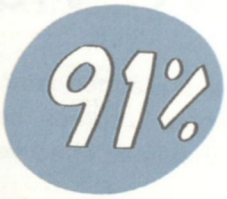
SWD BOOK CHAPTER 2

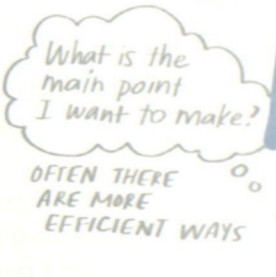
FIRST, LET'S RECAP
CHOOSING an EFFECTIVE VISUAL

SIMPLE TEXT

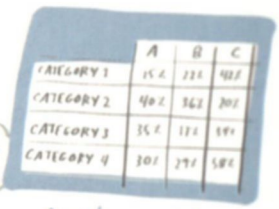


Just because you have numbers doesn't mean you need a graph!

TABLE



OFTEN THERE ARE MORE EFFICIENT WAYS



	A	B	C
CATEGORY 1	15%	22%	42%
CATEGORY 2	40%	36%	20%
CATEGORY 3	35%	17%	39%
CATEGORY 4	30%	29%	58%

Avoid using tables in live presentations because people stop listening & start reading

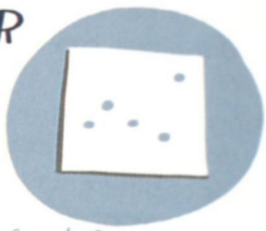
HEAT MAP

	A	B	C
CATEGORY 1	15%	22%	42%
CATEGORY 2	40%	36%	20%
CATEGORY 3	35%	17%	39%
CATEGORY 4	30%	29%	58%

EYES CAN EASILY PICK OUT BIG DIFFERENCES IN COLOR INTENSITY, but smaller ones don't stand out

Can work well when beginning to explore data and deciding where to dig further

SCATTER PLOT



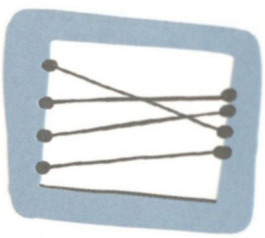
Good for encoding data simultaneously on two axes to identify what relationships exist

LINE

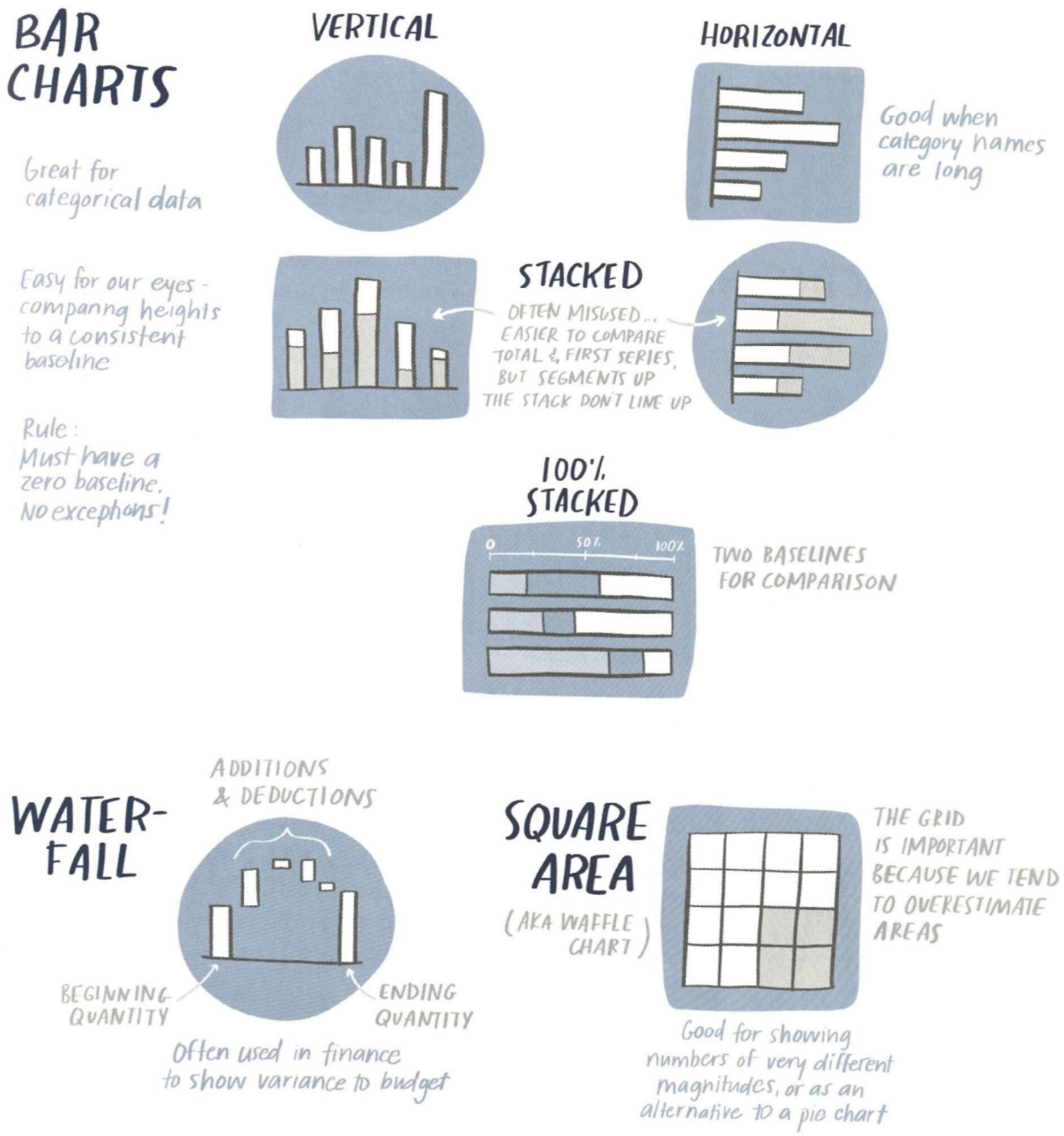
RULE: The lines that connect the dots have to make sense! Most effective with continuous data, often time

SLOPE GRAPH

↑ A FANCY WORD FOR A LINE GRAPH WITH ONLY 2 POINTS



Useful to focus on change between two points in time or difference between groups


BAR CHARTS
VERTICAL
HORIZONTAL
Great for categorical data
Good when category names are long
Easy for our eyes - comparing heights to a consistent baseline
STACKED
OFTEN MISUSED... EASIER TO COMPARE TOTAL & FIRST SERIES, BUT SEGMENTS UP THE STACK DON'T LINE UP
Rule: Must have a zero baseline. No exceptions!
100% STACKED
0
50%
100%
TWO BASELINES FOR COMPARISON
WATER-FALL
ADDITIONS & DEDUCTIONS
BEGINNING QUANTITY
ENDING QUANTITY
Often used in finance to show variance to budget
SQUARE AREA
(AKA WAFFLE CHART)
THE GRID IS IMPORTANT BECAUSE WE TEND TO OVERESTIMATE AREAS
Good for showing numbers of very different magnitudes, or as an alternative to a pie chart