Facebook valuation suffers first-ever consecutive drop

Business

The third bar's height is more than double that of the second bar, yet the value it represents is not. There is definitely an inconsistency presented in the illustration of the valuation of the company.

Another part of the graph which is misleading is the way the horizontal axis is scaled. Although the bars are equally spaced, the dates that they represent have uneven intervals. The first bar represented the month of December, the second bar represented January but the next two bars represented two dates in March. One also noticed that the valuation for May 2011 was not included in the graph. Furthermore, the month of July showed three separate bars indicating valuations for three different days in the month. The author of the graph should be consistent as to the time interval that he wants to depict in his graph. Does he want it to be bi-monthly or monthly? Moreover, if he chooses to make the scale on a monthly basis, the figures shown should be the same date of every month. He can consider using the first day or the last day of the month. The consistency of the information presented is vital to prevent misleading the interpreters of the graph. This illustration confuses the readers because the trend that is shown is not reflective of the real picture of the company valuation since different time intervals are shown.