

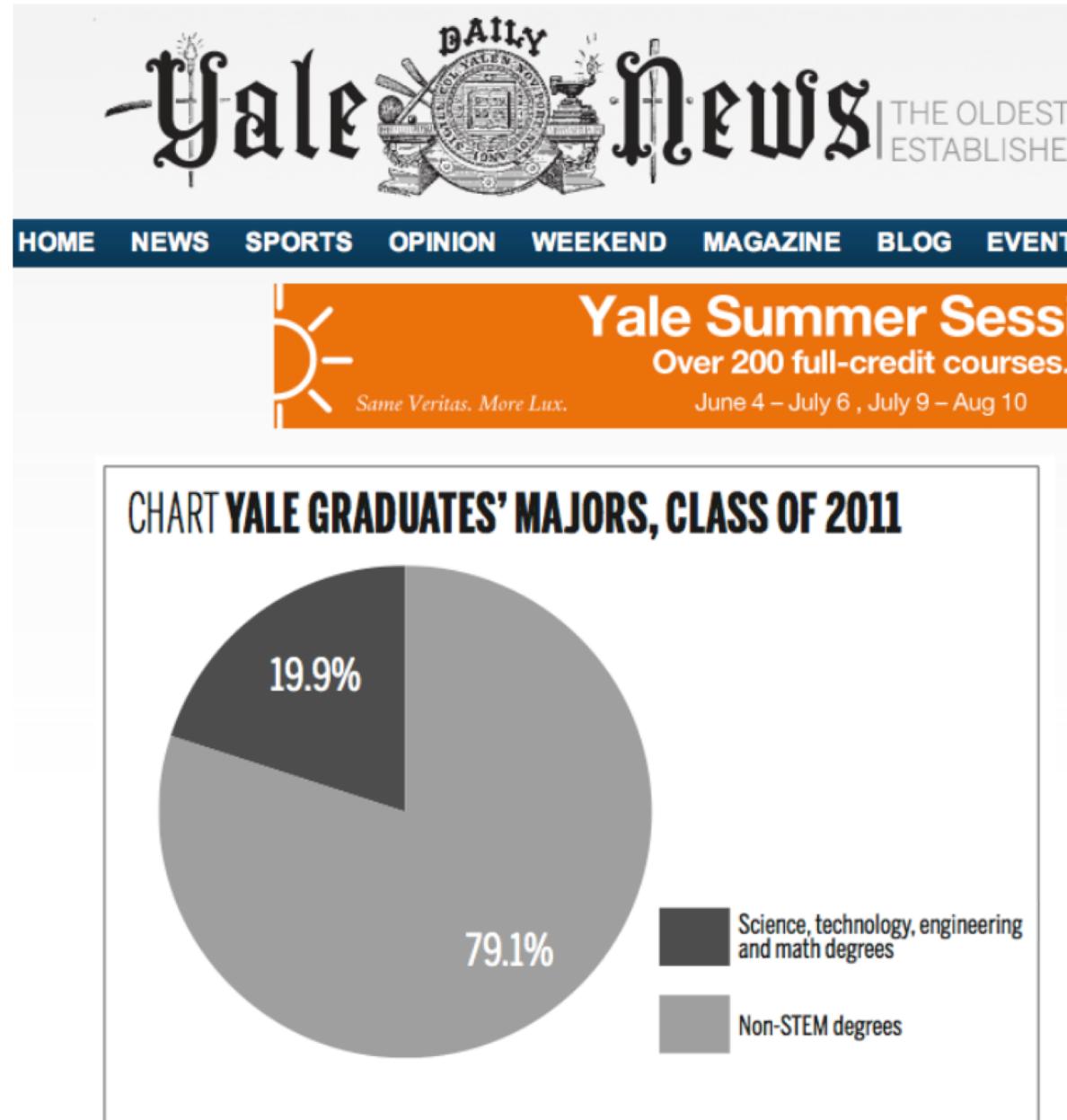
# Agenda

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

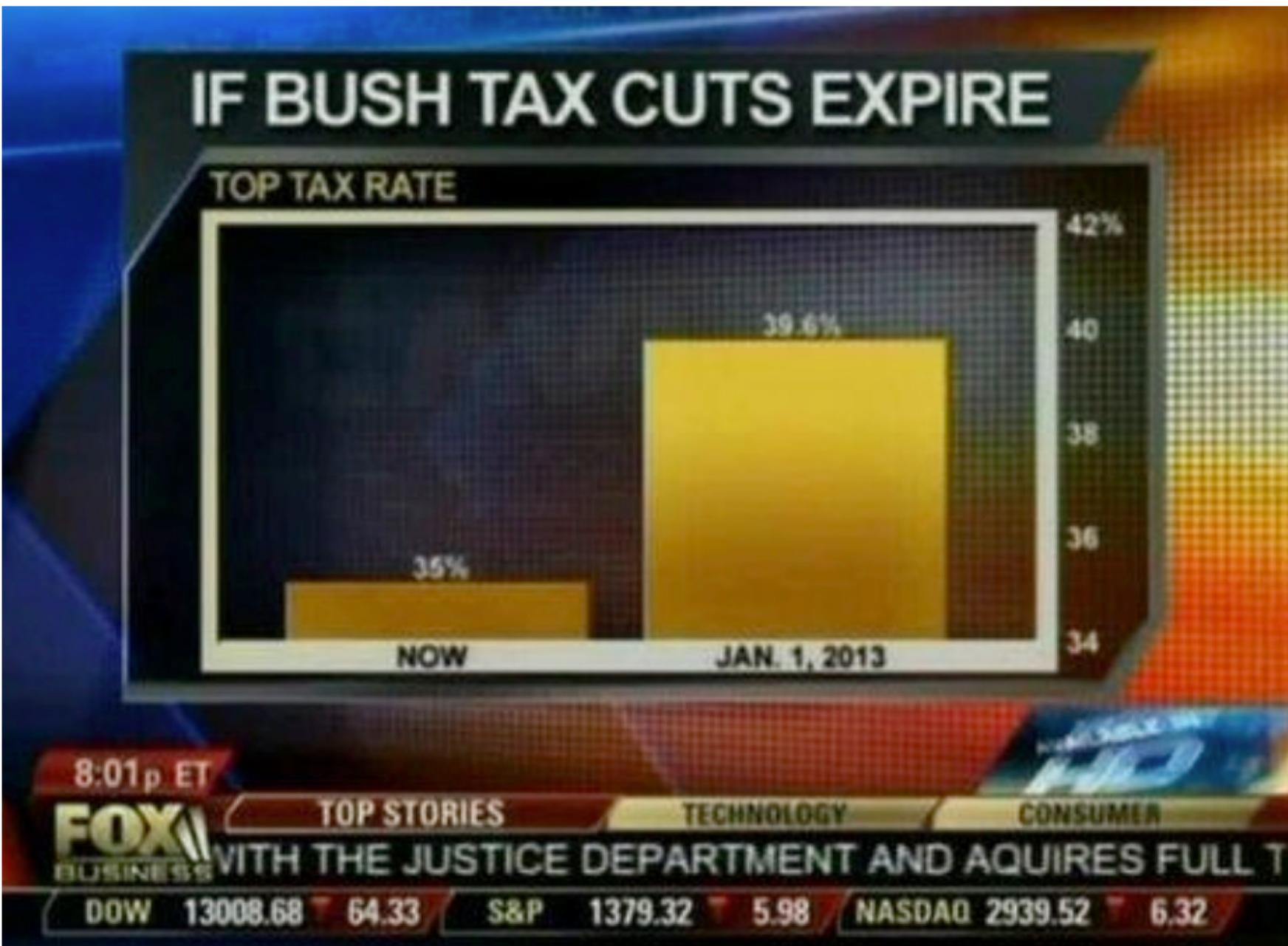
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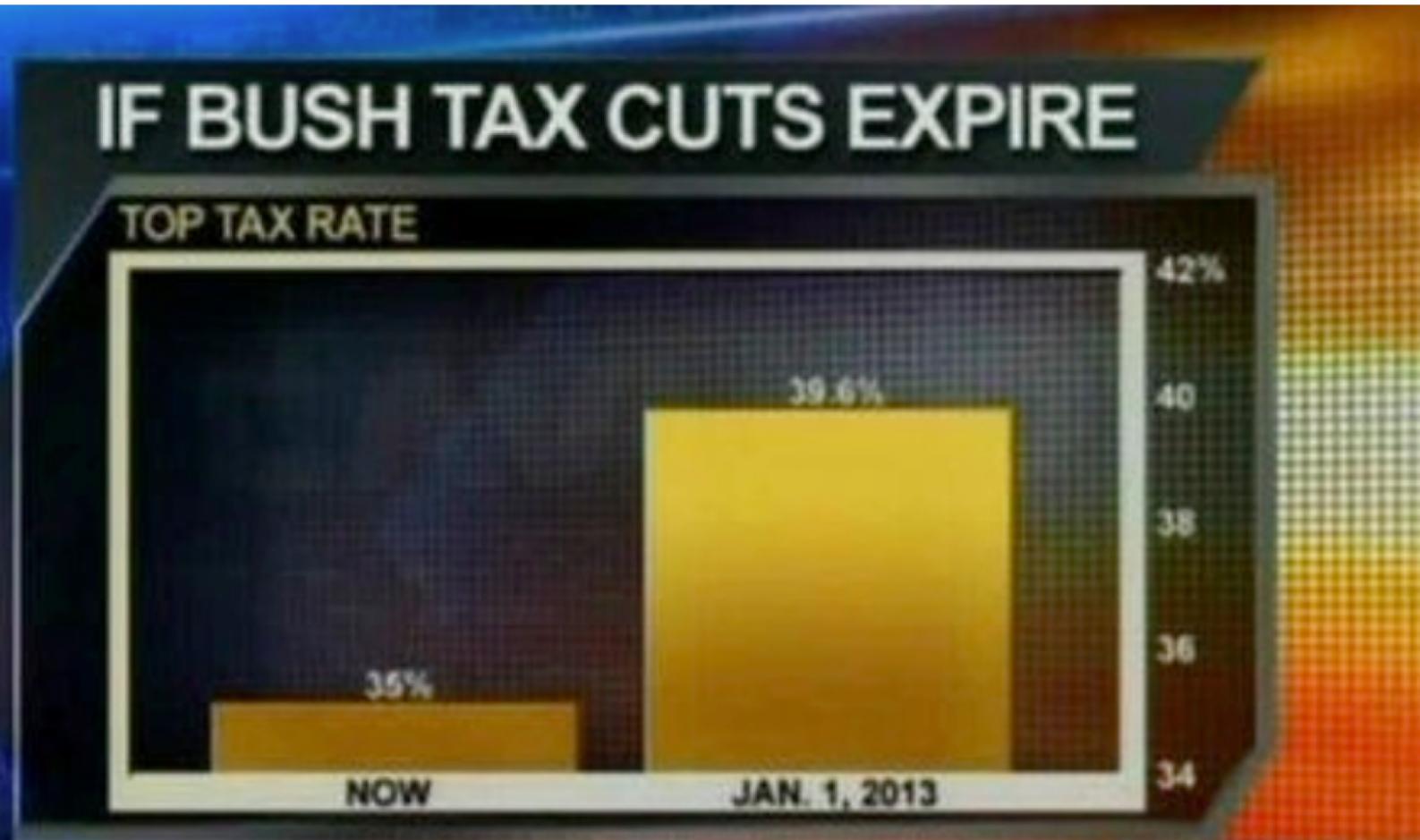
# Graphical Integrity: What's wrong?



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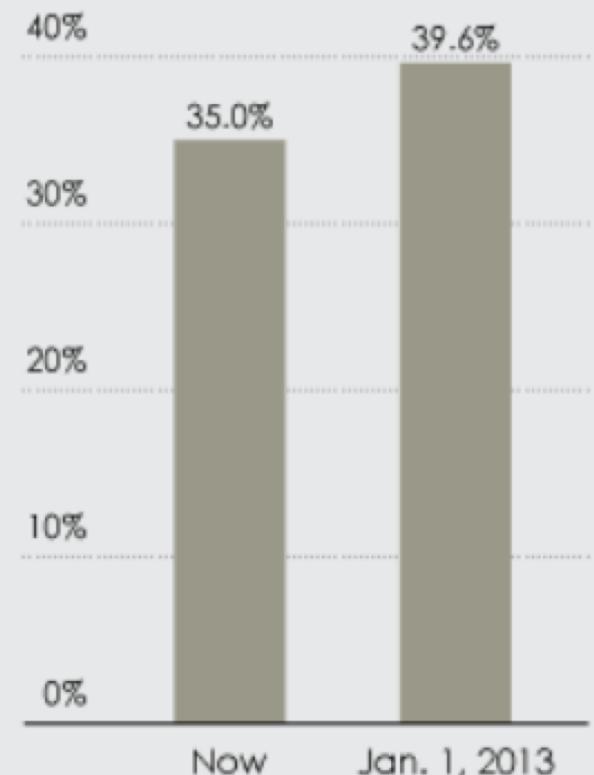


# Graphical Integrity: What's wrong? Real Story



If Bush tax cuts expire...

Top tax rate



8:01 p ET

**FOX**  
BUSINESS

TOP STORIES

TECHNOLOGY

CONSUMER

WITH THE JUSTICE DEPARTMENT AND ACQUIRES FULL T

DOW 13008.68 ▲ 64.33

S&P 1379.32 ▲ 5.98

NASDAQ 2939.52 ▲ 6.32