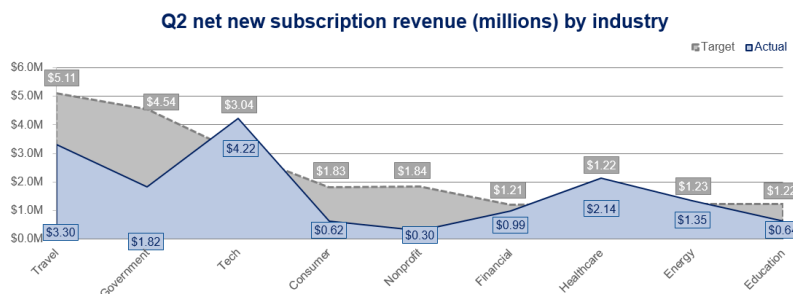


# Data Visualization

## ASSIGNMENT 1: RESULTS

Tea Tušar, Data Science and Scientific Computing, Information retrieval and data visualization

## Assignment 1: Improve this visualization

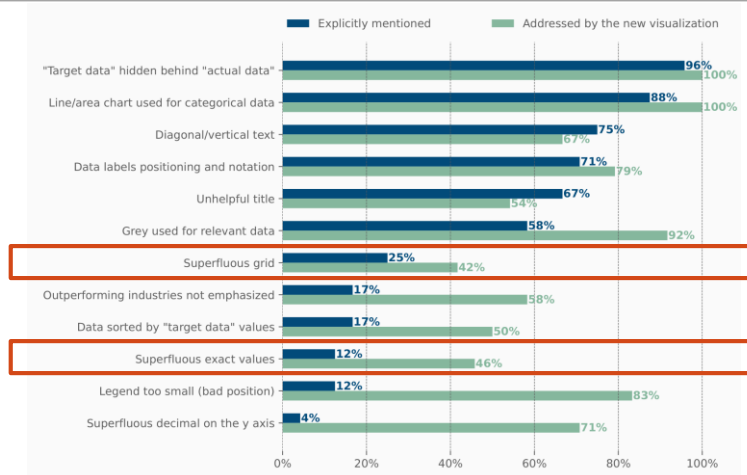


List all issues with this chart

Improve it (the data is available from Moodle)

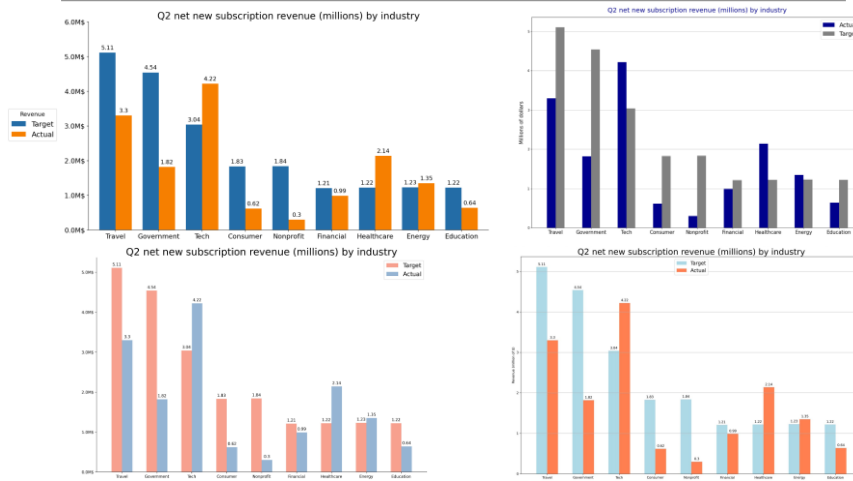
Send the list of issues and the visualization to me via a private chat on Teams by **Tuesday, November 23**

## Identified issues (24 students)



3

## Vertical bar charts

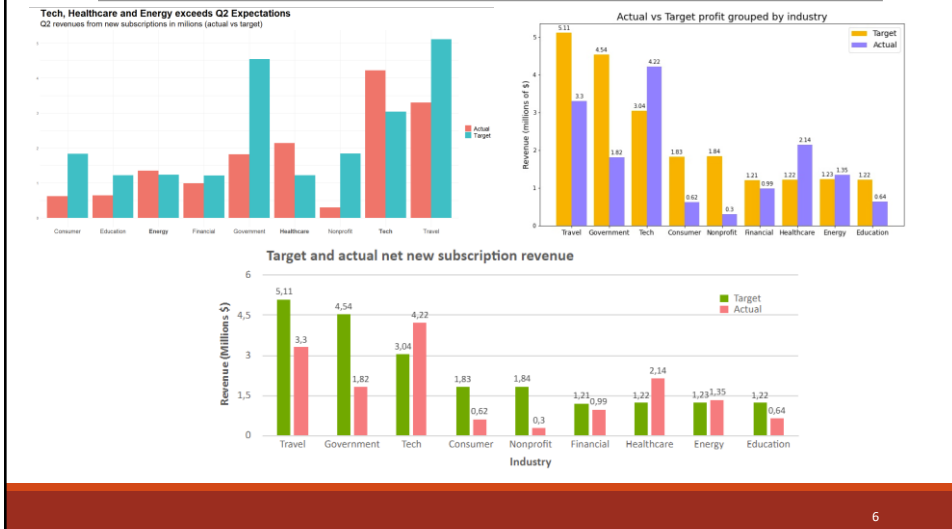


4

# Vertical bar charts



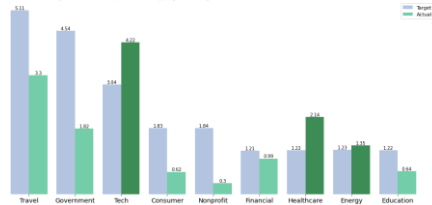
# Vertical bar charts, improved titles



# Vertical bar charts, emphasized outperforming industries

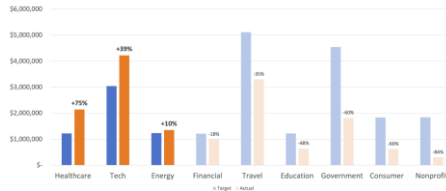
The Success of Tech, Healthcare and Energy Subscriptions

Q2 net new subscription revenue (millions of \$) by industry



3 OUT OF 9 INDUSTRIES EXCEEDED THE TARGET

Q2 net subscription revenue by industry

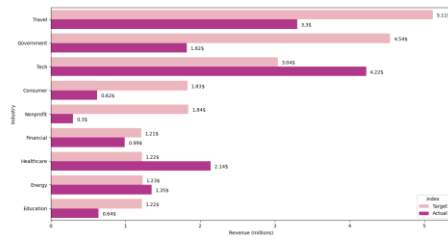
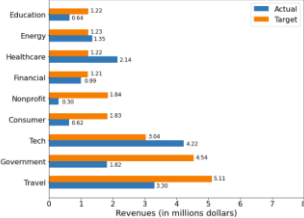


Q2 real net new subscription revenue with respect to target set by industry

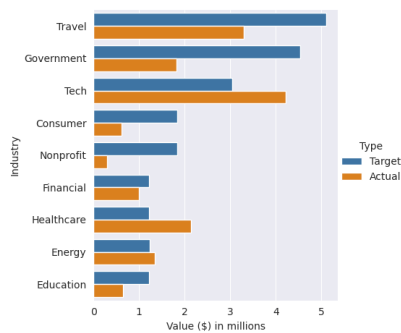


# Horizontal bar charts

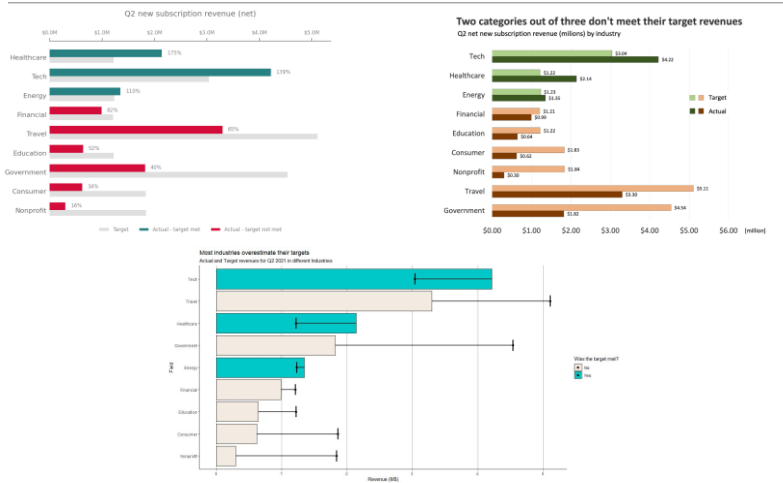
Q2 net new subscription revenue by industry



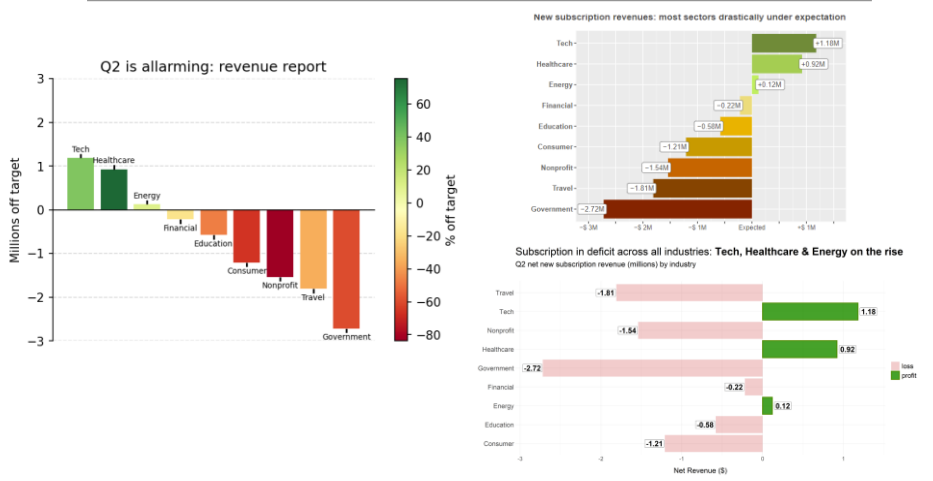
Q2 net new subscription revenue



# Horizontal bar charts, emphasized outperforming industries



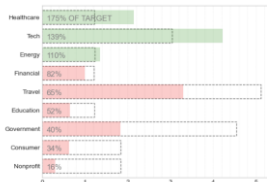
# Showing explicitly the difference between target and actual values



# Bullet charts

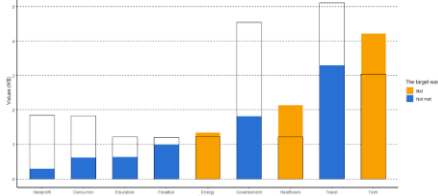
**Q2 subscriptions: only 3 industries have exceeded their target**

Q2 net new subscription revenue, by industry



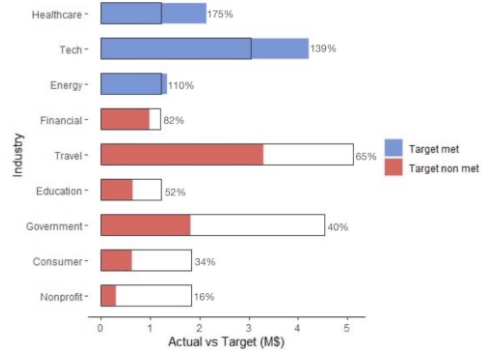
Poor Q2 results fail to meet target

Revenue in 2021 for different industries



**New subscription revenue in Q2**

Comparison between Actual and Target influxes



# Alternative visualization

**Actual vs. Target Subscription Revenue in Q2**

Tech and healthcare outperform significantly, but 6 out of 9 industries fall behind target

