Visualization Planner

Purpose

The key insight this visualization aims to illustrate is the most popular browsers used by website visitors, focusing on the top 10 browsers and their relative popularity. This information will be used to help the marketing team to identify the target audience and tailor ad campaigns. The important data points are the browsers and how many visitors each browser has had for use in ranking and comparison.

Audience

The audience is a diverse group of marketing team members with varying backgrounds in data analysis.

Suggestions:
- We should keep the visualization simple to showcase the key insight.
- We should use labels to help make the visualization easy to understand.
- We should make sure color is not the only way to identify categories and ensure that the colors used are high-contrast and accessible.

Data

The **device.browser** column has the data type "string," used for categorical data.

The query results have two columns. One column has the data type "string" and the other is a number.

There are 10 ranked rows.

Visualization type

Bar chart