

Data Visualization

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Data visualization is the graphical representation of information and data in a pictorial or graphical format (Example: charts, graphs, and maps). Data visualization tools provide an accessible way to see and understand trends, patterns in data and outliers. Data visualization tools and technologies are essential to analyze massive amounts of information and make data-driven decisions. The concept of using pictures to understand data has been used since centuries. General types of data visualizations are Charts, Tables, Graphs, Maps, Dashboards. Data analytics is the process of analyzing data sets in order to make the decision about the information they have, increasingly with specialized software and system. Data analytics technologies are used in commercial industries that allow organizations to make business decisions. Data can help businesses better understand their customers, improve their advertising campaigns, personalize their content, and improve their bottom line.