

Developing Visualizations for Your Story

Student's Name

Institutional Affiliation

#### 4-2 Discussion: Developing Visualizations for Your Story

I have identified several key trends and patterns through the sales data analysis. Pizza and burgers consistently increase monthly sales, indicating strong and growing demand. Conversely, the pasta, salad, and soup sales demonstrate more modest growth, suggesting a stable but less dynamic market presence.

For visualization, I would choose a line graph to depict the sales trends for pizza and burgers due to their dynamic growth, highlighting their success and popularity. A bar chart might be more suitable for pasta, salad, and soup, illustrating their steady sales over the months.

This approach allows for a clear and compelling presentation of data, adhering to the principles of modern liberal arts by combining analytical rigor with strategic communication. This ensures that the data is understood in a business context and appreciated for its broader implications on strategic decision-making.

I created a stacked bar chart using Google Sheets for the sales data visualization. This format allows for a clear month-by-month comparison of all food items, showcasing how each contributes to the total sales over time. The stacked layout helps understand the proportionate contribution of each item, like pizza, burgers, pasta, salad, and soup, to the overall revenue.

Each bar will be distinctly colored to differentiate between food items, ensuring that the chart is visually appealing and easy to read. Axes will be clearly labeled with months on the x-axis and sales figures on the y-axis, and each segment will be annotated to show exact sales numbers. This simple yet effective graphical representation adheres to the liberal arts approach of synthesizing information in a manner accessible to diverse audiences, facilitating informed decision-making.

Adapting visualizations to the audience is essential for clarity and engagement. Simple bar or pie charts with clear labels and minimal jargon are best for non-technical viewers. These focus on broad trends and are easy to understand. For experts, more complex visuals like stacked bars or line graphs with detailed data allow for deeper analysis. Both approaches should leverage the liberal arts focus on clarity and critical thinking, ensuring the visuals are informative and accessible, supporting informed decision-making.

### **Peer Responses**

Do you think your peer's data visualization clarifies the data or makes it more confusing? Why and how so?

### **Response 01**

Your visualization presents the data clearly, enhancing understanding significantly. The choice of a stacked bar chart effectively delineates the monthly sales of different food items, making it easy to observe trends at a glance. However, to reduce potential confusion, consider using a more distinct color palette to differentiate between items further. This would help viewers quickly identify each category without mixing them up, especially in months when sales volumes are close. Overall, you did a great job maintaining clarity and relevance in your presentation!