Visualization: powerful for analytics

Seeing distributions: instant

Comparisons: expensive

More
Precise

Position

Size
1D Length
2D Area
3D Volume
Number

Orientation

Temperature
Saturation
Brightness

So organize for comparison

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chart chooser: Download at experCepion.net

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franconeri@northwestern.edu

@SteveFranconeri
How to depict data visually - and clearly

What’s your story? What data tells it? Pick a graph

Test 4, sketch

Subtract: Reduce to essentials

Add: Highlights + Story

Clean design

Different people see different patterns

So show them what you see

Signs of Smoking
Small Spots on Linens
Dirty Towels/Linens
Dirty Shower
Foreign Material e.g. blood
Bed Bug

Regardless of the room’s issue, new room request rates are fairly consistent

60% of those surveyed said they would switch to a new hotel after finding a bedbug - and would not return

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franconeri@northwestern.edu

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Look at this number

**Just look at it.**

**Dot Array**

**Dot Array %**

**Huge Number**

**Connecting Lines imply continuous data**

**2D Heat Distance**

**What a deal**

**2D Histogram**

**Lines**

**USA Dutch**

"Dutch people are taller than Americans."

**USA Dutch**

"People get taller as they get more Dutch."

**Connected Scatter**

**Distance**

**Month**

**Watch Hans Rosling's famous TED talk. He adds two more metrics, and moves it over time.**

**Parallel Coordinates**

**Month**

**Price Time Month**

Instead of Perpendicular Cartesian axes, Parallel format allows more axes

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v1.2 Download the most recent version at ExperCeption.net

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