SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.
An Autonomous Institution

COURSE NAME : 19CSE311 & DATA VISUALIZATION

III YEAR/ VI SEMESTER

UNIT – 1 INTRODUCTION

Topic: Purpose, Visualization function and tone

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Purpose of Data Visualization

Data visualization is the practice of translating information into a visual context, such as a map or graph, to make data easier for the human brain to understand and pull insights from. The main goal of data visualization is **to make it easier to identify patterns, trends and outliers in large data sets**.

The purpose of data visualization is pretty clear. It is to make sense of the data and use the information for the organization's benefits.
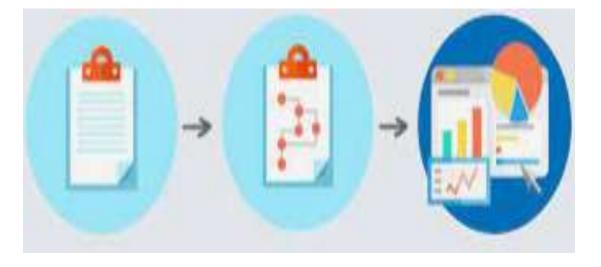
Function of Data Visualization

Data visualization **helps to tell stories by curating data into a form easier to understand, highlighting the trends and outliers**. A good visualization tells a story, removing the noise from data and highlighting useful information.

Three Functions of Data Visualization

➢ Record Information-Store

➢ Explore Information(Analyze)

  ➢ Process and Calculate

  ➢ Reason about data

  ➢ Feedback and Interaction

➢ Explain Information (Present) Communicate

  ➢ Share

  ➢ Collaborate &Emphasize Important aspects of data

Visualization Tone

"Tone: The distinction between 'reading' and 'feeling' data."

There are many similarities when establishing the tone of your visualization, with the main goal being **how you want your audience to interpret and perceive your visualization**. Your choice of charts, color, typography, size, and shapes all play a role in establishing your tone for your visualization.

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References

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