

# ISA 401/501: Business Intelligence & Data Visualization

## 17: Charts Used for Comparisons, Relationships, Distributions and Correlations

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 Automated Scheduler for Office Hours

# Learning Objectives for Today's Class

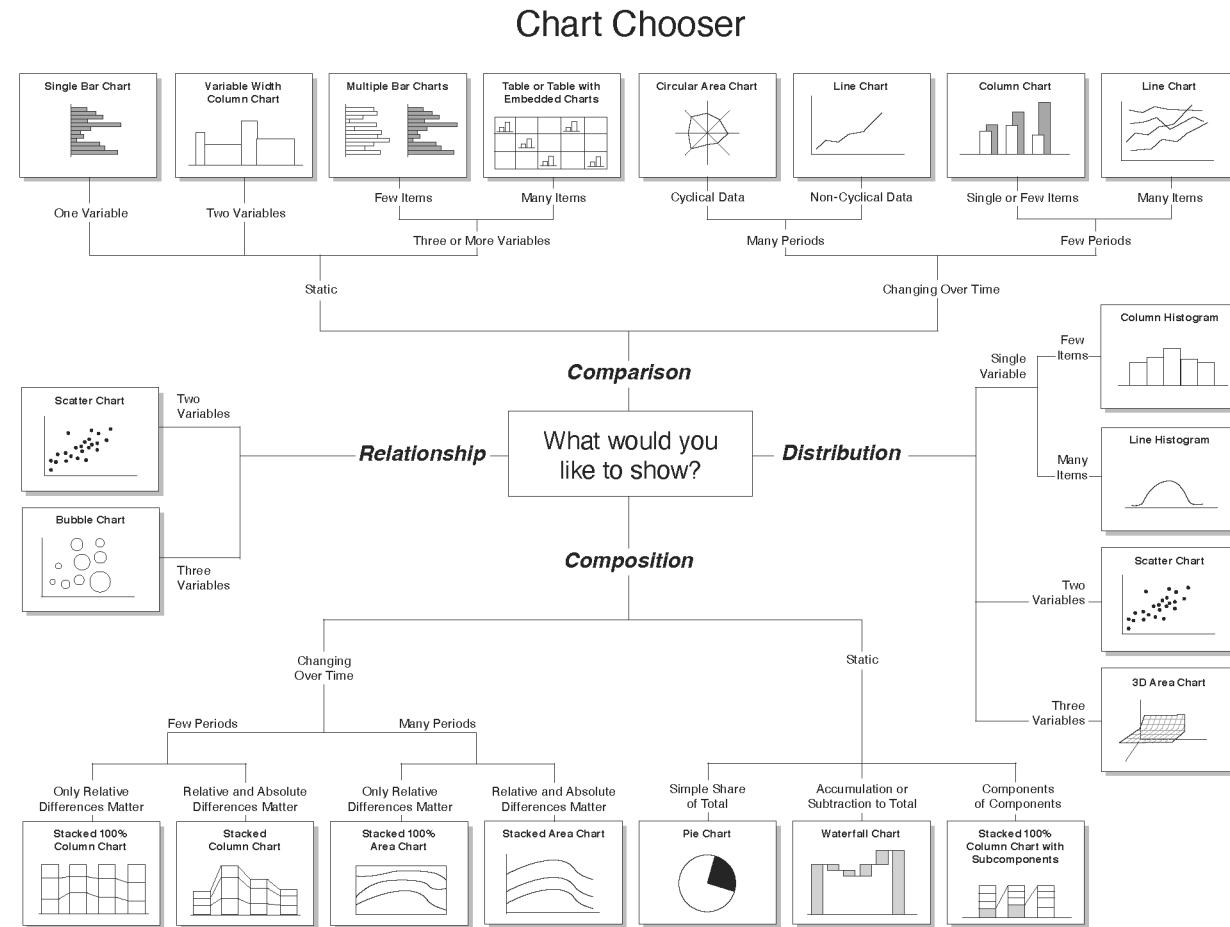
- Identify strengths & weaknesses of basic charts
- Use appropriate charts based on objective
- Avoid using pie charts (never use pie charts)
- Avoid 3D graphs (unless VR changes their utility)

# A Catalog of Commonly Used Graph Types

PolicyViz Data Visualization Catalog

Graph Type	Description /Notes	Organization	Author	Small Multiples	Year	URL	Image
1 -							

# Chart Suggestions



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# Charts Used for Comparing Data

## (Unit of Analysis is Based on a Nominal Categorical Variable)

# A Literal Bar Chart

Activity

Your Solution



| Answer the following questions:

- (1) How many variables do we have in this graph?
- (2) How many observations?
- (3) Please discuss the type of variables in the graph? (i.e. nominal, ordinal, etc.)
- (4) How is the data encoded in the graph?
- (5) Any other comments/observations?

04 : 00

# A Literal Bar Chart

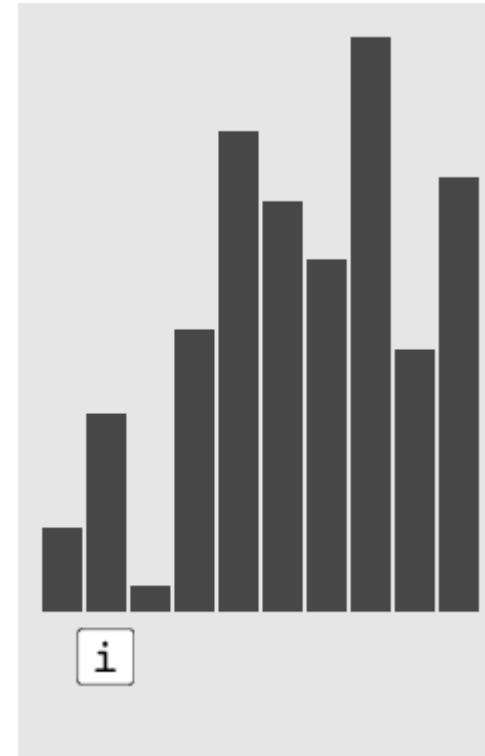
Activity

Your Solution

- Q1:
- Q2:
- Q3:
- Q4:
- Q5:

# Using a Bar Chart to Visualize R Code

```
insert_sort <- function(x) {
  i <- 2
  while(i <= length(x)) {
    j <- i
    while(j > 1 && x[j - 1] > x[j]) {
      j <- j - 1
      x[j + 0:1] <- x[j + 1:0]
    }
    i <- i + 1
  }
  x
}
```



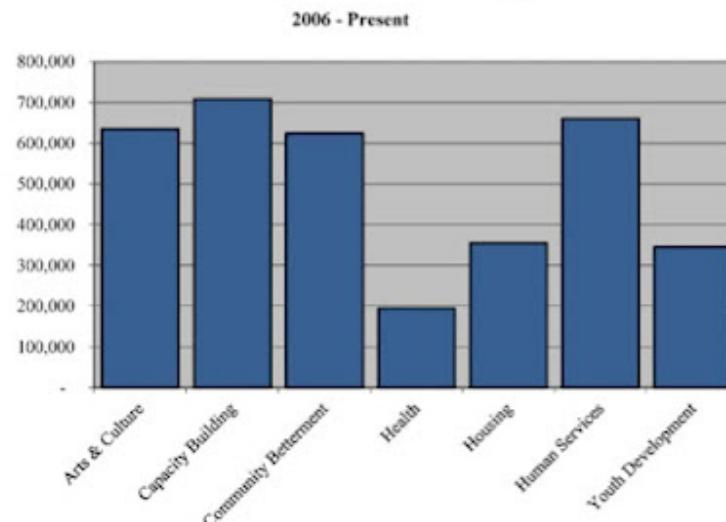
# Non-graded activity: Two Bar Charts

Activity

Your Solution

*Over the next five minutes, identify **3-4 differences that make the graph on the right better**, and suggest **how you can further improve the graph on the right***

Investment by area of impact



We invest primarily in four areas

Since we began investing in 2006, **four areas have received more than \$600K each, accounting for 75% of total grantmaking activity**

Investment by Area of Impact

2006 - Present

Dollars in '000s

Capacity Building	\$710
Human Services	\$670
Arts & Culture	\$630
Community Betterment	\$620
Housing	\$360
Youth Development	\$340
Health	\$190

04 : 00

# Non-graded activity: Two Bar Charts

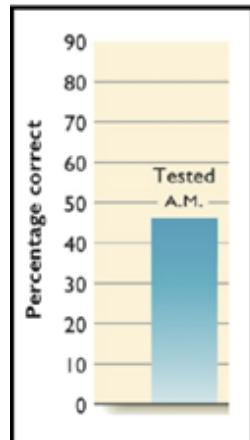
Activity

Your Solution

Insert your differences and suggestions for improvement below.

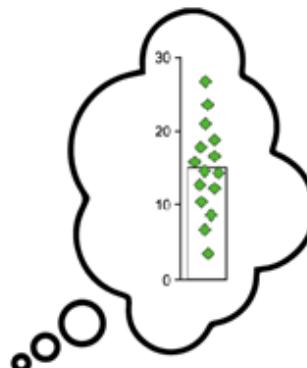
# Issues with the Interpretation of Bar Charts

a. Stimulus



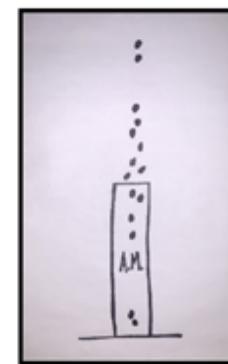
*example bar from  
bar graph*

b. Interpretation

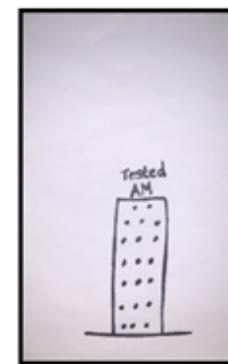
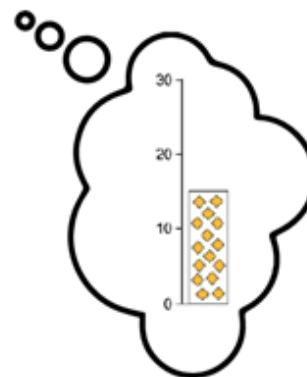


*example interpretations*

c. Response

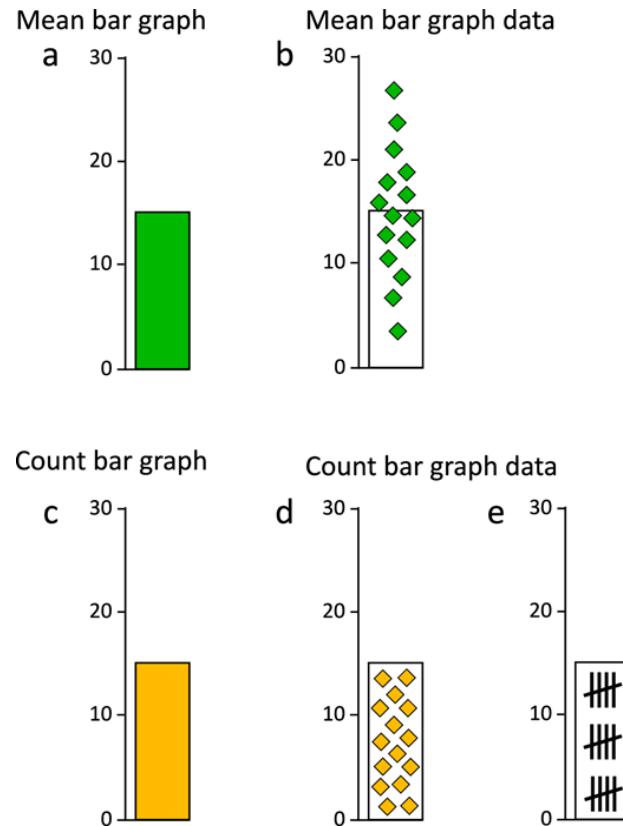


*example drawings*



The Draw Datapoints on Graph (DDoG) measure maintains the graph as a consistent reference frame across its three stages.

# Issues with the Interpretation of Bar Charts



Data distribution differs categorically between mean and count graphs. (a) Mean bar graphs and (c) count bar graphs do not differ in basic appearance, but they do depict categorically different data distributions.

# Key Takeaway 1

| The typically used **bar** chart should not be to depict means of categorical variables.

# Waterfall Charts

Activity

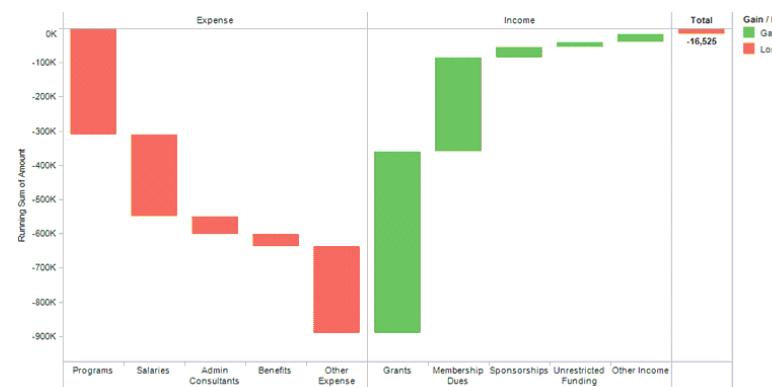
Your Solution

*What are the advantages and disadvantages of these two charts? They are using the same exact data. Please try to list 2-4 in each category for each chart.*

## Income closely matched expenses in 2010

### INCOME & EXPENSES: 2010 OVERVIEW

EXPENSES	INCOME
Programs \$311K	\$531K Grants
Salaries \$239K	\$275K Membership Dues
Admin Consultants \$53K	\$29K Sponsorships
Benefits \$35K	\$15K Unrestricted Funding
Other \$253K	\$24K Other Income
TOTAL \$891K	\$874K



Whereas **income is primarily from a single channel** (Grants, \$531K in 2010, or 61% of total income), **2010 expenses were spread roughly evenly across programs, salaries, and other expenses**. This means [...]

04 : 00

# Waterfall Charts

Activity

Your Solution

Insert your advantages and disadvantages below

# 3D Bar Charts are Awful



Adam Grant

@AdamMGrant · [Follow](#)



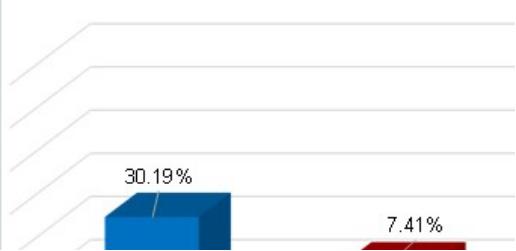
When our status is secure, we don't emphasize it. When it's ambiguous, we do.

Penn students are more likely than Harvard students to mention that they go to an Ivy League school.

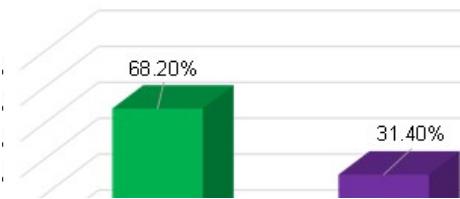
Smaller airports are more likely to refer to themselves as international.

[journals.sagepub.com/doi/full/10.11...](http://journals.sagepub.com/doi/full/10.11...)

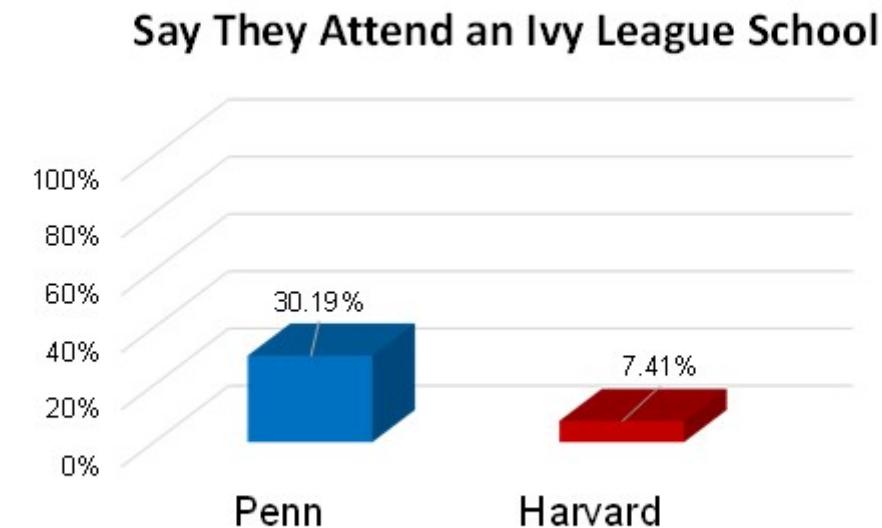
Say They Attend an Ivy League Sc



Call Themselves an International Airport

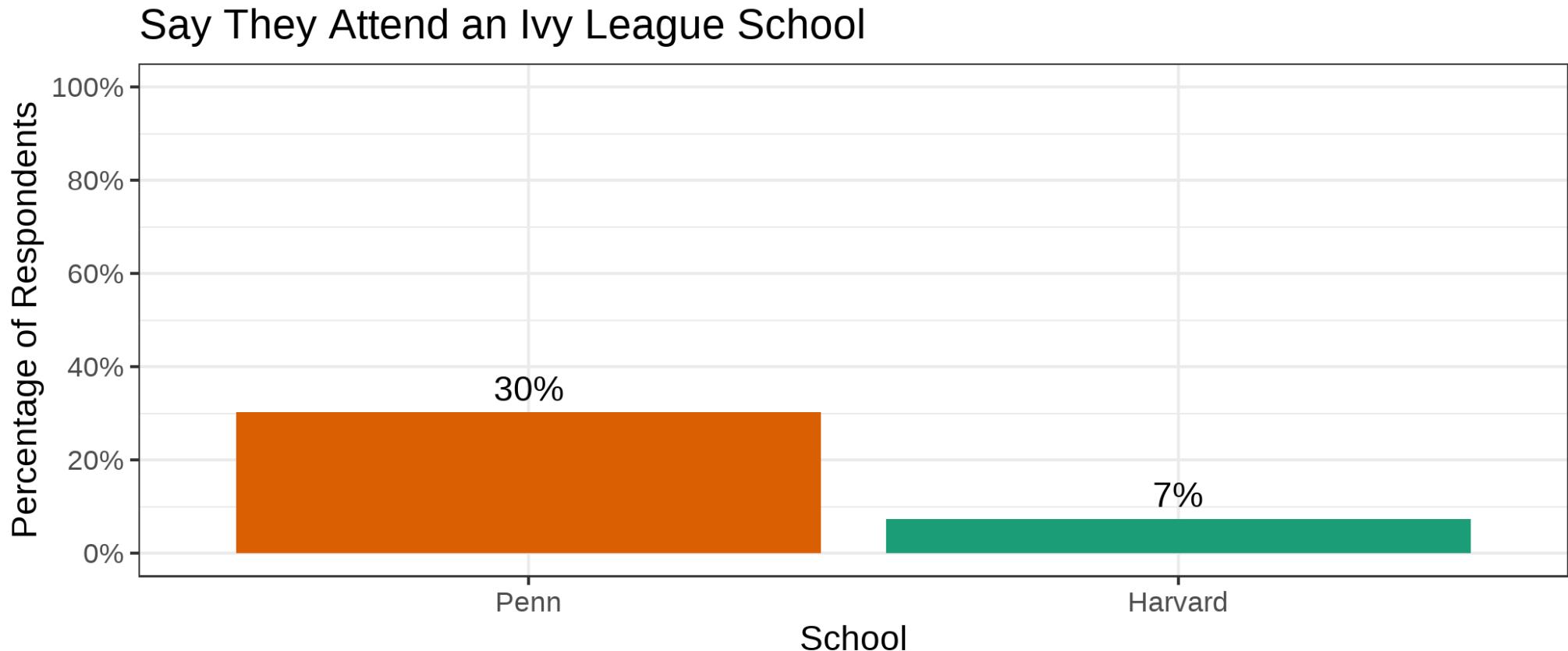


# 3D Charts are Awful

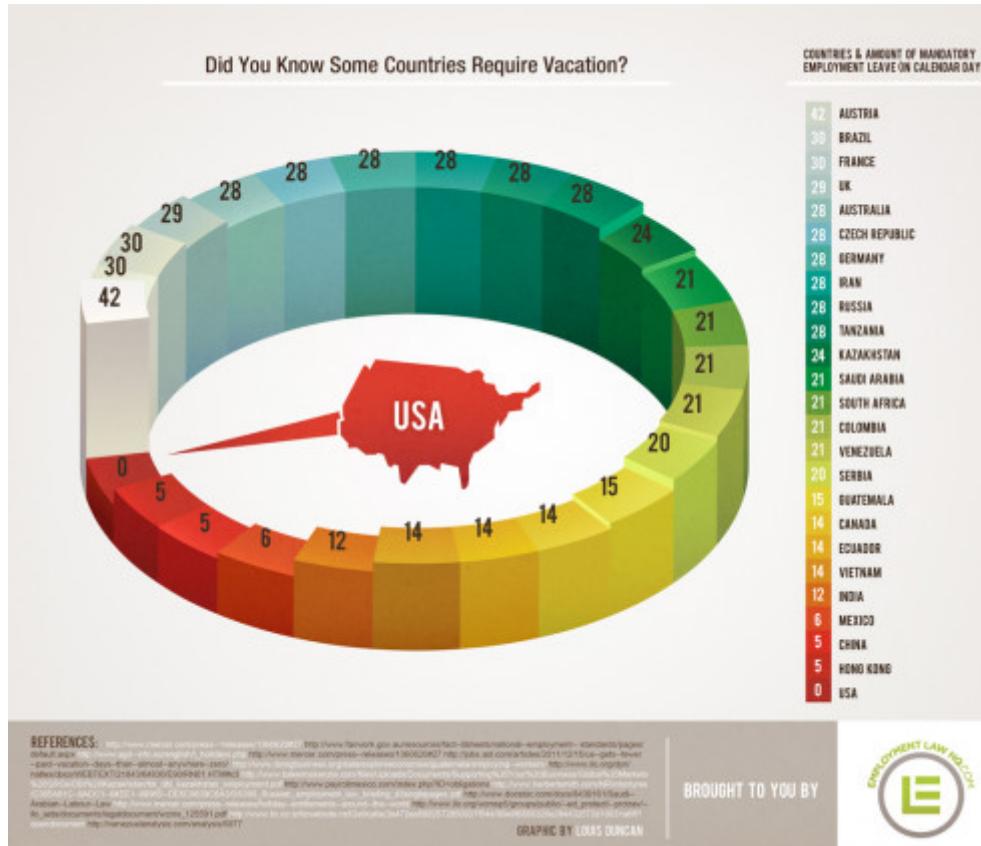


Adam Grant's Plot of the Penn and Harvard Bar Chart

# 3D Bar Charts are Awful



# 3D Bar Charts are Awful: Including This



**Source:** See the [visually post](#).

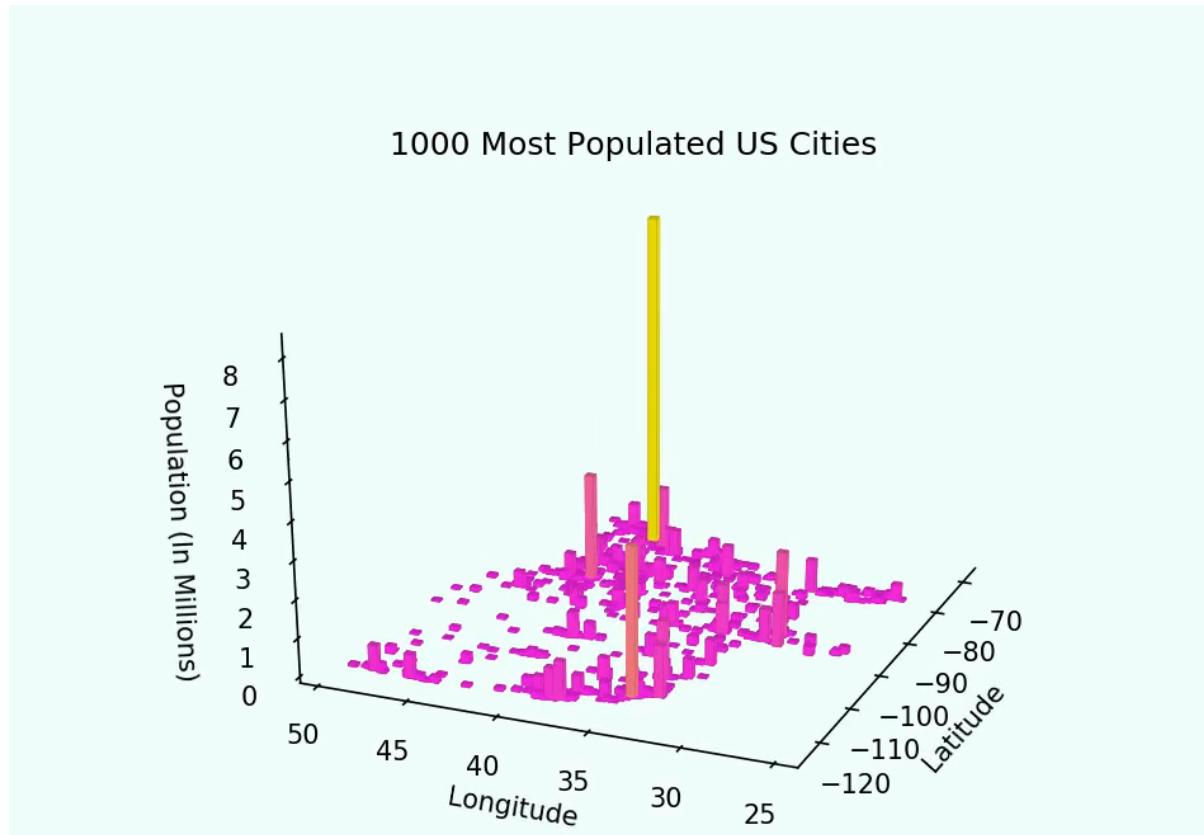
# 3D Charts are Awful: Even This



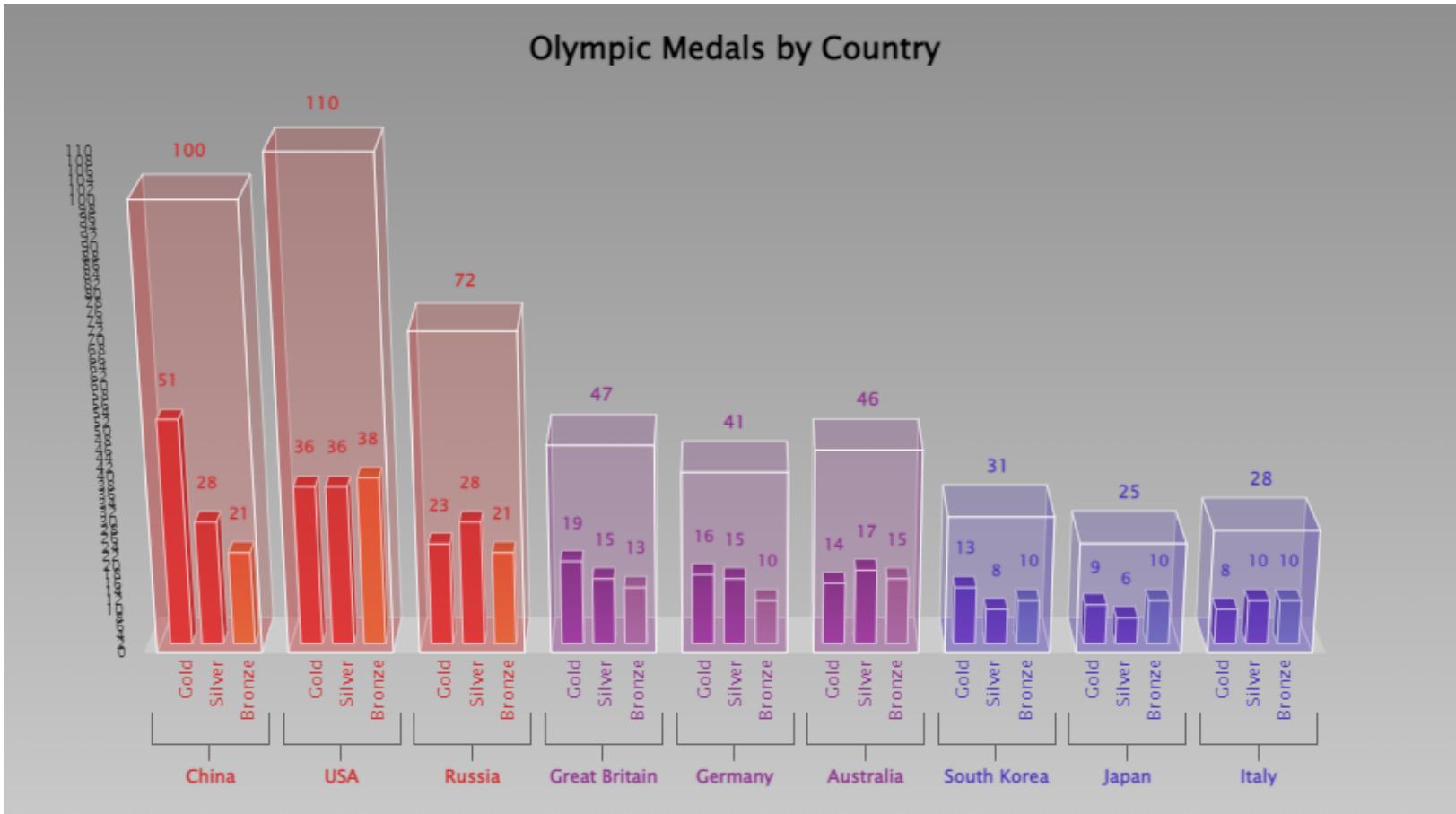
r/dataisbeautiful • Posted by u/donotwink 2 years ago OC



[OC] United States Cities by Population: 3D Bar Chart

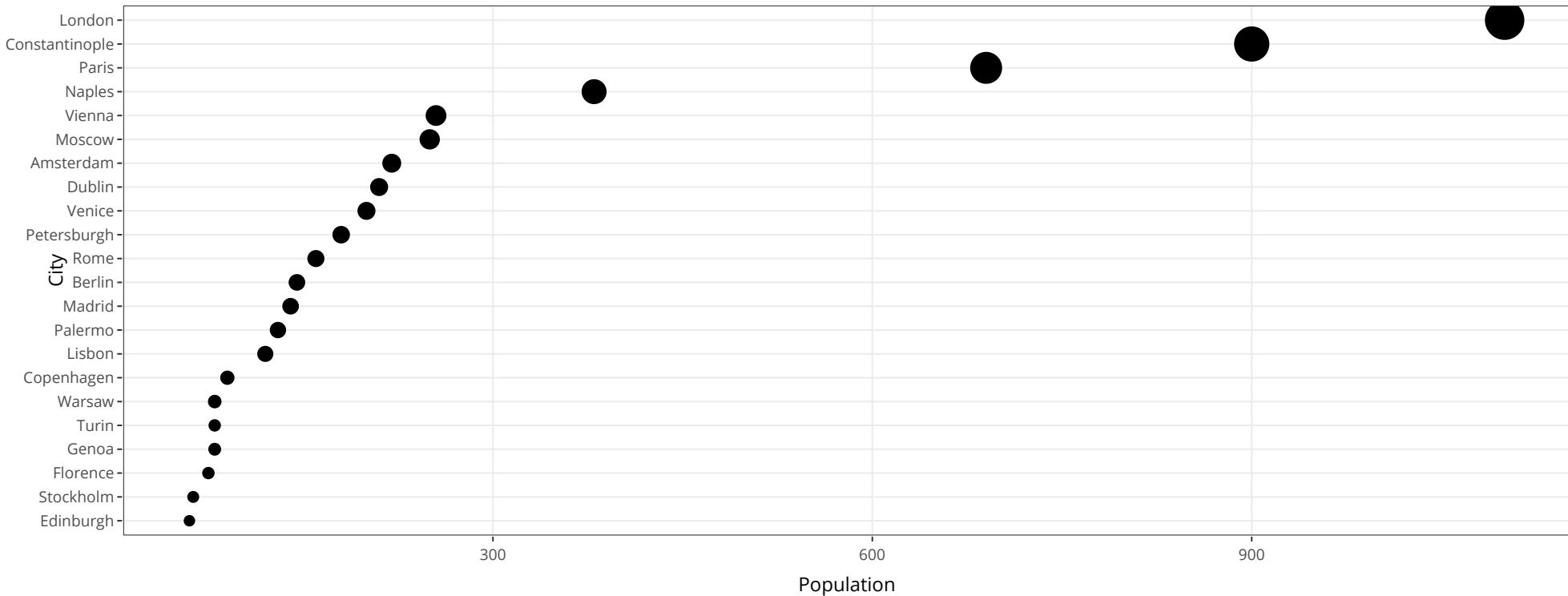


# 3D Charts are Awful: Even This?



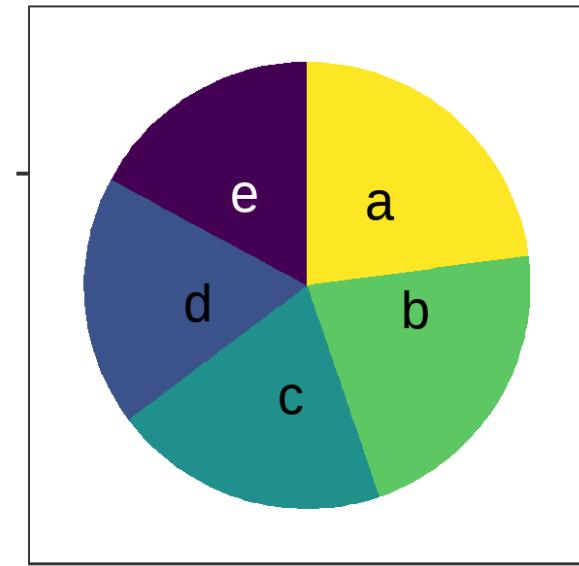
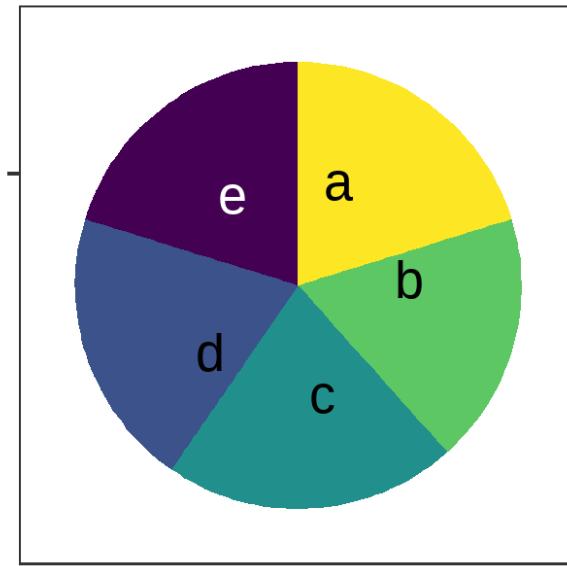
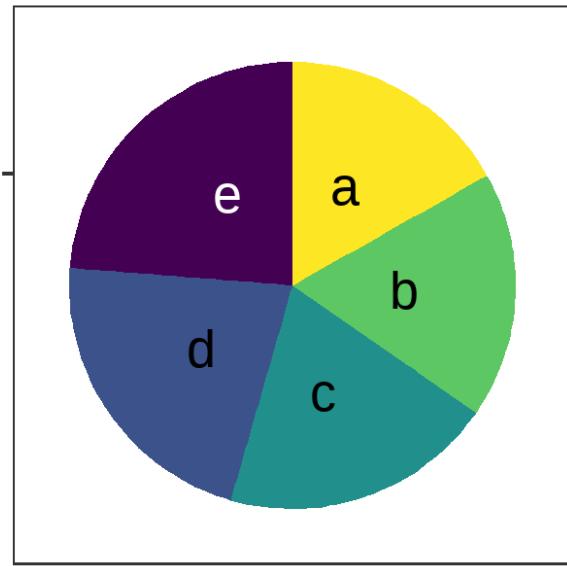
Source: See the [interactive version of the chart by clicking here](#)

# Dot Charts: Recall the Playfair Example

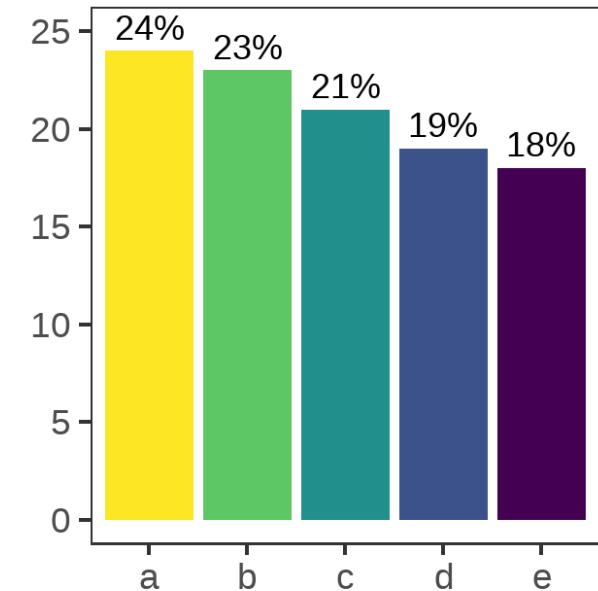
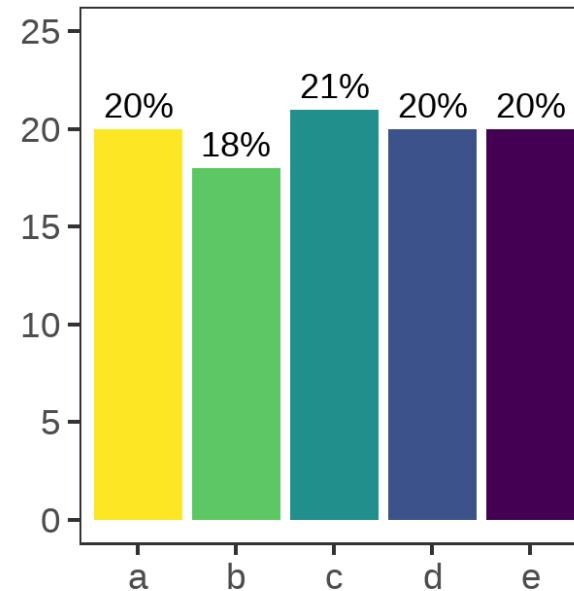
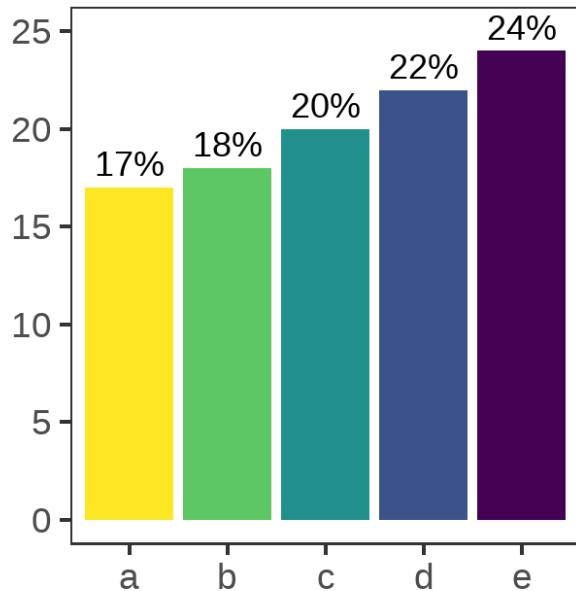


# Proportions

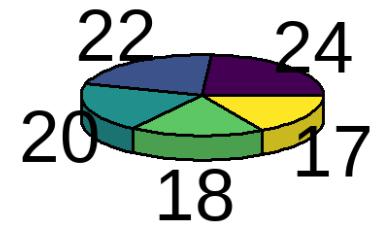
# Pie Charts are Awful By Design



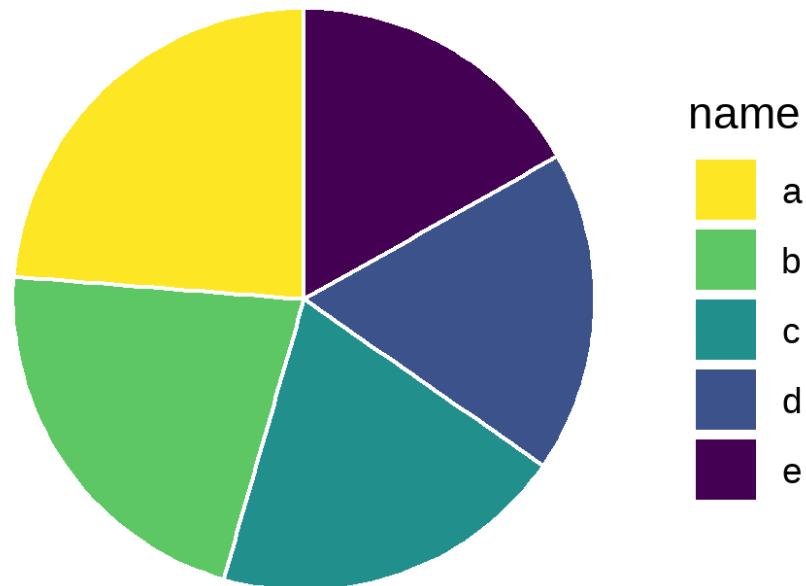
# Pie Charts are Awful By Design



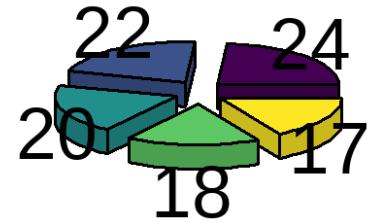
And often made even worse: 3D



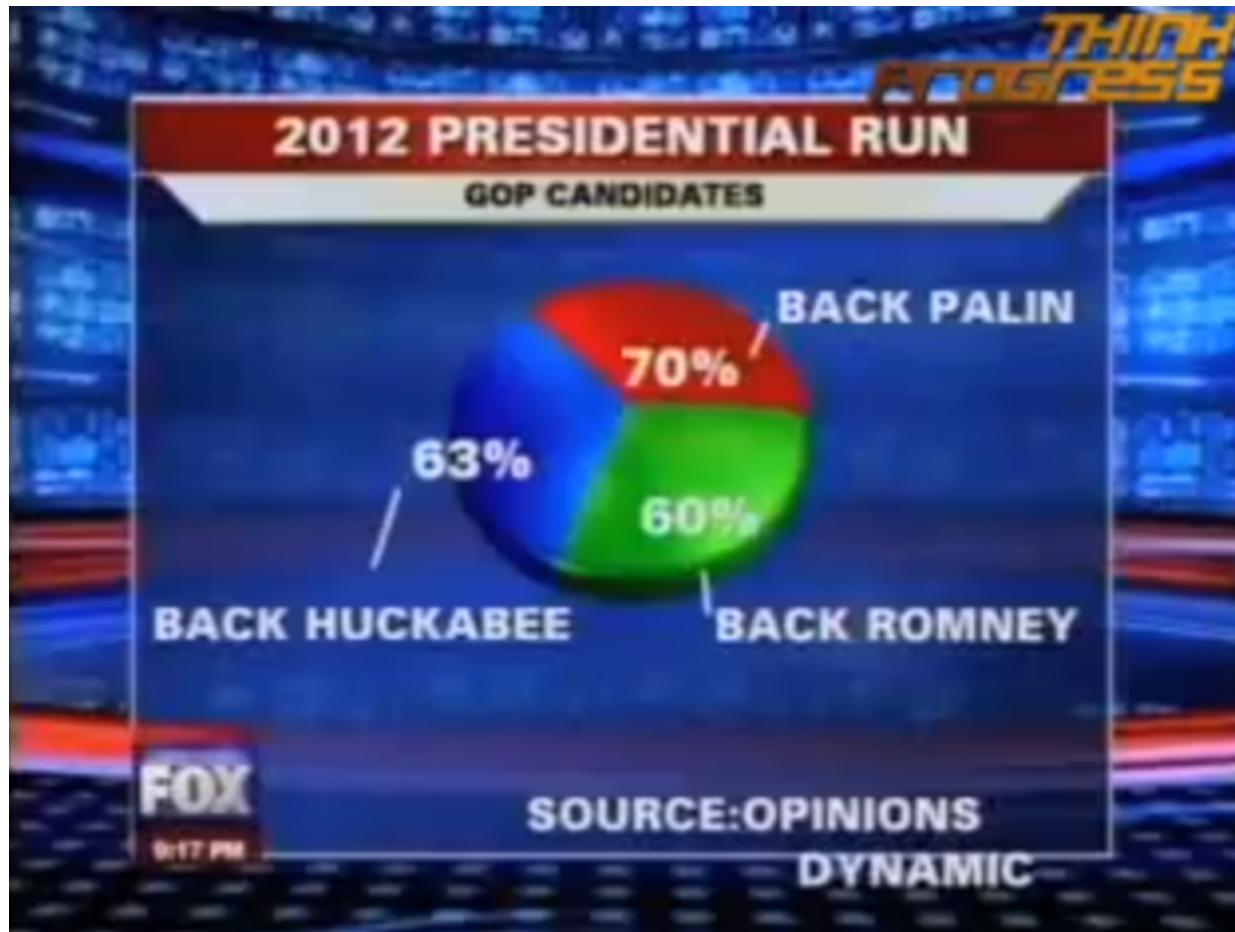
# And often made even worse: Side Legend



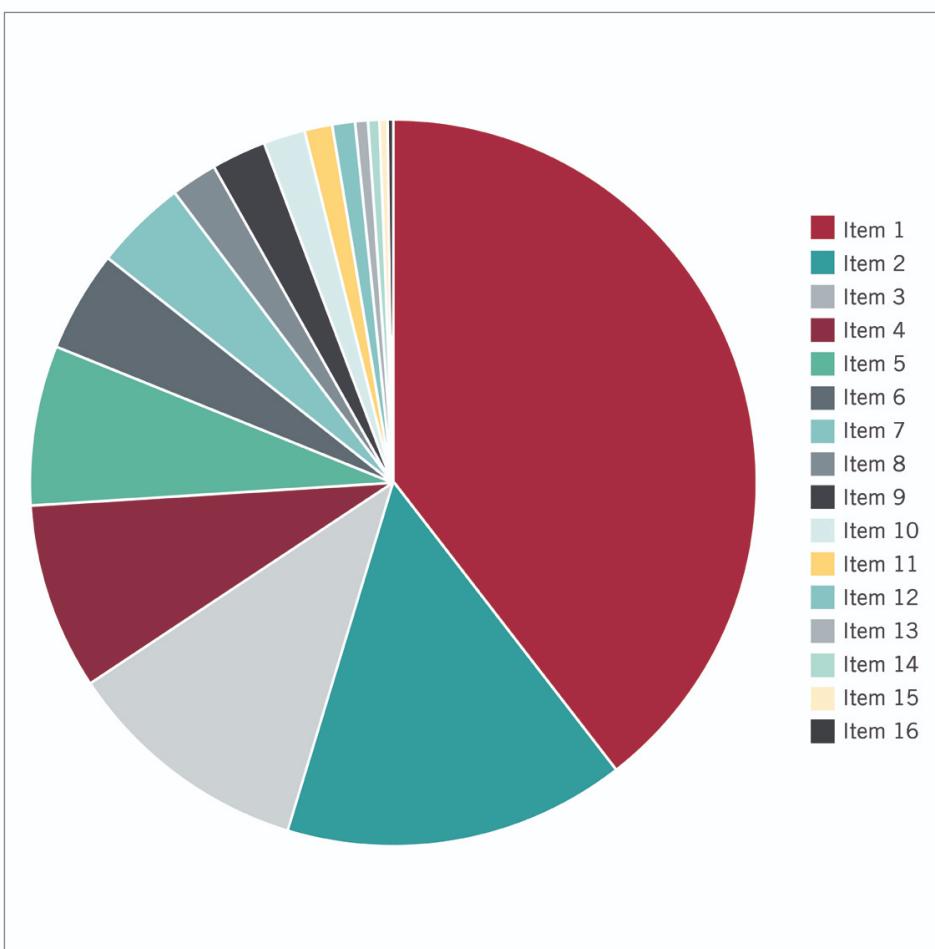
# And often made even worse: Exploded Pie



And often made even worse:  $\text{SUM}(\%) \neq 100\%$



# And often made even worse: Many Levels



# Key Takeaway 2

| Please do **NOT** use pie charts.

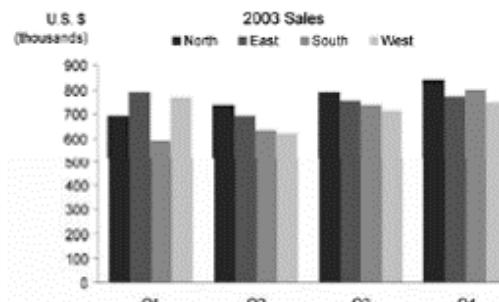
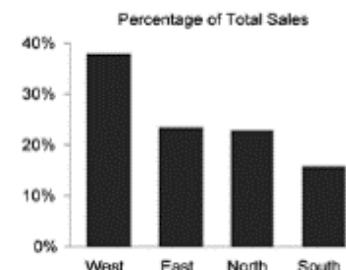
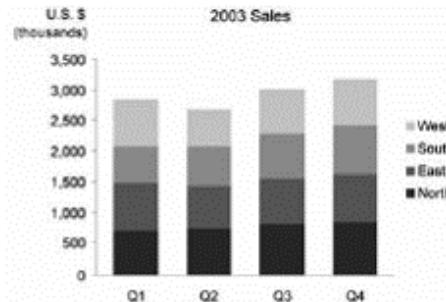
- ▶ If you need any further evidence, please check `?pie()` in R. Even statistical software are recommending against using pie charts!!

# Stacked Bar Charts

Activity

Your Solution

*When it is best to use the four charts below? They are using the same exact data.*



04 : 00

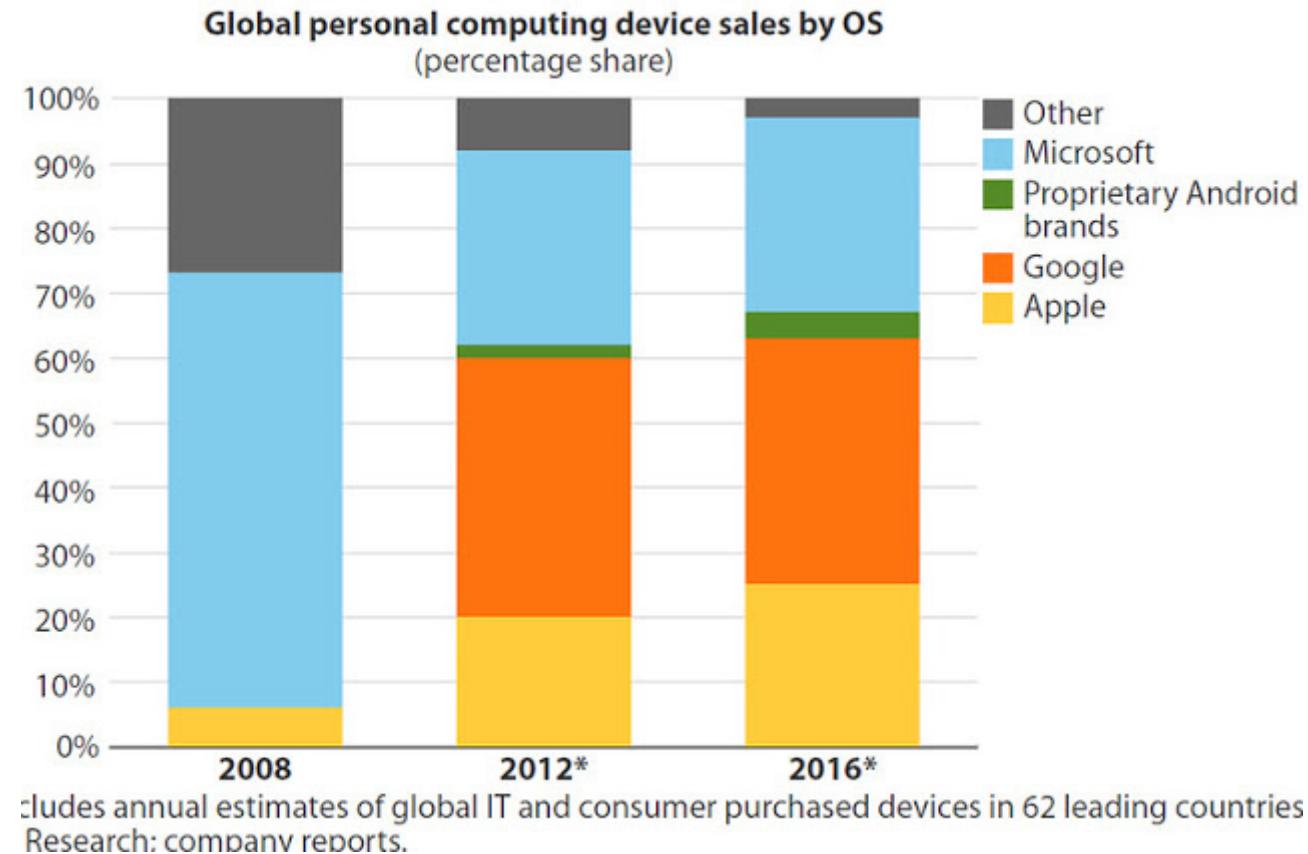
# Stacked Bar Charts

Activity

Your Solution

Insert best usage scenario for each chart below

# A Note on Stacked Bar Charts

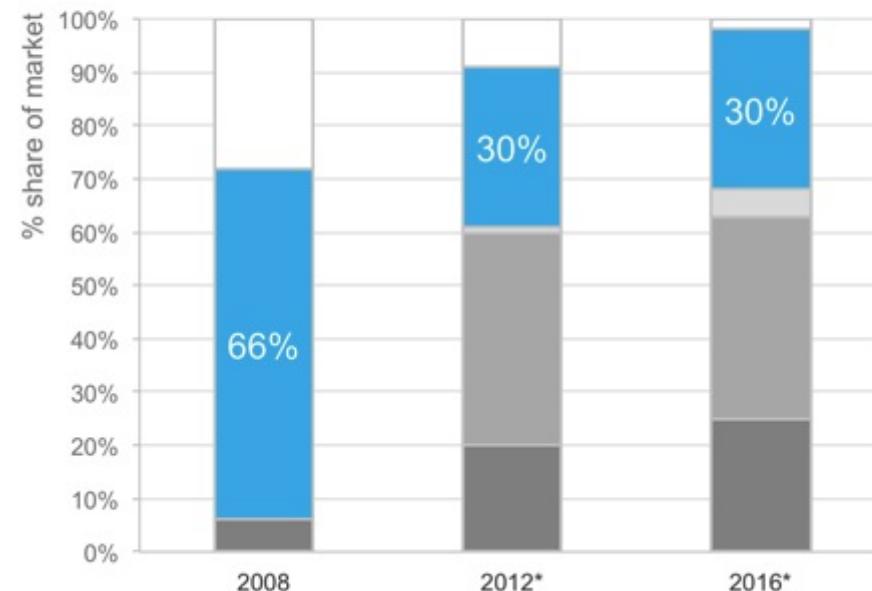


# A Note on Stacked Bar Charts

After spending years dominating the operating system market,  
**Microsoft is destined to become one of three major players**

Global personal computing device sales by operating system

□ Other ■ Microsoft ■ Proprietary Android Brands ■ Google ■ Apple

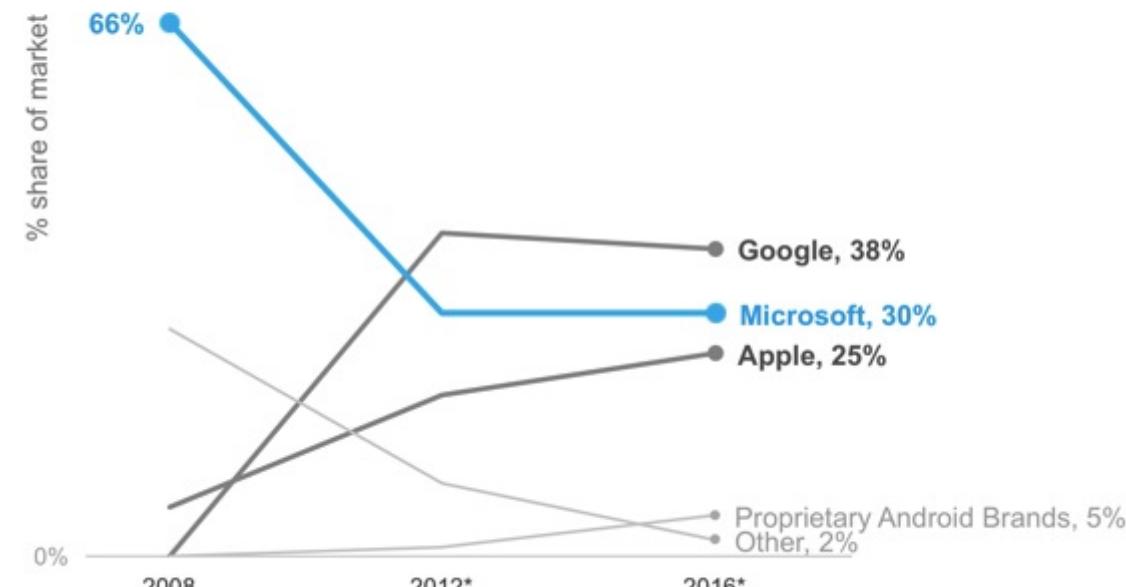


\*Forecasted based on...(I don't know what it's based on, but that detail should be added!)

# A Note on Stacked Bar Charts

After spending years dominating the operating system market,  
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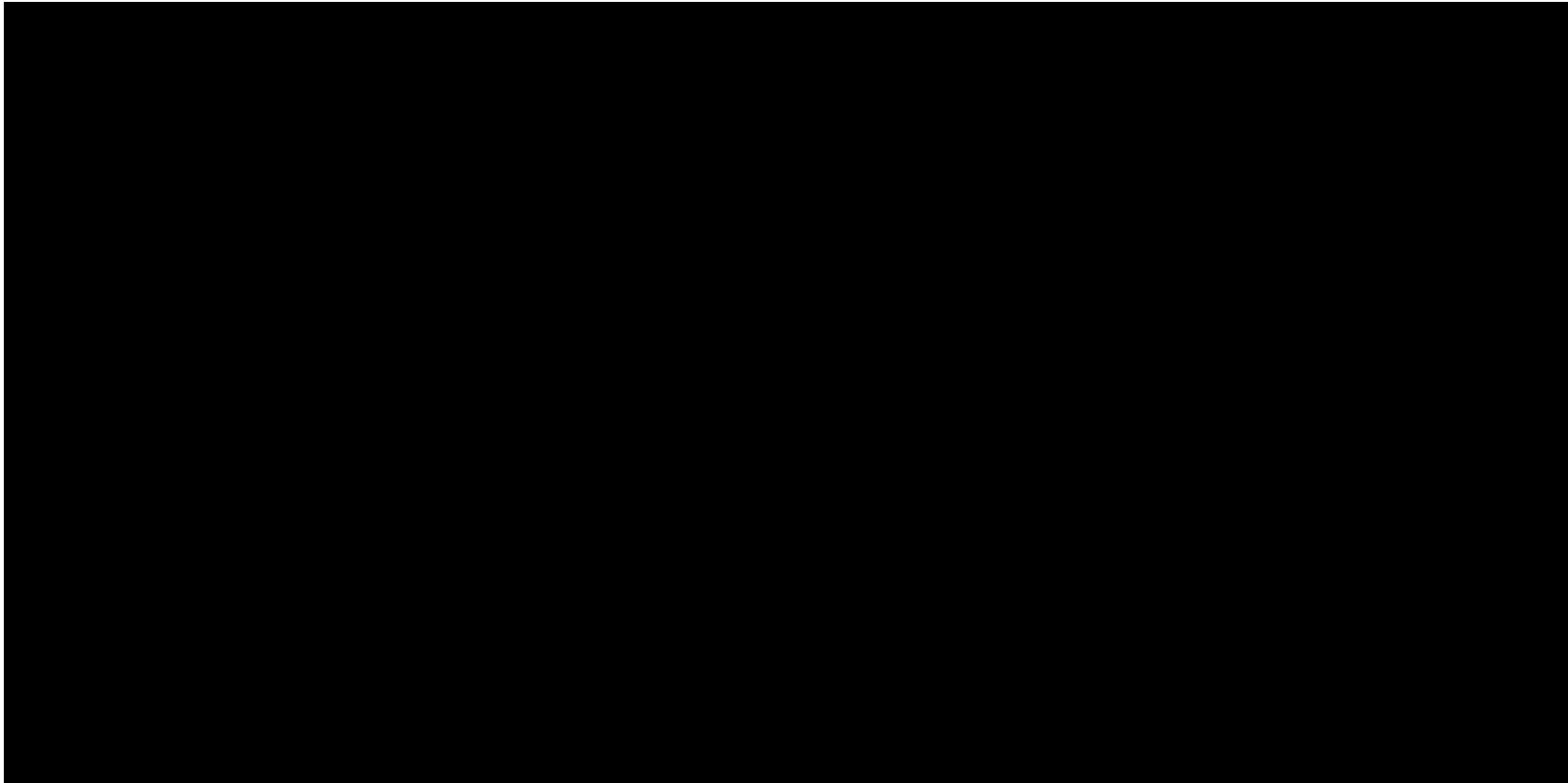
Global personal computing device sales by operating system



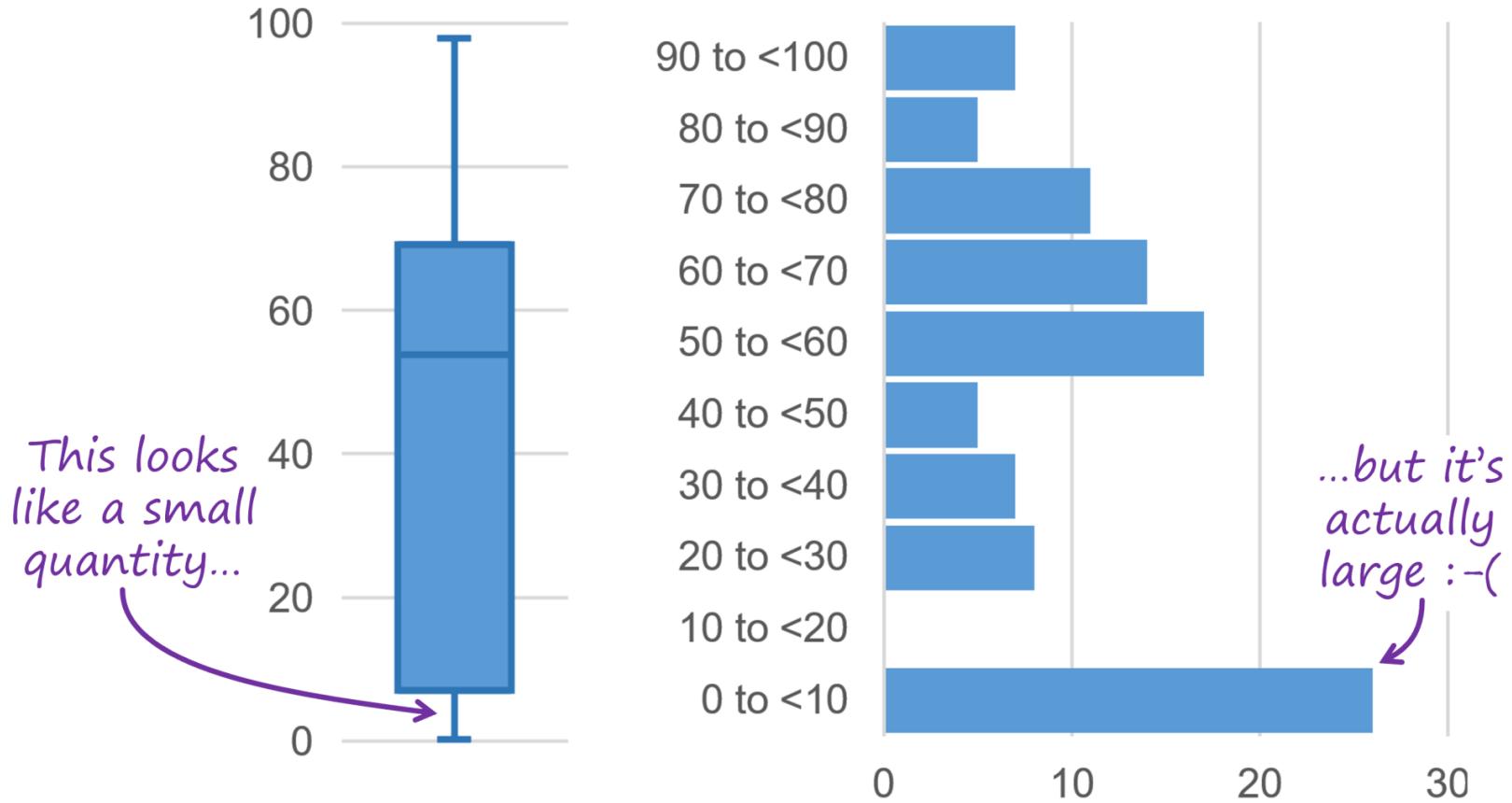
\*Forecasted based on...(I don't know what it's based on, but that detail should be added!)

# Distributions and Correlations

# Issues with Histograms

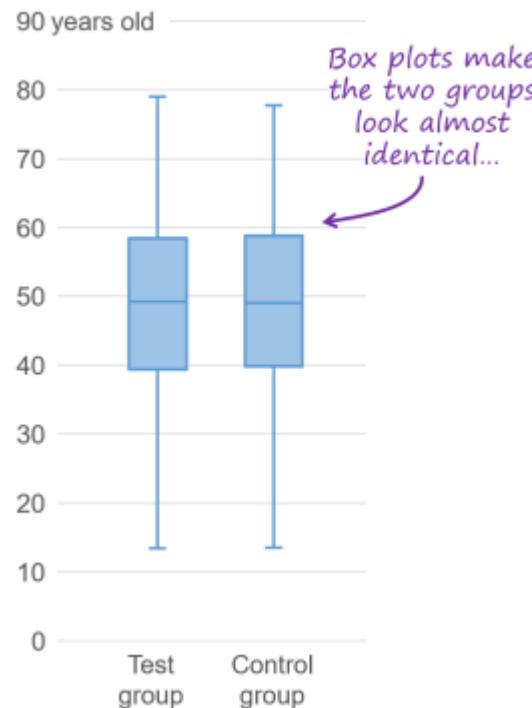


# Issues with Box Plots



# Issues with Box Plots

Study Participants by Age



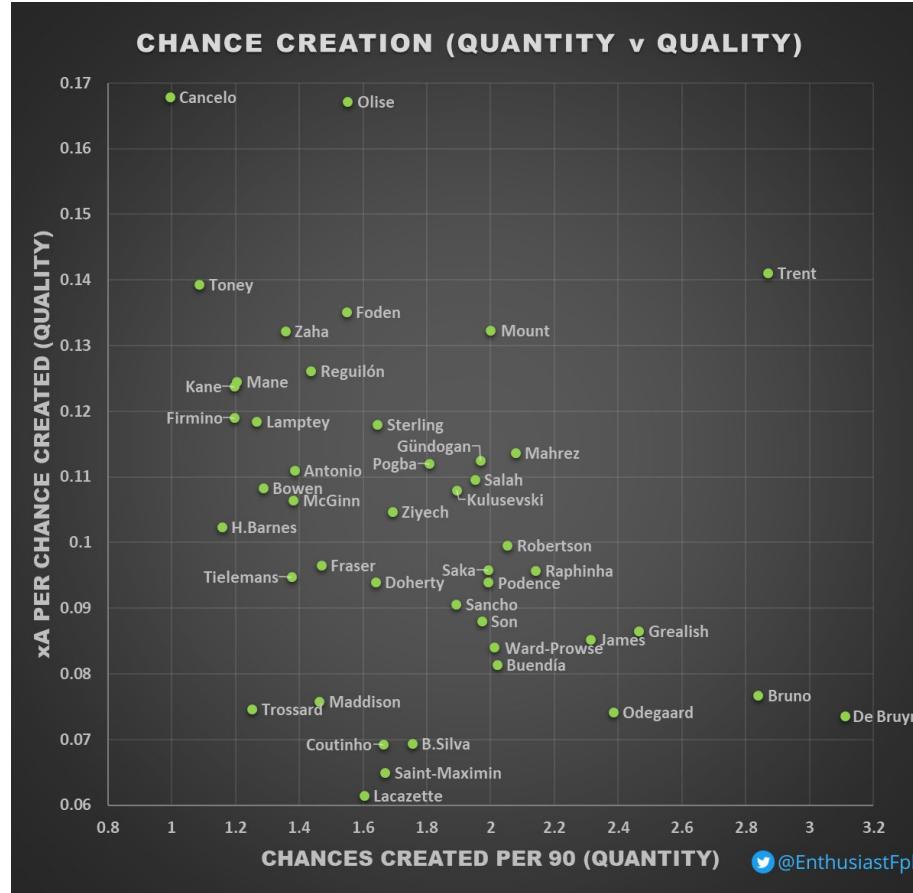
Study Participants by Age



# Key Takeaway 3

To capture the variability in a dataset, the use of box plots **may not be** appropriate!!!!

# Scatter Plots



# Recap

# Summary of Main Points

- Identify strengths & weaknesses of basic charts
- Use appropriate charts based on objective
- Avoid using pie charts (never use pie charts)
- Avoid 3D graphs (unless VR changes their utility)