We'll start with basic tables and explore how visualizing data in graphs helps us more quickly see what's going on – as well as how different visuals cause us to identify new things and make varying design choices when graphing our data.

Exercise 2.1: improve this table

Frequently, when we first aggregate our data, we put it into a table. Tables allow us to scan rows and columns, reading the data and comparing the numbers. Let's look at an example table and explore both how we can improve it and take things a step further to visualize the data it contains.

Figure 2.1a shows the breakdown of new clients by tier for the recent year. Use this table to complete the following steps.

New client tier share

Tier	# of Accounts	% Accounts	Revenue ($M)	% Revenue
A	77	7.08%	$4.68	25%
A+	19	1.75%	$3.93	21%
B	338	31.07%	$5.98	32%
C	425	39.06%	$2.81	15%
D	24	2.21%	$0.37	2%

FIGURE 2.1a Original table

STEP 1: Review the data in Figure 2.1a. What observations can you make? Do you have to make any assumptions when interpreting this data? What questions do you have about this data?

STEP 2: Consider the layout of the table in Figure 2.1a. Let's assume you've been told this information must be communicated in a table. Are there any changes you would make to the way the data is presented or the overall manner in which the table is designed? Download the data and create your improved table.

STEP 3: Let's assume the main comparison you want to make is between how accounts are distributed across the tiers compared to how revenue is distributed—and that you have the freedom to make bigger changes (it's not required to be a table). How would you visualize this data? Create a graph in the tool of your choice.