Every Plot Must Tell a Story - even in *R*

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A long, long time ago, in the early 1990's, when I first heard John, and Allan, and Rick talking about *S*, they were taking great care in the way they described the software, as

> "the language of data analysis",

ferociously at times, asserting that it should *not* be described as "statistical software". This carefully guarded perception was successfully sustained when the the ACM awards committee acknowledged John Chambers contributions to computing as

> "the *S* system, which has forever altered the way people analyze, visualize, and manipulate data ..."

Today *R* makes the *S* language readily accessible, and helps to disseminate data, albeit, often rudimentary data, that are used as examples of methods available in base *R* and contributed packages. In this talk we take a critical look at the way data are introduced, especially, graphically, in *R*. Graphics are good for showing the information in datasets and for complementing modeling. Sometimes graphics show information models miss, sometimes graphics help to make model results more understandable, sometimes models show whether information from graphics has statistical support or not. Above all, a good selection of graphics tells a story of the data analysis, and this could be better harnessed in *R*.

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