

Question 1 – What's Right?

As the question states, it's easy to judge someone else's work at first glance. Overall, this visual needs some work but several good things stood out to me that are worth noting. The author explicitly showcases what's important to look at by enclosing his main point within a box denoted directly on the visual. Both this, and the clearly stated title, are good examples of reducing cognitive load since the viewers don't have to *figure out* what the author's visual represents. A heat map is a nice idea; I can see why the author would choose that style to relay information about increasing revenue based on Feature Z over time. Finally, the axes are coherent in chronological order by quarter/age and left aligned, making them easy to understand.

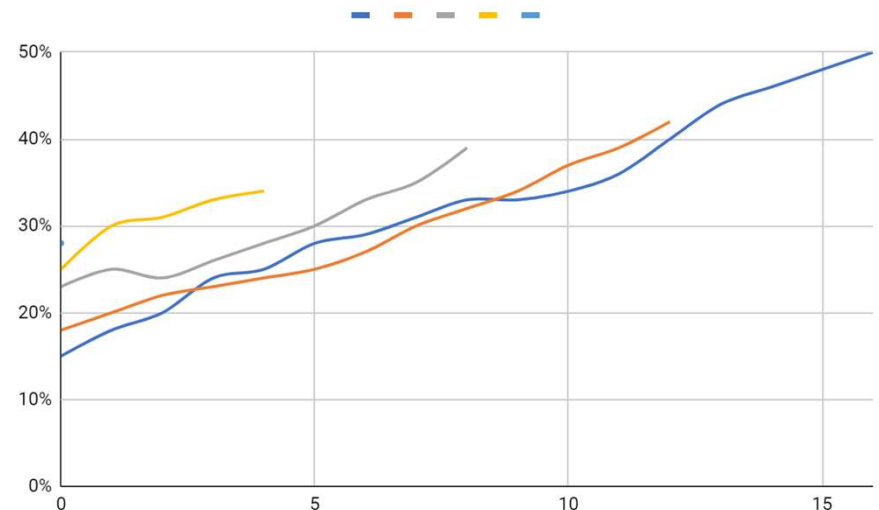
Question 2 – What Could Be Improved?

A few things stood out to me that could be improved with this author's visual.

- The use of color is extreme, and the various shades of red/green/grey/white make my eyes cross.
- The arrows and box, while a good main point highlighting idea, are noisy and further load the viewer.
- While the axes were left aligned, the data is right aligned and the titles are centered. One uniform method should be deployed.
- The title is in blue, yet one more color to process.
- The visual is probably 75-80% full of “stuff”; no strategic use of white space is utilized.
- Overall, the visual gives me the “quick, try and figure out what this means before they change slides” feeling, which is not what we want to make our viewers feel.

Question 3 – New Way to Show Data

My immediate first inclination is to show this data as a line graph – because the data is sliced as *timeseries*, a line graph will be an effective visual in showcasing how the company's revenue increases with the increase in Feature Z sophistication over both time and age. Note, my initial repurpose of this data is not a final visual. It's intended to communicate my idea to build from and still needs much work. That said, you can see on the right that the data is already more forgiving on the cognitive load; each line is a year's worth of data, with the most recent year being a single dot on the y-axis and the oldest year being the longest line. The age is plotted on the x-axis to show how revenue increases with the age of each advertiser client (scale will need to be fixed). Further, sophistication is displayed as increasing over time in general (assumedly because newest advertising clients grew up in tech-savvy generations). This will be an effective start at “prettifying” this data, as they say in the Zen of Python.



Question 4 – Tension? Resolution?

Tension:

The original question posed was “what [does] Feature Z adoption looks like for new advertisers specifically?” This is where we can derive the tension of our story from. How are those clients who are using Feature Z to build advertisements for the first time handling the learning curve and usage of our software?

Resolution:

The resolution is, I believe, simple in this case. After our initial reformat of the data into a line graph it's clear to see that our newest clients are starting off higher up on the revenue axis, congruent with the results that the original visual showcased (28% in 2019 vs 21% in 2017). Further, it's also clear to see that older clients improve in Feature Z-related revenue as a general trend over time. While we don't yet have much data for our newest clients, we can confidently assume these trends will be present for them as well. By reformatting the data in a meaningful way, we can address the tension and, with conviction, resolve it.

Trends in Sophistication Over Time & Client Age

Feature Z % of Revenue vs. Client Age

