

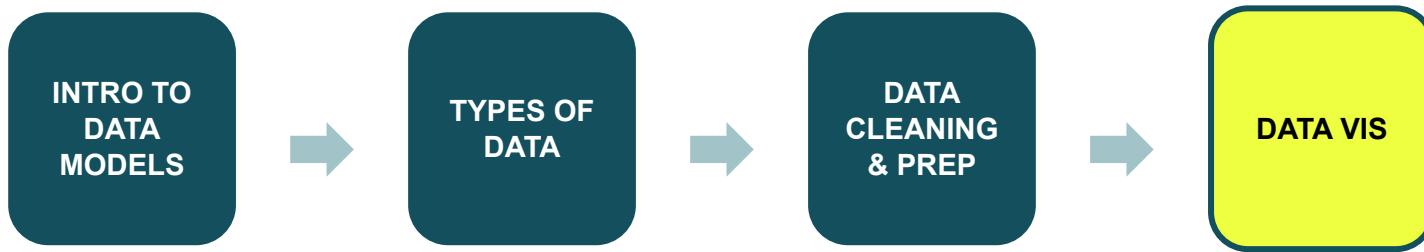
Data Visualization

CPE 232: Data Models

Dr. Sansiri Tarnpradab

Department of Computer Engineering, KMUTT

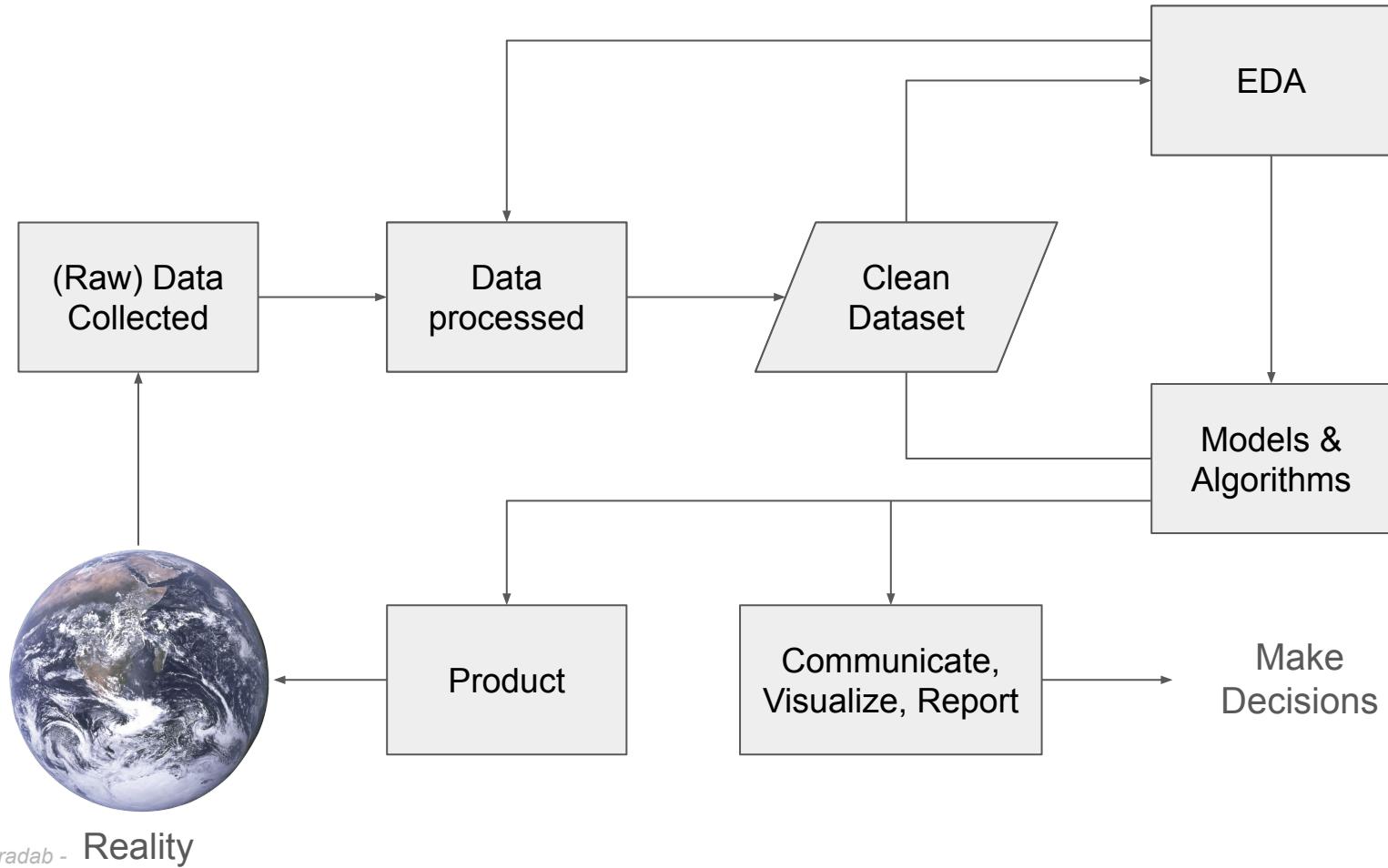
Review



Outline

- Intro to Data Visualization
- Effective Visuals
- Types of Charts
- Dashboard
- Intro to Python libraries for Data Visualization
 - Static
 - Interactive

Data Science Workflow



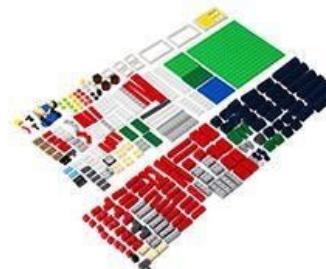
1 Data Collection



2 Data Preparation



3 Data Visualization



4 Data Analysis



5 Data Storytelling

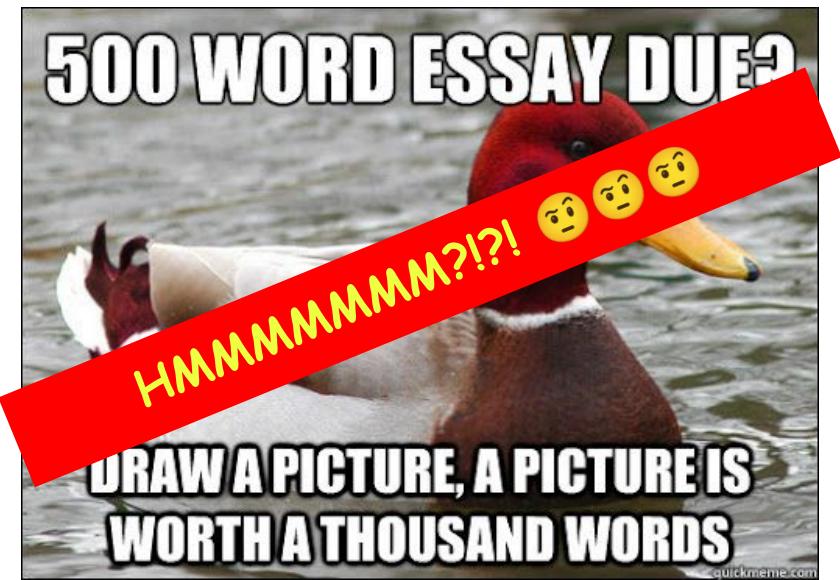


Ref: <https://www.eddeb.com/blog/10-lessons-i-learned-being-a-data-analyst-at-quintoandar/>

Data Visualization

Technique to present data in a pictorial/graphical format.

**A PICTURE IS WORTH
MORE THAN
A THOUSAND WORDS**



Ref: <http://www.quickmeme.com/meme/3u8hy9>

Significance & Benefits of Data Visualization

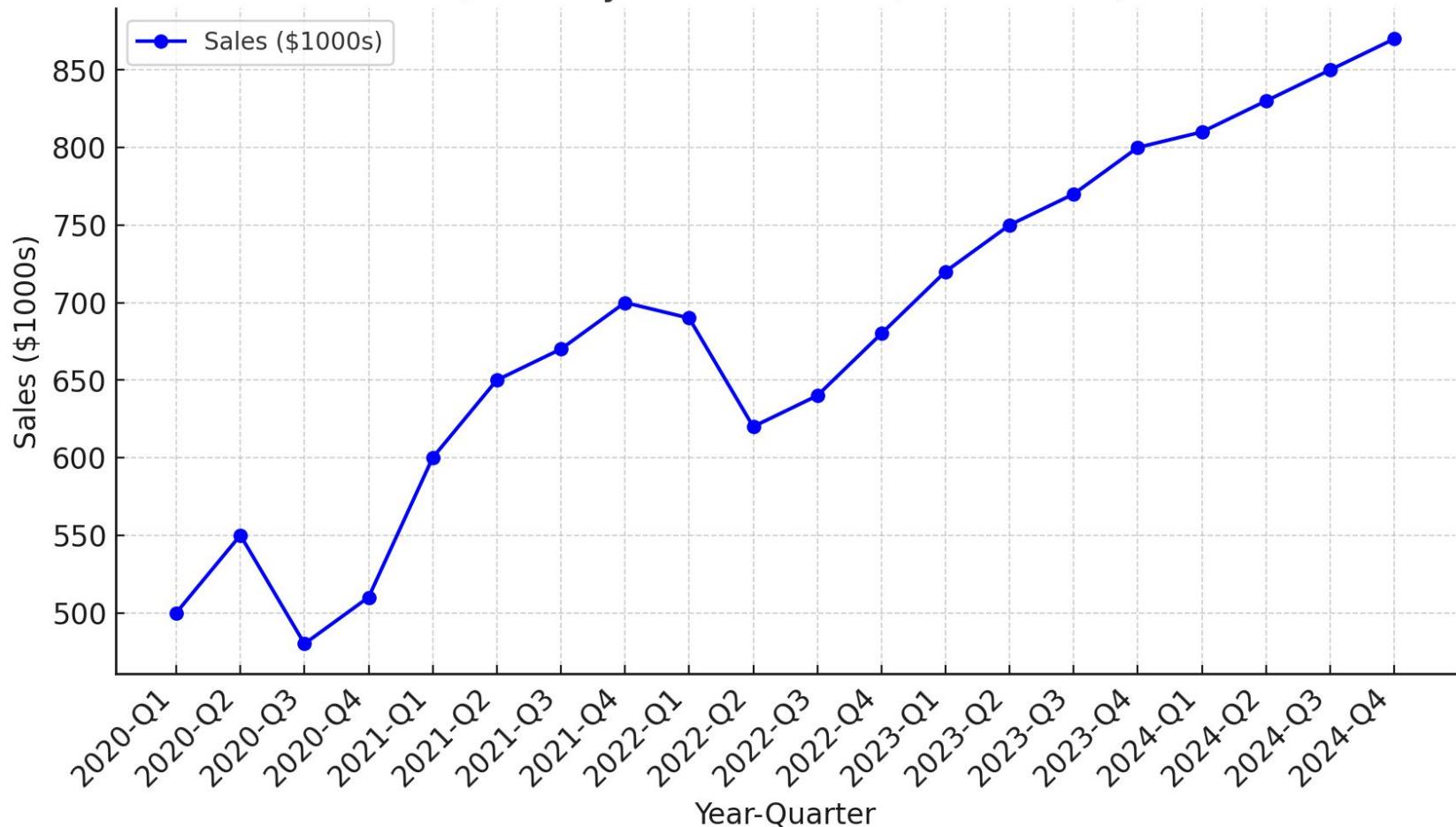
- Simplify complex data
- Identify patterns, trends, structure, irregularities, relationships among data
- Help find interesting regions and suitable parameters for quantitative analysis
- Gain insights into an information space by mapping data onto graphical primitives
- Provide qualitative overview of large data sets
- Comparative analysis
- Support storytelling
- Enhance engagement
- Faster decision making

Example #1

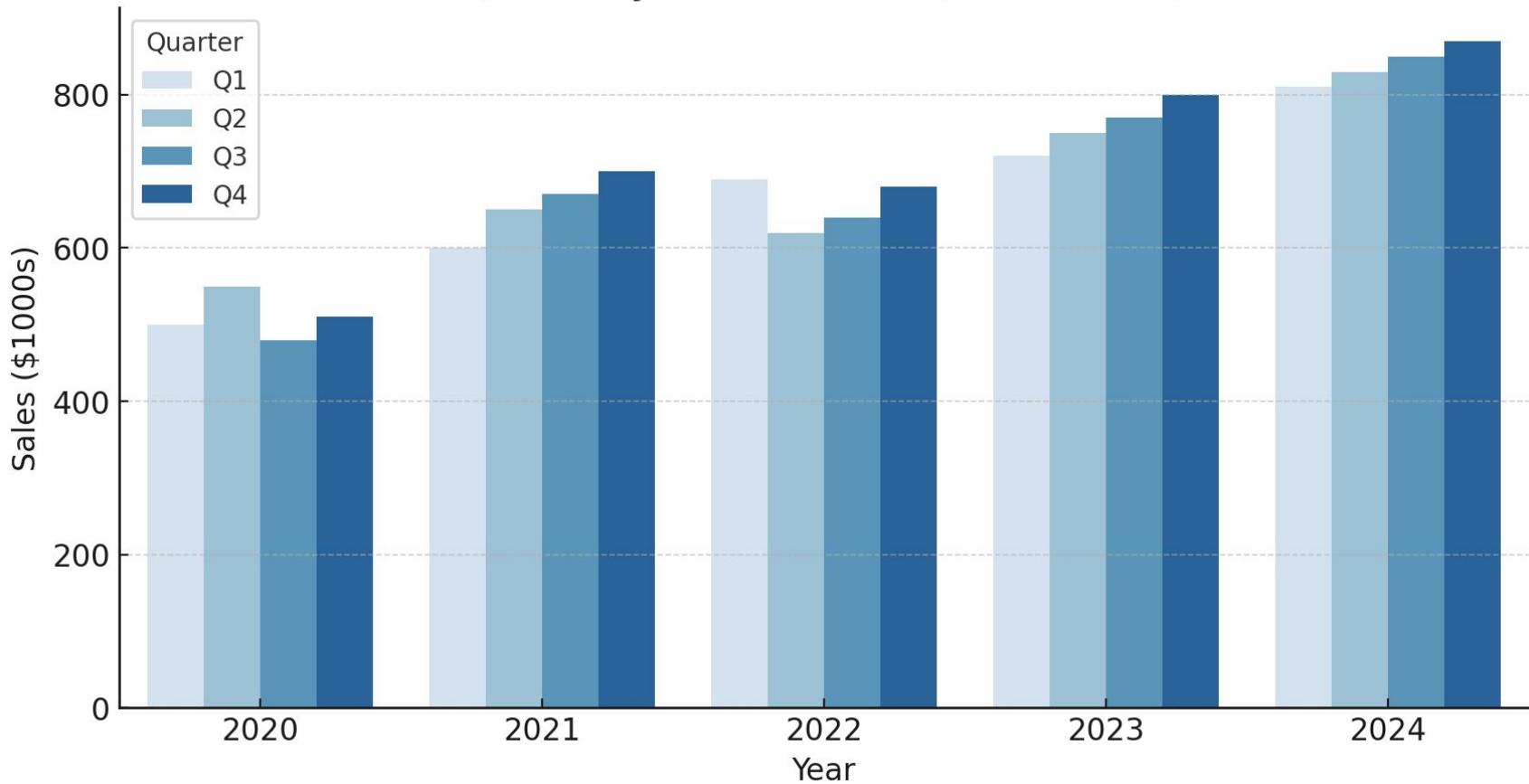
Imagine you are presenting quarterly sales data for a company over the past 5 years.

“In 2020, sales were around \$500,000 in Q1, increased to \$550,000 in Q2, dropped to \$480,000 in Q3, and slightly recovered to \$510,000 in Q4. In 2021, sales grew steadily, reaching \$700,000 by Q4. However, in 2022, there was a sharp decline in Q2 due to market conditions, dropping sales back to \$620,000 before they rose again...”

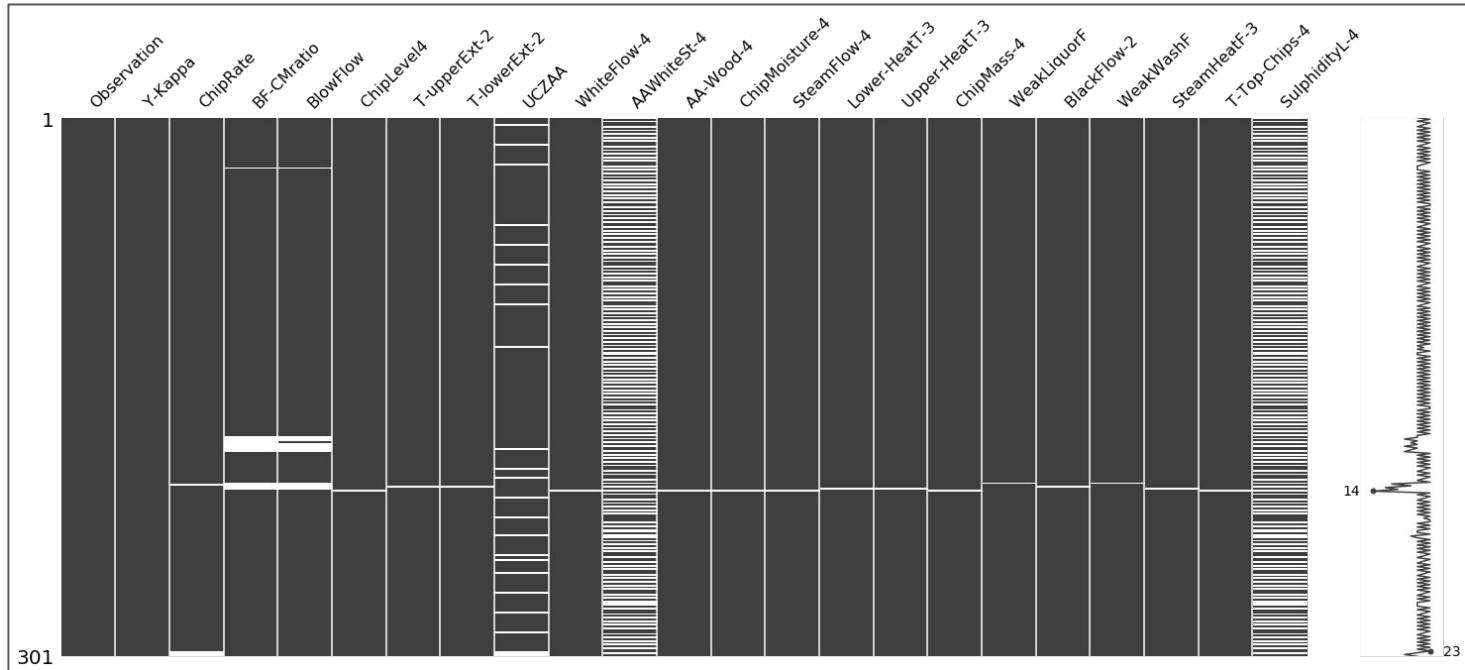
Quarterly Sales Trends (2020-2024)



Quarterly Sales Trends (2020-2024)



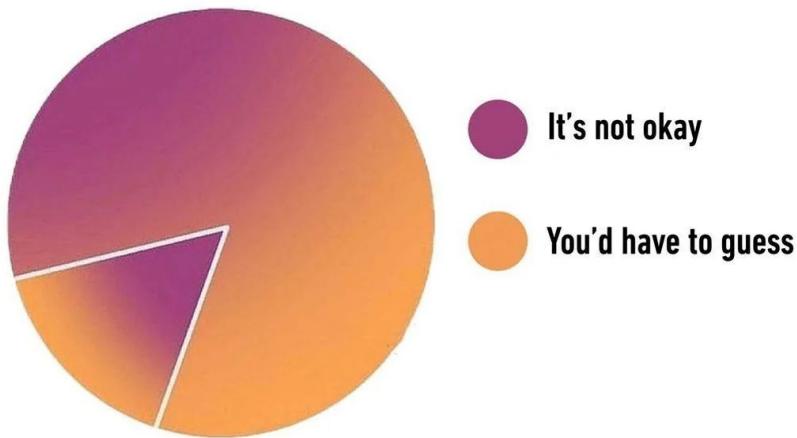
Example #2



Ref: <https://www.geeksforgeeks.org/python-visualize-missing-values-nan-values-using-missingno-library/>

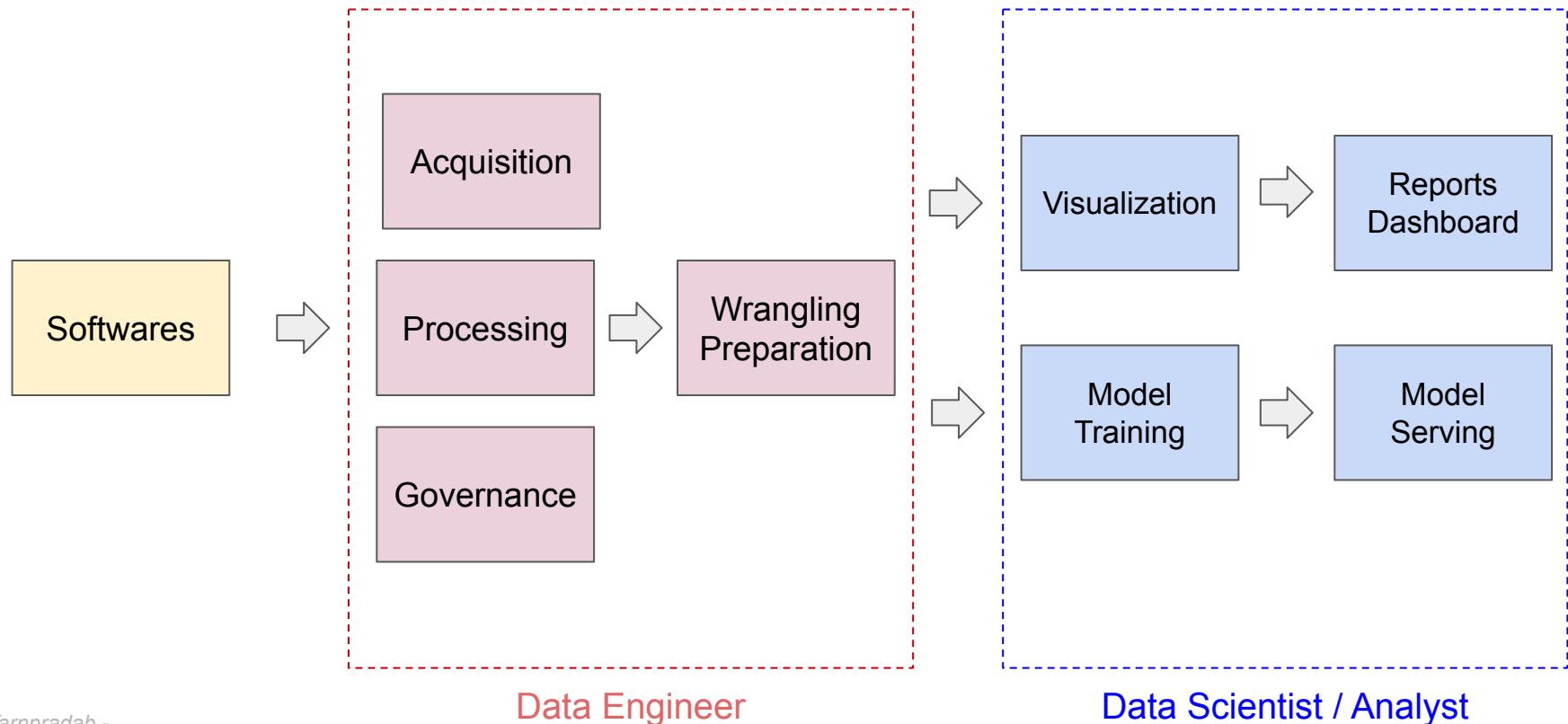
Example #3

When your girlfriend says it's okay



Ref: https://www.reddit.com/r/mathmemes/comments/18vlkbn/this_graph_made_my_eyes_melt_from_data/?rdt=60716

Revisiting Different Roles



Data Engineer

Data Scientist / Analyst

Roles of Data Analyst

- Identify data sources that are suitable to address business questions
- Identify methods to address business questions
- Explore data and identify useful insights
- Create meaningful reports and visualizations

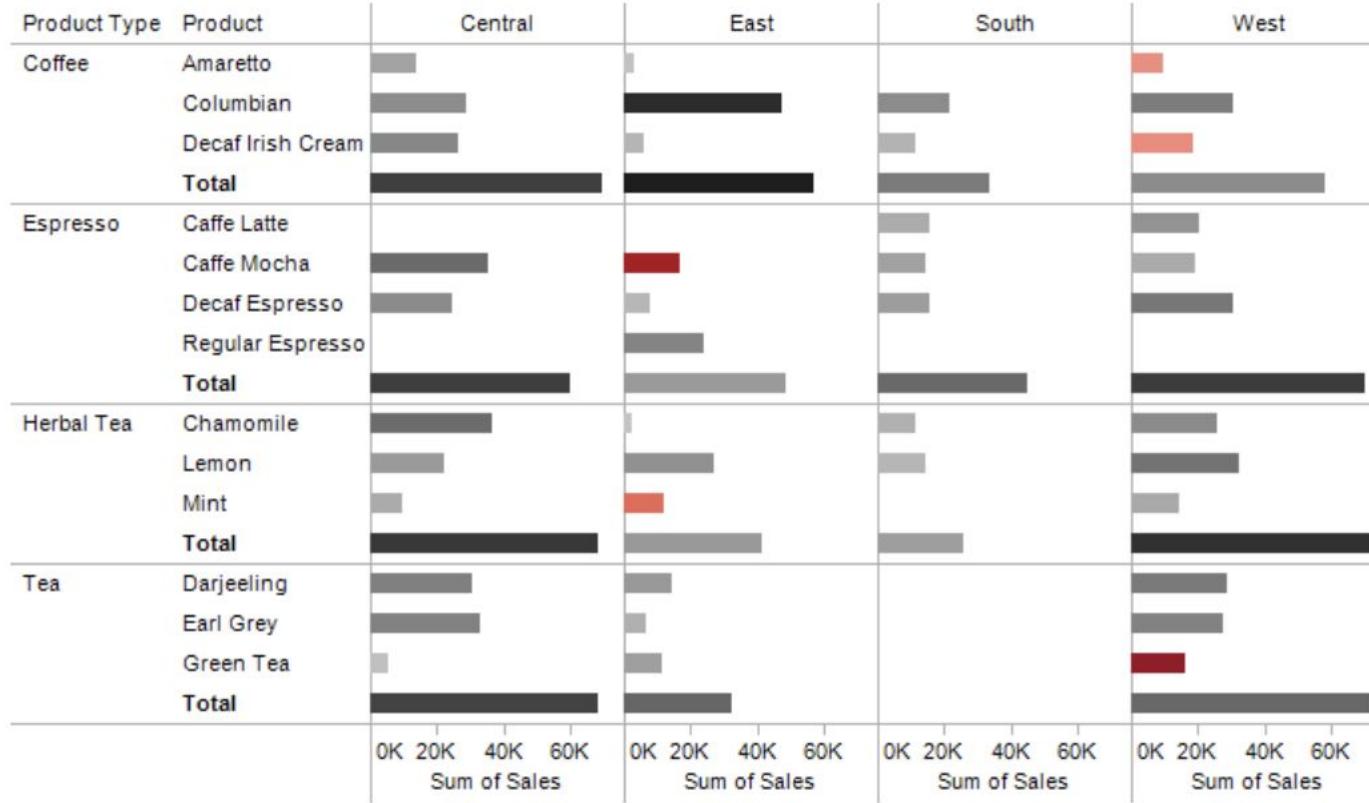
Things to Consider

- ❑ Clarity 
- ❑ Accuracy 
- ❑ Efficiency 

Efficiency: Human Perception

3	3	0	3	0	1	8	7	6	8	2	1	4	0	3	8	3	7	7	2	0	5	2	3	2	7	0	2	0
7	1	4	6	0	2	1	3	2	7	6	0	2	5	6	3	2	5	7	6	3	3	0	2	0	3	0	7	2
8	7	5	7	2	8	3	8	7	7	8	2	0	7	7	5	2	3	1	1	5	6	3	8	4	7	8	2	0
0	5	0	5	1	6	1	7	5	6	8	0	4	4	6	7	4	7	1	4	0	0	8	4	4	3	0	3	2
2	4	3	1	3	5	4	9	5	0	7	6	0	7	4	3	1	8	2	7	3	4	6	0	2	4	8	2	3
8	6	2	2	6	5	4	6	7	0	7	6	0	0	3	9	0	2	4	7	1	7	2	3	3	5	8	7	0
0	8	4	5	1	3	1	7	6	4	5	4	1	2	4	5	3	3	5	4	9	6	7	7	6	3	4	2	5
4	7	7	0	2	2	0	1	1	7	7	7	0	2	6	6	4	7	5	8	6	1	4	3	7	8	5	4	6
4	3	6	6	4	6	6	2	8	4	8	5	3	7	8	8	1	3	8	5	4	5	7	4	0	3	2	8	4
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4	4	0	2	1	7	2	4	4	7	4	1	9	2	4	5	2	5	0	4	0	0	5	3	6	3	3	6	7
7	4	6	6	8	7	5	7	9	2	0	2	8	8	8	3	2	4	2	6	4	0	4	6	3	7	2	1	
0	1	7	1	5	9	1	4	2	8	7	3	7	1	4	5	1	8	7	8	0	5	1	7	0	5	8	8	1
2	8	5	2	1	2	8	7	7	6	2	5	6	2	6	4	1	5	1	6	1	2	1	1	0	5	6	4	0
2	1	1	7	7	2	0	0	1	8	7	0	2	9	0	2	8	5	7	8	4	6	0	6	5	0	7	1	2
0	5	2	4	1	5	3	3	1	5	5	1	4	0	1	6	4	3	3	9	8	8	3	4	6	8	4	8	6
7	3	7	5	2	4	0	2	7	6	3	8	5	5	4	5	8	8	7	5	5	6	5	6	7	9	7	7	4
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4	4	8	3	3	3	5	0	1	0	3	8	6	3	2	0	5	0	6	1	3	3	4	3	6	1	5	8	6
1	0	2	2	7	6	3	3	0	8	8	0	3	1	8	8	1	2	1	7	5	2	9	3	5	8	3	2	5

Product Type	Product	Central		East		South		West	
		Sum of Profit	Sum of Sales						
Coffee	Amaretto	\$5,105	\$14,011	\$1,009	\$2,993			(\$1,225)	\$9,265
	Columbian	\$8,528	\$28,913	\$27,253	\$47,386	\$8,767	\$21,664	\$11,253	\$30,357
	Decaf Irish Cream	\$9,632	\$26,155	\$2,727	\$6,261	\$2,933	\$11,592	(\$1,305)	\$18,235
	Total	\$23,265	\$69,080	\$30,989	\$56,640	\$11,700	\$33,256	\$8,724	\$57,856
Espresso	Caffe Latte					\$3,872	\$15,442	\$7,502	\$20,458
	Caffe Mocha	\$14,640	\$35,218	(\$6,230)	\$16,646	\$5,201	\$14,163	\$4,064	\$18,876
	Decaf Espresso	\$8,860	\$24,485	\$2,410	\$7,722	\$5,930	\$15,384	\$12,302	\$30,578
	Regular Espresso			\$10,062	\$24,036				
	Total	\$23,500	\$59,703	\$6,242	\$48,405	\$15,003	\$44,989	\$23,868	\$69,911
Herbal Tea	Chamomile	\$14,434	\$36,570	\$765	\$2,194	\$3,180	\$11,186	\$8,852	\$25,632
	Lemon	\$6,251	\$21,978	\$7,901	\$27,176	\$2,593	\$14,497	\$13,120	\$32,274
	Mint	\$4,069	\$9,337	(\$2,242)	\$11,992			\$4,330	\$14,380
	Total	\$24,754	\$67,885	\$6,424	\$41,362	\$5,774	\$25,683	\$26,301	\$72,285
Tea	Darjeeling	\$10,772	\$30,289	\$6,497	\$14,096			\$11,780	\$28,769
	Earl Grey	\$10,331	\$32,881	\$3,405	\$6,505			\$10,425	\$27,387
	Green Tea	\$1,227	\$5,211	\$5,654	\$11,571			(\$7,109)	\$16,063
	Total	\$22,330	\$68,380	\$15,557	\$32,172			\$15,097	\$72,220



Efficiency: Bertin's Three Levels of Reading

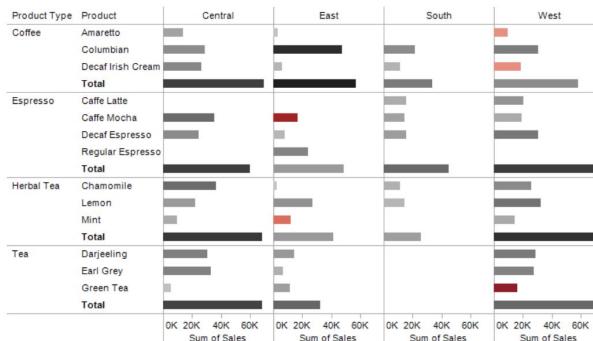
Elementary

Single value

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	Green Tea	\$1,227	\$5,211	\$5,654	\$11,571		(\$7,109)	\$16,063	
	Total	\$22,330	\$68,380	\$15,557	\$32,172			\$15,097	\$72,220

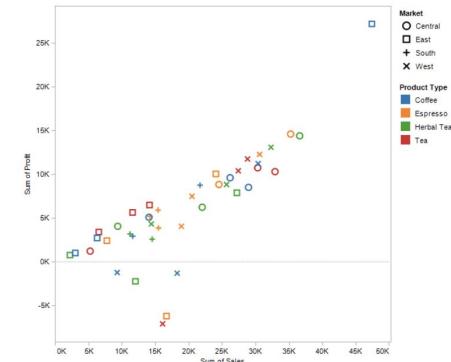
Intermediate

Relationship between values



Global

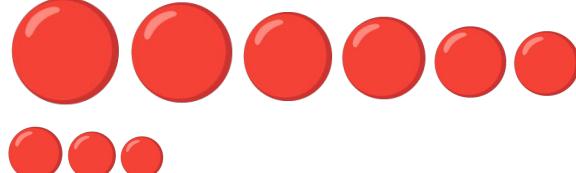
Relationship as a whole



Presenting Different Data Types

Data Type	Description	Examples
Nominal	Data that represents categories without any inherent order. The values are just labels or names.	Apple, Banana, Orange Eagle, Jay, Hawk
Ordinal	Data that represents categories with a meaningful order, but the difference between categories is not quantifiable.	Poor, Fair, Good, Excellent Monday, Tuesday, Wednesday, ...
Quantitative	Data that consists of numerical values where arithmetic operations are meaningful.	150 cm, 160 cm, 170 cm 2.4, 5.98, 10.1, ...

Presenting Different Data Types via Area

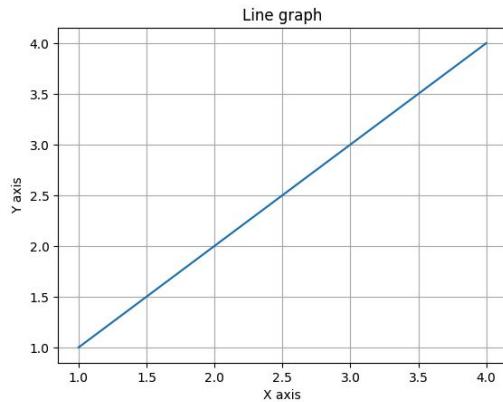
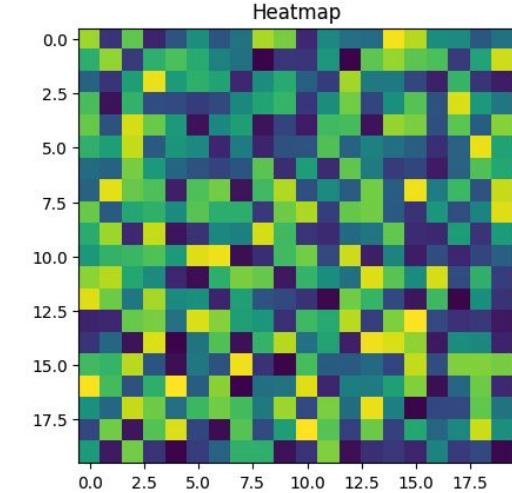
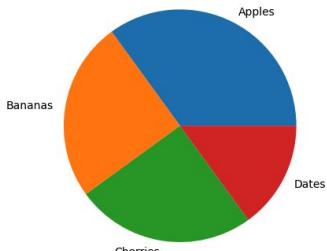
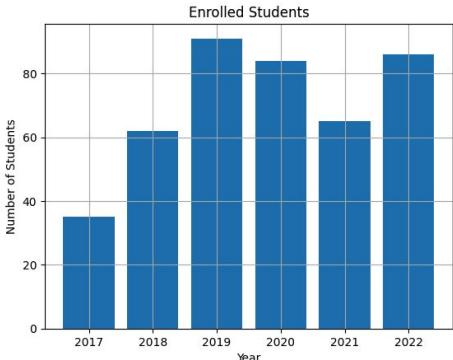
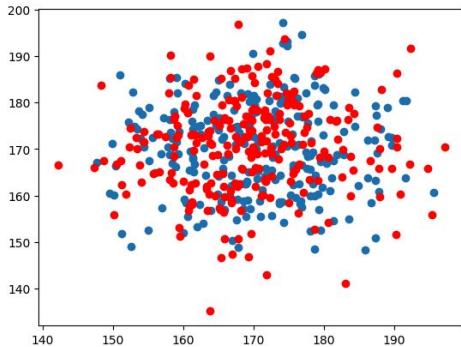
Data Type	Description	Examples
Nominal	Data that represents categories without any inherent order. The values are just labels or names.	(Conveys ordering... 😬)
Ordinal	Data that represents categories with a meaningful order, but the difference between categories is not quantifiable.	
Quantitative	Data that consists of numerical values where arithmetic operations are meaningful.	

Presenting Different Data Types via Color

Data Type	Description	Examples
Nominal	Data that represents categories without any inherent order. The values are just labels or names.	
Ordinal	Data that represents categories with a meaningful order, but the difference between categories is not quantifiable.	
Quantitative	Data that consists of numerical values where arithmetic operations are meaningful.	

Various Formats

- Heatmap
- Histogram
- Bar chart
- Line chart
- Pie chart
- Scatter plot
- Dashboard
- ... and more



Heatmap

- Special case of a table
- Purpose: Showing magnitude using color intensity.
- Best for: Correlation matrices, frequency distributions.

Table

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

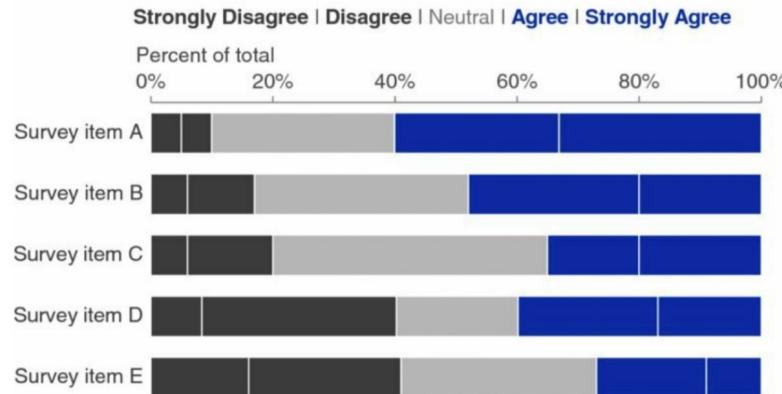
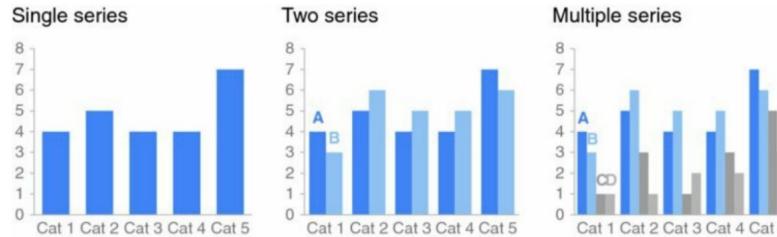
Heatmap

LOW-HIGH

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

Bar Chart

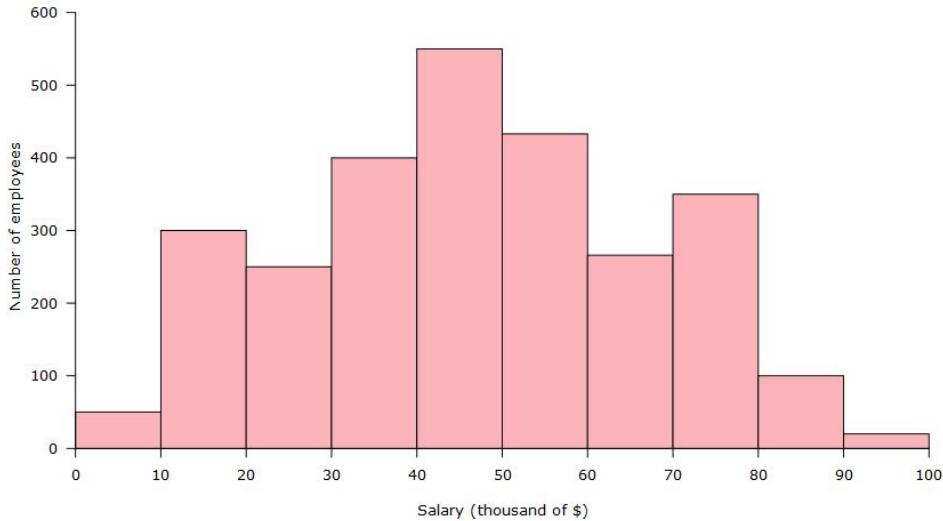
- Each bar represents a category
- Its height corresponds to the value or frequency of that category.
- Various forms:
 - Vertical
 - Horizontal
 - Stacked



Histogram

- Consists of bars
- Each bar represents the frequency (or count) of data points within a specific range (or bin).

Chart 5.7.1
Distribution of salaries of the employees of ABC Corporation



Ref: <https://www150.statcan.gc.ca/n1/edu/power-pouvoir/ch9/histo/5214822-eng.htm>

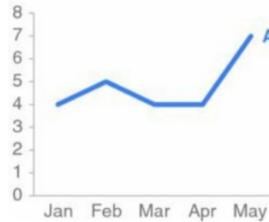
Histogram VS Bar Chart

	Histogram	Bar Chart
Type of Data	Continuous	Categorical (discrete)
X-axis	Ranges (bins of numbers)	Distinct categories
Purpose	To show distribution of data	To compare values between categories
Use Cases	Analyzing frequency, shape, and spread of data (e.g., test scores, temperatures)	Comparing groups (e.g., sales by region, customer preferences)

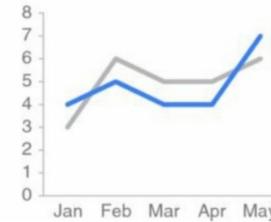
Line Chart

- Used to plot continuous data
- Show trend
- Various forms:
 - Line
 - Line with range
 - Slopegraph

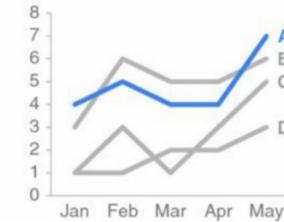
Single series



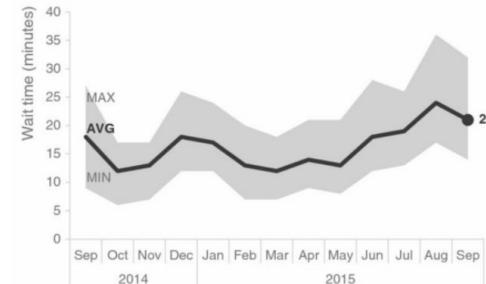
Two series



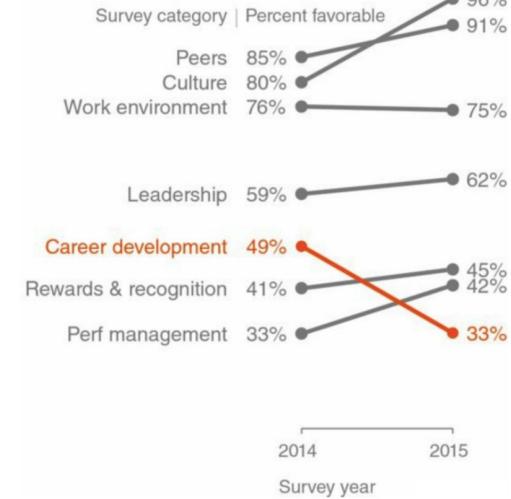
Multiple series



Passport control wait time
Past 13 months

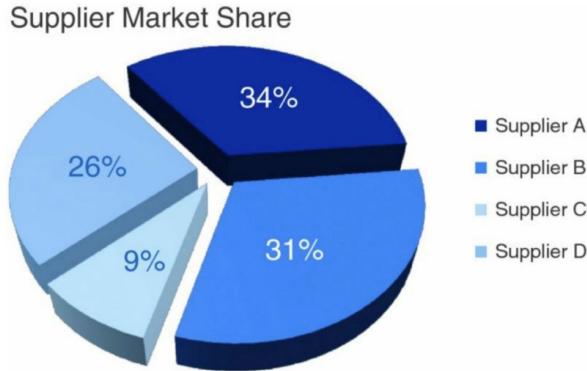


Employee feedback over time



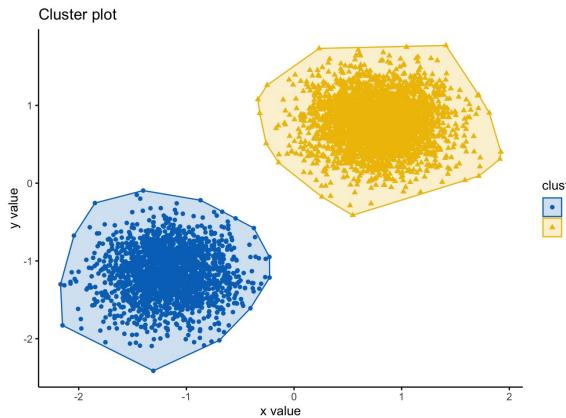
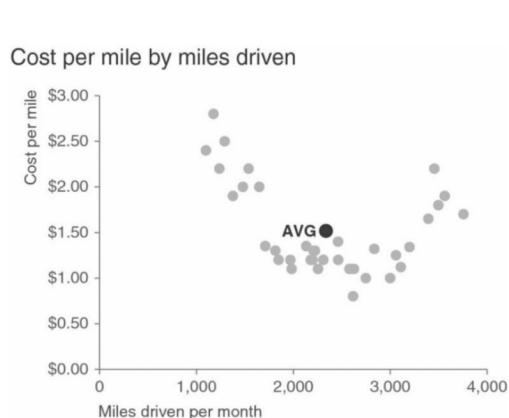
Pie Chart

- A circular statistical graphic divided into slices
- Each slice represents a proportion of a whole
- Could be hard to read
- Not recommended when precision and clarity are important

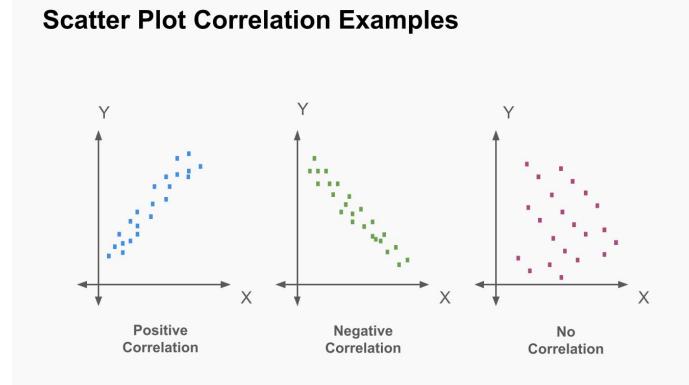


Scatter Plot

- Points
- Purpose: To visualize relationships or correlations between two numerical variables.
- Convey:
 - Interesting point
 - Trend
 - Cluster



Ref: https://bookdown.org/brittany_davidson1993/bookdown-demo/cluster-analysis-part-1.html



Ref: <https://planyway.com/blog/how-to-make-a-scatter-plot>

Dashboard

- A panel to display all your data visualizations in one place
- Various types of visual data
- Quick understanding at a glance

Sales

\$297k

this month

▲ \$16k vs last month

\$9.6k

today

\$20.6k

yesterday

NPS (past 30 days)



Biggest deals this month

Alice	\$8,600
Jared	\$8,500
Heather	\$7,540
Shaun	\$7,450
Marsha	\$6,530
Jared	\$4,565
Heather	\$4,560
Polly	\$4,215
Dalisu	\$3,560

Social followers

19.5k

LinkedIn

▲ 11v yday

10.5k

Twitter

▲ 22v yday

Website (past 7 days)

27.2k

Users

▲ 1.6k vs last week

126

Enquiries

▼ 28 vs last week

Active users



Dashboard vs Report

Dashboard

- High-level view of the data
- Created to answer a single question

Report

- More narrow focus
- In-depth view into a dataset
- Tend to concentrate on a single item or event

Application Examples

- Customer metrics
- Logistics information
- Sales information
- Human resources data
- Web analytics
- Project management

Python Libraries

Static

- Matplotlib
- Seaborn

Interactive

- Plotly
- Bokeh
- pygal
- Folium
- PowerBI



- Freedom to fully explore data
- More engaging
- Better understanding of data

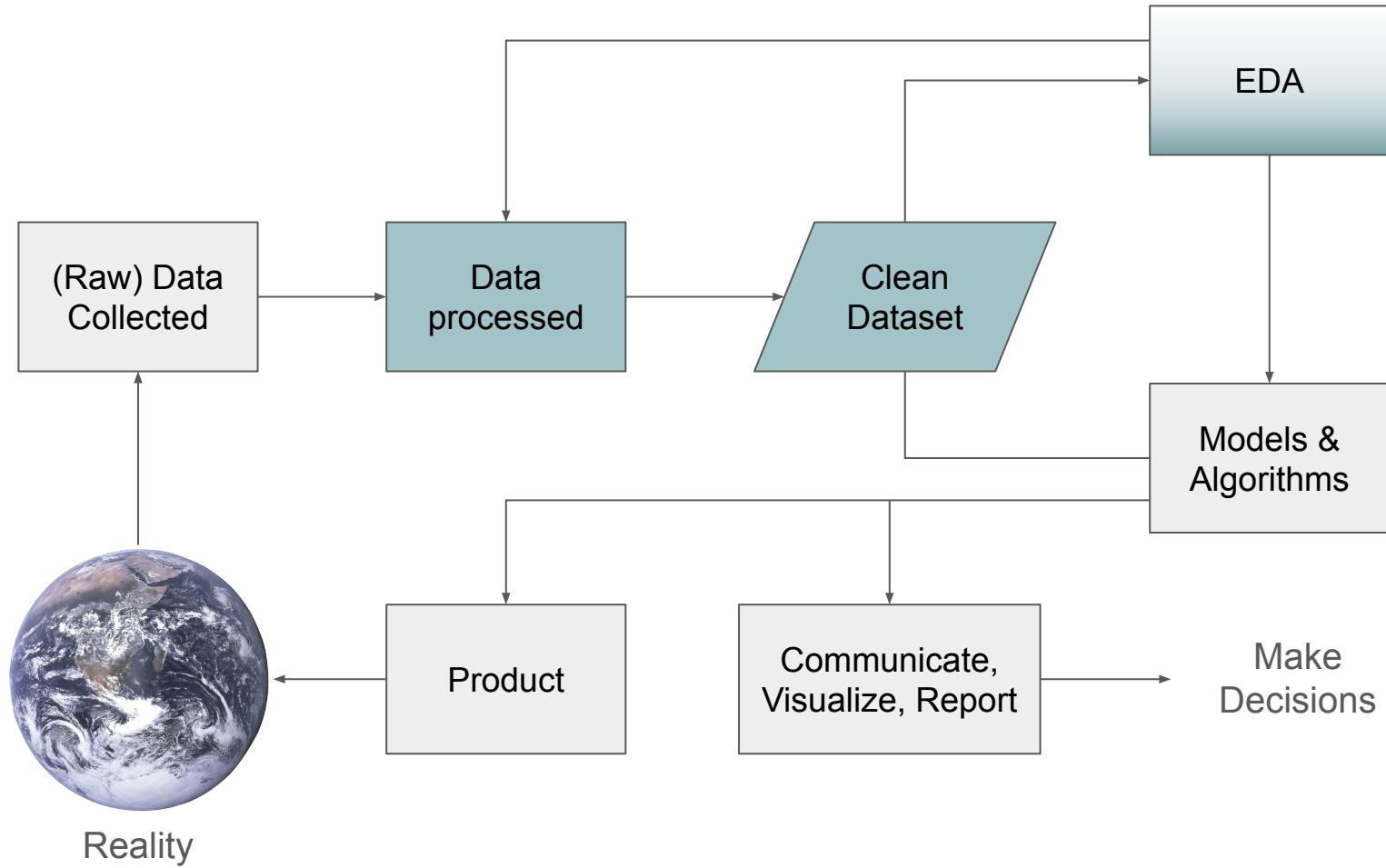
Interactive Visualization: Pros & Cons

Pros

- Allow users to explore data at their own pace and level
- Provide user with more control
 - Hypothesis testing
 - Compare scenario
 - Perform what-if analysis
- Enhance storytelling and presentation

Cons

- Require time, effort, skills to develop than static charts
- Could confuse users
 - Many options → Distraction
- Readers might come up with a different conclusion



In Summary

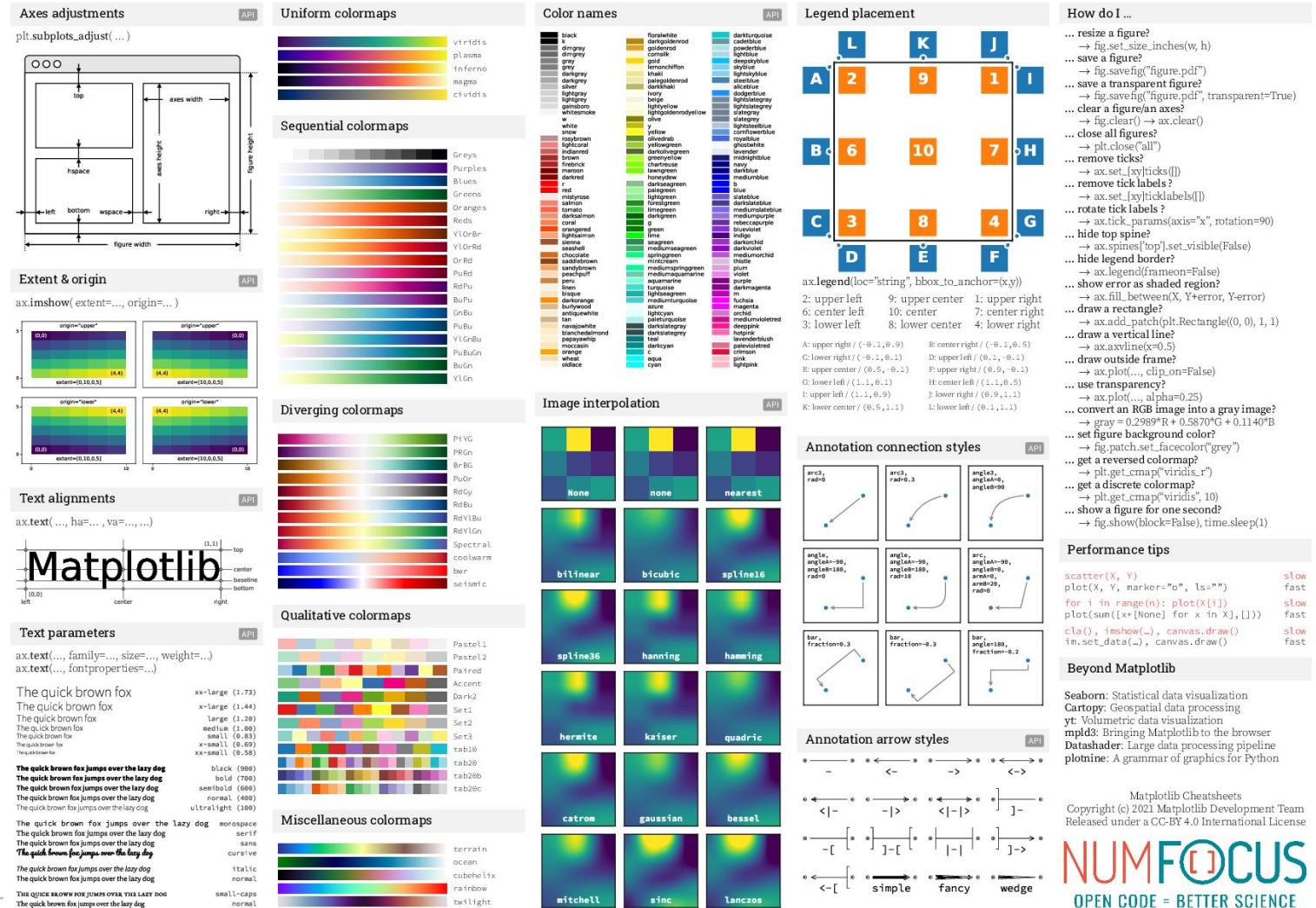
- Intro to Data Visualization
- Effective Visuals
- Types of Charts
- Dashboard
- Intro to Python libraries for Data Visualization
 - Static
 - Interactive



Ref: https://www.reddit.com/r/sciencememes/comments/13qp2wk/data_visualization_meme/

Q & A

Resources





GETTING STARTED

1. Install

In the terminal
sudo pip install plotly

2. Sign Up & Configure

<http://www.plot.ly/python/getting-started>

3. Boilerplate Imports

```
import plotly.plotly as py
import plotly.graph_objs as go
```

4. A Hello World Figure

```
trace = {'x': [1, 2], 'y': [1, 2]}
data = [trace]
layout = {}
fig = go.Figure(
    data = data,
    layout = layout)
```

5. Plot the Figure!

In the terminal:
plot_url = py.plot(fig)

Or in the IPython notebook:
py.iplot(fig)

BASIC CHARTS

Line Plots

```
trace1 = go.Scatter(
    x = [1, 2], y = [1, 2])
trace2 = go.Scatter(
    x = [1, 2], y = [2, 1])
py.iplot([trace1, trace2])
```

Bubble Charts

```
trace = go.Scatter(
    x = [1, 2, 3], y = [1, 2, 3],
    marker = dict(
        color = ['red', 'blue',
                 'green'],
        size = [30, 80, 200]),
    mode = 'markers')
py.iplot([trace])
```

Scatter Plots

```
trace1 = go.Scatter(
    x = [1, 2, 3], y = [1, 2, 3],
    text = ['A', 'B', 'C'],
    textposition = 'top center',
    mode = 'markers+text')
mode = [trace]
py.iplot(data)
```

Heatmaps

```
trace = go.Heatmap(
    z = [[1, 2, 3, 4],
         [5, 6, 7, 8]])
data = [trace]
py.iplot(data)
```

Bar Charts

```
trace = go.Bar(
    x = [1, 2], y = [1, 2])
data = [trace]
py.iplot(data)
```

Area Plots

```
trace = go.Scatter(
    x = [1, 2], y = [1, 2],
    fill = 'tonexty')
data = [trace]
py.iplot(data)
```

LAYOUT

Legends

```
trace1 = go.Scatter(
    name = 'Calvin',
    x = [1, 2], y = [1, 2])
trace2 = go.Scatter(
    name = 'Hobbes',
    x = [2, 1], y = [2, 1])
```

Axes

```
trace = go.Scatter(
    x = [1, 2, 3, 4],
    y = [1, 2, 3, 6])
```

```
axis_template = dict(
    showgrid = False,
    zeroline = False,
    nticks = 20,
    showline = True,
    title = 'X AXIS',
    mirror = 'all')
```

```
layout = go.Layout(
    showlegend = True,
    legend = dict(
        x = 0.2, y = 0.5))
layout = go.Layout(
    xaxis = axis_template,
    yaxis = axis_template)
```

```
data = [trace1, trace2]
fig = go.Figure(
    data = data,
    layout = layout)
py.iplot(fig)
```

PYTHON CLIENT

PLOT.LY/PYTHON

ALL LAYOUTS

PLOT.LY/PYTHON/REFERENCE/#LAYOUT

STATISTICAL CHARTS

Histograms

```
trace = go.Histogram (  
    x= [ 1, 2, 3, 3, 3, 4, 5 ] )  
data = [ trace ]  
py.iplot ( data )
```

Box Plots

```
trace = go.Box (   
    x= [ 1, 2, 3, 3, 3, 4, 5 ] )  
data = [ trace ]  
py.iplot ( data )
```

2D Histogram

```
trace = go.Histogram2d (   
    x= [ 1, 2, 3, 3, 3, 4, 5 ],  
    y= [ 1, 2, 3, 3, 3, 4, 5 ] )  
data = [ trace ]  
py.iplot ( data )
```

MAPS

Bubble Map

```
trace = dict (   
    type = 'scattergeo',  
    lon = [ 100, 400 ], lat = [ 0, 0 ],  
    marker = dict (   
        marker = [ 'red', 'blue' ]  
        size = [ 30, 50 ] ),  
    mode = 'markers' )  
py.iplot ( [ trace ] )
```

Choropleth Map

```
trc = dict (   
    type = 'choropleth',  
    locations = [ 'AZ', 'CA', 'VT' ],  
    locationmode = 'USA-states',  
    colorscale = [ 'Viridis' ],  
    z = [ 10, 20, 40 ] )  
lyt = dict ( geo = dict ( scope = 'usa' ) )  
map = go.Figure ( data = [ trc ],  
    layout = lyt )  
py.iplot ( map )
```

Scatter Map

```
trace = dict (   
    type = 'scattergeo',  
    lon = [ 42, 39 ], lat = [ 12, 22 ],  
    marker = [ 'Rome', 'Greece' ],  
    mode = 'markers' )  
py.iplot ( [ trace ] )
```

3D CHARTS

3D Surface Plots

```
trace = go.Surface (   
    colorscale = 'Viridis' ,  
    z = [ [ 3, 5, 8, 13 ],  
          [ 21, 13, 8, 5 ] ] )  
data = [ trace ]  
py.iplot ( data )
```

3D Line Plots

```
trace = go.Scatter3D (   
    x = [ 9, 8, 5, 1 ], y = [ 1, 2, 4, 8 ],  
    z = [ 11, 8, 15, 3 ],  
    mode = 'lines' )  
data = [ trace ]  
py.iplot ( data )
```

3D Scatter Plots

```
trace = go.Scatter3D (   
    x = [ 9, 8, 5, 1 ], y = [ 1, 2, 4, 8 ],  
    z = [ 11, 8, 15, 3 ],  
    mode = 'markers' )  
data = [ trace ]  
py.iplot ( data )
```

FIGURE HIERARCHY

Figure { }

```
DATA []  
TRACE {}  
x, y, z []  
color, text, size []  
colorscale ABC or []  
MARKER {}  
color ABC  
symbol ABC  
LINE {}  
color ABC  
width 123
```

```
LAYOUT {}  
title ABC  
XAXIS, YAXIS {}  
SCENE {}  
XAXIS, YAXIS, ZAXIS {}  
GEO {}  
LEGEND {}  
ANNOTATIONS {}
```

{ } = dictionary

[] = list

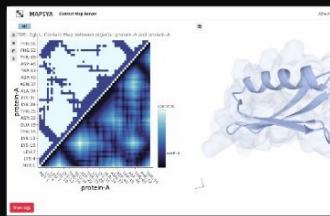
ABC = string

123 = number

Bioinformatics & Life Sciences

Singapore Institute for Clinical Sciences (SICS) is not the first to visualize health data through Dash's interactive platform. Explore examples of bioinformatics in a variety of Python and Dash applications, ranging from genomics, public health, clinical trials, 3D images, and more.

← ALL APPS

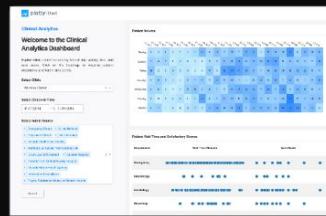


Biomolecular Visualization

Visualization of biomolecular interactions in proteins and biological complexes.

LEARN MORE

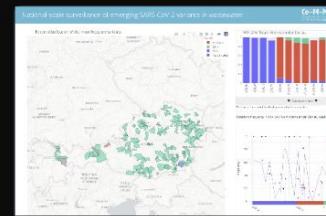
By Sebastian Kmiecik



Clinical Patient Dashboard

Explore clinic patient volume by time of day, waiting time, and care score.

By Plotly

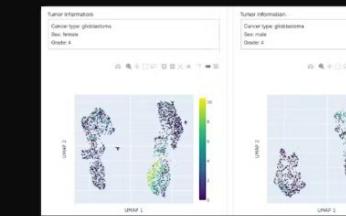


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<https://plotly.com/examples/bioinformatics/>