



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE311 & DATA VISUALIZATION

III YEAR/ VI SEMESTER

UNIT – 1 INTRODUCTION

Topic: Visualization design options. Data representation

Dr.B.Vinodhini

Associate Professor

Department of Computer Science and Engineering



Visualization design options. Data representation



- Know Your Audience and Your Objective
- Choose the Right Types of Visualizations
 - Bar graphs
 - Tables
 - Line Charts
 - Scatterplots
 - Pie Charts
 - Infographics
 - Word clouds
 - Maps
- Make Your Visualizations Organized, Consistent and Intuitive
- Give Context add short explanatory notes
- Less Is More
- Use Color Wisely

Data visualization tools are indispensable when your visualizations are well designed, as they help your viewer to make sound business decisions.

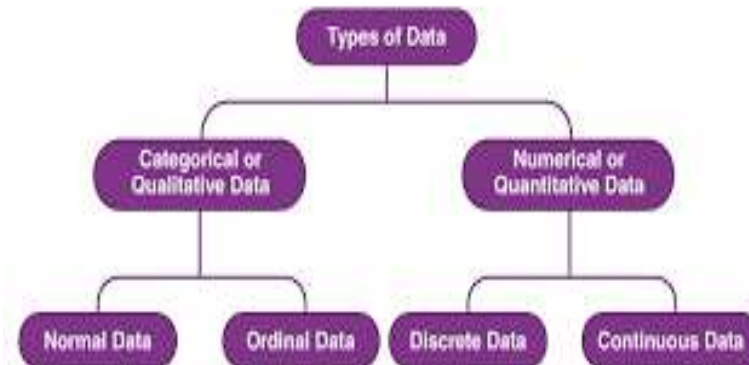


Visualization design options. Data representation

It is a set of methods, techniques, or special software for translating raw data into visual examples suitable for presentations. Examples of visual data presentation software are Google Data Studio and PowerBI.

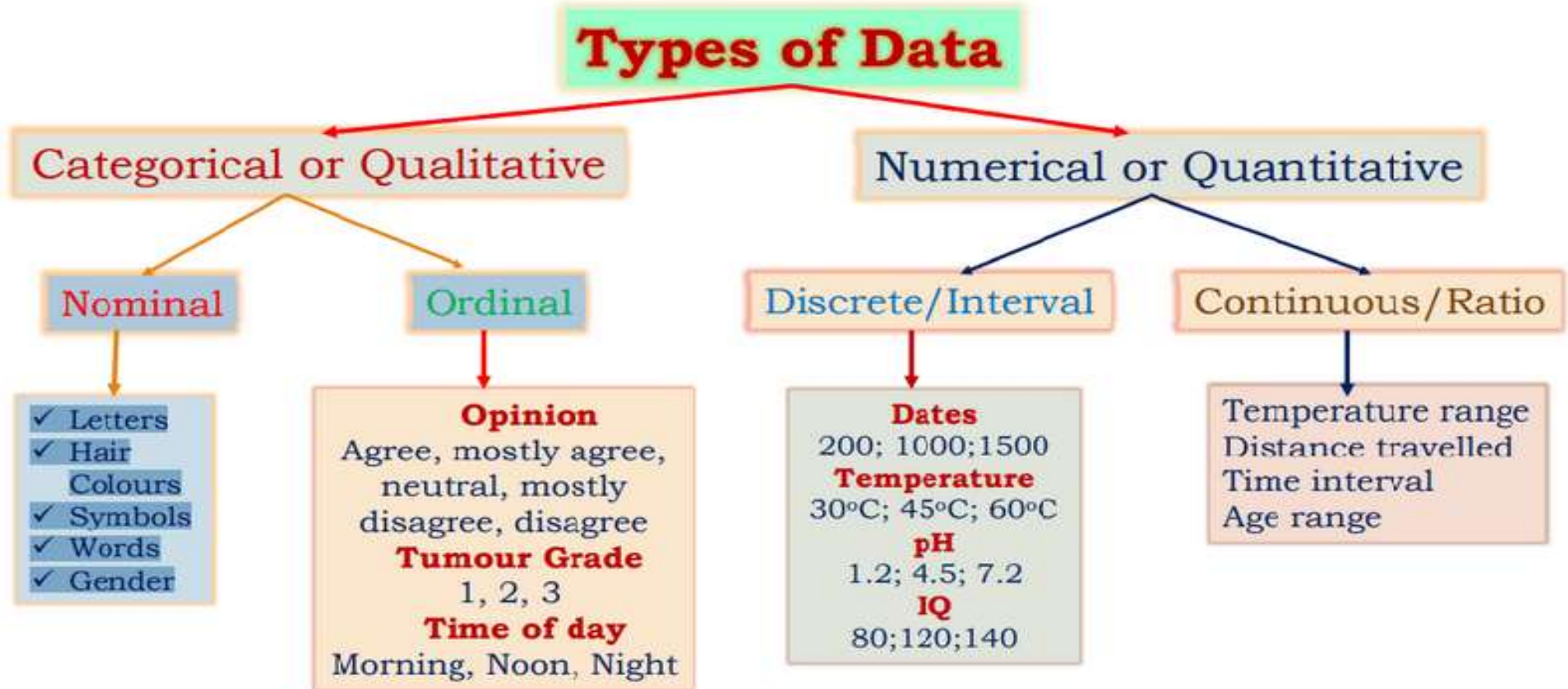
Methods of Representation

Depending on the type, size, and specifics of the data, there are the following types of visualization: info graphics, heat maps, charts, histograms, timelines, and graphs. Each format also has many visual variations to visualize specific data.





Visualization design options. Data representation





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