**Project: MARKET BASKET INSIGHTS**

**INNOVATION:**

**👉Advanced visualization techniques:**

Advanced-Data Visualization (henceforth ADV) is the refined and sophisticated version of visualisation techniques that uses machine learning and automated technologies to make more analytical and comprehensive reports for all relevant stakeholders, make predictions, derive hidden insights, and generate recommendations.

**👉 tools for analysis:**

Google Charts, Tableau, Grafana, Chartist, FusionCharts, Datawrapper, Infogram, and ChartBlocks.

**👉Three advanced data visualization techniques:**

Line Charts :involves Creating a graph in which data is represented as a line or a set of data points joined by a line.

Area chart

Pie Charts

Bar Charts

Gauges

Heat and Treemaps

3D Charts

3D Colum

**Visualization** **tool is best for data analsist:**

**👉Best Data Visualization Tools:**

* Tableau. Tableau is a data visualization tool that can be used by data analysts, scientists satisticians, etc. to visualize the data and get a clear opinion based on the data analysis. .
* Looker
* Zoho Analytics
* Sisense
* IBM Cognos Analytics
* Qlik Sense
* Domo

.Microsoft Power BI

# 👉***insights to visualization:***

*insights in visualizations provide analytic insights that can help users to detect and* validateany *important relationships and meaningful differences based on the data that is presented by the visualization.*

**👉supported visualization types for insights:**

The following visualization types support insights:

•Area

•Bubble

•column

•Heatmap

•Line

•Line and column

•Map

•packed bubble

• pie

•scatter

•word cloud

•Tree map