Interpret a Data Visualization

Business Analitycs Nanodegree Program

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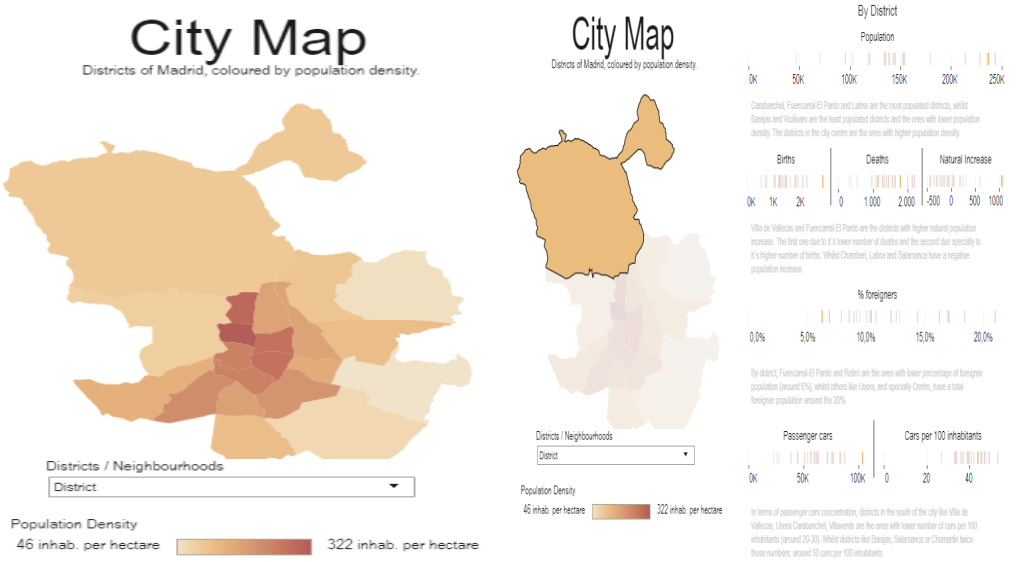
1 First Insight



(a) (b)

Figure 1: Population density of the districts of Madrid (a) and characteristics of the district Fuencarral-El Pardo (b)

In Figure 1a a representation of the population density of Madrid by districts is shown. The districts with the darkest colours, which are in the city centre, are the most densely populated, while those with lighter colours have a more distributed population. By clicking on Fuencarral-El Pardo, the main features of this district are shown on the right. It is observed that it is one of the most populated districts with almost 250K inhabitants, it also has a high natural population increase with more than 1.000 value.

2 Second Insight

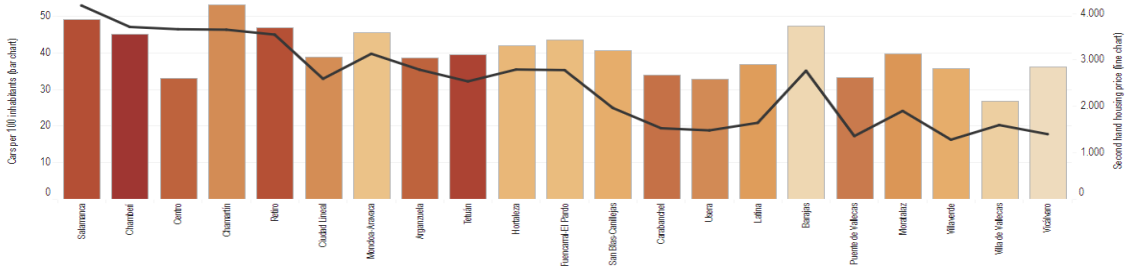


Figure 2: Relation between house prices (€/m2) in 2015 and passenger cars per 100 inhabitants (Districts).

Figure 3 shows the average house prices, represented by the black line, of each district from the highest (left) to the lowest (right). Also, the bars illustrate the number of cars per 100 inhabitants being Chamartín the one with the highest number, more than 53 cars per 100 inhabitants.

3 Third Insight

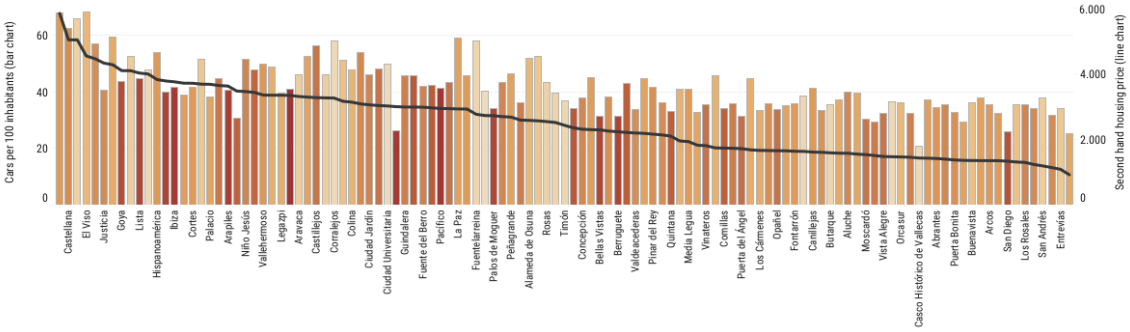


Figure 3: Relation between house prices (€/m2) in 2015 and passenger cars per 100 inhabitants (Neighbourhood).

By clicking on the neighbourhood button the same graph is shown, but with all the neighbourhoods instead of the districts. There are huge differences between Castellana, which is the one with highest house price and number of cars, with Entrevías that is the neighbourhood with the lowest house price. Also, the colours of the bars represent population density of each of them, being the most densely populated the darkest ones.