## Data Visualisation

Data visualisation refers to techniques used to communicate insights from data through visual representation.

It means visually presenting data using charts, graphs and maps. Data Visualization is the art of presenting the data so that any person from a non-technical background can also understand. Also, It allows Data analysts to converse with their end-users.


## Need of Visualisation

- Using visual elements like charts, graphs, and maps, data visualisation tools provide an accessible way to see and understand trends, outliers, and patterns in data.
- The amount of information that humans gain through vision is far beyond other organs.
- So Visualisation is used to analyse a massive amount of data and make decisions based on data.
- Visualisation can help us deal with more complex information and enhance memory.

## Importance of Visualisation

- Help in quickly understanding the data.
- It simplifies large datasets in a way that people can easily interpret.
- It shows trends that may not be apparent at first glance
- Identify areas that need attention or improvement.
- Offers new insights into your data
- Quickly identify outliers'

## Types of Data Visualisation

Exploratory Analysis-

- It is done during data analysis to find insights
- It is appropriate when you have a bunch of data and you're unsure what's in it.
- Visualisations built for these purposes do not need to be perfect. You are simply looking for patterns.

Explanatory Analysis-

- It is done after you find insight.
- It is appropriate when you already know what the data has to say, and it helps you when you are trying to tell that story to somebody else.
- It helps in getting an answer in the form of the story.