

Principles of effective data visualisation

Effective table design

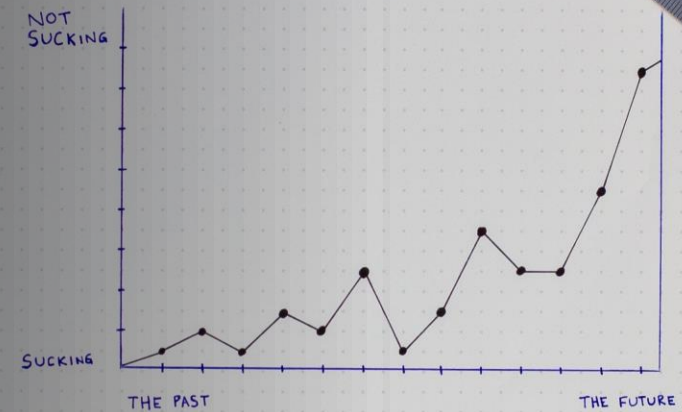


TABLE DESIGN

REVENUE (\$) BY PRODUCT CATEGORY						
Product	April	May	June	July	August	September
Pastries	46,538	42,522	54,451	49,422	50,647	53,740
Pies	78,791	77,237	61,692	69,500	76,423	71,843
Sandwiches	25,336	22,878	25,351	29,376	29,147	27,778
Cakes	35,882	40,243	42,133	34,118	46,923	48,251
Drinks	19,267	15,162	18,508	10,365	14,459	13,595
Bread	84,939	92,574	90,355	88,447	86,253	94,410
Total	290,753	290,616	292,490	281,228	303,852	309,617

“MINIMISE NON DATA INK” – EDWARD TUFTE
DATA COMPONENTS vs SUPPORT COMPONENTS



MINIMISE NON DATA INK

Revenue (\$) by product category

Product	Apr	May	Jun	Jul	Aug	Sep
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WIDE TABLES



Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Pastries	43,767	41,044	56,031	46,538	42,522	54,451	49,422	50,647	53,740	47,650	40,133	47,419
Pies	71,493	68,378	61,093	78,791	77,237	61,692	69,500	76,423	71,843	69,095	70,519	64,737
Sandwiches	25,025	22,373	23,910	25,336	22,878	25,351	29,376	29,147	27,778	22,174	29,831	24,222
Cakes	47,293	35,268	33,451	35,882	40,243	42,133	34,118	46,923	48,251	34,934	46,384	38,737
Drinks	18,170	11,145	15,687	19,267	15,162	18,508	10,365	14,459	13,595	18,146	17,142	14,569
Bread	90,171	99,748	92,453	84,939	92,574	90,355	88,447	86,253	94,410	91,710	98,110	82,758
Total	295,919	277,956	282,625	290,753	290,616	292,490	281,228	303,852	309,617	283,709	302,119	272,442



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Total	295,919	277,956	282,625	290,753	290,616	292,490	281,228	303,852	309,617	283,709	302,119	272,442



SUMMARY INFORMATION – USE OF BOLD

Product	Apr	May	Jun	Jul	Aug	Sep	Total
Pastries	46,538	42,522	54,451	49,422	50,647	53,740	297,320
Pies	78,791	77,237	61,692	69,500	76,423	71,843	435,486
Sandwiches	25,336	22,878	25,351	29,376	29,147	27,778	159,866
Cakes	35,882	40,243	42,133	34,118	46,923	48,251	247,550
Drinks	19,267	15,162	18,508	10,365	14,459	13,595	91,356
Bread	84,939	92,574	90,355	88,447	86,253	94,410	536,978
Total	290,753	290,616	292,490	281,228	303,852	309,617	1,768,556



SUMMARY INFORMATION – USE OF WHITE SPACE

Product	Apr	May	Jun	Jul	Aug	Sep	Total
Pastries	46,538	42,522	54,451	49,422	50,647	53,740	297,320
Pies	78,791	77,237	61,692	69,500	76,423	71,843	435,486
Sandwiches	25,336	22,878	25,351	29,376	29,147	27,778	159,866
Cakes	35,882	40,243	42,133	34,118	46,923	48,251	247,550
Drinks	19,267	15,162	18,508	10,365	14,459	13,595	91,356
Bread	84,939	92,574	90,355	88,447	86,253	94,410	536,978
Total	290,753	290,616	292,490	281,228	303,852	309,617	1,768,556



HIGHLIGHTING DATA POINTS

Highest ever 6m sales in pies and sandwiches

Product	Apr	May	Jun	Jul	Aug	Sep	Total
Pastries	46,538	42,522	54,451	49,422	50,647	53,740	297,320
Pies	78,791	77,237	61,692	69,500	76,423	71,843	435,486
Sandwiches	25,336	22,878	25,351	29,376	29,147	27,778	159,866
Cakes	35,882	40,243	42,133	34,118	46,923	48,251	247,550
Drinks	19,267	15,162	18,508	10,365	14,459	13,595	91,356
Bread	84,939	92,574	90,355	88,447	86,253	94,410	536,978
Total	290,753	290,616	292,490	281,228	303,852	309,617	1,768,556





ALIGNMENT

Product	Total	Total	Total
Product 1	12.552	12.552	12.552
Product 2	559.264	559.264	559.264
Product 3	7,401.370	7,401.370	7,401.370
Product 4	17,343.053	17,343.053	17,343.053
Product 5	13.030	13.030	13.030
Product 6	7,589.024	7,589.024	7,589.024
Total	1,768,556	1,768,556	1,768,556



HEADING ALIGNMENT

Product	Apr	May	Jun	Jul	Aug	Sep	Total
Bread	84,939	92,574	90,355	88,447	86,253	94,410	536,978
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LEVEL OF PRECISION

Product	Total (\$)	% of total	% of total	% of total	% of total
Product 1	536,978	35%	34.9%	34.90%	34.901%
Product 2	435,486	28%	28.3%	28.30%	28.305%
Product 3	297,320	19%	19.3%	19.32%	19.325%
Product 4	247,550	16%	16.1%	16.09%	16.090%
Product 5	12,380	1%	0.8%	0.80%	0.805%
Product 6	8,843	1%	0.6%	0.57%	0.575%
Total	1,538,557	100%	100.0%	100.00%	100.000%





REVENUE BY PRODUCT CATEGORY

Product	Total (\$)	% of total	% of total	% of total	% of total
Product 1	536,978	35%	34.9%	34.90%	34.901%
Product 2	435,486	28%	28.3%	28.30%	28.305%
Product 3	297,320	19%	19.3%	19.32%	19.325%
Product 4	247,550	16%	16.1%	16.09%	16.090%
Product 5	12,380	1%	0.8%	0.80%	0.805%
Product 6	8,843	1%	0.6%	0.57%	0.575%
Total	1,538,557	100%	100.0%	100.00%	100.000%





REVENUE BY PRODUCT CATEGORY

Product	Total (\$)	% of total
Product 1	536,978	35%
Product 2	435,486	28%
Product 3	297,320	19%
Product 4	247,550	16%
Product 5	12,380	1%
Product 6	8,843	1%
Total	1,538,557	100%



TABLE DESIGN PRINCIPLES

Minimise non data ink

Use alignment and white space to create visual grouping

Right align numeric values

Left align categories

Consider appropriate level of precision

Use simple sans serif fonts

