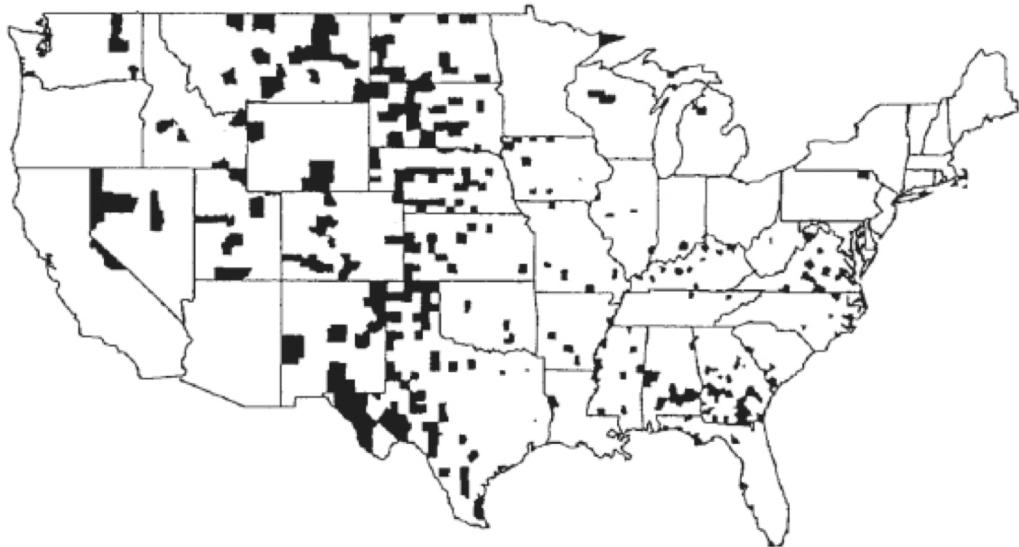


# Graphical Integrity: What's wrong?

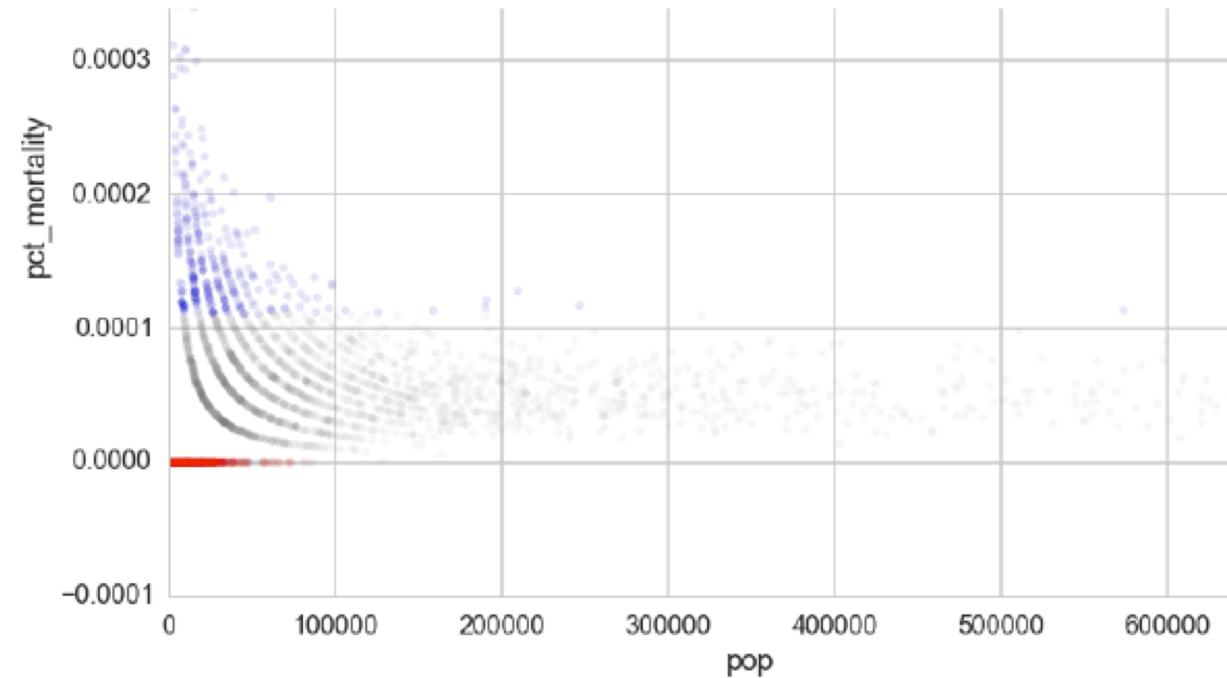
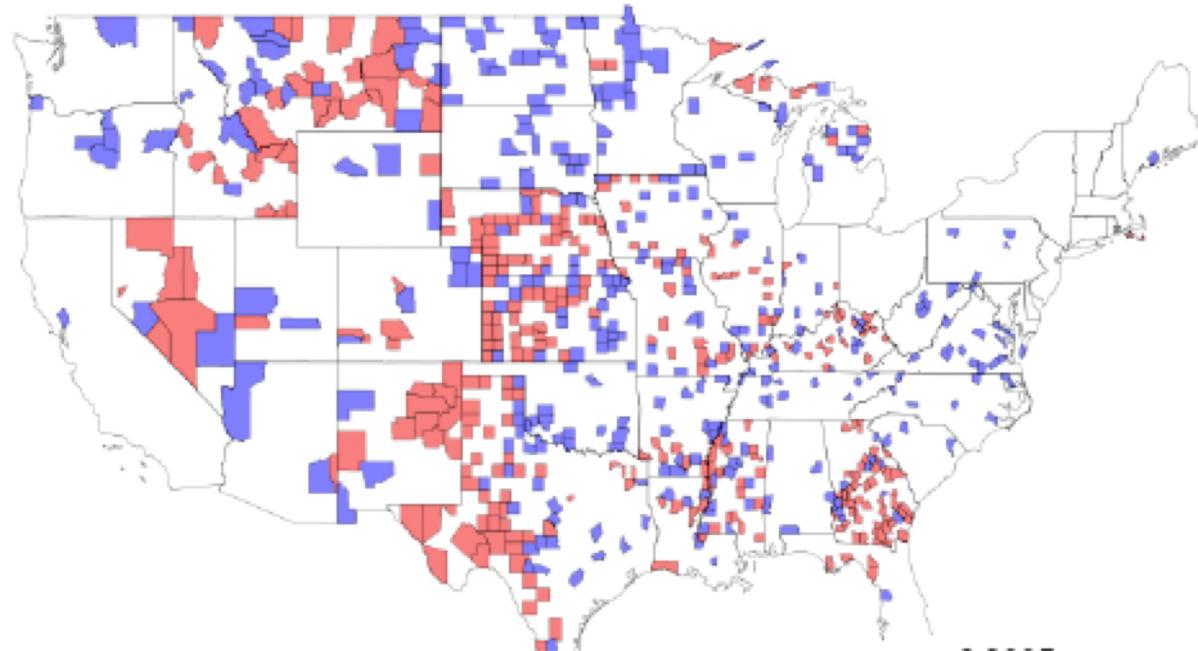


Counties with the LOWEST  
kidney cancer death rates  
(1980-1989)



Counties with the HIGHEST  
kidney cancer death rates  
(1980-1989)

# Graphical Integrity: What's wrong?



# Graphical Integrity: What's wrong?

## **Lesson III: plot all the data**



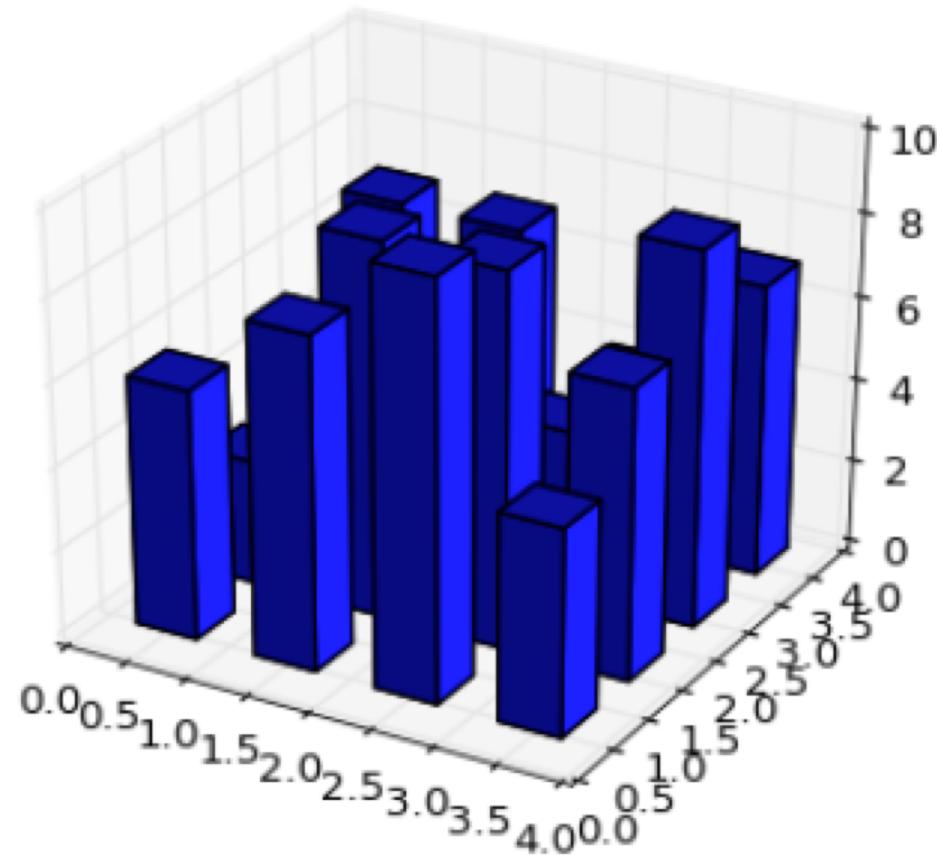
# Agenda

- EDA Refresher
- Effective Visualization
  - Graphical Integrity
  - Scope
  - Displays
  - Sensible Design
- Communication
  - Motivation
  - Key Considerations

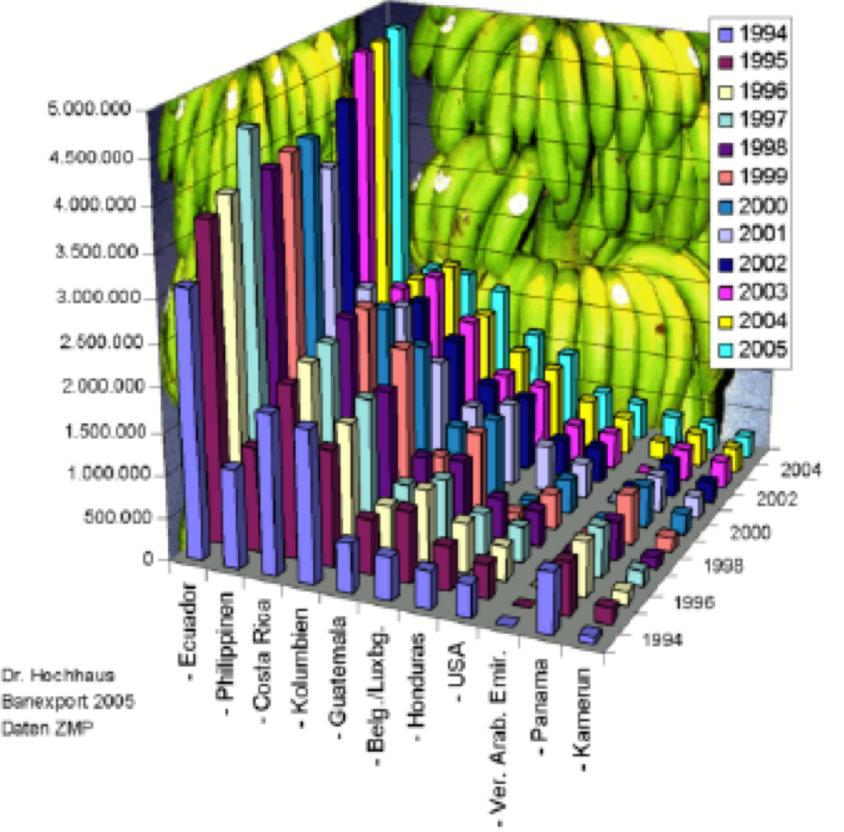
# Agenda

- EDA Refresher
- Effective Visualization
  - Graphical Integrity
  - Scope
  - Displays
  - Sensible Design
- Communication
  - Motivation
  - Key Considerations

# Scope: What's wrong?

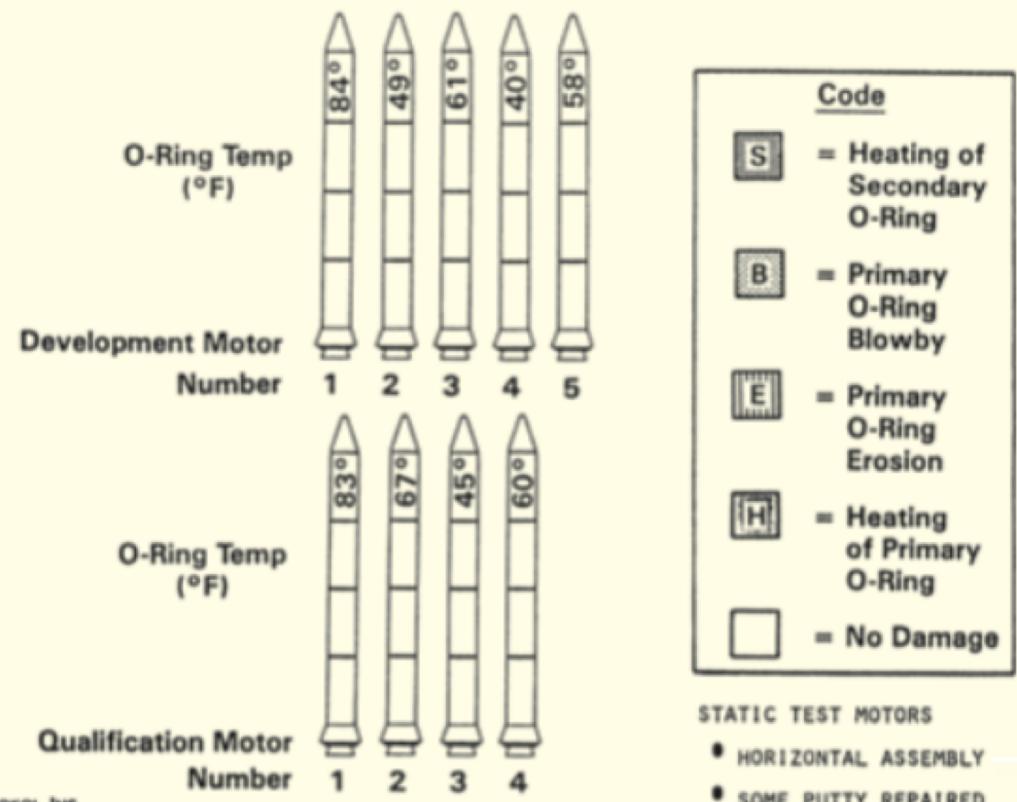


Export von Bananen in Tonnen von 1994-2005

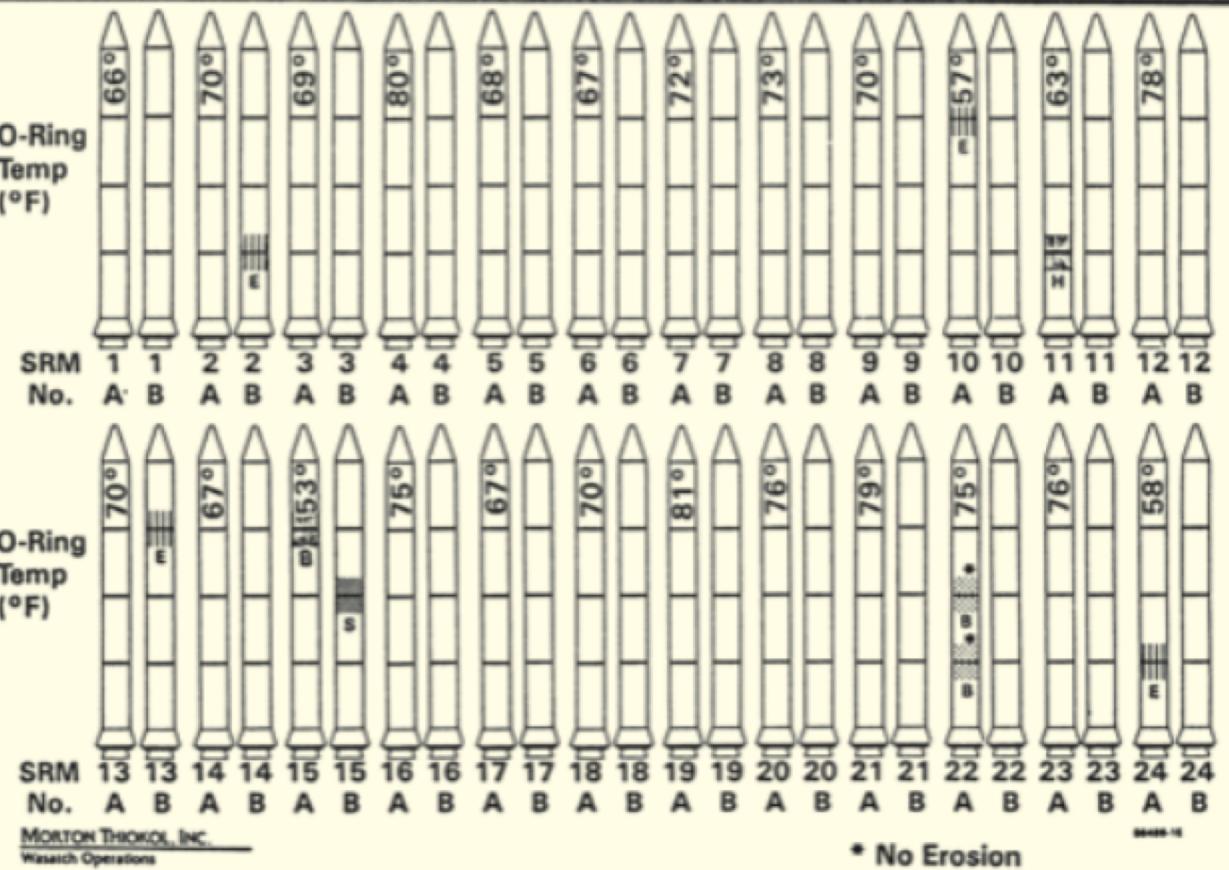


# Scope: What's wrong?

## History of O-Ring Damage in Field Joints



## History of O-Ring Damage in Field Joints (Cont)



## **Lesson IV: keep it simple... enough**