**ICA #6.1: Data Visualization Principles**

**(Deadline Updated: Due within 2 hours after class)**

You’ve been asked to the headquarters of DS’s Fine Foods Emporium. After gaining a new appreciation of the potential for using business analytics in their organization, they ask you to help them communicate the results of their analysis. They have already put together a dashboard (see figure below), but management found it confusing; so confusing, in fact, that they started questioning the analysis itself.



Download the “Food-Emporium\_Dashboard.xlsx” file from the course site.

The dashboard is a worksheet (“Dashboard”) in the file. The underlying pivot tables are on the “Pivot Tables” sheet and are still linked to the charts. Your task is to re-examine each one of the three charts and make improvements to the charts.

**What to Do:**

Submit a word or PDF file. The submission should include the following for each chart:

1. **Evaluation of each chart** using the data visualization principles presented earlier (i.e., ability to tell a story, graphical integrity, minimize graphical complexity, etc.). I suggest writing several bullet points summarizing the problems with each chart. You don’t need to actually calculate the data-ink ratio or lie-factor!
2. **Improved chart created from excel**. You can do anything you’d like to the charts, and you can also create additional charts if you think that is necessary. Also provide some note/description here too, justifying what you’ve done.