SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.
An Autonomous Institution

COURSE NAME : 19CSE311 & DATA VISUALIZATION

III YEAR/ VI SEMESTER

UNIT – 1 INTRODUCTION

Topic: Methodology, Visualization design objectives, Key Factors

Dr.B.Vinodhini

Associate Professor

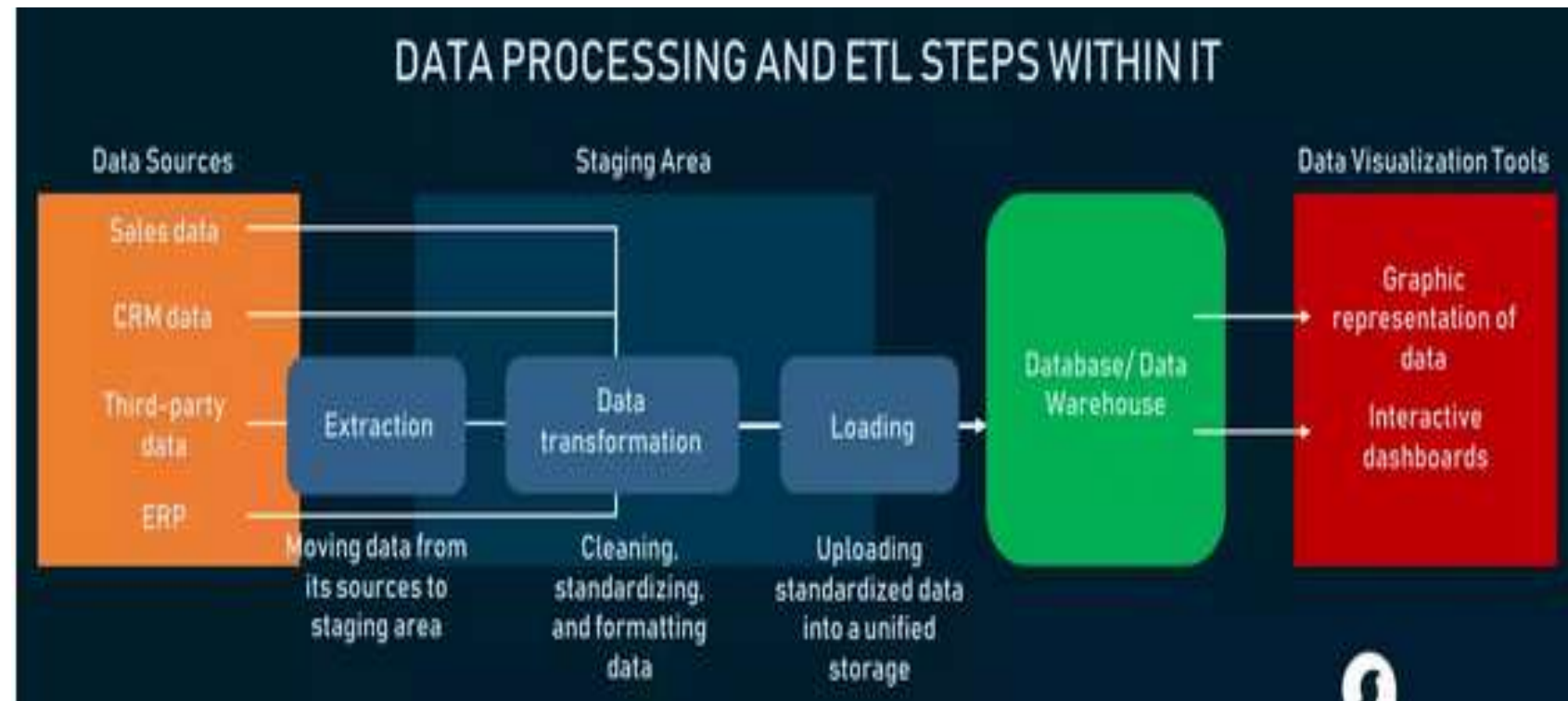Department of Computer Science and Engineering

Data Visualization Methodology

Data visualization is the practice of converting raw information (text, numbers, or symbols) into a graphic format.
Visual Representation and Presentation of data to facilitate the Understanding of the Data

Data visualization methods refer to the creation of graphical representations of information. Visualization plays an important part in data analytics and helps interpret big data in a real-time structure by utilizing complex sets of numerical or factual figures

Visualization Design Objectives

The main goal of data visualization is **to make it easier to identify patterns, trends and outliers in large data sets**. The term is often used interchangeably with others, including information graphics, information visualization and statistical graphics.

➢Strive for form and function.

➢Justify the selection of everthing you do

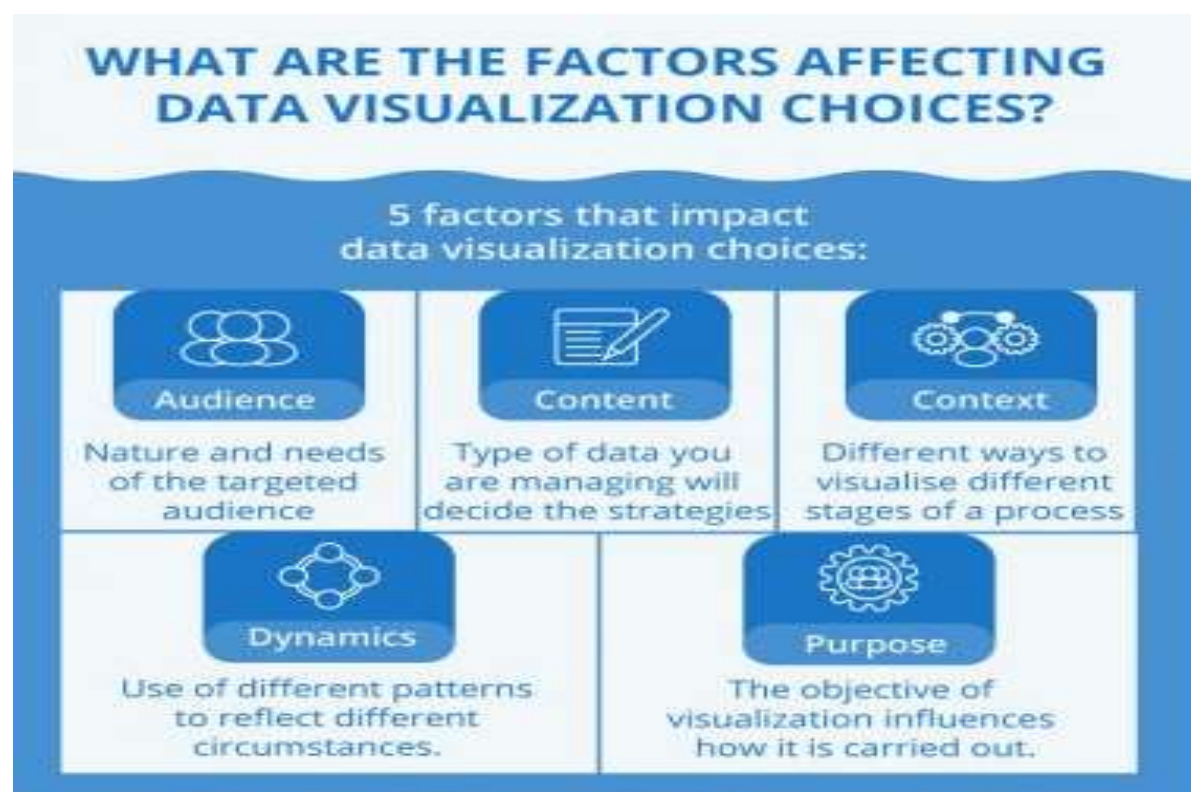➢Creating accessibility through intuitive design.

➢Never deceive the receiver

Data visualization is a crucial part of data analytics that helps you visualize your data and uncover significant trends and patterns that would otherwise have been lost. Effective data visualization depends on your software as nobody has the time to code the visualizations themselves with loads of data involved in the process.

Key Factors

➢Dashboard Design

➢Use Case

➢Data Connectivity

➢Target Audience

➢Functionality

References

1. Christian Toninski, Heidrun Schumann, Interactive Visual Data Analysis, CRC press publication,2020

2. Aragues, Anthony. Visualizing Streaming Data: Interactive Analysis Beyond Static Limits.O'Reilly Media, Inc., 2018