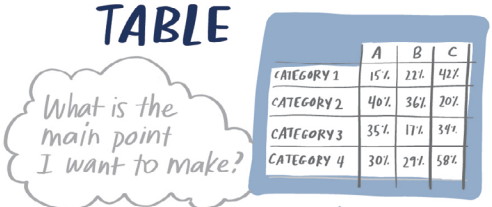
SWD BOOK CHAPTER 2

FIRST, LET'S RECAP
CHOOSING an EFFECTIVE VISUAL

SIMPLE TEXT

Just because you have numbers doesn't mean you need a graph!

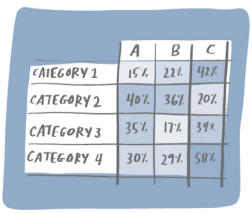
TABLE



OFTEN THERE ARE MORE EFFICIENT WAYS

Avoid using tables in live presentations because people stop listening & start reading

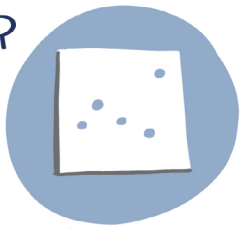
HEAT MAP



EYES CAN EASILY PICK OUT BIG DIFFERENCES IN COLOR INTENSITY, but smaller ones don't stand out

Can work well when beginning to explore data and deciding where to dig further

SCATTER PLOT



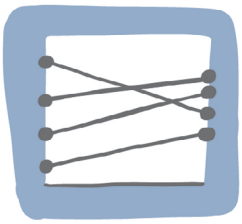
Good for encoding data simultaneously on two axes to identify what relationships exist

LINE

RULE: The lines that connect the dots have to make sense! Most effective with continuous data, often time

SLOPE GRAPH

A FANCY WORD FOR A LINE GRAPH WITH ONLY 2 POINTS



Useful to focus on change between two points in time or difference between groups