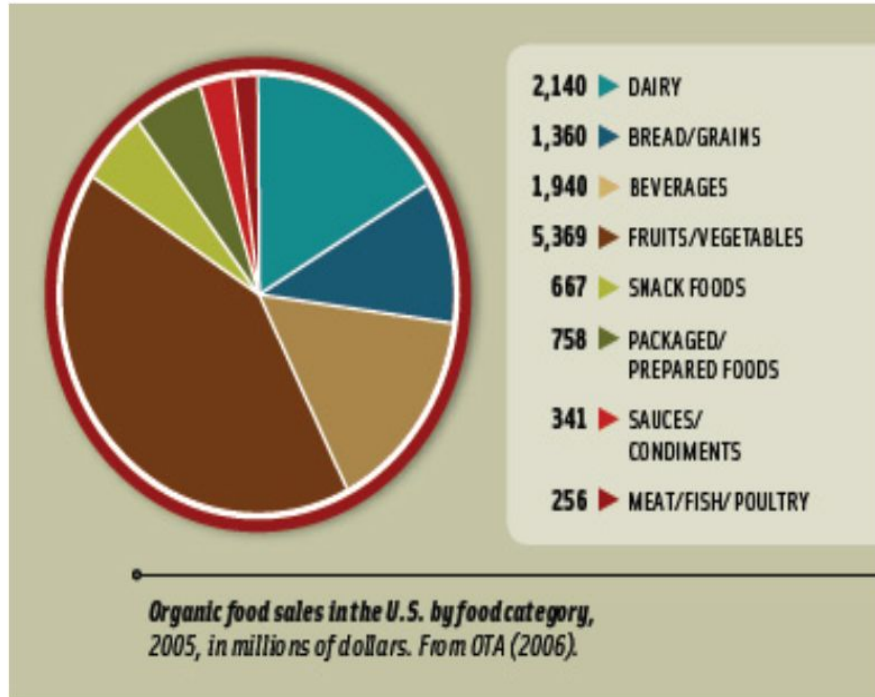


# Chart 1: *After*

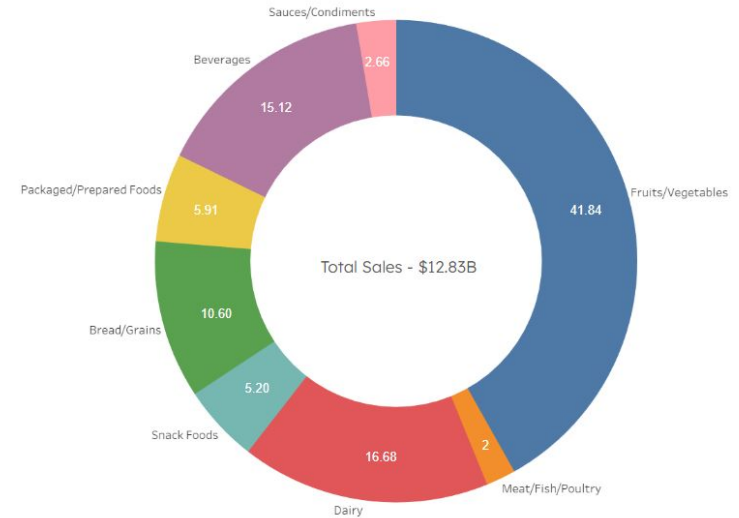
How Americans Spent on Organic Foods in 2005 (% of Total Sales)



## Chart 1: *Before and After*



How Americans Spent on Organic Foods in 2005 (% of Total Sales)



# Summary of Improvements Made to Chart 1

- Showing percentages instead of dollar values makes it much easier to quickly understand the relative contribution of each category to total sales.
- The donut chart provides a cleaner visual hierarchy, reducing clutter and making the chart more aesthetically appealing and user-friendly.
- Including the total sales value (\$12.83B) in the center of the donut chart draws immediate attention to the overall market size, adding important context without taking up additional space.

## Chart 2: Context for Before Chart

### **Why**

The chart was created to visualize the distribution of U.S. imports by country, highlighting each country's share of total imports in 2022.

### **Who**

It was created for policymakers, economists, business leaders, and the general public interested in U.S. trade dynamics.

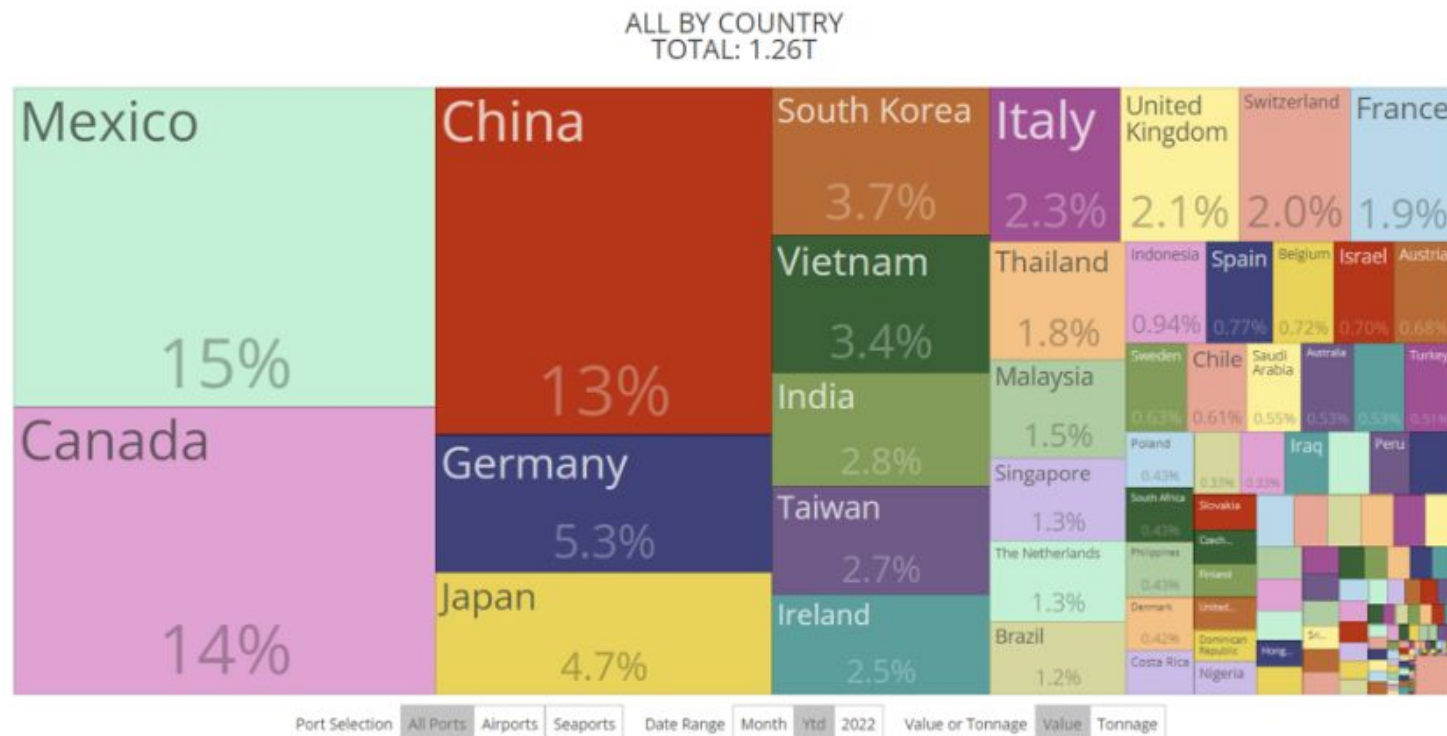
### **What**

The creators wanted the audience to understand which countries are the largest sources of U.S. imports and to observe shifts in trade patterns, such as China's declining rank.

### **How**

The data was sourced from U.S. Census Bureau trade statistics.

## Chart 2: *Before*

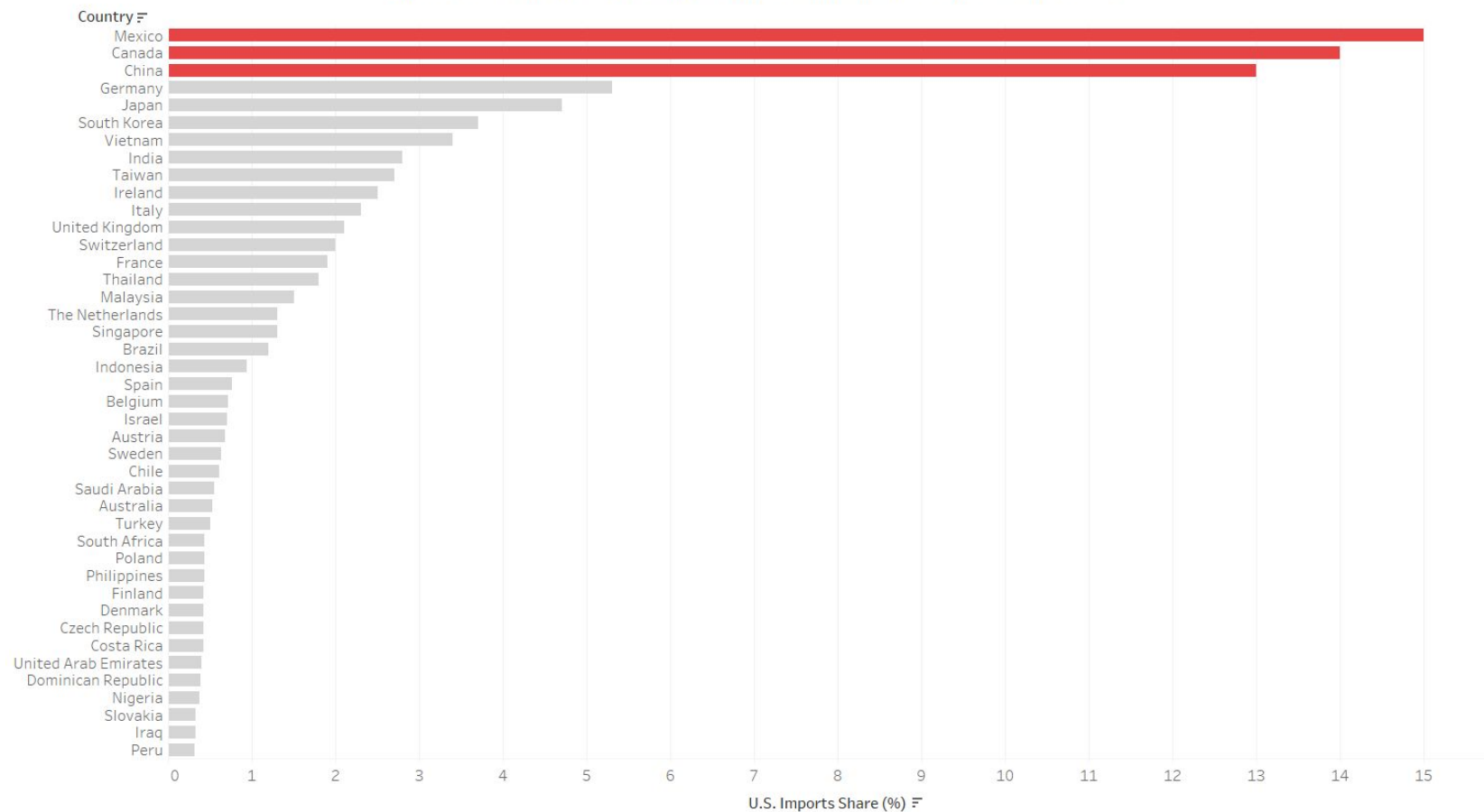


For the last 14 years, China has ranked as the top source of U.S. imports. As recently as five years ... [+] [USTRADENUMBERS.COM](https://ustradenumbers.com)

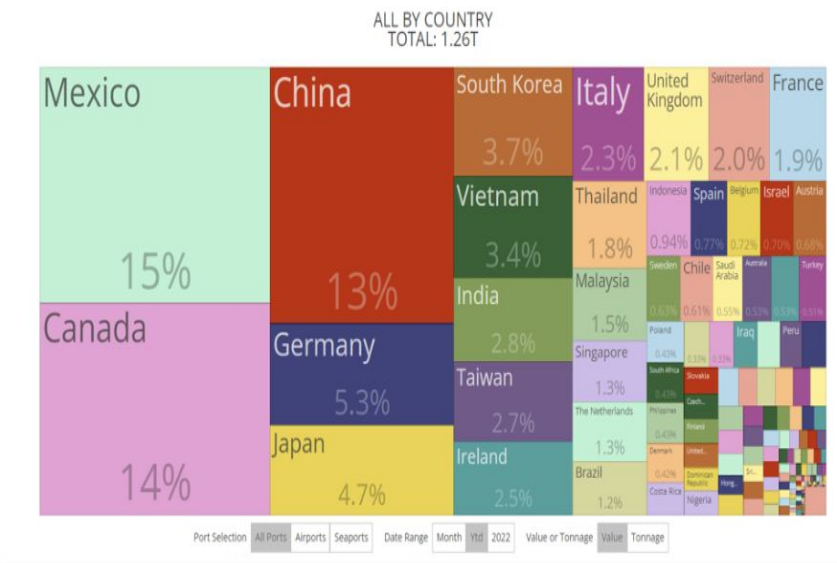


# Chart 2: *After*

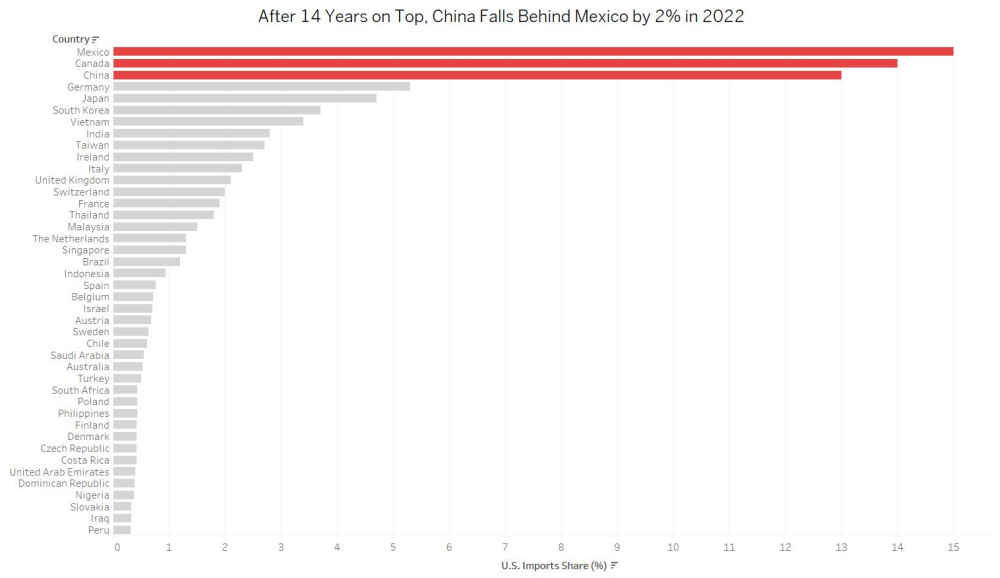
After 14 Years on Top, China Falls Behind Mexico by 2% in 2022



# Chart 2: *Before and After*



For the last 14 years, China has ranked as the top source of U.S. imports. As recently as five years ... [+] USTRADENUMBERS.COM



## Summary of Improvements Made to Chart 2

- Transformed the treemap into a horizontal bar chart to provide a clearer comparison of U.S. import shares by country, making it easier to read and interpret relative rankings.
- Highlighted the top three countries (Mexico, Canada, China) in red to draw immediate attention to the most significant changes and trends in the data.
- Simplified the layout with a clean design and clear title, emphasizing the key insight that China has fallen behind Mexico after 14 years on top.

# Chart 3: Context for Before Chart

## **Why**

The chart was created to illustrate the size and distribution of the global workforce in 2023, emphasizing the proportion working in the public sector.

## **Who**

It was created for policymakers, government officials, and business leaders interested in workforce trends and public sector employment.

## **What**

The creators wanted the audience to understand the scale of the public sector workforce (approximately one-fifth of the total global workforce) and the challenges governments face in managing it effectively.

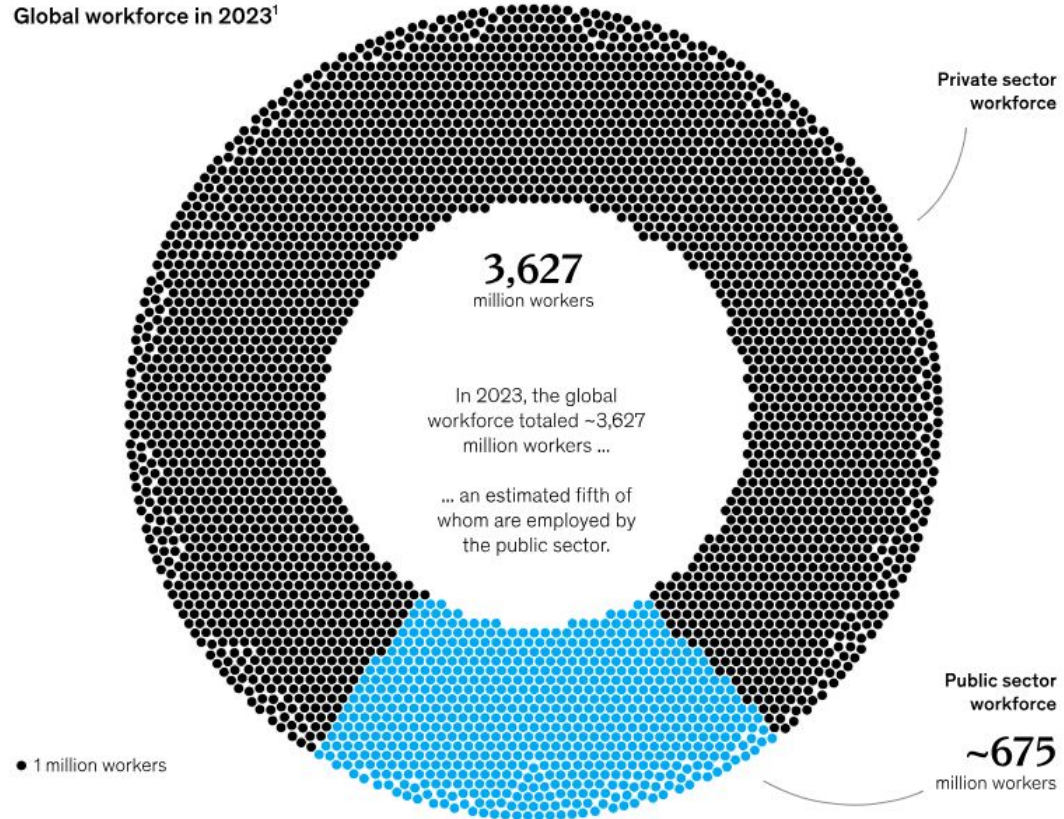
## **How**

The data was sourced from the OECD and the World Bank, as noted in the chart's footnote.

Globally, governments face the dual challenge of serving both their employees and their citizens effectively.

## Chart 3: *Before*

Global workforce in 2023<sup>1</sup>



<sup>1</sup>Total of OECD economies.  
Source: OECD; World Bank

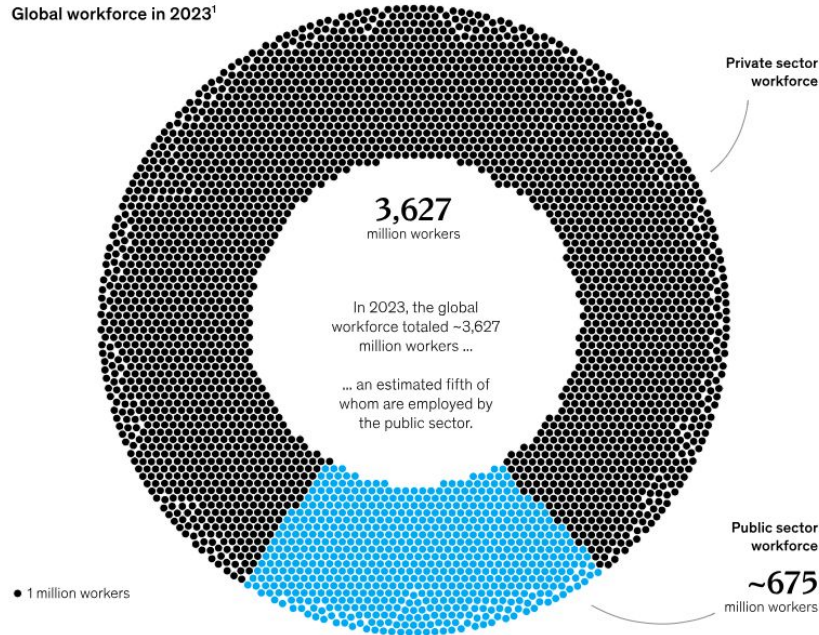
Chart 3: *After*



# Chart 3: *Before and After*

Globally, governments face the dual challenge of serving both their employees and their citizens effectively.

Global workforce in 2023<sup>1</sup>



<sup>1</sup>Total of OECD economies.  
Source: OECD; World Bank

McKinsey & Company



# Summary of Improvements Made to Chart 3

- Simplified the visualization by using a clean, easy-to-read bar chart instead of the crowded dot representation, making the data clearer and less visually overwhelming.
- Accurately represented numbers with clear labels, improving numerical clarity and reducing confusion about proportions.
- Addressed inconsistency in the original chart, where the stated public sector figure (675M) didn't precisely reflect the 1/5th ratio of the total workforce (which should be closer to 725M).
- Enhanced readability by focusing on the key message without unnecessary design elements, making it easier for viewers to quickly grasp the scale of the global workforce distribution.



# Sources

1. Chart 1 -  
<https://www.ift.org/news-and-publications/food-technology-magazine/issues/2006/october/features/organic-foods>
2. Chart 2 -  
<https://www.forbes.com/sites/kenroberts/2023/07/11/after-14-years-on-top-china-now-ranks-third-for-us-imports/>
3. Chart 3 -  
<https://www.mckinsey.com/featured-insights/sustainable-inclusive-growth/charts/a-massive-global-workforce>

