

# HUDK 4050: CORE METHODS IN EDM

# RMarkdown

# Getting Started with RMarkdown

# Visualization

# Which chair is best?





# Guidelines

- Need to demonstrate data graphically
- Need to demonstrate a point
- BUT not distort the data to make a point
- Description, exploration, tabulation or decoration?

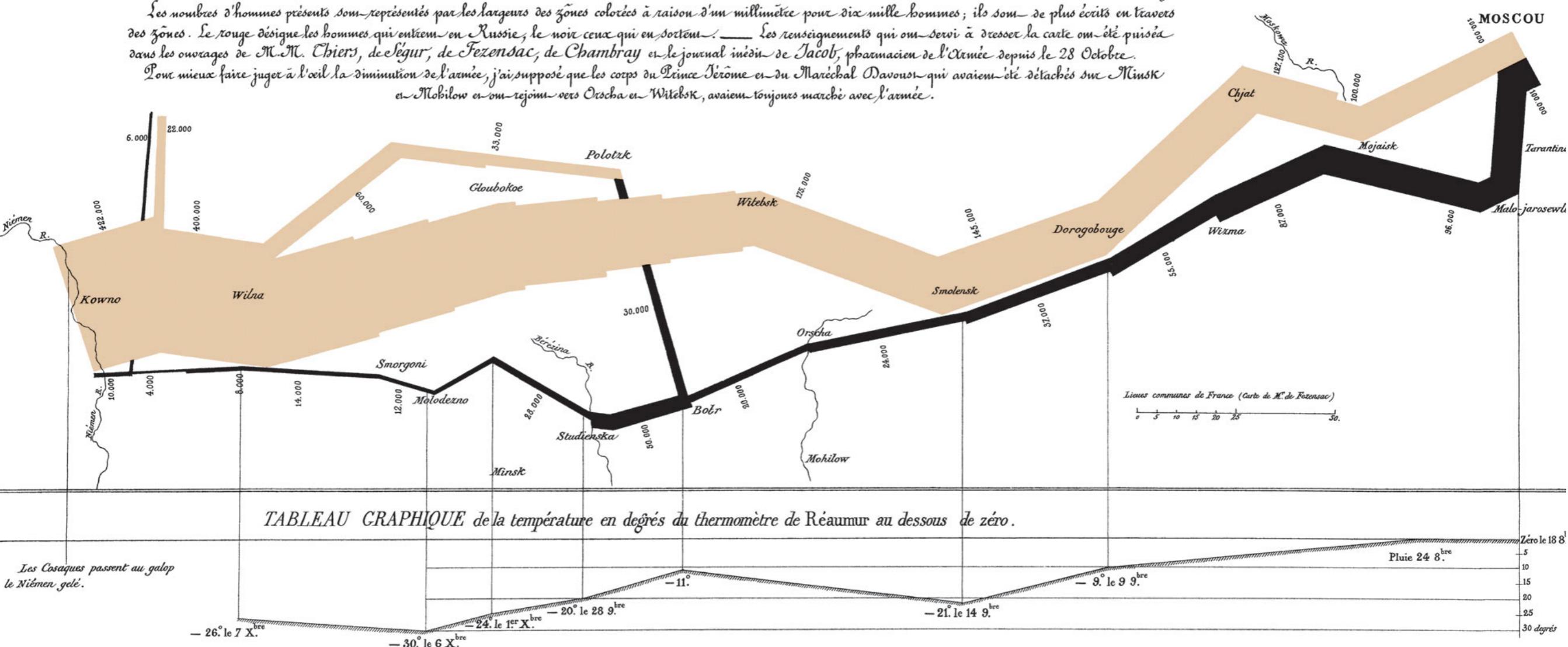
# Good Infographics

*Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.*  
 Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite

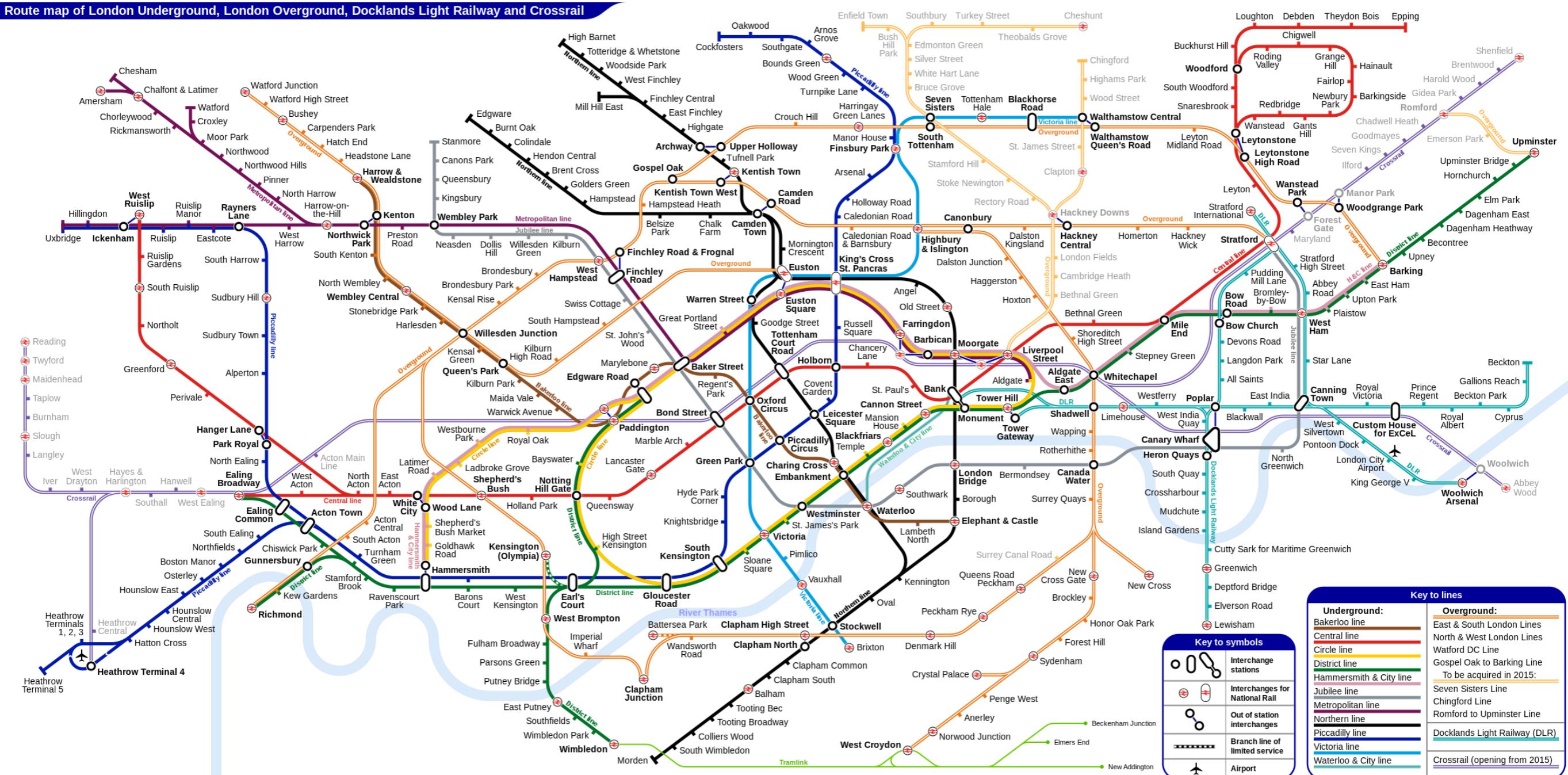
Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. — Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Séguir, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre.

Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davout qui avaient été détachés sur Minsk et Mohilow en ont rejoint vers Orsha et Witebsk, avaient toujours marché avec l'armée.



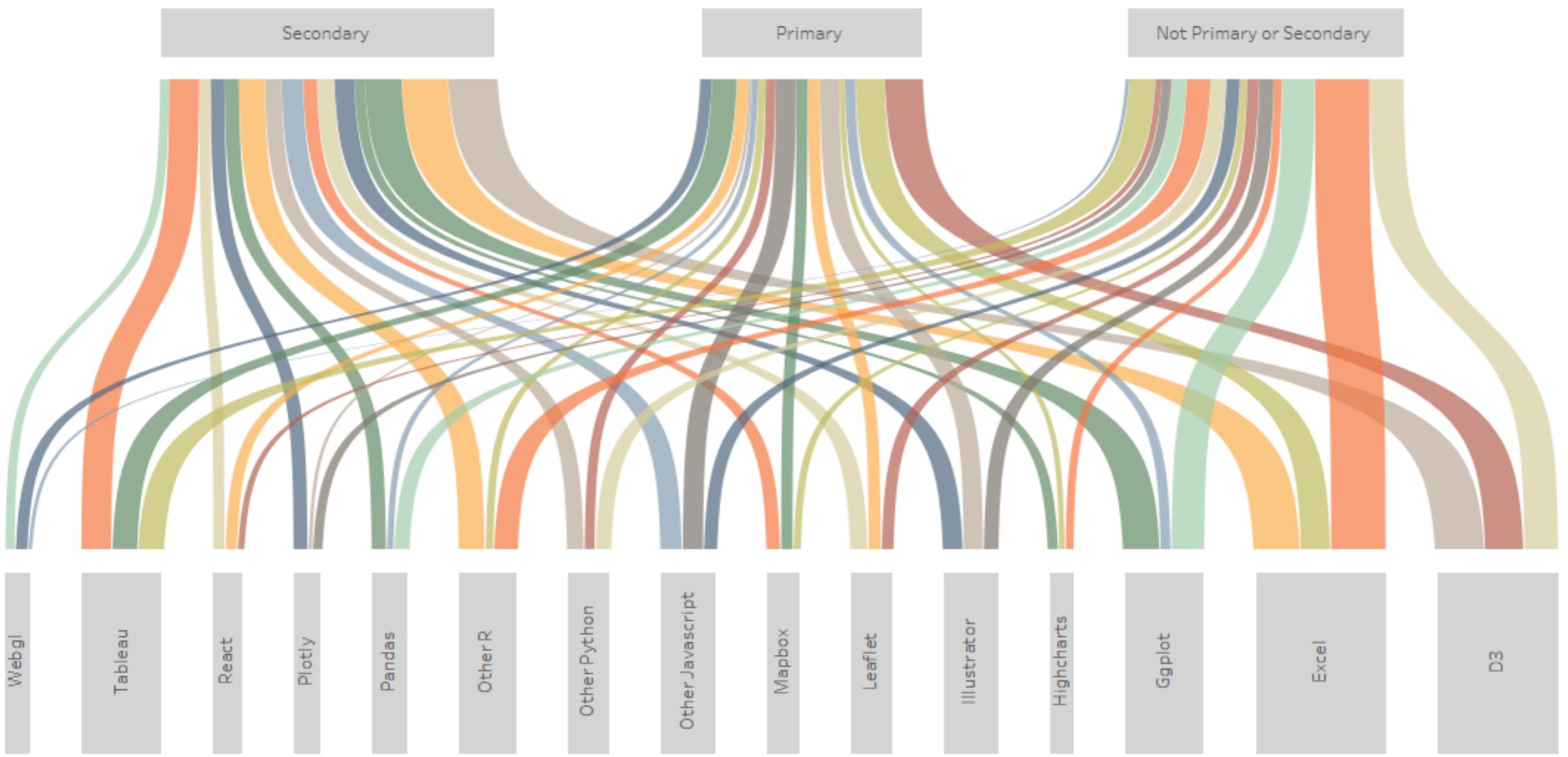
Charles Minard (1861)



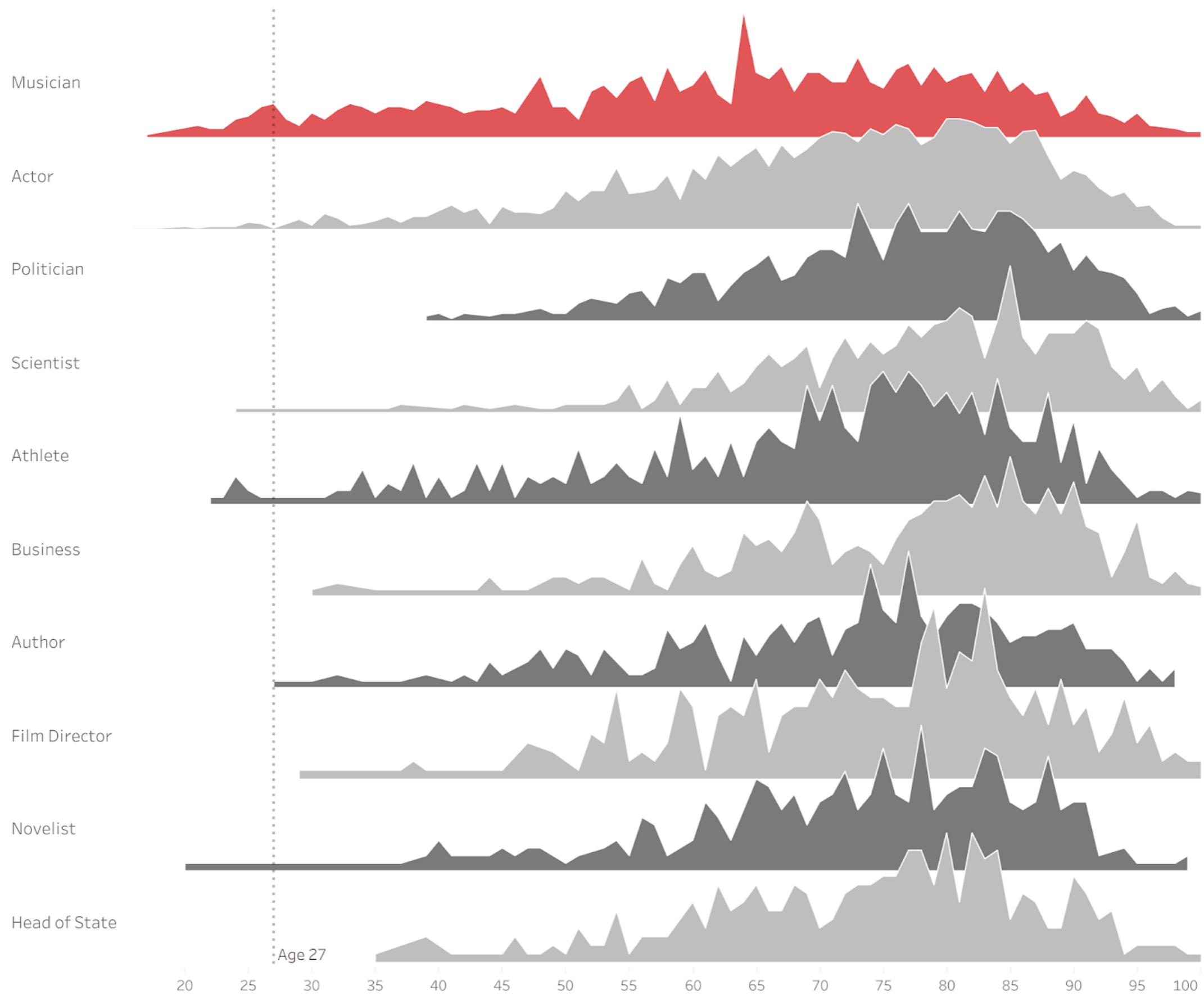




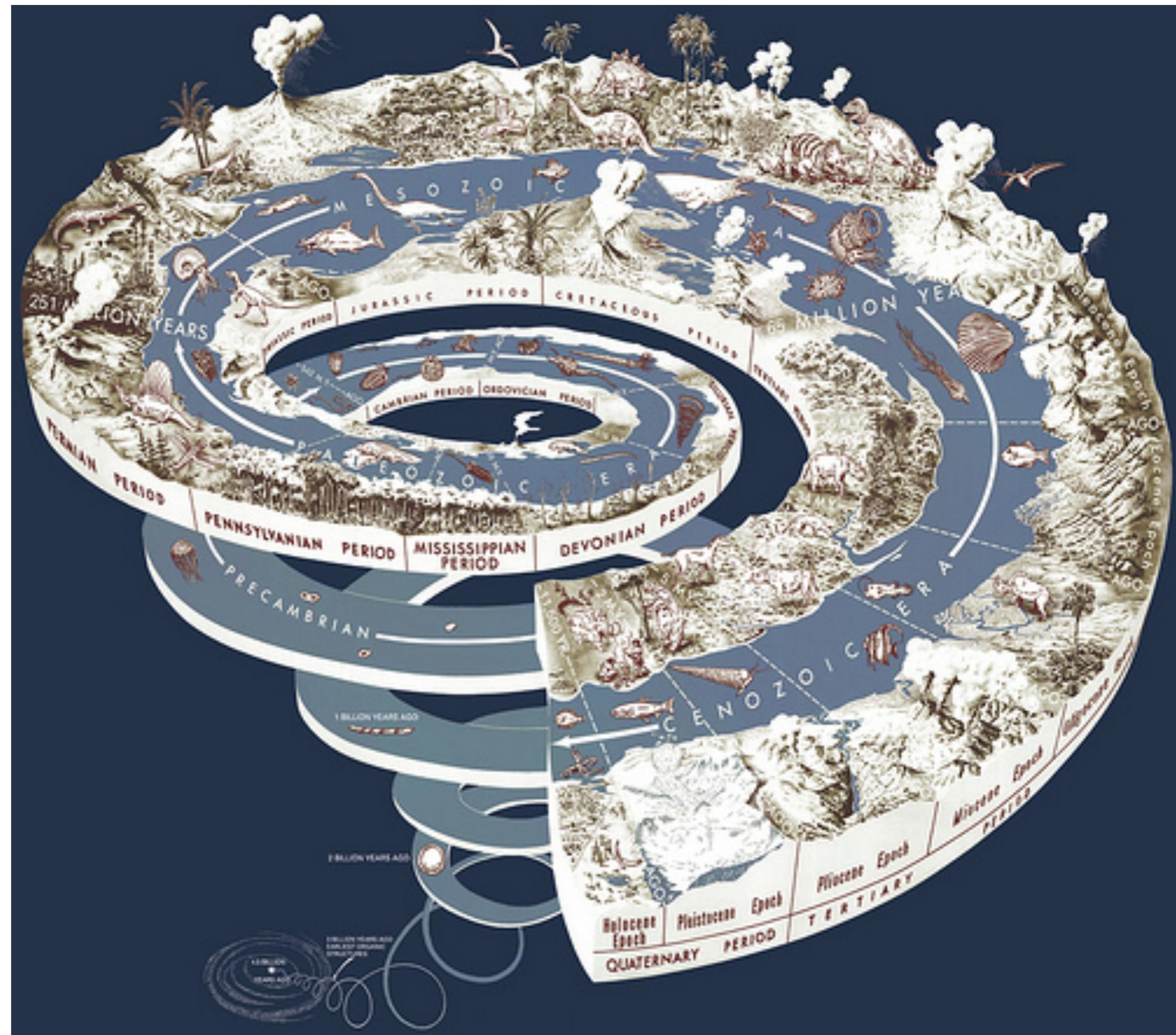
**John Tauranac & Michael Hertz  
Associates, 1978**



**Ken Flerlage, 2017**



**Ken Flerlage, 2017**

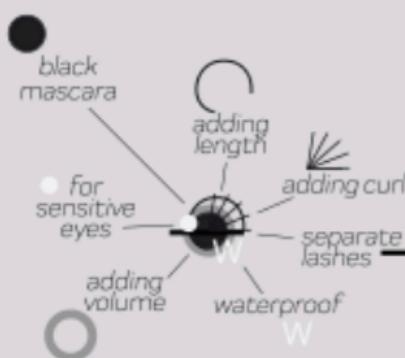


Graham, Newman,  
Stacy (2008)



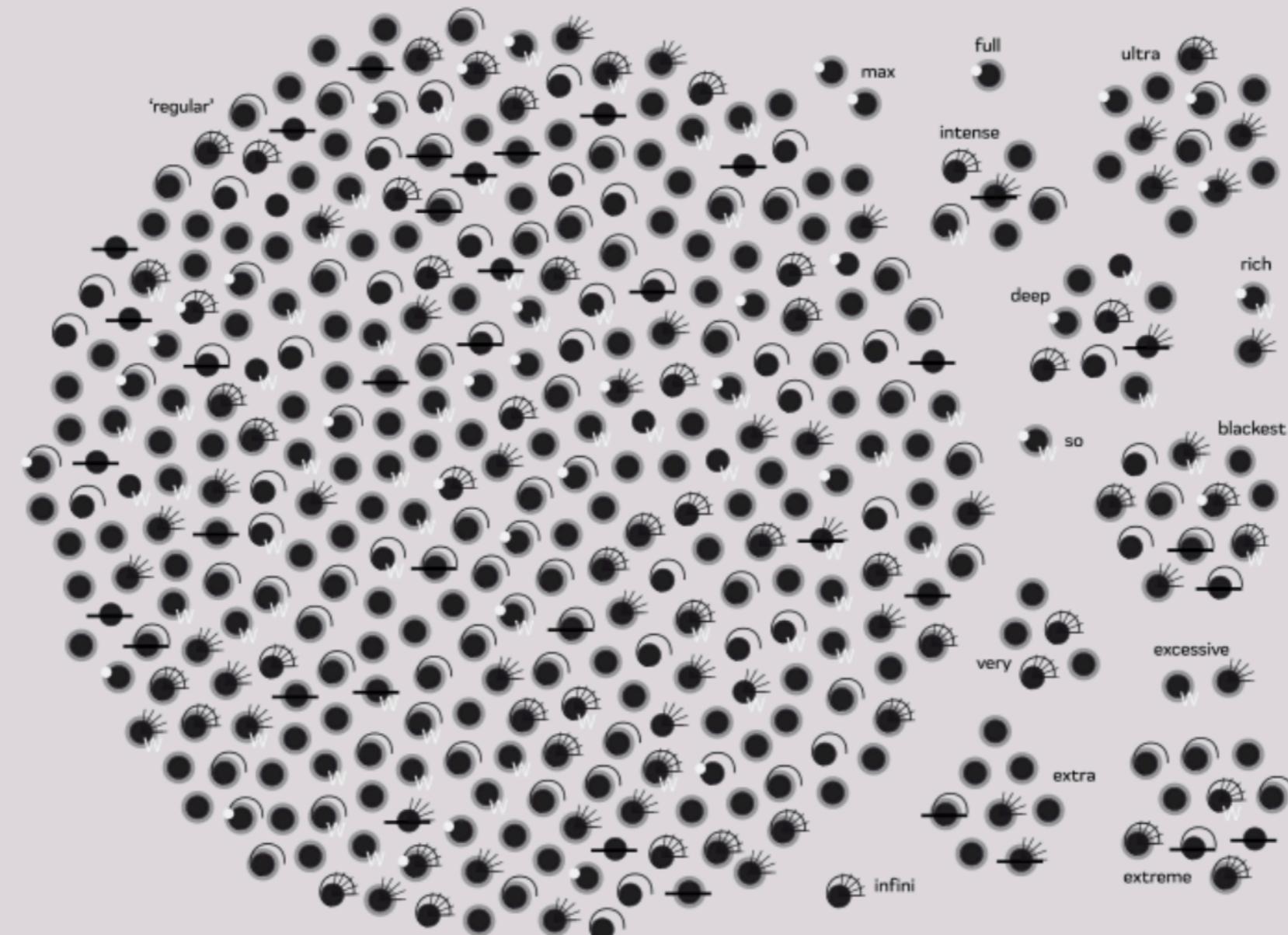
Paul Button,  
Apollo (2018)

How to read



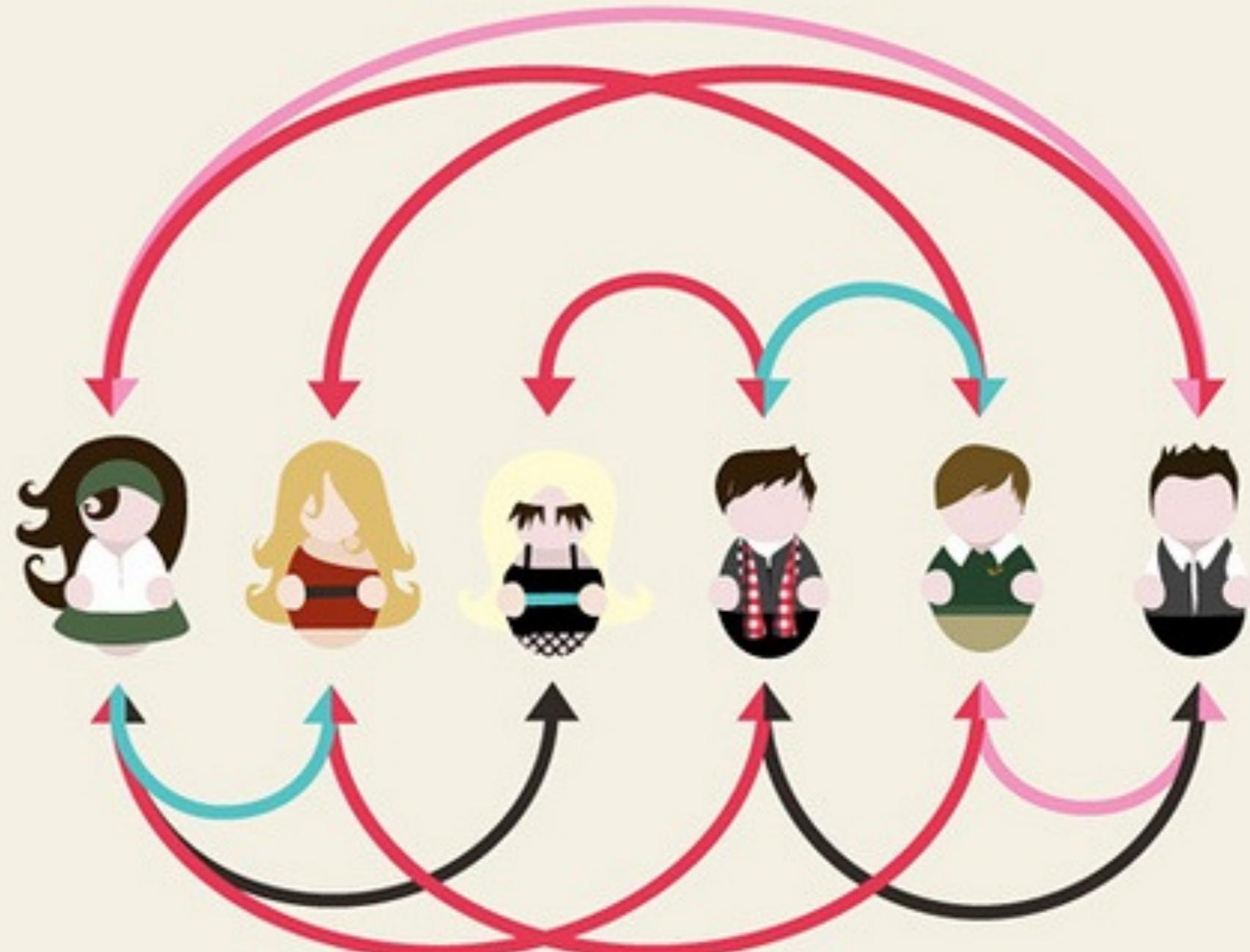
Numbers

- 390 black mascaras of which:
- 304 add volume
- 160 addlength
- 37 separate lashes
- fan 96 addcurl
- 37 are for sensitive eyes
- W 65 are waterproof



fumtaz.com (2011)

# Relationships in Gossip Girl



GOT

Avengers

enemies  
shagged

best friends  
wanna shag

# Bad Infographics



## LONDON UNDERGROUND

**1073 MIL. PASSENGERS A YEAR**

**260 STATIONS**

**4 MIL. PASSENGERS  
PER STATION**

## ST. PETERSBURG METRO

**836 MIL. PASSENGERS A YEAR**

**64 STATIONS**

**13 MIL. PASSENGERS  
PER STATION**



## Las 6 maravillas del e-mail marketing

### 1º Rapidez en la comunicación



El correo electrónico llega a su destinatario de manera inmediata e instantánea.



### 2º Es un medio directo

El email llegará directamente al destinatario evitando que el mensaje se pierda por el camino.



### 3º Es más económico que otros medios

Son campañas publicitarias económicas, la inversión a realizar no es muy alta.



### 4º Nos permite segmentar a nuestro público



De esta forma llegaremos a los usuarios que realmente estén interesados en nuestro producto o servicio.

### 5º Favorece que se viralice el mensaje

Si te gusta el contenido del email es muy fácil que se lo envíes a tus amigos o que lo compartas en tus redes sociales.

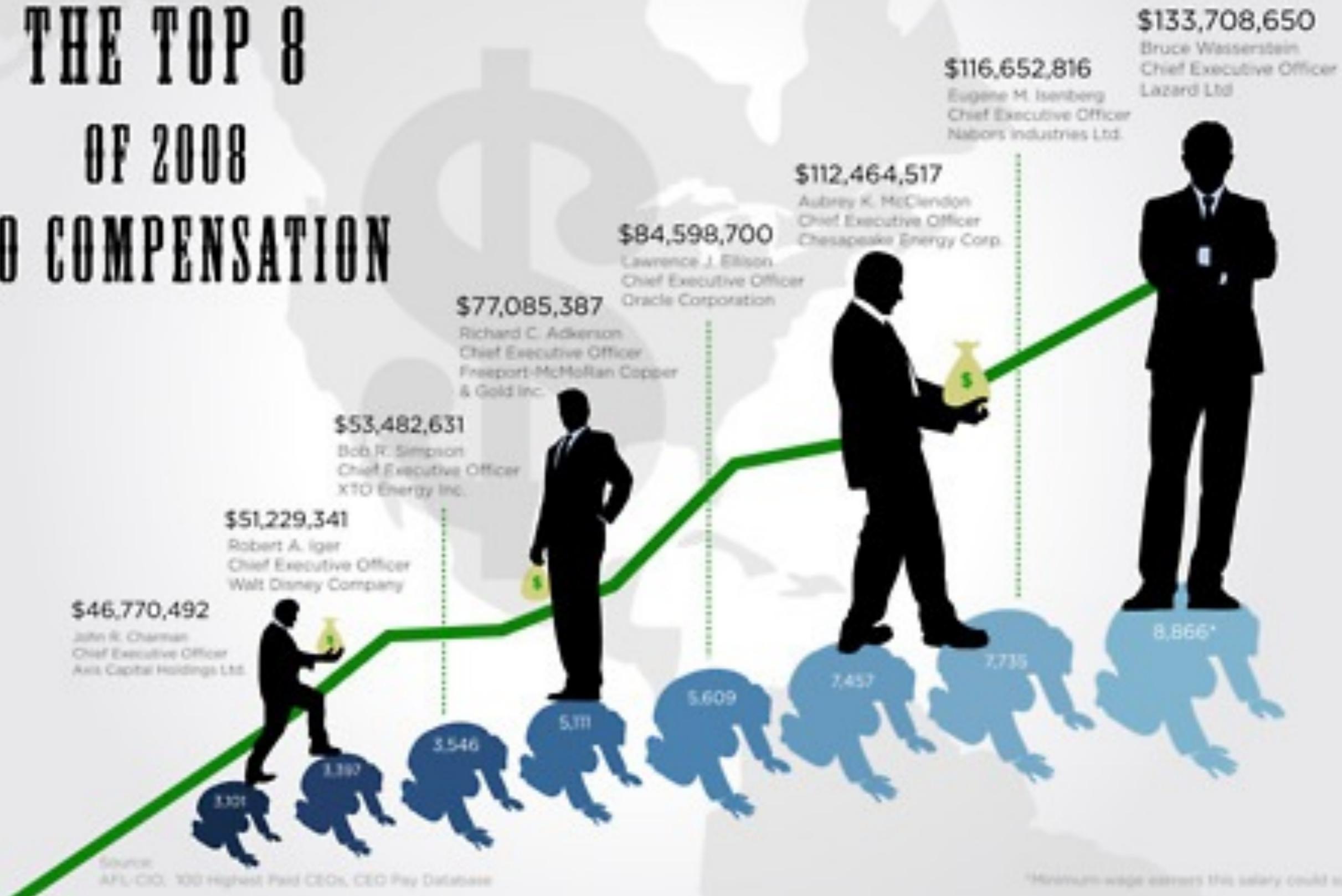


### 6º Podemos medir los resultados en tiempo real

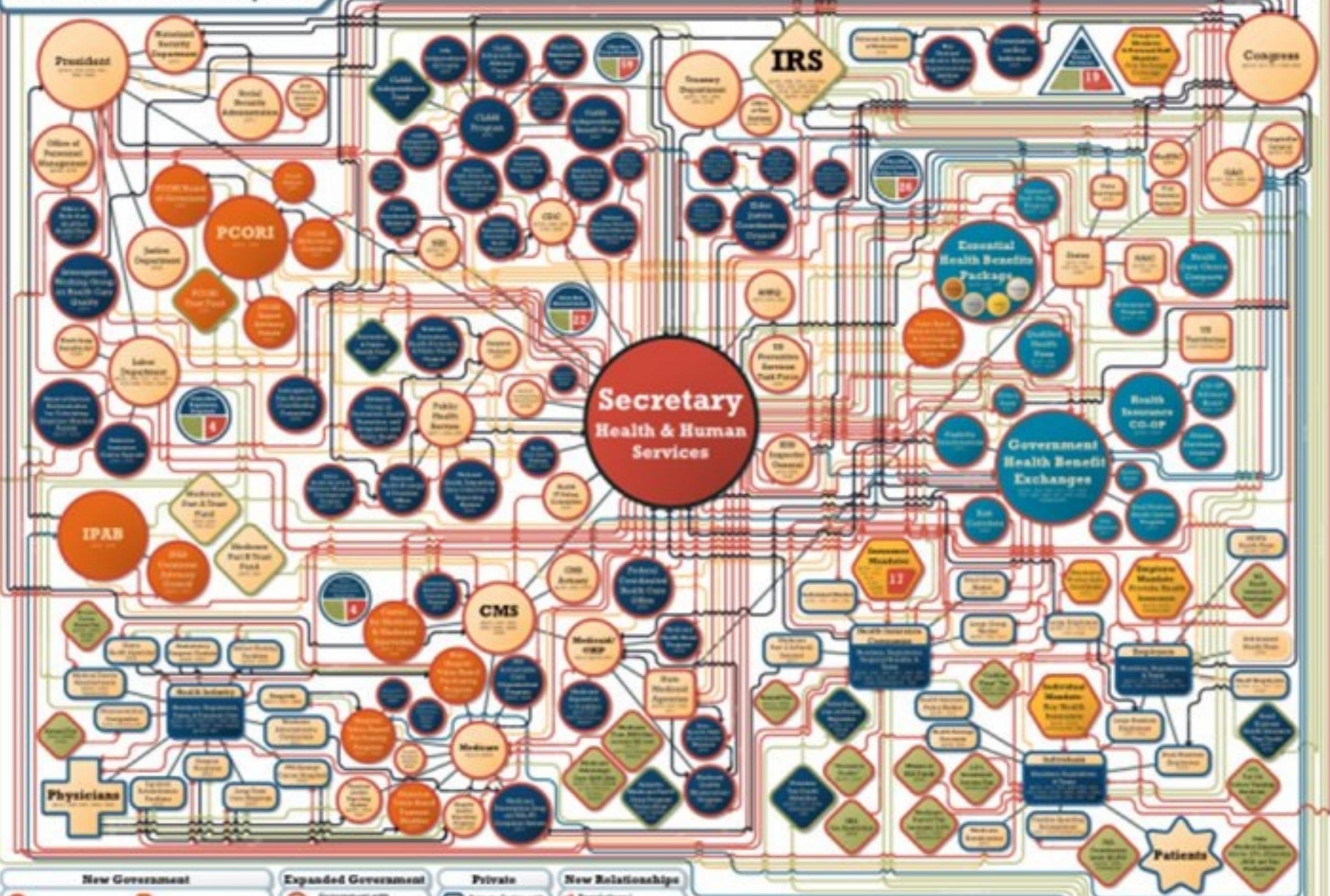


Cuántas personas abren el email, cuantas hacen click en los enlaces, Cuantos correos nos han llegados a sus destinatarios...

# THE TOP 8 OF 2008 CEO COMPENSATION



## Your New Health Care System



### New Government

- 

#### **Expanded Government**

-  Government with Expanded Authority/Responsibility
  -  Government/Possessor Entity with New Duties/Authorities
  -  State/Territory with Expanded Authority/Responsibility

Palynology

- Private Equity and  
Mergers & Acquisitions/  
Buyouts/  
Reorganizations
  - Bankruptcy  
Proceedings

## New Relationships

- Requirements/Requirements/Milestones
  - Reporting Requirements
  - Oversight
  - Mission Fitness
  - Consultations/Substantive Data Hearing
  - Requests/Exemptions/Delegation Exceptions

- 10-110 Diagnostic Measures
- 10-110 Diagnostic Measures Primary Health
- 10-110 Diagnostic Services
- 10-110 Diagnostic Services Primary Health
- 10-110 Diagnostic Services Primary Health - Medical Record Services - Information
- 10-110 Diagnostic Services Primary Health - Other Services
- 10-110 Diagnostic Services Primary Health - Other Required Services
- 10-110 Diagnostic Services Primary Health - Other Required Services - Medical Record Services - Information
- 10-110 Diagnostic Services Primary Health - Other Required Services - Other Services
- 10-110 Diagnostic Services Primary Health - Other Required Services - Primary Health

**Small Business Protection & Affordable Care Act, P.L. 113-188.**  
**Health Care & Education Reconciliation Act, P.L. 113-148**  
passed by Joint Economic Committee, Republican Staff  
members from Brady House Republicans  
and Tom Price, Ranking Member

# Basic Viz in R

`hist()`

`plot()`

`boxplot()`

`pairs()`

# Basic Viz in R

core-methods-in-edm/class-activity-2