

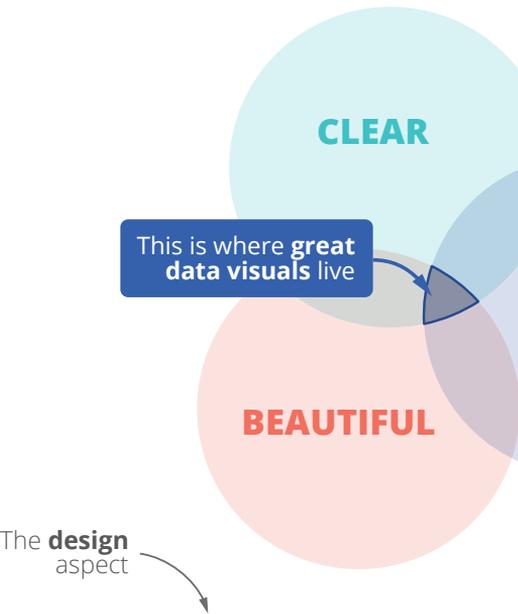
INTRODUCTION

- Why this book?

1 / THE IMPORTANCE OF DATA VISUALIZATION

- Why visual communication works
- Why data visualization is hard
- Data visualization today
- Before we begin: things to consider

- Interviews



The **communication** aspect

2 / CLEAR VISUALS

- A clear visual tells a story
- A clear visual has a high signal-to-noise ratio
- There's no such thing as an objective data visual

The **analytical** aspect

3 / CORRECT VISUALS

- What's the goal of our chart?
- Building charts using visual variables
- Basic chart types
- Numbers and tables
- Maps
- Visualizing uncertainty
- Visualizing outliers

The **design** aspect

4 / BEAUTIFUL VISUALS

- Layout: what goes where?
- Choosing the perfect colours
- Adding titles, captions and annotations
- Adding icons and illustrations
- The impact of poor design choices

5 / BRINGING IT ALL TOGETHER

- Tools to build powerful charts
- Creating interactive charts

IN SUMMARY

- The 12 rules for powerful charts
- What's next?