













Average Ratings and Profitability of Movies By Genre (2008 - 2012)

STUDIO	GENRE/TITLE	ROTTEN TOMATO %	AUDIENCE SCORE %	PROFITABILITY
 20th Century Fox	comedy	51.8	69	4.51
	animation	80.3	76.3	3.21
 Disney	comedy	54.0	68.5	11.59 ▲
	drama	49.0	66.5	2.90
 Paramount	comedy	43.5	50.5	2.82
	drama	29.0	66.0	4.59
 Sony	comedy	43.0	64.0	3.00
	romance	93.0	84.0	8.74
	fantasy	73.0	81.0	1.78
 Warner Bros.	comedy	32.5	55.6	3.95
	romance	35.5	59.0	3.09
	drama	83.0	84.0	0.82 ▼
 The Weinstein Comp.	comedy	68.0	52.0	1.09
	romance	64.0	70.0	1.75

Colors:

Chose to use a sequential coloblind safe palette to display categorical genre.

	fantasy		#bfd3e6
	animation		#9ebcda
	comedy		#8c96c6
	romance		#8c6bb1
	drama		#88419d
	action		#6e016b

Space:

Used spacing between columns to highlight the studio and genre, while grouping similar features (ratings) together.

STUDIO	GENRE/TITLE	ROTTEN TOMATO %	AUDIENCE SCORE %	PROFITABILITY
 20th Century Fox	comedy	51.8	69	4.51

Signifiers:

Used symbols and green/red contrast to highlight high/low profits and ratings.

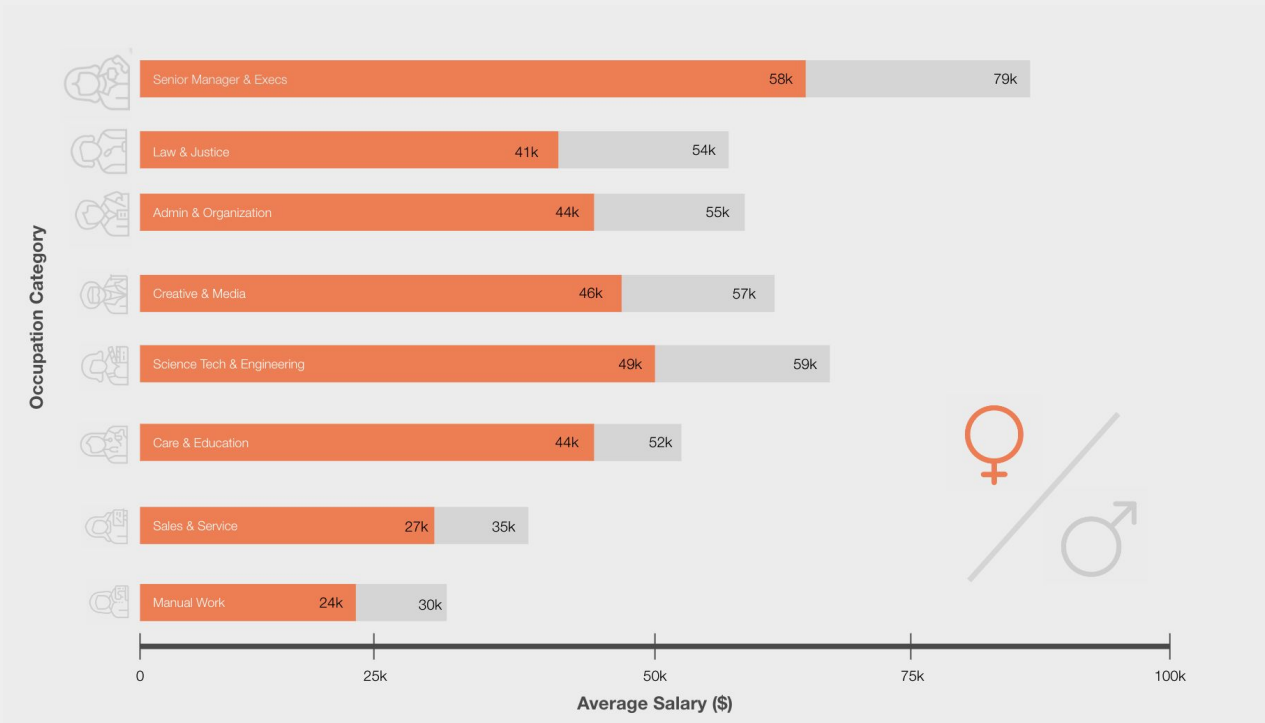
	Most Profitable
	Least Profitable

Symbols:

Used company logos to draw attention to the studio in order to emphasize the message of earning for studios from the table.




Average Salary By Occupation Category for Men And Women



Colors:

I chose to use two colors to represent the male and female salaries. With the bright color highlighting the female salary.

 #ef8a62ff | women earnings

 #ccccccff | men earnings

Space:

The graph was spaced so that the scale of x-axis would represent a total earning of 100k.

Symbols:

To showcase the gender pay ratio I utilized the sex symbols to signify the coding of color to sex assignment. I also used the symbols to highlight the fact that the male to female ratio in earnings was displayed by variance in size of symbols. The large symbols represented a large percentage pay gap, with the bars ordered such that the largest pay gap was at the top of the graph.

