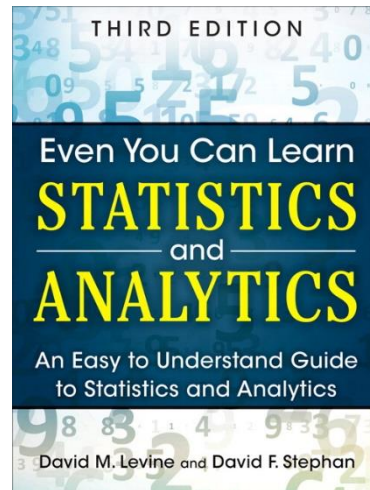


IMGD 2905

Presenting Data

Chapter 2



Outline

- Types of Charts (next)
- Game Analytics Examples
- Guidelines for Charts

Tables

- Generally, **independent** variable in left column and **dependent** variables next

Table 1. Number of student on campus and off by year

		Do you live on campus?	
		Off-campus	On-campus
Class rank	Freshman	37	100
	Sophomore	42	48
	Junior	90	8
	Senior	62	1
Total		231	157

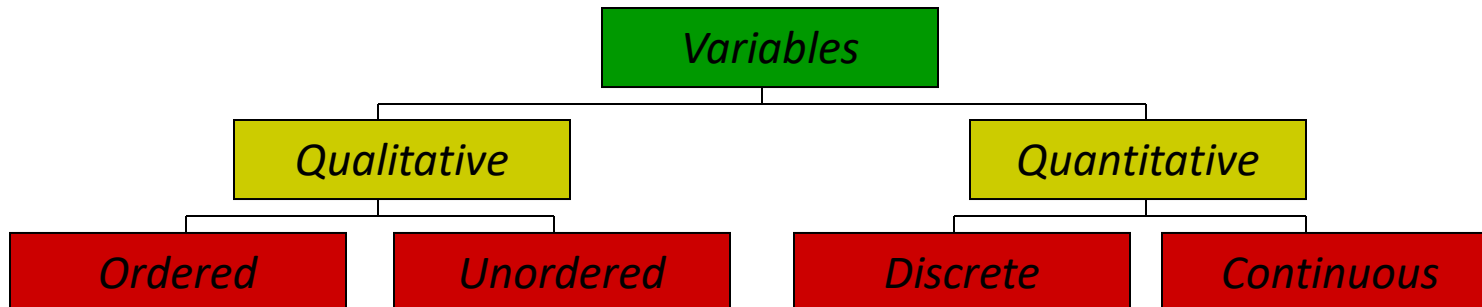
Checklist

- Number and caption
- Units labeled (as appropriate)
- Minimal vertical lines (or none)
- Lines only to break apart areas (or use Bold)

Make sure to consider *message*. Often much clearer in chart!

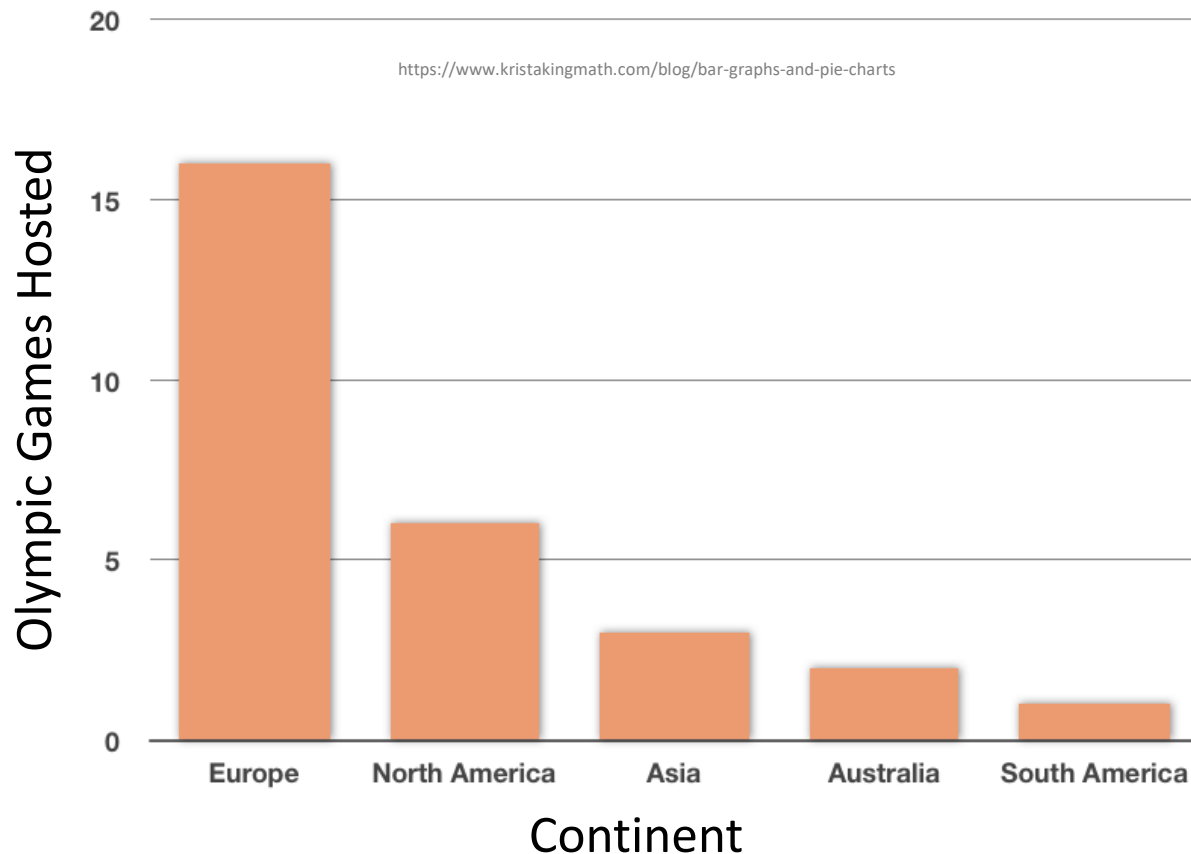
“Right” Chart Depends on **Variable** Type

- **Qualitative** (Categorical) variables
 - Can have states or subclasses
 - e.g., position: [striker, goalie, midfield]
 - Can be ordered or unordered
 - e.g., bronze, silver, gold → **ordered**
 - e.g., support, warrior, specialist → **unordered**
- **Quantitative** (Numeric) variables
 - Numeric levels
 - **Discrete** or **continuous**
 - e.g., goals in season, speed in meters
 - e.g., takedowns, win percentage



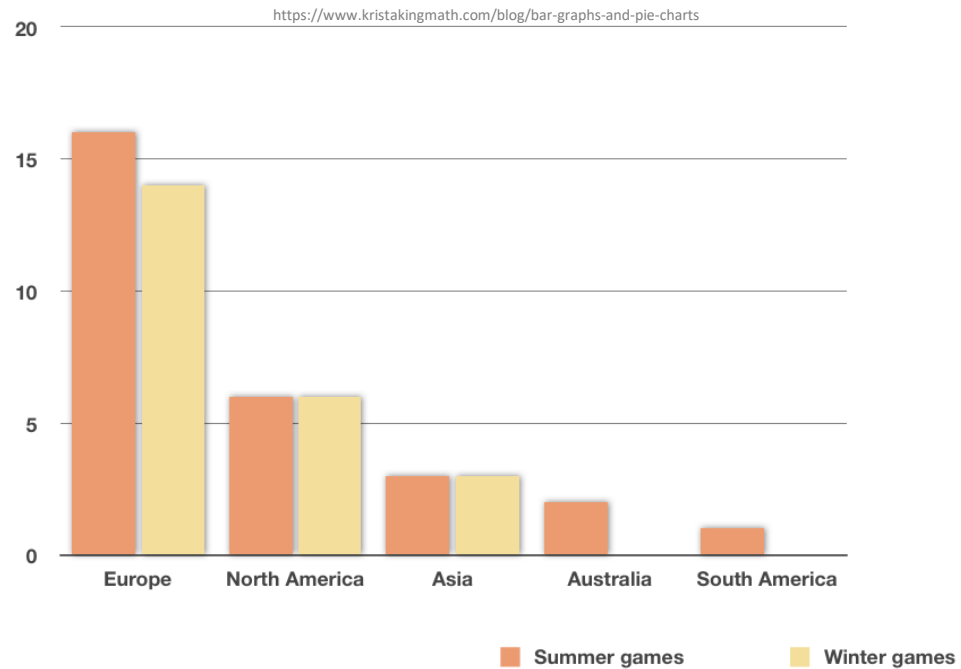
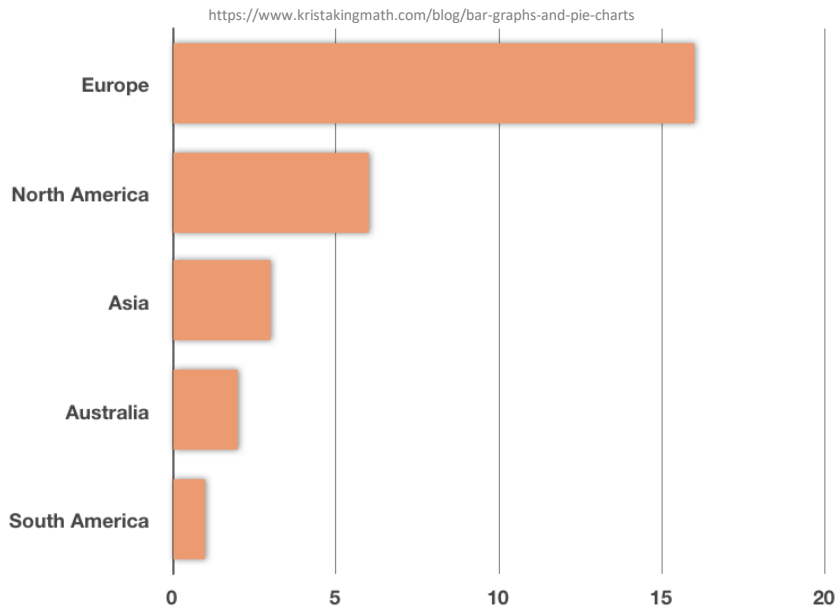
Categorical: Bar Chart (1 of 2)

- Chart containing rectangles (“bars”) where length represents count, amount, or percent (aka “column chart”)
- Usually better than table for comparing numbers



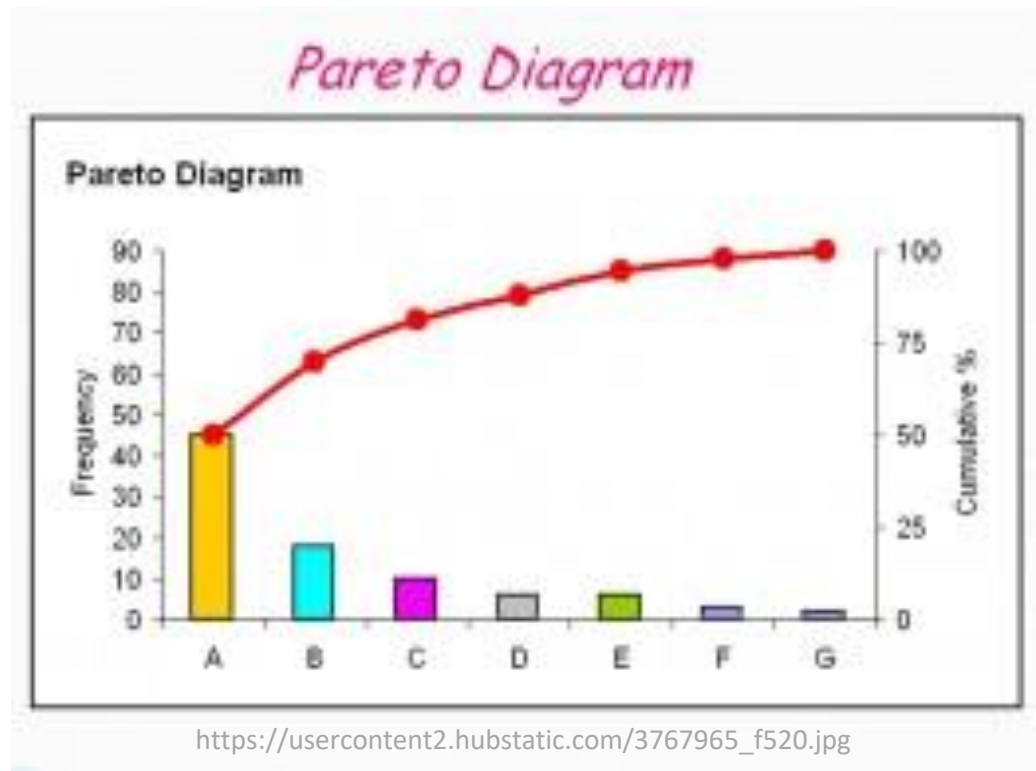
Categorical: Bar Chart (2 of 2)

- Chart containing rectangles (“bars”) where length represents count, amount, or percent



Categorical: Pareto Chart

- Bar chart, arranged most to least frequent
- Line showing cumulative percent
- Helps identify most common

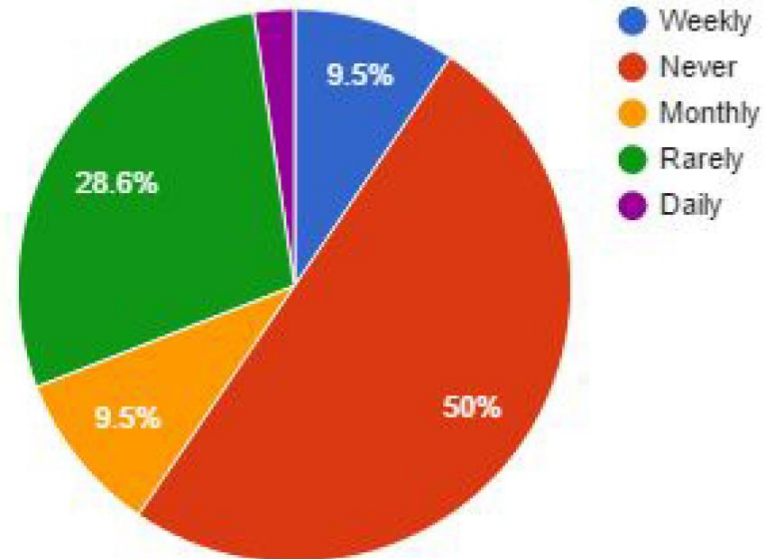


Sort by column D (Data -> Sort high to low)
New column E for percent [=D2/SUM(D\$2:D\$11)]
Note: \$ "locks" value in (e.g., D\$2 versus D2)
New column F for running [=SUM(E\$2:E2)]
Select B, D and F. Insert "combo chart"

Categorical: Pie Chart

- Wedge-shaped areas (“pie slices”) – represent count, amount or percent of each category from whole
- Compare relative amounts at a glance
- Best if **few slices** since quantifying “size” of pie difficult
- Comparing pies also difficult

Time playing with Team Fortress 2



<http://www.cs.wpi.edu/~claypool/iqp/tf2/>

Reflex: don't use a pie chart

Histogram

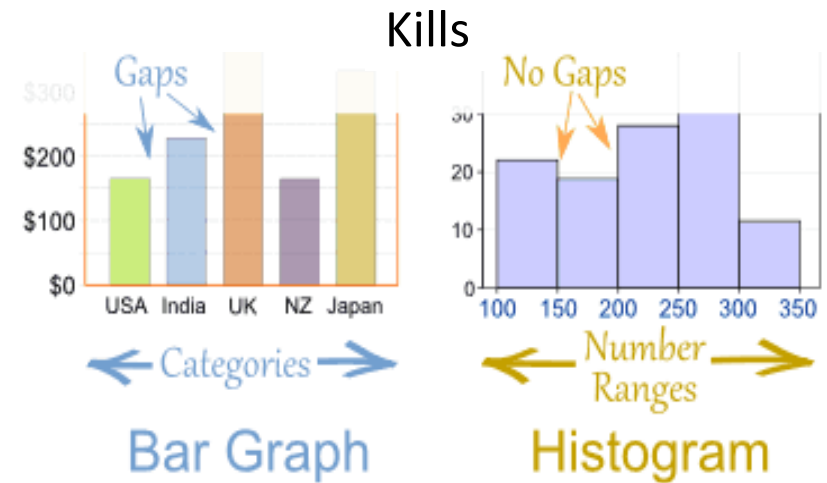
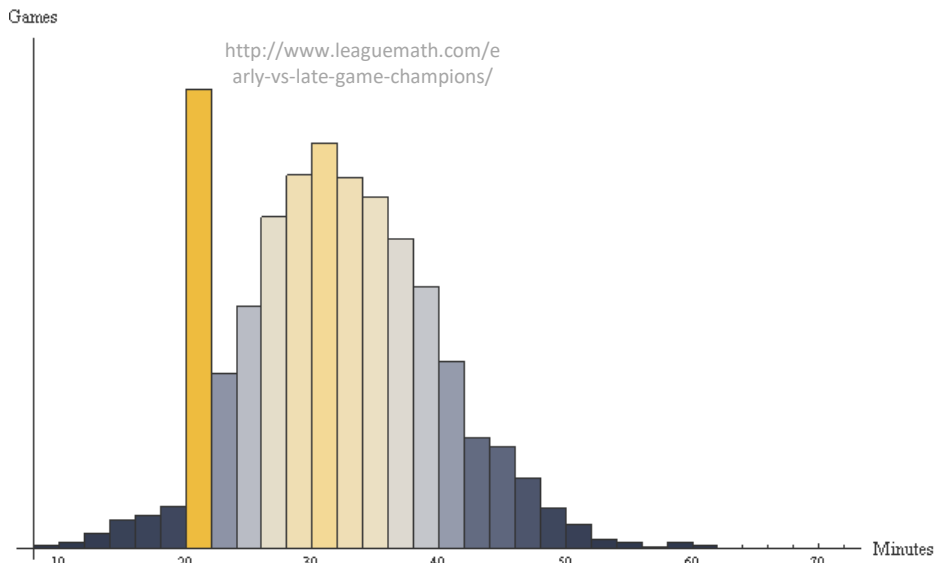
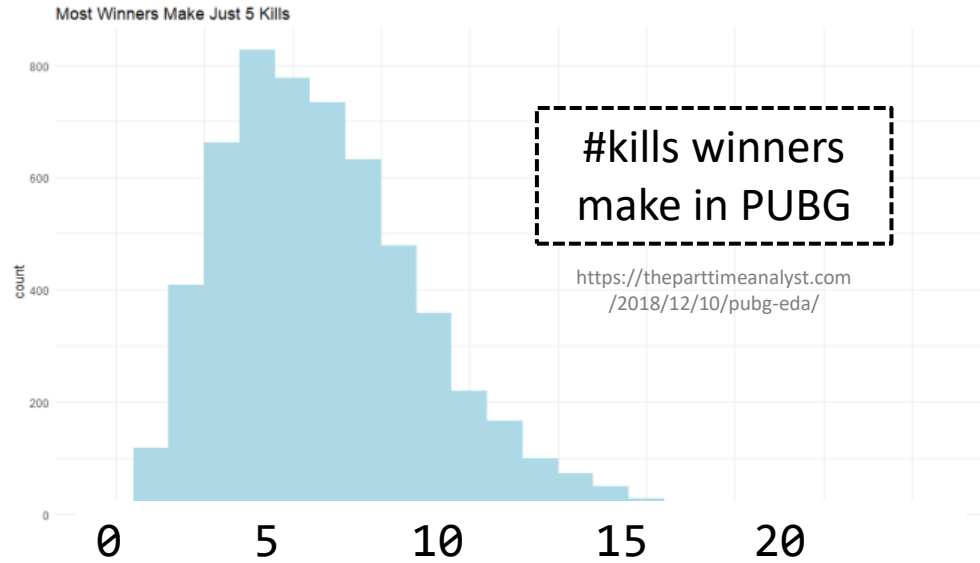
Bar chart for grouped numerical data

- No gaps btwn adjacent bars

Select GPA data

Insert → Statistics Chart → Histogram

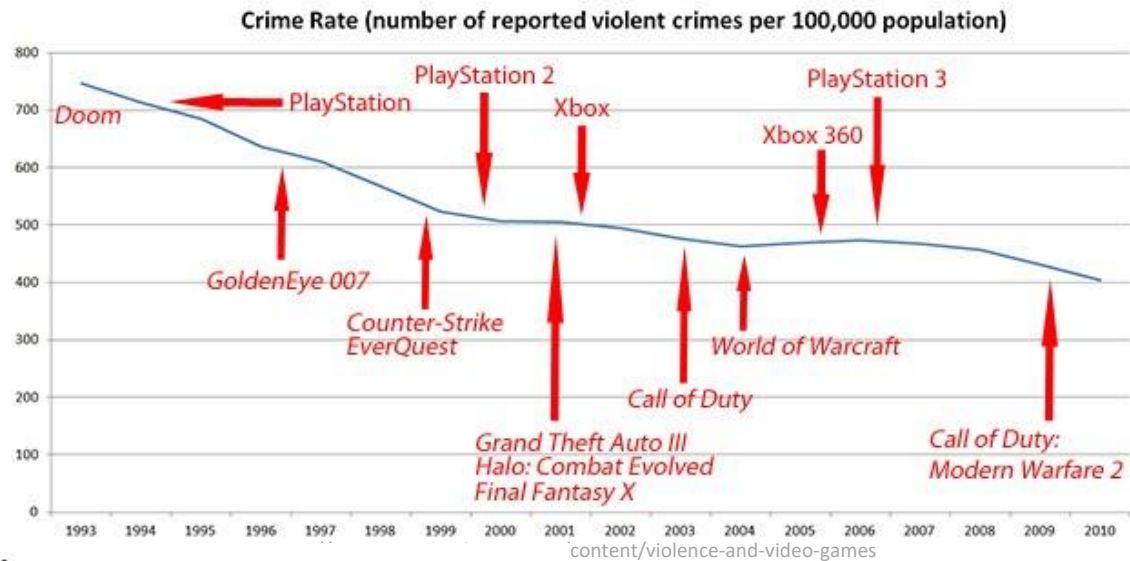
Can adjust bins, overflow/underflow



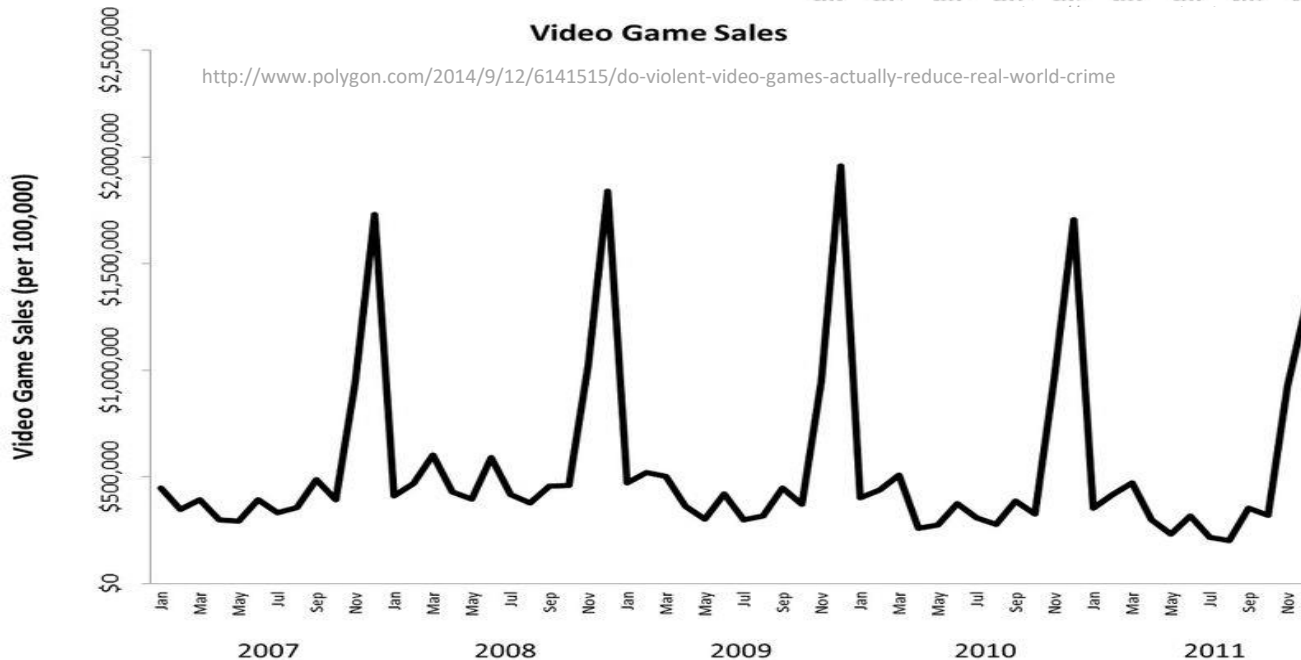
<https://www.mathsisfun.com/data/images/bar-chart-vs-histogram.gif>

Time Series Plot

- Associate data with date
- Line graph with dates (proportionally spaced!)



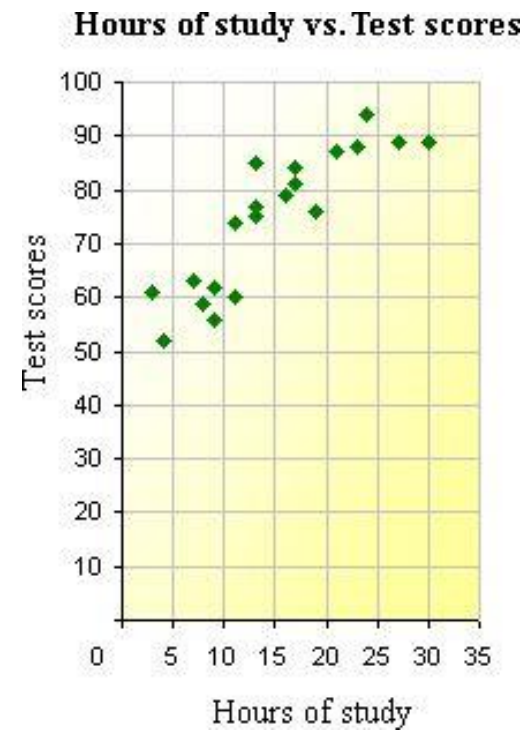
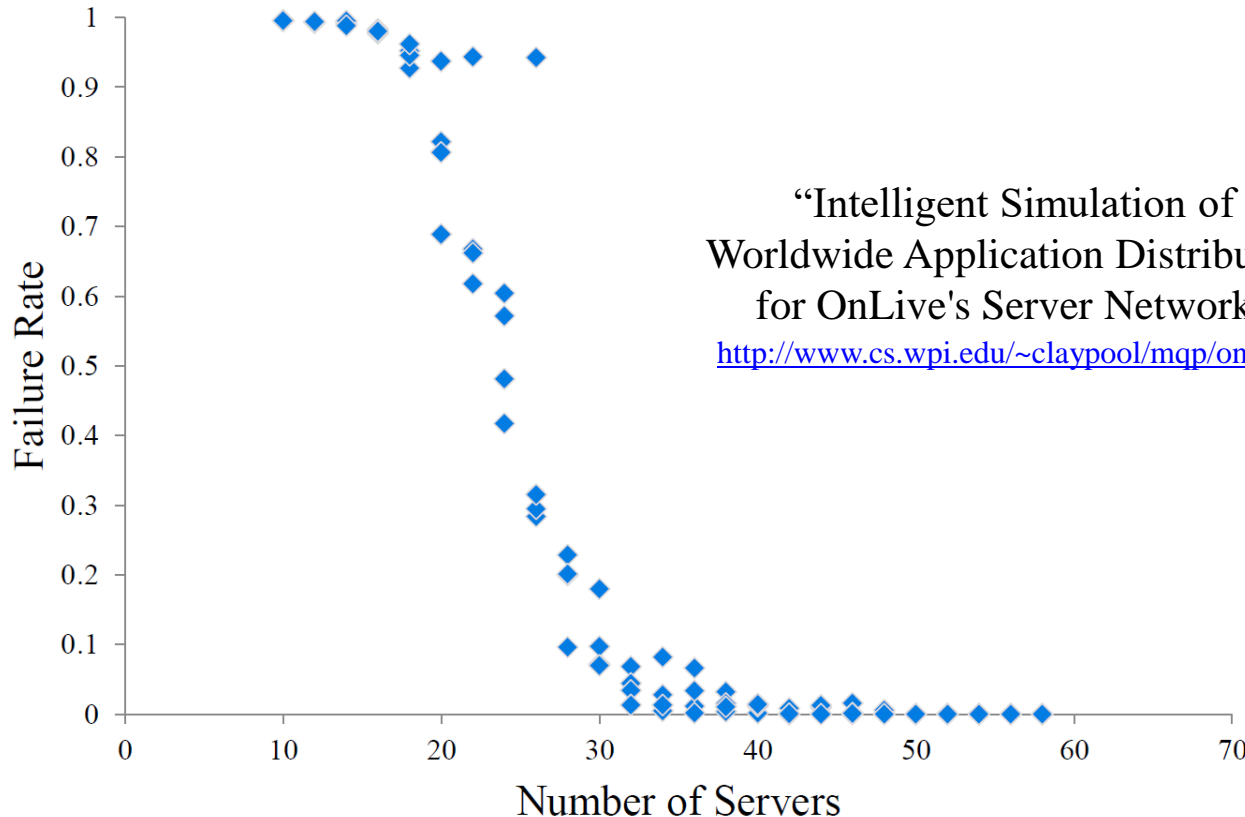
<http://www.polygon.com/2014/9/12/6141515/do-violent-video-games-actually-reduce-real-world-crime>



Sel. year and majors
 Insert → Line Chart
 → More Line Charts

Two Variables – Scatter Plot

- Two numerical variables, one on each axis
- Reveal patterns in relationship
- Setup “right” models (later)



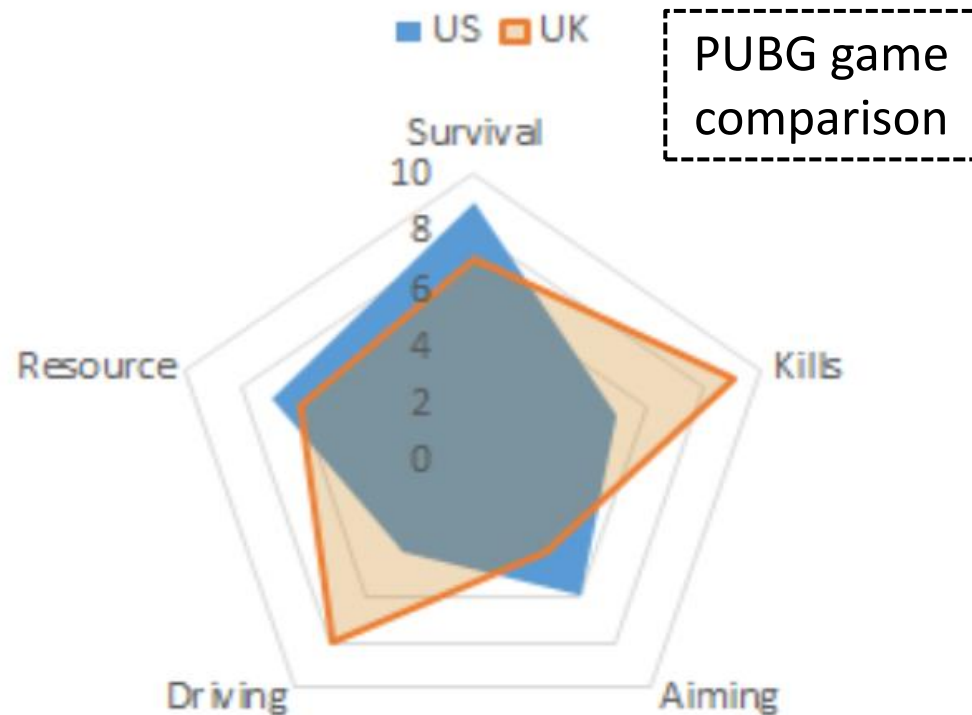
Select two of {win,
pick, ban}
Insert → scatter plot

Radar Chart (1 of 2)

- Also called “star”, “spider”, “web” or “kiviatic” charts
- Good for quick visual comparison, especially when axes unequal

Select top line {win, pick, ban} + 3 rows (Ctrl-select)
Insert → Other → Radar scatter plot

Game Skill Comparison

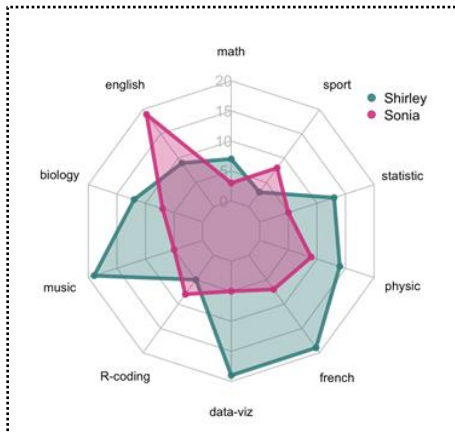


<https://www.exceltip.com/wp-content/uploads/2019/11/00213.png>

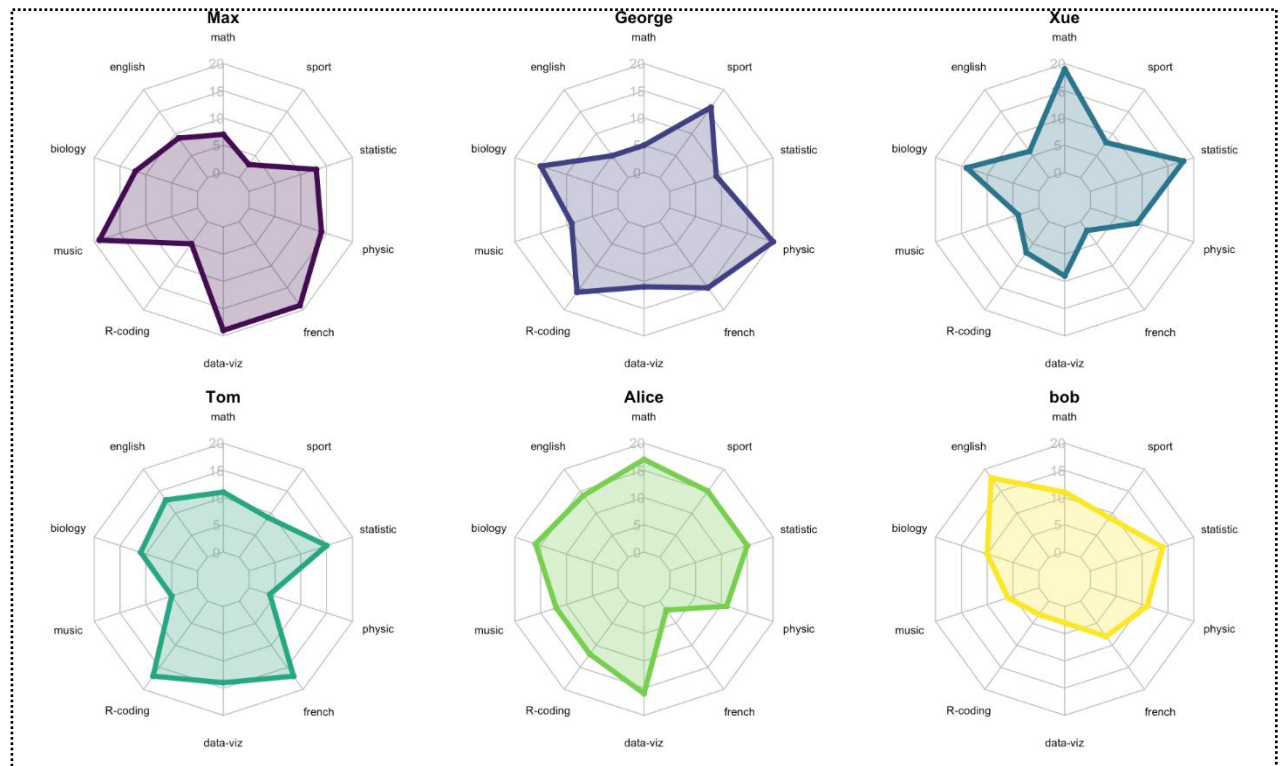
Note: need to normalize data to scale Axes
Insert column E (“B Norm”)
 $=E2/MAX(E\$2:E42)$
Copy and paste down

Radar Charts (2 of 2)

- Note, axes themselves hard to read values
- Value is to compare shapes



<https://www.data-to-viz.com/caveat/spider.html>



Many More Charts!

<https://en.wikipedia.org/wiki/Chart>

- Bubble
- Waterfall
- Tree
- Gap
- Polar
- Violin
- Candlestick
- Kagi
- Gantt
- Nolan
- Pert
- Smith
- Skyline
- Vowel
- Nomogram
- Natal

- If common chart effective for message, use
- Otherwise, learn/use other charts as needed
- But remember – may need to explain how to read

Outline

- Types of Charts (done)
- Game Analytics Examples (next)
- Guidelines for Charts

Game Analytics Visual Analysis

Gunter Wallner and Simone Kriglstein. “An Introduction to Gameplay Data Visualization”, *Game Research Methods*, pages 231-250, ETC Press, ISBN: 978-1-312-88473-1, 2015.

<http://dl.acm.org/citation.cfm?id=2812792>

- Player choices (e.g., build units)
- Density of activities (e.g., where spend time on map)
- Movement through levels

Player Choices – Pie-Chart

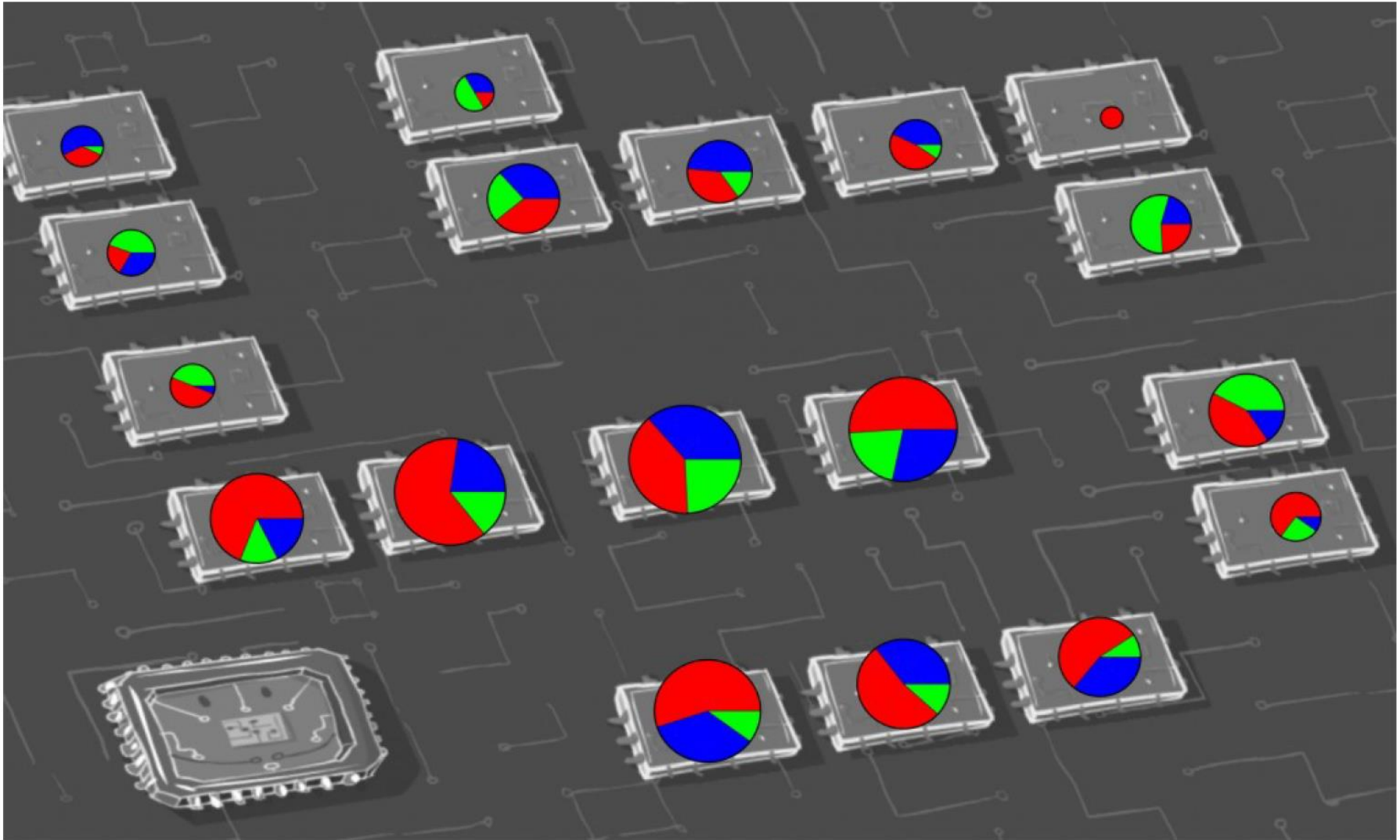


Figure 1. Pie-charts show which types of towers have been built on the different building lots. The radius of the pie-chart is proportional to the number of towers built (Kayali, et al., 2014).

(Custom game, comparative study)

Player Location – Heat Map (1 of 2)

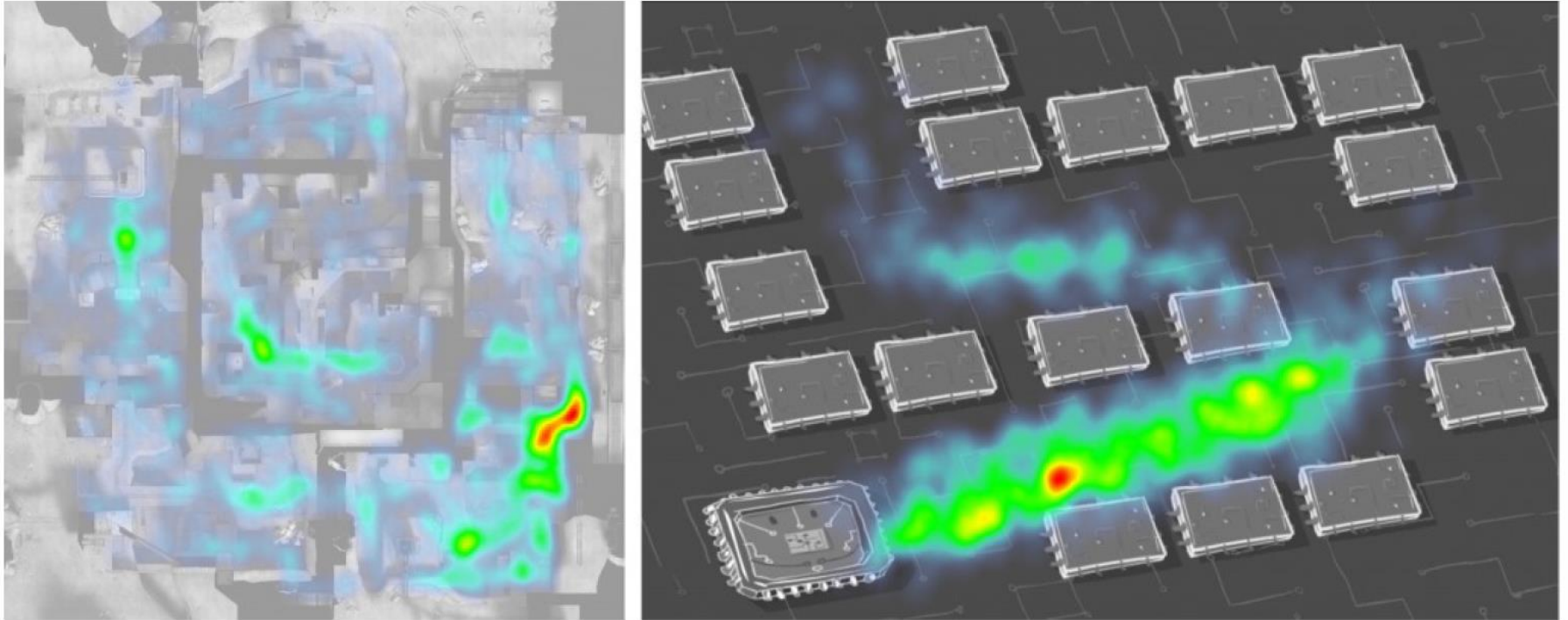
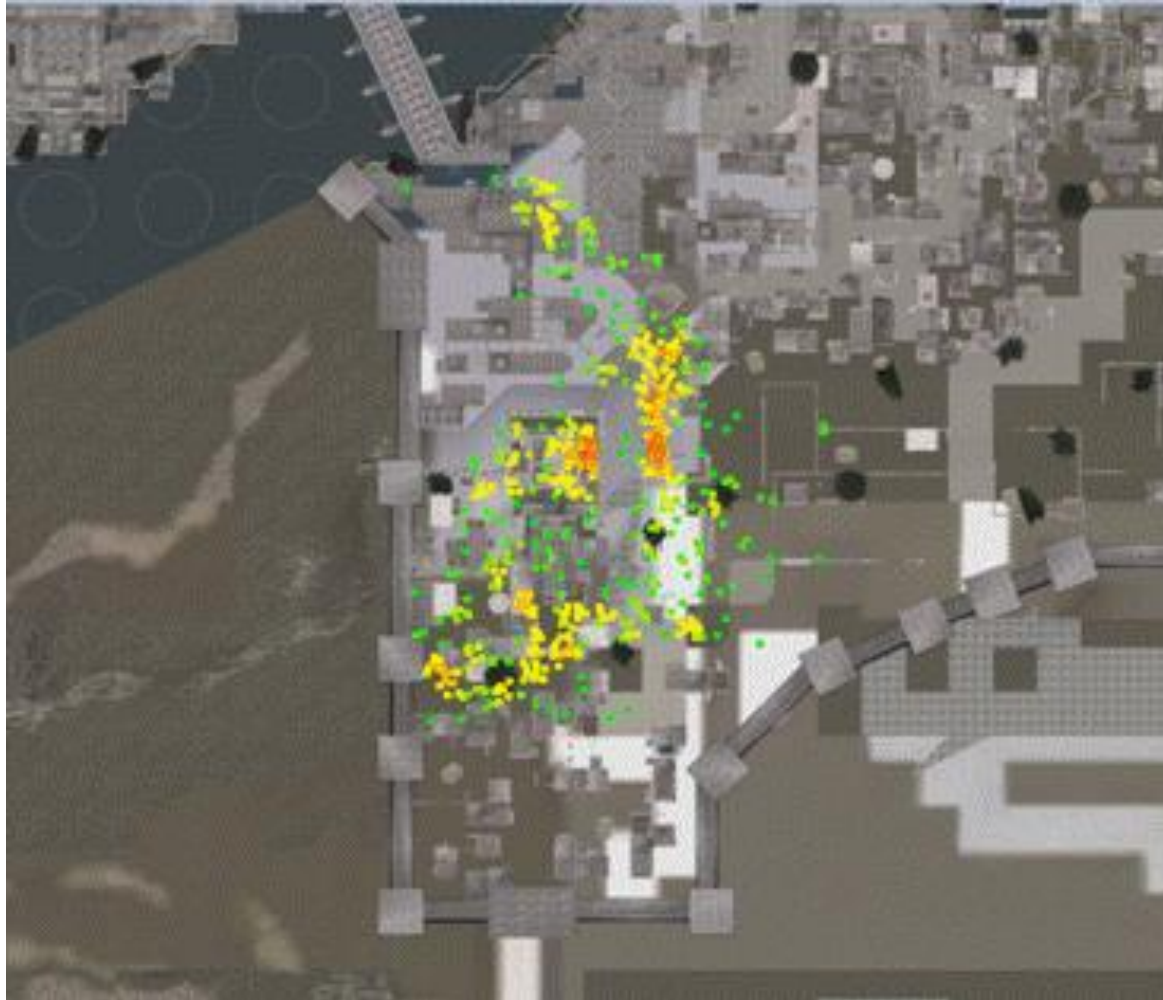


Figure 2. (a) Heatmap of death locations on the Team Fortress 2 map Goldrush. (b) Heatmap showing locations where players of a tower defense game collected coins dropped by defeated enemies (Kayali, et al., 2014).

Player Location – Heat Map (2 of 2)



Assassin's Creed

Where play
testers failed

Result: Make red
areas easier

Note, Heat Map for Tables, Too!

	A	B	C	D
1		2014	2015	2016
2	January	600	708	594
3	February	607	984	749
4	March	901	886	908
5	April	608	615	835
6	May	715	833	734
7	June	520	663	618
8	July	731	521	950
9	August	709	663	987
10	September	633	863	979
11	October	533	651	841
12	November	996	958	749
13	December	792	717	875

Red means
sales are
low

Excel tutorial at: <https://trumpexcel.com/heat-map-excel/>

Movement (1 of 2)

(game: *Infinite Mario*, clone of Super Mario Bros.)

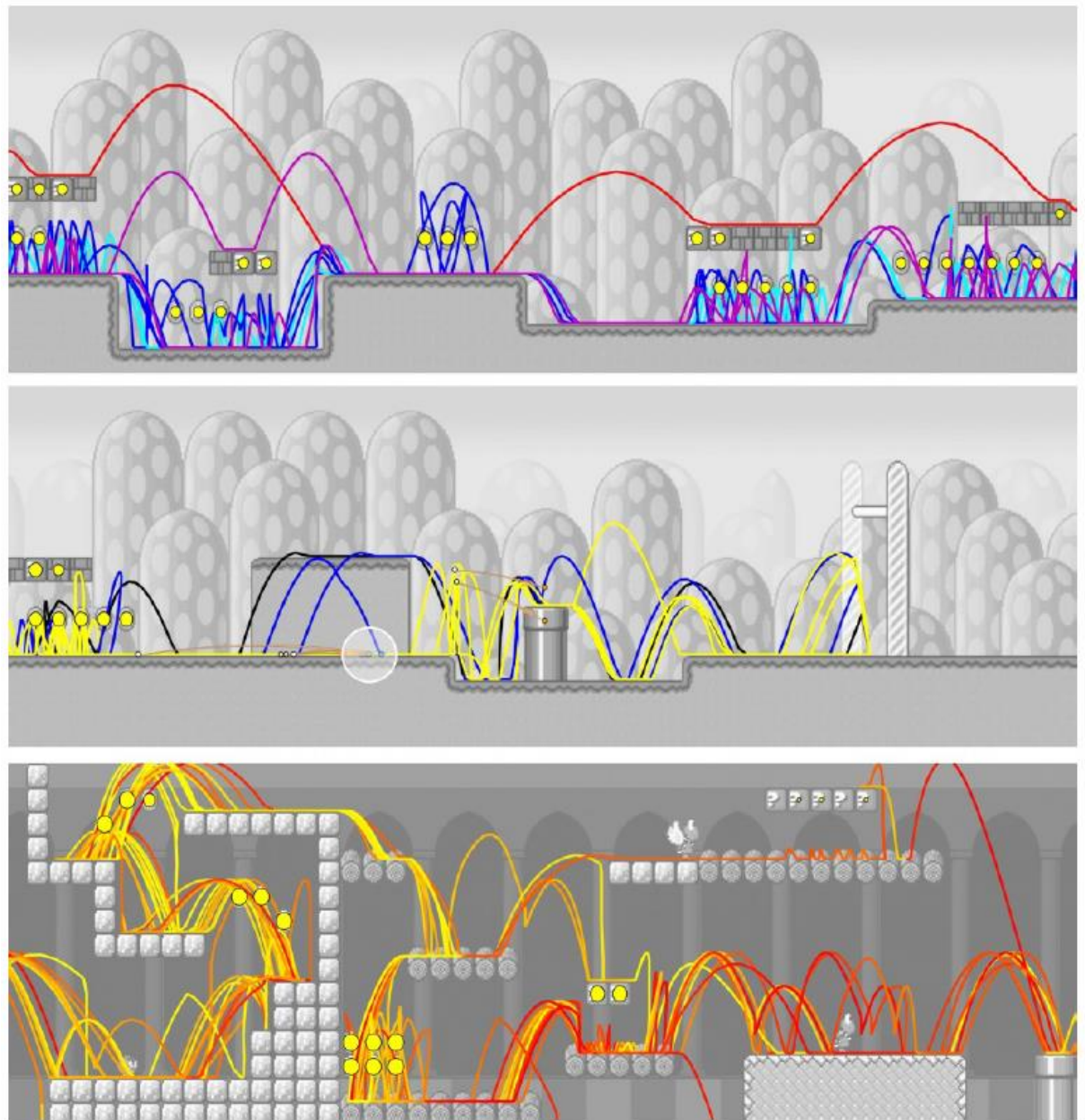


Figure 4. Examples of path visualizations coupled with color-coding to communicate additional information. Top: color coding reflects the reported expertise of players obtained through a pre-game survey. Middle: colors depict the state in which the player's character currently resides in. Bottom: the color-gradient reflects physiological data measured in the form of galvanic skin response (Mirza-Babaei, et al., 2014).

Movement (2 of 2)

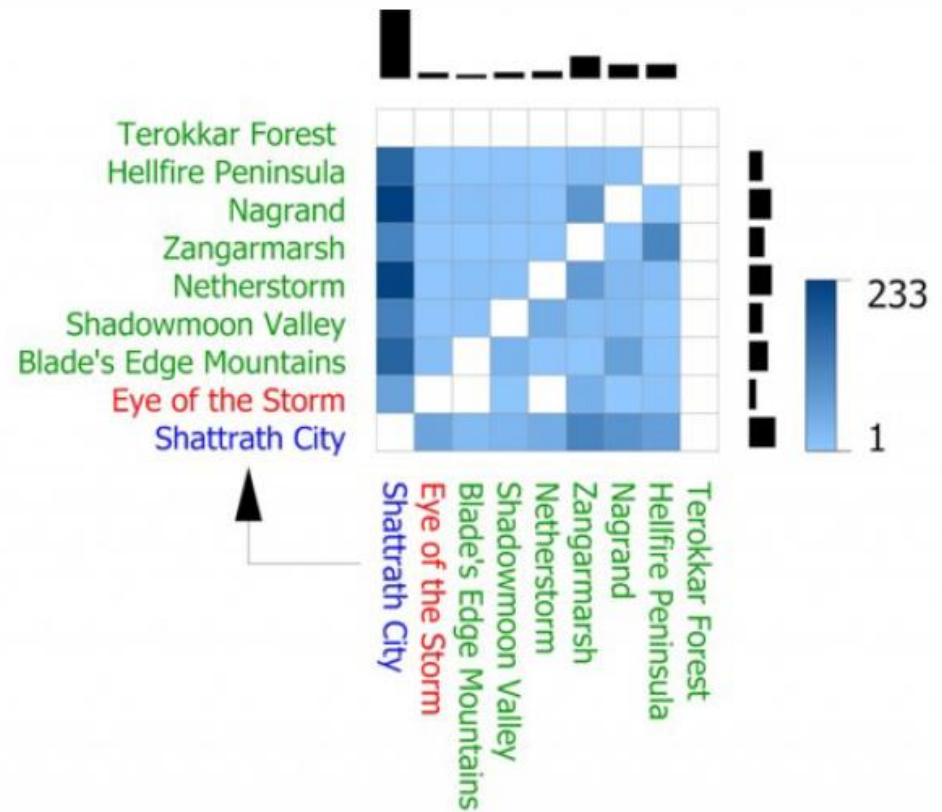
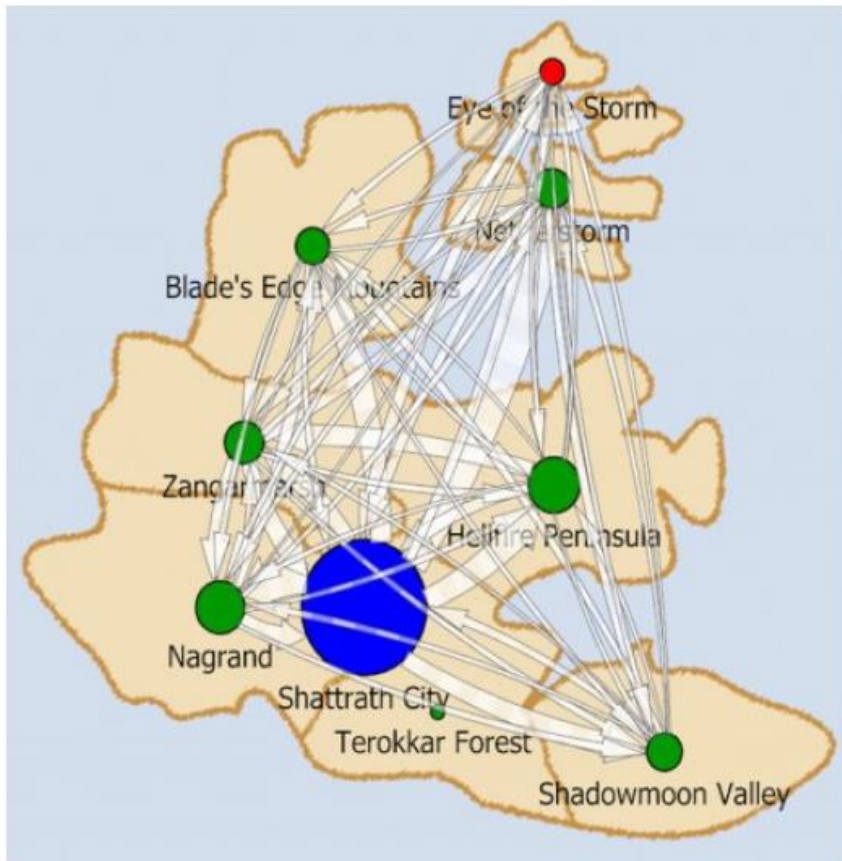
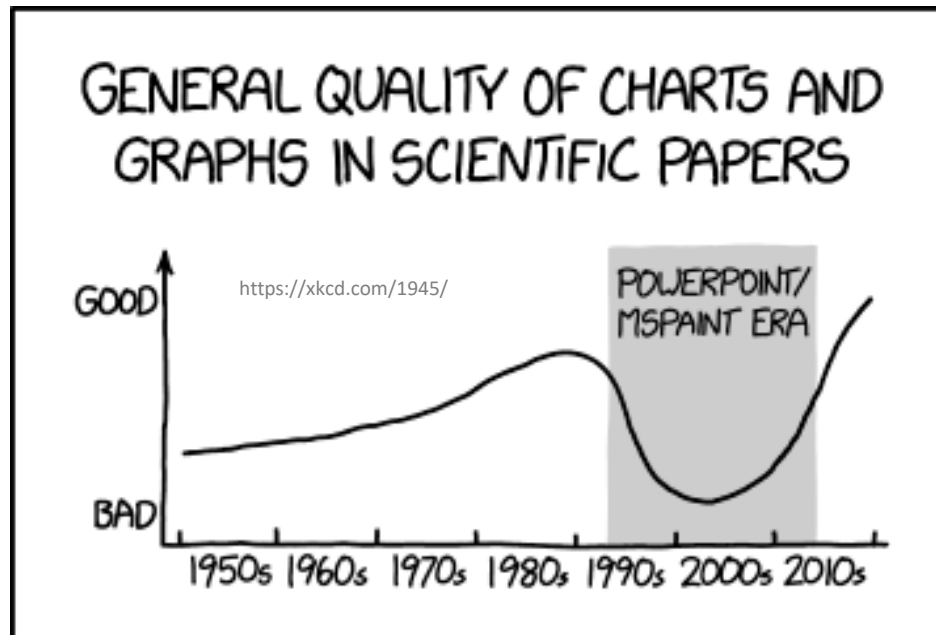


Figure 5. Left: Player movement between regions, cities, and battlegrounds on the World of Warcraft continent Outland. Right: Corresponding matrix view with cells colored according to the number of players moving from one area to another.

Outline

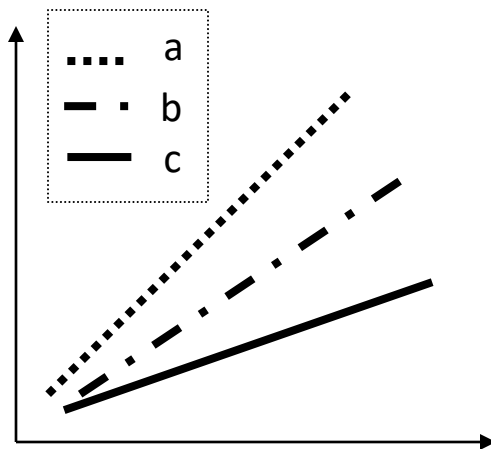
- Types of Charts (done)
- Game Analytics Examples (done)
- Guidelines for Charts (next)



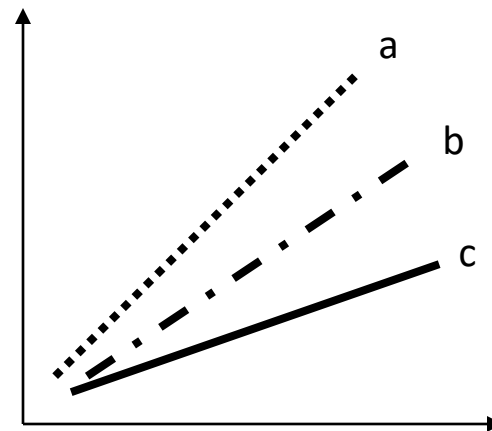
Guidelines for Good Charts (1 of 7)

- Require minimum effort from reader
 - Perhaps *most* important metric
 - Given two, can pick one that takes less reader effort

e.g.,



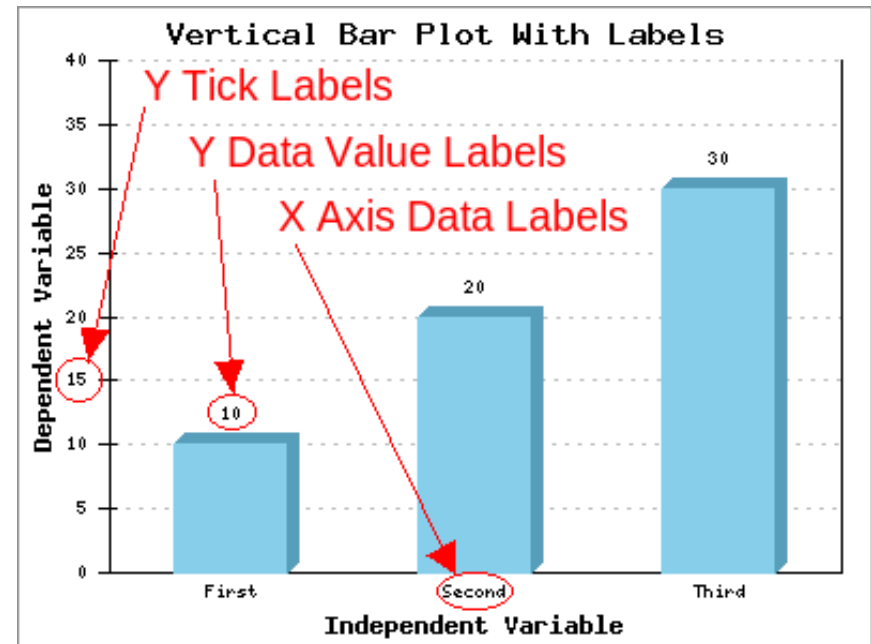
Direct Labeling



Legend Box

Guidelines for Good Charts (2 of 7)

- **Maximize information**
 - Make self-sufficient
 - Key words in place of symbols
 - e.g., “Gold IV” not “Player A”
 - e.g., “Daily Games Played” not “Games Played”
 - Axis labels as informative as possible
 - e.g., “Game Time (seconds)” not “Game Time”
 - Help by using captions (or title, if stand-alone)
 - e.g., “Game time in seconds versus player skill in total hours played”



<http://www.phpplot.com/phpplotdocs/conc-labels.html>

Guidelines for Good Charts (3 of 7)

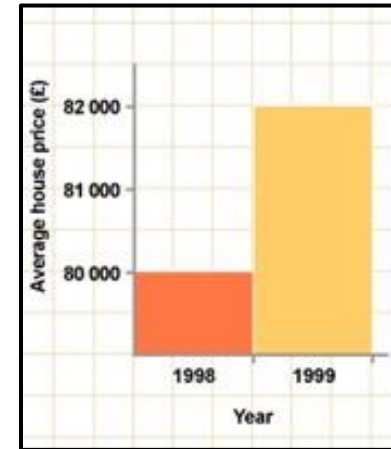
- Minimize ink



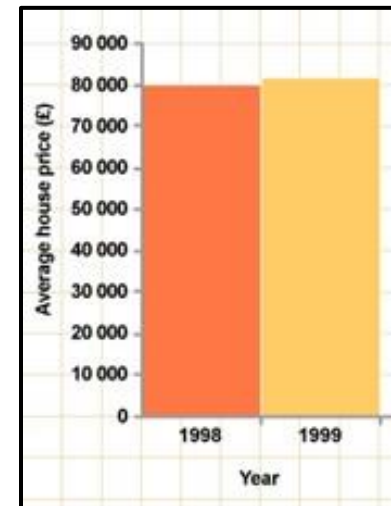
<https://www.slideshare.net/NicoleMarinsek/darkhorse-line-chart>

Guidelines for Good Charts (4 of 7)

- Use commonly accepted practices
 - Present what people expect
 - e.g., origin at (0,0)
 - e.g., independent (cause) on x-axis, dependent (effect) on y-axis
 - e.g., x-axis scale is linear
 - e.g., increase left to right, bottom to top
 - e.g., scale divisions equal, proportional
- Departures are permitted but require extra effort from reader → so use sparingly!

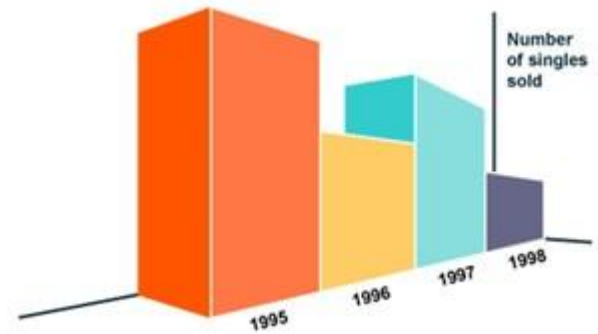


VS.

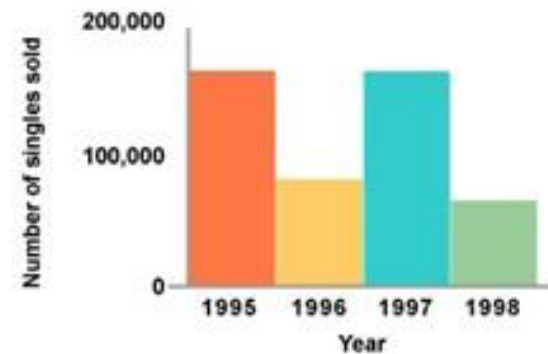


Guidelines for Good Charts (5 of 7)

- Avoid ambiguity
 - Show coordinate axes
 - at right angles
 - Show origin
 - usually at (0,0)
 - Identify individual curves and bars
 - With key/legend or label
 - Do not plot multiple variables on same chart
 - Single y-axis

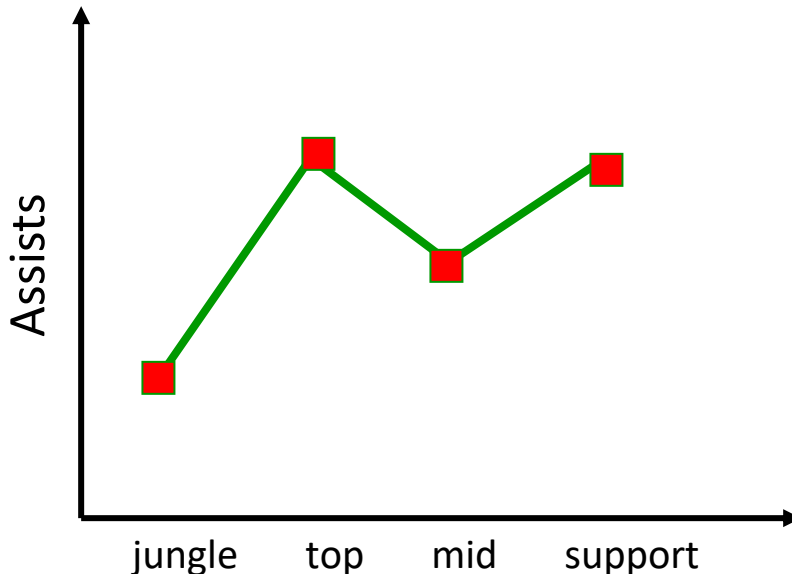


vs.



Guidelines for Good Charts (6 of 7)

- **Don't connect categorical data with lines**
 - Lines joining successive points signify that they can be approximately interpolated
 - If don't have meaning, should not use line chart

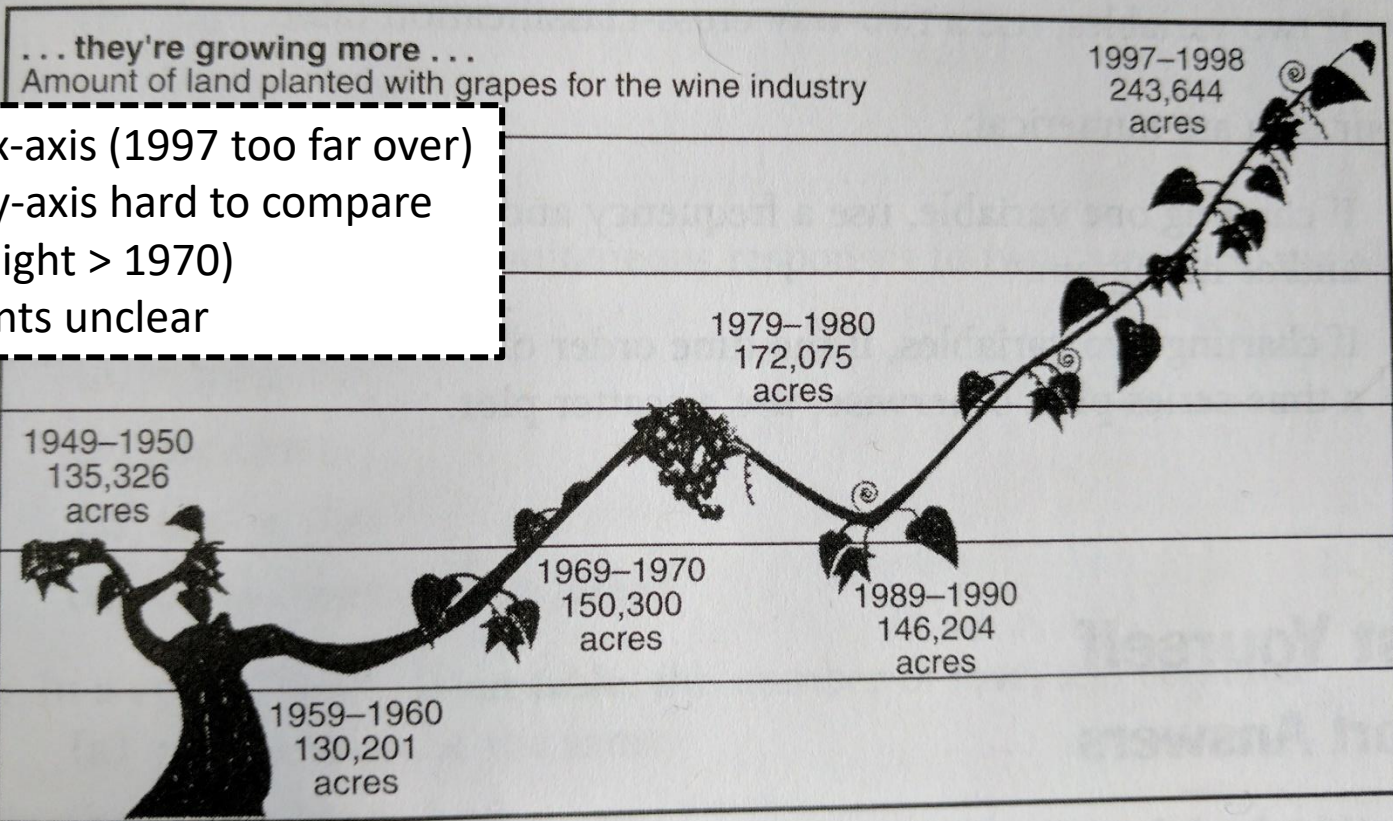


- No linear relationship between champion types
- Don't connect with lines
- Instead, use column chart

Guidelines for Good Charts (7 of 7)

- Avoid pictorial charts and focus on meaning

EXAMPLE 2: Amount of Land Planted with Grapes for the Wine Industry.



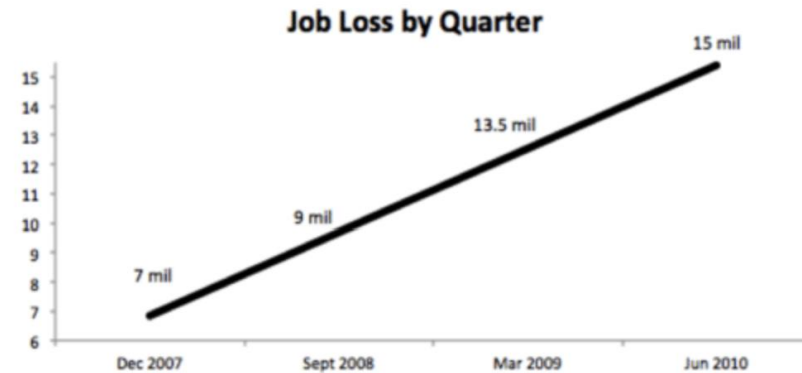
- Missing x-axis (1997 too far over)
- Missing y-axis hard to compare (1950 height > 1970)
- Data points unclear

Groupwork

Improving Bad Charts



1. Work Solo: Study chart. Identify improvements. Write down.
2. Work as a Team: Compare lists. Discuss.
3. Write down combined.



[Figure7]

<https://web.cs.wpi.edu/~imgd2905/d24/groupwork/2-bad-charts/handout.html>

Checklist for Good Charts

- **Axes**

- Are both axes labeled?
- Are the axis labels self-explanatory and concise?
- Are the scale and divisions shown on both axes?
- Are the min and max ranges appropriate?
- Are the units indicated?

- **Lines/Curves/Points**

- Is the number of lines/curves reasonably small?
- Are curves labeled?
- Are all symbols clearly distinguishable?
- Is a concise, clear legend provided?
- Does the legend obscure any data?

- **Information**

- If the y-axis is variable, is an indication of spread (error bars) shown?
- Are grid lines required to read data (if not, then remove)?

- **Scale**

- Are units increasing left to right (x-axis) and bottom to top (y-axis)?
- Do all charts use the same scale?
- Are the scales contiguous?
- Is bar chart order systematic?
- Are bars appropriate width, spacing?

- **Overall**

- Does the whole chart add information to reader?
- Are there no curves/symbols/text that can be removed and still have the same information?
- Does the chart have a title or caption (not both)?
- Is the chart self-explanatory and concise?
- Do the variables plotted give more information than alternatives?
- Is chart referenced and discussed in any accompanying report?

Describing Chart in Report & Presentation

- “Formula”
 - Describe all axes
 - E.g., “The x-axis is time since game began, in seconds”
 - Describe data sets/trendlines
 - E.g., “The blue dots are the average maze completion time”
 - Then provide message
 - E.g., “Notice how the red bar is higher than the blue, indicating that ...”
- Example on Web page



The screenshot shows a web browser window with the URL web.cs.wpi.edu/~claypool/2905/sa. The page title is "Data Analysis for Game Development" and the sub-header is "Example Figure Description".

Below the header, there is a paragraph of descriptive text: "Below is an example of good descriptive text that accompanies a figure done as part of game data analysis. Notice how the figure has a number and a caption which is referred to by number in an opening sentence. Then, notice how the accompanying text description proceeds through phases in the proper order: 1) the axes are described, 2) the data points / trendlines / clusters are pointed out and described, and, lastly, 3) the messages provided."

The source is cited as: [ZPNC12] T. Zimmermann, B. Phillips, N. Nagappan, and C. Harrison. "Data-Driven Games User Research". In *Proceedings of ACM Conference on Computer Human Interaction (CHI)*, May 5-10, 2012, Austin, TX, USA. <https://goo.gl/d1rpHo>

The figure is a scatter plot titled "Player Progression Chart of Halo 3". The X-axis is labeled "Average Number of Days" and the Y-axis is labeled "Percentage of Players". The chart shows four distinct clusters of data points, each highlighted with a colored bar: a blue bar for "Campaign", a red bar for "Campaign Complete: Normal", a purple bar for "Campaign meta-game", and a yellow bar for "DLC".

Figure 1 - Player Progression Chart of Halo 3.

Figure 1 shows a visualization called the player progression chart for a sample of roughly 18,000 players. The X axis shows the average number of days it took the players to get the achievement. Achievements on the left were earned faster than achievements on the right. The Y axis is the percentage of players getting the achievement. Achievements located near the top are earned more frequently than achievements near the bottom. Each dot represents a distinct achievement available in Halo 3, across the entire game. It shows achievements for completing single player missions, completing challenges such as finding skulls, for accomplishments in multiplayer, and everything else.

The graph shows four distinct clusters, which mostly correspond to the various types of achievements available in the game. The blue highlight indicates those achievements attained by playing through the campaign. The red highlight shows those achievements for collecting skulls in the campaign. The purple area shows achievements for playing through the campaign meta-game, where players can turn on campaign scoring and skulls to try to get high scores when completing missions. The yellow area shows achievements earned playing downloadable content.

We have also marked the game completion achievement on the graph. We can see that about 73% of the players got this achievement (game completion rate), and it took, on average, 26 days to get - that is the number of days from when they first started playing to the day they got this achievement. We can compute similar data and visualizations for most Xbox games. This allows us to compare the experience across games and correlate this information with other data sources, for example Metacritic ratings. In previous work we found that games with higher ratings are more likely to be completed.

Return to the cs2905 Home Page

<http://web.cs.wpi.edu/~imgd2905/d24/samples/analysis-example.html>

Guidelines for Good Charts (Summary)

- For each chart, go over “**checklist**”
- The more “**yes**” answers, the better
 - Remember, while guidelines, **art** and not science
 - So, may consciously decide not to follow these guidelines if better without them → but have *good* reason!
- In practice, takes several trials before arriving at “best” chart
- Want to present message the most: accurately, simply, concisely, logically
- Accompany with **description**! Text or verbal
 - Remember, audience/reader has *not* seen! – Make sure to introduce

