

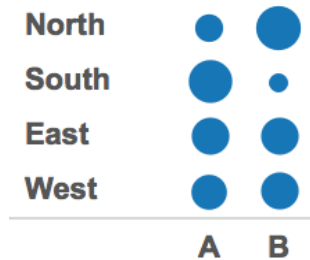
More
Powerful

Organizing dimensions for comparison

Less
Powerful

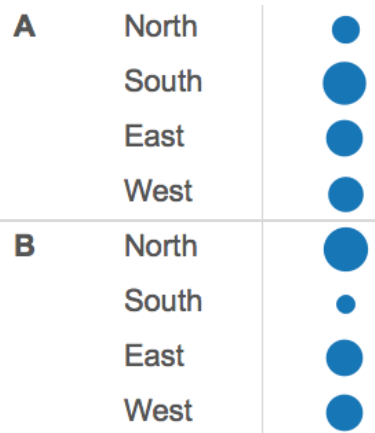
Position V+H

Focusing on **Both** A+B!



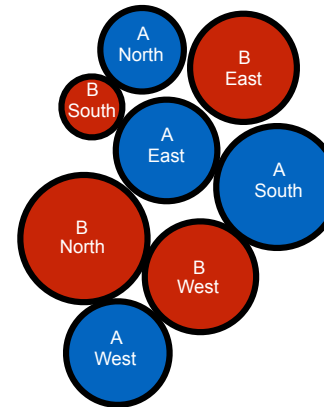
Position V or H

Focusing within A,B



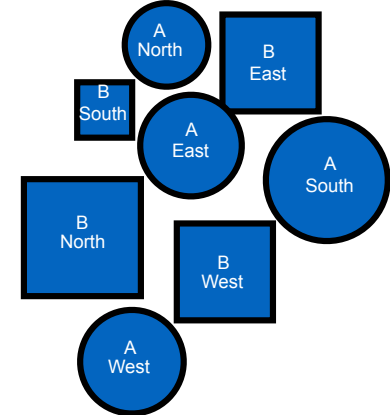
Hue

Focusing within A,B



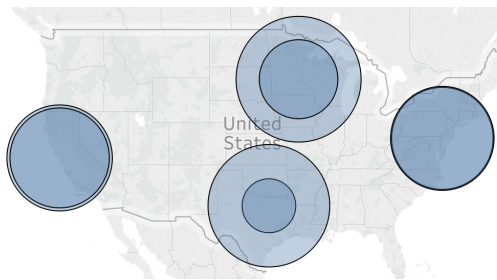
Shape

Focusing within A,B

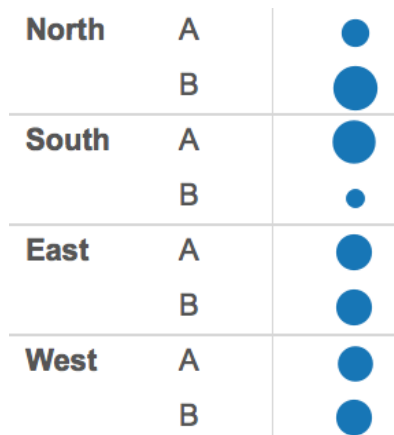


Maps are Position V+H

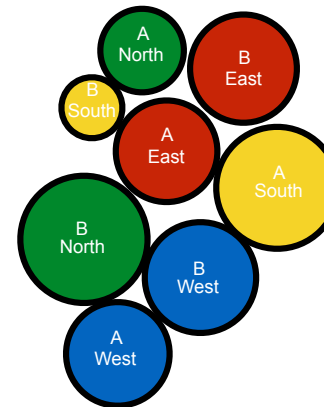
For focusing within nearby regions



Focusing within N,S,E,W

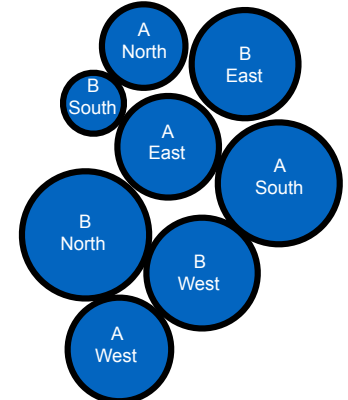


Focusing within N,S,E,W



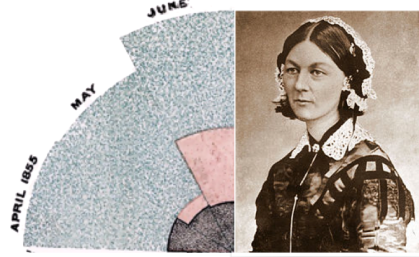
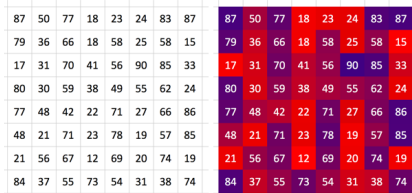
Just labels

Focuses on nothing



Note: This slide skips connection, intersection

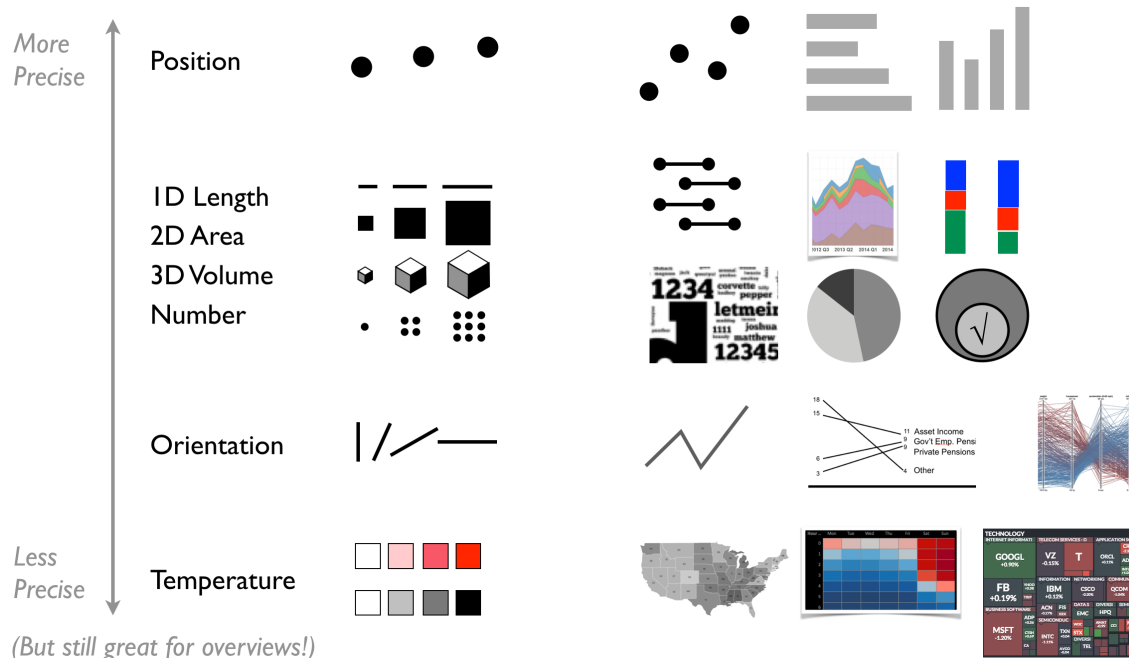




Verbal only	Verbal + Graph
68%	97%

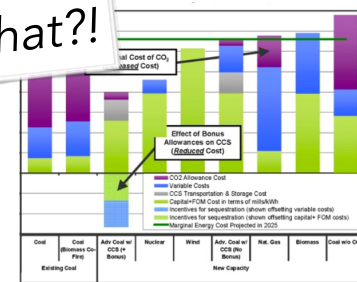
Visualizations are *persuasive*

Measurement depictions vary in *precision*

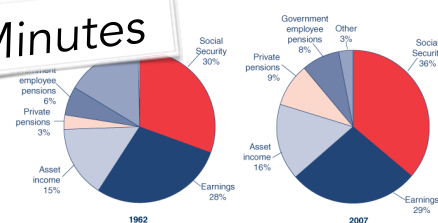


Technique matters

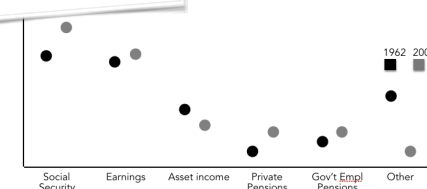
What?!



Minutes



Seconds

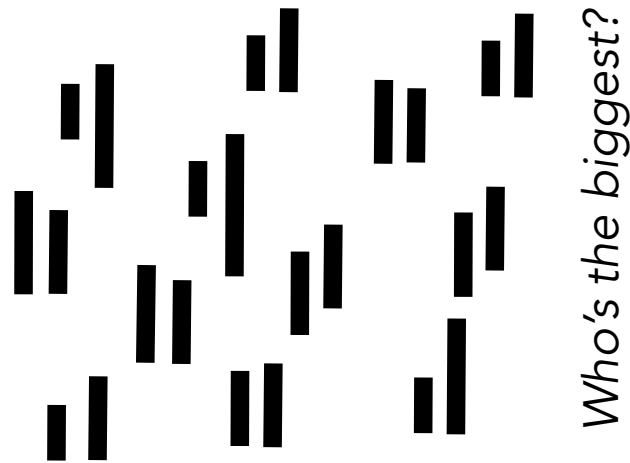


Milliseconds

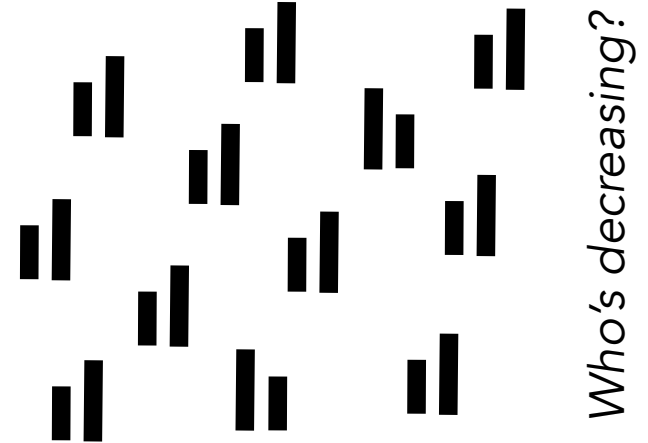


Show your data

Seeing distributions is easy

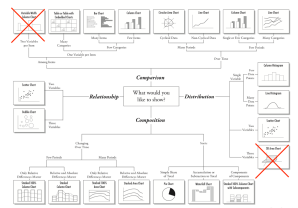


Comparisons are expensive

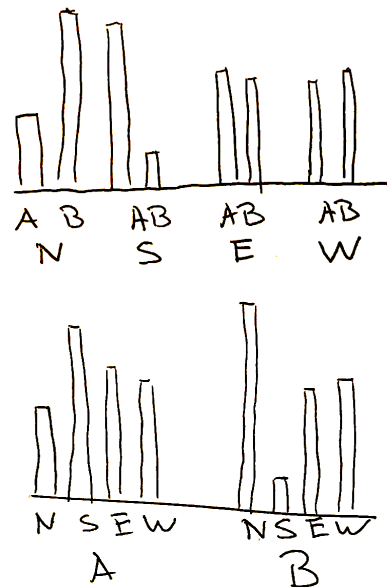


So organize for comparison

1D: BarLinePie
 2D+: What Would Hans Do?
 Maps: (only) Geography
 Treemaps: Just don't



extremerepresentation.
 typepad.com/files/
 choosing-a-good-
 chart-09.pdf

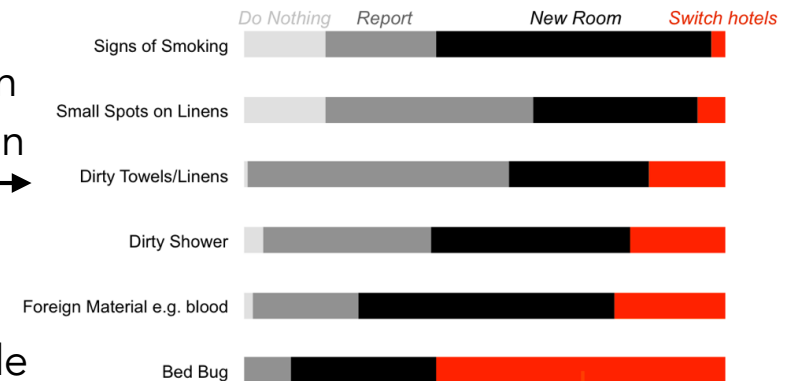


And guide the viewer

Bedbugs are the #1 cause of **lost** guests

Clean
 design
 →

Guide
 Attention
 →



60% of those surveyed said they would
 switch to a new hotel after finding a bedbug
 - and would not return to that chain



Sales by region

	A	B
North	15%	39%
South	35%	8%
East	26%	25%
West	24%	28%

Sketch as many as you can in 5 minutes
Vary viz type + data order

What **sentence** appears in your head for each?
Pick two examples with different sentences

Chart Suggestions—A Thought-Starter

