

Which graph would you choose?

Instructions

There isn't a single "right" way to graph a given dataset. If you're not sure what visual to choose, iterating and evaluating different views allows you to gauge their relative effectiveness. Let's practice again with another real-world business example.

Imagine that the VP of Marketing has asked you to analyze how your company's advertising spend has changed between two quarters. You want to create a visual to show how advertising spend varies by channel and use it to drive conversations about future spend. Below are four different views of the exact same data. Familiarize yourself with each, then complete the following steps.

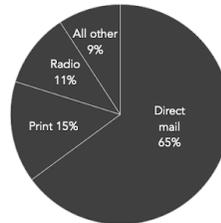
OPTION 1: table

Quarterly advertising spend

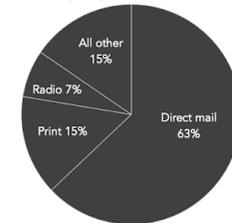
CATEGORY	SPEND (THOUSANDS)		% OF TOTAL	
	Q2	Q3	Q2	Q3
Direct mail	\$14.8	\$16.3	65%	63%
Print	\$3.4	\$3.8	15%	15%
Radio	\$2.5	\$1.8	11%	7%
Television	\$1.1	\$1.4	5%	5%
Mobile	\$0.0	\$0.9	0%	3%
Podcast	\$0.4	\$0.8	2%	3%
Social media	\$0.4	\$0.5	2%	2%
Paid search	\$0.1	\$0.2	0%	1%
Outdoor	\$0.0	\$0.2	0%	1%
Other	\$0.1	\$0.0	0%	0%
TOTAL	\$22.8	\$25.9	100%	100%

OPTION 2: pies

Q2 advertising spend

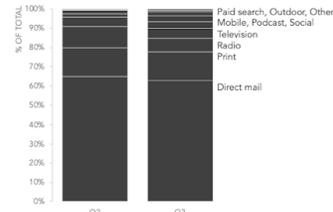


Q3 advertising spend



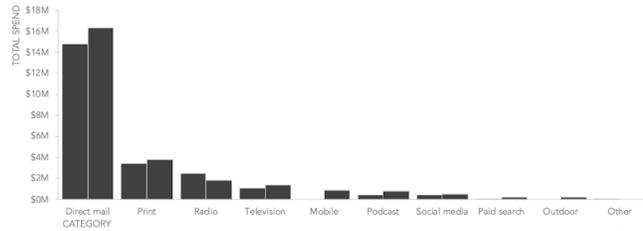
OPTION 3: 100% stacked bars

Quarterly advertising spend



OPTION 4: pairwise vertical bars

Quarterly advertising spend



STEP 1: For each of the four views, list one thing you like and one aspect that is not ideal.

STEP 2: These are not the only ways to visualize this data. What other graphs might work here? List them.

STEP 3: Which graph would you ultimately select to communicate your findings to the VP of Marketing? What story would you tell or takeaway might you emphasize? [Download the data](#) and create this visual in your preferred tool of choice. Title your

solution with your chosen graph type and upload this visual and related commentary as your solution.