

## 02. Motivation for Data Visualization

### Summary Statistics vs. Visualizations

Summary statistics like the mean and standard deviation can be great for attempting to quickly understand aspects of a dataset, but they can also be misleading if you make too many assumptions about how the data distribution looks.

### Anscombe's Quartet Example

Consider we have the following four datasets of x, y pairs. You can download the data using the button below. A link to a Google Sheet with the data is also available [here](#).

DOWNLOAD DATA

I		II		III		IV	
x	y	x	y	x	y	x	y
10.0	8.04	10.0	9.14	10.0	7.46	8.0	6.58
8.0	6.95	8.0	8.14	8.0	6.77	8.0	5.76
13.0	7.58	13.0	8.74	13.0	12.74	8.0	7.71
9.0	8.81	9.0	8.77	9.0	7.11	8.0	8.84
11.0	8.33	11.0	9.26	11.0	7.81	8.0	8.47
14.0	9.96	14.0	8.10	14.0	8.84	8.0	7.04
6.0	7.24	6.0	6.13	6.0	6.08	8.0	5.25
4.0	4.26	4.0	3.10	4.0	5.39	19.0	12.50
12.0	10.84	12.0	9.13	12.0	8.15	8.0	5.56
7.0	4.82	7.0	7.26	7.0	6.42	8.0	7.91
5.0	5.68	5.0	4.74	5.0	5.73	8.0	6.89

#### QUIZ QUESTION::

Use the data above to match an answer to each of the following questions. (Assume rounding to 2 digits)

#### ANSWER CHOICES:

They are the same.

They are the same.

They are the same.

They are different.

They are the same.

They are different.

They are different.

They are different.

#### Question

#### Answer

What is true for the means associated with any of the **X** columns?

They are the same

What is true for the means associated with any of the **Y** columns?    They are the same

What is true for the standard deviation associated with any of the **X** columns?    They are the same

What is true for the standard deviation associated with any of the **Y** columns?    They are the same

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## 05. Quiz: Exploratory vs. Explanatory

### QUIZ QUESTION:

Match each of the statements below to whether it is true for either **Exploratory** or **Explanatory** analyses.

### ANSWER CHOICES:

Explanatory

Exploratory

Exploratory

Explanatory

Explanatory

Statement	Exploratory or Explanatory
These plots are used to tell stories.	Explanatory
This is the beginning of most data analyses processes.	Exploratory
This is the end of most data analyses processes.	Exploratory
When making these plots, you should pay attention to making the plot insightful to your audience.	Explanatory
Finding missing values in a dataset is a part of this analysis.	Exploratory

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# 04. Quiz: Data Types (Quantitative vs. Categorical)

## Data Types

**QUIZ QUESTION::**

For each variable below, identify each as either **quantitative** or **categorical**.

**ANSWER CHOICES:**

- Categorical
- Quantitative
- Quantitative
- Categorical
- Quantitative

Variable	Data Type
Zip Code	Categorical
Age	Quantitative
Income	Quantitative
Marital Status (Single, Married, Divorced, etc.)	Categorical
Height	Quantitative

## Data Types

**QUIZ QUESTION::**

For each variable below, identify each as either **quantitative** or **categorical**.

**ANSWER CHOICES:**

- Quantitative
- Categorical
- Quantitative
- Categorical
- Quantitative

Variable	Data Types
Letter Grades (A+, A, A-, B+, B, B-, ...)	Categorical
Travel Distance to Work	Quantitative
Ratings on a Survey (Poor, Ok, Great)	Categorical

Temperature   **Quantitative**

Average Speed   **Quantitative**

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# ≡ 05. Text + Quiz: Data Types (Ordinal vs. Nominal)

## Recap of Previous Video

The table below summarizes our data types. To expand on the information in the table, you can look through the text that follows.

### Data Types

#### Quantitative: Continuous

Height, Age, Income

#### Discrete

Pages in a Book, Trees in Yard, Dogs at a Coffee Shop

#### Categorical: Ordinal

Letter Grade, Survey Rating Gender, Marital Status, Breakfast Items

#### Nominal

Below is a little more detail of the information shared in the above table.

## Another Look

To break down our data types, there are two main blocks:

### Quantitative and Categorical

**Quantitative** can be further divided into **Continuous** or **Discrete**.

**Categorical** data can be divided into **Ordinal** or **Nominal**.

You should have now mastered what types of data in the world around us falls into each of these four buckets: Discrete, Continuous, Nominal, and Ordinal. In the next sections, we will work through the numeric summaries that relate specifically to quantitative variables.

## Quantitative vs. Categorical

Some of these can be a bit tricky - notice even though zip codes are a number, they aren't really a quantitative variable. If we add two zip codes together, we do not obtain any useful information from this new value. Therefore, this is a categorical variable.

**Height, Age**, the **Number of Pages in a Book** and **Annual Income** all take on values that we can add, subtract and perform other operations with to gain useful insight. Hence, these are **quantitative**.

**Gender, Letter Grade, Breakfast Type, Marital Status**, and **Zip Code** can be thought of as labels for a group of items or individuals. Hence, these are **categorical**.

## Continuous vs. Discrete

To consider if we have continuous or discrete data, we should see if we can split our data into smaller and smaller units. Consider time - we could measure an event in years, months, days, hours, minutes, or seconds, and even at seconds we know there are smaller units we could measure time in. Therefore, we know this data type is continuous. **Height, age**, and **income** are all examples of **continuous data**. Alternatively, the **number of pages in a book, dogs I count outside a coffee shop**, or **trees in a yard** are **discrete data**. We would not want to split our dogs in half.

## Ordinal vs. Nominal

In looking at categorical variables, we found **Gender, Marital Status, Zip Code** and your **Breakfast items** are **nominal variables** where there is no order ranking associated with this type of data. Whether you ate cereal, toast, eggs, or only coffee for breakfast; there is no rank ordering associated with your breakfast.

Alternatively, the **Letter Grade** or **Survey Ratings** have a rank ordering associated with it, as **ordinal data**. If you receive an A, this is higher than an A-. An A- is ranked higher than a B+, and so on... Ordinal variables frequently occur on rating scales from very poor to very good. In many cases we turn these ordinal variables into numbers, as we can more easily analyze them, but more on this later!

## Final Words

In this section, we looked at the different data types we might work with in the world around us. When we work with data in the real world, it might not be very clean - sometimes there are typos or missing values. When this is the case, simply having some expertise regarding the data and knowing the data type can assist in our ability to ‘clean’ this data. Understanding data types can also assist in our ability to build visuals to best explain the data. But more on this very soon!

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## Nominal vs. Ordinal

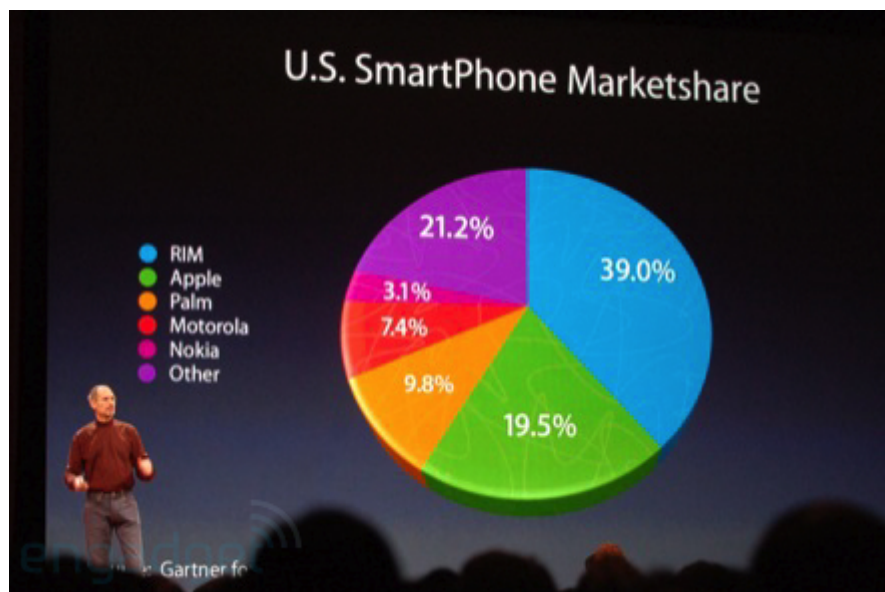
This quiz will assure you have a clear understanding of the differences between categorical nominal vs. categorical ordinal variables. All of the variables below are categorical. Your task is to select the **check** box next to each variable that is **nominal**; do not check the ordinal categorical variables.

- ☐ Letter Grades (A, B+, B, B-, etc.)
- ☐ Types of Fruit (Apple, Banana, etc.)
- ☐ Ratings on a Survey (Poor, Ok, Great)
- ☐ Types of Dog Breeds (German Shepherd, Collie, etc.)
- ☐ Genres of Movies (Horror, Comedy, etc.)
- ☐ Gender
- ☐ Nationality
- ☐ Education (HS, Associates, Bachelors, Masters, PhD, etc.)

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## ≡ 13. Bad Visual Quizzes (Part II)



The above pie chart violates a few rules of visual design, but which is the worst violation?

- ☐ Chart Junk
- ☐ Design Integrity
- ☐ Data-Ink Ratio
- ☐ This should be used for Exploratory analysis and not Explanatory analysis.

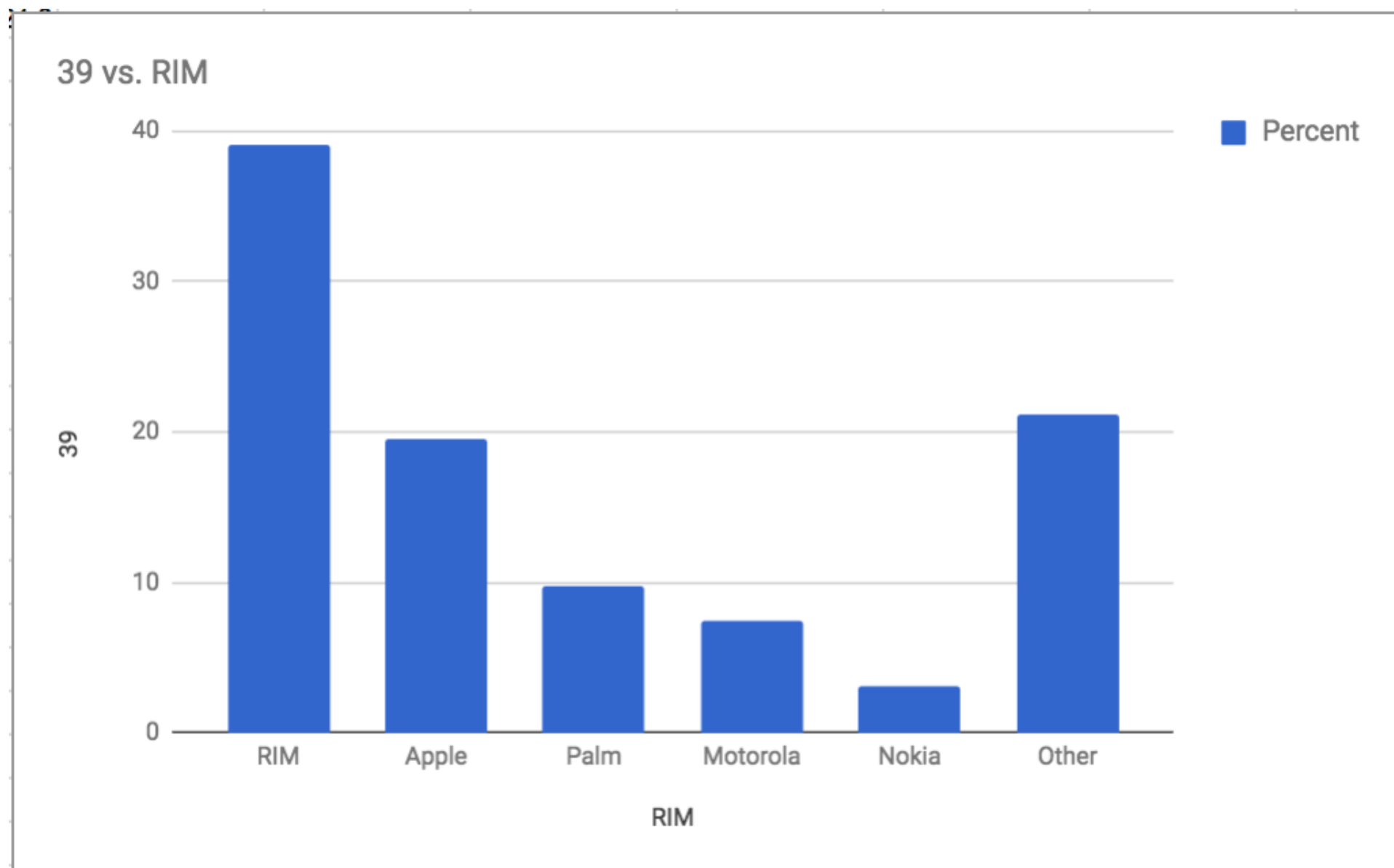
What all could be done to improve the above visual? Check all that apply.

- ☐ Change the coloring to be less dramatic, while still relating to the different companies.
- ☐ Remove 3D aspect.
- ☐ Use a visual that uses length (bar chart) rather than area (pie chart) to demonstrate differences, as humans are better able detect differences in lengths.
- ☐ Remove the percentages, as they are redundant to the area of the pie chart slice.
- ☐ Remove the legend, and put the names of the companies directly on the plot.

### Updated Visual

The same data presented in the image above is recorded in the spreadsheet [here](#). This data was used to create the following visual; the next question asks how this plot could be improved.



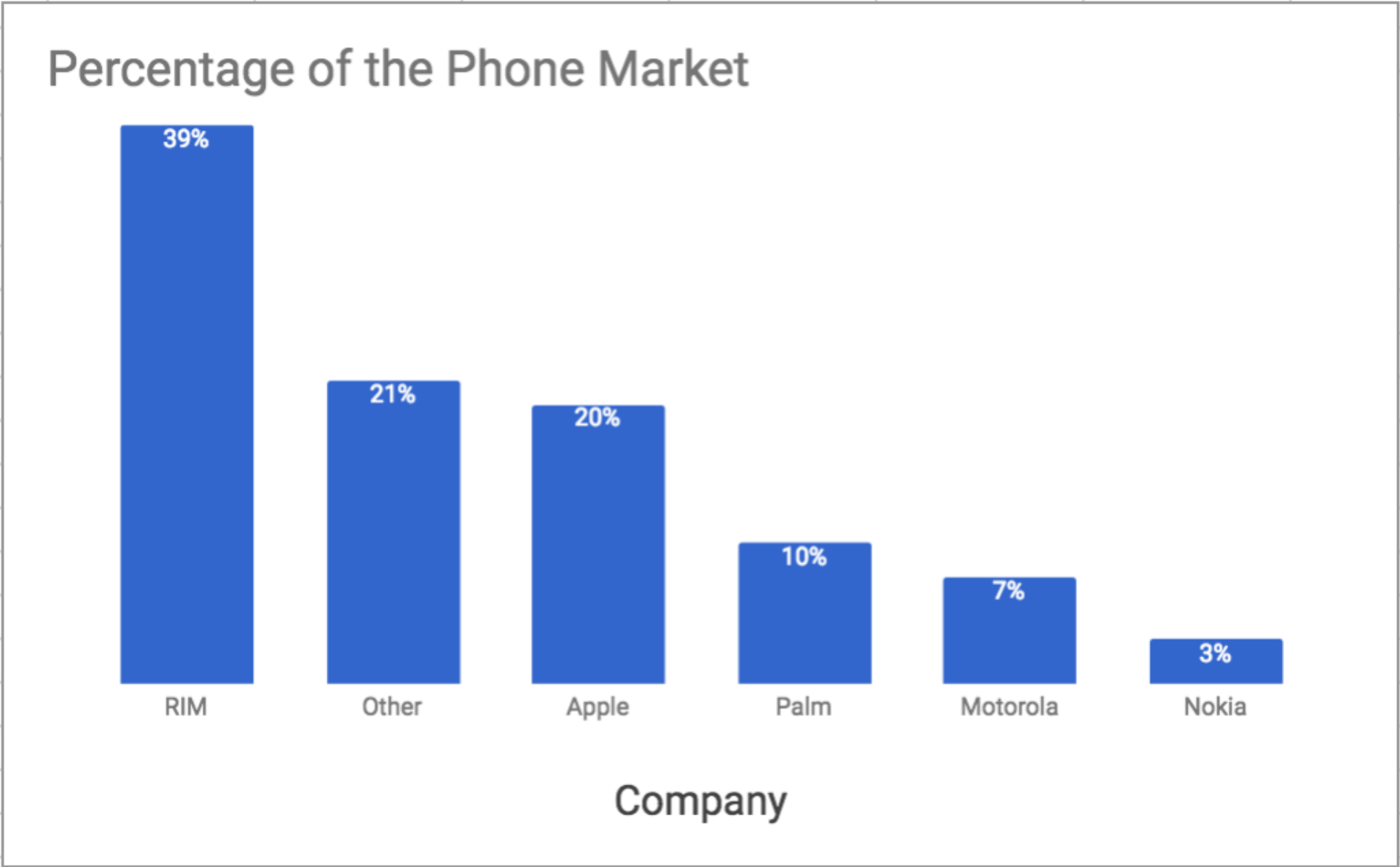


Using the above bar chart, select all that apply for improving this visual. Check all that apply.

- ☐ Rename axis labels and title.
- ☐ Order the bars in alphabetical order for an easier comparison.
- ☐ Order the bars according to height for an easier comparison.
- ☐ Remove legend, as percent isn't a useful legend label.
- ☐ Color the bars to highlight the different companies.
- ☐ Add to the legend the company names and color the bars as represented in the legend.

There are always personal preferences. The visual below is a **good visualization** of this data from a design, following the principles of:

1. reducing chart junk,
2. maintaining a high data-ink ratio,
3. maintaining data integrity, and
4. using length to show changes and differences rather than areas.



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# ≡ 17. Good Visual

## QUIZ QUESTION::

Map each solution to each question/statement.

## ANSWER CHOICES:

Position

Data-Ink Ratio

Color Hue

Chart Junk

Color

Question/Statement	Solution
What is the most appropriate visual encoding for adding a categorical variable to a scatterplot?	Position
Which visual encoding is most accurate for visual perception?	Data-Ink Ratio
The least accurate visual encoding for visual perception?	Color Hue
What are additional visuals that do not add to the message of the data?	Chart Junk
What do we want to have a high value of in our visuals?	Data-Ink Ratio

Color, shape, size, and other tools of data visualization are clutter that should never be used.

☐ True

☐ False

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