

Scope

*"You should have stayed with the soup question.
The object of a question is to obtain information
that matters only to us"*

-- Sean Connery in Finding Forrester (movie)

Scope

- Making plots is effectively providing an answer to an implicit question
- You get to pick the way to express the answer
- Ensure the answer doesn't leave the viewer with uncertainty as to
what it's answering or the **completeness of the answer**
- A good plot should invoke and inspire new questions

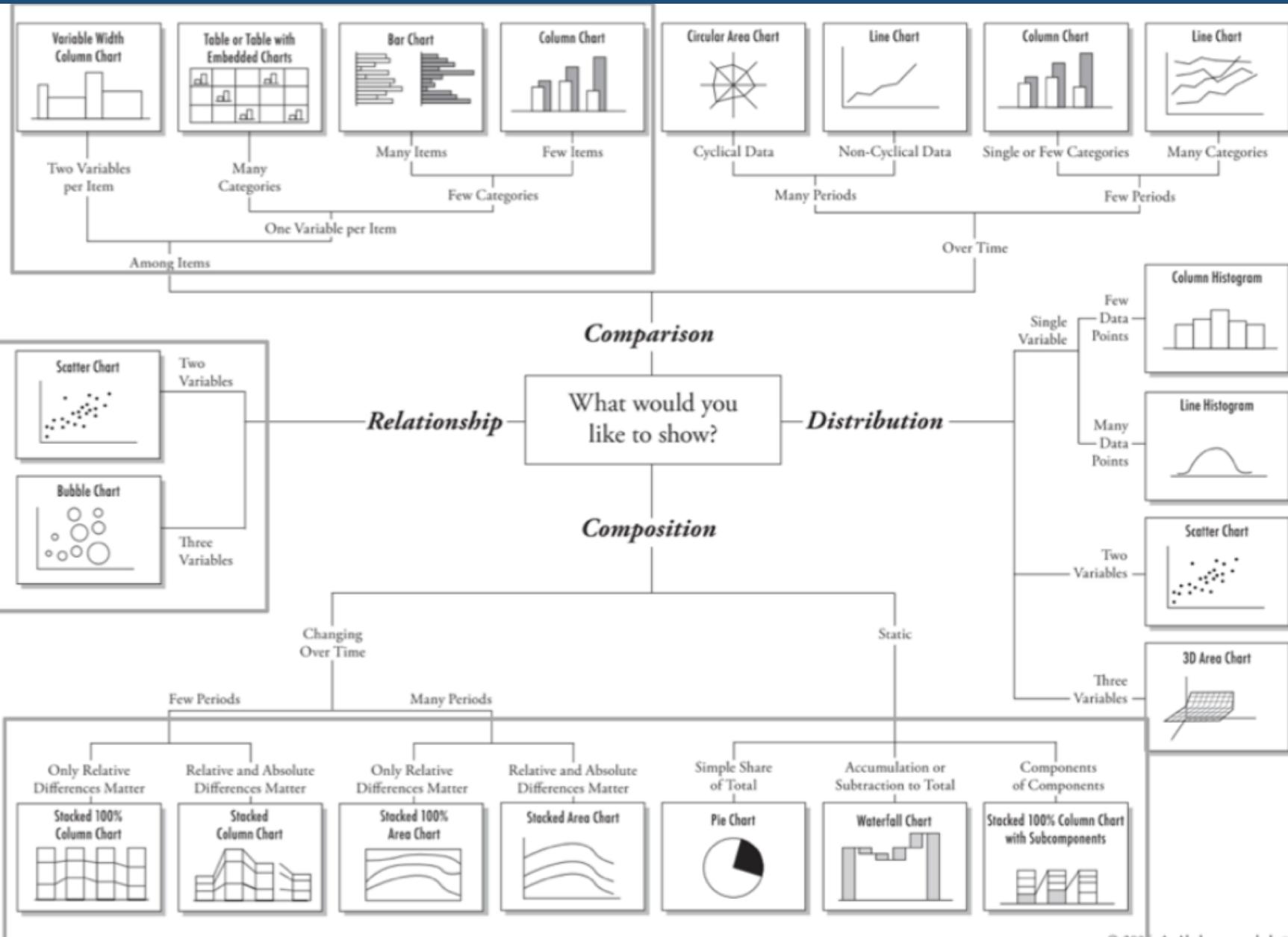
Agenda

- EDA Refresher
- Effective Visualization
 - Graphical Integrity
 - Scope
 - Displays
 - Sensible Design
- Communication
 - Motivation
 - Key Considerations

Agenda

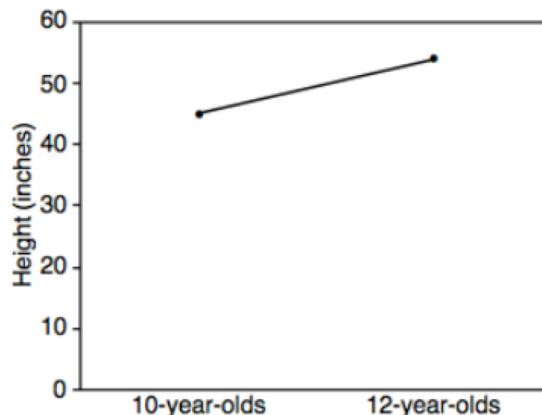
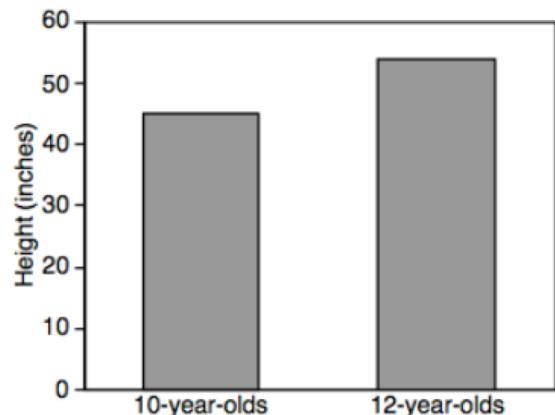
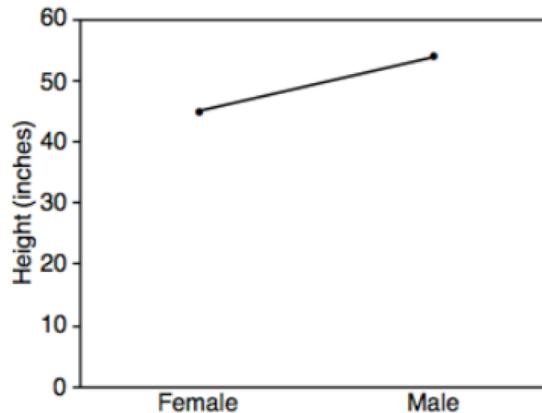
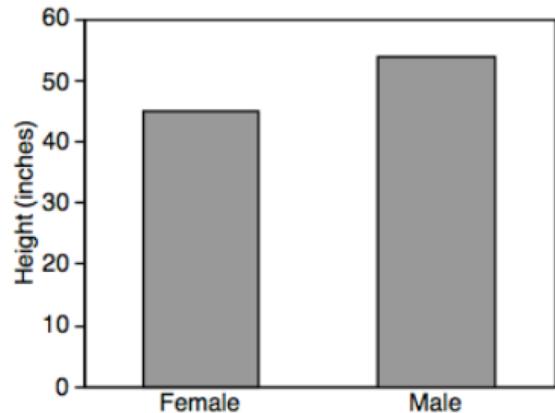
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Displays

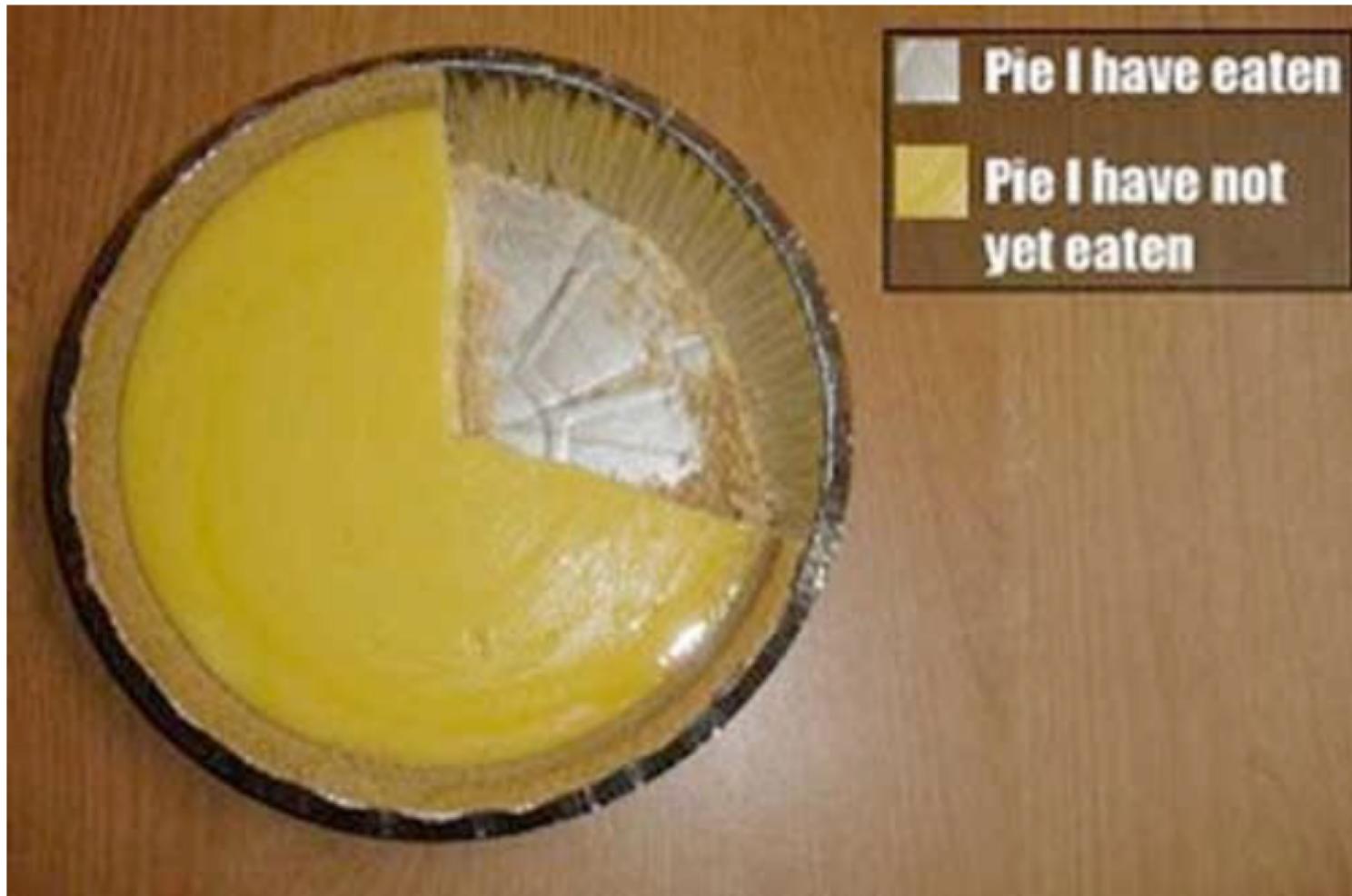


Displays: comparisons

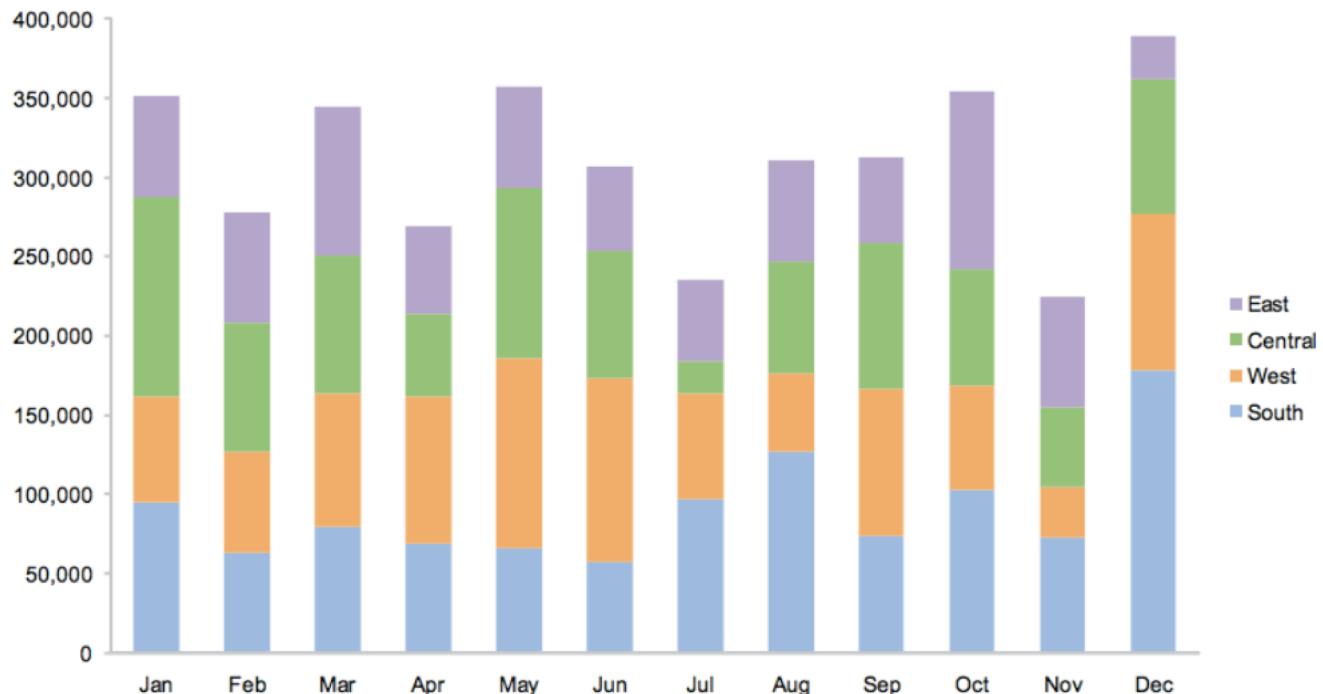
Bars vs. Lines



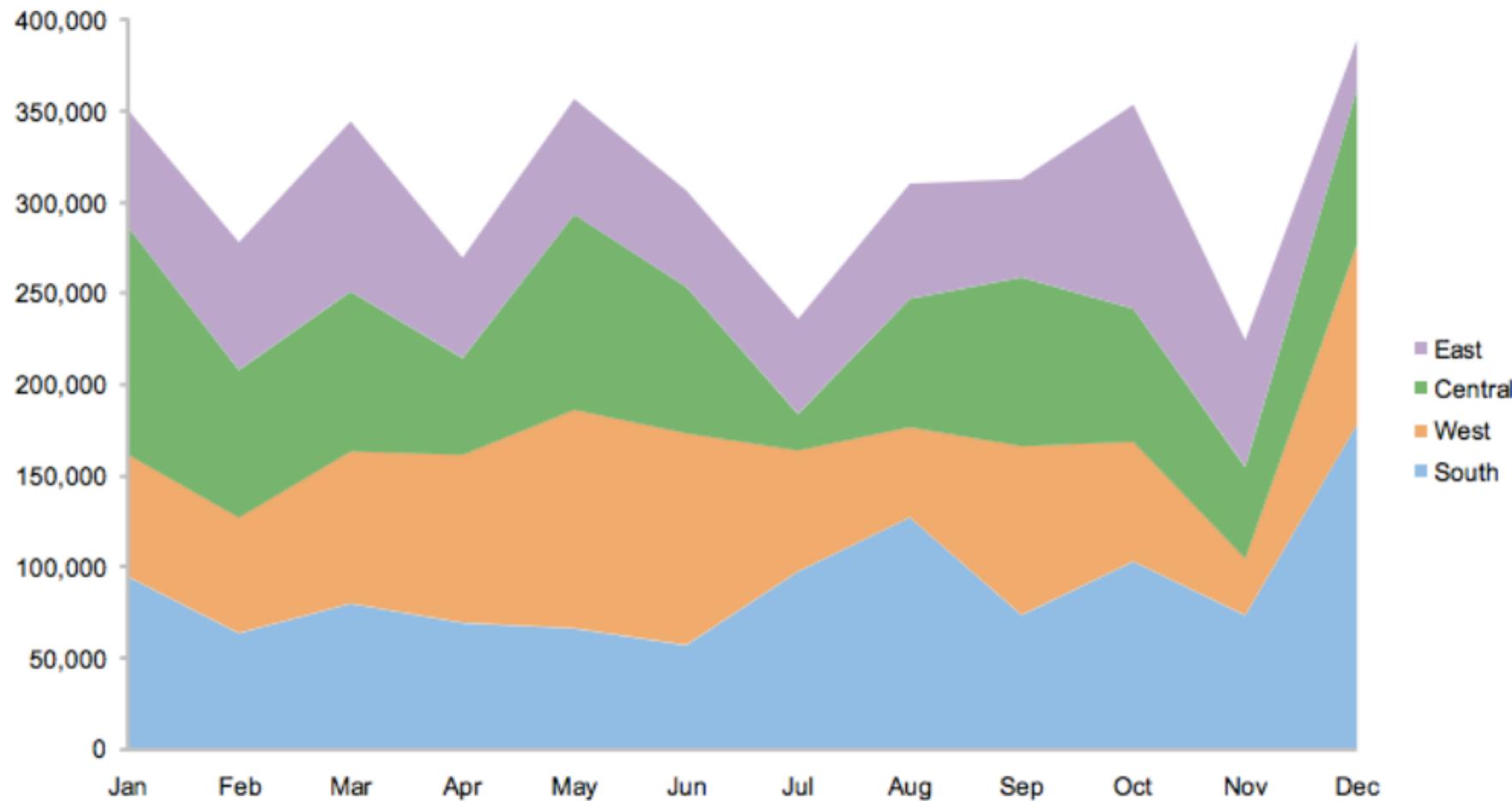
Displays: proportions



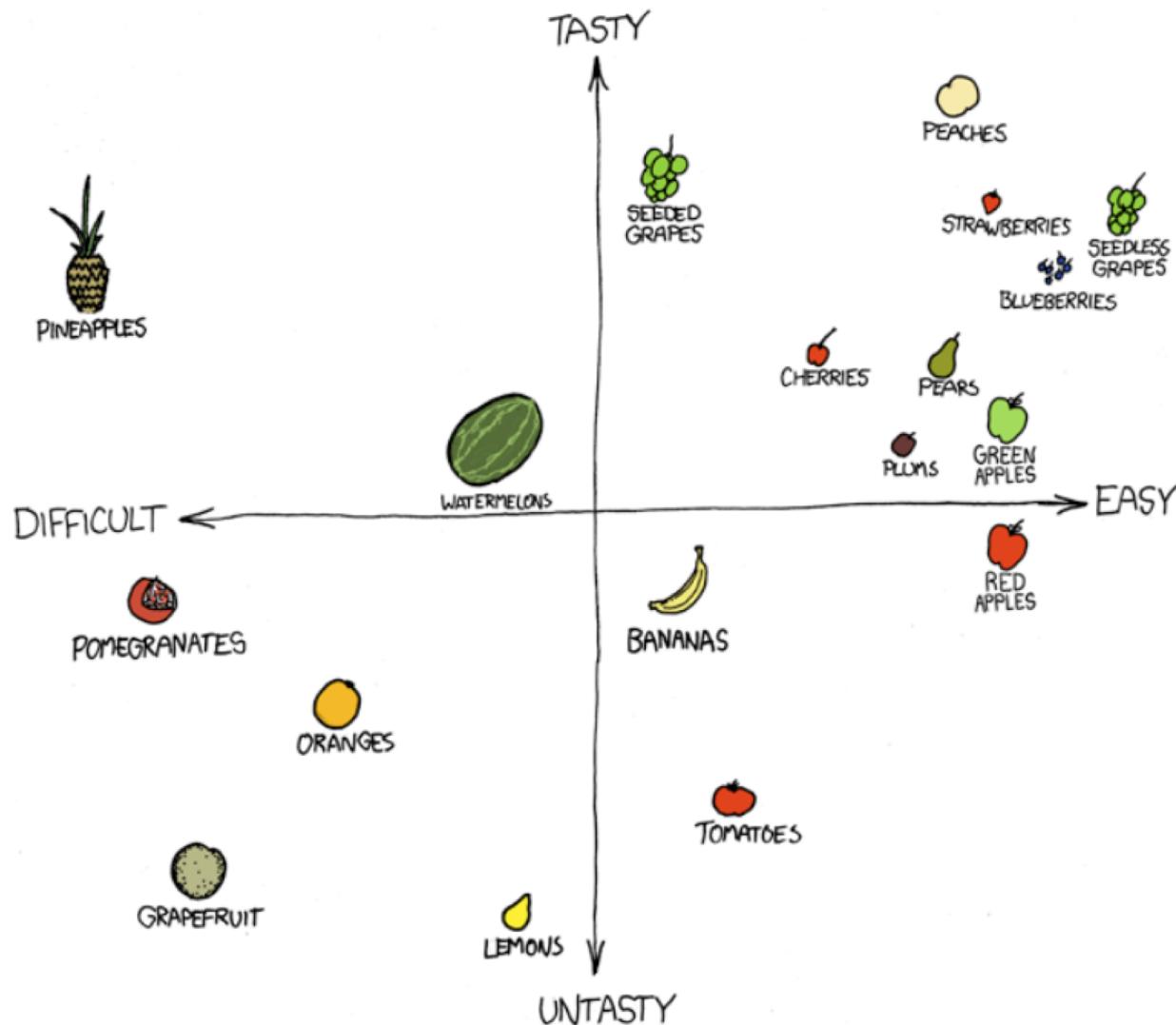
Displays: proportions



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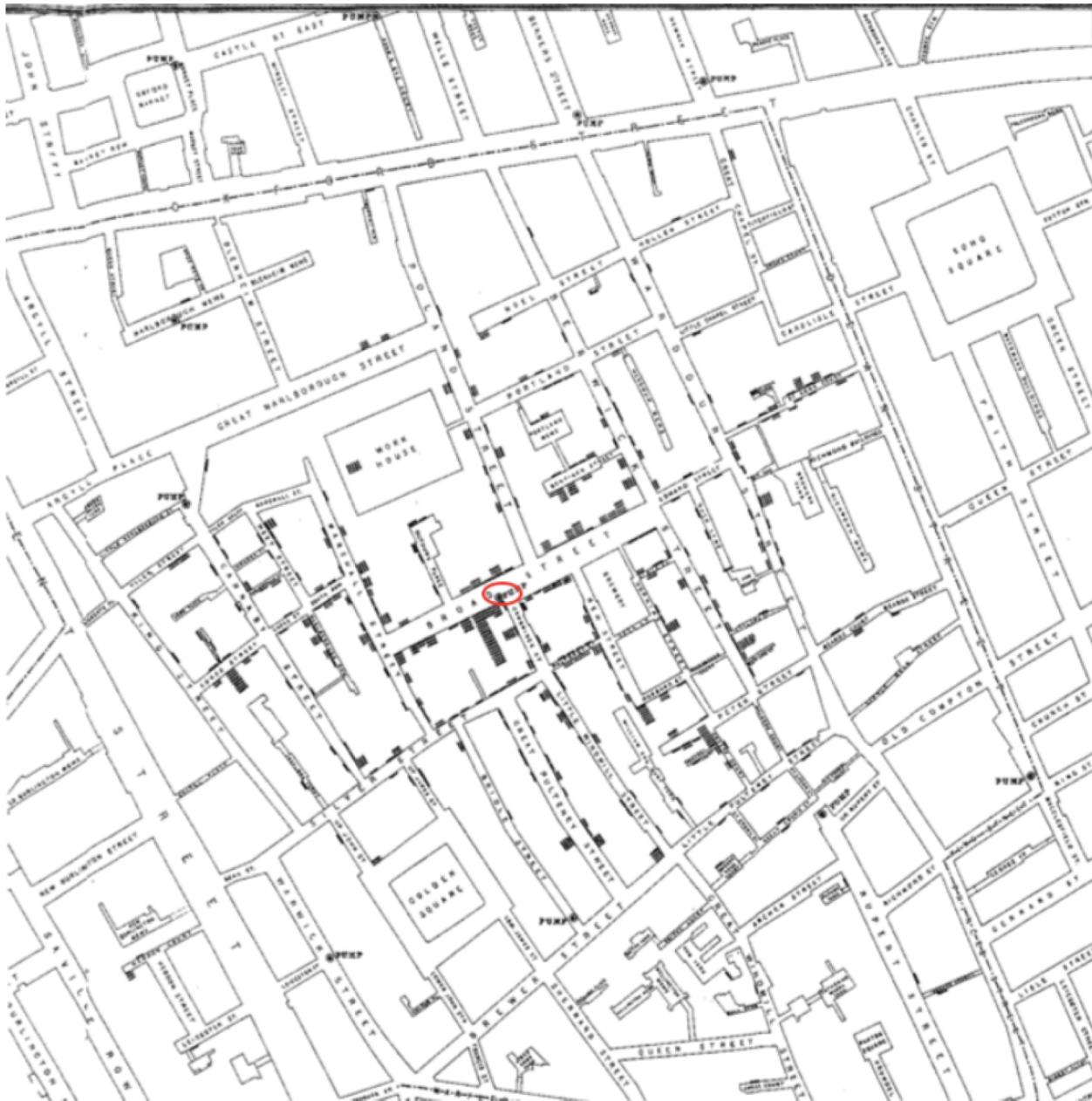
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<http://xkcd.com/388/>



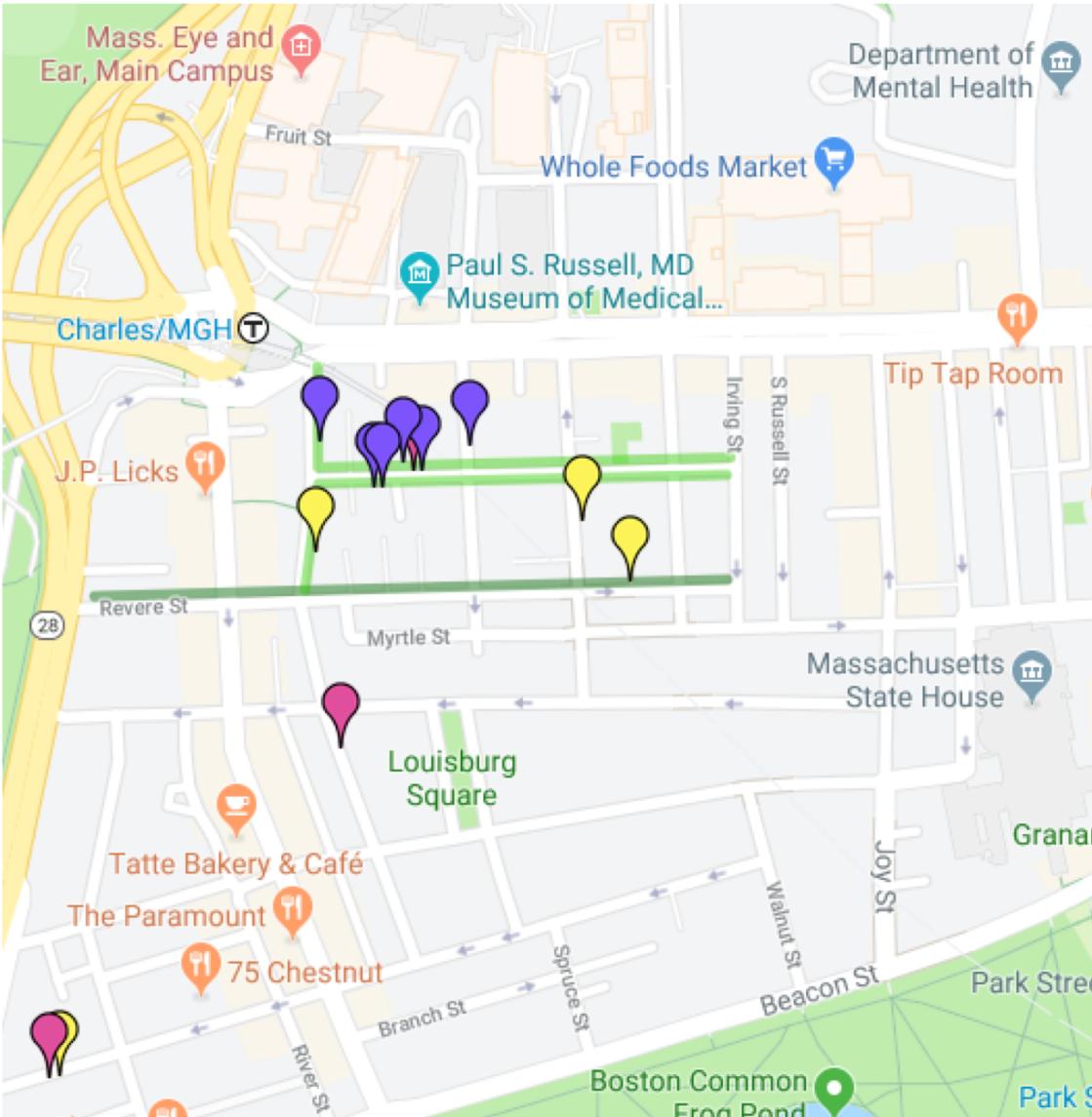
Displays: proportions



London Cholera Epidemic

-- Edward Tufte,
Visual and Statistical Thinking

Displays: proportions



Displays: trends

