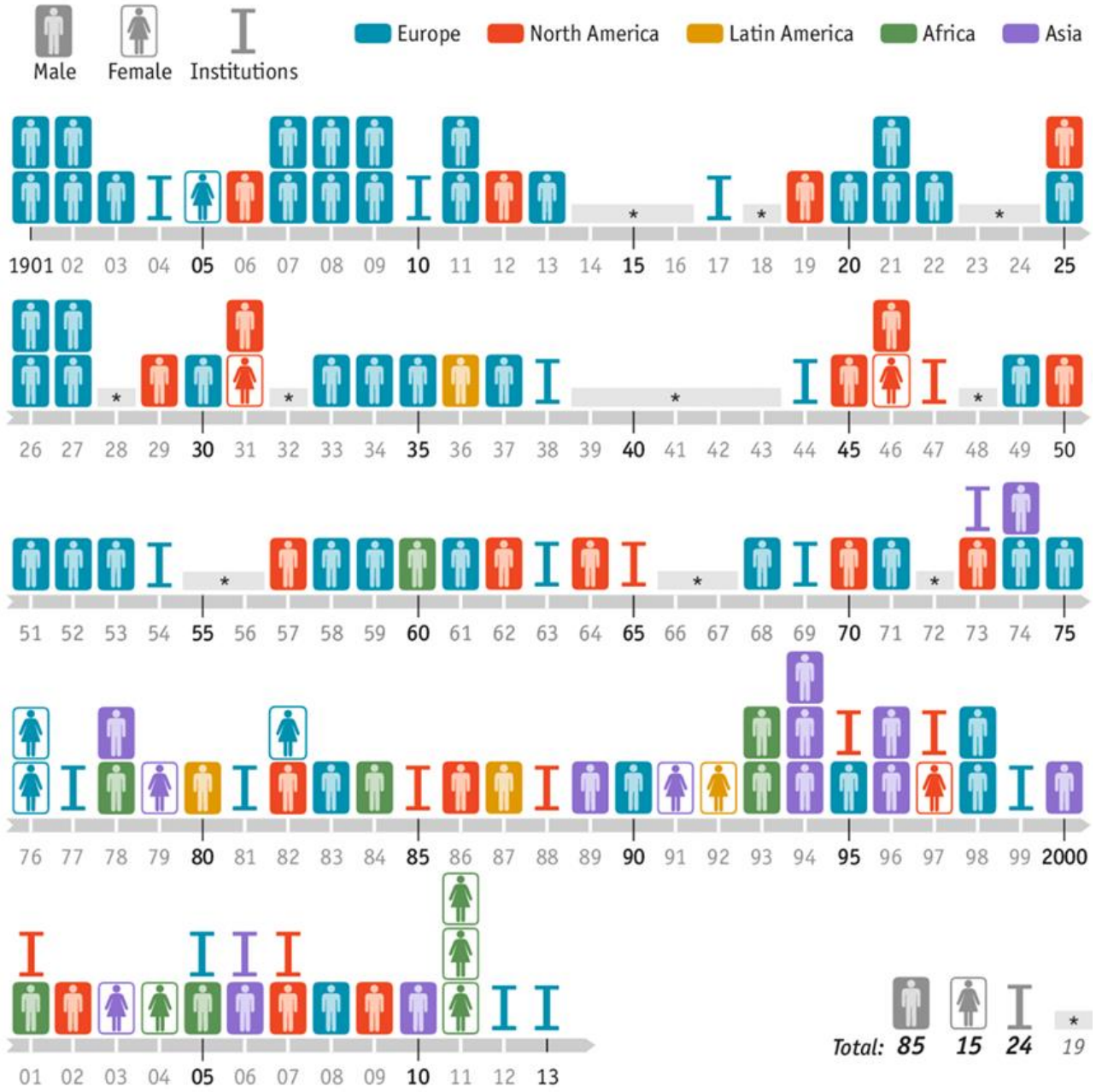
Information Design – Different Scales

- **On a Large Scale**
- **On a Medium Scale**
- **On a Fine Scale**

Nobel peace prize winners



Source: Nobelprize.org

*No prize awarded

Economist.com/graphicdetail

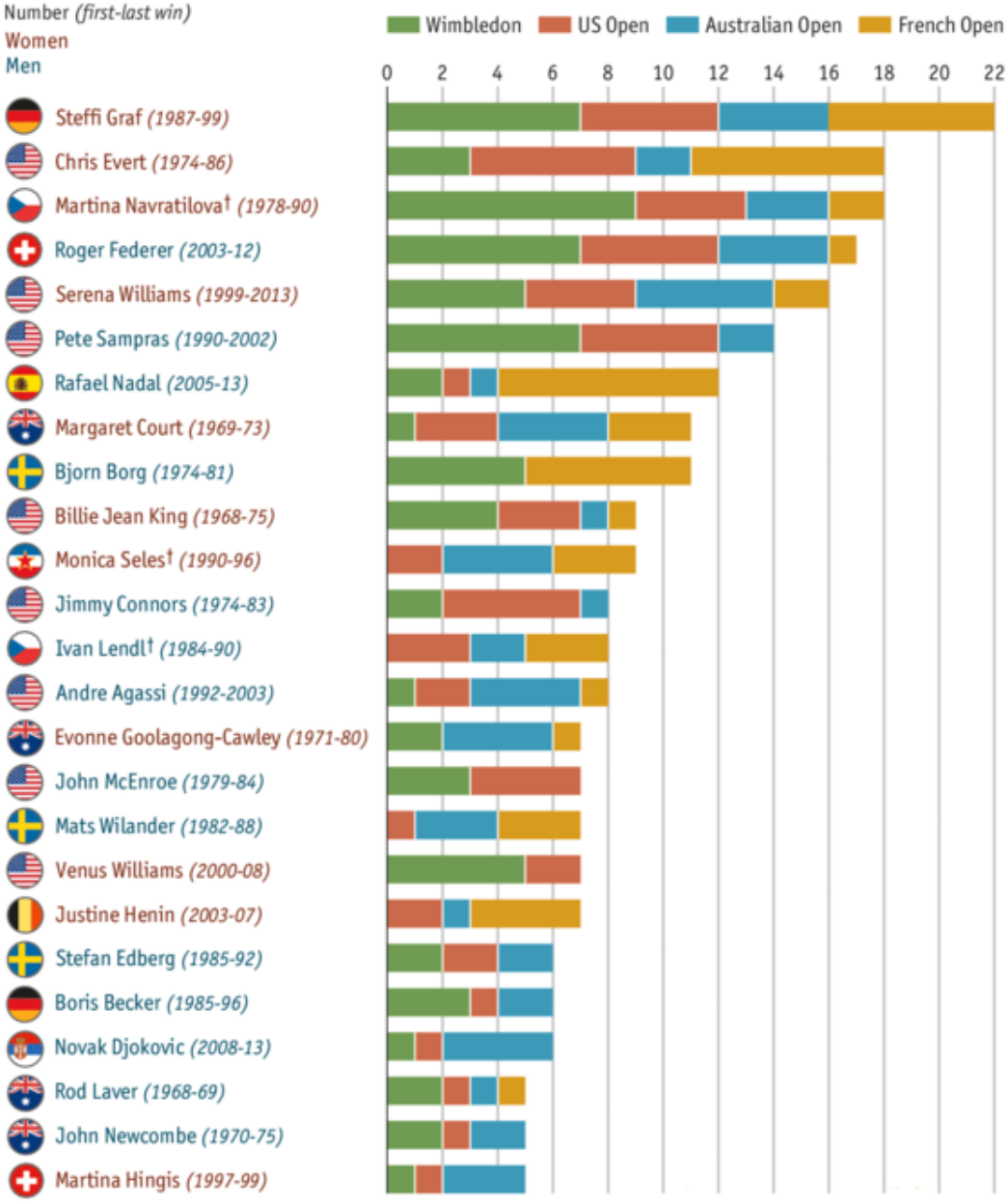
Tennis grand-slam winners

Players who have won five or more tournaments, 1968-2013*

Number *(first-last win)*

Women

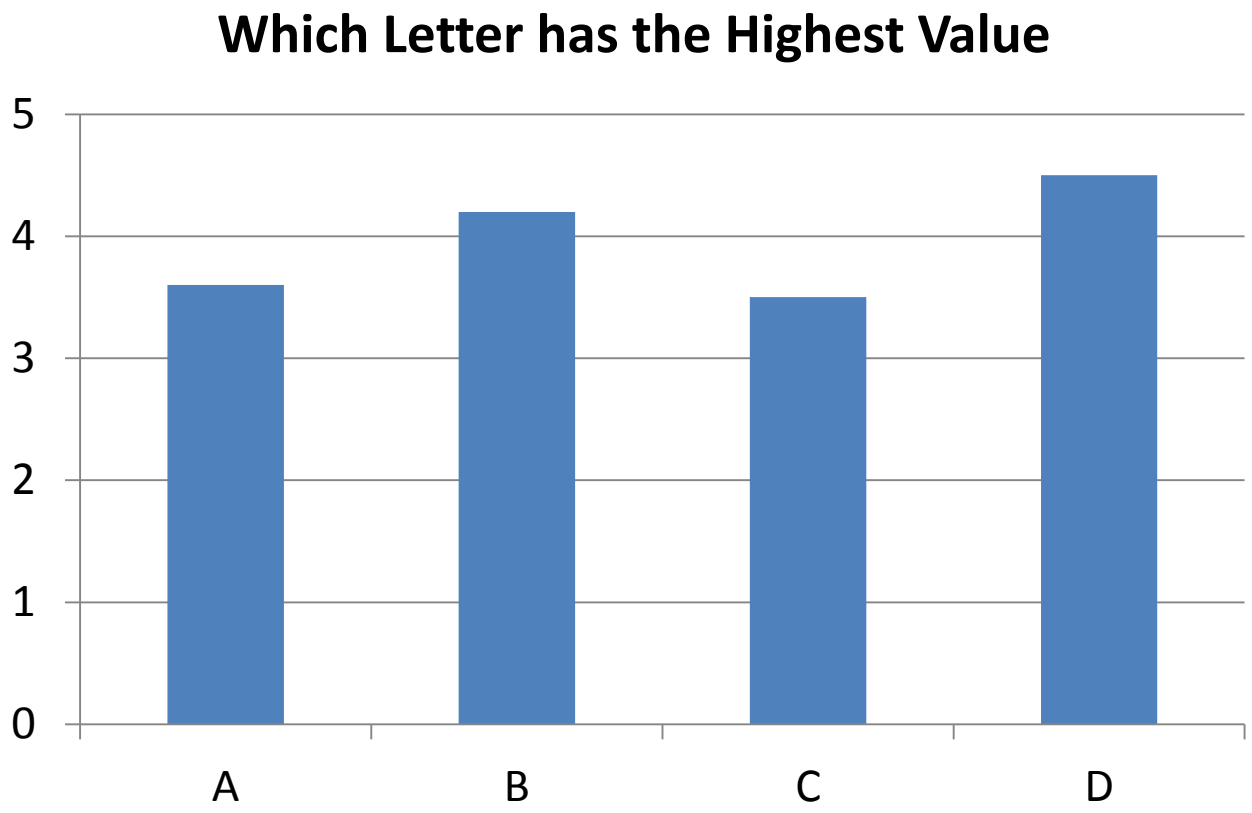
Men



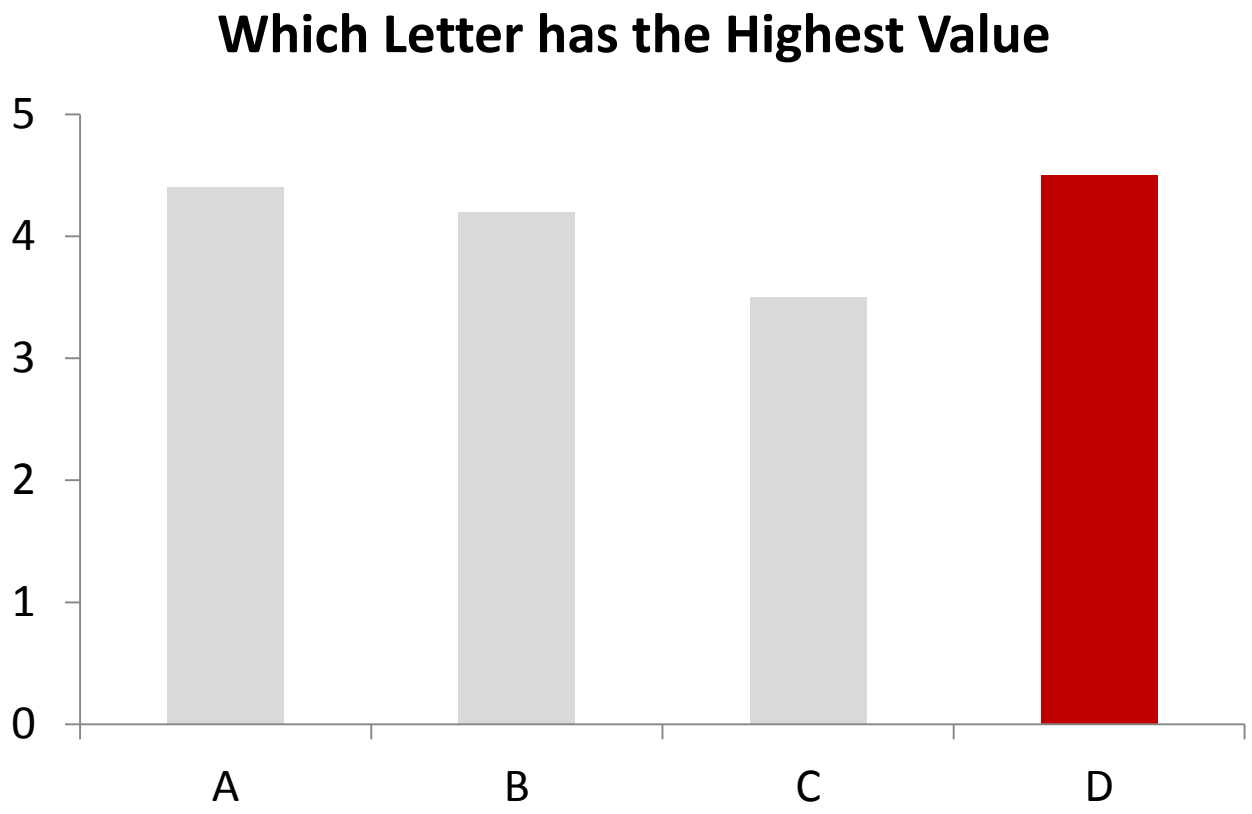
Source: ESPN

*Includes 2013 Australian and French Opens †Now American citizen

Q 1



Q 2



Q 3

Which Letter has the Highest Value

	Value
A	44
B	42
C	35
D	45

Q 4

What time it is?



Q 5

What time it is?



Q 6

I Love Pakistan

Q 7

I Love Pakistan

Q 8 How many fives are there?

3	6	6	9	6	7	9	6	6	4
6	5	8	4	5	6	4	8	9	8
7	8	6	8	9	5	5	8	5	4
9	5	7	4	5	4	9	5	9	9
9	6	4	7	7	4	5	5	3	7

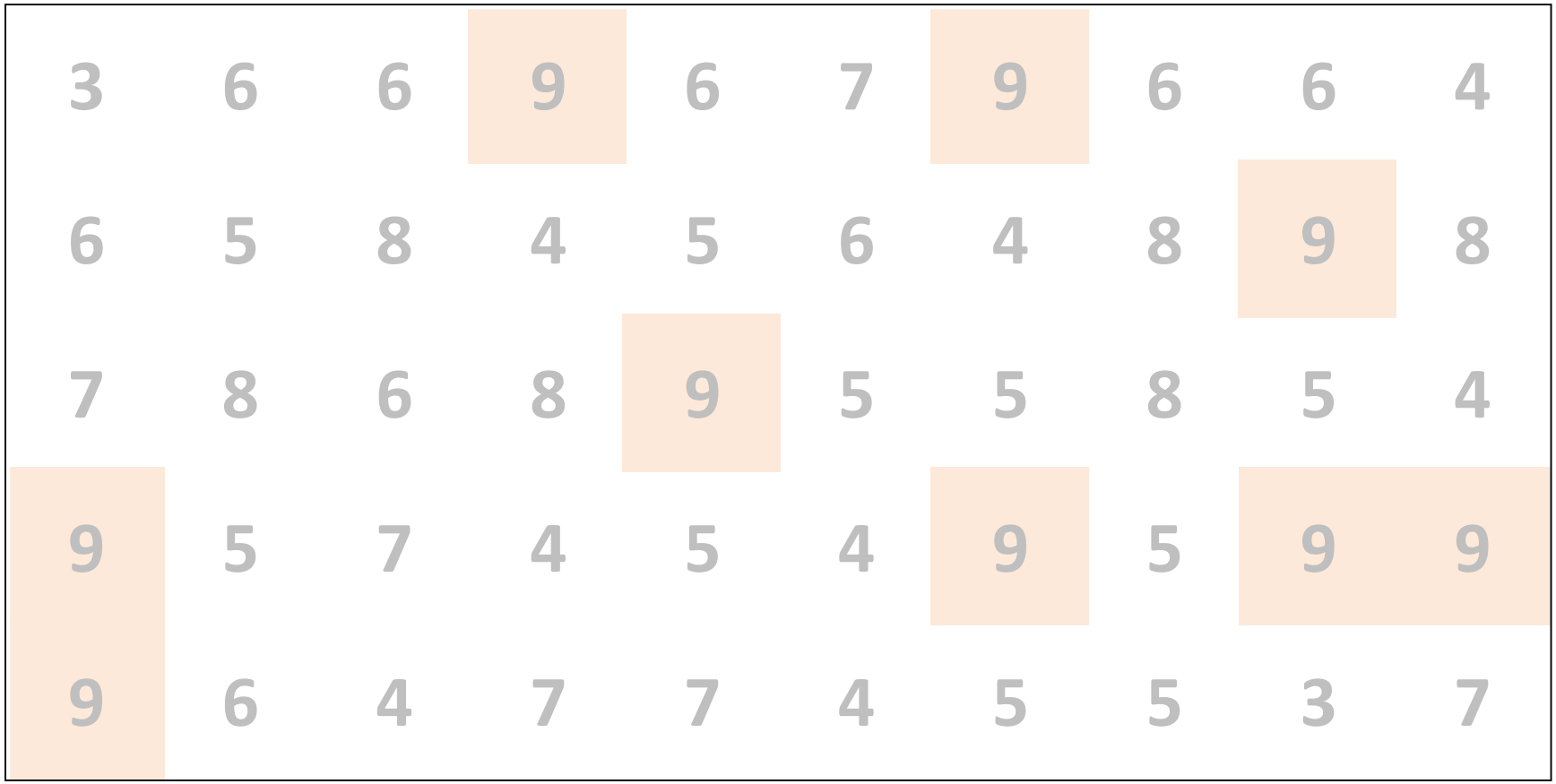
Q 9 How many fives are there?

3	6	6	9	6	7	9	6	6	4
6	5	8	4	5	6	4	8	9	8
7	8	6	8	9	5	5	8	5	4
9	5	7	4	5	4	9	5	9	9
9	6	4	7	7	4	5	5	3	7

Q 10 How many 9's are there?

3	6	6	9	6	7	9	6	6	4
6	5	8	4	5	6	4	8	9	8
7	8	6	8	9	5	5	8	5	4
9	5	7	4	5	4	9	5	9	9
9	6	4	7	7	4	5	5	3	7

Q 11 How many 9's are there?



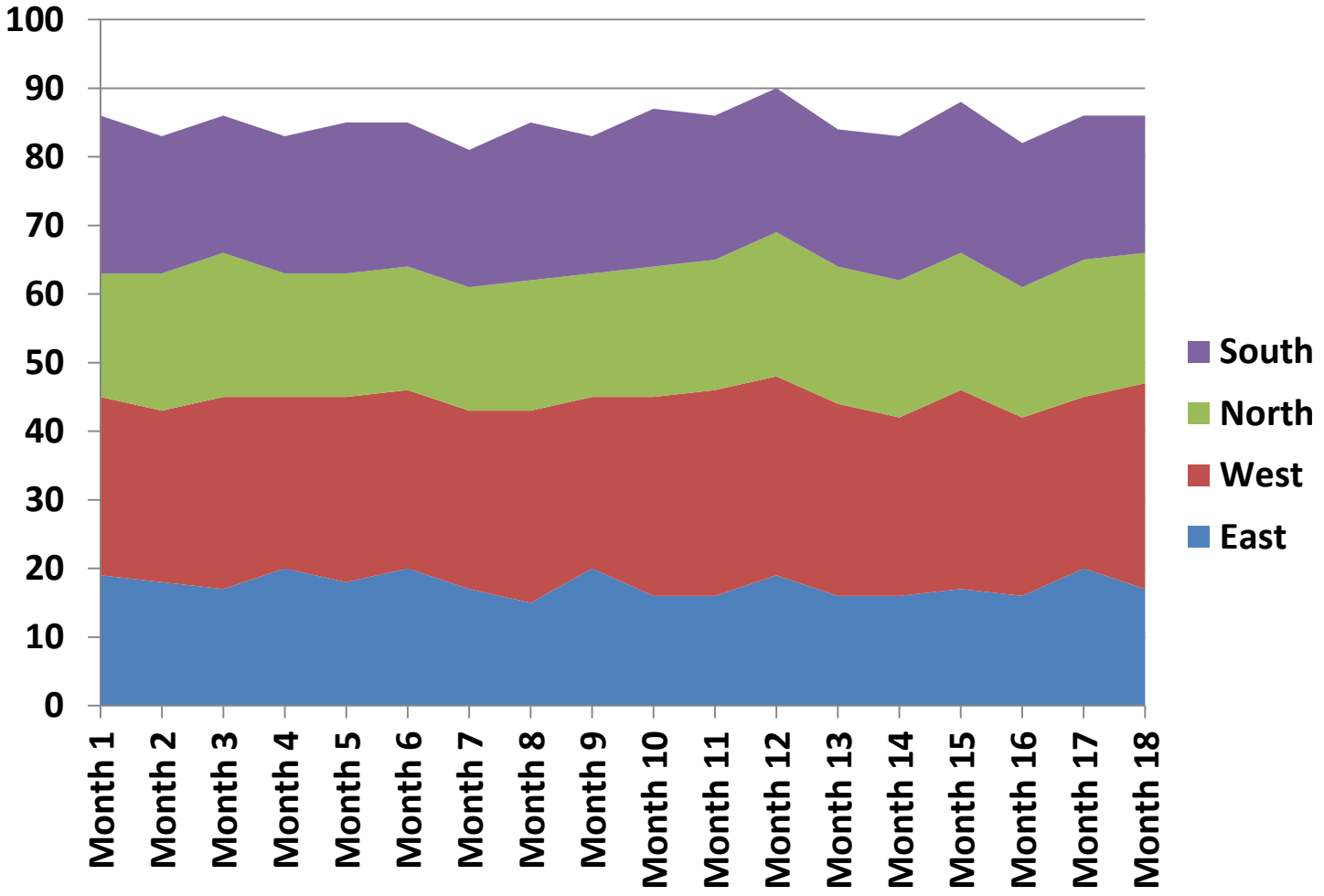
Q 12 How many 4's are there?

3	6	6	9	6	7	9	6	6	4
6	5	8	4	5	6	4	8	9	8
7	8	6	8	9	5	5	8	5	4
9	5	7	4	5	4	9	5	9	9
9	6	4	7	7	4	5	5	3	7

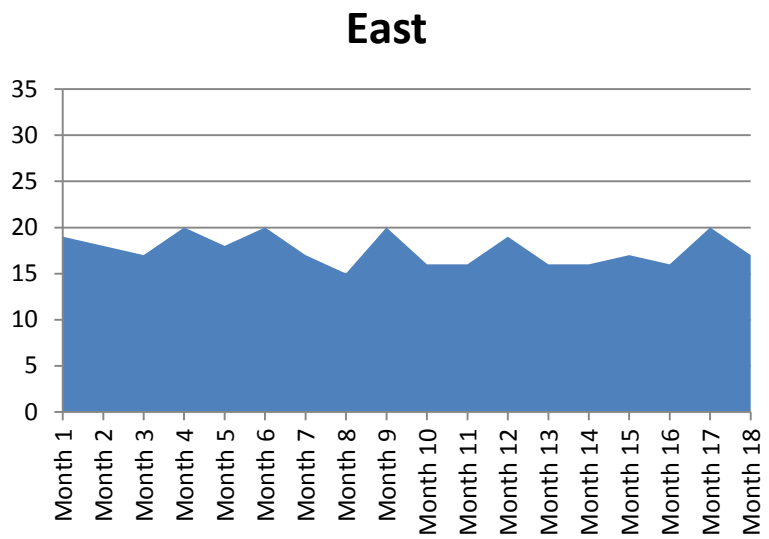
Q 13 How many 4's are there?

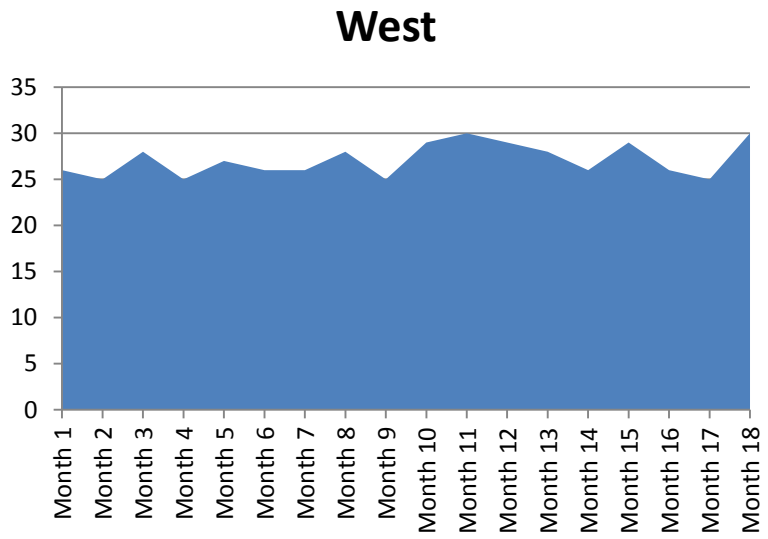


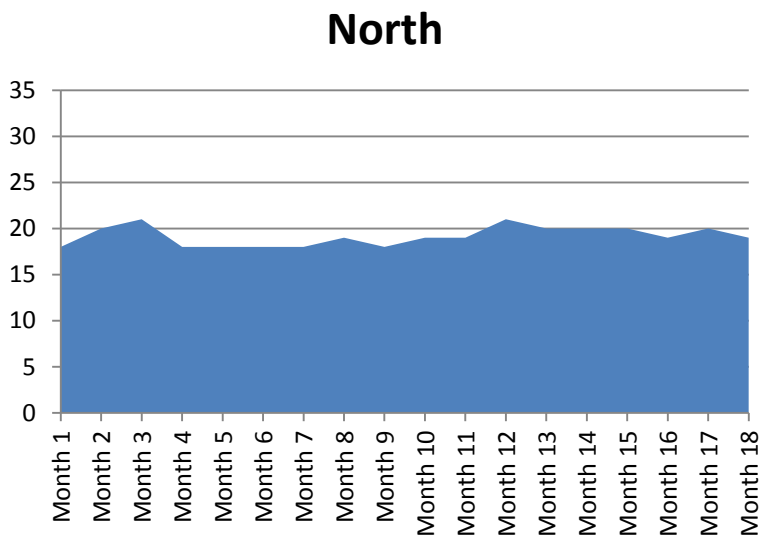
Q 14 Which region have the highest value?

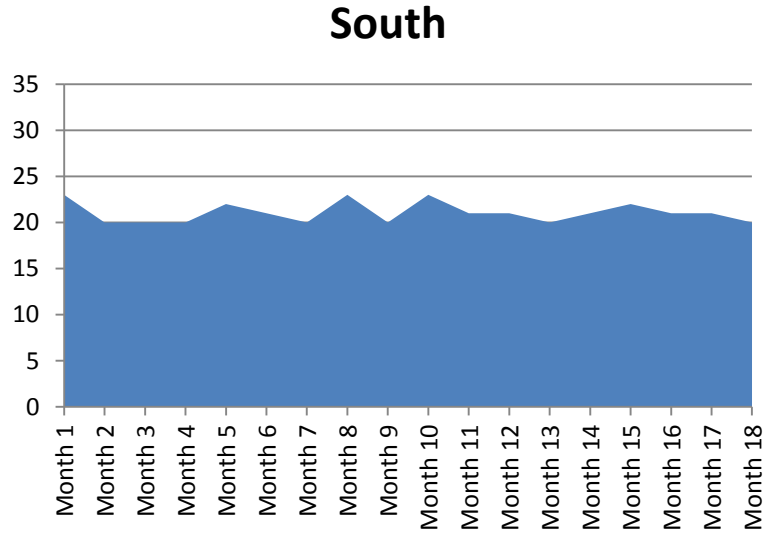


Q 15 Which region have the highest value?

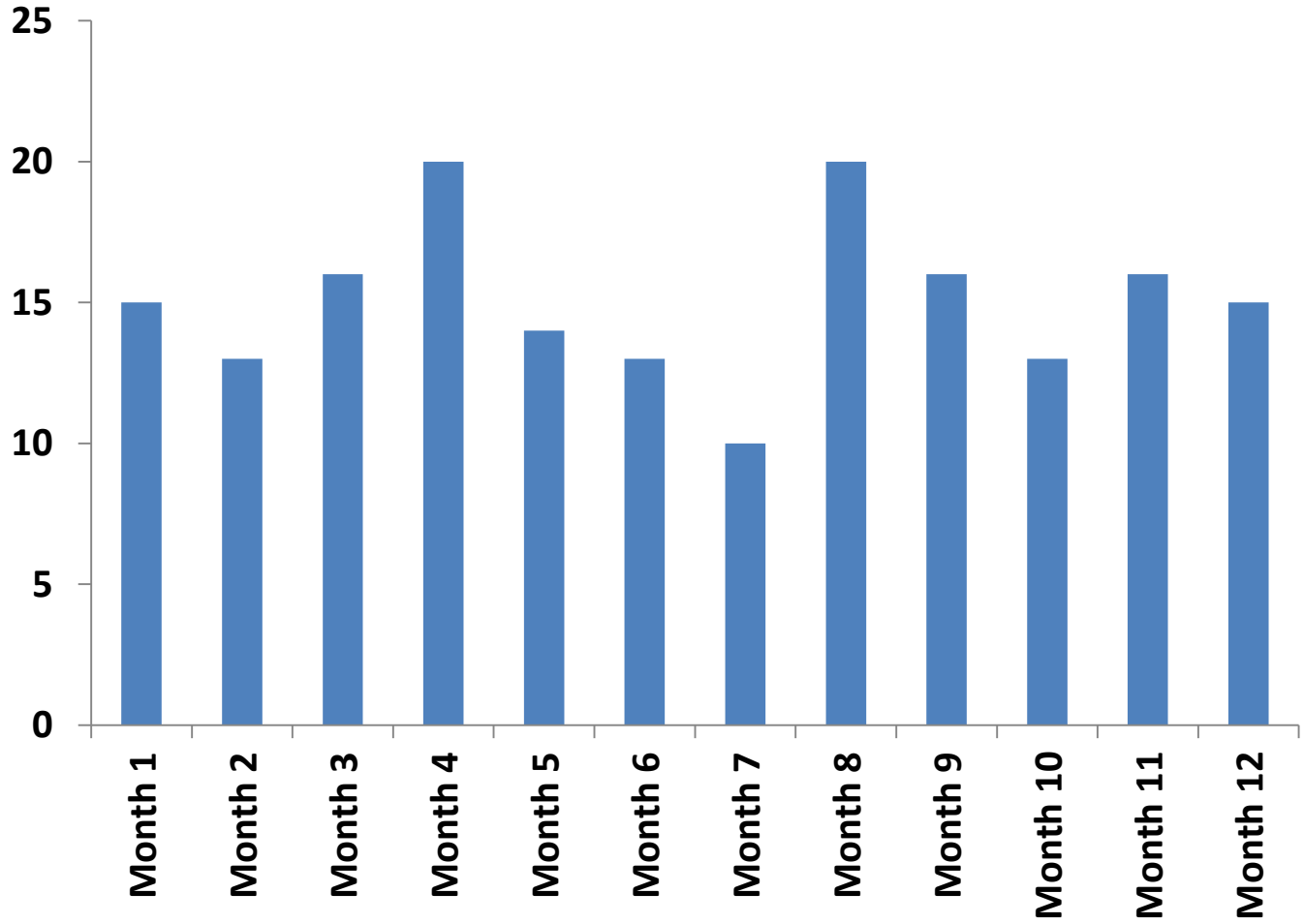




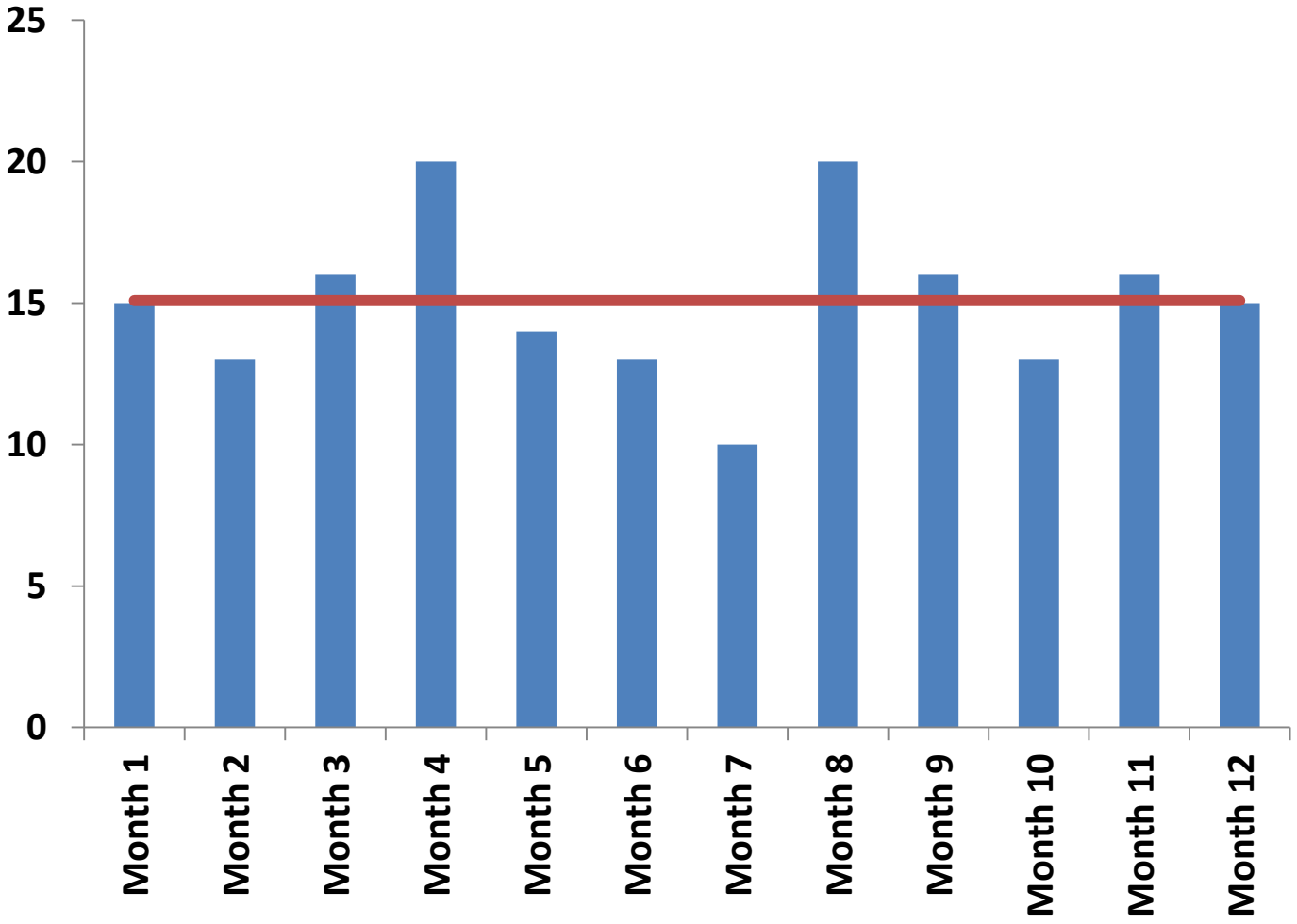




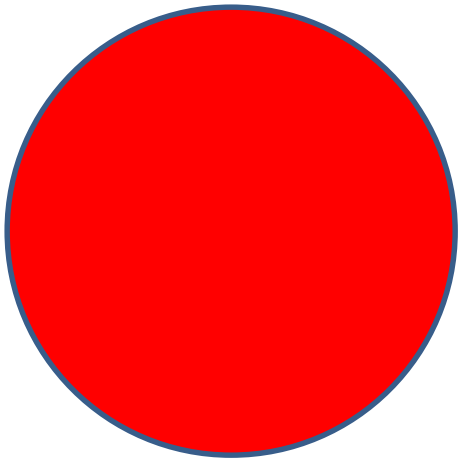
Q 16 How many months have better values?

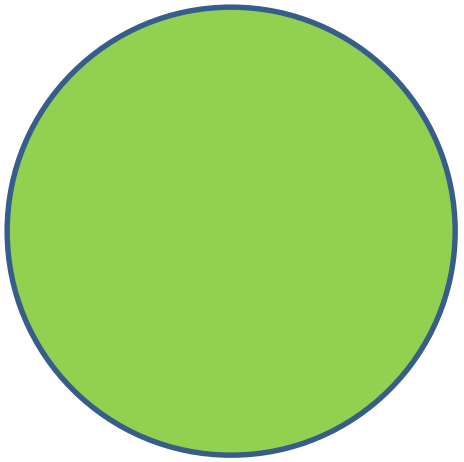


Q 17 How many months have better values?



Q 18 Which color we can use to say stop?





RED **GREEN**

Q 19

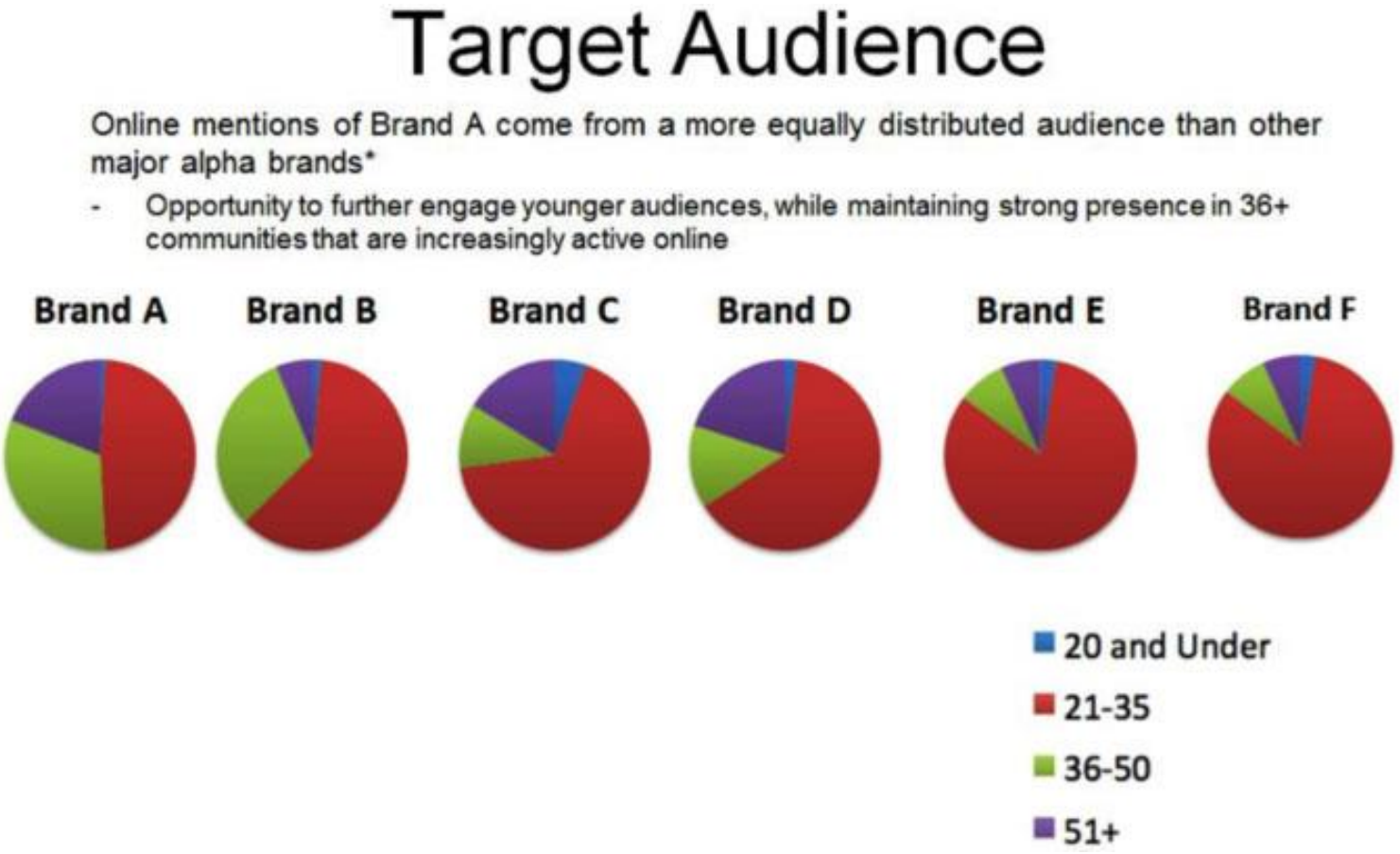
Is it a good sale?

Sales	1,192,319

Sales GL Software		1,192,319
	Last 36 months	

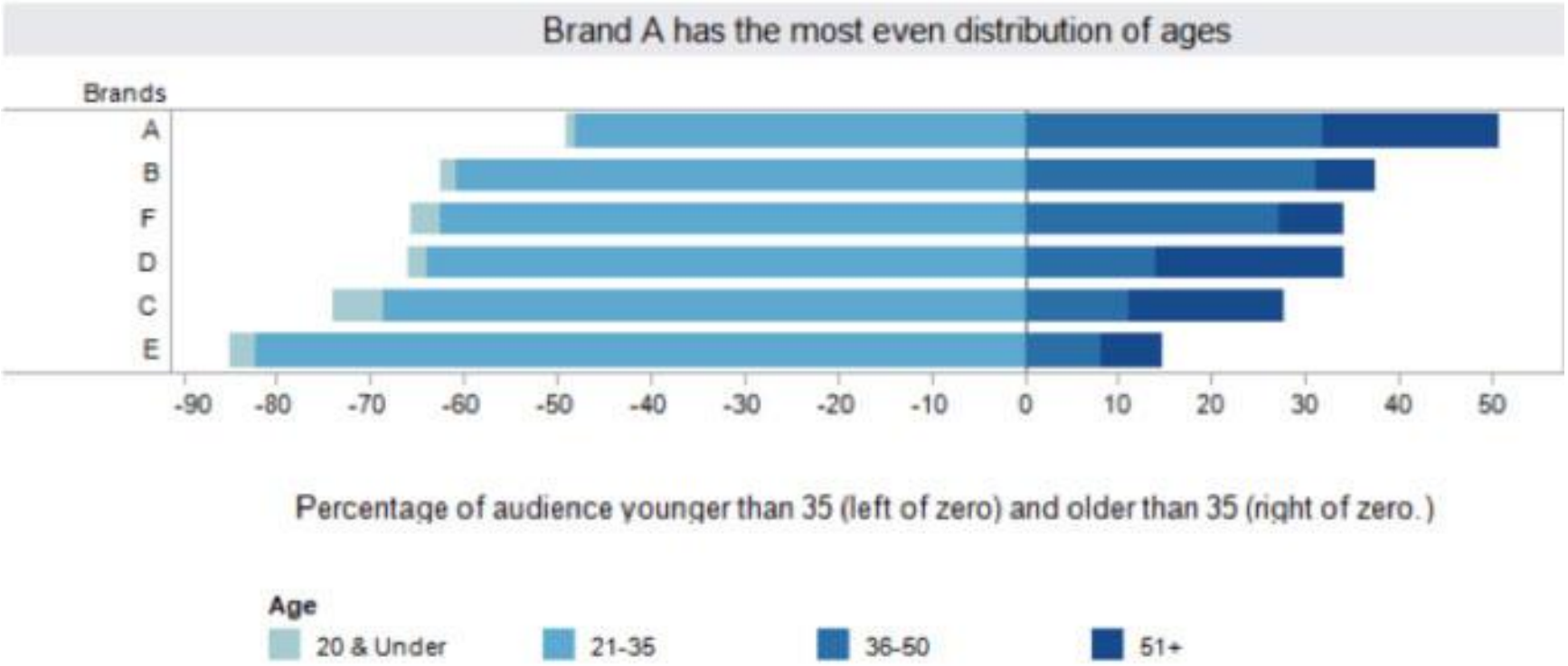
Q 20

Which brand have least sales in “20 and under”?

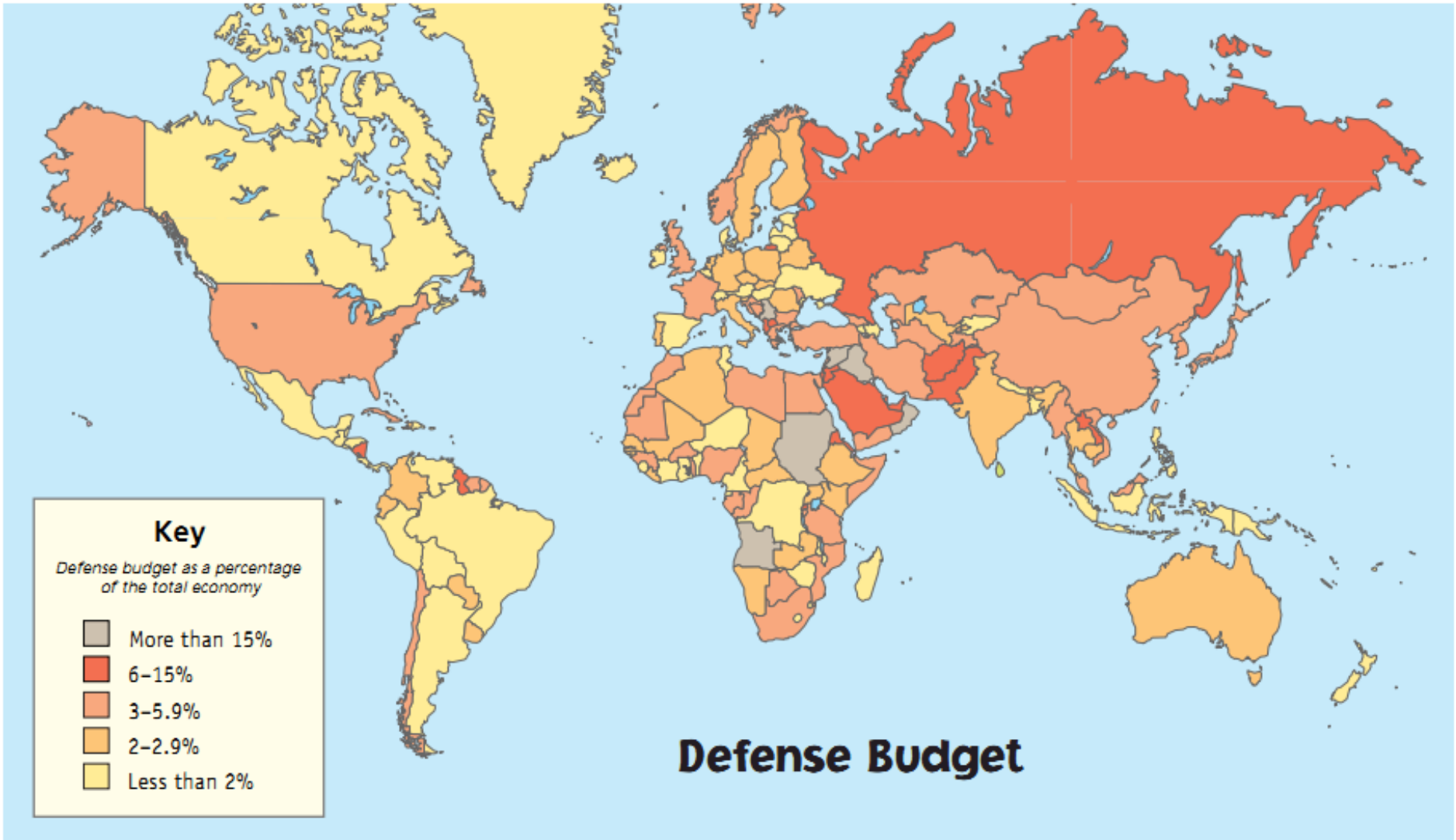


Q 21

Which brand have least sales in 20 and under?

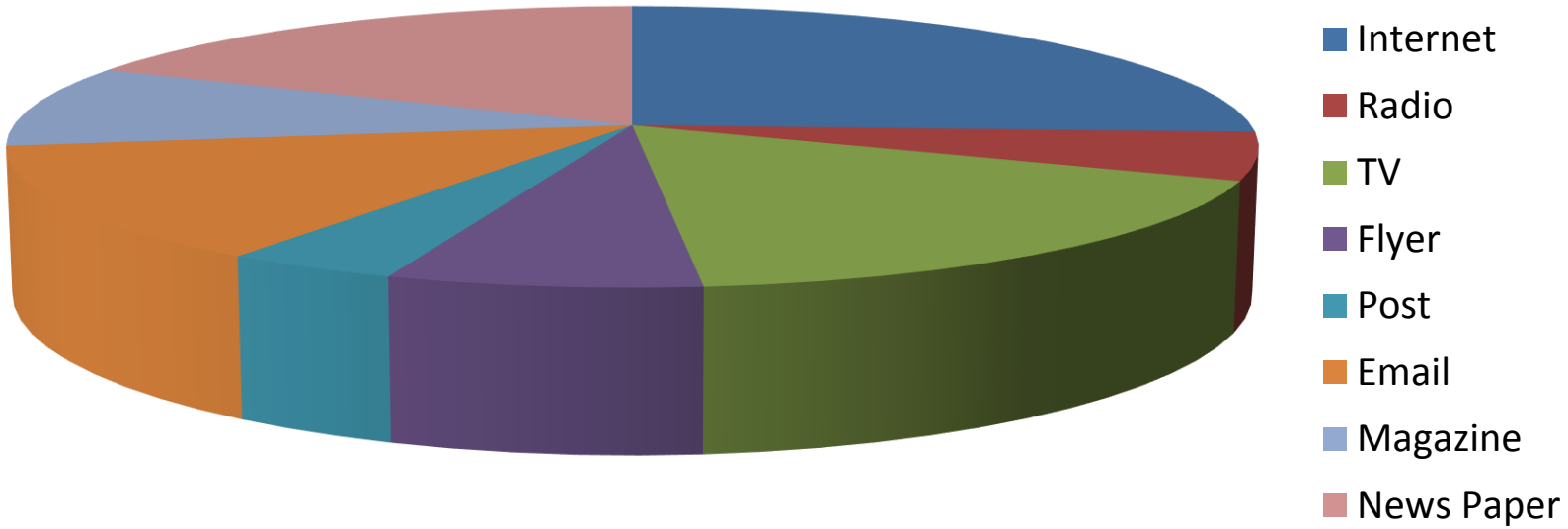


Q 22 Is Pakistan in Danger Zone?



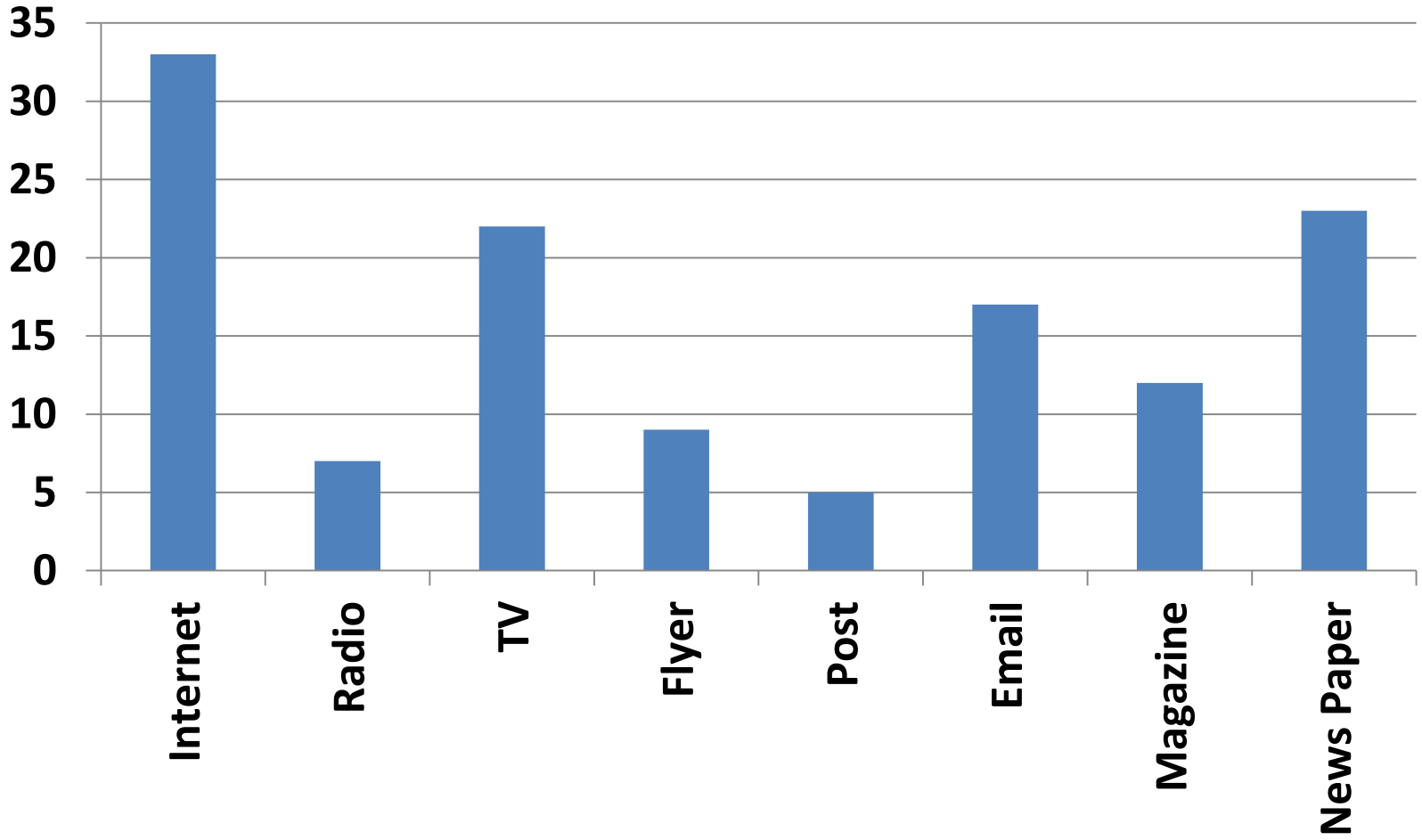
Q 29

Which media type is highest used in Pakistan?



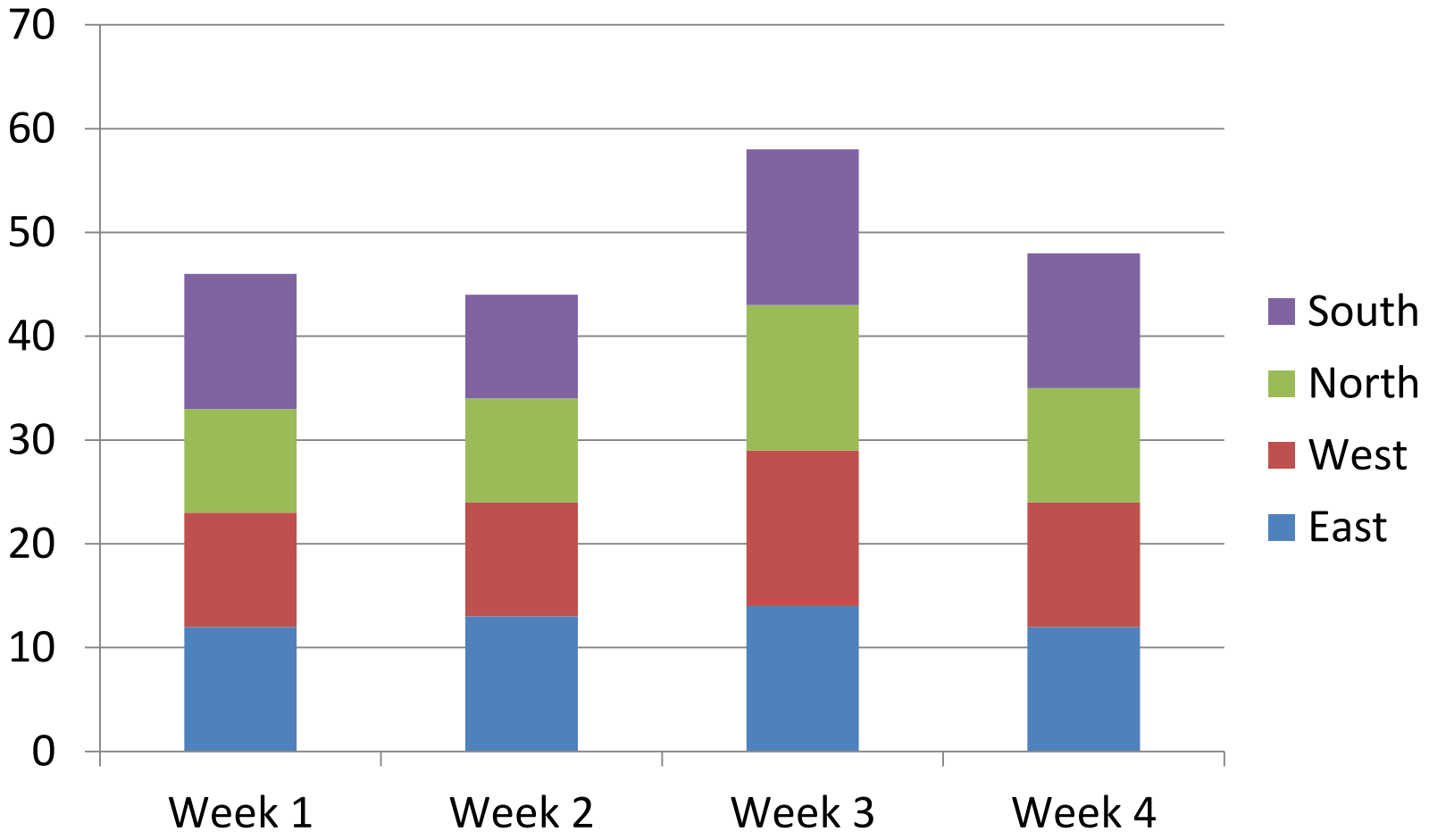
Q 23

Which media type is highest used in Pakistan?



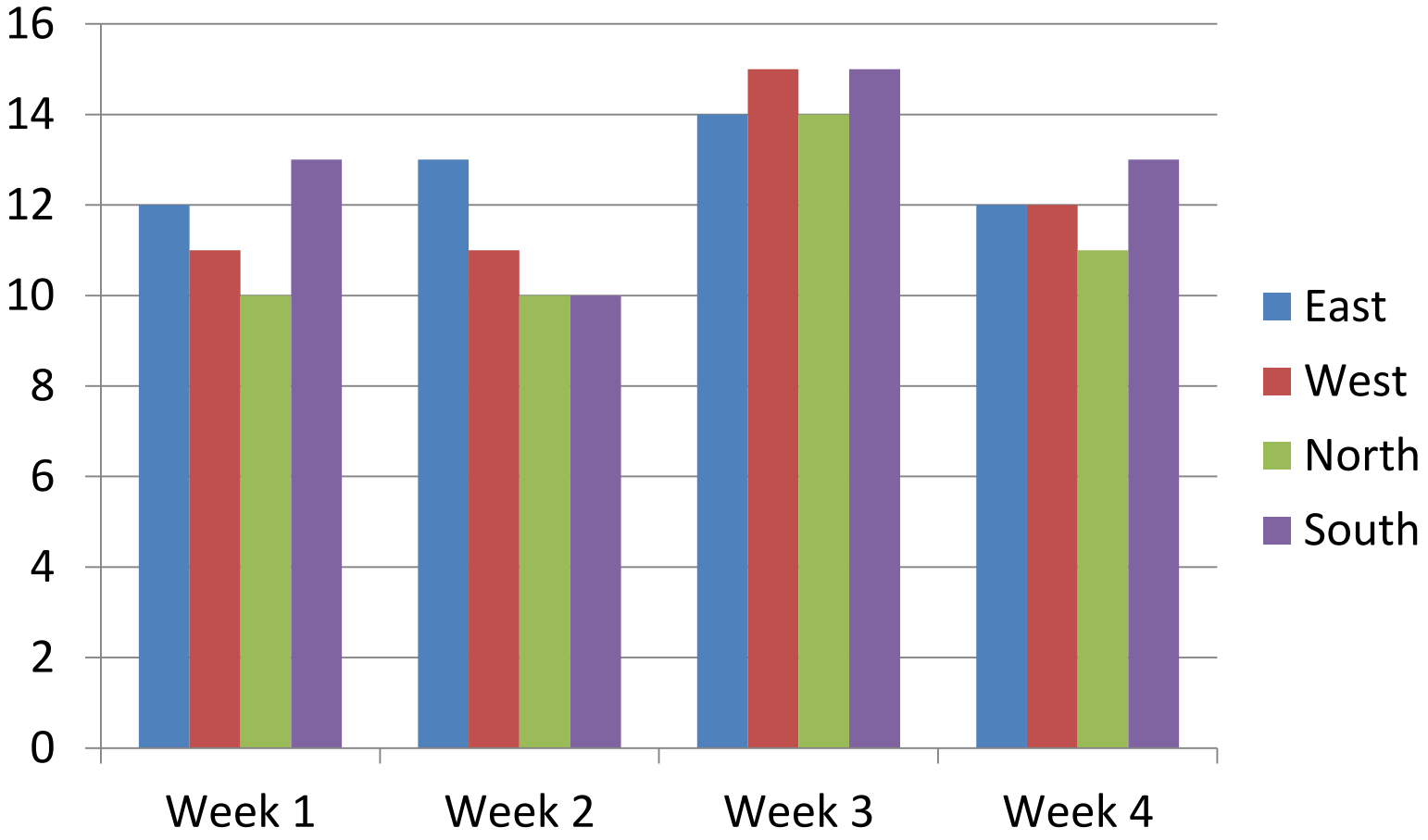
Q 24

Which 2 regions are best?



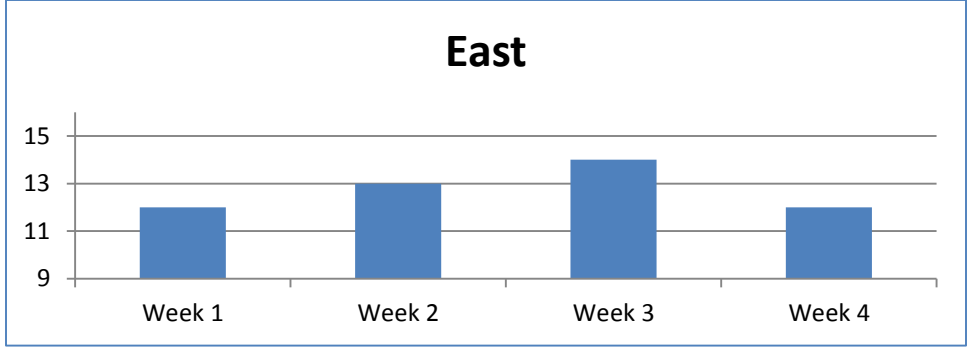
Q 25

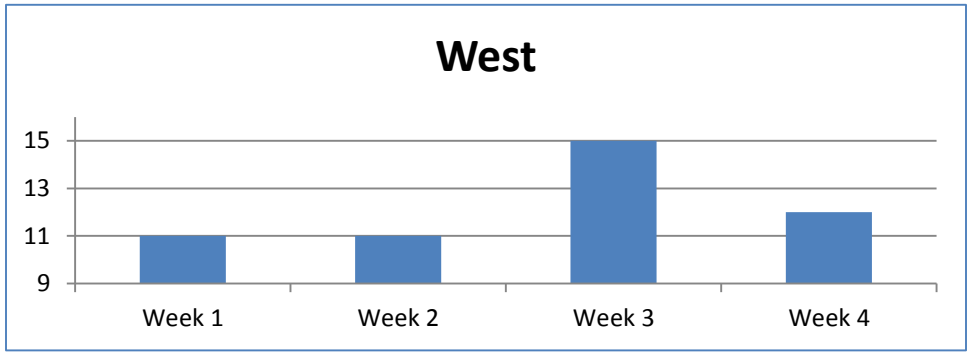
Which 2 regions are best?

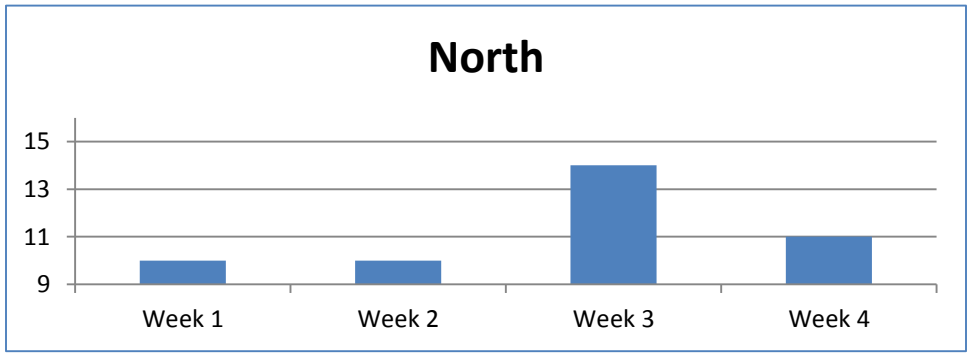


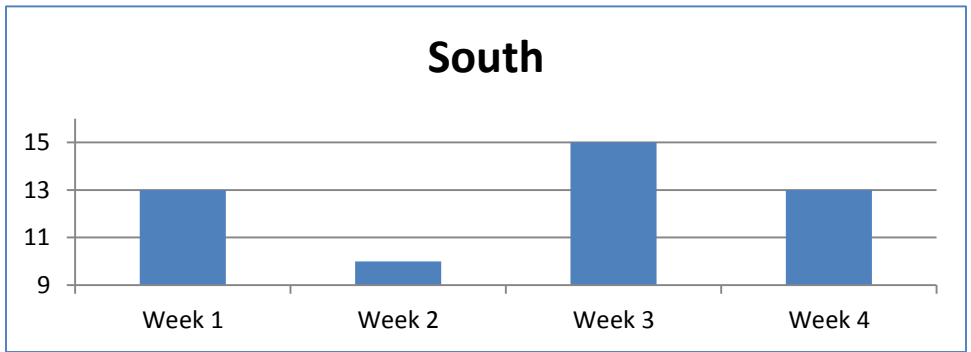
Q 26

Which 2 regions are best?



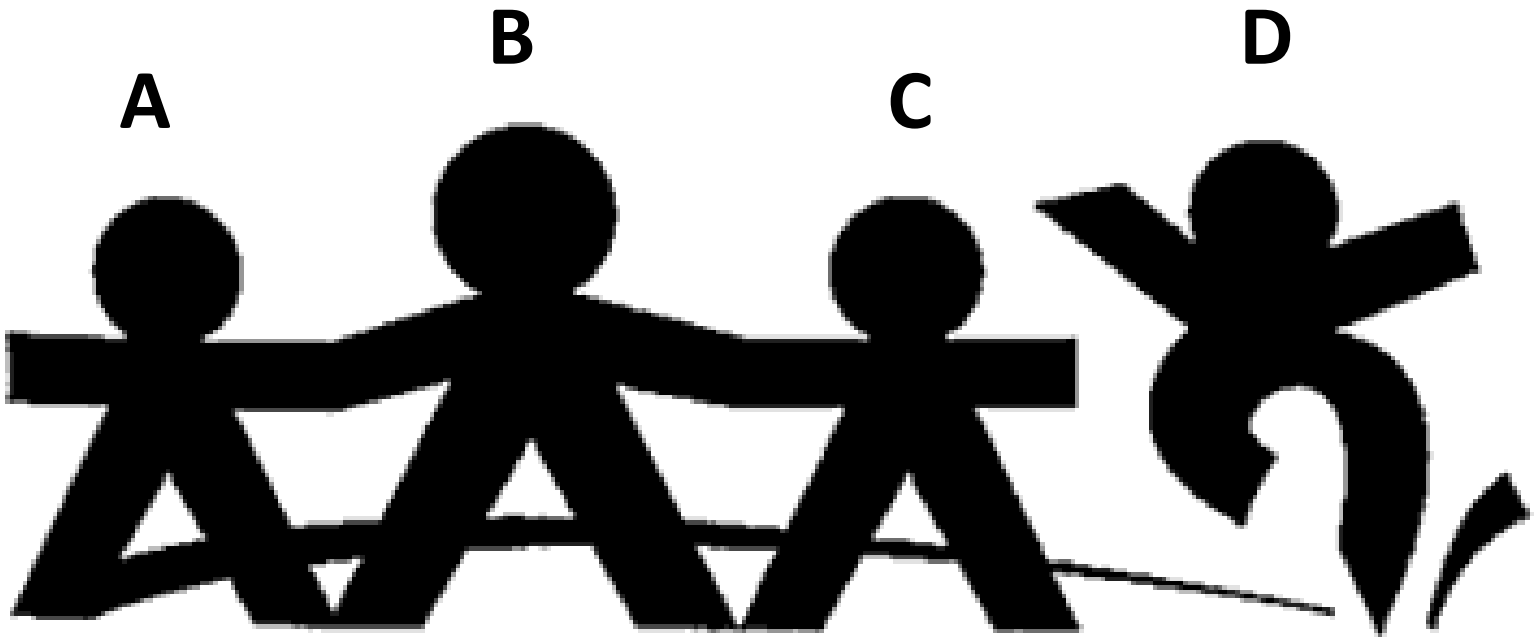






Q 27

Which one is different?



Thank you!



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