

Graphical Presentation of Data

STA 220 – Lecture #2

Advantages of Graphical Representation

1. Pictures communicate quickly
2. Forceful:
3. Revealing: pictures can reveal trends in the data that are not apparent in other forms
4. Convincing: pictures can convince the reader of your conclusion more quickly than several paragraphs
- 5.



WHY PRESENT DATA IN GRAPHIC FORM?



ADVANTAGES OF GRAPHIC PRESENTATION:

- I. Communicates quickly
- II. Forceful - Has more impact than text or tables
- III. Revealing
- IV. Convincing
- V. Can be attractive