



## Synopsis

Most presentations of quantitative information are poorly designedâ€”painfully so, often to the point of misinformation. This problem, however, is rarely noticed and even more rarely addressed. We use tables and graphs to communicate quantitative information: the critical numbers that measure the health, identify the opportunities, and forecast the future of our organizations. Even the best information is useless, however, if its story is poorly told. This problem exists because almost no one has ever been trained to design tables and graphs for effective and efficient communication. *Show Me the Numbers: Designing Tables and Graphs to Enlighten* is the most accessible, practical, and comprehensive guide to table and graph design available. The second edition of *Show Me the Numbers* improves on the first by polishing the content throughout (including updated figures) and adding 91 more pages of content, including: 1) A new preface; 2) A new chapter entitled "Silly Graphs That Are Best Forsaken," which alerts readers to some of the current misuses of graphs such as donut charts, circle charts, unit charts, and funnel charts; 3) A new chapter about quantitative narrative entitled "Telling Compelling Stories with Numbers"; and 4) New appendices entitled "Constructing Table Lens Displays in Excel," "Constructing Box Plots in Excel," and "Useful Color Palettes."

## Book Information

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## Customer Reviews

*Show Me the Numbers: Designing Tables and Graphs to Enlighten* by Stephen Few- now in its second edition- is filled with 371 pages of analytical goodness. I'm a bit embarrassed to admit that I

don't own the first edition of *Show Me the Numbers: Designing Tables and Graphs to Enlighten*, which was published in 2004. But I didn't really know who Stephen Few was until I started working with Xcelsius and somebody turned me onto his outstanding dashboards book, which was also recently revised into a second edition. While the dashboards book, *Information Dashboard Design: Displaying Data for At-a-Glance Monitoring*, is focused on at-a-glance dashboards, *Show Me the Numbers* is more broadly focused and goes into extreme depth on both table and graph design. Like the dashboards book, *Show Me the Numbers* begins by laying a foundation with the science on how our brains perceive visual information, then builds its design principles on that foundation. Mr. Few is widely cited (or disparaged) as "the cranky guy that hates pie charts". But his criticism of pie charts (and other poor visualization practices) is grounded in the science of visual perception, not his personal taste in visualizations. A 371-page book may sound kind of scary, but it is broken down into fourteen chapters that can be easily digested. Mr. Few's writing style is clear and easy to understand, although if you're like me you'll put the book down at the end of each chapter so you can think.

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