

#	Name	Gender	Age	Salary
1	Joe	Male	37	100,000
2	Jane	Female	44	125,000



Joe, 37 y/o male,  
\$100k/year



**DATASET**: This is the spreadsheet containing the data.

**OBSERVATIONAL UNIT**: This is 1 case (or row on the spreadsheet).  
Here, each case is a person.

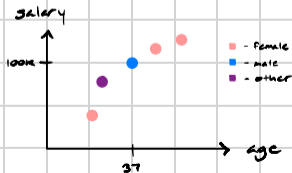
**GEOM: POINT**: This is the shape we'll use to represent the data.  
Here, each point represents a person.

**AESTHETICS: X-DIRECTION FOR AGE,**

**Y-DIRECTION FOR SALARY,**

**COLOR FOR GENDER:**

**GRAPH: SCATTERPLOT**



These visual properties mean something; they're NOT arbitrary.  
IF I increase the y-position for the point representing Joe, that'd imply he makes over \$100k.