



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

VISUALIZATION TECHNIQUES Part-3

LECTURE 09

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VISUALIZATION TECHNIQUES

- Histograms
 - Display frequencies covering all the values
 - Vertical Bars are used
 - Open RStudio
- Heatmaps
 - Display numeric variables using graphics based on 2-D tables
 - Color schemes are used to indicate values
 - Useful to visualize correlation and missing values
 - Specially, in case of large no. of values

VISUALIZATION TECHNIQUES

- Multidimensional Visualization
 - Multiple panels
 - Color
 - Size and shape
 - Animation
 - Aggregation, rescaling, and Interactivity
 - Main idea is to help build visual perception to support the subsequent analysis
- Open RStudio

Key References

- Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data by EMC Education Services (2015)
- Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner by Shmueli, G., Patel, N. R., & Bruce, P. C. (2010)



Thanks...

