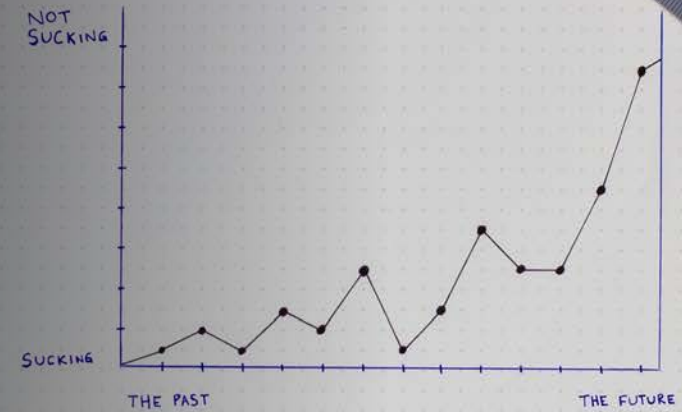


Principles of effective data visualisation

Gestalt Principles of Visual Perception

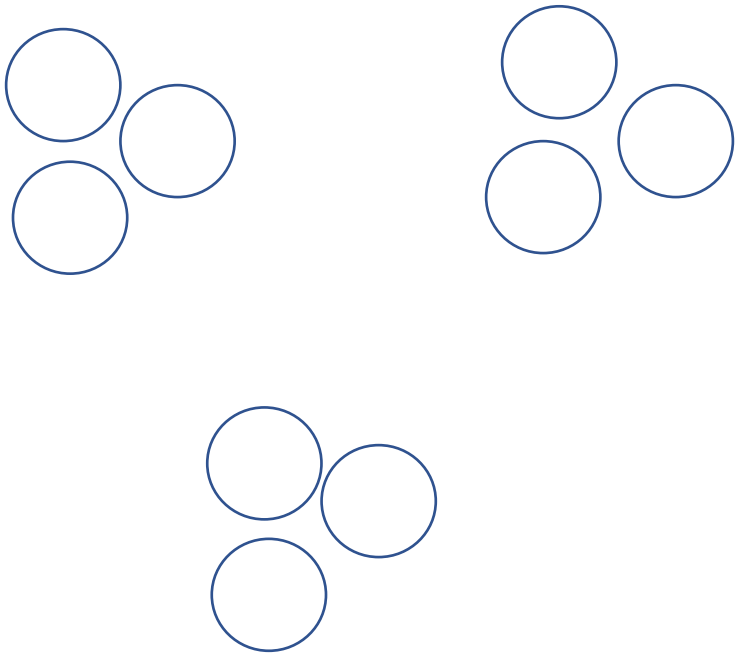


PRINCIPLES OF VISUAL PERCEPTION

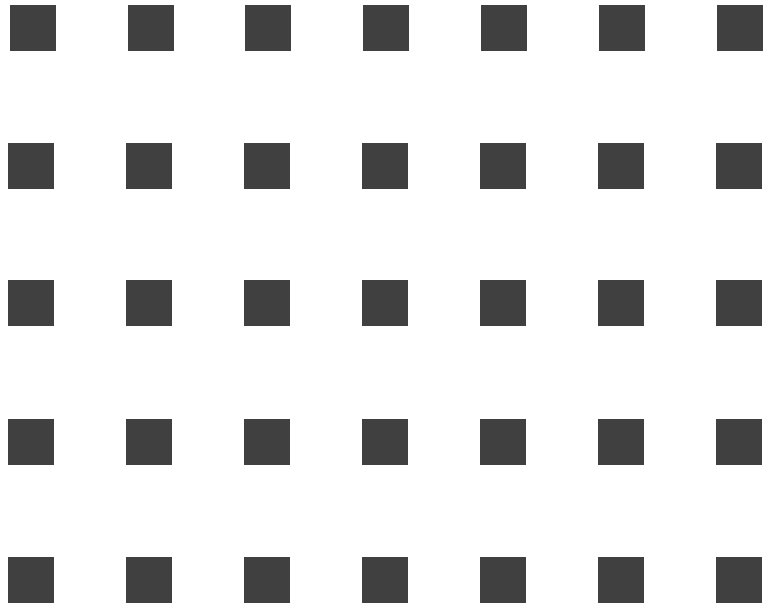
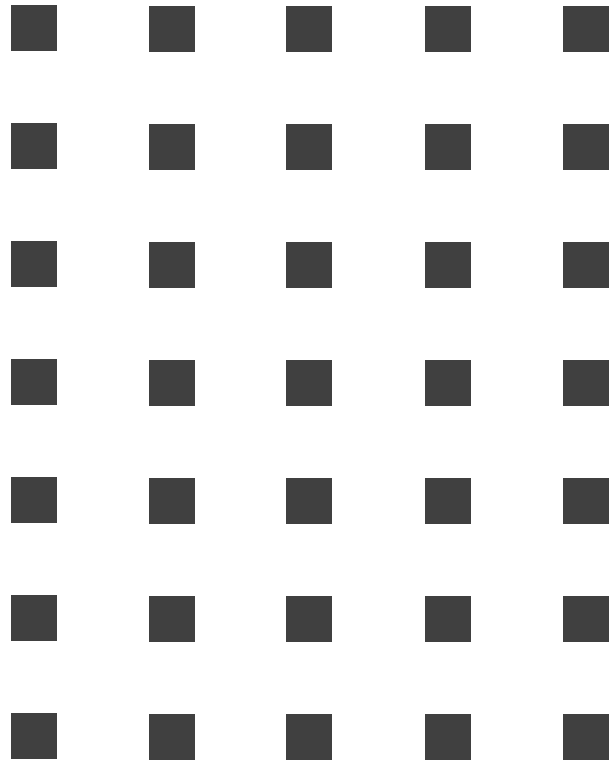
Gestalt *“pattern”*



PRINCIPLE OF PROXIMITY



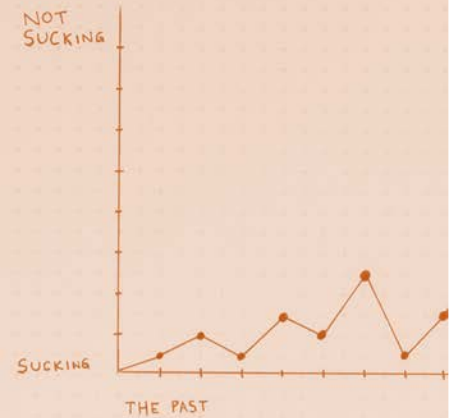
PRINCIPLE OF PROXIMITY



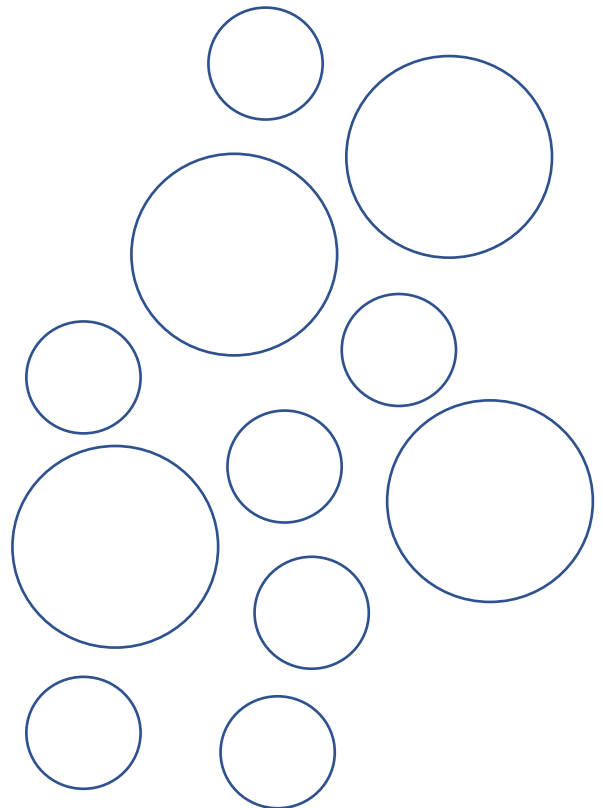
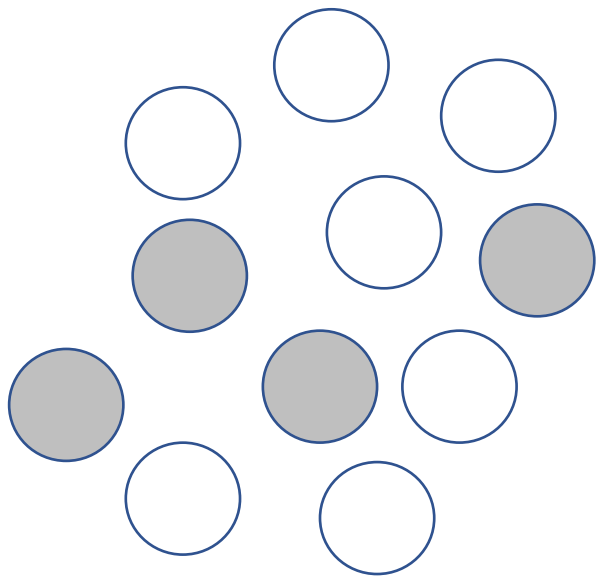
PRINCIPLE OF PROXIMITY

Revenue (\$) by product category

Product	Apr	May	Jun	Jul	Aug	Sep
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



PRINCIPLE OF SIMILARITY



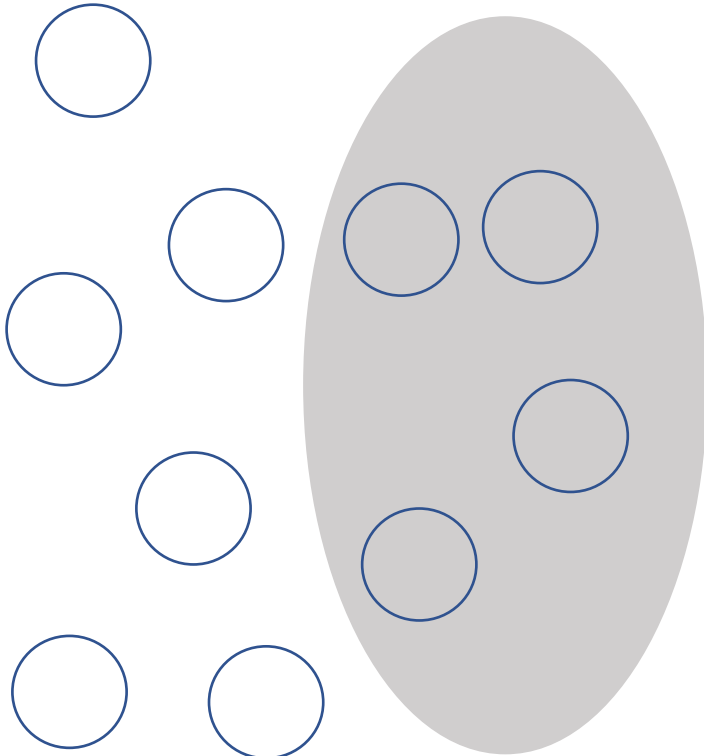
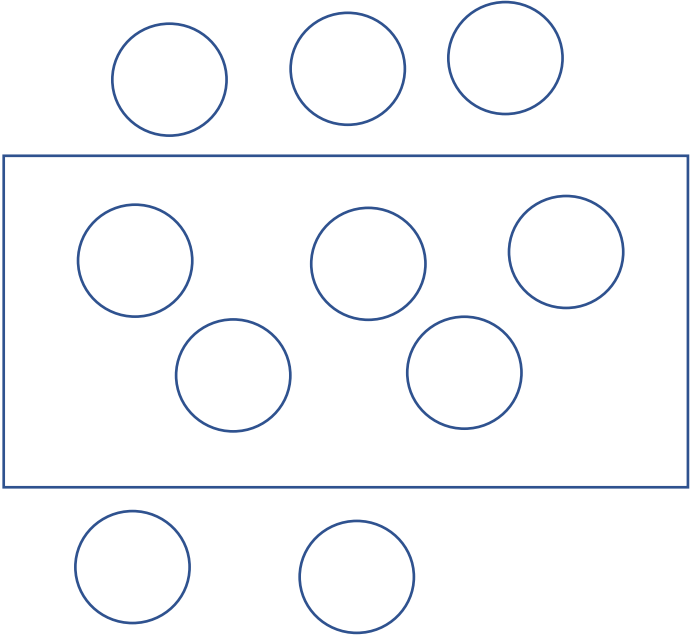
PRINCIPLE OF SIMILARITY



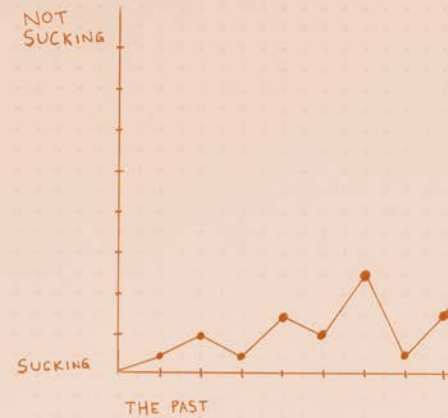
Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Pastries	43,767	41,044	56,031	46,538	42,522	54,451	49,422	50,647	53,740	47,650	40,133	47,419
Pies	71,493	68,378	61,093	78,791	77,237	61,692	69,500	76,423	71,843	69,095	70,519	64,737
Sandwiches	25,025	22,373	23,910	25,336	22,878	25,351	29,376	29,147	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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PRINCIPLE OF ENCLOSURE



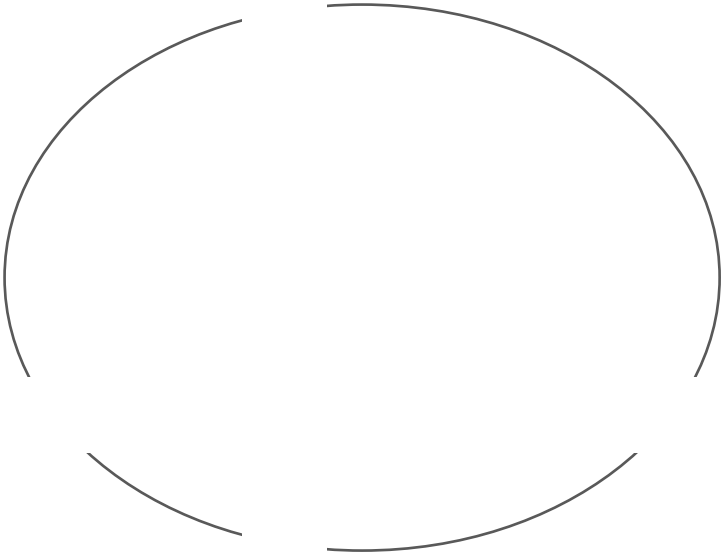
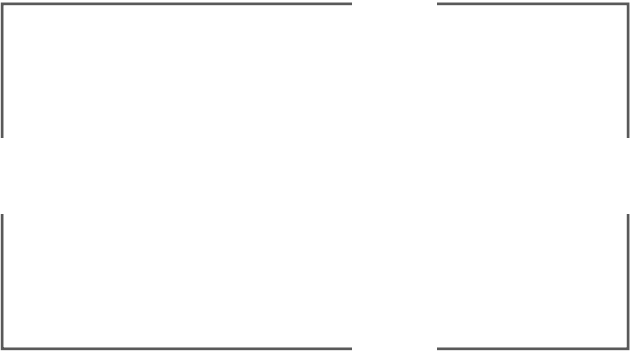
PRINCIPLE OF ENCLOSURE



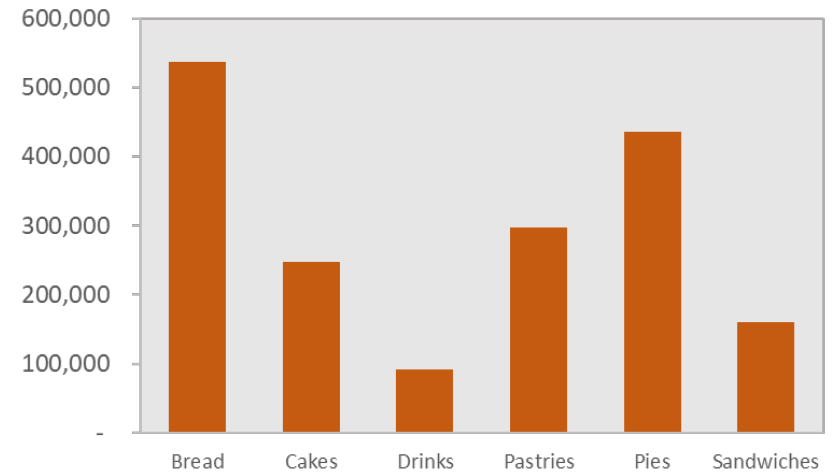
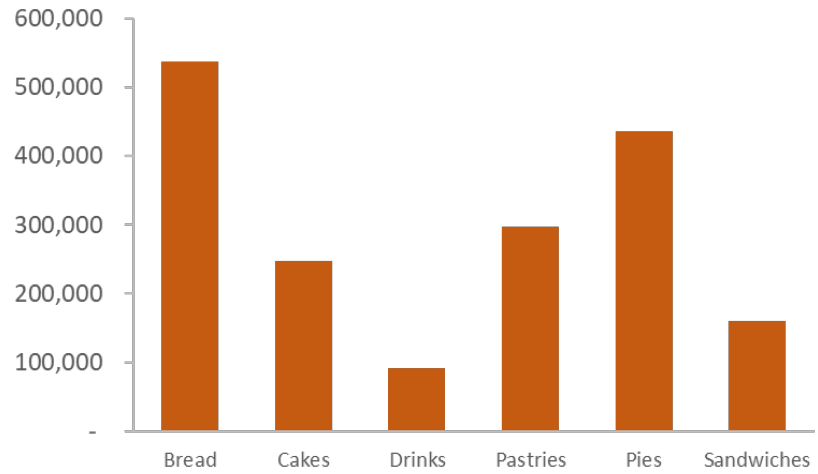
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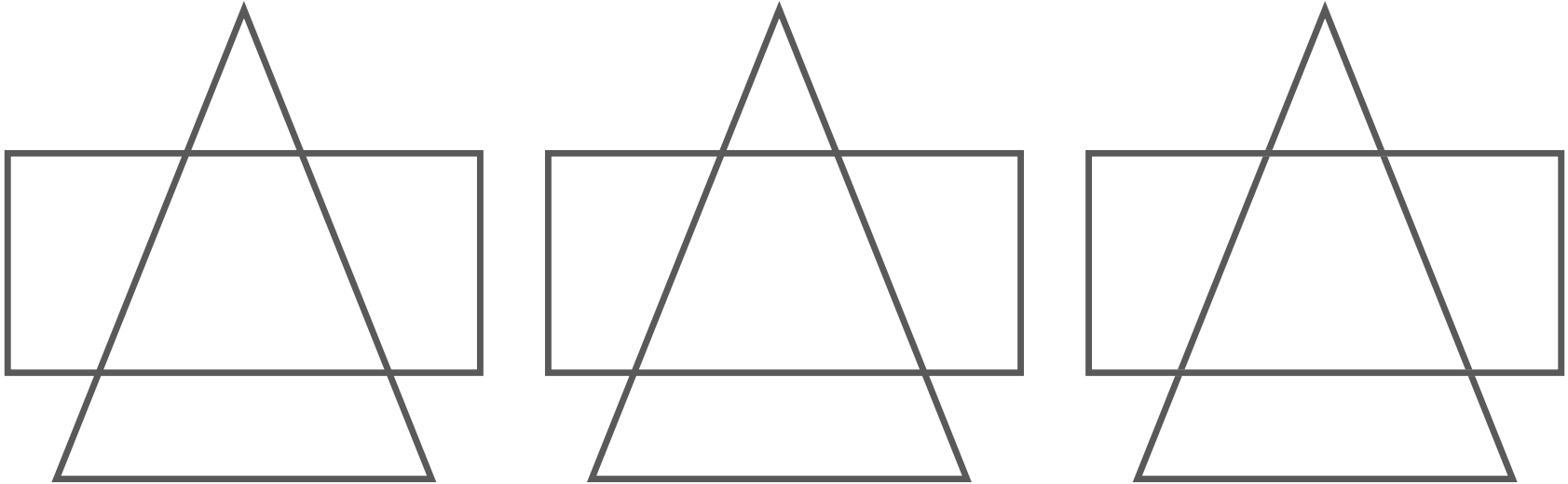
PRINCIPLE OF CLOSURE



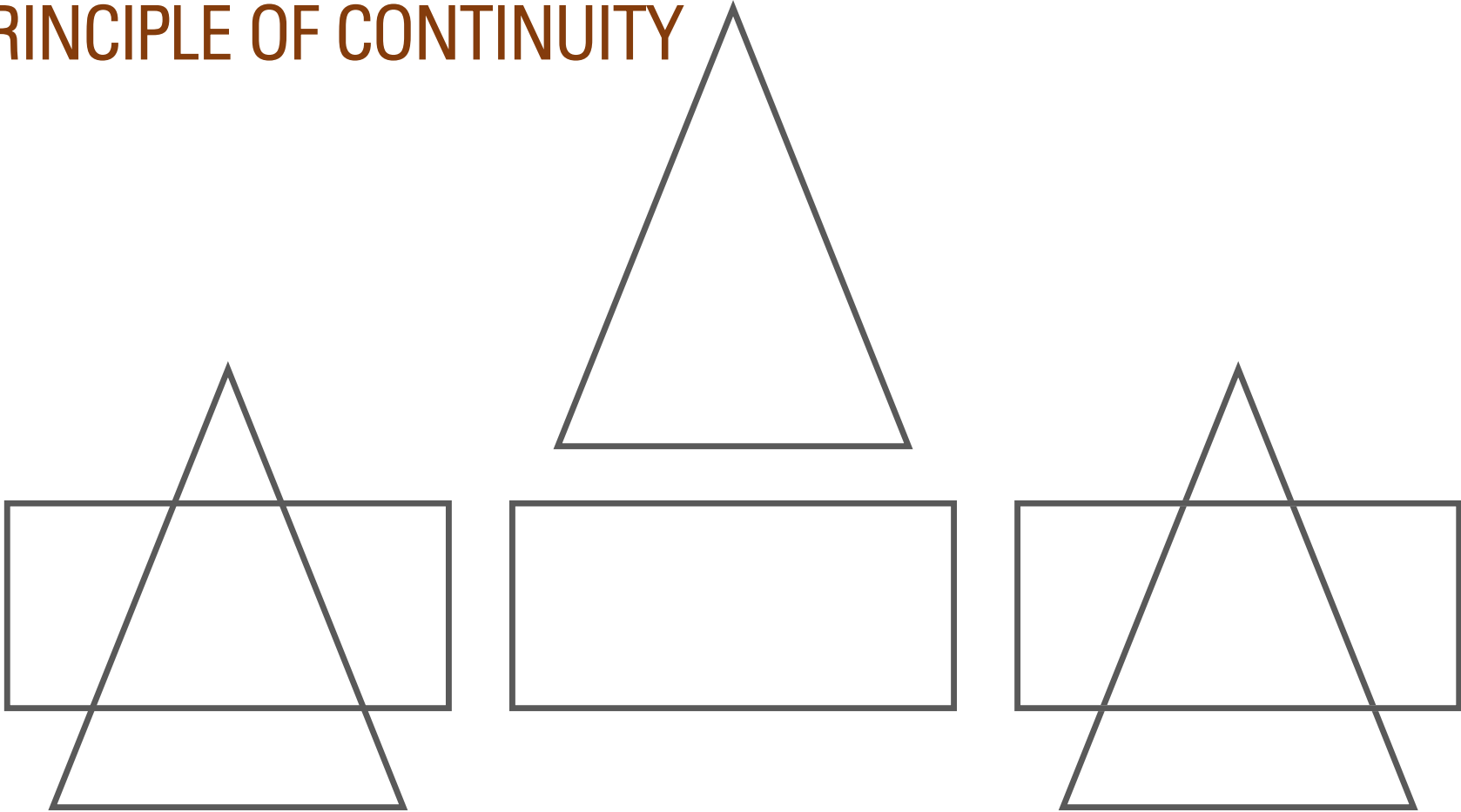
PRINCIPLE OF CLOSURE



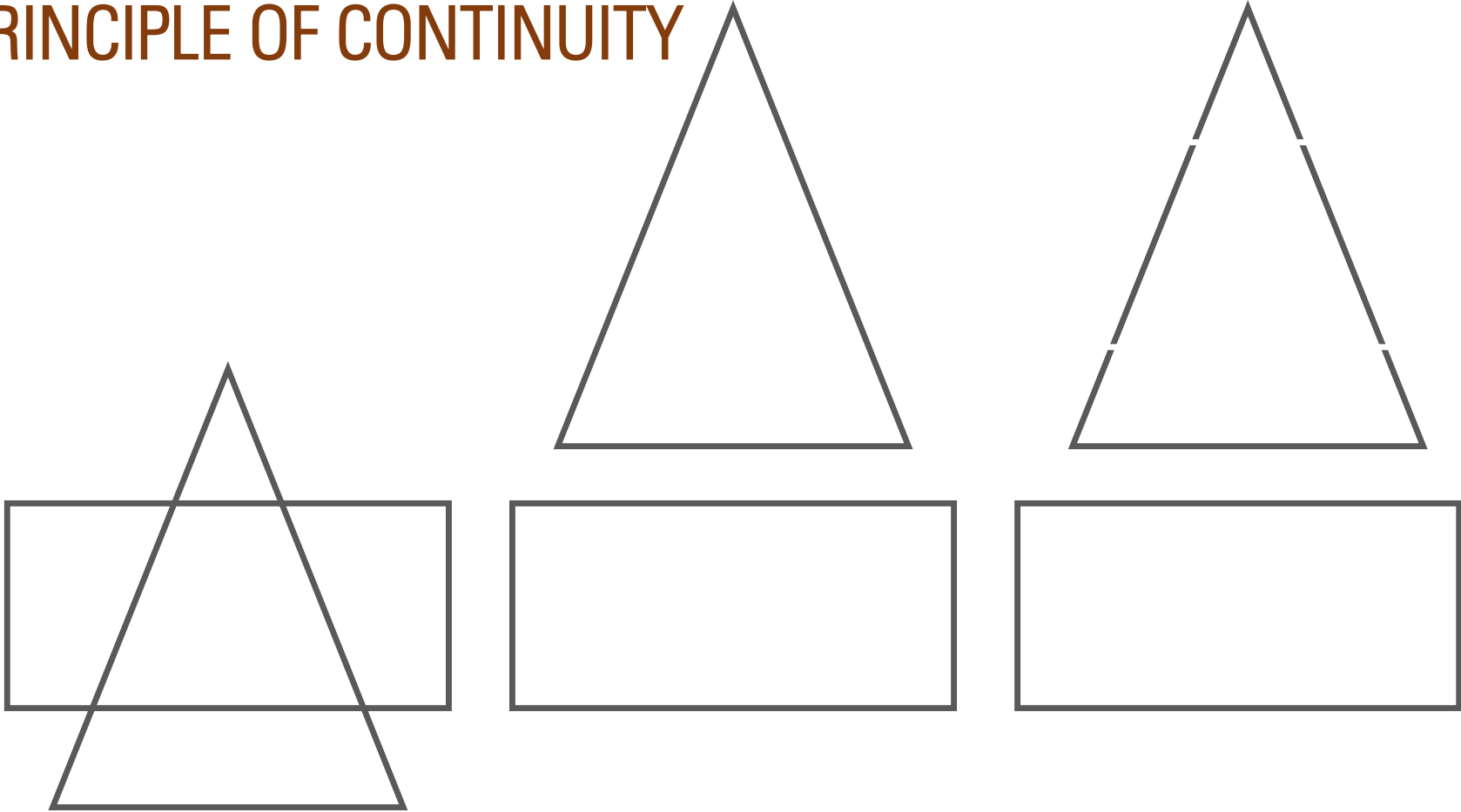
PRINCIPLE OF CONTINUITY



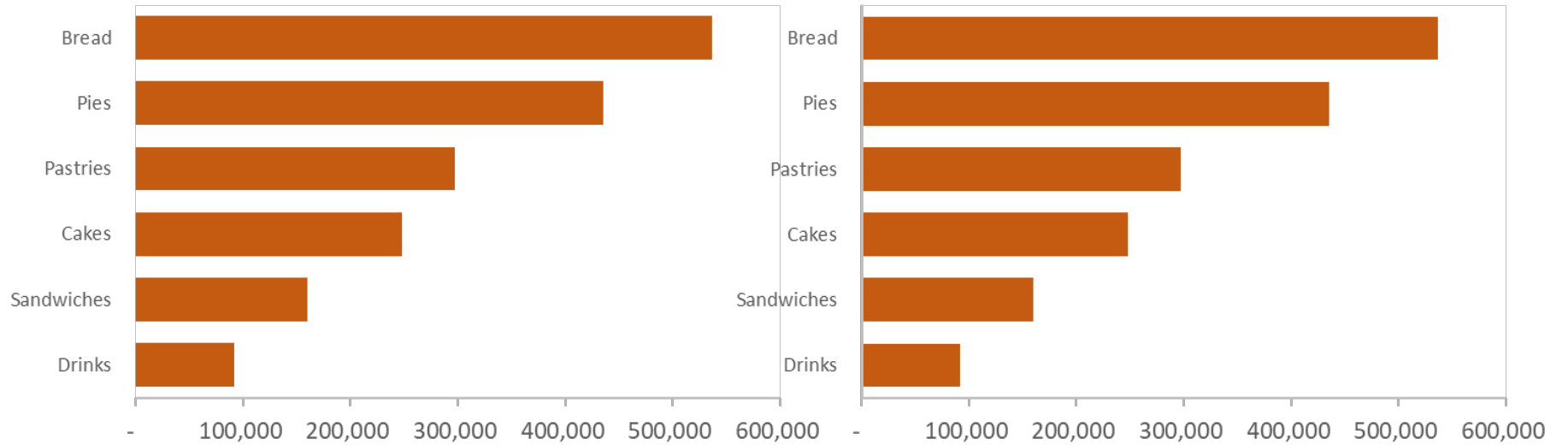
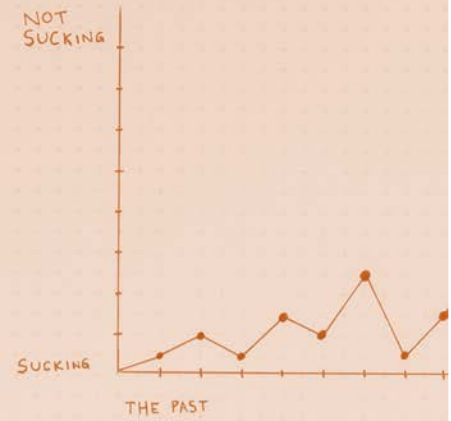
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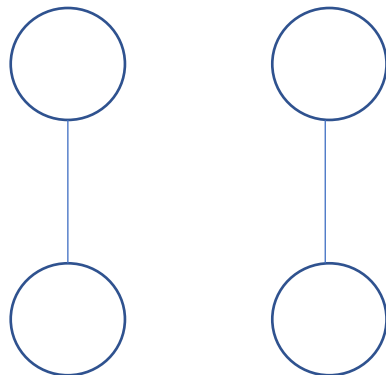
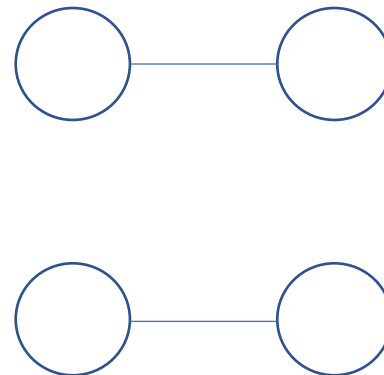
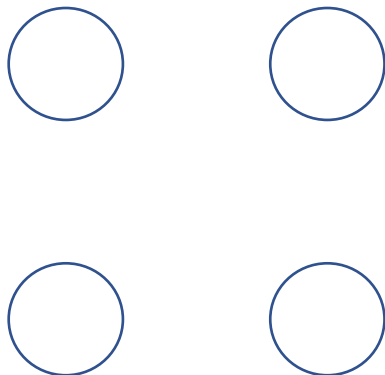
PRINCIPLE OF CONTINUITY



PRINCIPLE OF CONTINUITY



PRINCIPLE OF CONNECTION



PRINCIPLE OF CONNECTION

