CONTENTS

INTRODUCTION 1
We Have an Information Problem / 1
The Solution Isn't Complicated / 2
Traditional Software Has Hit the Wall / 3
We Must Use Our Eyes / 6
We Must Keep Our Focus on the Goal / 7
The Approach of this Book / 7

PART I BUILDING CORE SKILLS FOR VISUAL ANALYSIS 9
General Concepts, Principles, and Practices

1. INFORMATION VISUALIZATION 11
Meanings and Uses of the Term "Visualization" / 12
A Brief History of Information Visualization / 13

2. PREREQUISITES FOR ENLIGHTENING ANALYSIS 19
Aptitudes and Attitudes of Effective Analysts / 19
Traits of Meaningful Data / 24

3. THINKING WITH OUR EYES 29
The Power of Visual Perception / 30
How Visual Perception Works / 32
Using Knowledge of Perception to Create Effective Visualizations / 33
Making Abstract Data Visible / 36
Overcoming the Limits of Memory / 49
The Building Blocks of Information Visualization / 53

4. ANALYTICAL INTERACTION AND NAVIGATION 55
Analytical Interaction / 55
Analytical Navigation / 82

5. ANALYTICAL TECHNIQUES AND PRACTICES 93
Optimal Quantitative Scales / 93
Reference Lines and Regions / 96
Trellises and Crosstabs / 98
Multiple Concurrent Views and Brushing / 104
Focus and Context Together / 113
Details on Demand / 116
Over-plotting Reduction / 117

6. ANALYTICAL PATTERNS 127
Guidelines for Representing Quantitative Data / 128
In the Smooth and in the Rough / 134
Pattern Examples / 136
Beware of Patterns that Aren't Actually There / 139

PART II HONING SKILLS FOR DIVERSE TYPES OF VISUAL ANALYSIS 141
Specific Patterns, Displays, and Techniques

7. TIME-SERIES ANALYSIS 143
Introduction / 143
Time-series Patterns / 143
Time-series Displays / 150
Time-series Analysis Techniques and Best Practices / 162

8. PART-TO-WHOLE AND RANKING ANALYSIS 189
Introduction / 189
Part-to-Whole and Ranking Patterns / 190
Part-to-Whole and Ranking Displays / 191
Part-to-Whole and Ranking Techniques and Best Practices / 194

9. DEVIATION ANALYSIS 203
Introduction / 203
Deviation Analysis Displays / 204
Deviation Analysis Techniques and Best Practices / 208

10. DISTRIBUTION ANALYSIS 211
Introduction / 211
Describing Distributions / 214
Distribution Patterns / 219
Distribution Displays / 224
Distribution Analysis Techniques and Best Practices / 240

11. CORRELATION ANALYSIS 245
Introduction / 245
Describing Correlations / 247
Correlation Patterns / 251
Correlation Displays / 260
Correlation Analysis Techniques and Best Practices / 266

12. MULTIVARIATE ANALYSIS 281
Introduction / 281
Multivariate Patterns / 282
Multivariate Displays / 282
Multivariate Analysis Techniques and Best Practices / 291

PART III FURTHER THOUGHTS AND HOPES 295

13. PROMISING TRENDS IN INFORMATION VISUALIZATION 297
Built-in Best Practices / 297
Integrated Support for Geo-spatial Analysis / 298
Integrated Support for Network Analysis / 302
Integrated Support for Collaborative Analysis / 304
Custom Analytical Applications / 307
Illuminating Predictive Models / 308
Integrated Data Mining / 311
Improved Human-Computer Interface Devices / 311

14. WISDOM IN THE AGE OF INFORMATION 313

APPENDICES 315
Appendix A: Expressing Time as a Percentage in Excel / 315
Appendix B: Adjusting for Inflation in Excel / 317

BIBLIOGRAPHY 319

INDEX 323