

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

What is the main point I want to make?

OFTEN THERE ARE MORE EFFICIENT WAYS

	A	B	C
CATEGORY 1	15%	22%	42%
CATEGORY 2	40%	36%	20%
CATEGORY 3	35%	17%	39%
CATEGORY 4	30%	29%	58%

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

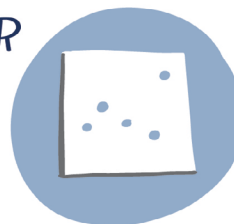
HEAT MAP

	A	B	C
CATEGORY 1	15%	22%	42%
CATEGORY 2	40%	36%	20%
CATEGORY 3	35%	17%	39%
CATEGORY 4	30%	29%	58%

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

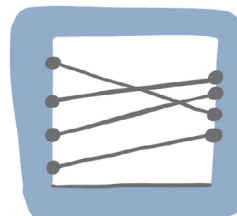
LINE



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

BAR CHARTS

Great for categorical data

Easy for our eyes - comparing heights to a consistent baseline

Rule:
Must have a zero baseline.
No exceptions!

VERTICAL

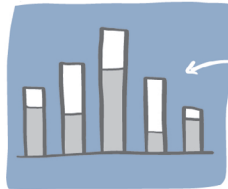


HORIZONTAL

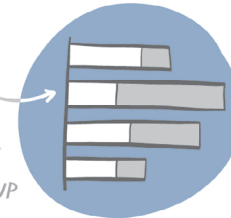


Good when category names are long

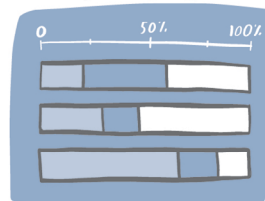
STACKED



OFTEN MISUSED...
EASIER TO COMPARE TOTAL & FIRST SERIES,
BUT SEGMENTS UP THE STACK DON'T LINE UP



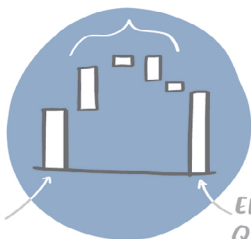
100% STACKED



TWO BASELINES FOR COMPARISON

WATER-FALL

ADDITIONS & DEDUCTIONS



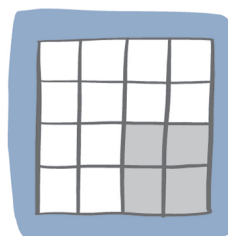
BEGINNING QUANTITY

ENDING QUANTITY

Often used in finance to show variance to budget

SQUARE AREA

(AKA WAFFLE CHART)



THE GRID IS IMPORTANT BECAUSE WE TEND TO OVERESTIMATE AREAS

Good for showing numbers of very different magnitudes, or as an alternative to a pie chart