PRACTICE with COLE

Exercise 2.2: visualize!

Let's look at another table. The following shows the number of meals served each year as part of a corporate giving program. Spend a moment looking at the data. What is interesting about it?

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

FIGURE 2.2a Table showing meals served over time

Notice how much work it is to process a column of numbers like this. We read data that is presented to us in tabular form, which—though this may seem like a simple way to show the numbers—actually takes a ton of brainpower! When I scan these numbers, I see the jump from 2010 to 2011, and another between 2013 and 2014. You probably did, too. But if you're like me, it means you started at the top of the table and got there by scanning down the second column—comparing each new number to the one(s) before it.

Let's practice easing how hard our brains must work by making the data more visual. Download this data. Create the following visuals in the tool of your choice.

STEP 1: Apply **heatmapping** to the second column of values.

STEP 2: Create a **bar graph**.

STEP 3: Create a **line graph**.

STEP 4: Choose: **which of the visuals you've created do you like best**? Are there any other ways you would graph this data?