Graphing Principles

1. Descriptive Graph Title
2. Descriptive Axis Titles
3. Good Axis Units
4. Good Scale on axes
5. Carefully plotted data
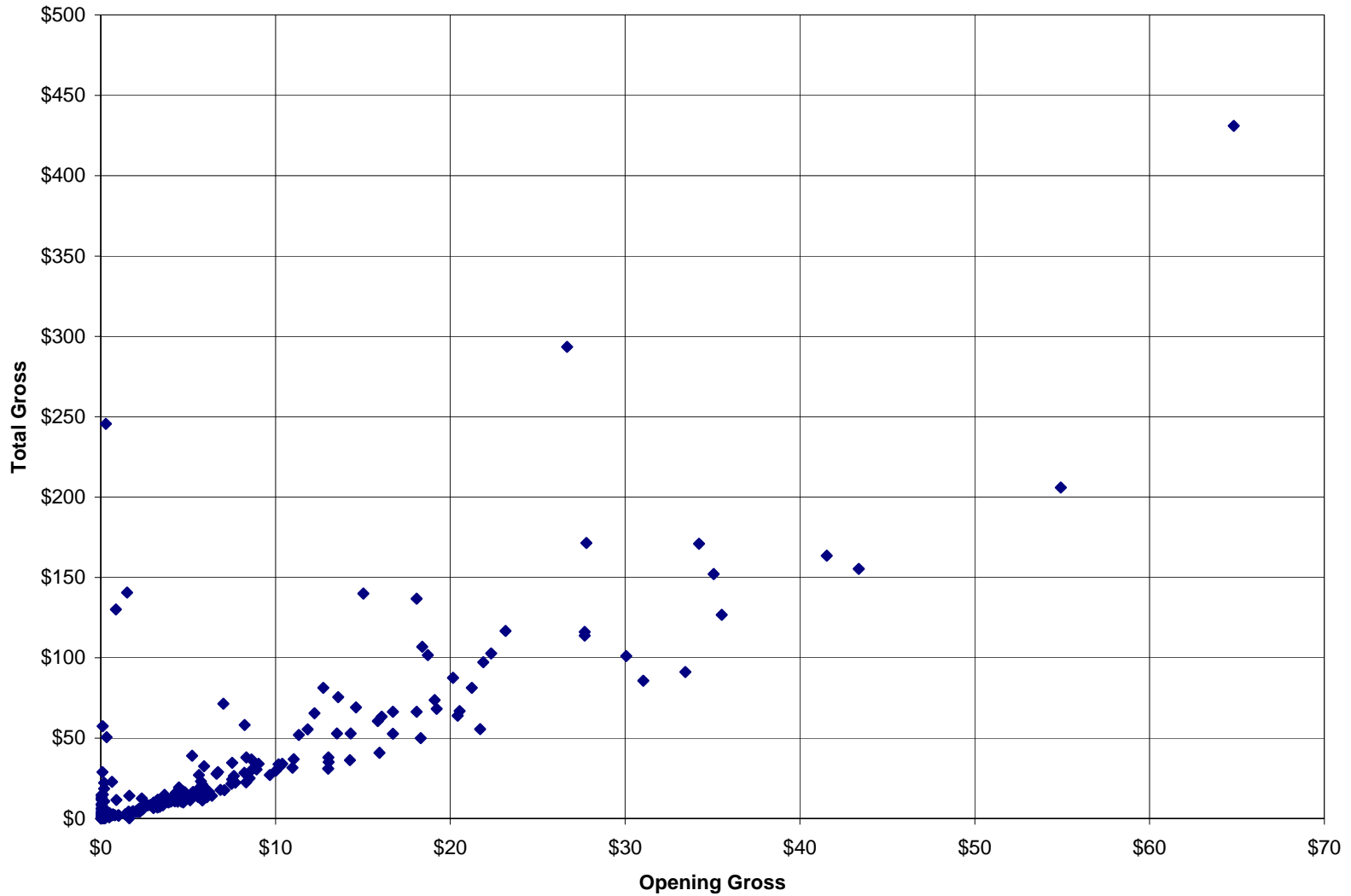
Picking the Axes

- Horizontal ("X")
  - "independent variable"
  - time, what you control, what you use to explain the…
- Vertical ("Y")
  - "dependent variable"
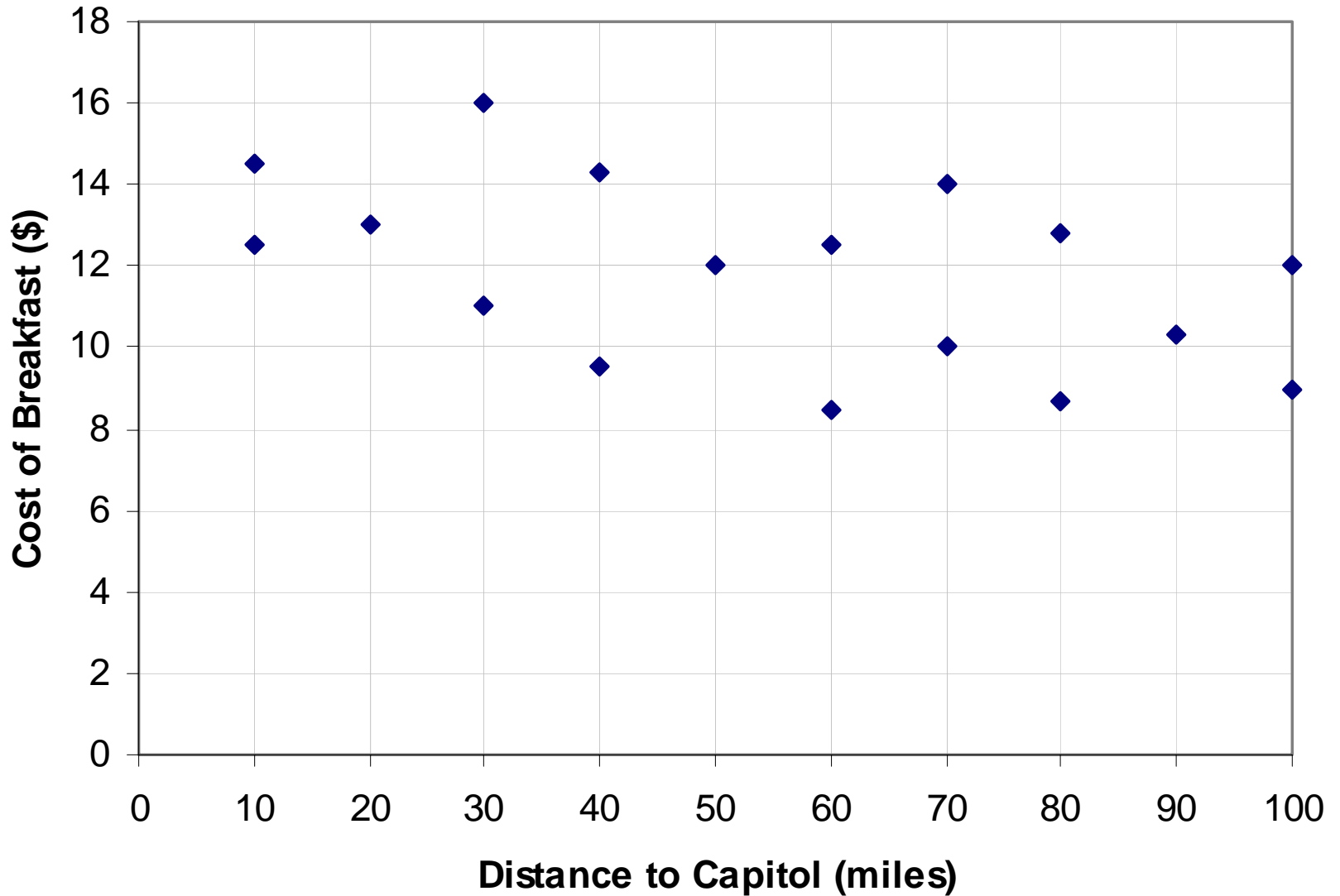 - what you're curious about, what you don't control, what you're trying to explain

Axis Scales

- Find maximum value
- Divide by number of grid lines
- Round UP to lowest of:

  0.1, 1, 10, 100, etc. (easiest)

  0.2, 2, 20, 200, etc.

  0.5, 5, 50, 500, etc.

  0.25, 2.5, 25, 250, etc.

- Start at zero, count up by your value

Movie Gross Revenue ($M)

Cost vs. Convenience

Trend Line

- Single straight line (use a ruler!)
- As close as possible to all the points
  - Same number above it and below it
- Do NOT connect the dots!!!!