

# 7 Awesome Data Visualizations for Business

Improve your insights, increase engagement and boost your presentations by turning dormant data into striking visualizations.

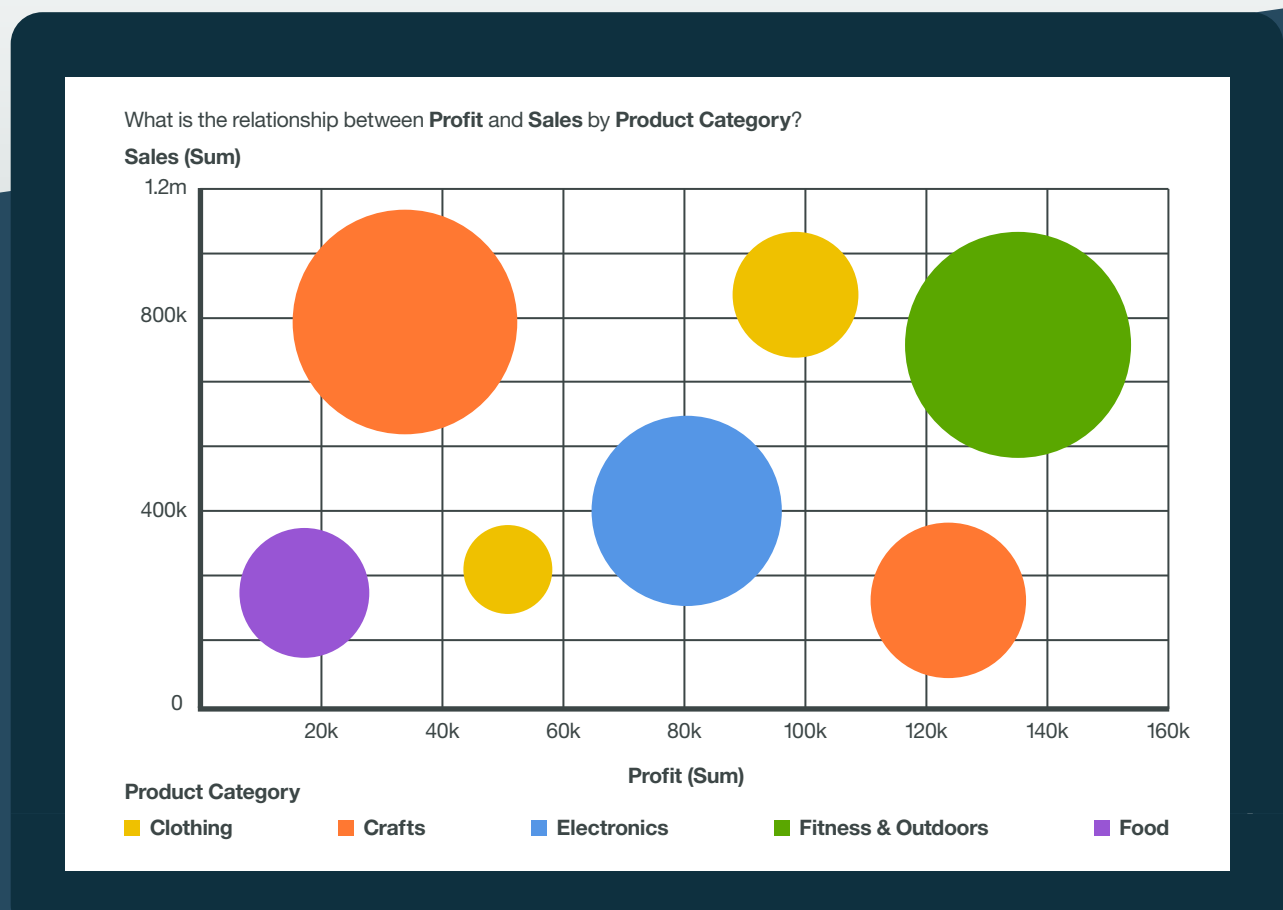
## 1. Bubble

A bubble visualization lets you add a third or fourth column of data to a typical x-y graph. Scaled circles (bubbles) are used to indicate other layers of data.

Use cases:

- Segment your products on a sales and profit chart
- Create perceptual maps to position products (such as good/bad, high/low)

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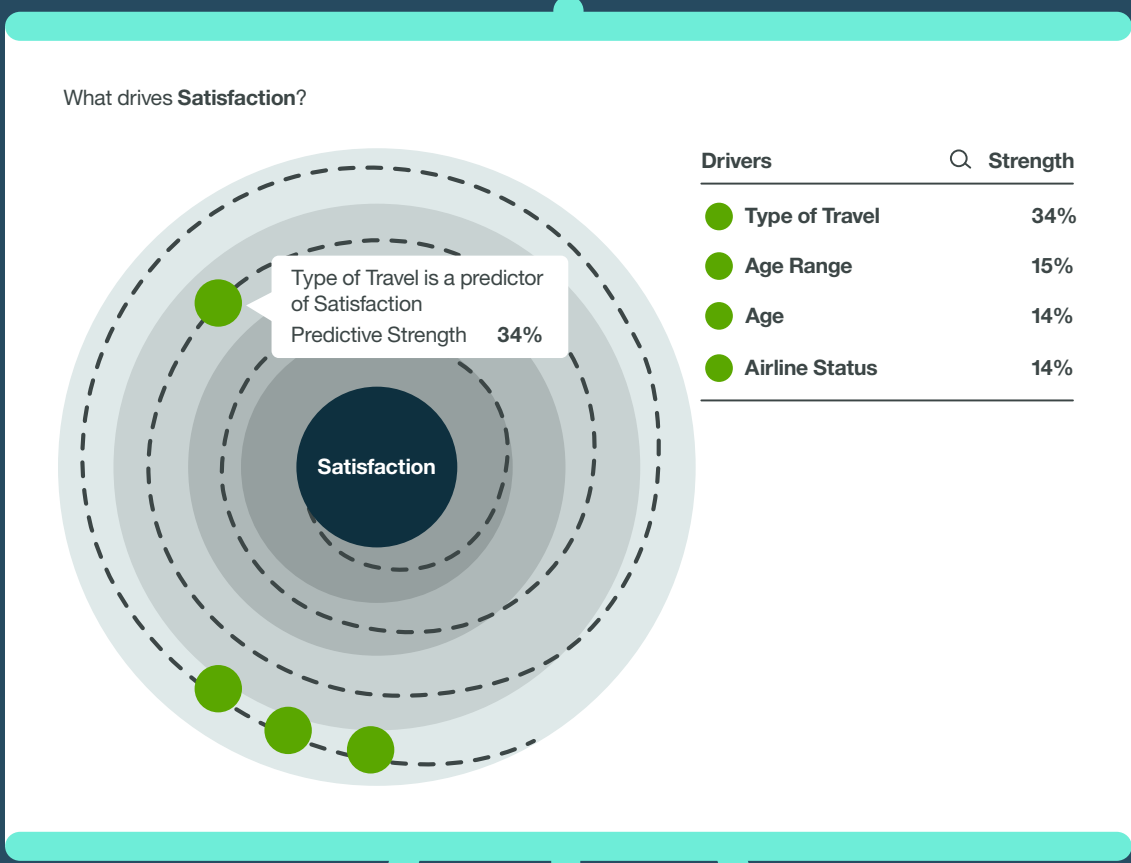
## 2. Spiral

The spiral visualization, which is unique to **Watson Analytics**, reveals what is driving data outcomes. It can be used for predictive analytics. The nearer the driver to the center, the stronger its influence.

Use cases:

- Find out what drives sales (such as price, advertising spend, location)
- In a customer satisfaction analysis, discover what issues are negatively affecting retention

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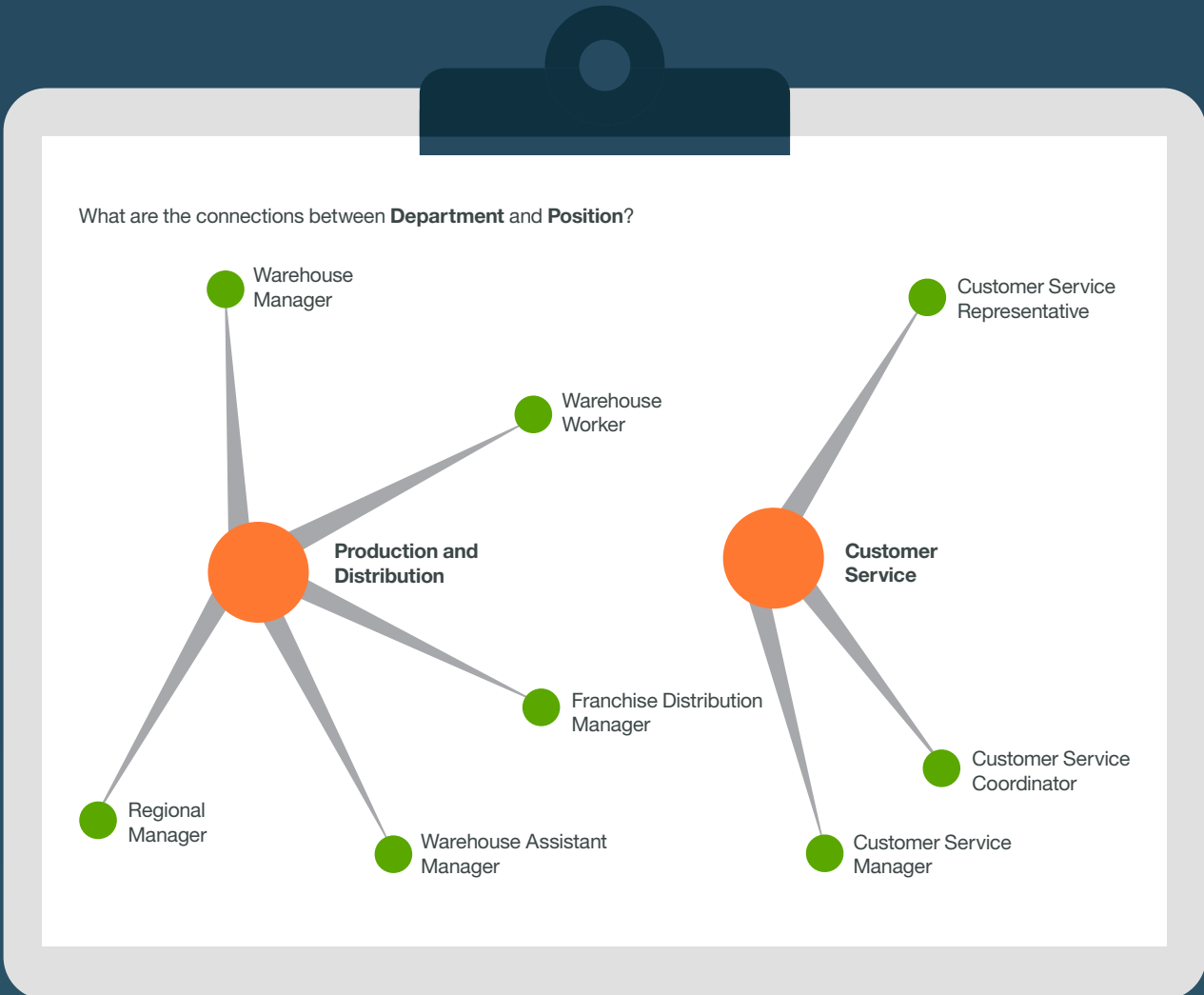
## 3. Network

A network visualization shows connections within your data. It is built on nodes (column items) from which lines project to reveal connections. The weight (shade or thickness) of a line suggests the strength of a connection.

Use cases:

- Map organizational infrastructure and understand how personnel and departments are connected
- In marketing, use to identify similar buyers—or buyer interests—among selected target groups

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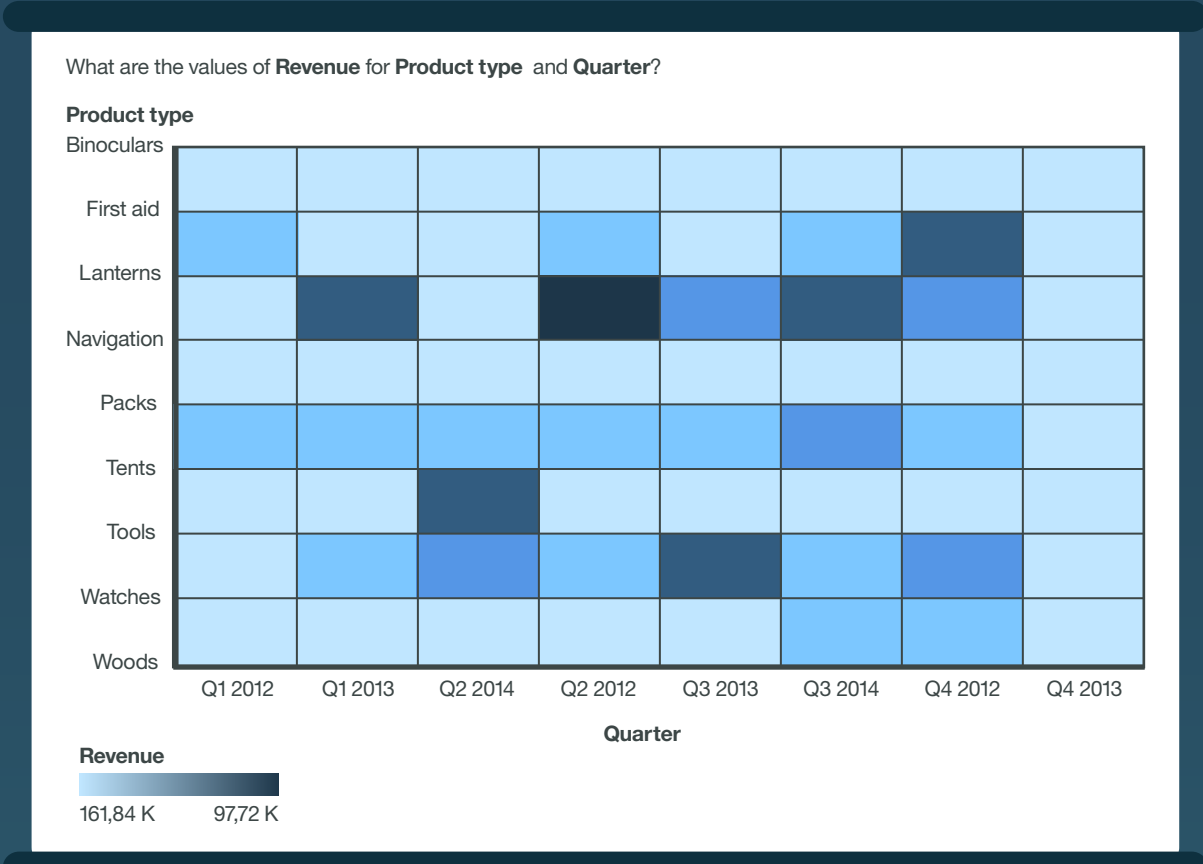
## 4. Heatmap

A heatmap is like a shaded spreadsheet. Instead of numbers appearing in cells, each cell is shaded to represent a value or a value range. The lower the value, the lighter the shade. The higher the value, the darker the shade.

Use cases:

- Highlight main revenue-generating products contained in a large volume of data
- Insert into presentations to allow easy comprehension of data without reference to numbers

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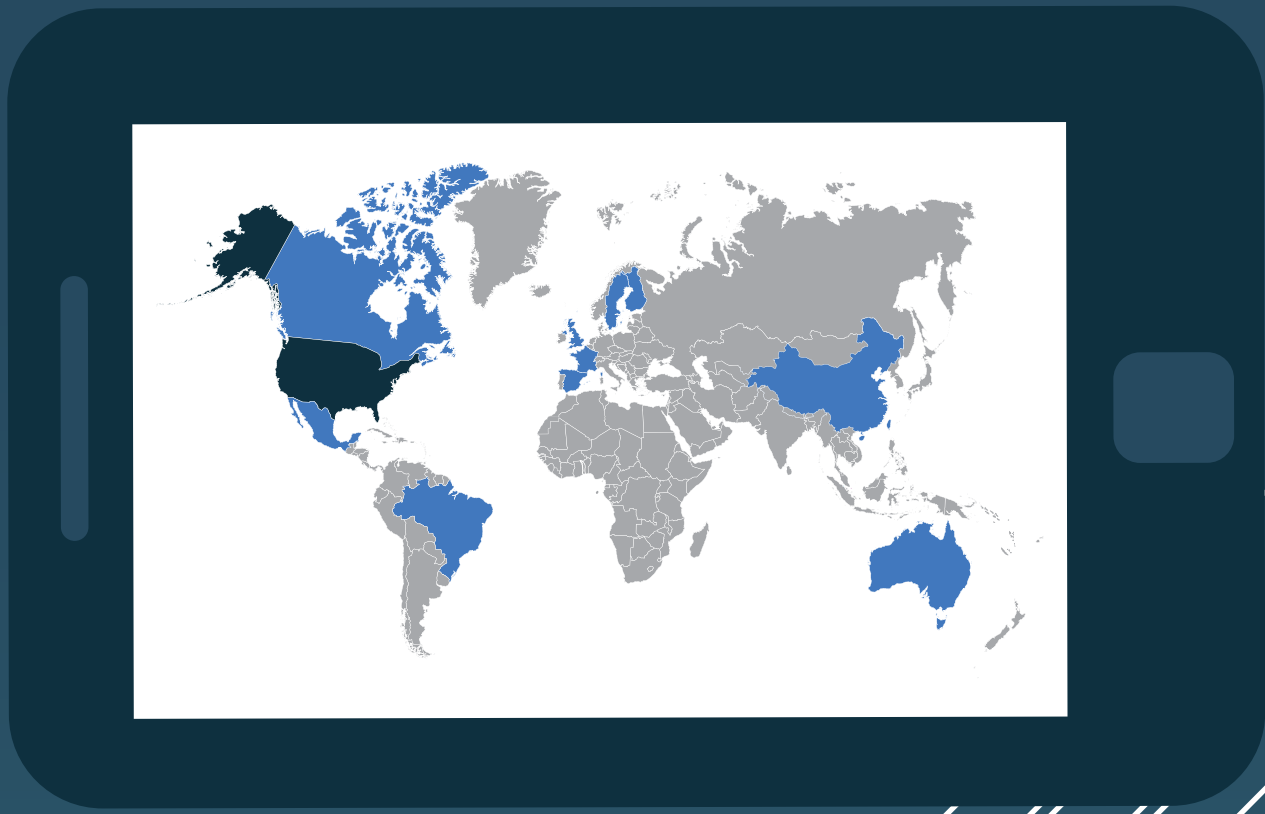
## 5. Map

A map visualization is like a heatmap, except it attaches intensities to geographic regions—for example, continents or countries. Different regions are shaded from dark to light to indicate values such as population densities.

Use cases:

- Create data maps that reveal activity only relevant to the areas of your business
- Spot under-performing sales territories and understand local conditions that might be affecting results

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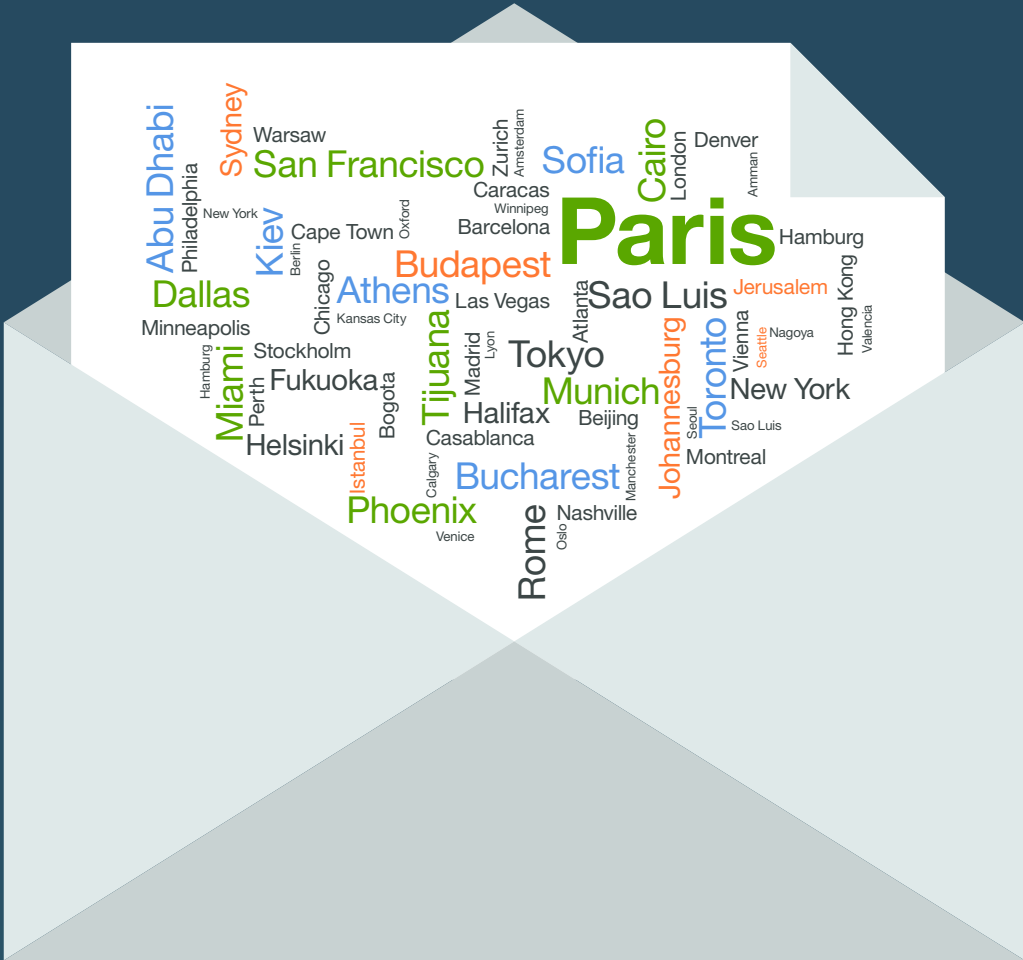
## 6. Word Cloud

A word cloud is a visualization of words sized according to a value in your data. The greater the value associated with the word, the larger it appears in a word cloud.

Use cases:

- For digital marketing, discover the best performing keywords used across online campaigns
- In a customer satisfaction analysis, collate online comments to find recurring words that reveal how the public responds to your products or services

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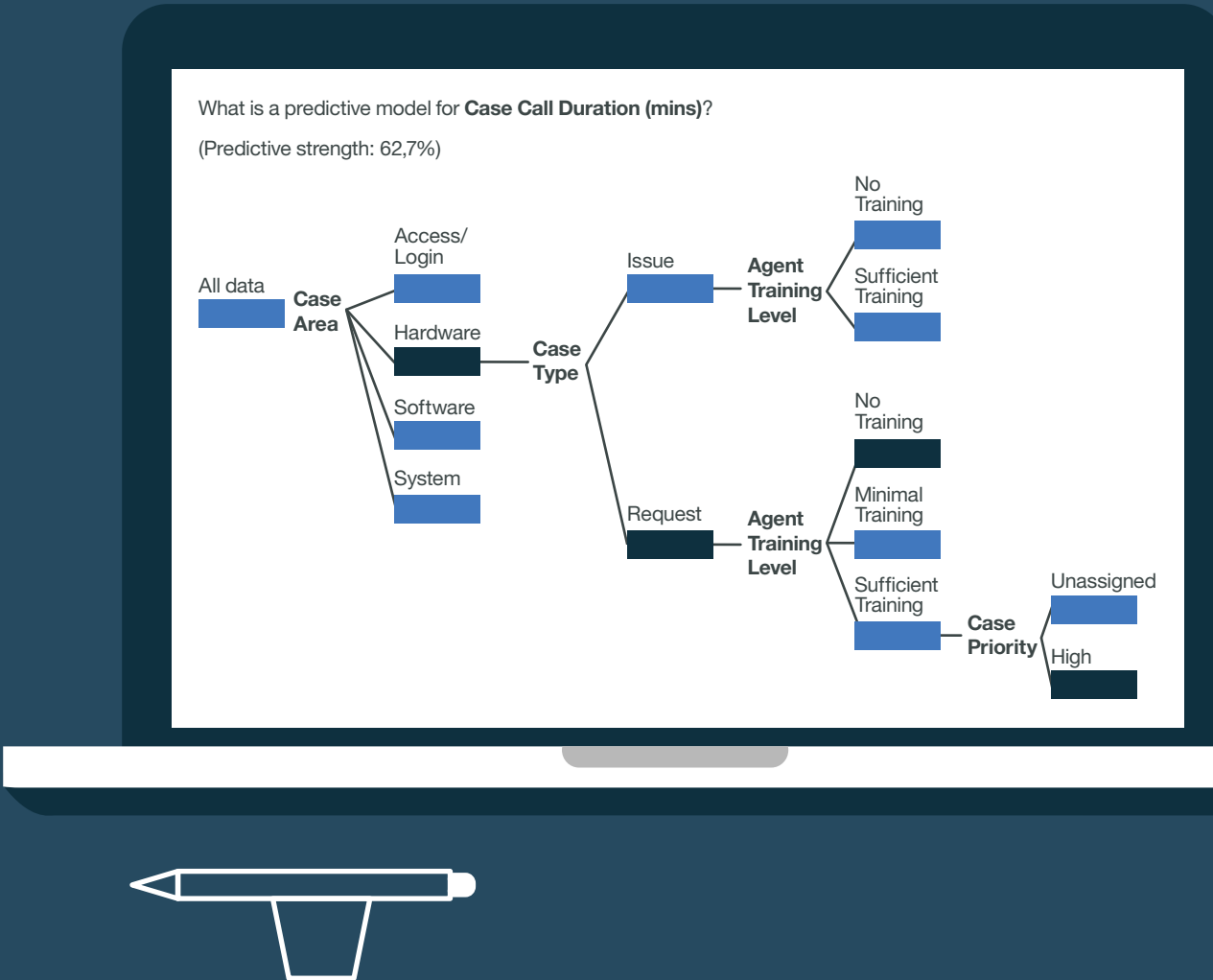
## 7. Decision Tree

A decision tree reveals the influencers on particular outcomes. Identify existing patterns to help predict future outcomes.

Use cases:

- Identify the drivers that lead to a successful outcome—for example, a sale
- Explore customer satisfaction patterns and predict likely outcomes based on key decision points on the decision tree

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