Data Encoding Process

1. Think about your audience and goals

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2. Write out your variables

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3. Classify your variables (optional)

R for the Rest of Us

1. Think about your audience and goals

2. Write out your variables

3. Classify your variables (optional)

4. Brainstorm a visual format

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2. Write out your variables

3. Classify your variables (optional)

4. Brainstorm a visual format

5. Assign variables to visual elements in your design

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6. Repeat step 4+5, refining your chart