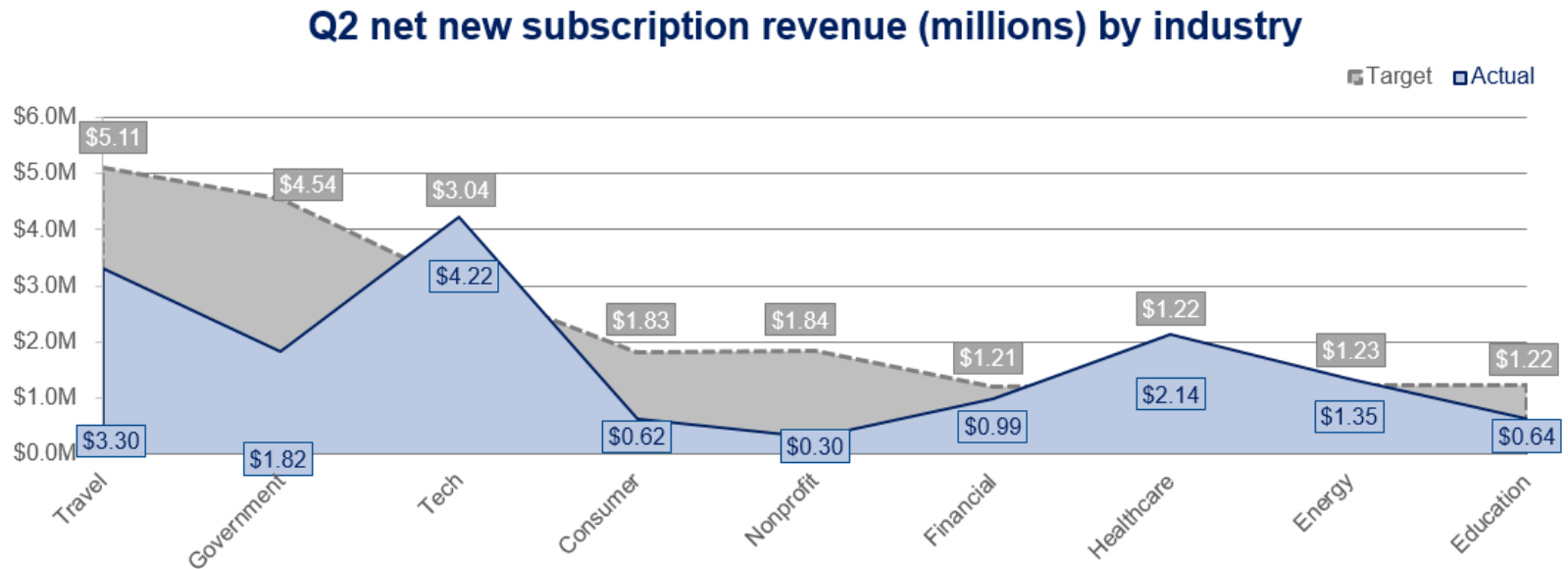# Assignment 3, Part 1

Check again the visualization example you found for Assignment 2

Describe any new weaknesses (or strong points) that you find in it now

If none, say so

Reply to your post in the Examples channel on Teams by Sunday, December 20

Assignment 3, Part 2: Improve this visualization

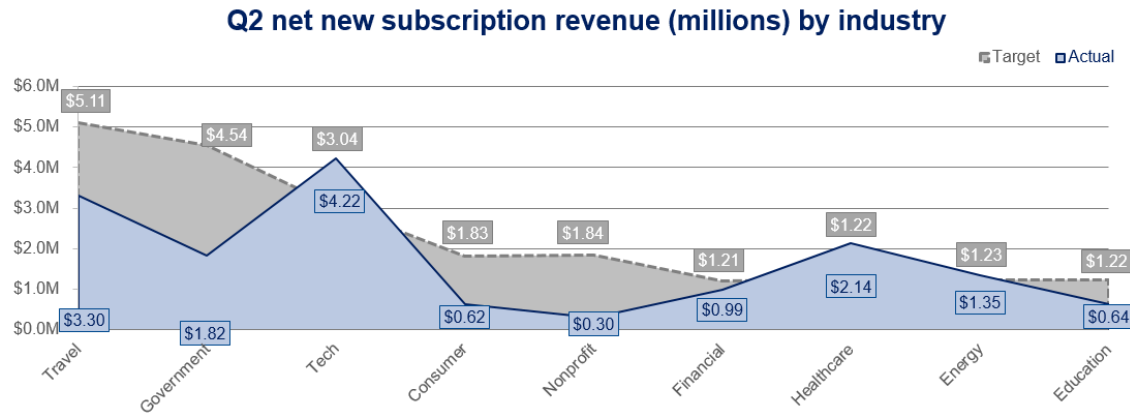**Q2 net new subscription revenue (millions) by industry**

List all issues with this chart

Improve it (the data is available from Teams and Moodle)

Send the list of issues and the visualization to me via a private chat on Teams by Sunday, December 20

Issues with this chart: responses from 19 students

Q2 net new subscription revenue (millions) by industry

Line chart used for categorical data (17)

Target data hidden behind actual data (15)

Diagonal text (15)

Data labels positioning and notation (10)

Superfluous grid (10)

Grey used for relevant data (8)

Legend not close to the data (5)
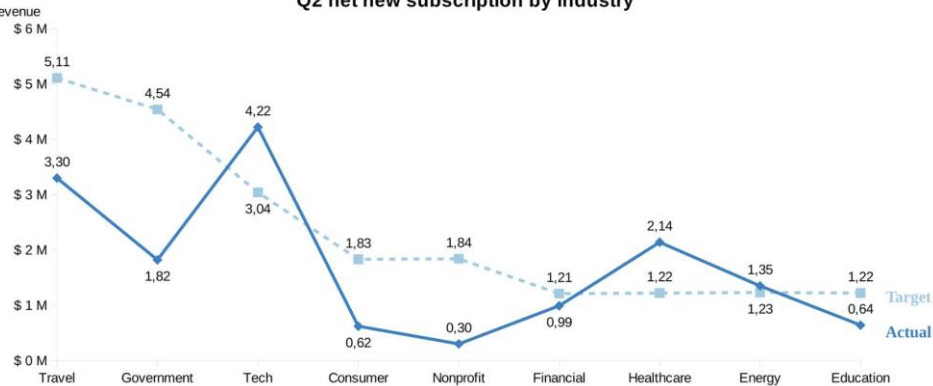
Data sorted by target value (3)

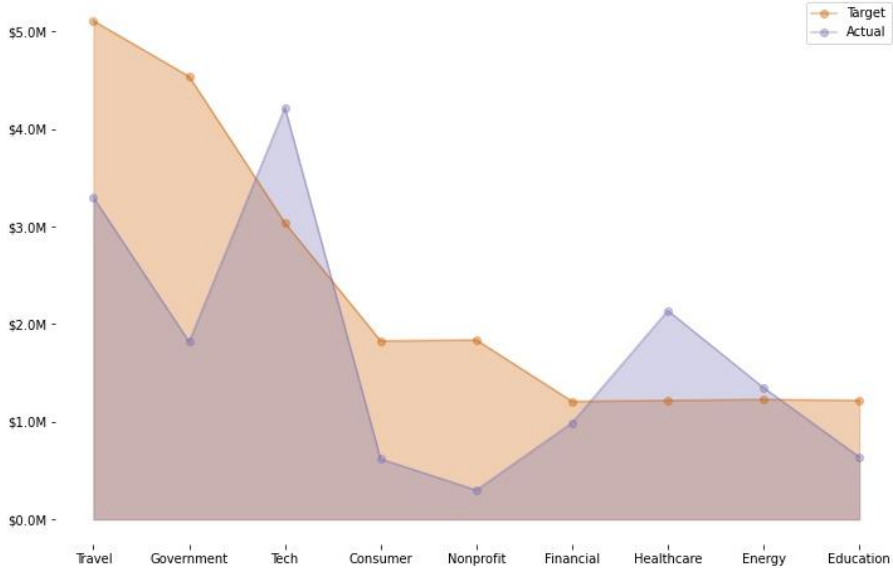Superfluous exact values (3)

Superfluous decimal on the y axis (2)
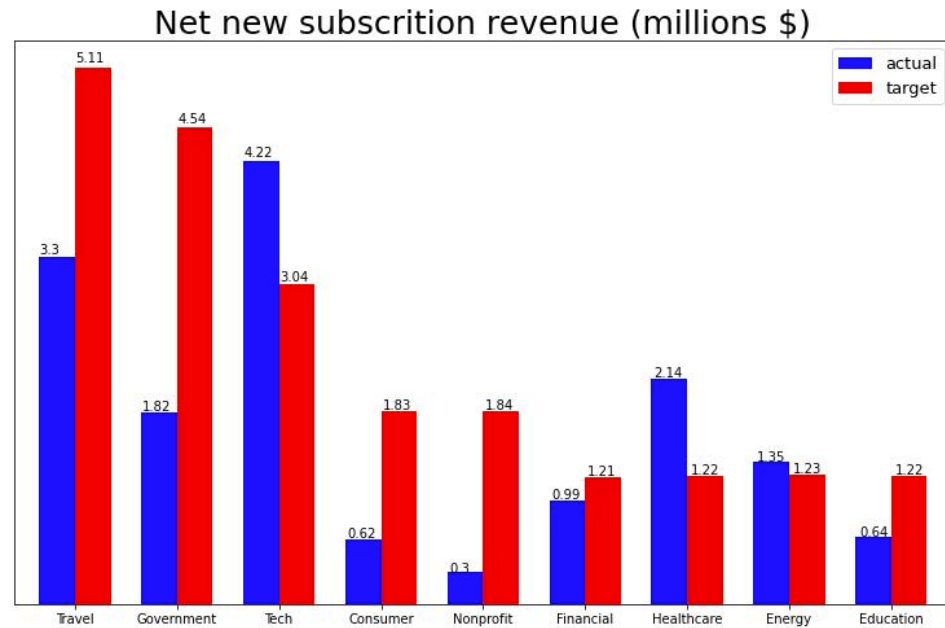
Unhelpful title (1)

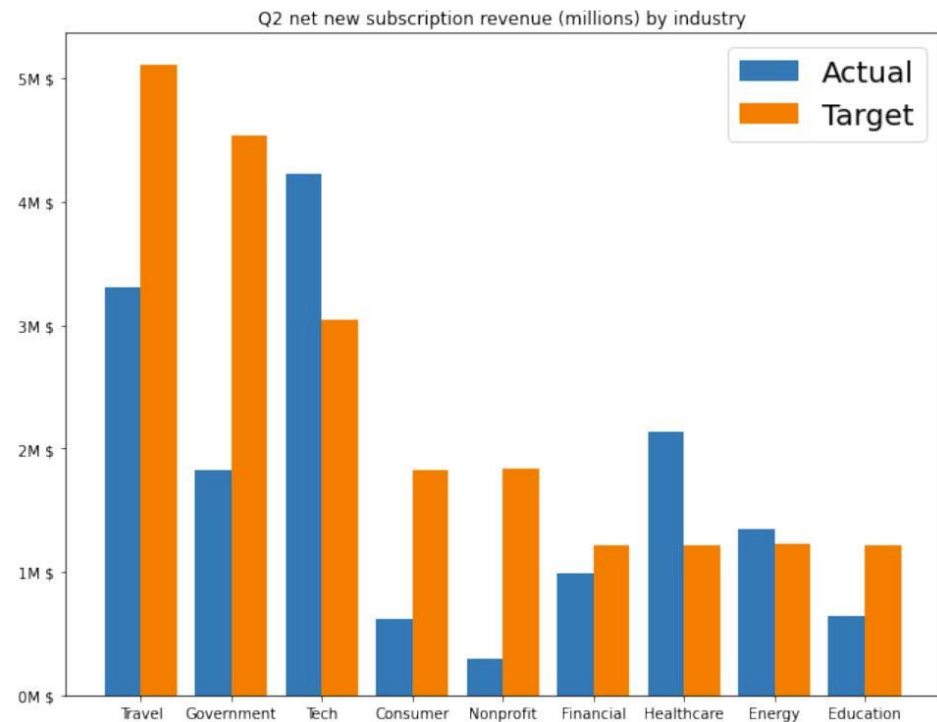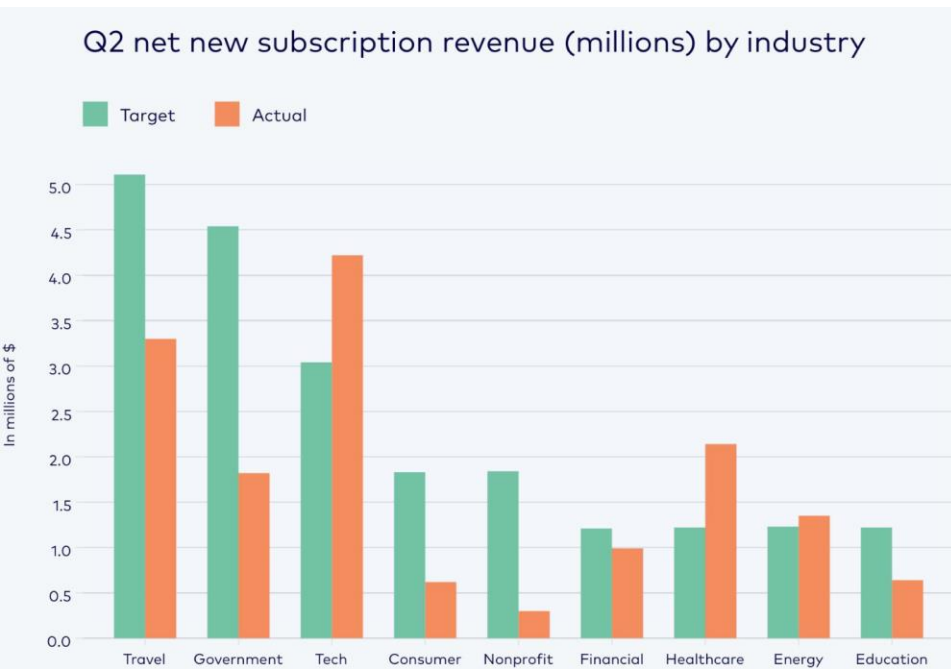# Your visualizations

Q2 net new subscription by industry

Revenue

	Travel	Government	Tech	Consumer	Nonprofit	Financial	Healthcare	Energy	Education
Target	5,11	4,54	3,04	1,83	1,84	1,21	1,22	1,35	1,22
Actual	3,30	1,82	4,22	0,62	0,30	0,99	2,14	1,23	0,64

Q2 Net New Subscription Revenue by Industry

Target
Actual

Your visualizations

Your visualizations

Q2 net new subscription revenue (millions) by industry

Your visualizations

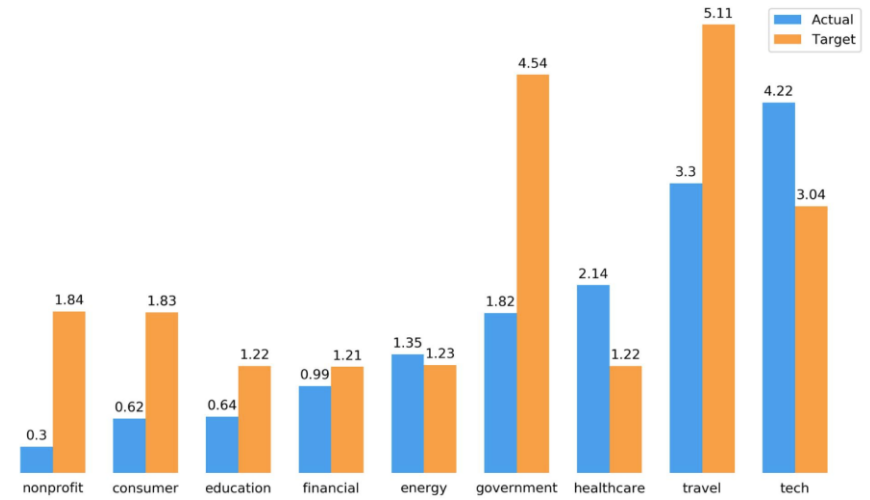# Your visualizations

Your visualizations

Your visualizations

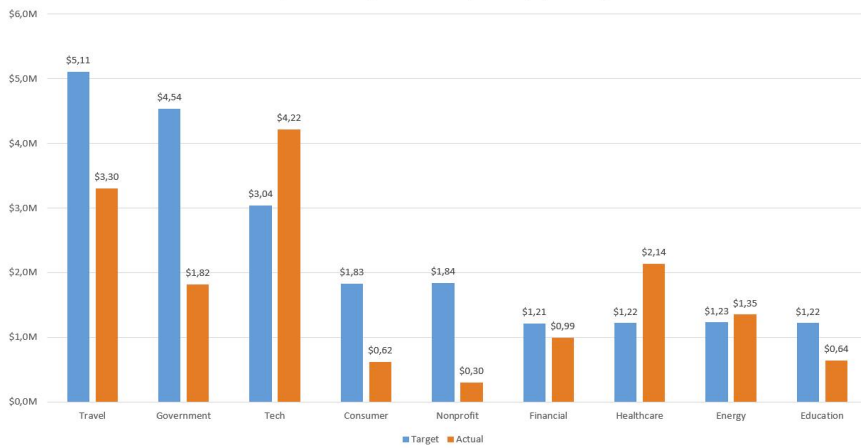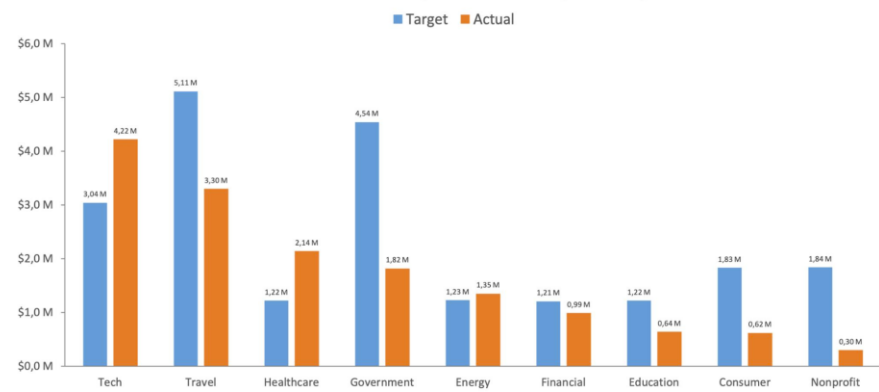
Q3 net new subscription revenue vs target

Q2 net new subscription revenue (millions) by industries

Q2 net new subscription revenues by industry

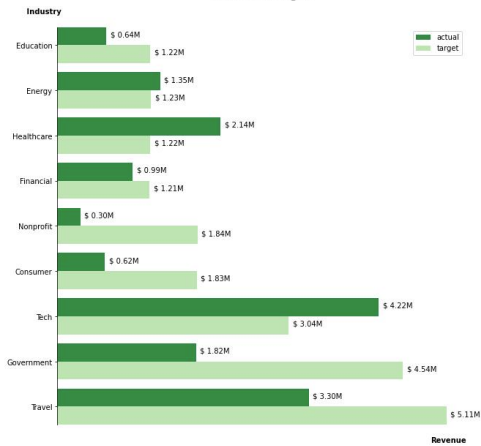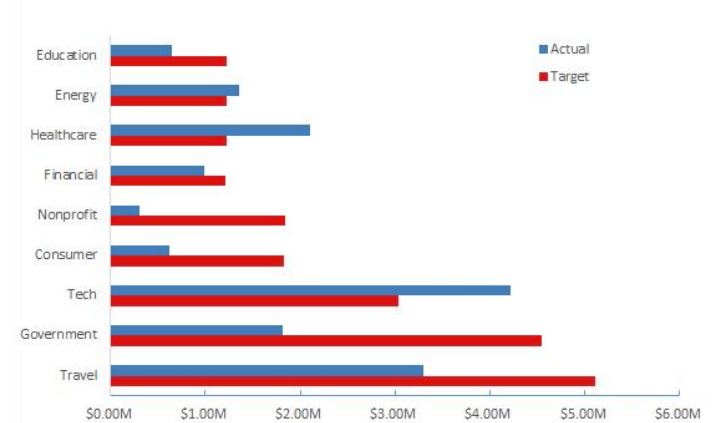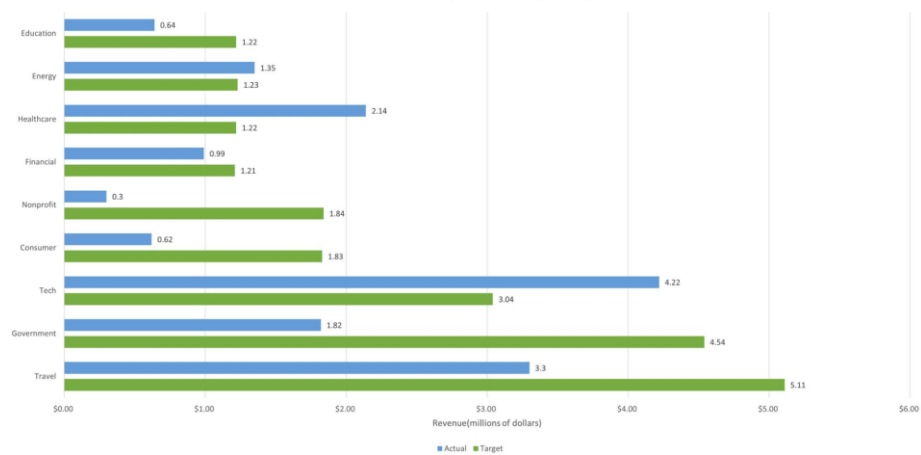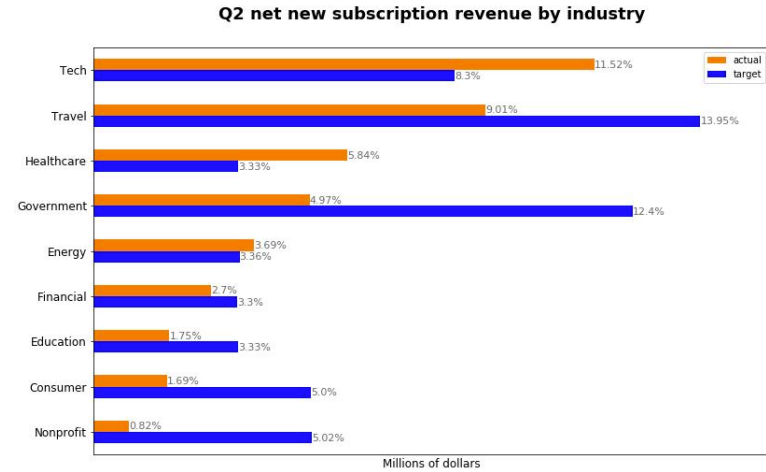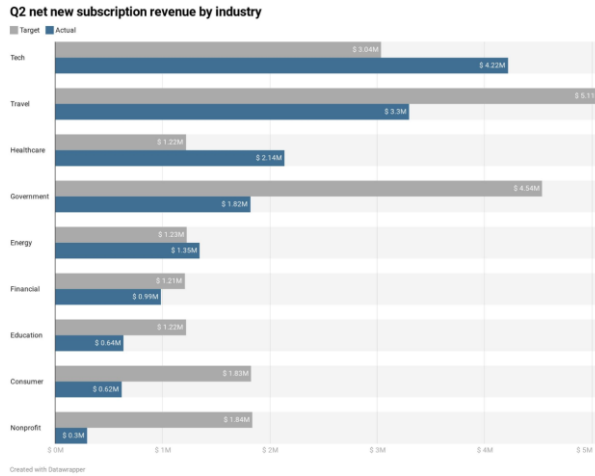# Your visualizations

Bullet chart
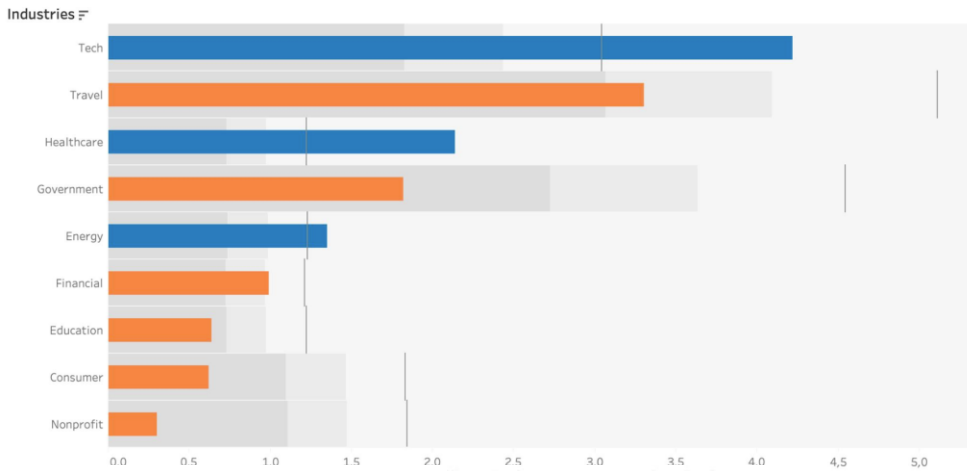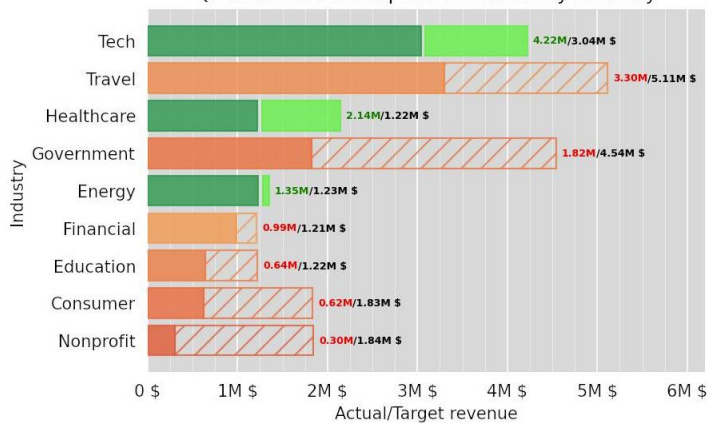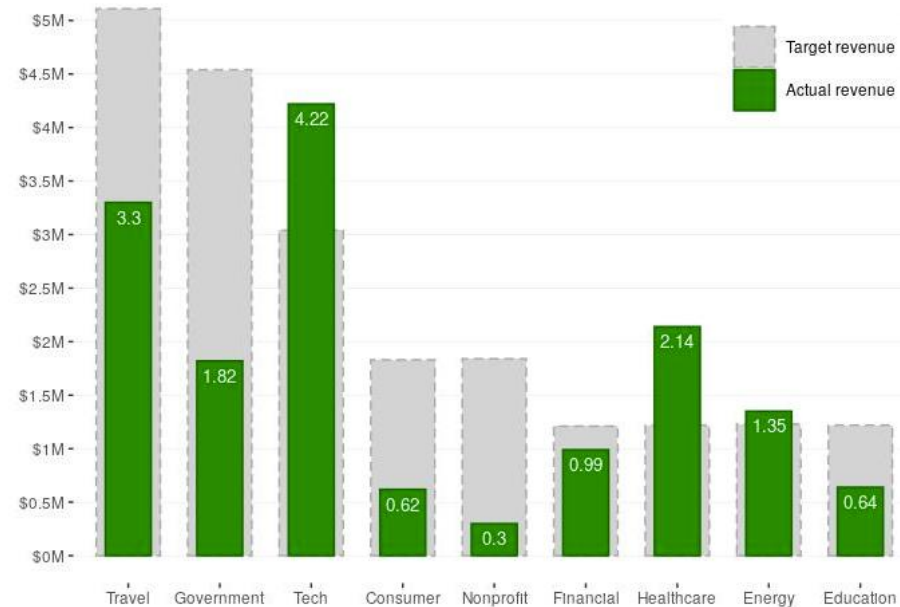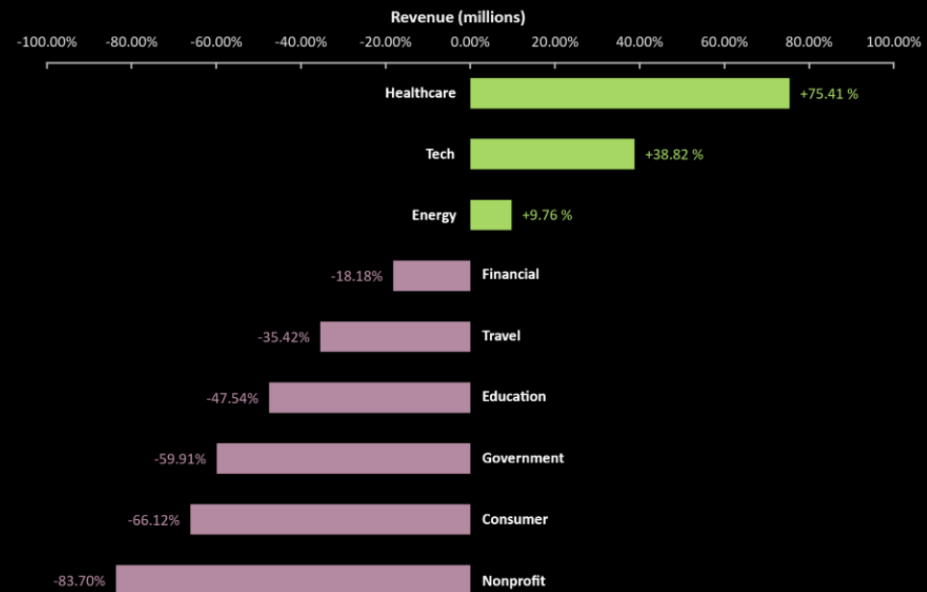

Actual vs. Target Subscription Revenue in Q2
Tech and healthcare outperform significantly, but 6 out of 9 industries fall behind target

| | Target | Above target | Below target |

- Tech — $4.22M (+39%)
- Healthcare — $2.14M (+75%)
- Energy — $1.35M (+10%)
- Financial — $0.99M (-18%)
- Education — $0.64M (-48%)
- Consumer — $0.62M (-66%)
- Nonprofit — $0.30M (-84%)
- Travel — $3.30M (-35%)
- Government — $1.82M (-60%)

$0M $1M $2M $3M $4M $5M

Net new subscription revenue