

Scope

*“You should have stayed with the soup question.
The object of a question is to obtain information
that matters only to us”*

-- Sean Connery in Finding Forrester (movie)

Scope

- Making plots is effectively providing an answer to an implicit question
- You get to pick the way to express the answer
- Ensure the answer doesn't leave the viewer with uncertainty as to **what it's answering** or the **completeness of the answer**
- A good plot should invoke and inspire new questions

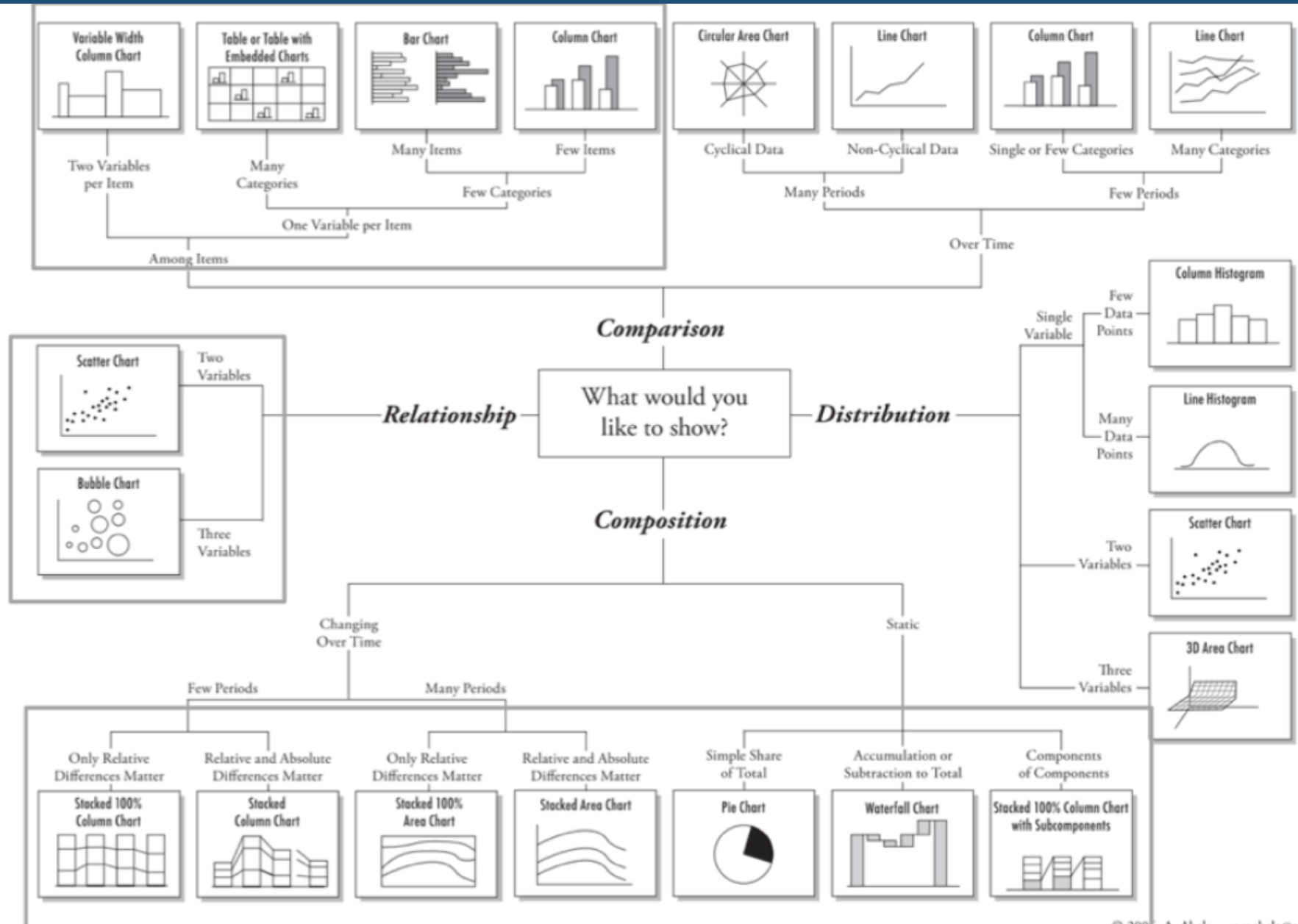
Agenda

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

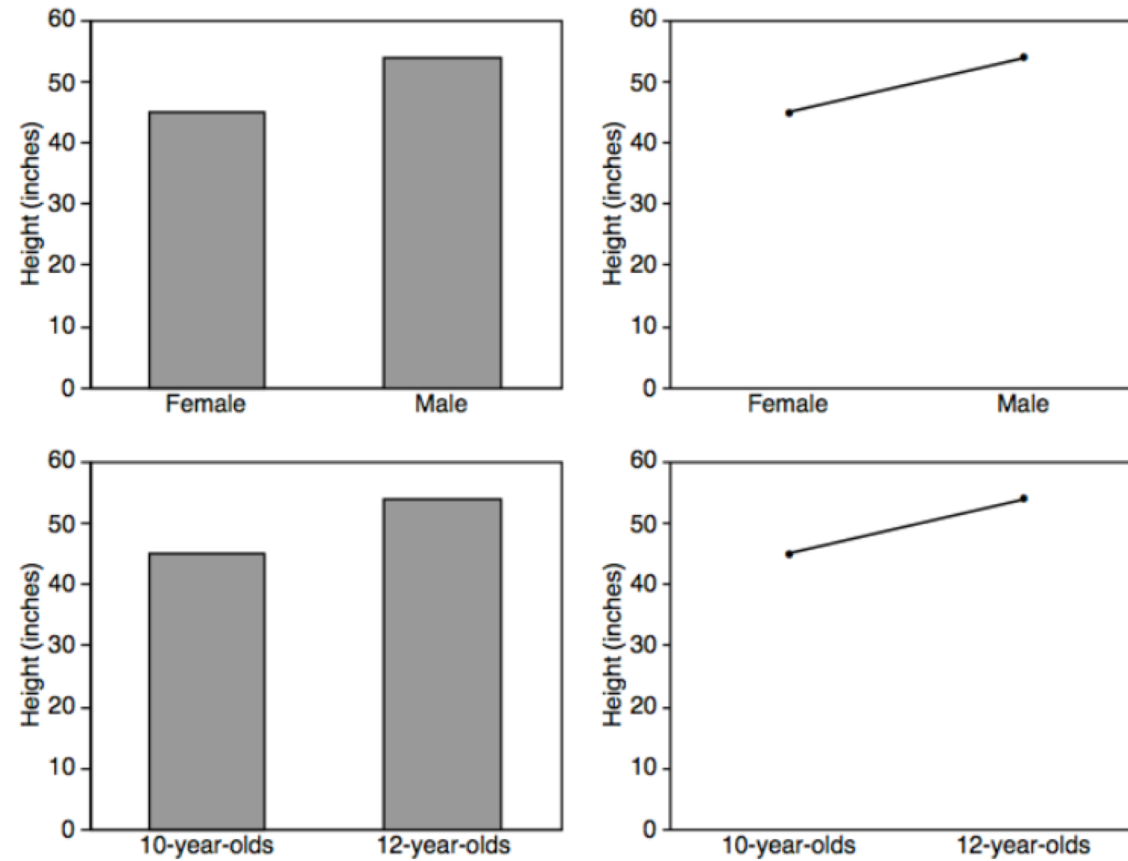
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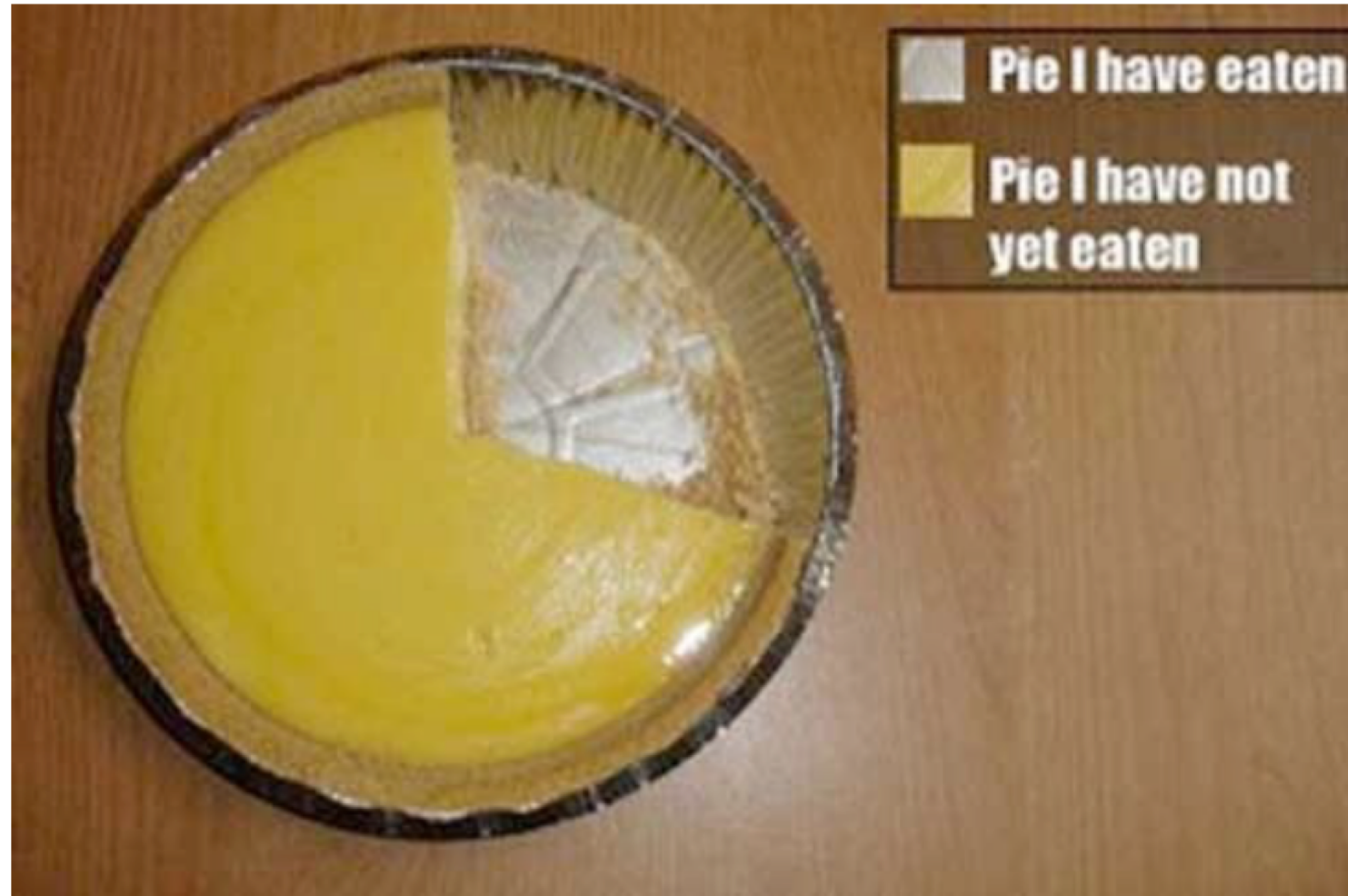
Displays



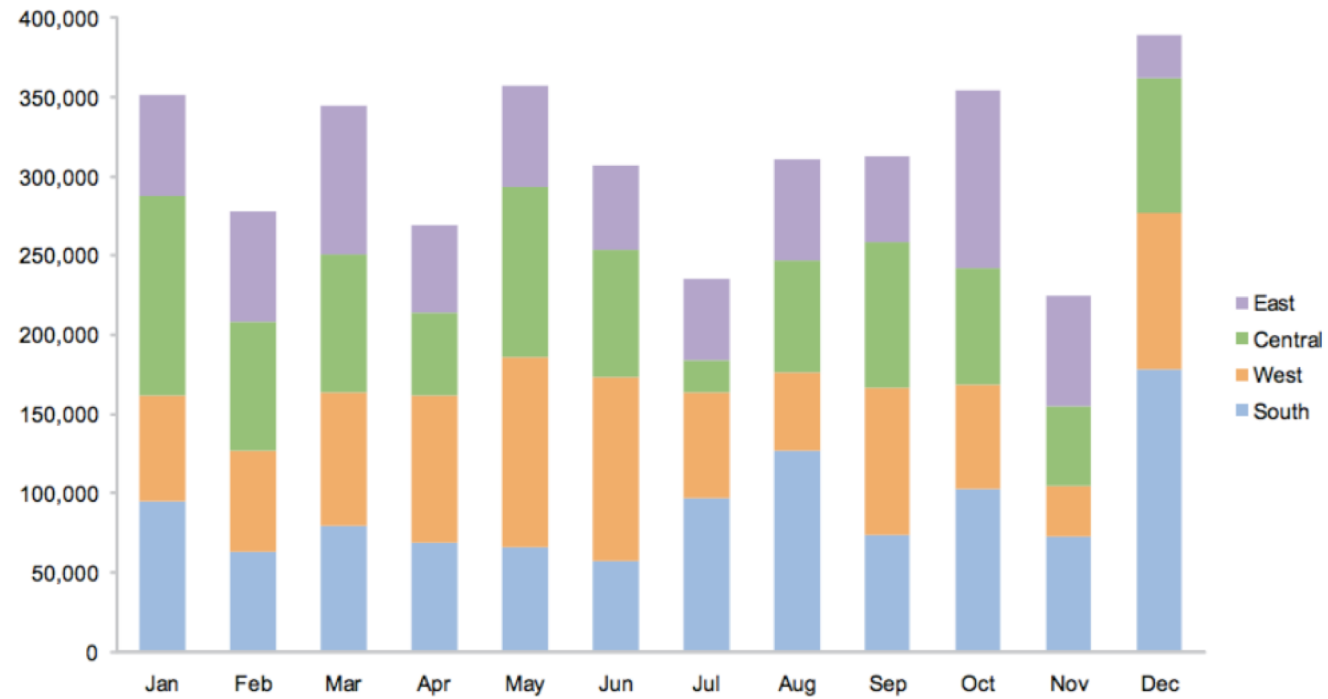
Bars vs. Lines



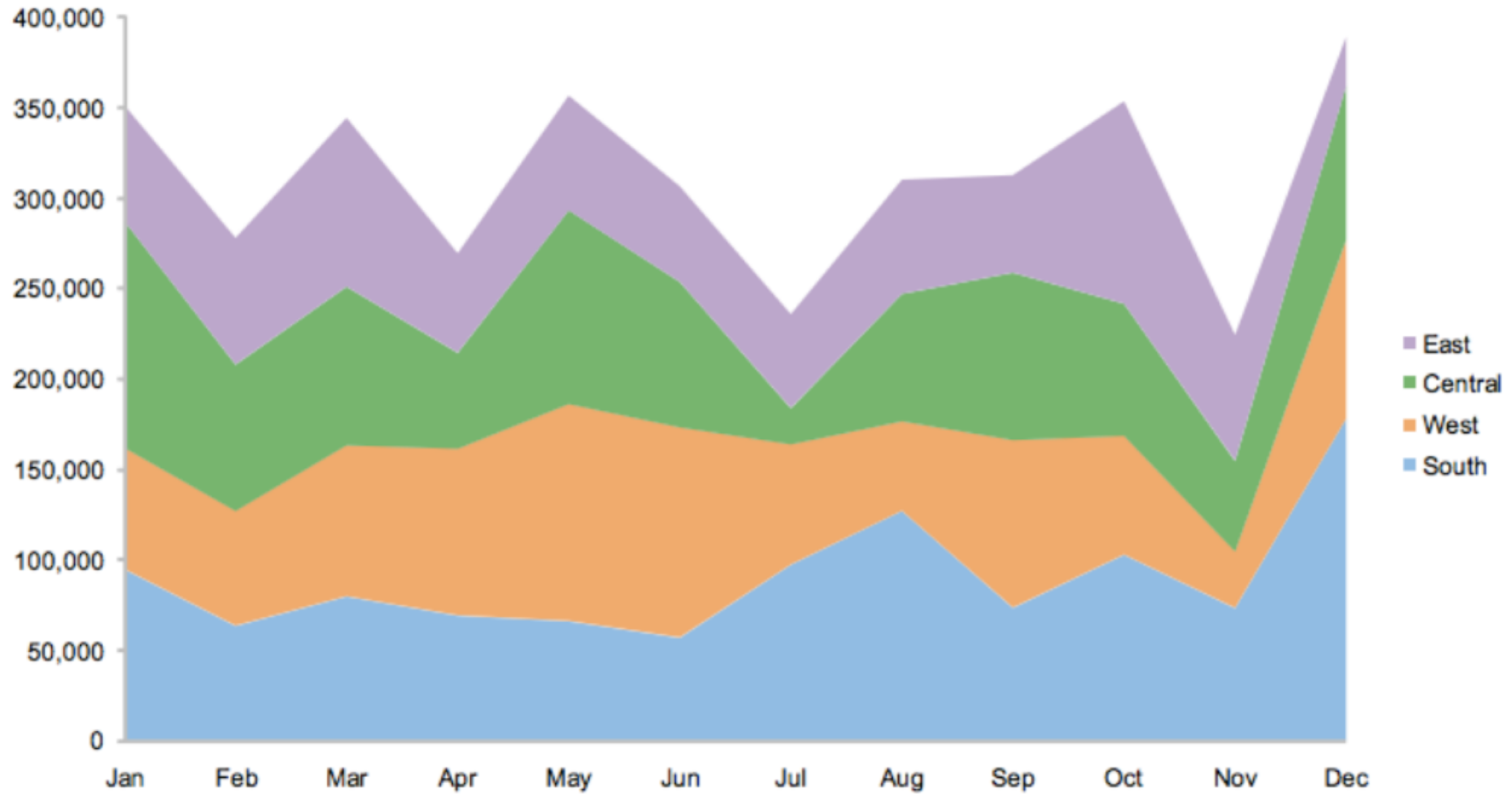
Displays: proportions



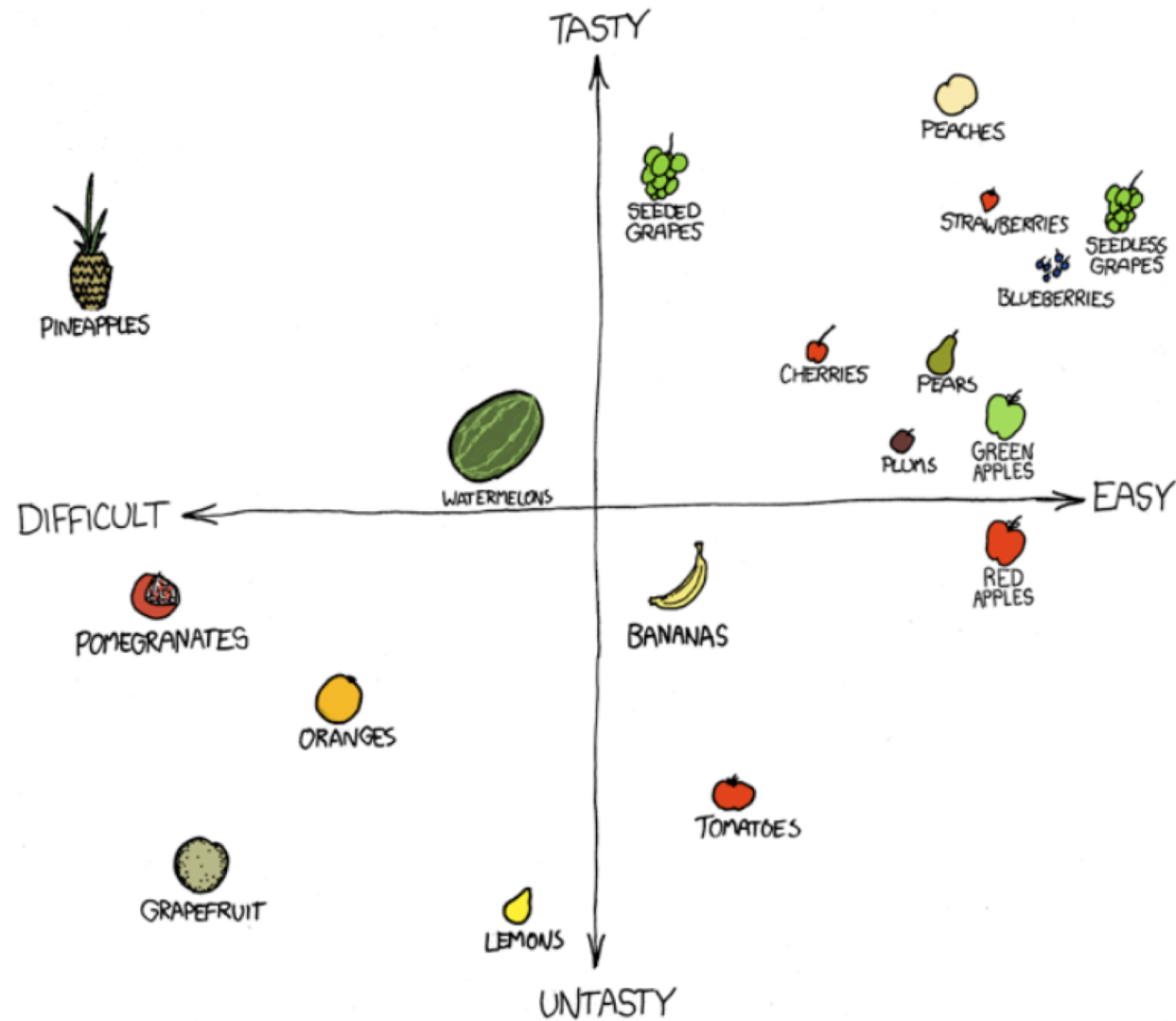
Displays: proportions



Displays: proportions

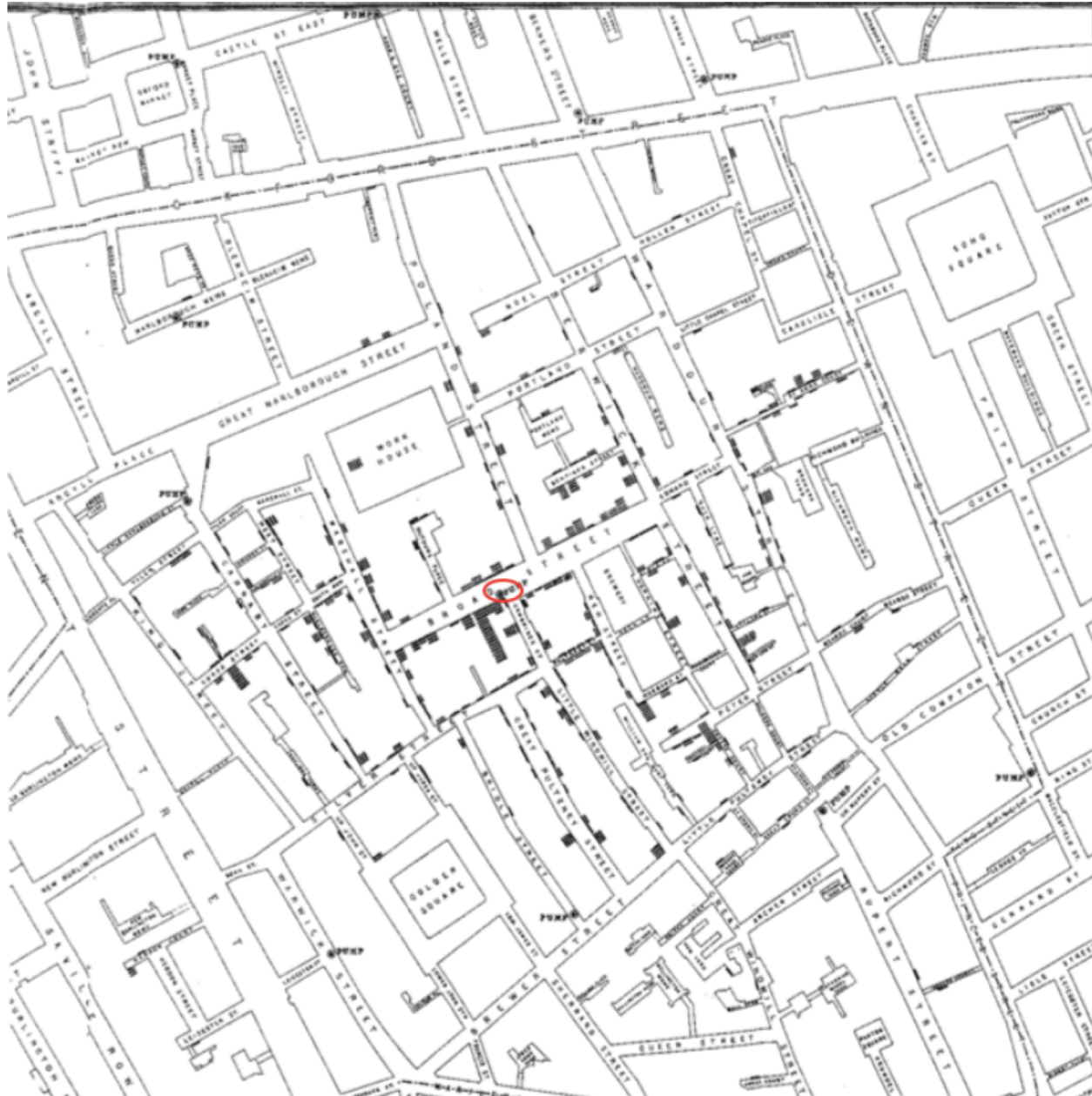


Displays: proportions



<http://xkcd.com/388/>

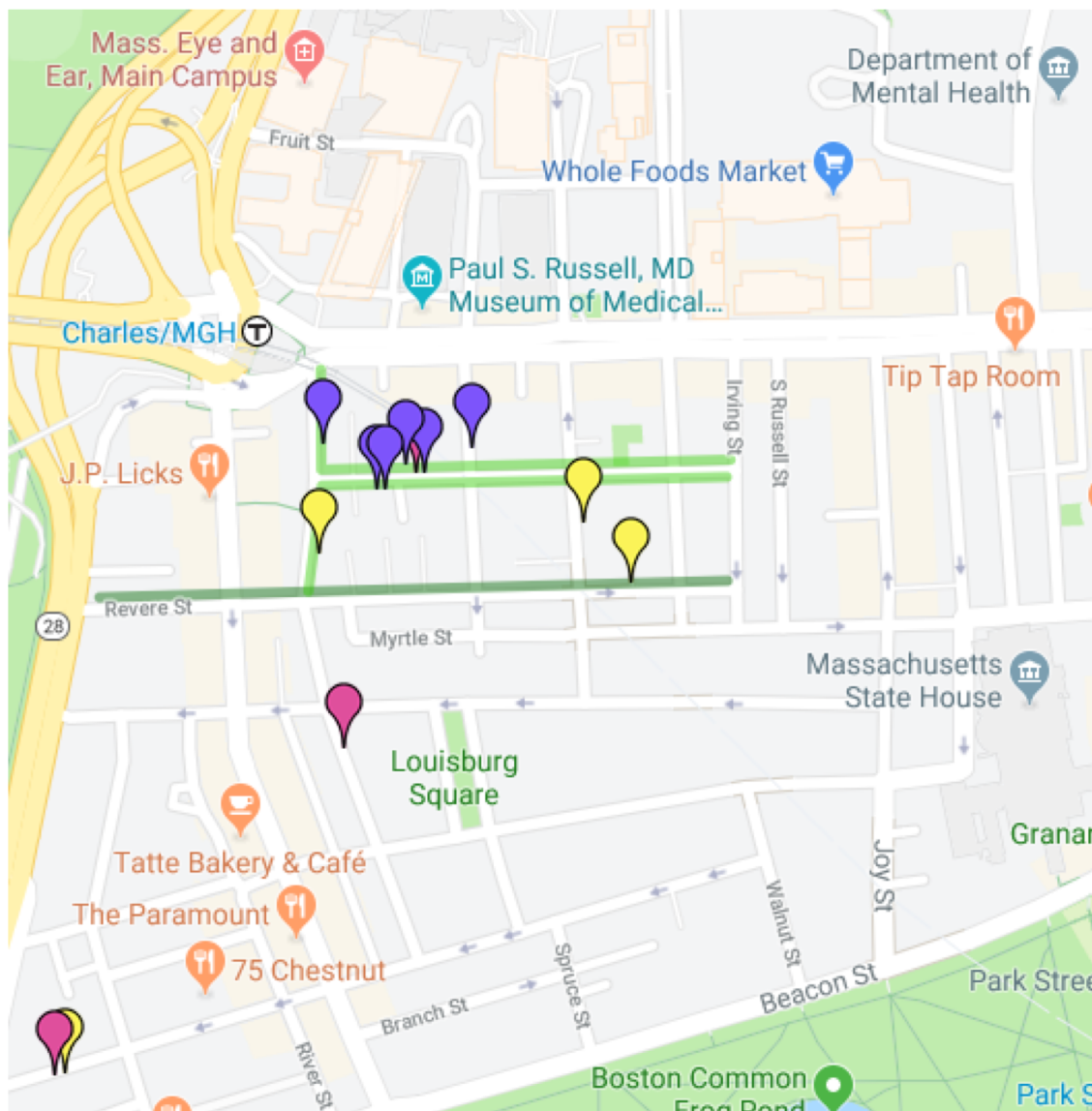
Displays: proportions



















London Cholera Epidemic

-- Edward Tufte,
Visual and Statistical Thinking

Displays: proportions



-  friday @ 10:30am
-  sunday @ 5pm
-  saturday @ 2pm
-  sunday @ 2pm
-  friday @ 11:30am
-  1st and 3rd wed
-  2nd and 4th wed
-  2nd and 4th wed
-  saturday @ 3pm
-  sunday @ 4:30pm
-  friday @ 7:30pm
-  saturday @ 8pm
-  friday @ 8pm
-  saturday @ 6pm
-  saturday @ 7
-  saturday @ 6

Displays: trends

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