Balloon Plot

Graphical tool for displaying tabular data

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Introduction

Numeric data is often summarized using rectangular tables. While these tables allow presentation of all of the relevant data, they do not lend themselves to rapid discovery of important patterns. The primary difficulty is that the visual impact of numeric values is not proportional to the scale of the nubmers repre-

```
                        survived="Yes"])
colcames(surv.pop) <- c("Child-M", "Child-F",
                        "Adult-M", "Adult-F")
balloonplot(as.table(surv.pop), xlab="",
            ylab="", main="")
title("BalloonPlot : Surviving passengers by
 gender and age")
mtext("(Area proportiocal to frequency)")
```

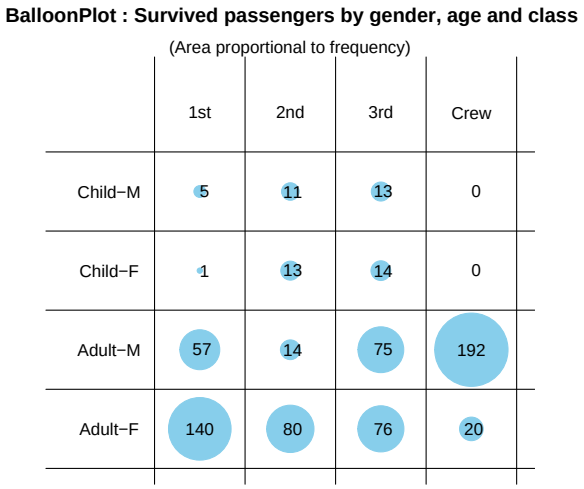

Figure 2: Balloon plot of survived population

It is now easy to see that adult females and adult