



# **SNS COLLEGE OF ENGINEERING**

Kurumbapalayam (Po), Coimbatore – 641 107

**An Autonomous Institution**

Accredited by NAAC – UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



## **DEPARTMENT OF COMPUTER SCIENCE AND TECHNOLOGY**

**COURSE NAME :19CS407 DATA ANALYTICS WITH R**  
**III YEAR /VI SEMESTER**

**Unit 2- GETTING INSIGHTS FROM DATA**

**Topic:infograohic and word cloud**



# Infographic and word cloud



- ✓ An infographic is a collection of imagery, data visualizations like pie charts and bar graphs, and minimal text that gives an easy-to-understand overview of a topic.
- ✓ Infographics are a valuable tool for visual communication. The most visually unique, creative infographics are often the most effective because they grab our attention and don't let go.



# Infographic and word cloud



## 10 WORLD RECORDS YOU CAN BREAK WORKING FROM HOME

- ### 1 MOST T-SHIRTS FOLDED IN ONE MINUTE

**CURRENT RECORD: 23 T-SHIRTS**

RECORD HOLDER: Graeme J. Cruden (UK)  
ACHIEVED: March 2009


- ### 2 FASTEST TIME TO TYPE THE ALPHABET BLINDFOLDED

**CURRENT RECORD: 4.13 SECS**

RECORD HOLDER: SK Ashraf (India)  
ACHIEVED: 10th October 2017


- ### 3 FASTEST TIME TO PUT ON A DUVET COVER

**CURRENT RECORD: 39.41 SECS**

RECORD HOLDER: Luke Fuller (UK)  
ACHIEVED: 19th March 2015





# Infographic types



- ✓ Statistical infographics
- ✓ Informational infographics
- ✓ Process infographics
- ✓ Timeline infographics
- ✓ Anatomical infographics
- ✓ Hierarchical infographics
- ✓ List infographics
- ✓ Comparison infographics
- ✓ Location-based infographics
- ✓ Visual resume infographics



# Why Infographic



Infographics are great for making complex information easy to digest. They can be helpful anytime you want to:

- ✓ Provide a quick overview of a topic
- ✓ Explain a complex process
- ✓ Display research findings or survey data
- ✓ Summarize a long blog post or report
- ✓ Compare and contrast multiple options
- ✓ Raise awareness about an issue or cause



# Infographic types



<https://visme.co/blog/what-is-an-infographic/#how-to-create-infographics>



# Word cloud



A visualization tool frequently used in text mining to illustrate text data is the word cloud, which represents how often each word appears in a given text.

The higher the frequency of a word in the text, the larger its size in a word cloud.

Since articles and prepositions occur very often in a text, and numbers are not text.

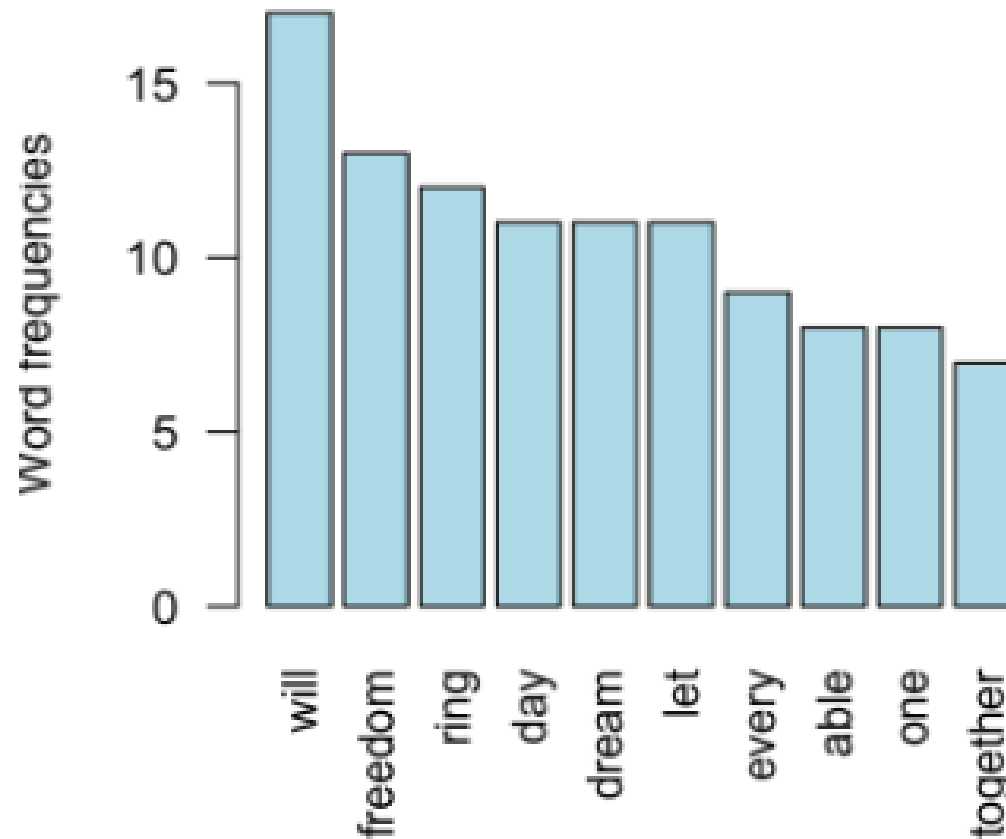






# Word cloud

## Most frequent words





## Reason to use Word cloud



- Word clouds add simplicity and clarity. The most used keywords stand out better in a word cloud
- Word clouds are a potent communication tool. They are easy to understand, to be shared and are impactful
- Word clouds are visually engaging than a table data



# Stemming



Using word stems reduces the number of different terms in a document, because different words are reduced to the same stem.

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# Stemming



|   | original_word | stemmed_words |
|---|---------------|---------------|
| 0 | connect       | connect       |
| 1 | connected     | connect       |
| 2 | connection    | connect       |
| 3 | connections   | connect       |
| 4 | connects      | connect       |



# Assessment 1



In what situations is it better to use infographics to represent information present in a data set?





# References



1. João Moreira, Andre Carvalho, Tomás Horvath – “A General Introduction to Data Analytics” – Wiley -2018

**Thank You**