



## Show Me the Numbers: Table and Graph Design

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### Description

The ability to present quantitative information effectively is not intuitive; it requires visual communication skills that must be learned. Based on his book, *Show Me the Numbers: Designing Tables and Graphs to Enlighten*, in this course Stephen Few introduces the best practices of data presentation.

No information is more important to a business than *quantitative information*—the numbers that measure performance, identify opportunities, and forecast the future. Most quantitative information is presented as *tables and graphs*. Unfortunately, most tables and graphs used in business today are poorly designed—often to the point of misinformation. Why? Because almost no one who produces them, including specialists such as financial analysts and other report developers, have been trained in effective table and graph design. You can become an exception to this norm.

This course provides practical instruction in table and graph design developed specifically for the needs of business. It will alleviate countless hours of confusion and frustration. Following Stephen Few's clear precepts, communicated through examples of what works, what doesn't, and explanations of why, you will learn to design tables and graphs that present data clearly and drive your message home.

### You Will Learn To

- Match your message to the right type of display
- Design tables and graphs to effectively tell the stories that live in your data

### This Course Covers

1. The current state and challenges of data presentation
2. Introduction to table and graph design
  - a. The two fundamental challenges of data presentation
  - b. The characteristics of quantitative information
  - c. The differing characteristics and uses of tables and graphs
  - d. The seven common quantitative relationships in business graphs
  - e. Visual perception and how it applies to data presentation
  - f. Steps in the visual design process
  - g. Visual design methods for highlighting data
3. Table design
4. Graph design
  - a. Visual objects used to encode values in graphs, including the best uses of each
  - b. Matching the right visual encoding objects to the seven fundamental quantitative relationships in graphs
  - c. Graph design at the component level