# FIT 3179 Homework Week 9

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URL for visualisation: https://tjyaooo.github.io/homework\_week\_9/

A picture containing chart

Description automatically generated

**Domain**

* Google’s global mobile operating system market share in percentage (%), categorised by countries.

**Visualised Dataset**

* Author and Source: Statcounter, retrieved from <https://gs.statcounter.com/os-market-share/mobile/worldwide/#monthly-202106-202108-map>
* Attributes:
  + Country (categorical attribute)
  + Android market share in percentages (quantitative attribute)

**Data Transformation**

* Since the data is already available in percentages, and not total number of users, the data is already normalised in terms of population.

**Justification on Map Idiom Used**

* A choropleth map is chosen.
* Choropleth maps normally needs normalised data, and the original data set is already normalised, being percentage of users using android in a country. Hence, the visualisation is suitable.
* Choropleth maps are good at using data to conveniently represent variability of a data, (the market share percentage), across specific regions, in our case different countries.
* Choropleth maps are easy to perceive; users are able to know that android is very dominant in some regions, reaching to over 90% of user market share just by looking at the visualisation.
* Varying colour luminance and hue is chosen as the visual channel, where greater values are darker in colour and lower values are light in colour. This is intuitive as greater values should be more eye-catching.
* The colour chosen is generated from Colorbrewer as they provide suitable colour schemes.