Introduction to Business Analytics: Communication through Data

Assignment: Pictures You see with Your Brain

Please submit a write-up that includes (1) your comparison of the tools in terms of capability, (2) your comparison of the tools’ ease of use, and (3) the “word clouds” you created. You can either create a table or write short paragraphs for these two questions while sharing your experience. Please note that text in your “word clouds” (i.e., your text-based data) will not count against the assignment’s word limit.

Disclosure: Wordle.net did not work with 404 error

1. Comparing the capabilities of the word cloud tools, they all are very similar to each other. It generates word cloud according to the imported data (words). However, the customization of the WordClouds seem to be very detailed with a lot of options to change the visualizations than other websites. It also has more options to export and import files. Word It Out had 100 words limits which seem to be very limiting.
2. Comparing the ease of use of the word cloud tools, I personally find Word It Out to be most intuitive to use than other two websites because it takes one click to use it with customization afterwards. TagCrowd is similar to Word It Out however, it takes more clicks since it has customization after you paste the words in. WordClouds was the least easy to use since it took more than two clicks to upload data to begin the word cloud process.
3. Comparing the visual of the three websites, I liked the Tag Crowd the most with its simple and straightforward visual personally.

Conclusion:

Tag Crowd seems to be the most well-balanced website to use in my opinion. It has capabilities to customize if needed importing words and changes. It has the most straightforward and simple data visualization.