Day 56 - 90 days of Analytics: Visualisation Tips

In today's video, we looked at the various visualization tips. Knowing which visual to use is very important.

The following were mentioned

-Cards

- Multi row: Multi row cards display one or more data points, one per row.
- Single number: Single number cards display a single fact, a single data point.

-Cards are usually placed at the top of the report

- Bar and column charts: They are the standard for looking at a specific value across different categories.

-Column charts are not used for more than three variables because it can get cluttered.

-Pie charts: Pie charts show the relationship of parts to a whole.

-Line charts: Line charts emphasize the overall shape of an entire series of values, usually over time.

-Scatter charts always have two value axes to show one set of numerical data along a horizontal axis and another set of numerical values along a vertical axis. The chart displays points at the intersection of an x and y numerical value, combining these values into single data points. These data points may be distributed evenly or unevenly across the horizontal axis, depending on the data.

-Maps

- **Basic map**: They are used to associate both categorical and quantitative information with spatial locations.
- **Filled map (Choropleth)**: A filled map uses shading or tinting or patterns to display how a value differs in proportion across a geography or region. Quickly display these relative differences with shading that ranges from light (less-frequent/lower) to dark (more-frequent/more).

-**The Q&A visual**: it allows users to ask natural language questions and get answers in the form of a visual. Consumers can use it to quickly get answers to their data. Designers can also use it to create visuals quickly

Link to the YouTube Recording: https://www.youtube.com/watch?v=vFyq8xPMNOg

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