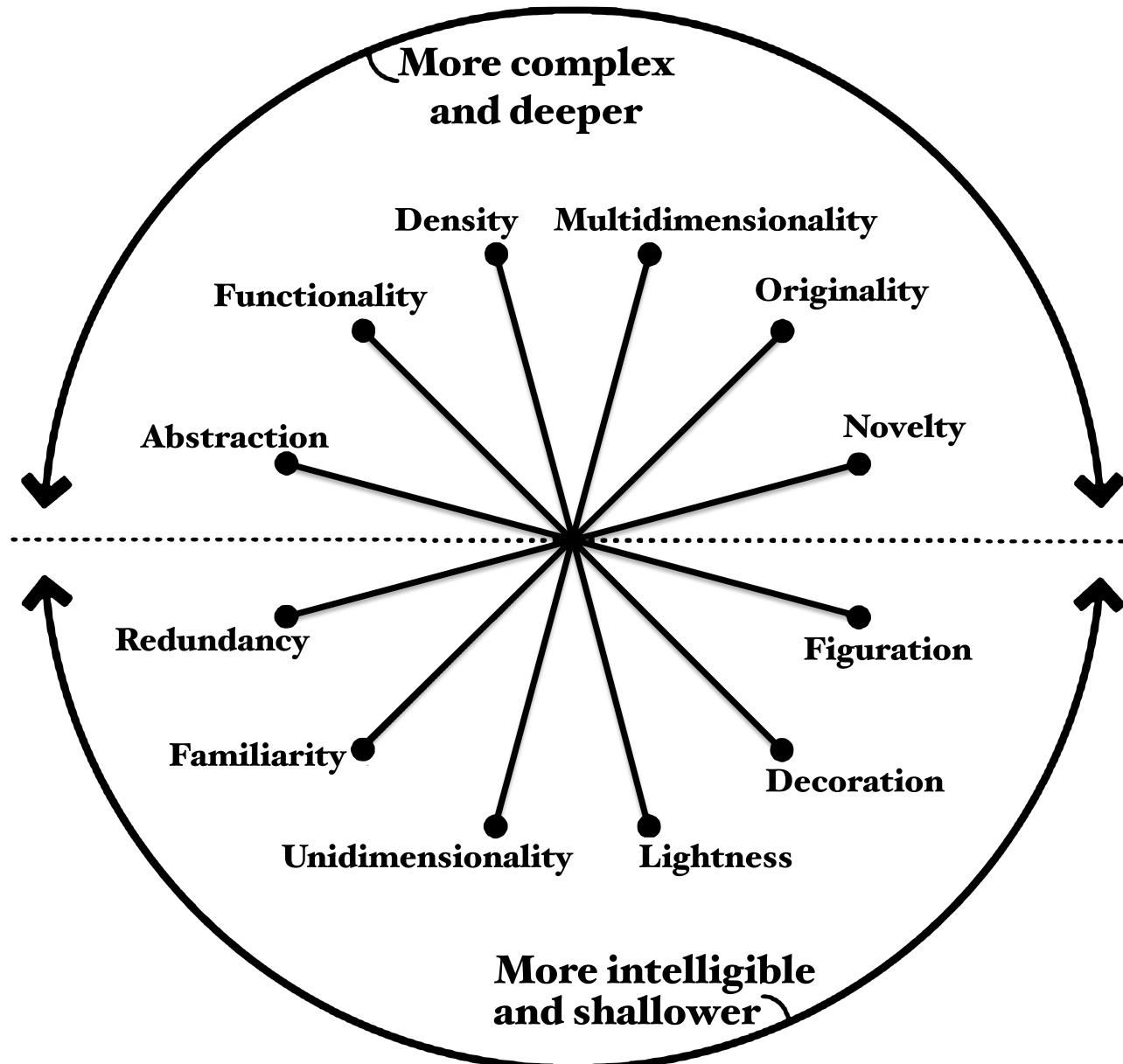
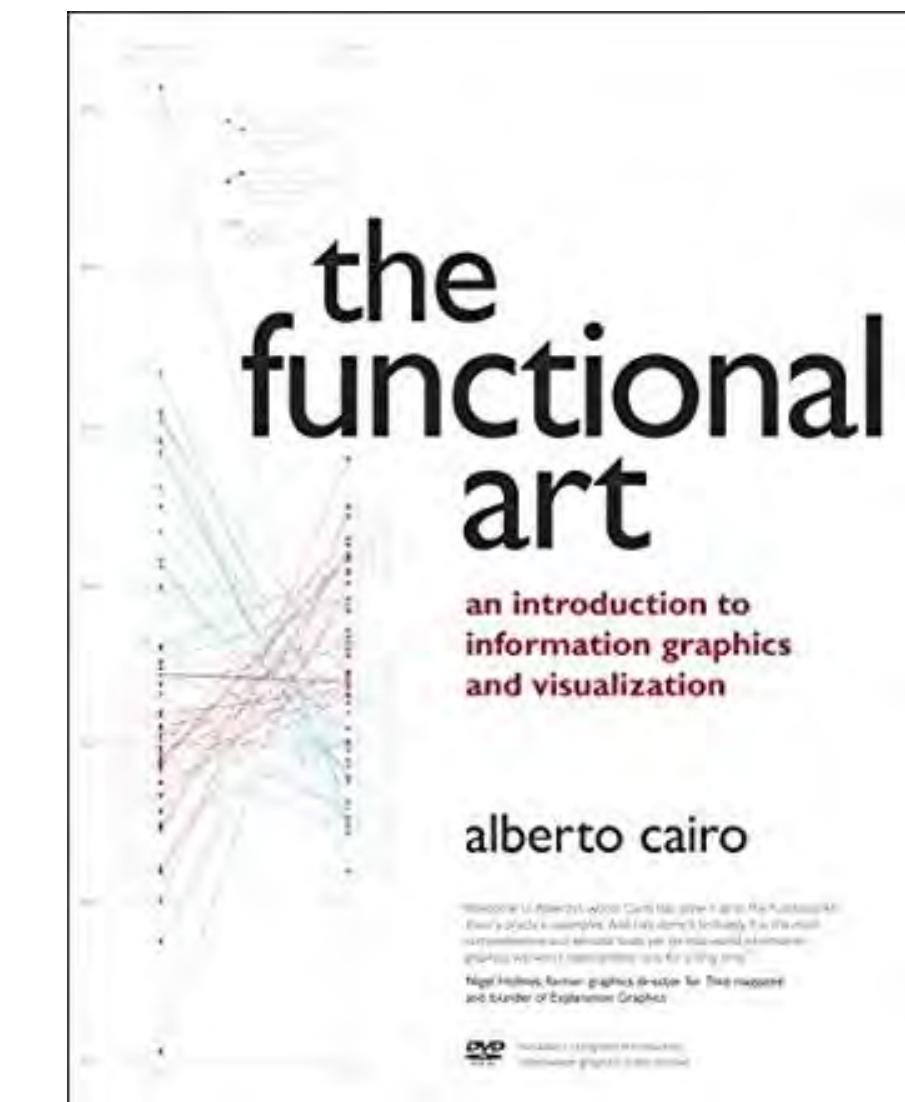


Visualization Wheel



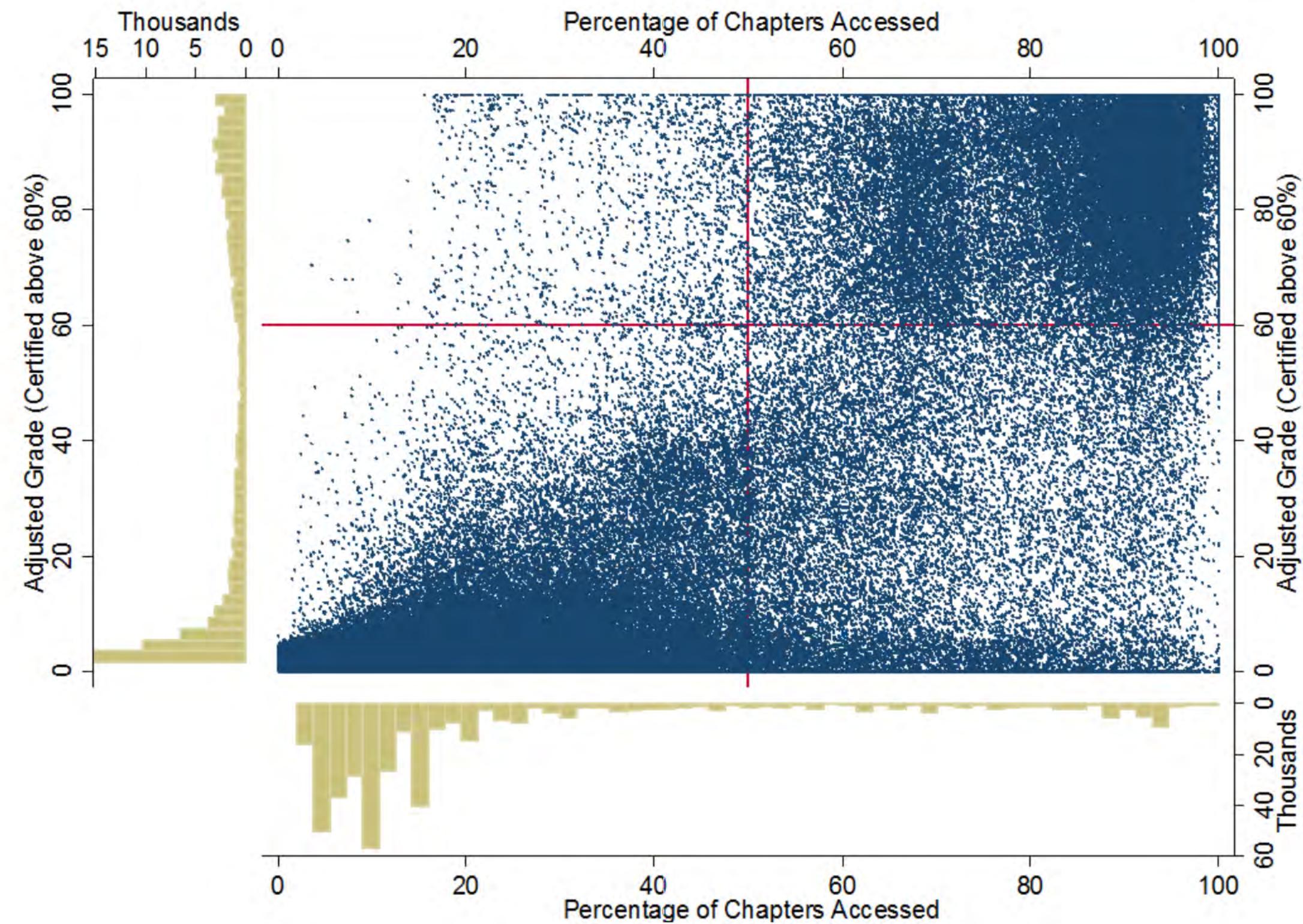
- Alberto Cairo; the functional art





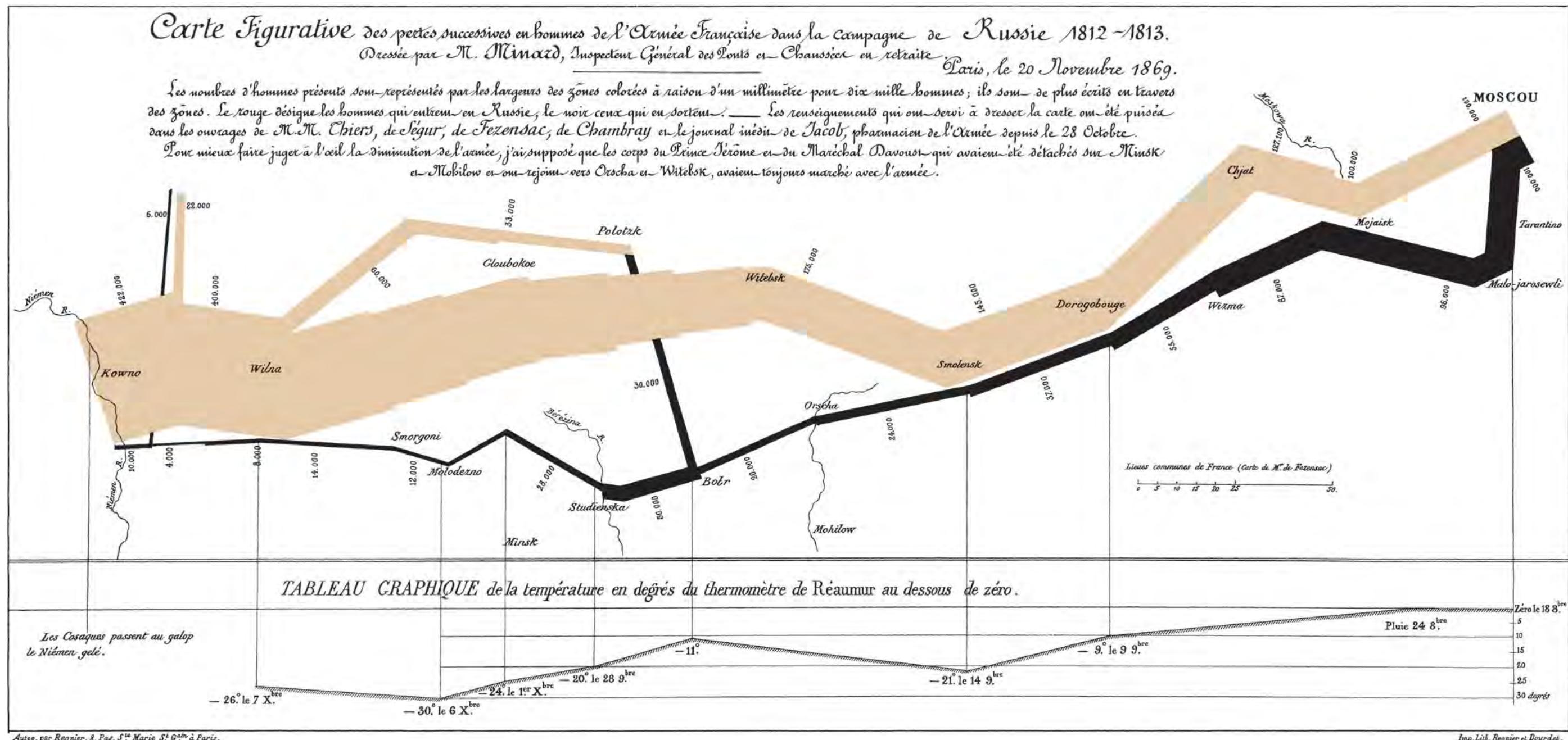
Visualization Wheel Dimensions

- **Abstraction – Figuration**
 - *Boxes and charts (abstraction) or real-world physical objects (figuration)*
- **Functionality – Decoration**
 - *No embellishments (functionality) or artistic embellishments (decoration)*
- **Density – Lightness**
 - *Must be studied in depth (density) or understandable at a glance (lightness)*



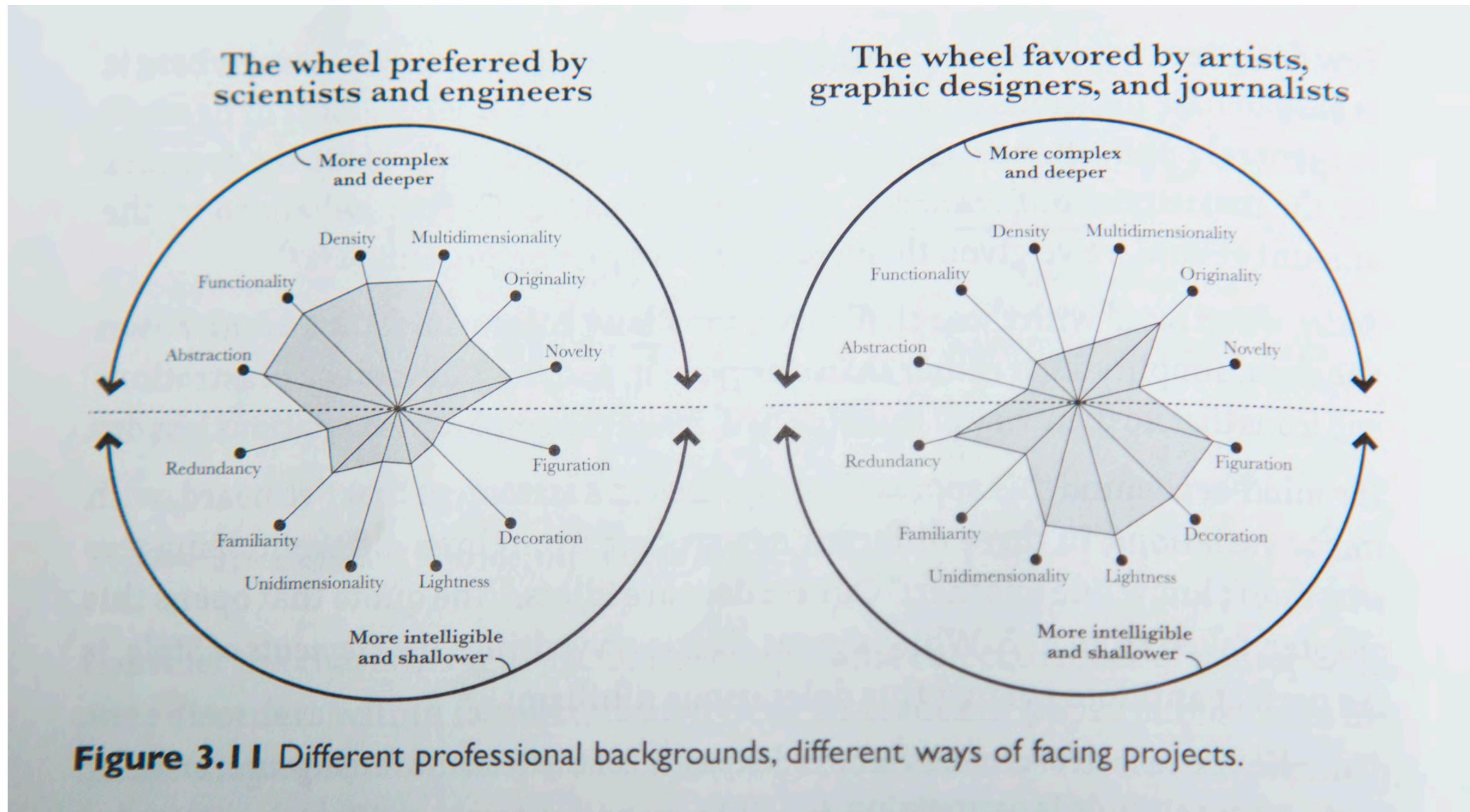
Visualization Wheel Dimensions

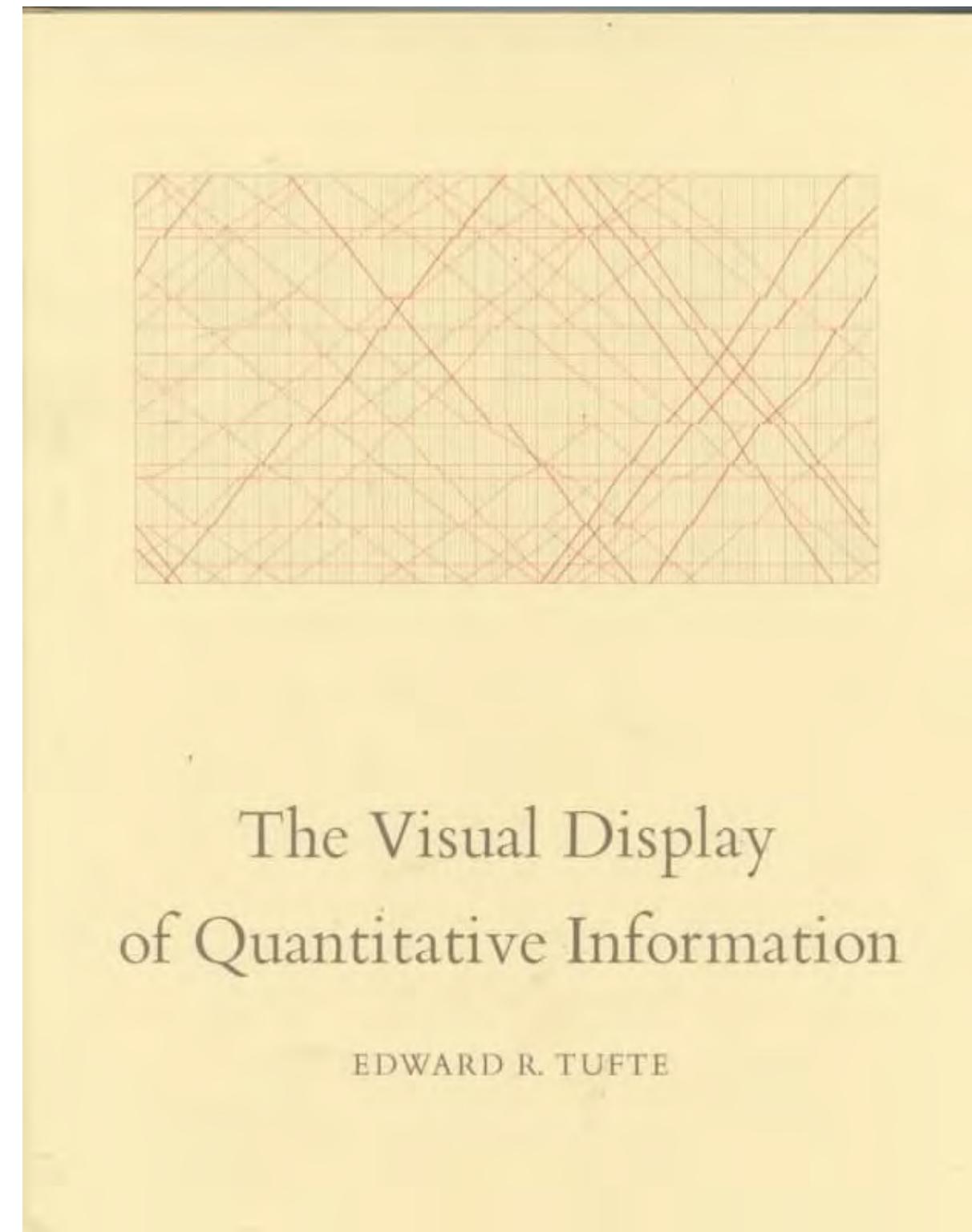
- Multidimensional – Unidimensional
 - *Different aspects of phenomena (multidimensional) or single or few items of phenomenal (unidimensional)*



Visualization Wheel Dimensions

- **Multidimensional – Unidimensional**
 - *Different aspects of phenomena (multidimensional) or single or few items of phenomenal (unidimensional)*
- **Originality – Familiarity**
 - *Novel methods of visualization (originality) or established and well understood methods of visualization (familiarity)*
- **Novelty – Redundancy**
 - *Explaining each item once (novelty) or encoding multiple explanations of the same phenomena (redundancy)*



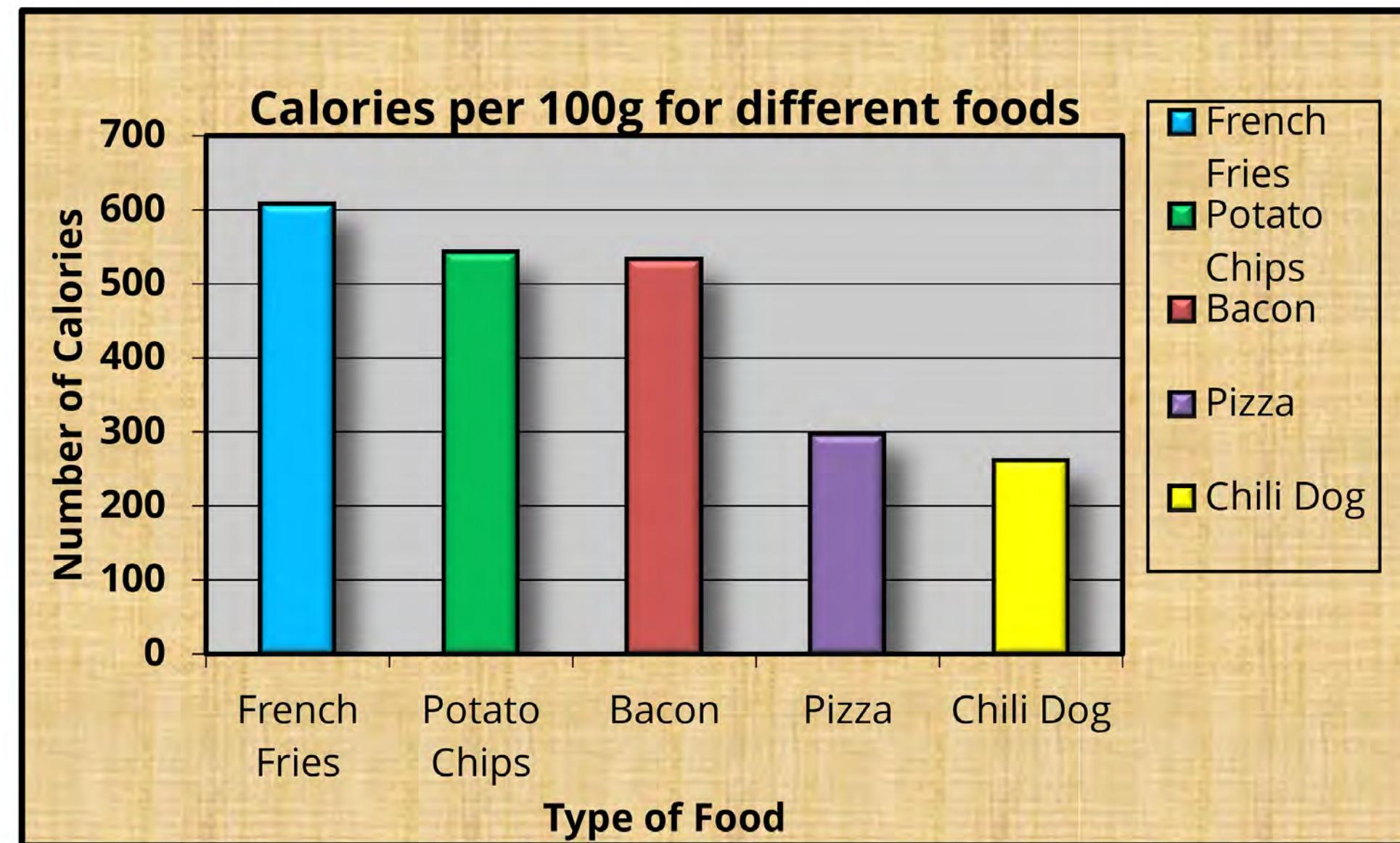


Remove
to improve
(the **data-ink** ratio)

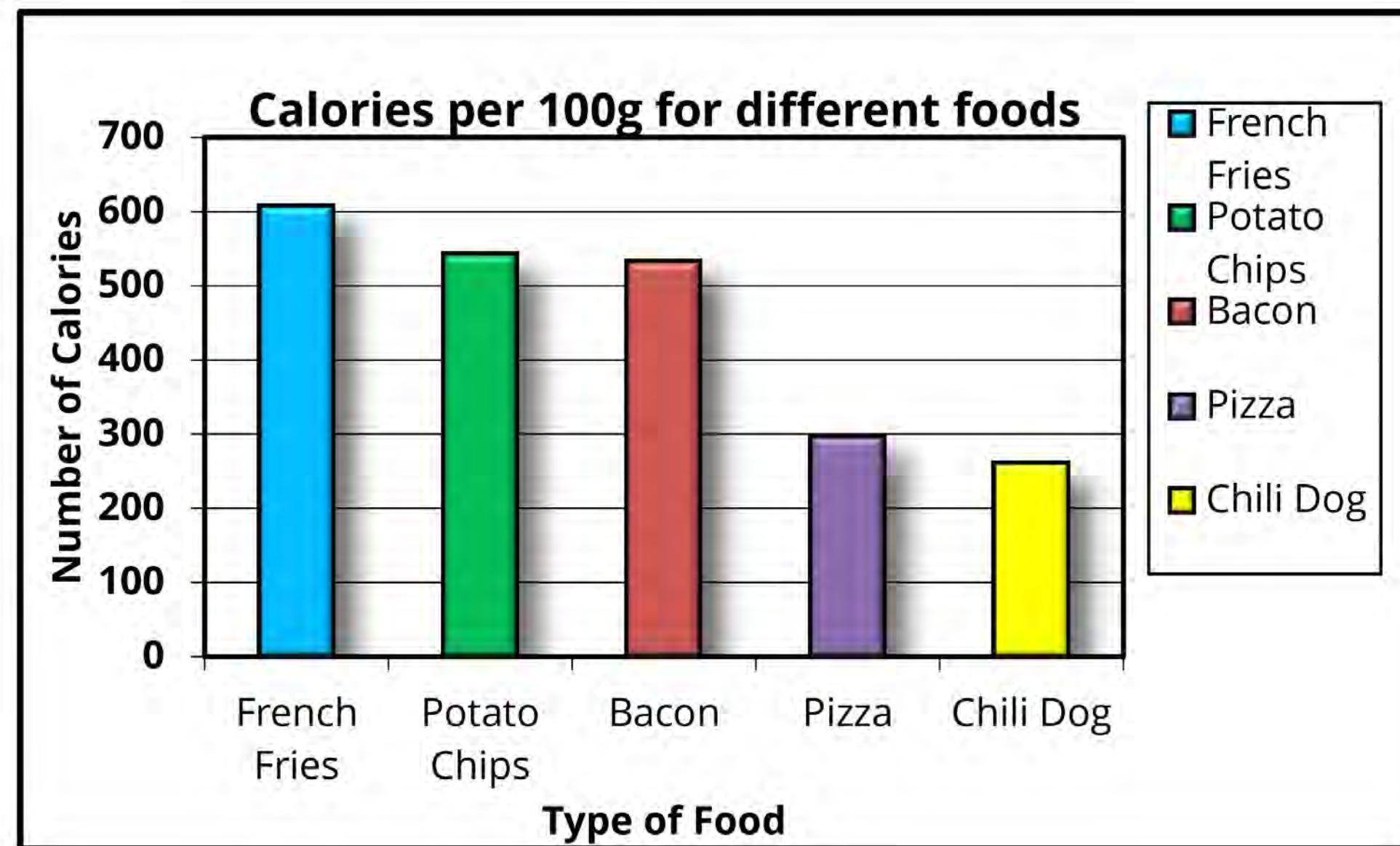


www.darkhorseanalytics.com

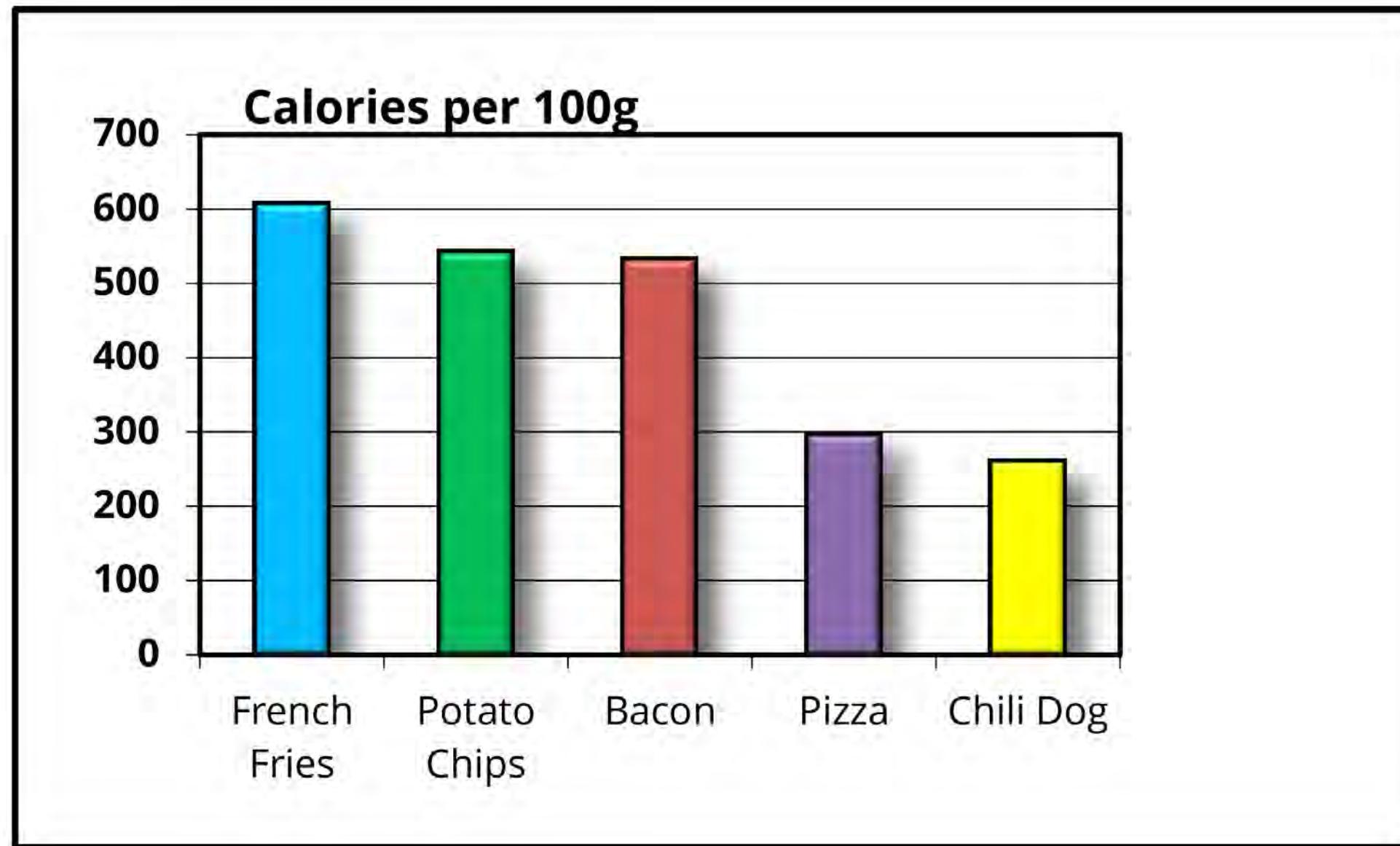
Remove backgrounds



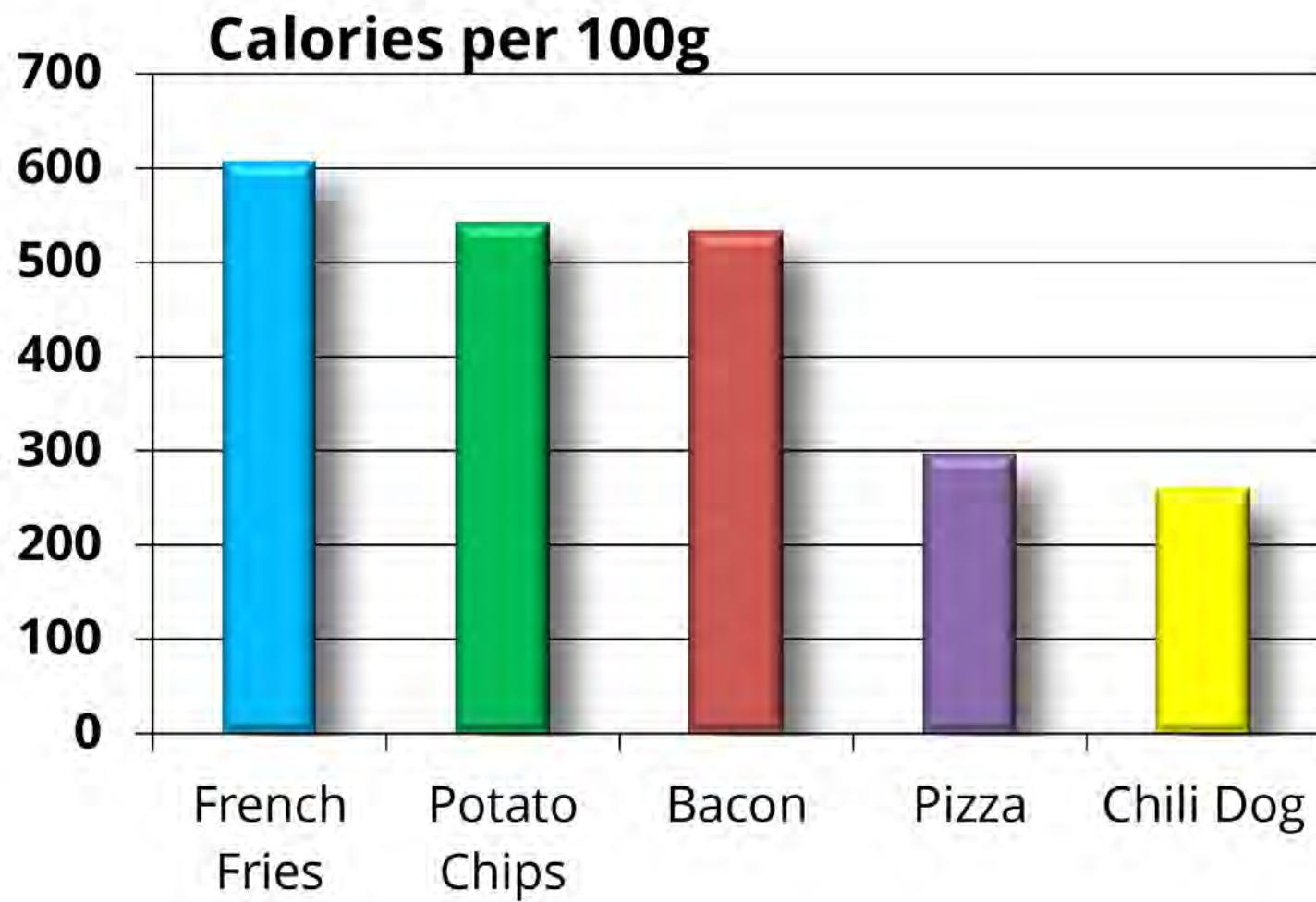
Remove redundant labels



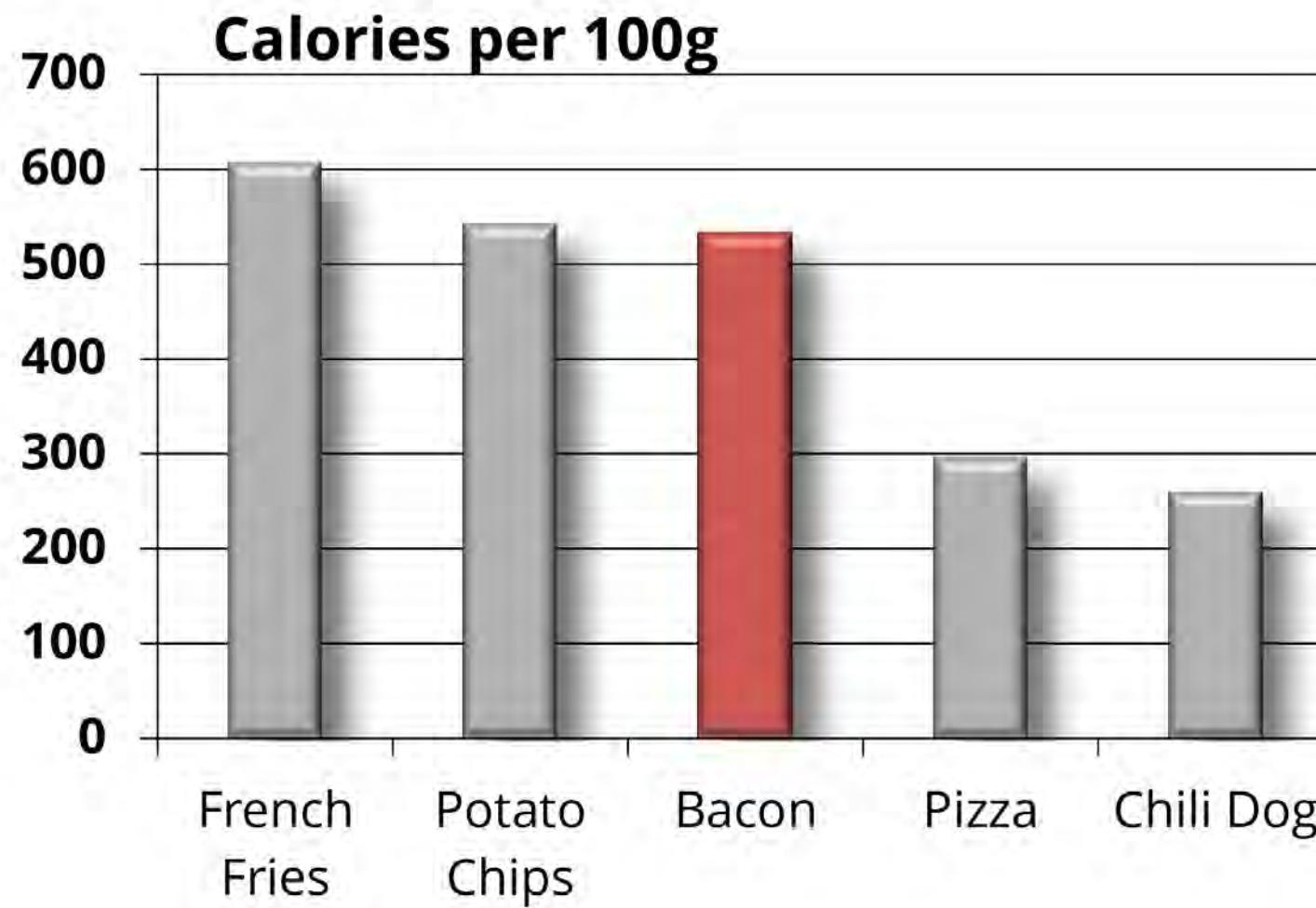
Remove borders



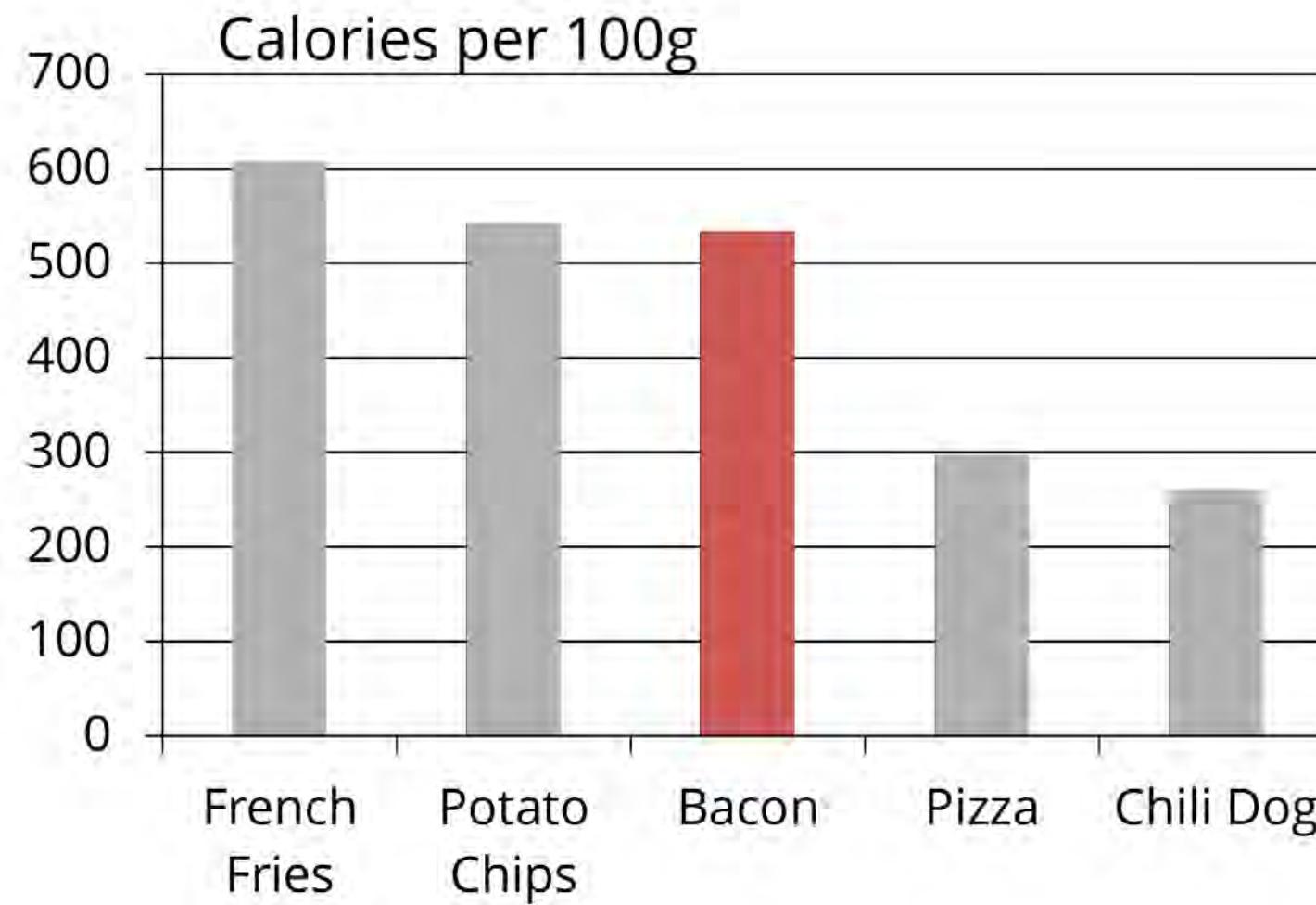
Reduce colors



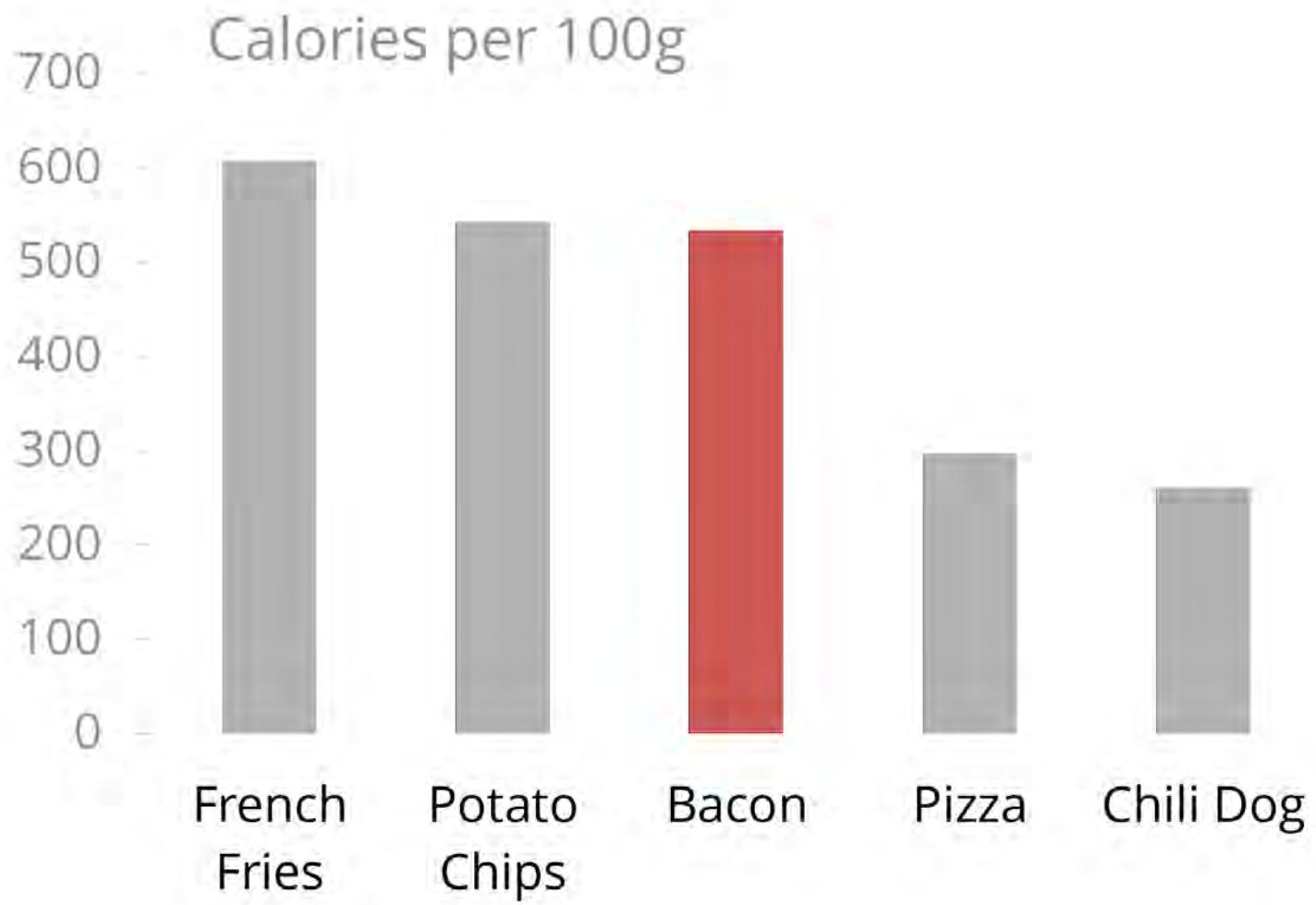
Remove special effects



Lighten labels

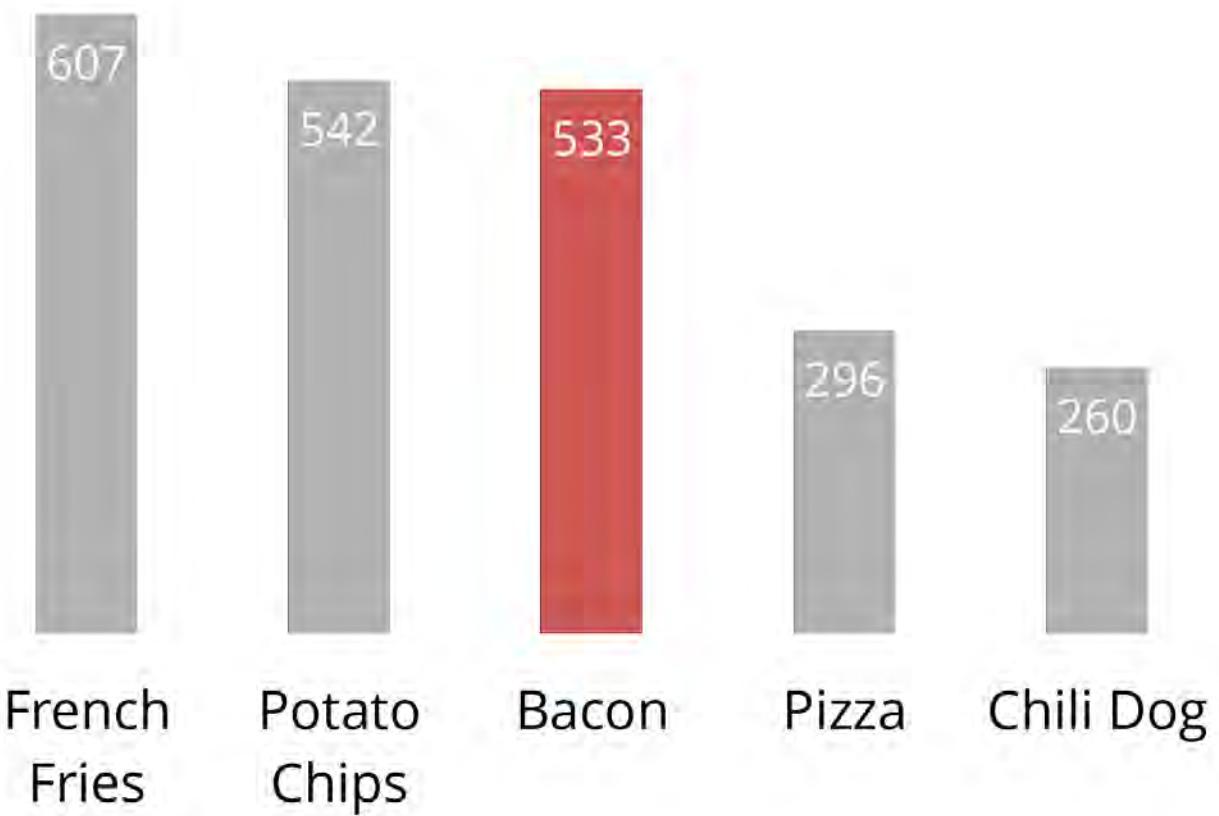


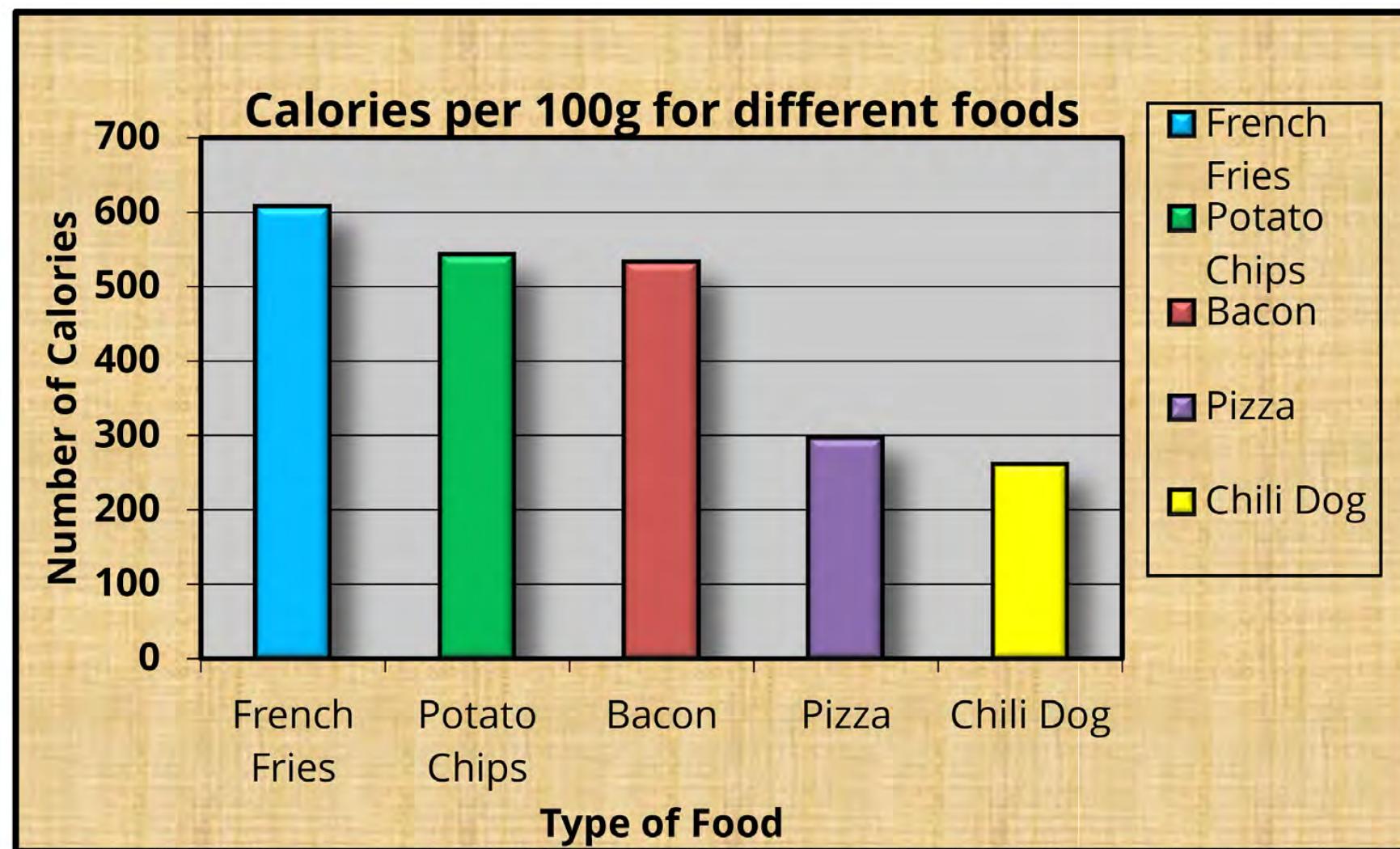
Direct label



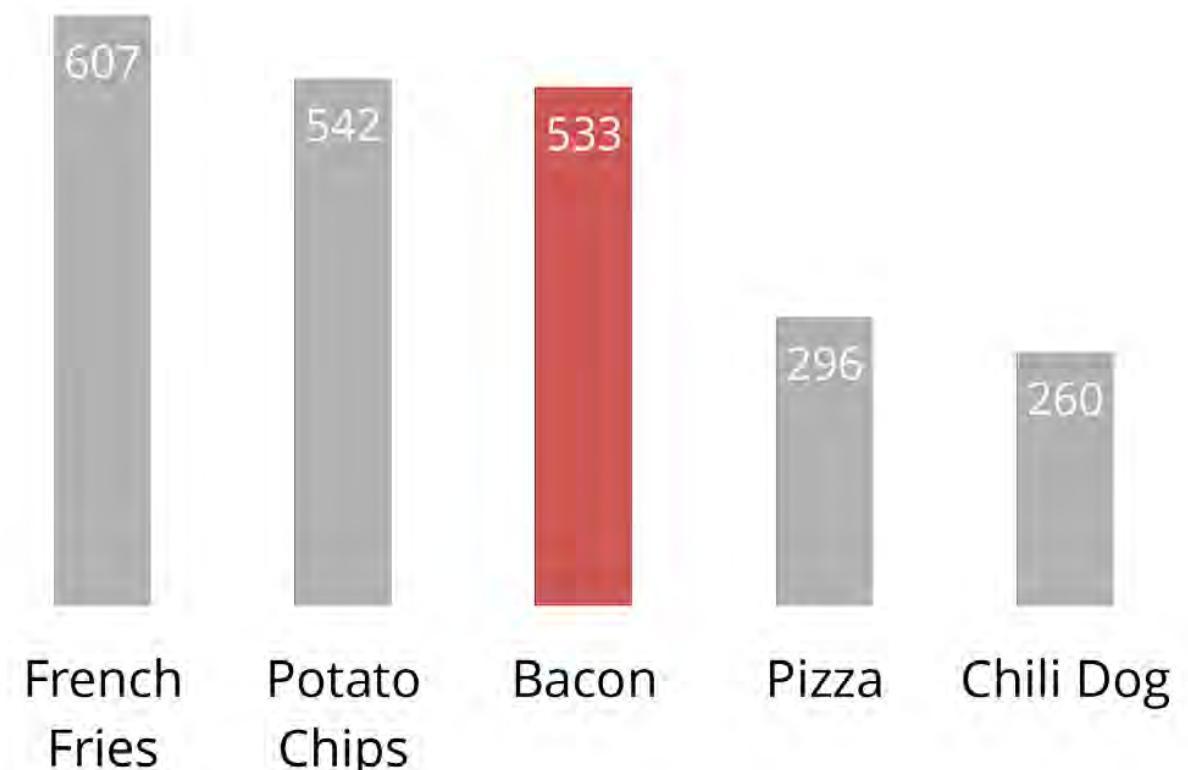
Direct label

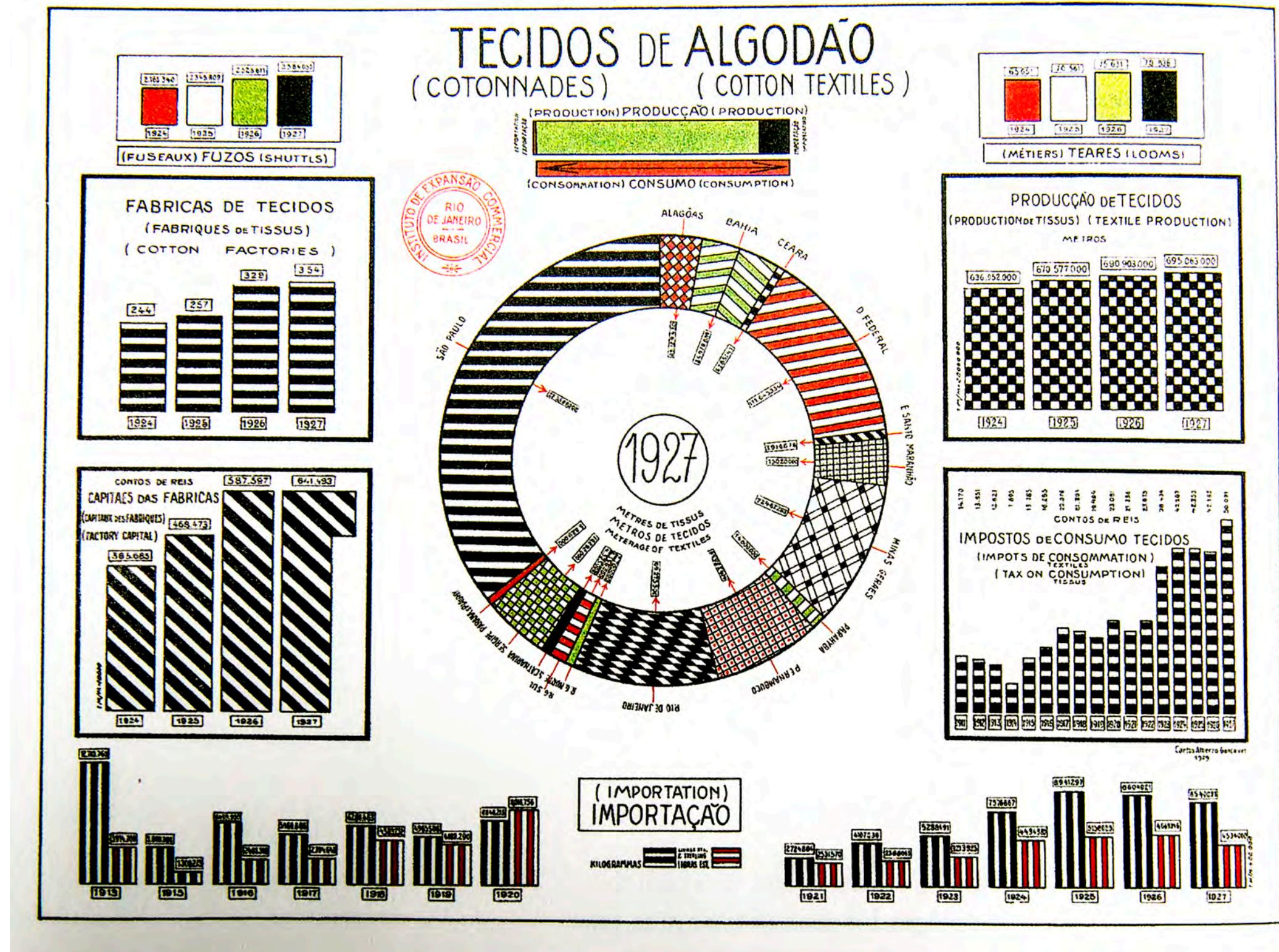
Calories per 100g

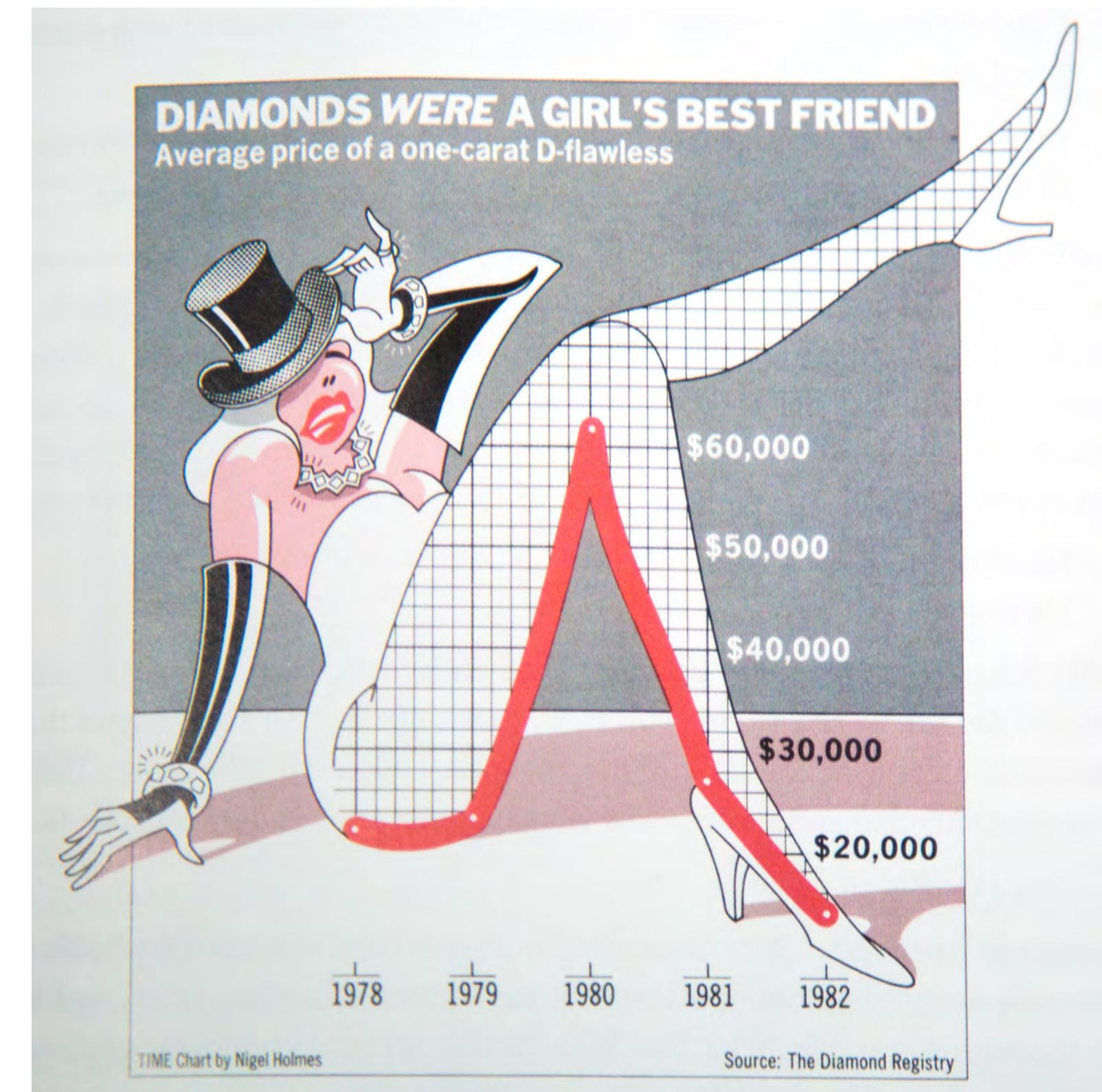




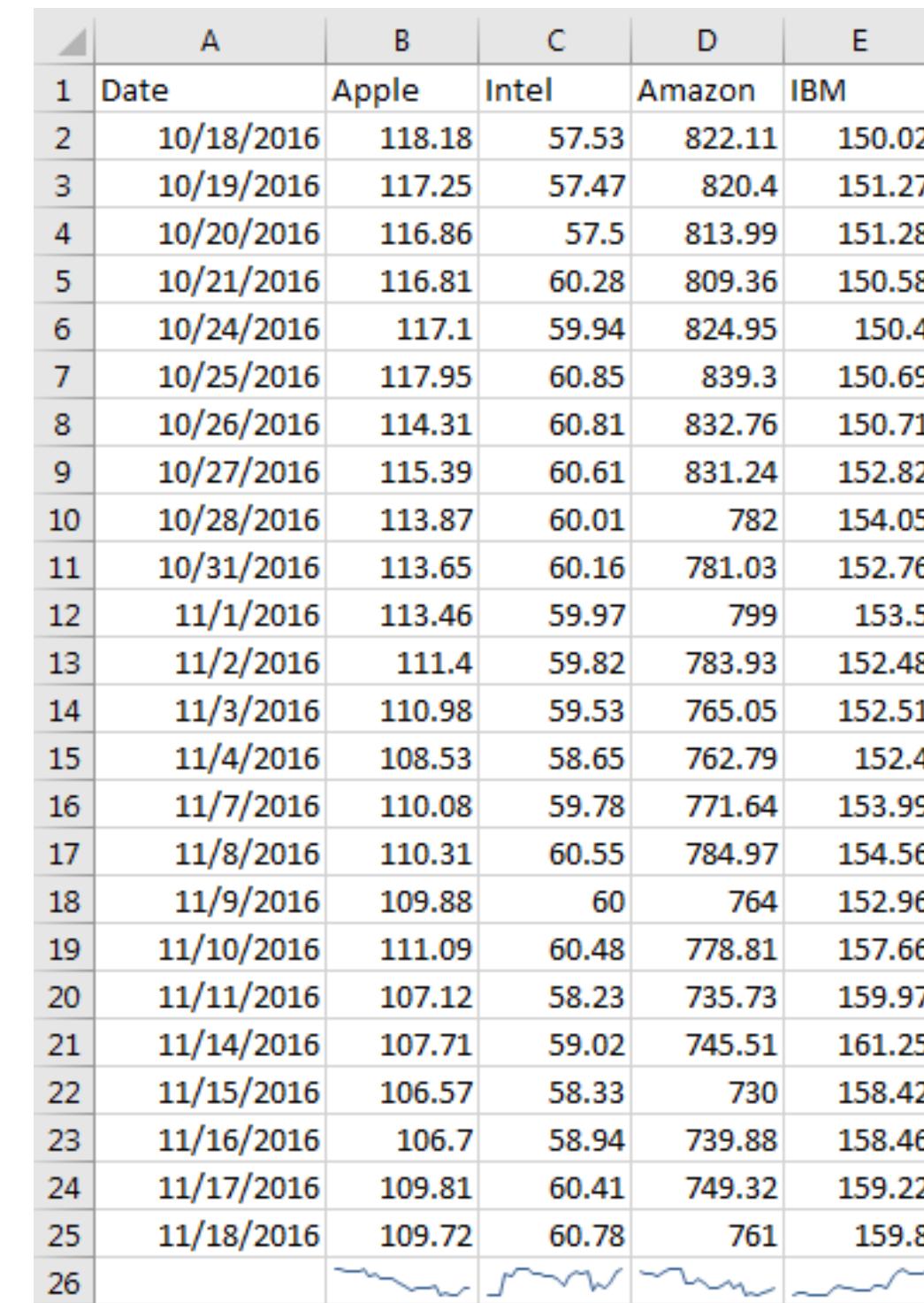
Calories per 100g







	A	B	C	D	E
1	Date	Apple	Intel	Amazon	IBM
2	10/18/2016	118.18	57.53	822.11	150.02
3	10/19/2016	117.25	57.47	820.4	151.27
4	10/20/2016	116.86	57.5	813.99	151.28
5	10/21/2016	116.81	60.28	809.36	150.58
6	10/24/2016	117.1	59.94	824.95	150.4
7	10/25/2016	117.95	60.85	839.3	150.69
8	10/26/2016	114.31	60.81	832.76	150.71
9	10/27/2016	115.39	60.61	831.24	152.82
10	10/28/2016	113.87	60.01	782	154.05
11	10/31/2016	113.65	60.16	781.03	152.76
12	11/1/2016	113.46	59.97	799	153.5
13	11/2/2016	111.4	59.82	783.93	152.48
14	11/3/2016	110.98	59.53	765.05	152.51
15	11/4/2016	108.53	58.65	762.79	152.4
16	11/7/2016	110.08	59.78	771.64	153.99
17	11/8/2016	110.31	60.55	784.97	154.56
18	11/9/2016	109.88	60	764	152.96
19	11/10/2016	111.09	60.48	778.81	157.66
20	11/11/2016	107.12	58.23	735.73	159.97
21	11/14/2016	107.71	59.02	745.51	161.25
22	11/15/2016	106.57	58.33	730	158.42
23	11/16/2016	106.7	58.94	739.88	158.46
24	11/17/2016	109.81	60.41	749.32	159.22
25	11/18/2016	109.72	60.78	761	159.8



The screenshot shows the Google Finance Stock Screener interface. At the top, there are dropdown menus for Markets (United States), News, Portfolios, and a search bar. Below these are sections for Stock screener, Google Domestic Trends, and Recent Quotes (30 days). The Stock screener section contains four criteria: Market cap (0 to 592.51B), P/E ratio (0 to 14595), Div yield (%)(0 to 800001), and 52w price change (%) (-101 to 10.88M). A 'Company Distribution' chart is shown above the results table. The results table lists 1 - 20 out of 33041 companies, with columns for Company name, Symbol, Currency, Market cap, P/E ratio, Div yield (%), and 52w price change (%). The first few rows include 01 COMMUNIQUE LAB COM NPV, 024 Pharma Inc, 0373849 BC LTD, 1-800-ATTORNEY, Inc., 1-800-Flowers.Com Inc, 1-PAGE LIMITED NPV, 1000 Rocky Run Parkway Branch, 1010 PRINTING GROU HKD0.01, 11 88 0 SOLUTIONS NPV, and 11 Good Energies Inc.

Company name	Symbol	Currency	Market cap	P/E ratio	Div yield (%)	52w price change (%)
01 COMMUNIQUE LAB COM NPV	OCQLF	\$	2.79M	-	-	-
024 Pharma Inc	EEIG	\$	134,600.00	-	-	-80.00
0373849 BC LTD	ZBLFF	\$	-	-	-	-
1-800-ATTORNEY, Inc.	ATTY	\$	770.00	-	-	-
1-800-Flowers.Com Inc	FLWS	\$	744.71M	30.68	-	38.92
1-PAGE LIMITED NPV	PGQWF	\$	18.19M	-	-	-
1000 Rocky Run Parkway Branch	FBOD	\$	-	-	-	-38.92
1010 PRINTING GROU HKD0.01	PTRGF	\$	-	-	-	-
11 88 0 SOLUTIONS NPV	TLGAF	\$	23.32M	-	-	-
11 Good Energies Inc	ELWU	\$	-	-	-	-

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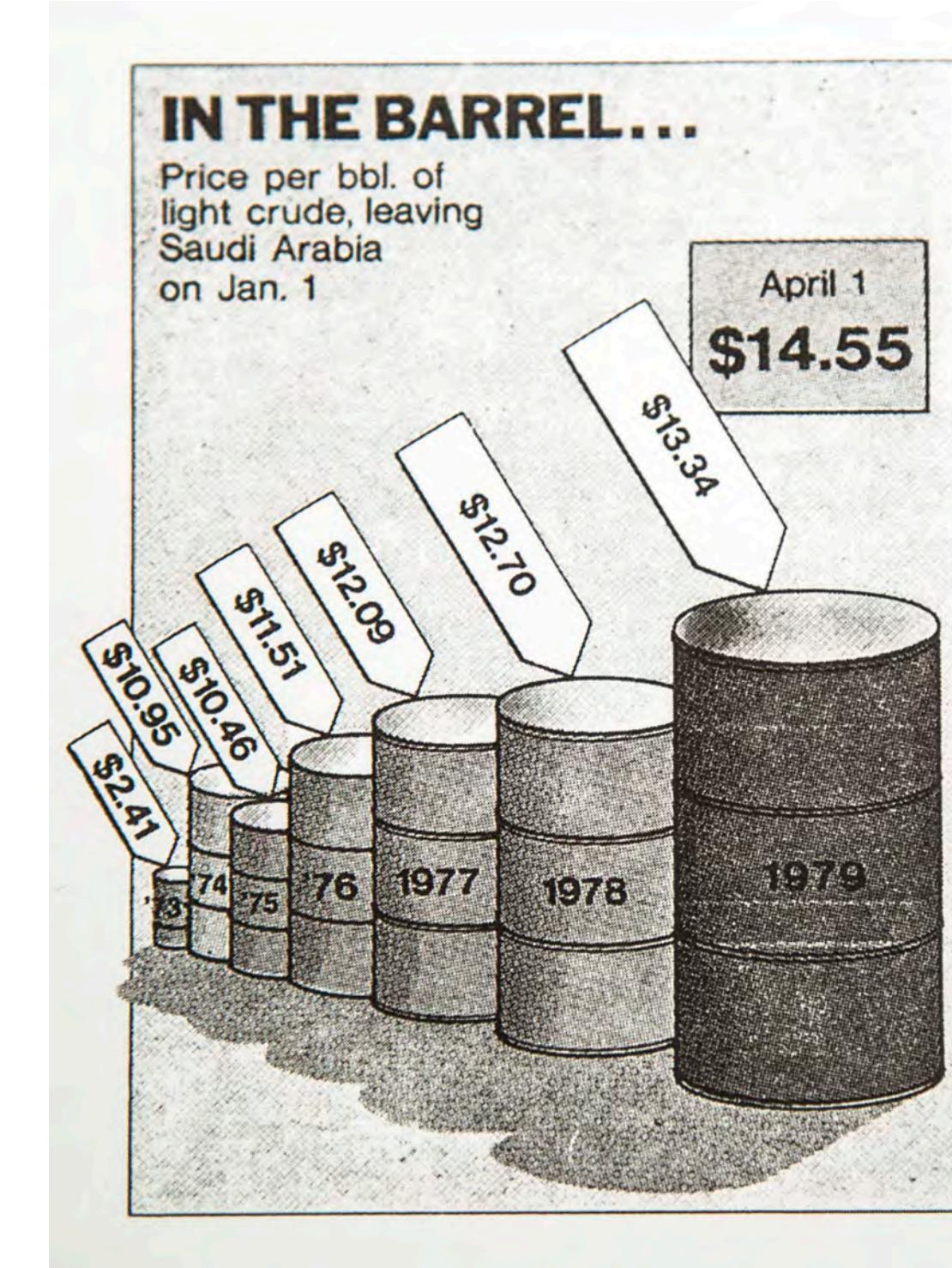


5:13 PM - 2 May 2013

📍 Culver City, CA



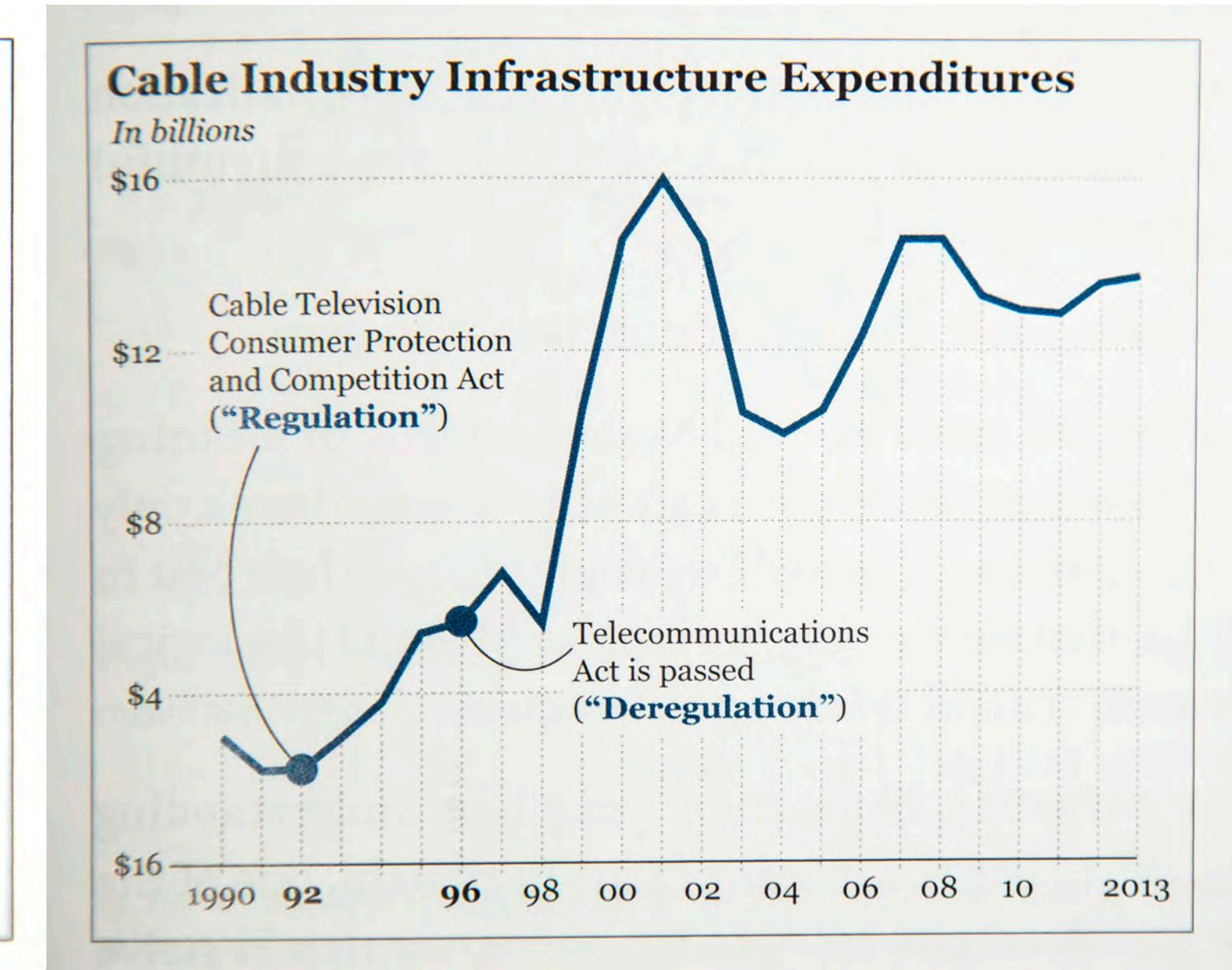
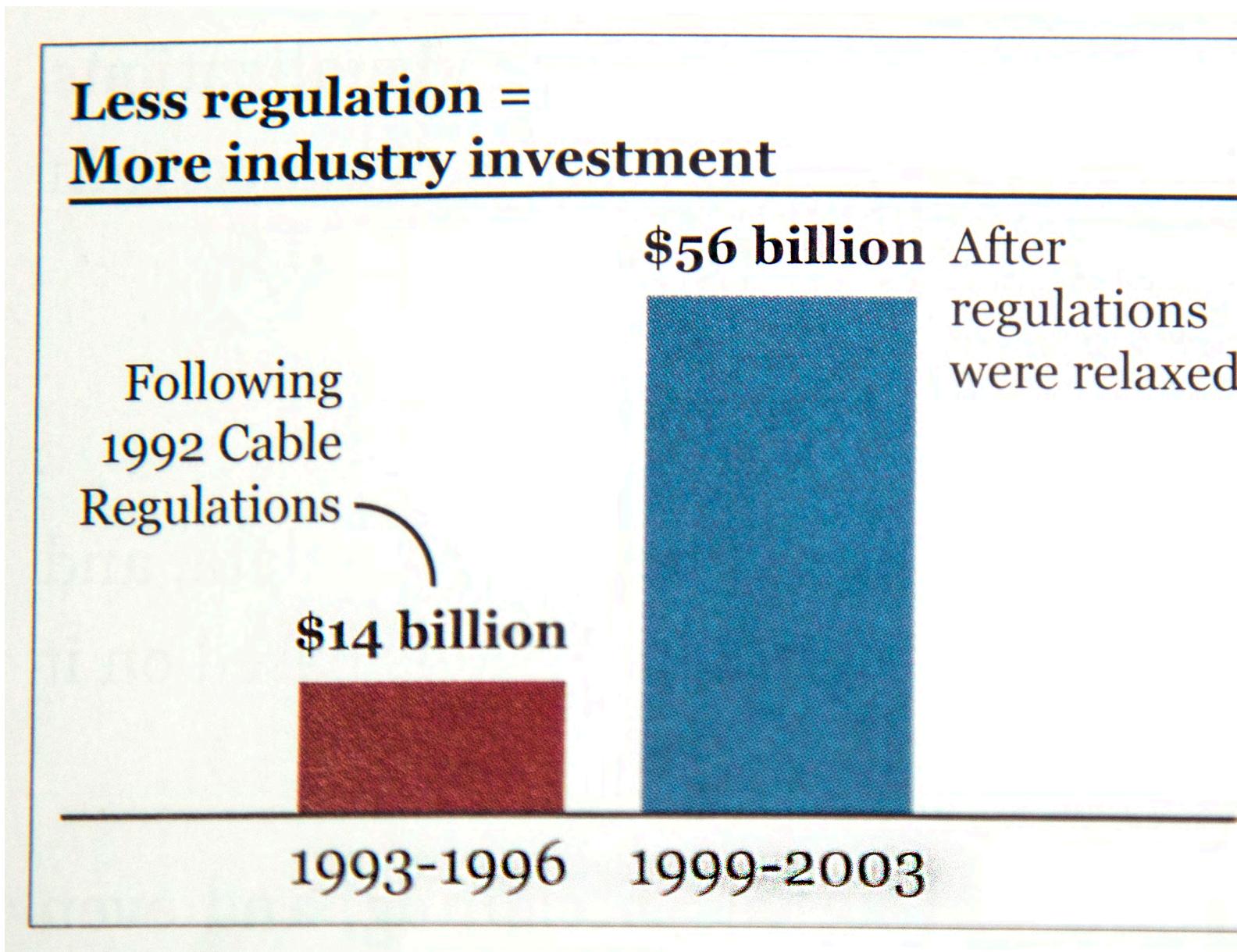
- **Lie Factor**
 - *If you consider volume, the lie factor is 9.4 times the stated prices*



Qualities of a Great Visualization

I. Truthful

- Be *aware of your actions when cleaning, summarizing and manipulating data and ensure you aren't*
 - *Misleading yourself (self deception)*
 - *Misleading your audience*



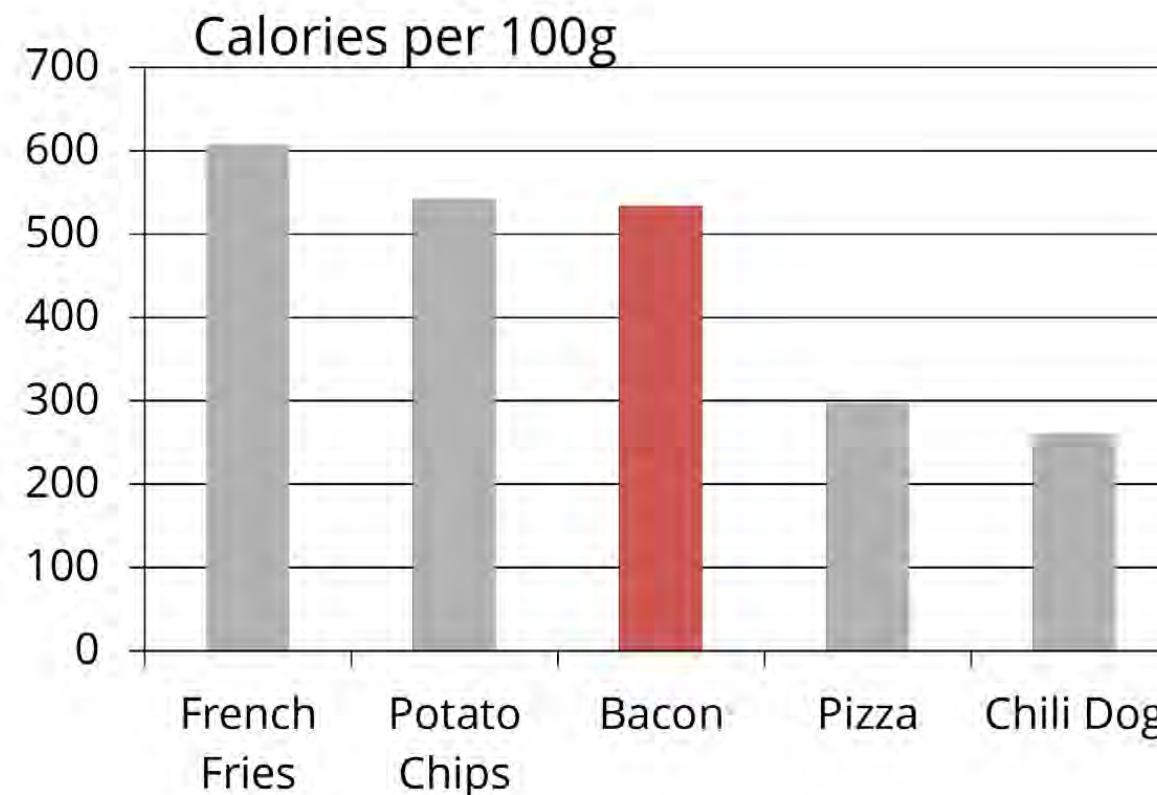
Qualities of a Great Visualization

I. Truthful

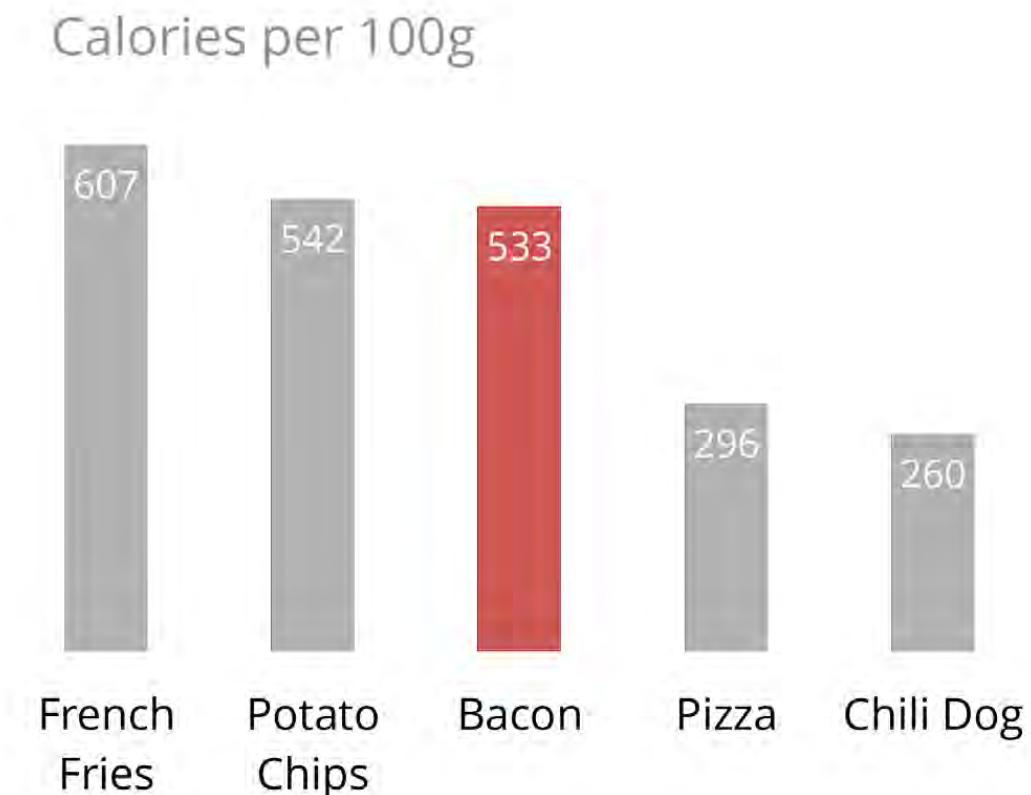
- Be *aware of your actions when cleaning, summarizing and manipulating data and ensure you aren't*
 - *Misleading yourself (self deception)*
 - *Misleading your audience*

2. Functionality

Lighten labels



Direct label



Qualities of a Great Visualization

1. Truthful

- *Be aware of your actions when cleaning, summarizing and manipulating data and ensure you aren't*
 - *Misleading yourself (self deception)*
 - *Misleading your audience*

2. Functionality

3. Beauty

4. Insightful

5. Enlightening

- *A combination of the previous four, but with a social ethical responsibility*