

Which Visualization?

A Quick Reference

You have the following data (sample):

Discrete Categories,
Ordered categories,
and **Continuous Metrics**

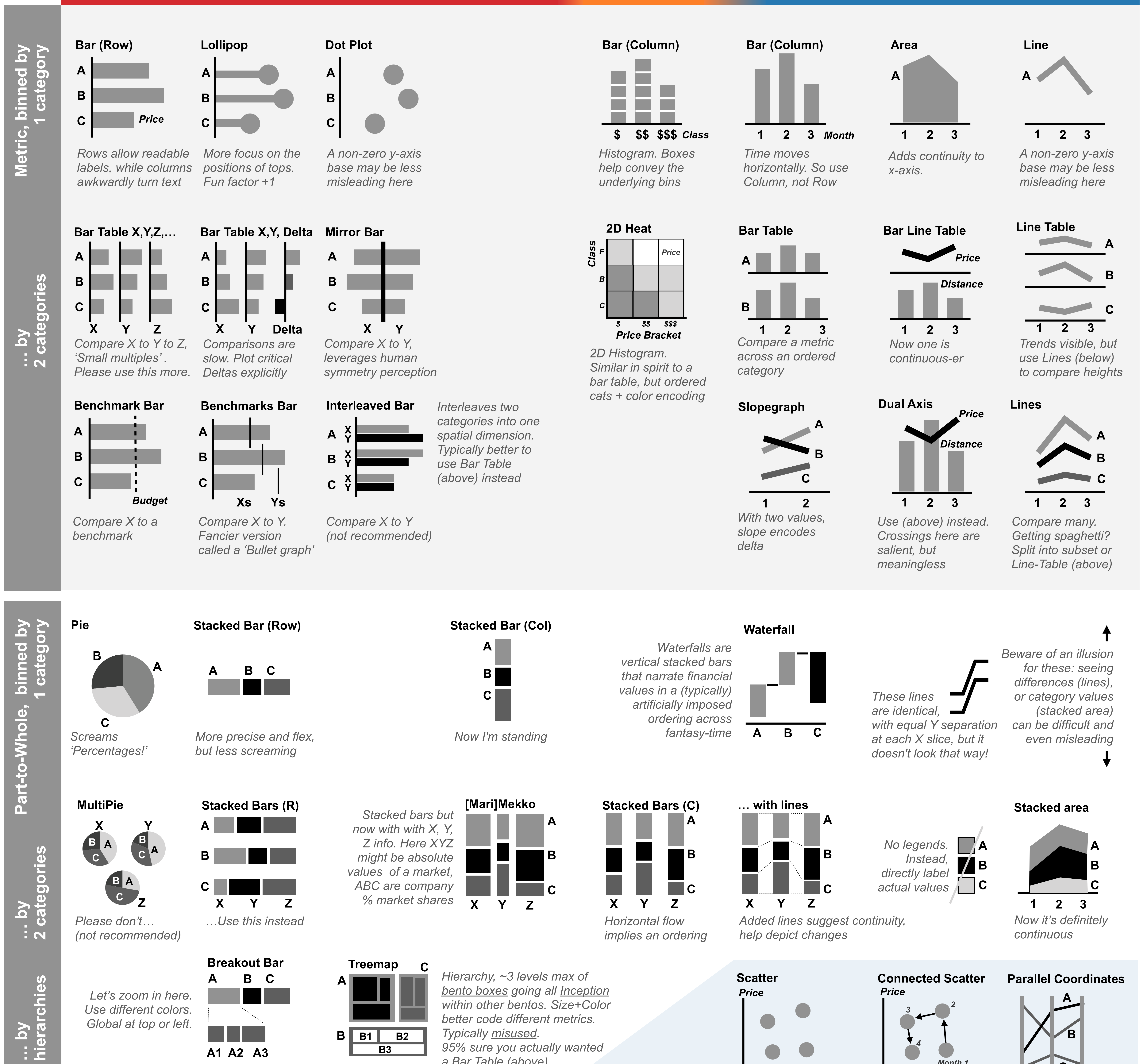
Here's how to plot them

Categories		Ordered Cats		Continuous Metrics			
City	Airline	Class	PriceBracket	Month	Distance	FlightTime	Price
Alphaville	XeroTrip	Coach	\$	1	300	120	250
Betastan	YoloFly	Business	\$\$	2	500	185	1,525
Chicago	ZeusAir	First	\$\$\$	3	650	240	4,023
...

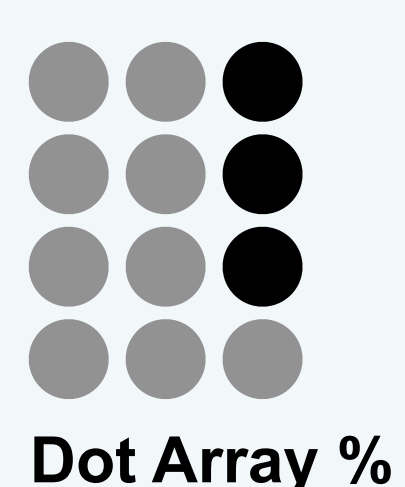
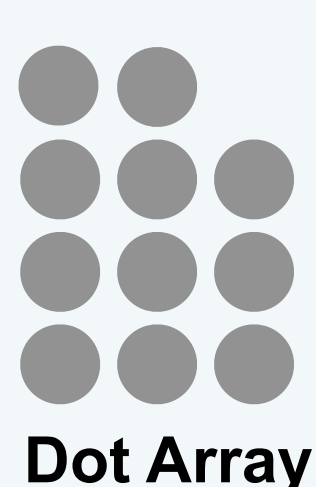
Discrete Categories

Ordered Categories

Continuous Metrics

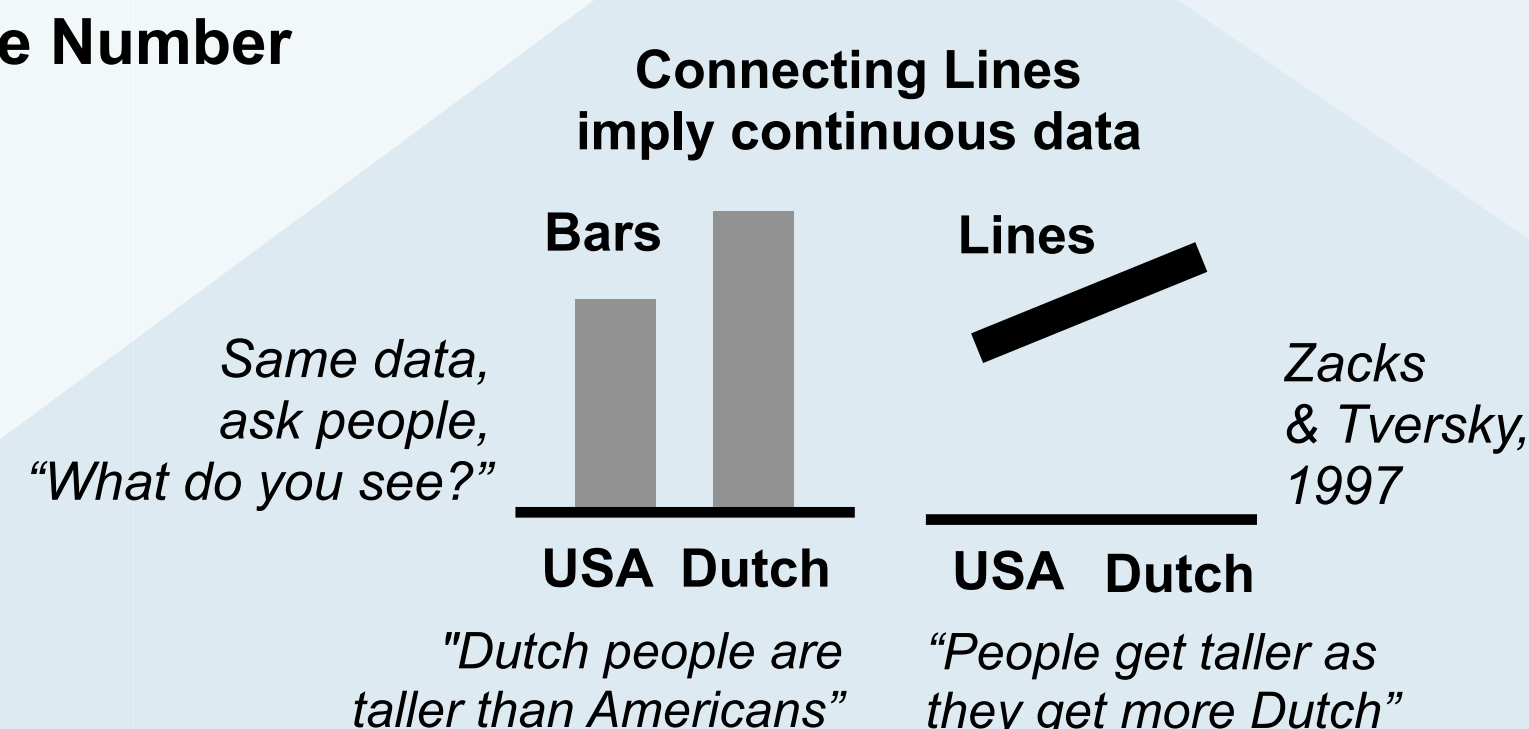
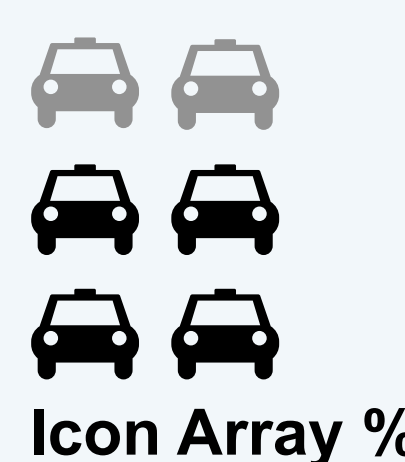
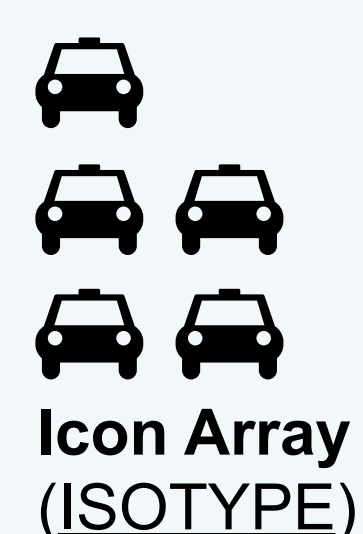


Look at this number.
Just look at it.



43%

Huge Number



Metrics:
relationships
to other metrics

