Data Insights by MAQ Software helps in better understanding of data by allowing user to interact with data. It helps in better communication of insights about data by enabling user to easily explore and visualize data.

The visual provides ease of use for pattern identification, trends, and insights. It provides better decision-making capabilities through its dynamic and customizable interface, allowing views of both aggregate and individual data. User can use own datasets to create visualization and explore data on a conventional desktop or on a touchscreen interface.

Let’s see an example of Data Insights visual in action. CEO of Company XYZ wants to know the profit of ABC product for multiple cities. Here the CEO is not able to identify how was the company performance based on country. To do that, he can just change X value from City to Country. But if he want to see every country performance on city basis, just change X value back to ‘City’ and bin the visual by ‘Country’. The binning can be done on Date, Region, Sales, etc. For binning on Day, the bin size can be changed from 5 to any value between 1-10. Now if he wants to view profit for every city based on Region, he is provided with long list of data. To avoid that and to get a snapshot view, he can just view the visual as ‘Brick’ instead of ‘Column Chart’. The visual also provides other features like modifying the color of Bar or label along with Undo option to get retrieve all the previous changes.

Some of the distinguishing features of this visuals are the options to undo last change that have been done. Like in this case if user wants to go back to the last status after the changes done by them, they can use the ‘Undo’ feature to get the last status. Another noticeable feature is ‘**Islolate’** where user can isolate data depiction be selecting specific data point of interest. It will then showcase and highlight that particular data point only.

Hence this visual provide end users with the capability to let tell their stories via various data points and visual while using songle visualization. Thus, Data Insights by MAQ Software offers better decision-making capabilities at a glance.