

ES 2: Critical thinking with Python

aka, Introduction to Computing for Engineers

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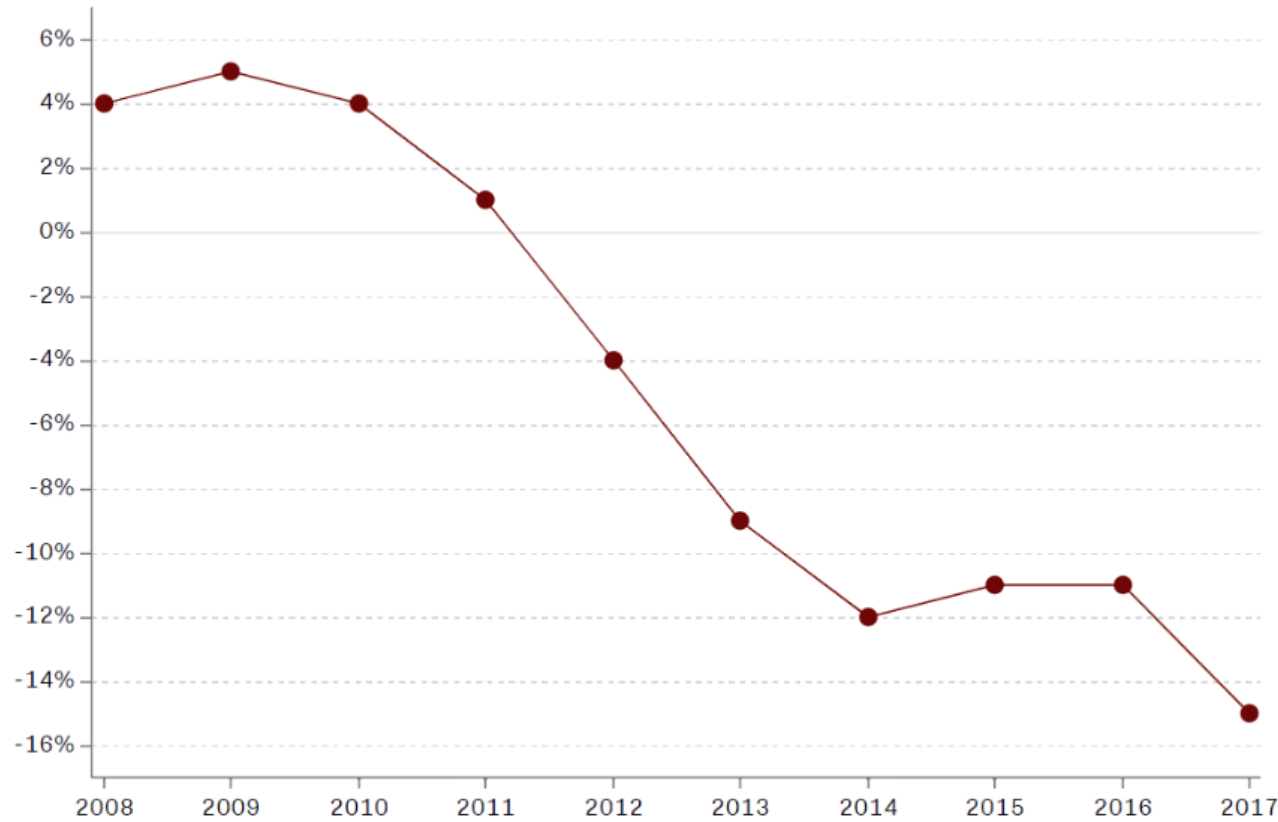
Line plots

How hard could they be?

Cumulative change in U.S. gum sales since the iPhone came out



What is this scale?



other iPhones?

Source: Euromonitor International



Smartphones caused chewing gum sales to plummet. [8]

normal

iPhone sales

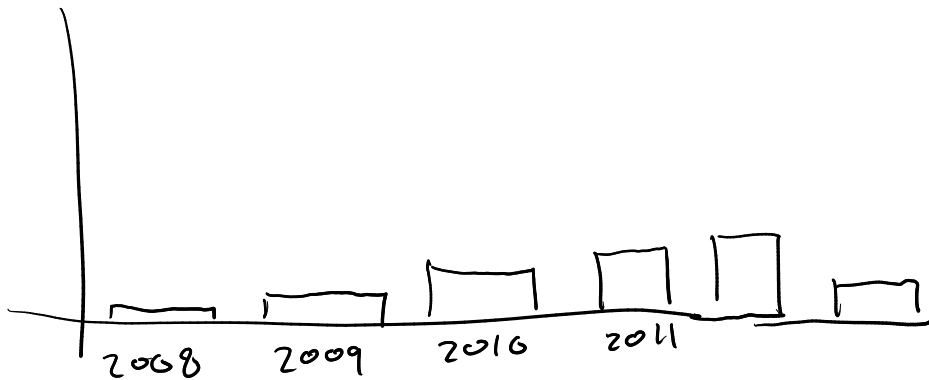
What is this graph trying to convince you of?

Sales/year

New customers/year

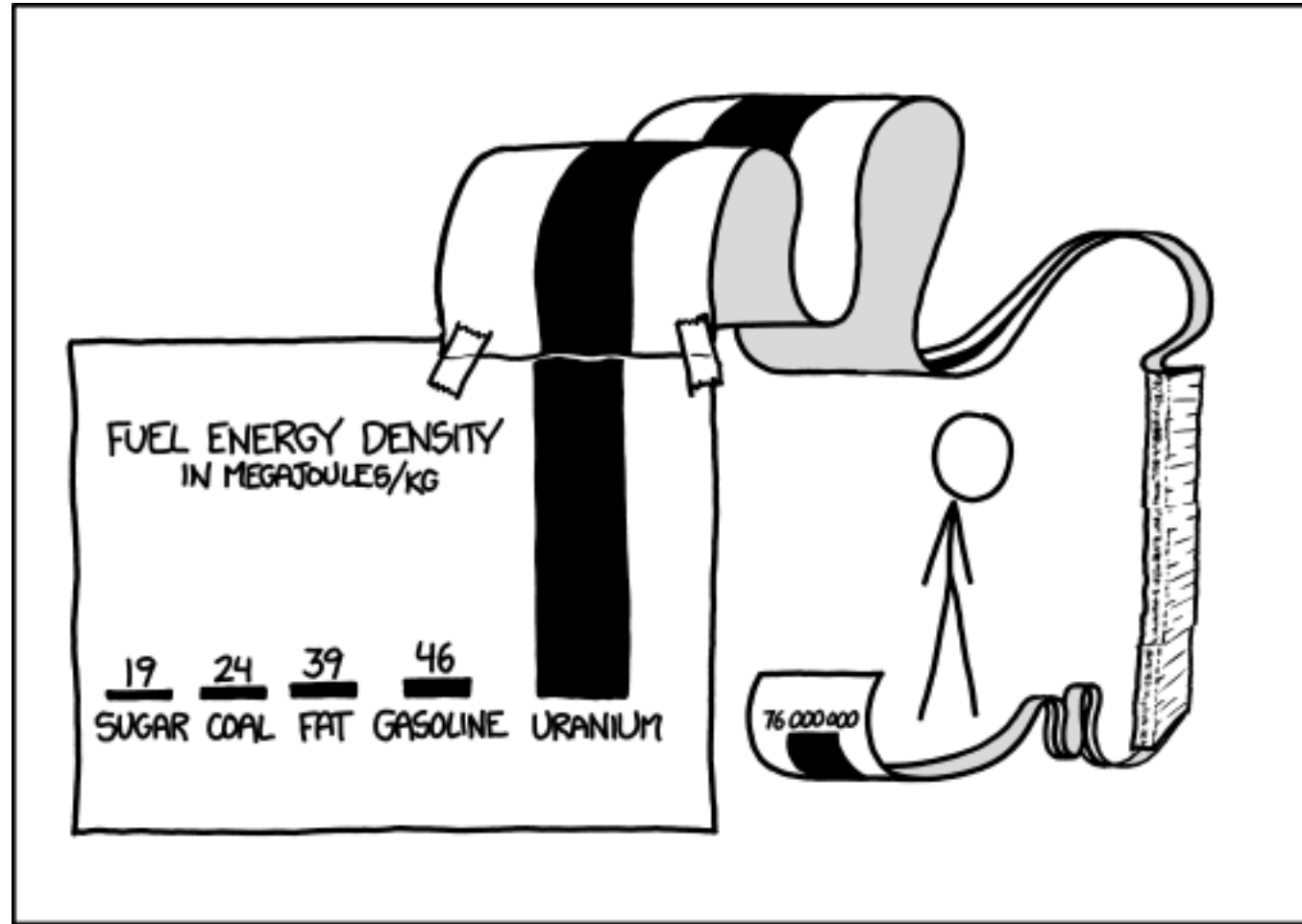
Market share

Profit/sale



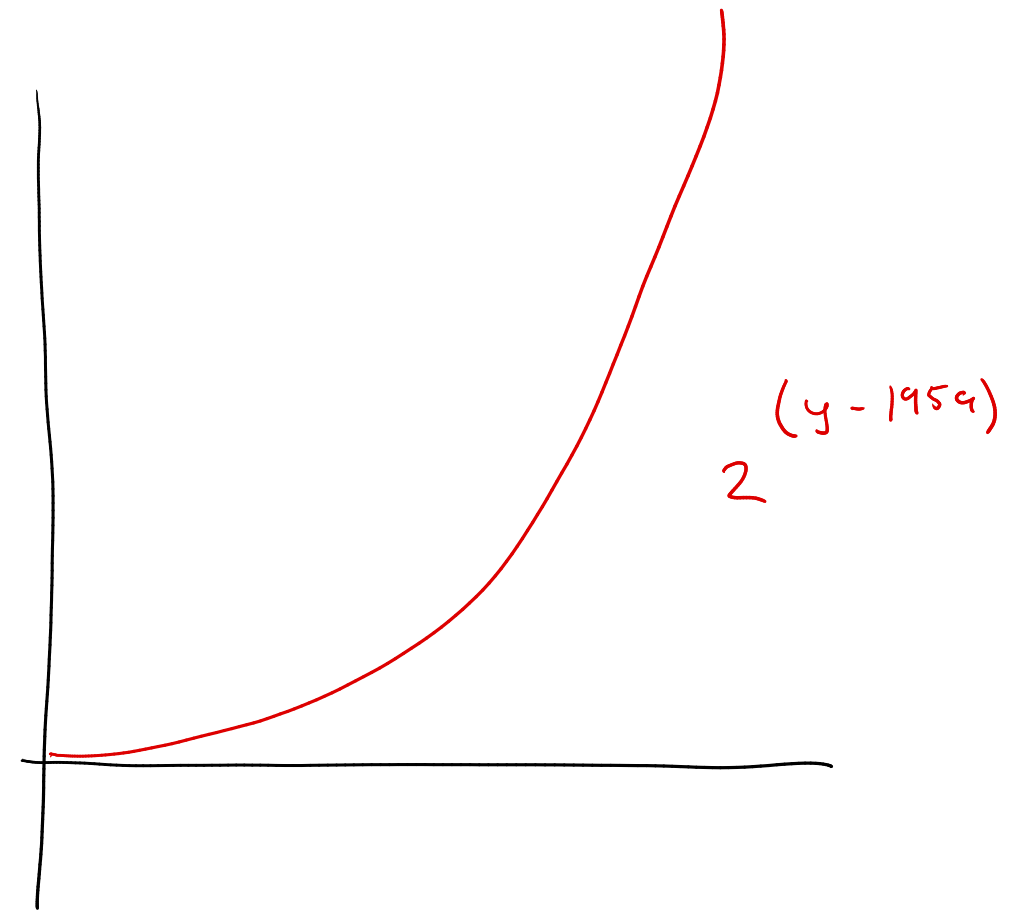
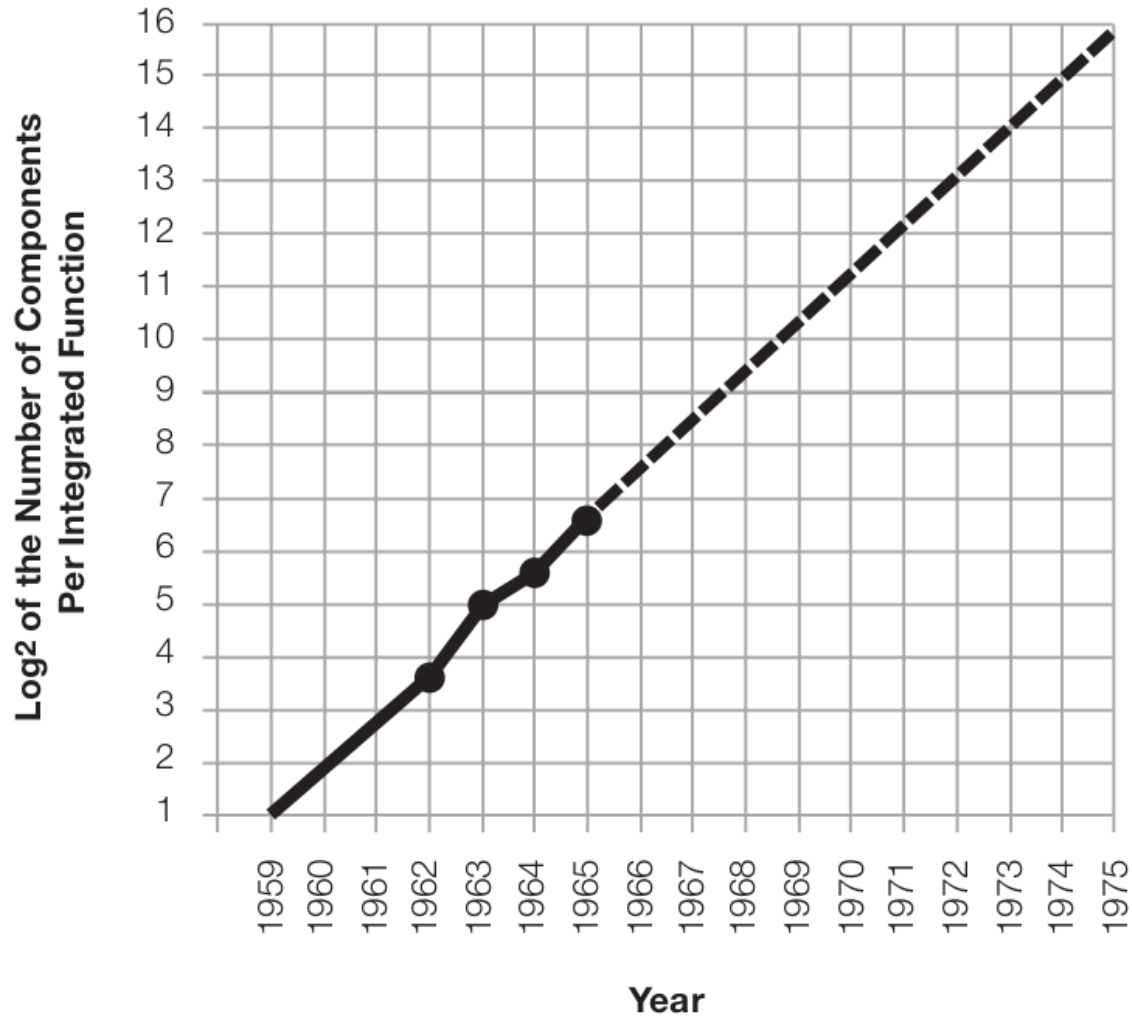
<https://qz.com/122921/the-chart-tim-cook-doesnt-want-you-to-see>

Log scales



SCIENCE TIP: LOG SCALES ARE FOR QUITTERS WHO CAN'T FIND ENOUGH PAPER TO MAKE THEIR POINT PROPERLY.

A real use of log scale



Gordon Moore, "Cramming more components onto integrated circuits" Electronics Magazine, April 1965

The price of gold

What is this graph trying to convince you of?

What might make that hard to determine?

Double-axis plots