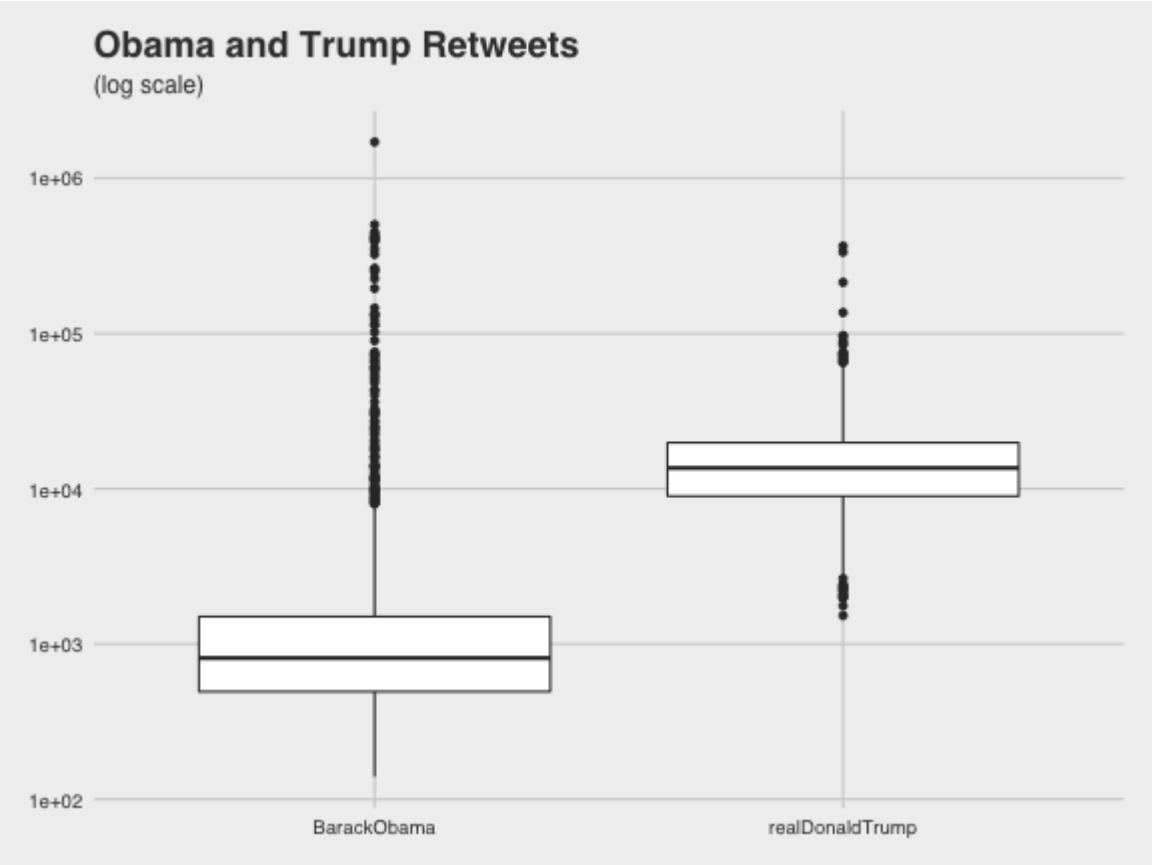
Data Visualization in Practice

Fine-tuning graphics



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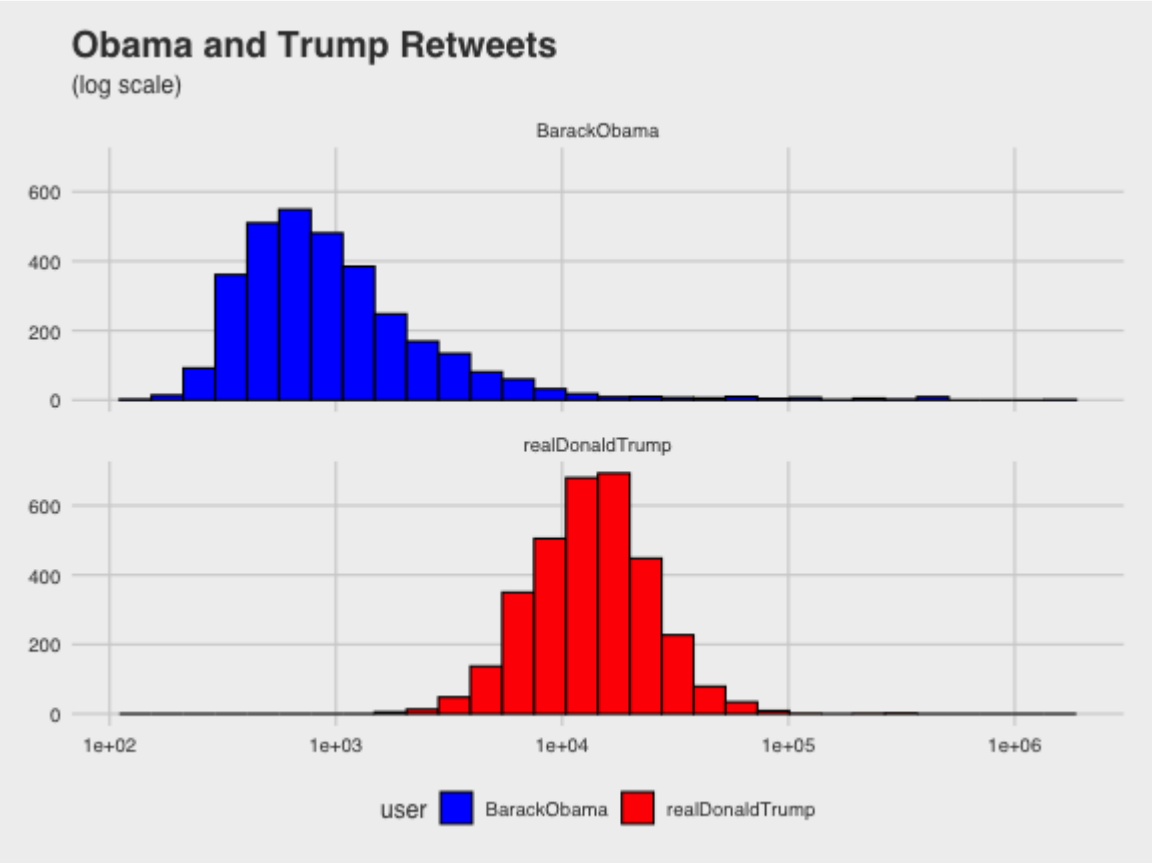


Lessons in Practical Data Viz

1. Compare multiple `geoms` to see which one captures best the structure you're looking to emphasize.

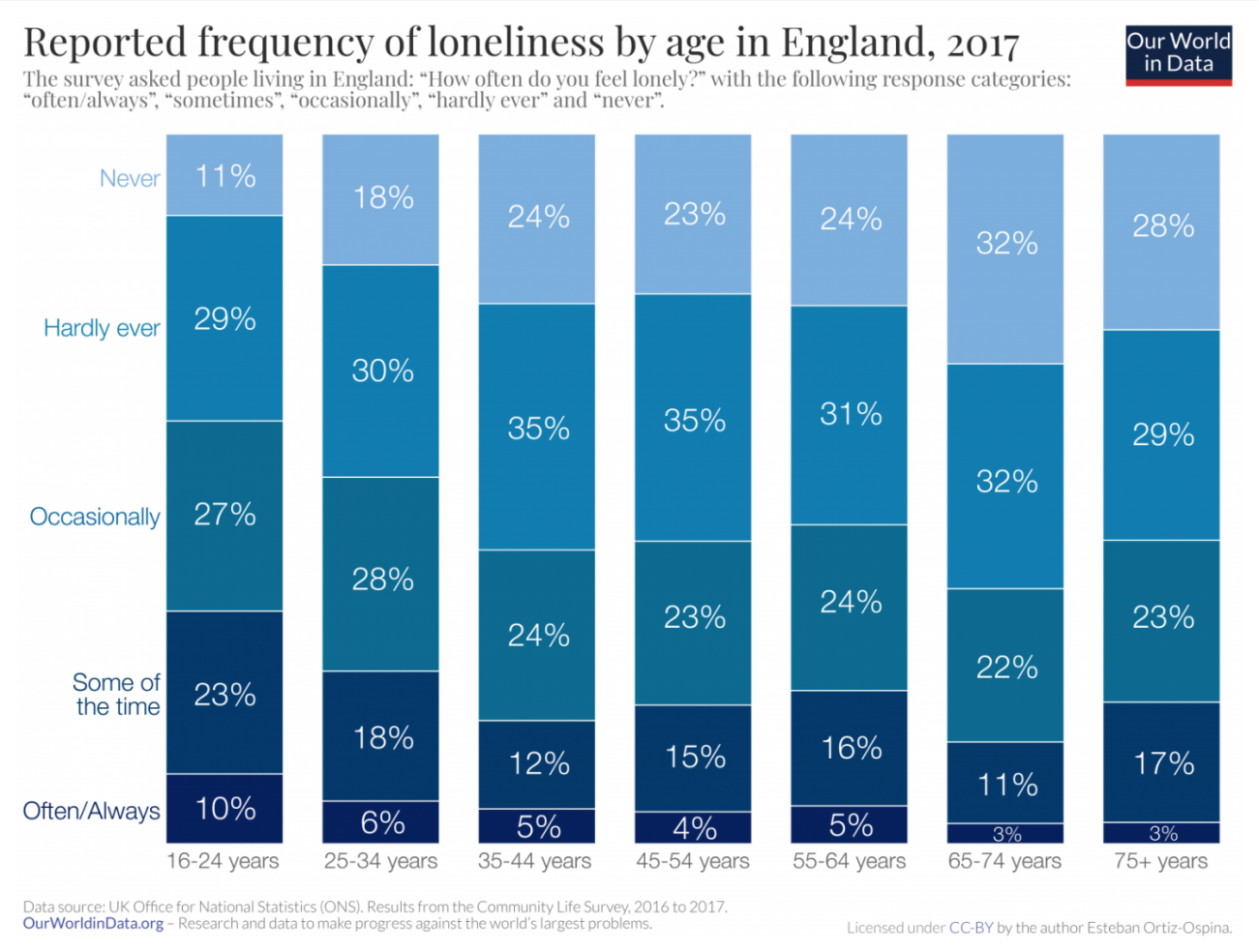
2. Add clear/informative axis labels (or titles).

3. Think carefully about your scales (log-transform, palettes)

4. Don't be constrained by your code - ask for help!

Your turn

Sketch the data frame and code that would create:



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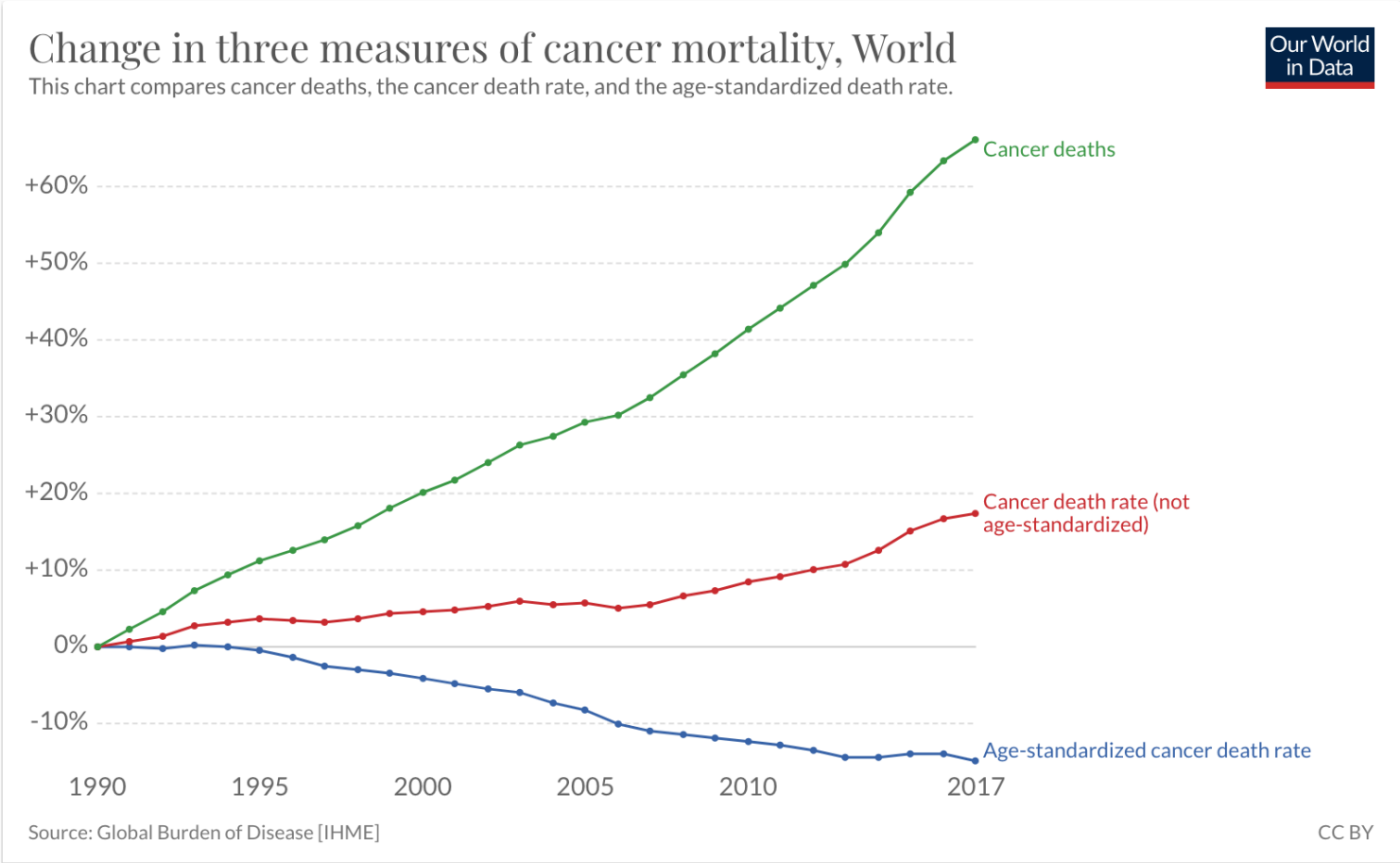
5. Be sure you understand - and faithfully convey - the unit of obs.

6. Use the taxonomy of data to guide your viz.

Which line is the most meaningful?



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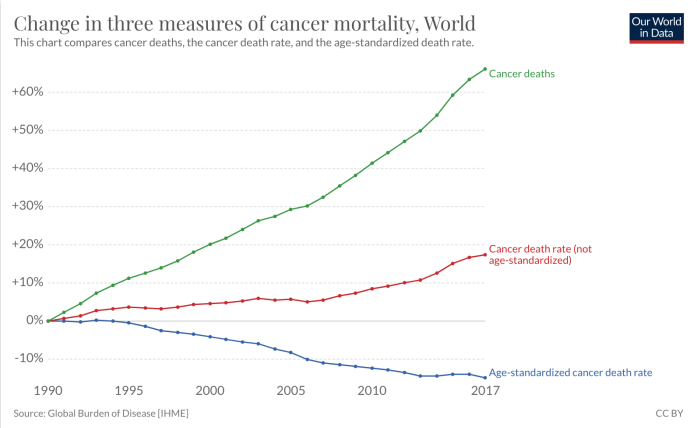

Cancer Deaths: sheer number of people that have died each year of cancer worldwide relative to the number in 1990.

Cancer Death Rate: number of people that die of cancer in a year divided by global population.

Age-standardized Death Rate: adjusts the death rate to account for changes in the age-demongraphics.

Trump's Boom

Donald Trump

stated on February 4, 2020:

> **"Years of economic decay are over" because Trump "reversed the failed economic policies of the previous administration."**

ECONOMY | JOBS | DONALD TRUMP

Trump's Boom

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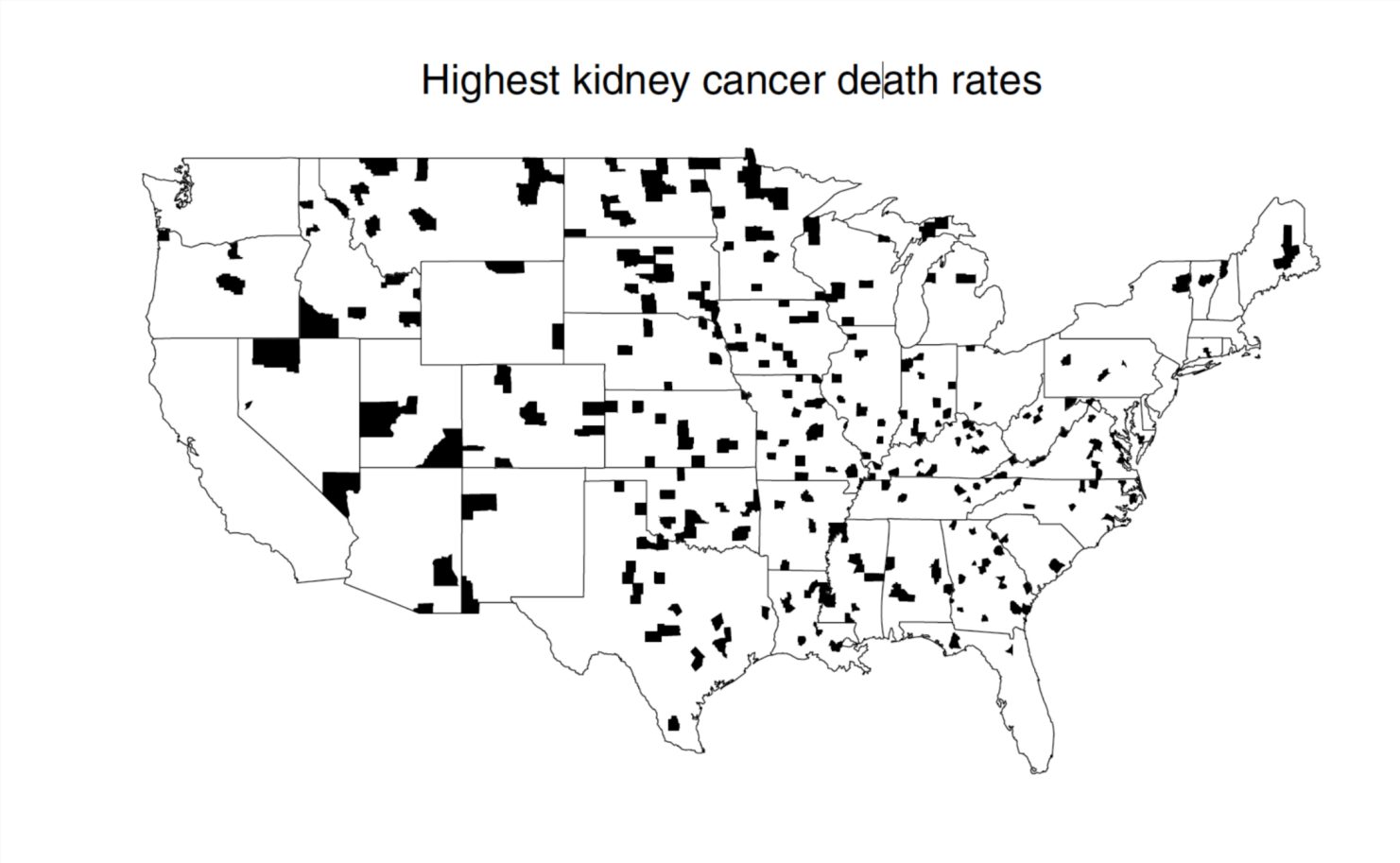
7. Context effects interpretation: normalize data, don't cherry pick

What is the cause of this structure?



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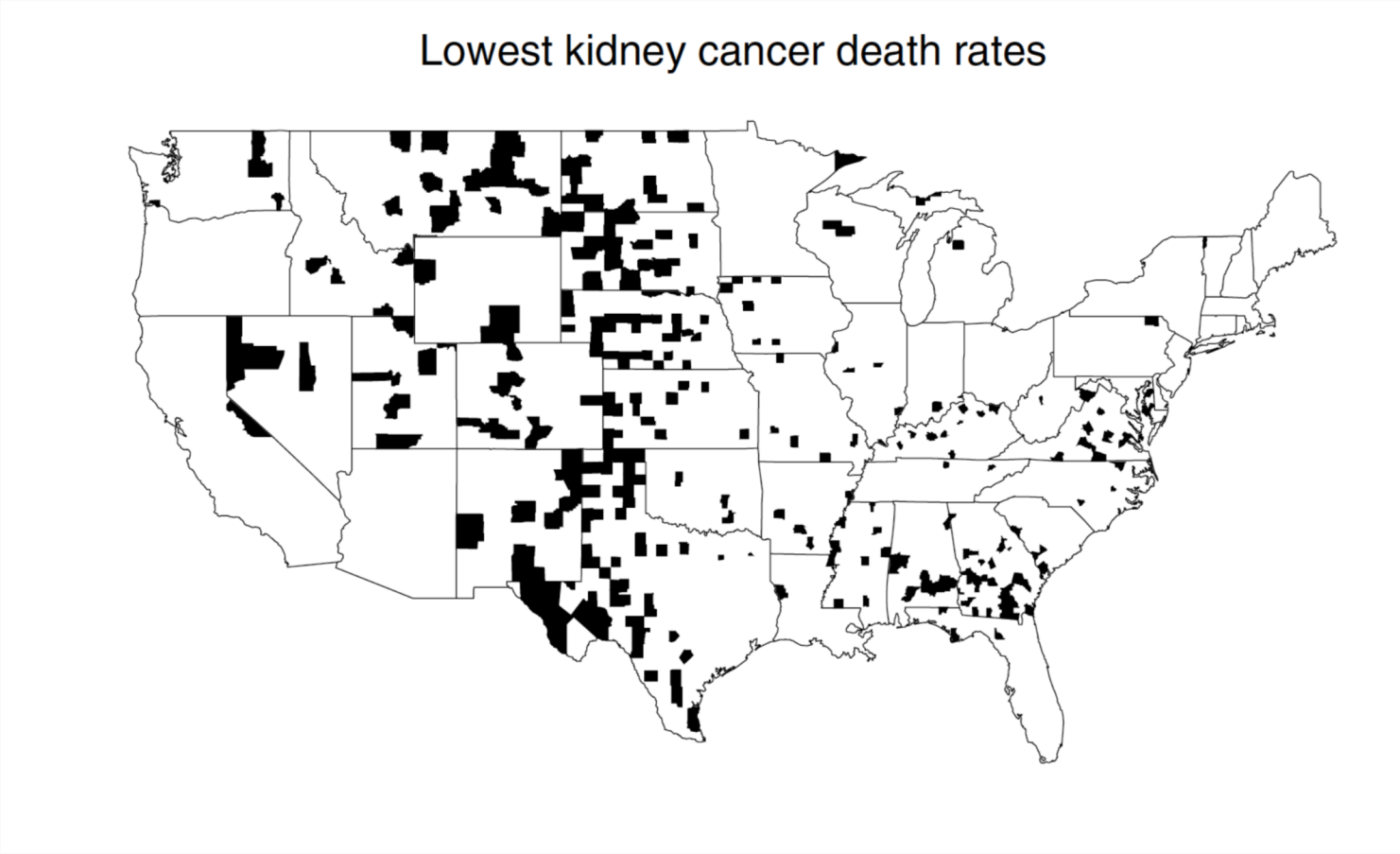

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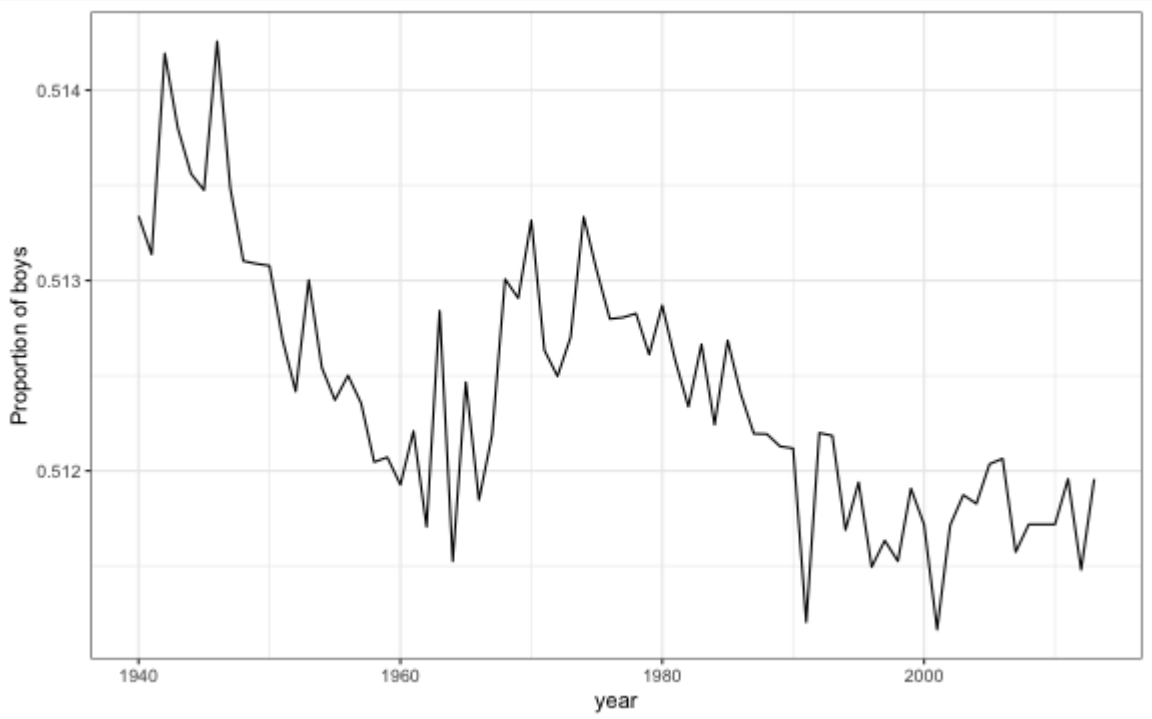
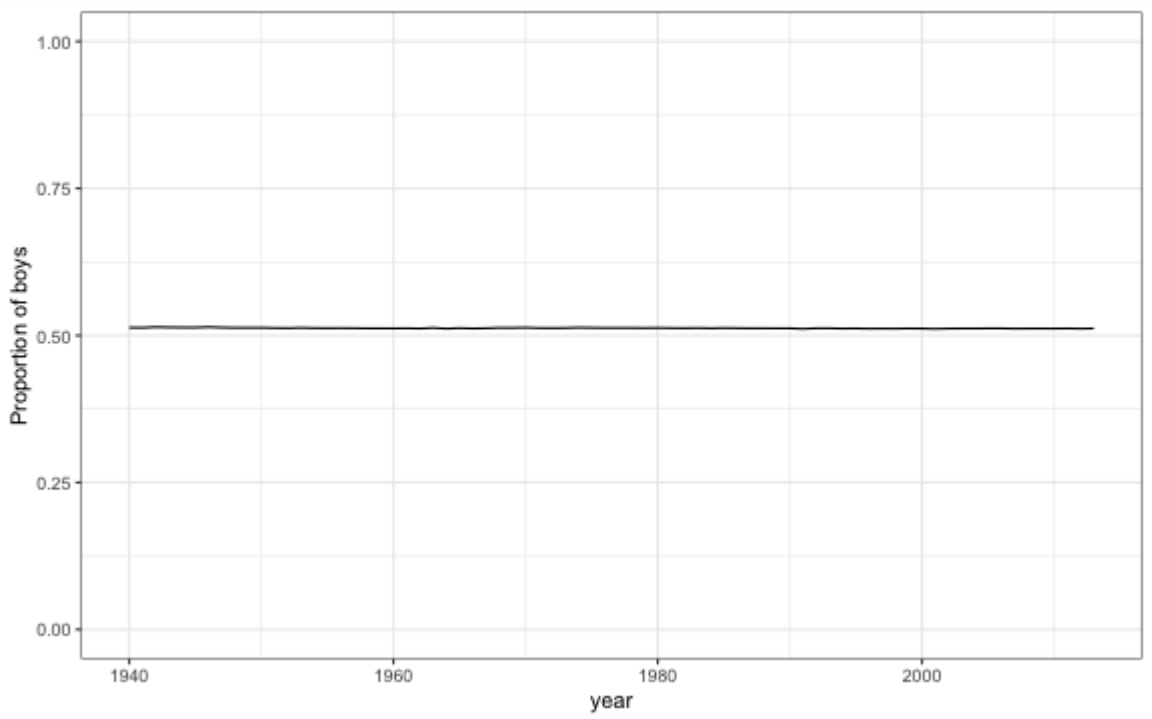
8. Be sure the structure in your visualization is the structure you want to convey.

Proportion of boys born in the US



Story: The proportion of boys has been dropping over the last 60 years.

Proportion of boys born in the US



Story: There have consistently been more boys born in the US than girls.