

Visualisations for Non-Technical Audience

Name : Janwee Joshi

Student Id : 48688657

Visualisation 1 – Who Are the Most Connected Directors?

- This chart shows which directors have **the most business relationships**.
- More connections = more potential influence in deals and decision-making.
- These directors may help **connect companies, lead collaborations, or support mergers**.



Why it matters:

Helps you spot **key influencers** in the business world.

Visualisation 2 – Director–Company Network

- Each circle is a **director or company**.
- Bigger circles = **more important or central** people/companies.
- Lines show **who is connected to whom**.



Why it matters:

Makes it easy to see **who's at the centre** of the corporate world — ideal for identifying dealmakers.

Visualisation 3 – Influence vs Company Wealth

- This chart compares:
 - A director's **influence** in the network
 - The **wealth of the companies** they are connected to
- Top-right corner = **highly connected & linked to rich companies**



Why it matters:

These directors may bring the **most strategic value** — ideal contacts for important business moves.