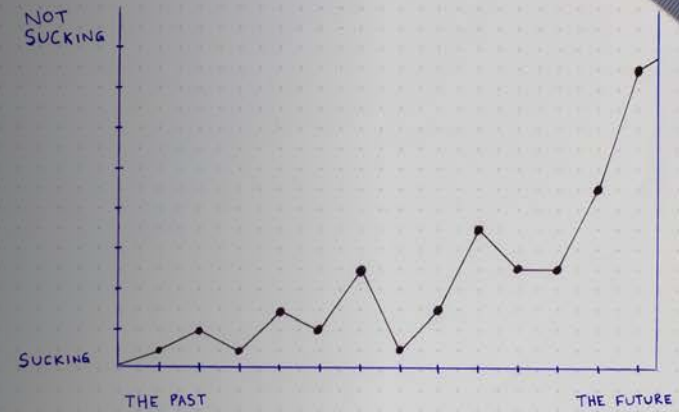
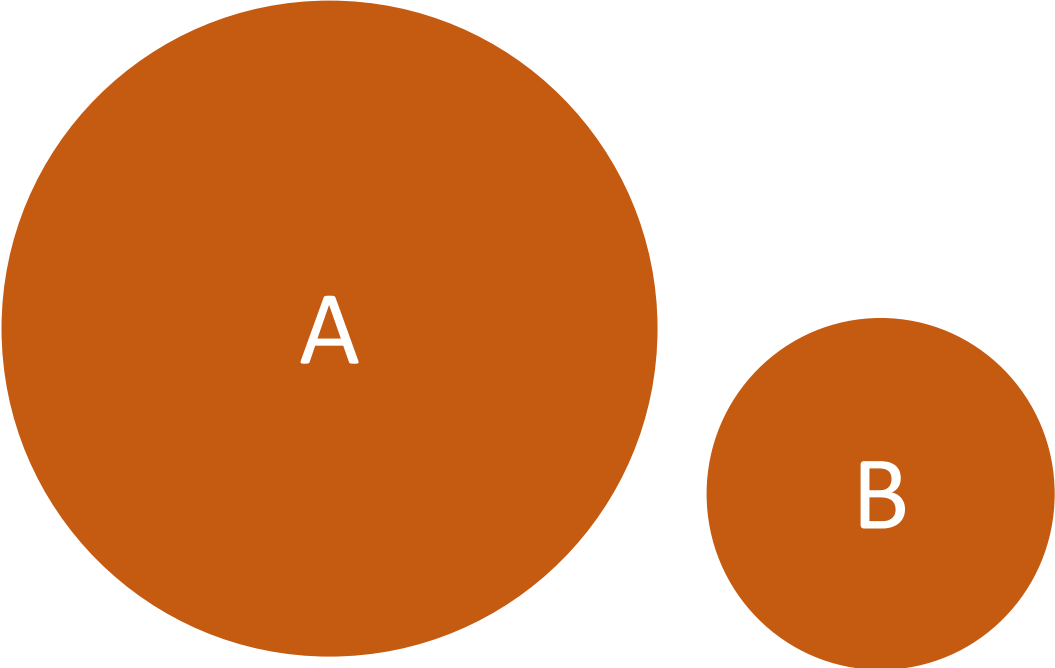


Principles of effective data visualisation

Pie charts are the devil
(Donut charts are not much better)



PERCEPTION OF AREA VS LINE



How much bigger than B is A?



PERCEPTION OF AREA VS LINE

A

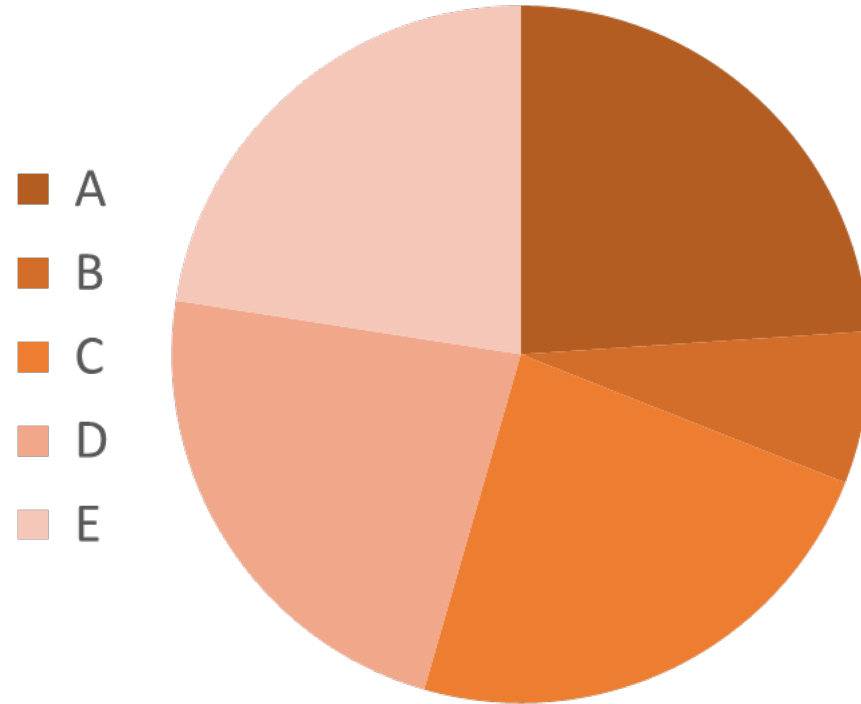
B

How much bigger than B is A?



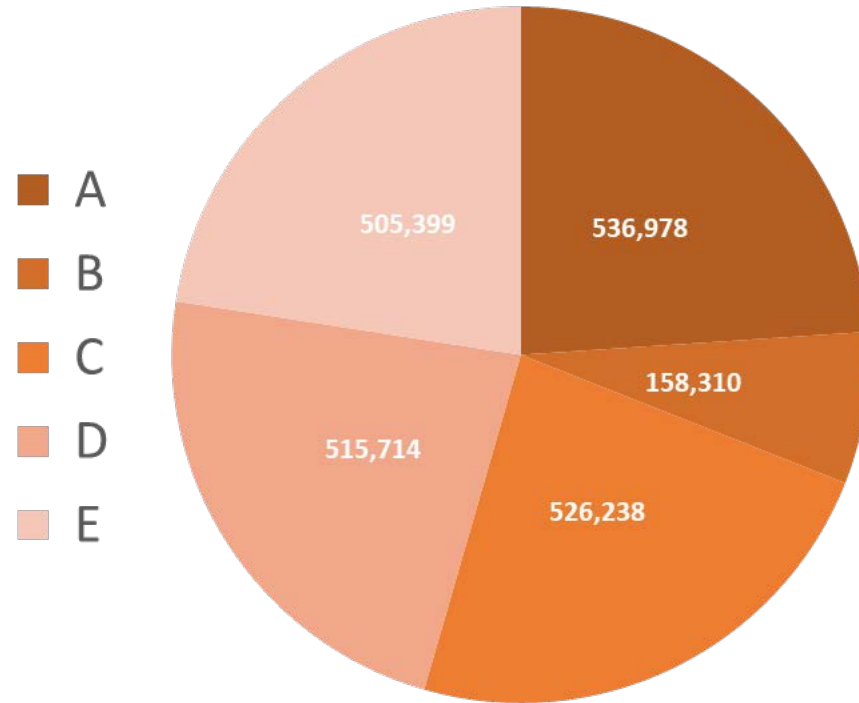


LIMITATIONS PIE CHARTS



Rank the components in size order

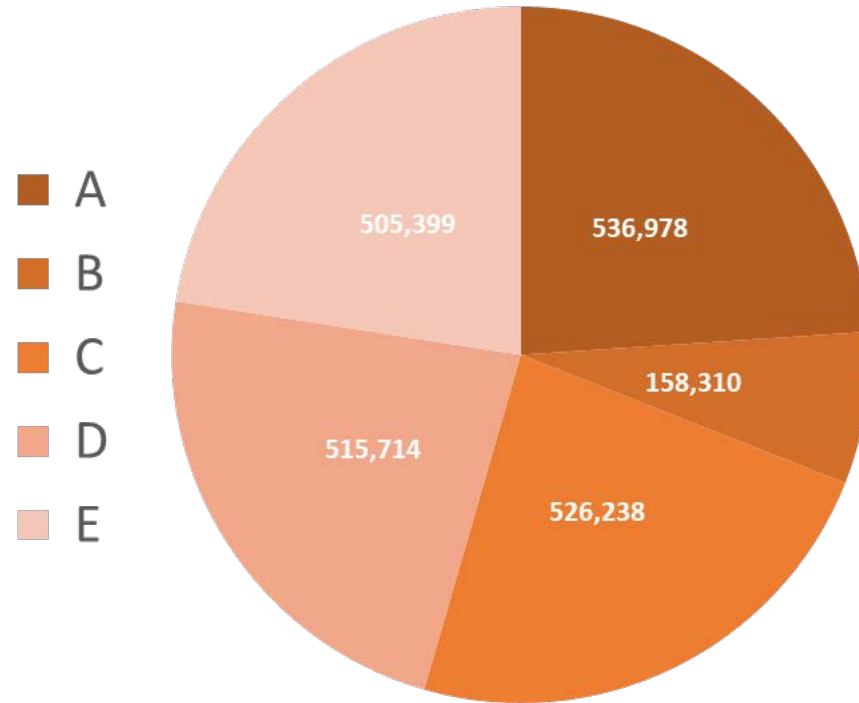
LIMITATIONS PIE CHARTS



Rank the components in size order



LIMITATIONS PIE CHARTS



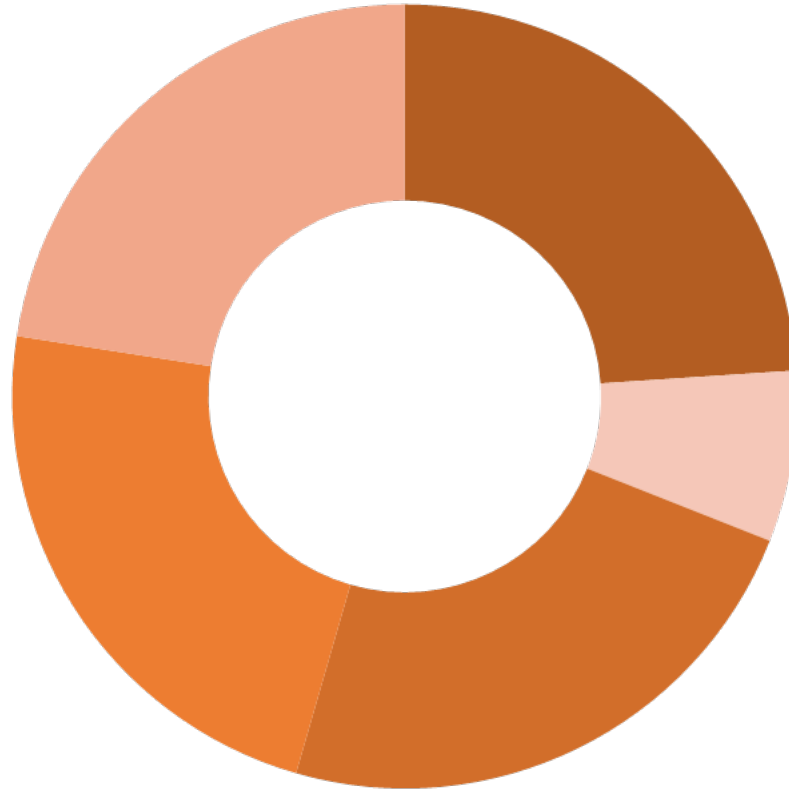
Product	Revenue	% of total
A	536,978	23.9%
B	158,310	7.1%
C	526,238	23.5%
D	515,714	23.0%
E	505,399	22.5%
Total	2,242,640	100.00%

Rank the components in size order



DONUT CHARTS ARE NOT MUCH BETTER

- A
- B
- C
- D
- E



Still hard to rank the components





HORIZONTAL BARS DO A BETTER JOB

