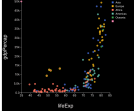
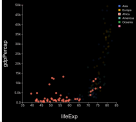
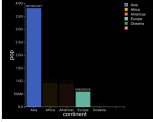
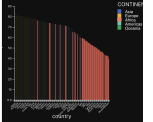
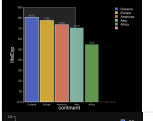
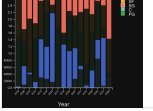
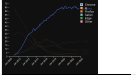
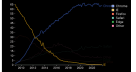
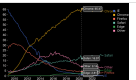





Chart Type	Interaction type	Example	Callout Data Facts	Callout Data Facts (Coder 1)	Callout Data Facts (Coder 2)
Scatterplot	Area Selection (Brush area)		Descriptive stats (mean, stdev), Mode (categorical), Group vs. Global (stats), Outliers (individual), Rank (individual), Enumerate values (individual)	Summary Statistics (avg, median, etc) Mode (Frequency), Rank (of each point), Outliers (each point), Enumerate values	Enumerate individual values Calculate descriptive stats of that group (stdev, outliers, mean, etc) Compare group aggregate stats or individuals against global stats (group-vs global analysis) Compare group aggregate stats or individuals against group stats (intra-group analysis)
	Discrete selection (single/Multi Click)		Enumerate values, Outliers, Rank, Descriptive stats, Group vs. Global, Mode, Boundaries	Enumerate values, Outliers, Compare, Mode, Summary Statistics	Enumerate individual values Calculate descriptive stats of that group (stdev, outliers, mean, etc) Compare group aggregate stats or individuals against global stats (group-vs global analysis) Compare group aggregate stats or individuals against group stats (intra-group analysis) Find boundaries of the set (e.g. these are my sports heros, looks like they're all over 7' tall)
	Set selection (Legend Click)		Descriptive stats, Mode, Rank, Group vs. Global (one group selected), Group vs. Group (multiple group selected), Outliers, Enumerate values	Summary Statistics, Compare summary stats (when select n>1 sets) Mode, Outliers, Cluster, Enumerate	Enumerate individual values Calculate descriptive stats of that group (stdev, outliers, mean, etc) Compare group aggregate stats or individuals against global stats (group-vs global analysis) Compare group aggregate stats or individuals against group stats (intra-group analysis) Run analysis on a dimension-bound subset - stats, clustering, etc
	Add trendline		Correlation between variables Trend line	Correlation	Correlation between variables Trend line (curve fit) Comparison (compare data trend with optimal sales trend, for example)
bar	Discrete selection (single/Multi Click)		Enumerate values Rank/Extreme, Compare/difference (multiple selected), Descriptive stats, Individual/group vs. Global (stats)	Enumerate values, Rank/Extreme,	Drill down e.g. click on Microsoft to see more details. Call out - see this point in relation to others e.g. highlight this mark in a scatter plot, compare this value against the average, etc.
					Enumerate individual values Calculate descriptive stats of that group (stdev, outliers, mean, etc) Compare group aggregate stats or individuals against global stats (group-vs global analysis) Compare group aggregate stats or individuals against group stats (intra-group analysis) Find boundaries of the set (e.g. these are my sports heros, tell me the x/y range they define)
	Category selection (Legend Click)		Descriptive stats, Mode, Rank, Group vs. Global (one group selected), Group vs. Group (multiple group selected) Outliers, Enumerate values	Summary Statistics Mode, Rank, Outliers, Compare, enumerate values	Enumerate individual values Calculate descriptive stats of that group (stdev, outliers, mean, etc) Compare group aggregate stats or individuals against global stats (group-vs global analysis) Compare group aggregate stats or individuals against group stats (intra-group analysis) Run analysis on a dimension-bound subset - stats, clustering, etc
	Area Selection (Brush area)		Descriptive stats, Mode, Top K/Bottom K, Group vs. Global (one group selected), Enumerate values	Summary Statistics Top K/Bottom K Mode, Rank, Outliers, Compare, enumerate values	Enumerate individual values Calculate descriptive stats of that group (stdev, outliers, mean, etc) Compare group aggregate stats or individuals against global stats (group-vs global analysis) Compare group aggregate stats or individuals against group stats (intra-group analysis)
Stacked Bar	Single/Multiple selection of subcategories		Comparison/relation/joint contribution Joint relationship to everything else Comparison to each other Compare individuals to group	Proportion/proportion rank/ Proportion Comparison Subcategory Distribution Proportional Relationships	Comparison/relation/joint contribution Joint relationship to everything else Comparison to each other Compare individuals to group
	Single Click		Enumerate proportions, Compare individual proportions,		Compare to stacked partner (the other bar(s) in the stacked bar chart)
Single line	Timeframe selection (Brush)		Trend within the timeframe, Descriptive stats within the timeframe, Forecasting using the selected subset	Salient trend within specific timeframe	Trend within the timeframe Descriptive stats within the timeframe Forecasting using the selected subset
Multiple lines	Line selection (Click)		Trend within the timeframe, Compare to others, Forecasting	Salient trend Emphasize one vs. others	Trend/stats analysis Compare to others Forecasting
	Multi-line selection (Click)		Trend/stats analysis Compare selected lines Compare selected to others	Salient trend Compare trend Emphasize n vs. others	Trend/stats analysis Compare to everyone else (including correlation) Compare to other selected lines (including correlation)

	(Multiple) Temporal Point Selection (Click)		Enumerate value/rank for individuals, Compare selected date, Analyze position relative to line trend	Salient points and values Rank Enumerate values, Contrast,	Compare to other selected points Compare to everyone else Analyze position relative to line trend (e.g. 50% of the points came before the downturn)
Donut	Discrete Selection		Enumerate proportional values, Enumerate proportional Compare selected proportions Compare sum proportion to total	Proportion value, Proportion rank, Compare proportions	Compare to other selection, compare to everyone else Compare sum of multiple clicks to everyone else
Sunburst	Discrete Selection		Enumerate proportion values Compare relative/absolute proportions	Compare proportion	Compare multiple clicks
	Chained selection		Chained proportion,	Chained proportion	Chained sum Pathway