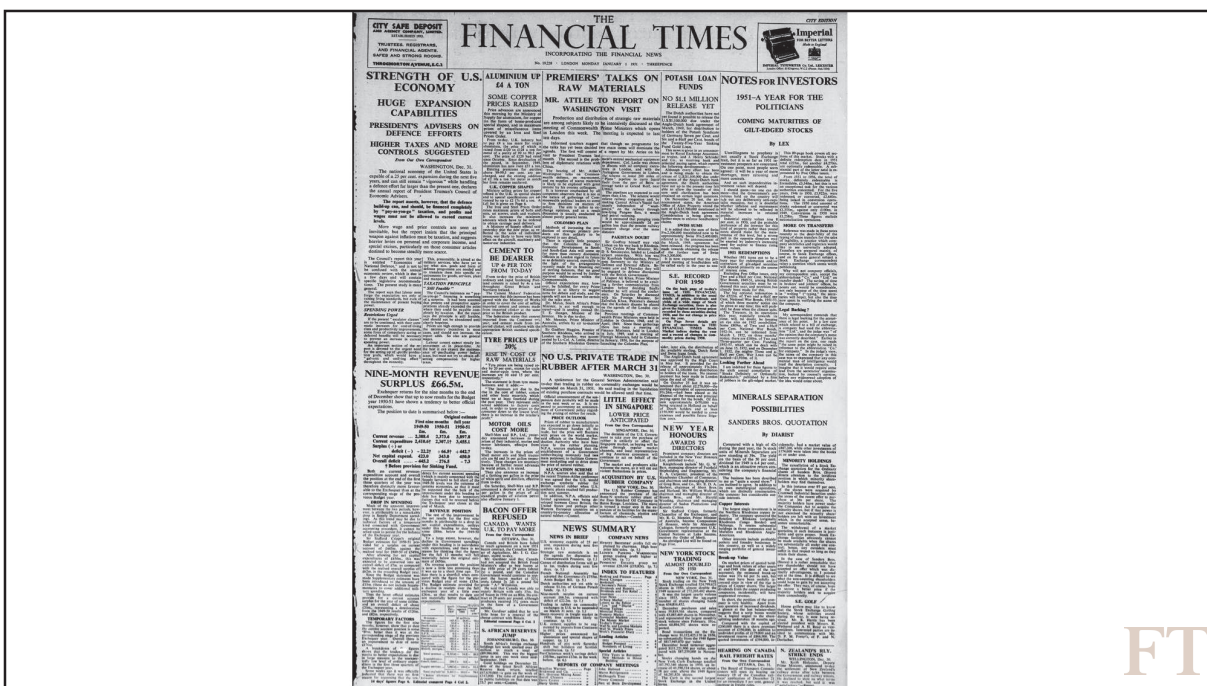
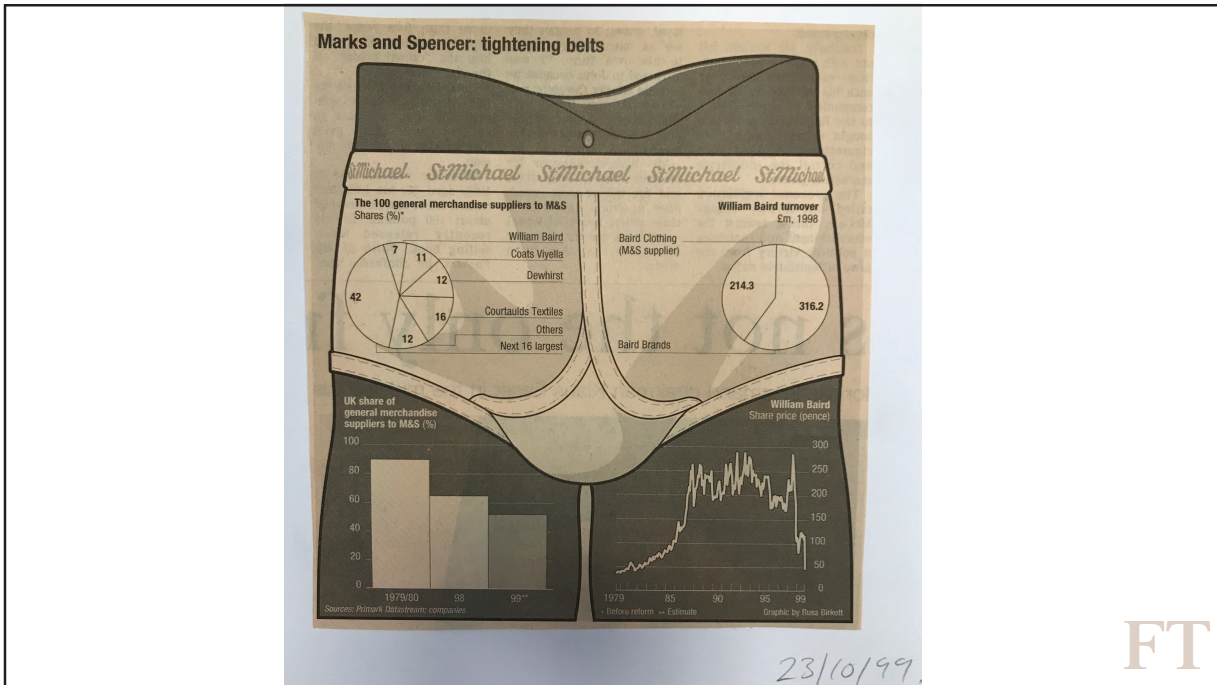


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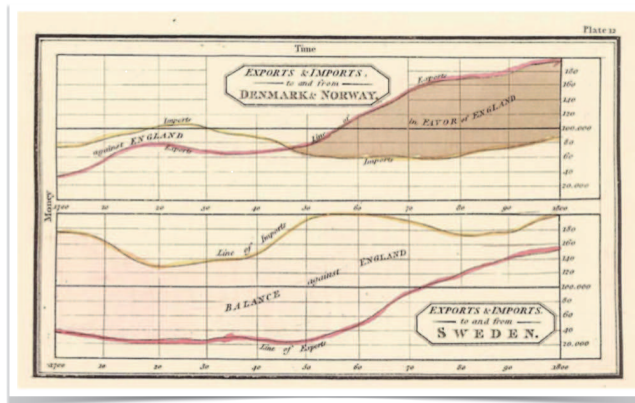
“Applying lines
to subjects of finance”

William Playfair, 1786

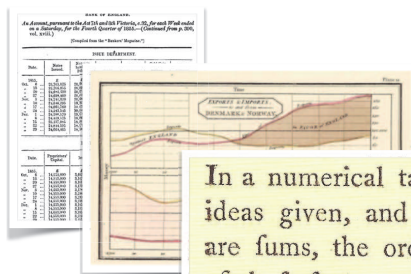
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“Applying lines to subjects of finance”

William Playfair, 1786



FT

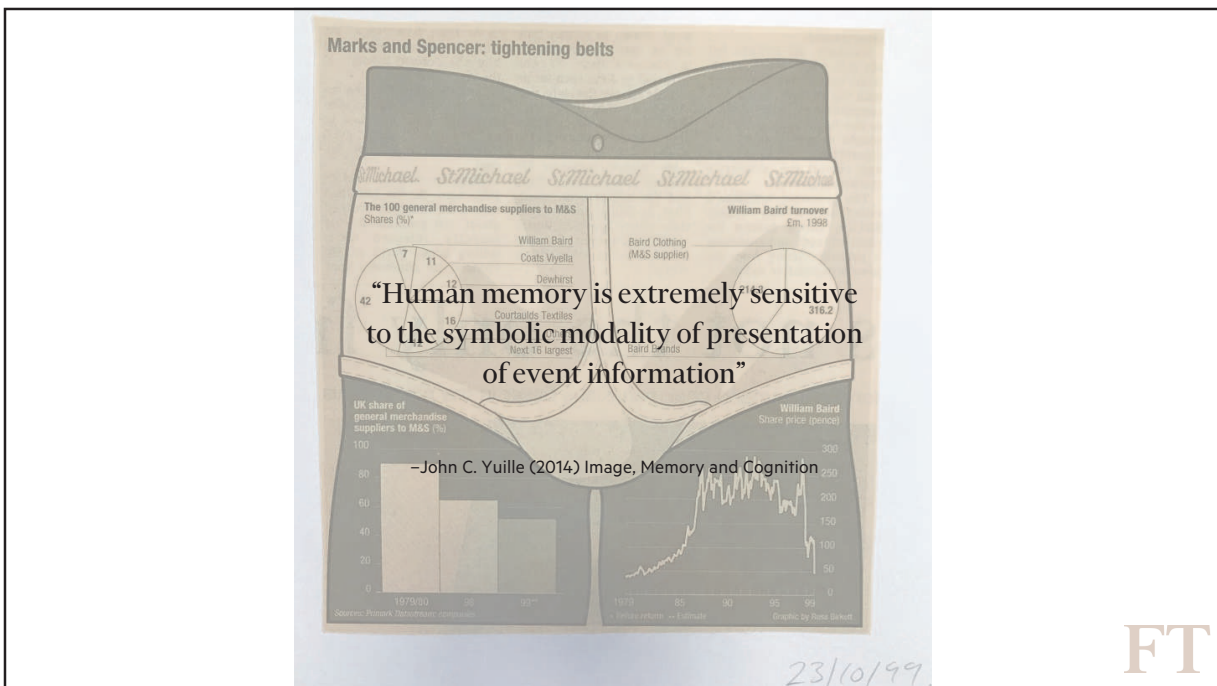


In a numerical table there are as many distinct ideas given, and to be remembered, as there are sums, the order and progression, therefore, of those sums are also to be recollected by another effort of memory, while this mode unites proportion, progression, and quantity, all under one simple impression of vision, and consequently one act of memory.

FT

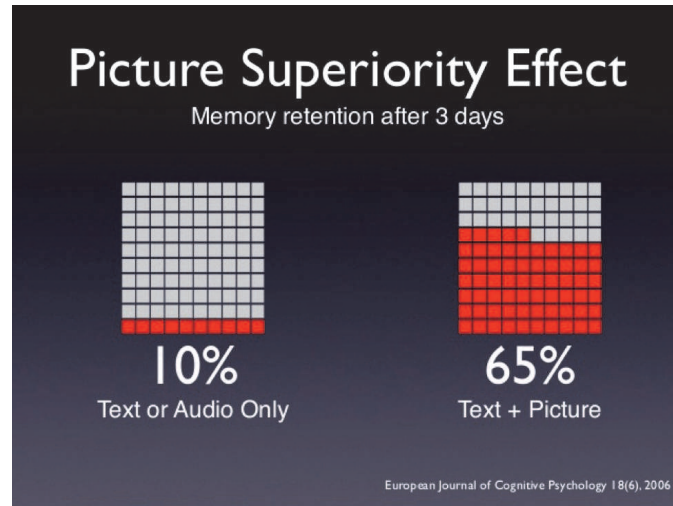
Picture superiority effect

FT

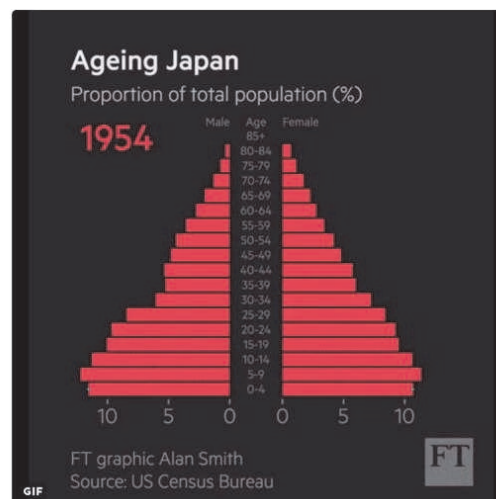


“Human memory is extremely sensitive to the symbolic modality of presentation of event information”

—John C. Yuille (2014) Image, Memory and Cognition

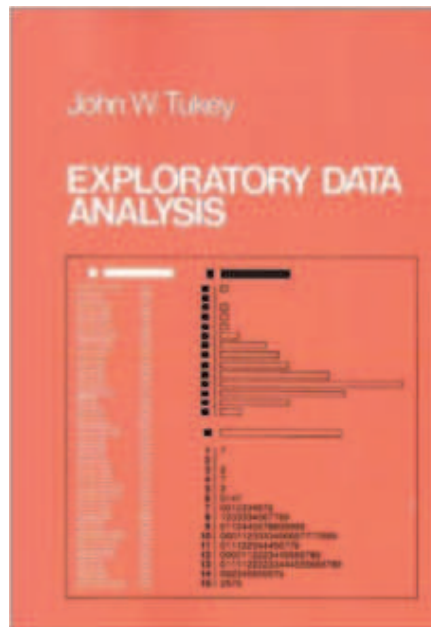


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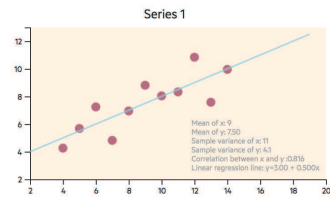


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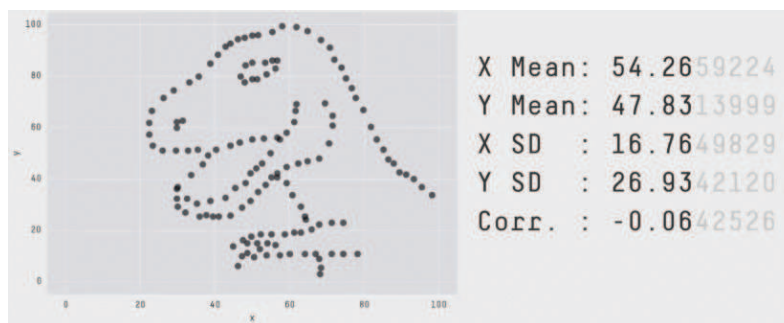
Anscombe's Quartet

SERIES 1		SERIES 2		SERIES 3		SERIES 4	
x	y	x	y	x	y	x	y
Mean of x						9	
Mean of y						7.5	
Sample variance of x						11	
Sample variance of y						4.1	
Correlation between x and y						0.816	
Linear regression line						$y = 3.00 + 0.500x$	
	5	5.68	5	4.74	5	5.73	8
							6.89

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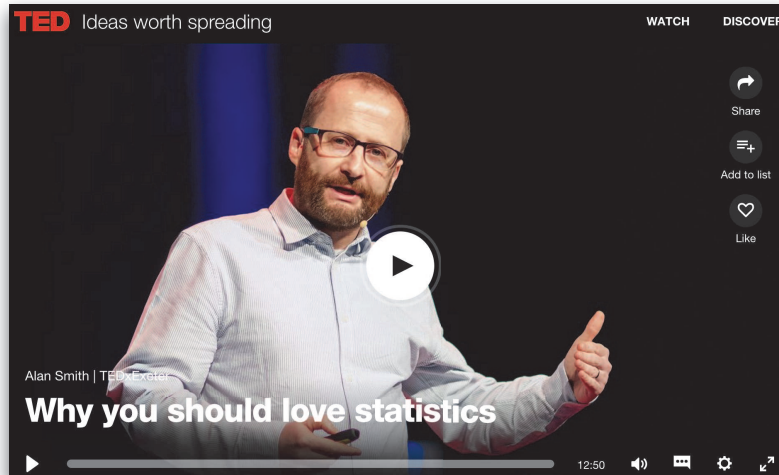


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The “Datasaurus Dozen” – Alberto Cairo/Autodesk Research

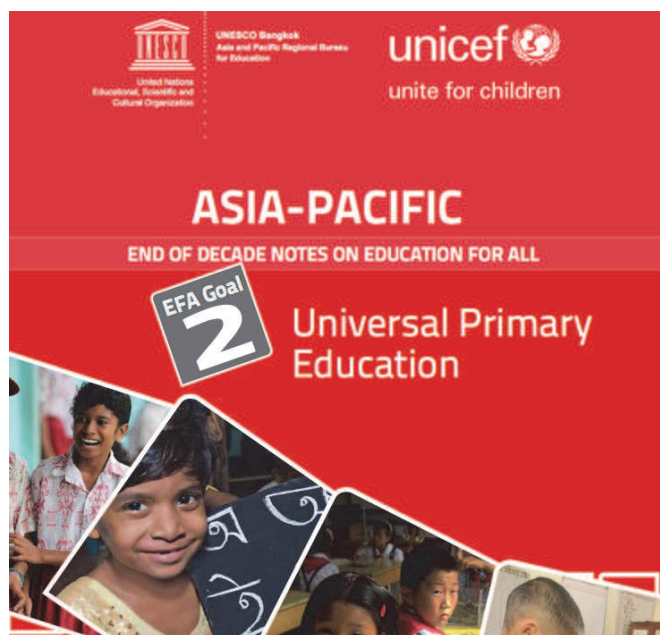
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“A chart is just a chart”

FT



FT

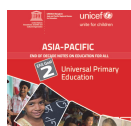
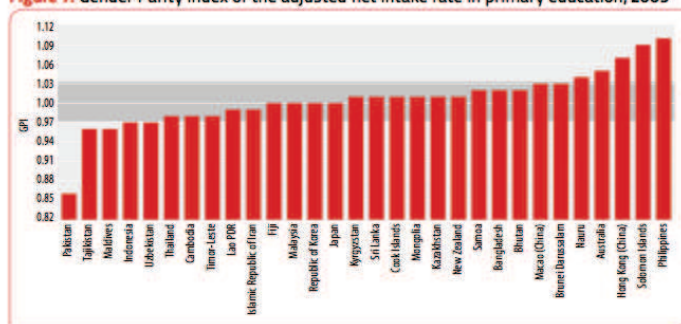


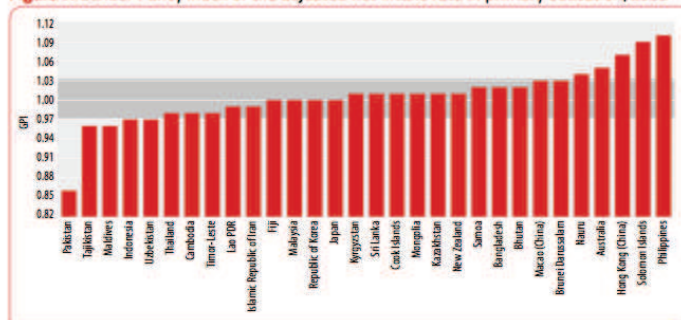
Figure 7: Gender Parity Index of the adjusted net intake rate in primary education, 2009



Source: UIS, 2011, Statistical Table 2.

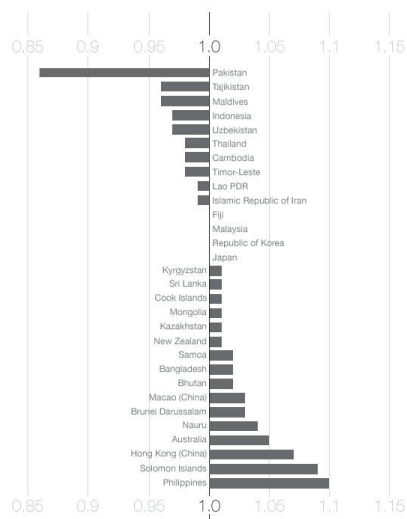
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Figure 7: Gender Parity Index of the adjusted net intake rate in primary education, 2009

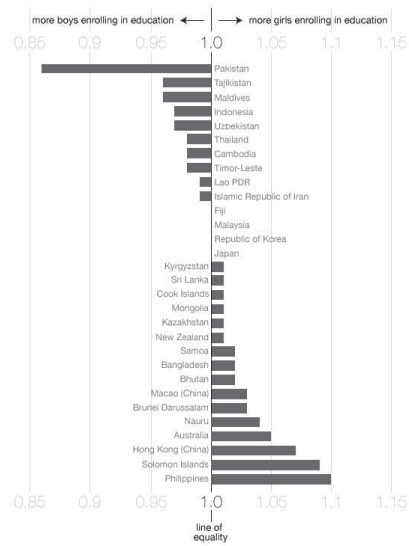


Source: UIS, 2011, Statistical Table 2.

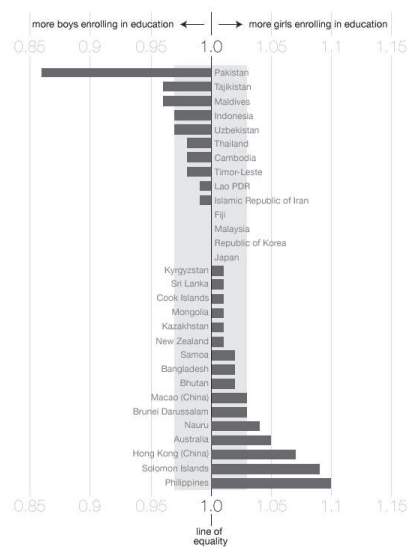
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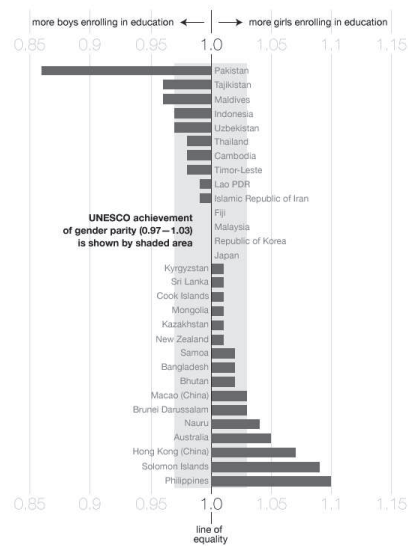
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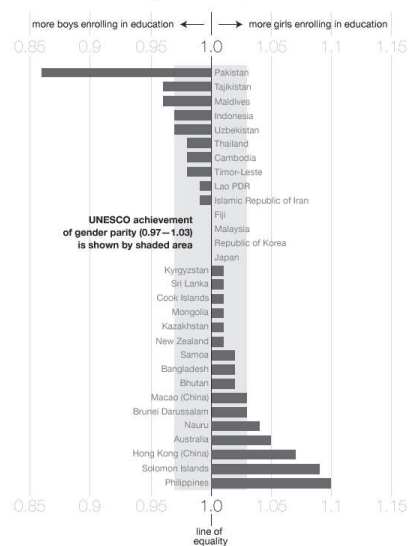
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Gender Equality in Primary Education*

Selected Asia-Pacific Countries, 2009



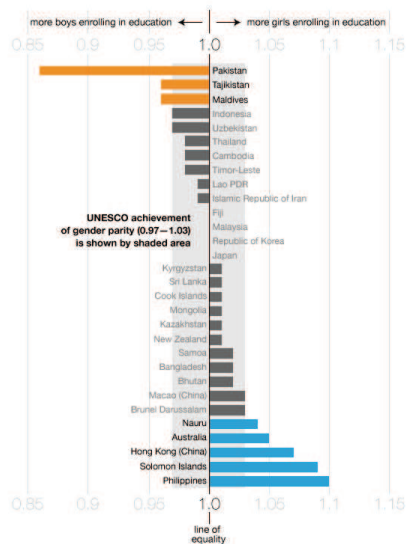
* Gender Parity Index (GPI) of adjusted net intake rate
 source: UIS, 2011, Statistical Table 2

graphic: Alex Smith

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Gender Equality in Primary Education*

Selected Asia-Pacific Countries, 2009



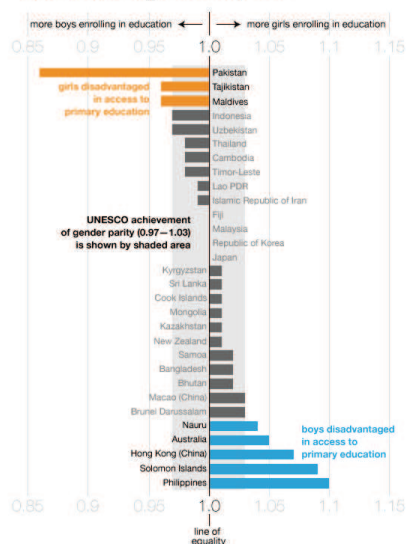
* Gender Parity Index (GPI) of adjusted net intake rate
 source: UIS, 2011, Statistical Table 2

graphic: Elin Smith

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Gender Equality in Primary Education*

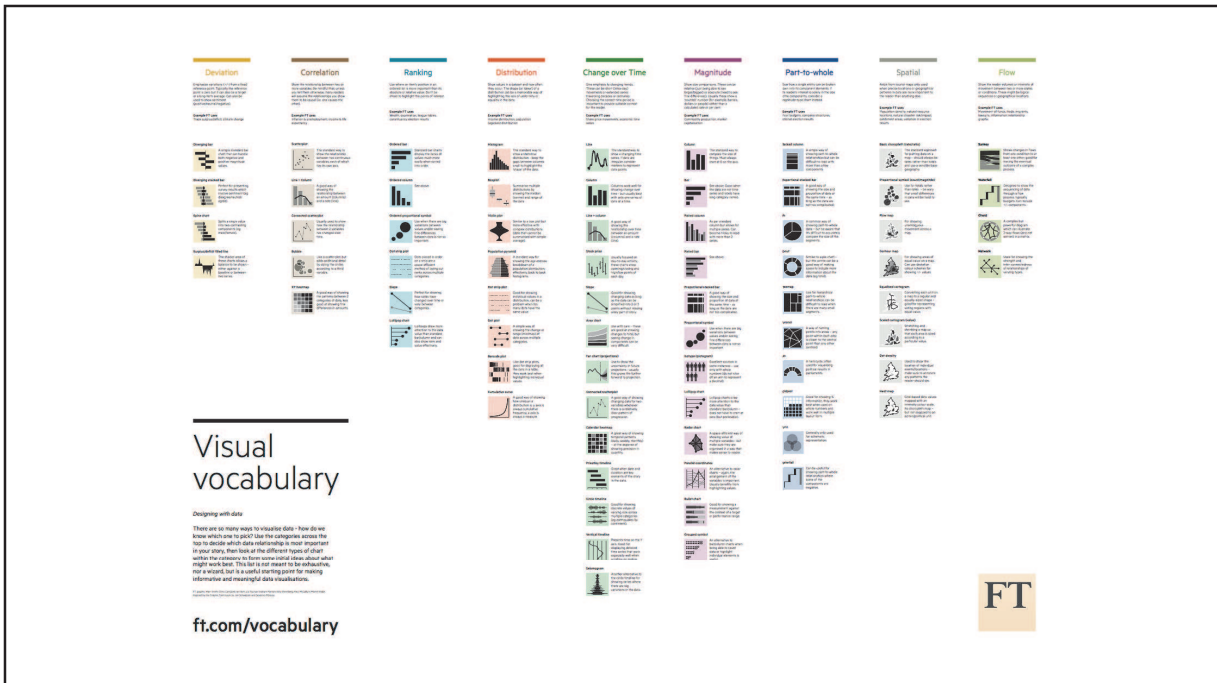
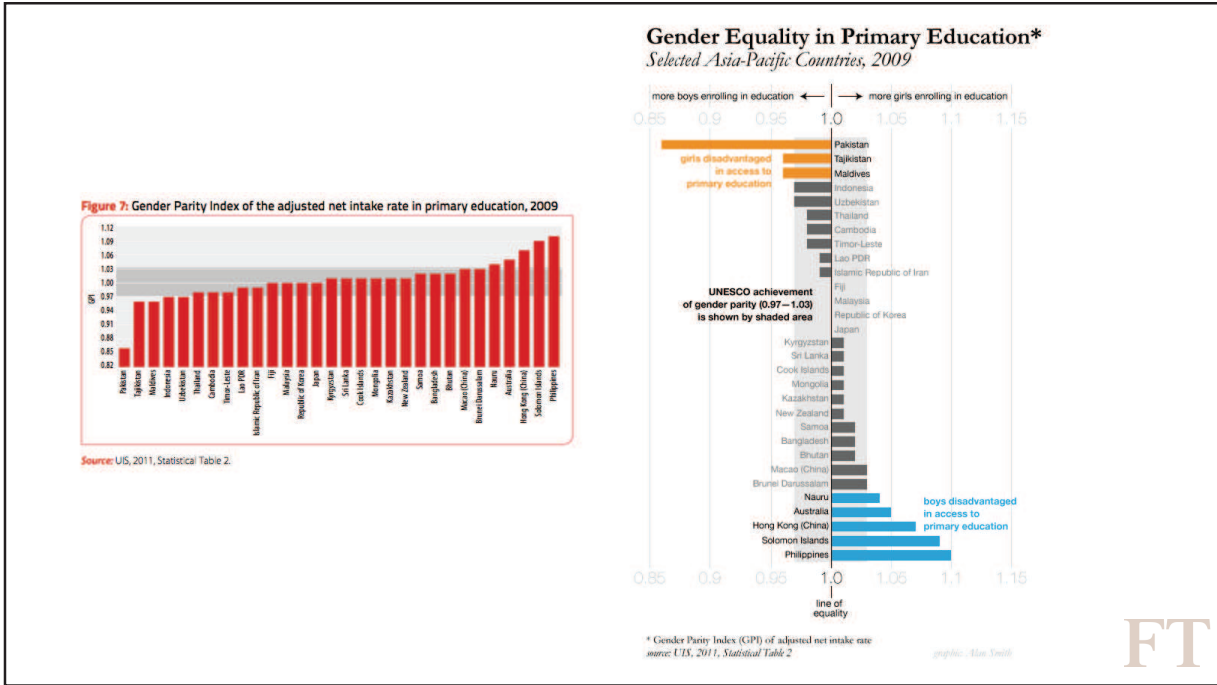
Selected Asia-Pacific Countries, 2009

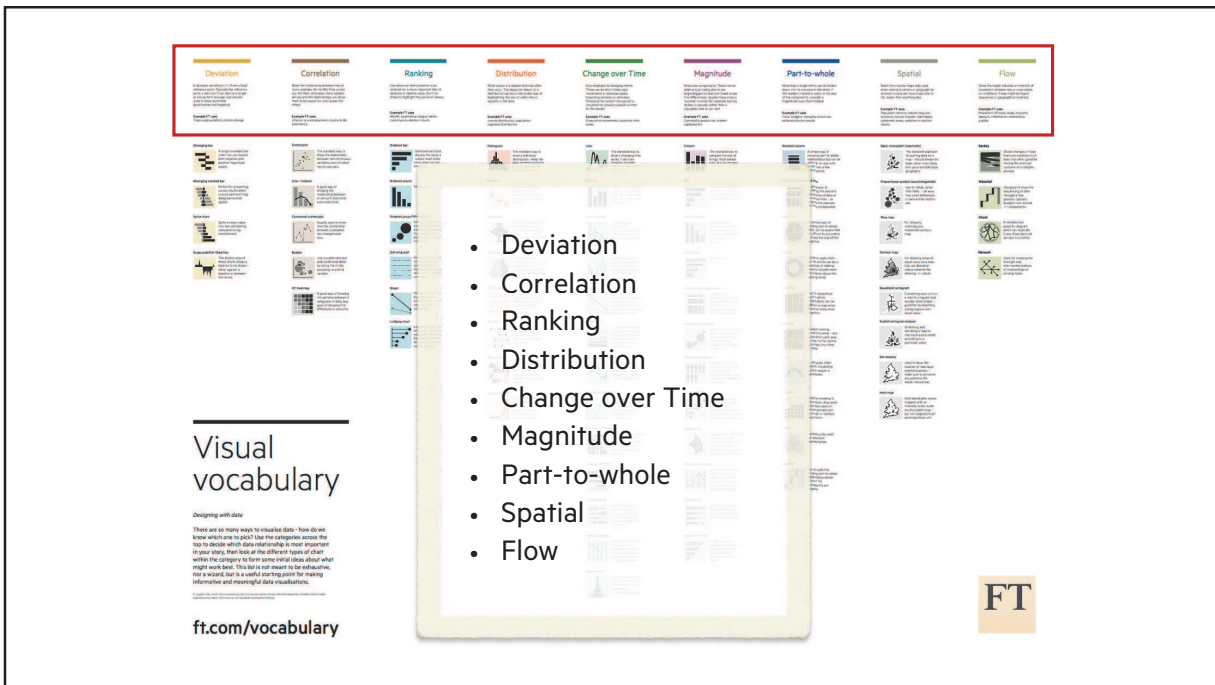


* Gender Parity Index (GPI) of adjusted net intake rate
 source: UIS, 2011, Statistical Table 2

graphic: Elin Smith

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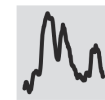
The Dow Jones took 25 years to recover to pre-Wall Street crash levels

Dow Jones Industrial Average (log scale)



Relationship: Change over Time

Line

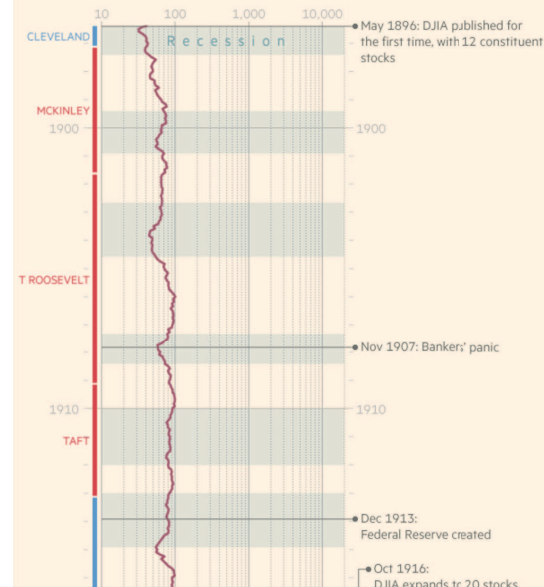


The standard way to show a changing time series. If data are irregular, consider markers to represent data points.

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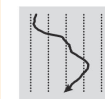
The Dow: now watched more by Main Street than Wall Street but it remains a window on 120 years of US history

Dow Jones Industrial Average (log scale) 1896-2017



Relationship: Change over Time

Vertical timeline



Presents time on the Y axis. Good for displaying detailed time series that work especially well when scrolling on mobile.

“The chart is like a Chinese scroll ...There is almost a sort of poetry about it...”

Nicole Elliott,
Society of Technical Analysts

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The Brexit banking matrix: The contenders lining up for London's crown



Relationship: Spatial

Dot density

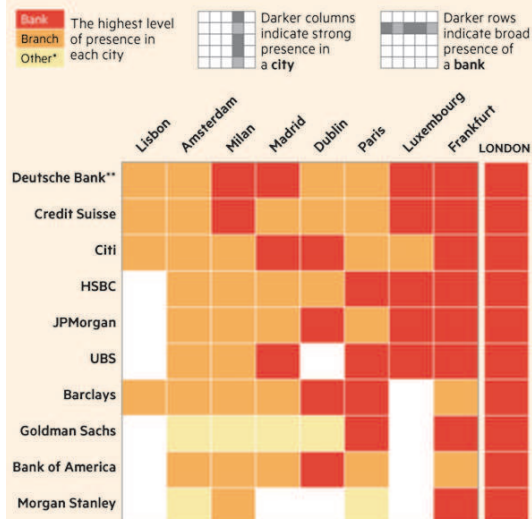


Used to show the location of individual events/locations – make sure to annotate any patterns the reader should see.

“Use only when specific locations or geographical patterns in data are more important to the reader than anything else”

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The Brexit banking matrix: The contenders lining up for London's crown



* Broker dealer branches are included for Morgan Stanley and Goldman Sachs as they are a significant part of their European network
** Deutsche Bank has a London subsidiary but its main entity is a branch

FT graphic Alan Smith, Laura Noonan Source: FT research

Relationship: Correlation

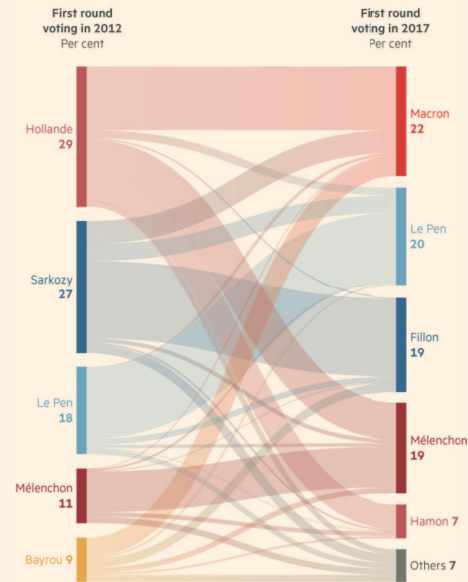
XY heatmap



A good way of showing the patterns between 2 categories of data, less good at showing fine differences in amounts.

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Changing allegiance: how voters shifted between the 2012 and 2017 election



Relationship: Flow

Sankey



Shows changes in flows from one condition to at least one other; good for tracing the eventual outcome of a complex process.

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Global M&A flows in 2017

Sbn

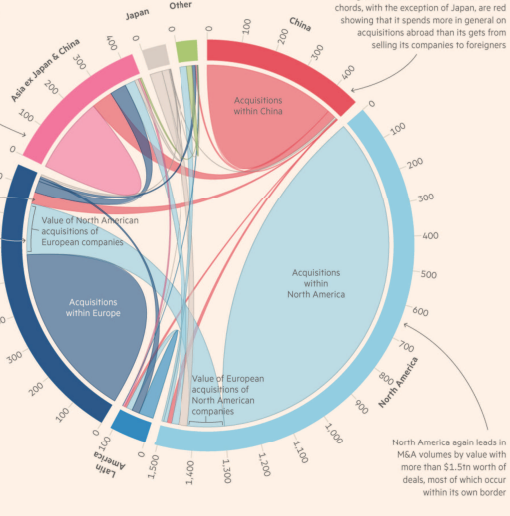
How to read this 'chord diagram'

The outer ring works like a pie chart, showing the value of acquisitions from each region

The width of the connecting 'chord' shows the value of outgoing deals

The colour of each chord reflects the 'dominant' partner: red and light blue chords connecting to Europe reveal both China and North America acquire companies from Europe with a greater total value than Europe does from them

Source: Thomson Reuters
© FT



Relationship: Flow

Chord



A complex but powerful diagram which can illustrate 2-way flows (and net winner) in a matrix.

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