




# Haz que tus datos hablen



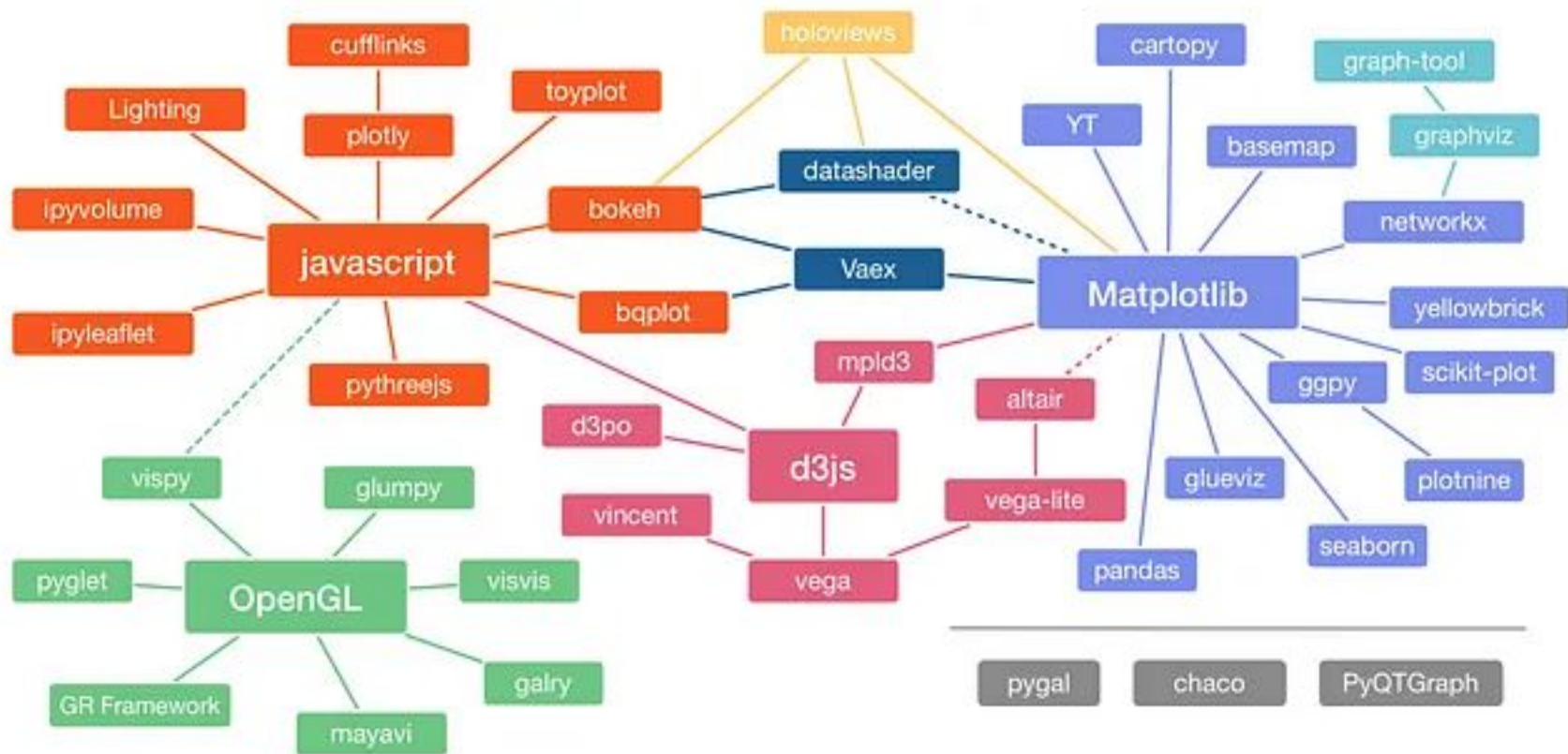
Resalta tus hallazgos con  
python

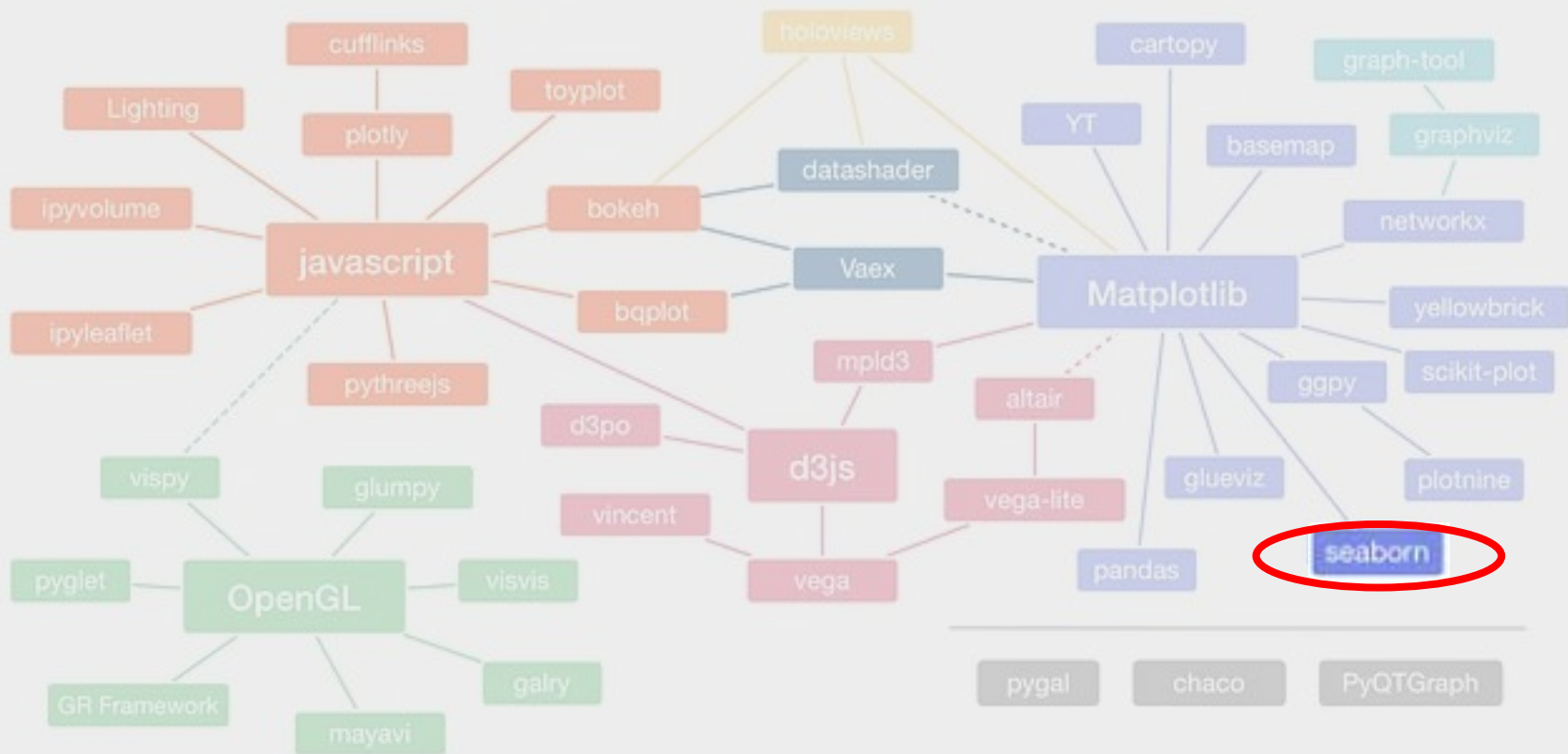




**Sharon Camacho**

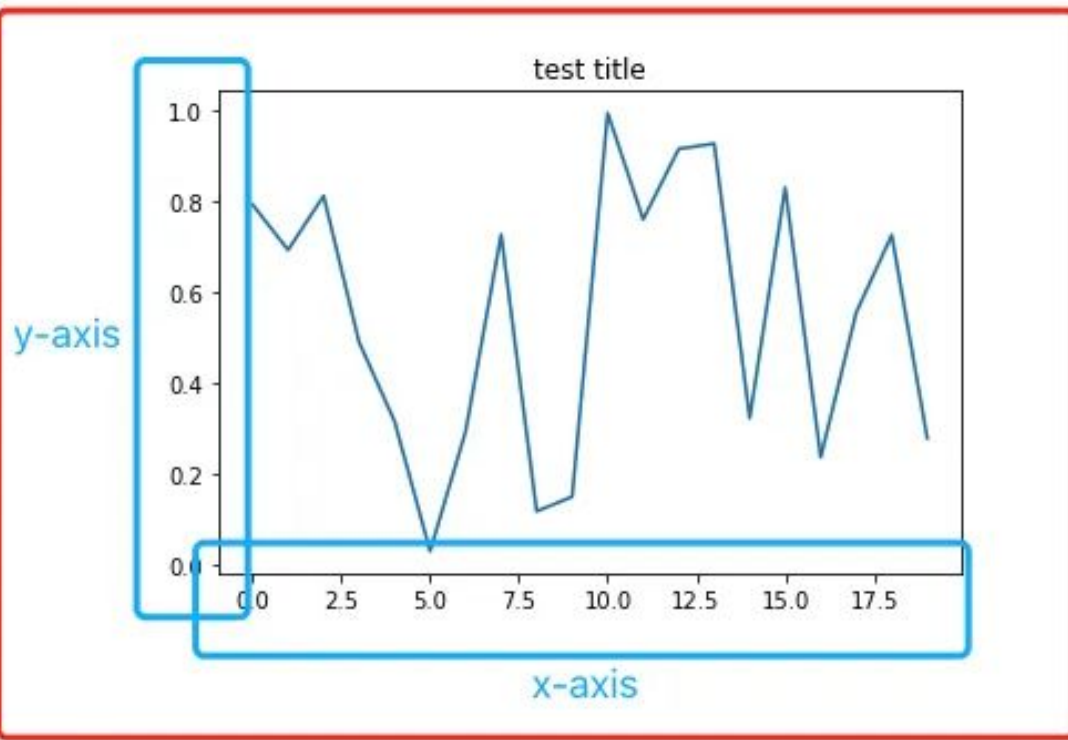
Científica de Datos  
Suman





Figure

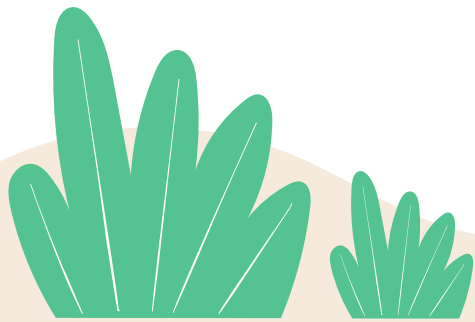
Axes

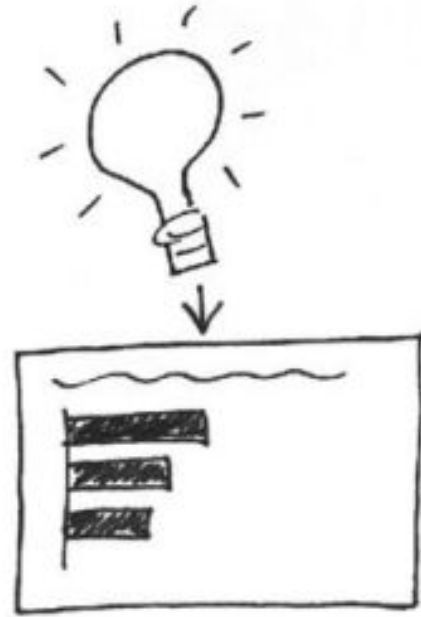




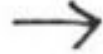
¿Qué pasó?

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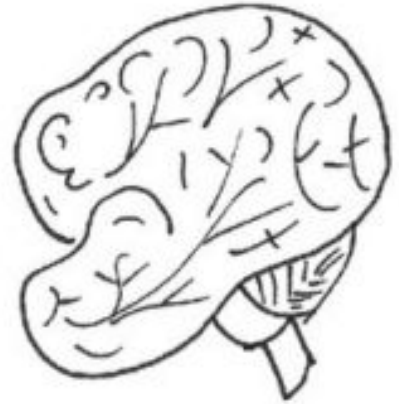




Stimulus



Eye

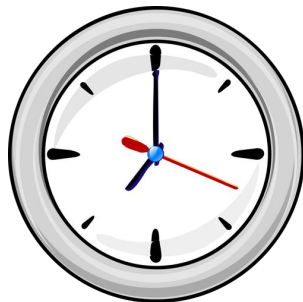


Brain

Icónica



Corto  
Plazo



Largo  
Plazo



Brain



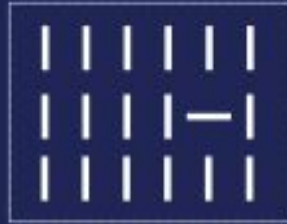
# Atributos de pre-atención



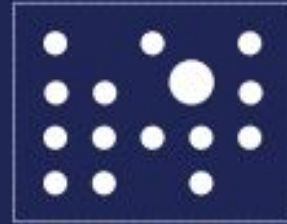
Longitud



Grosor



Orientación



Tamaño



Forma



Encerrar



Posición 2D



Agrupar



Matiz



Intensidad



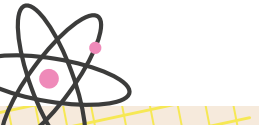
# Tres principios importantes

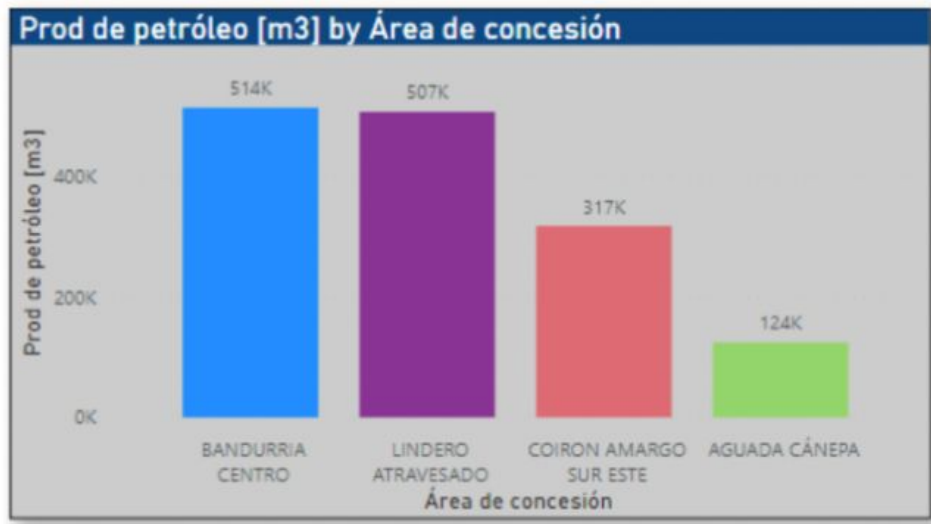


Equilibrio

Alineación

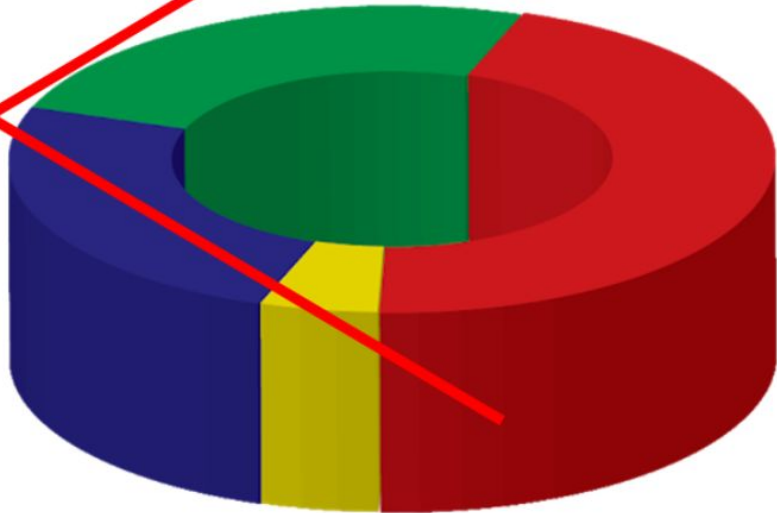
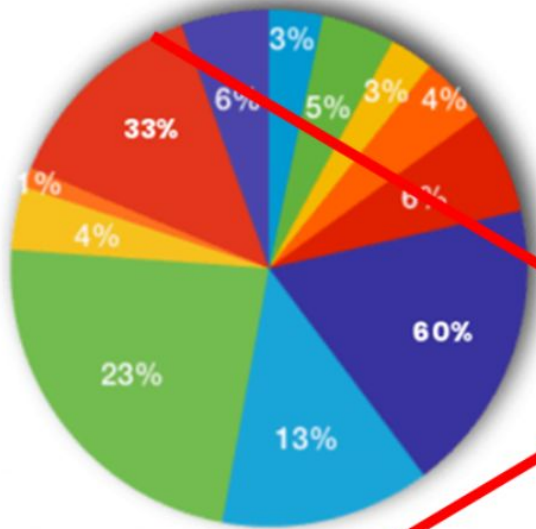
Espacios en  
Blanco

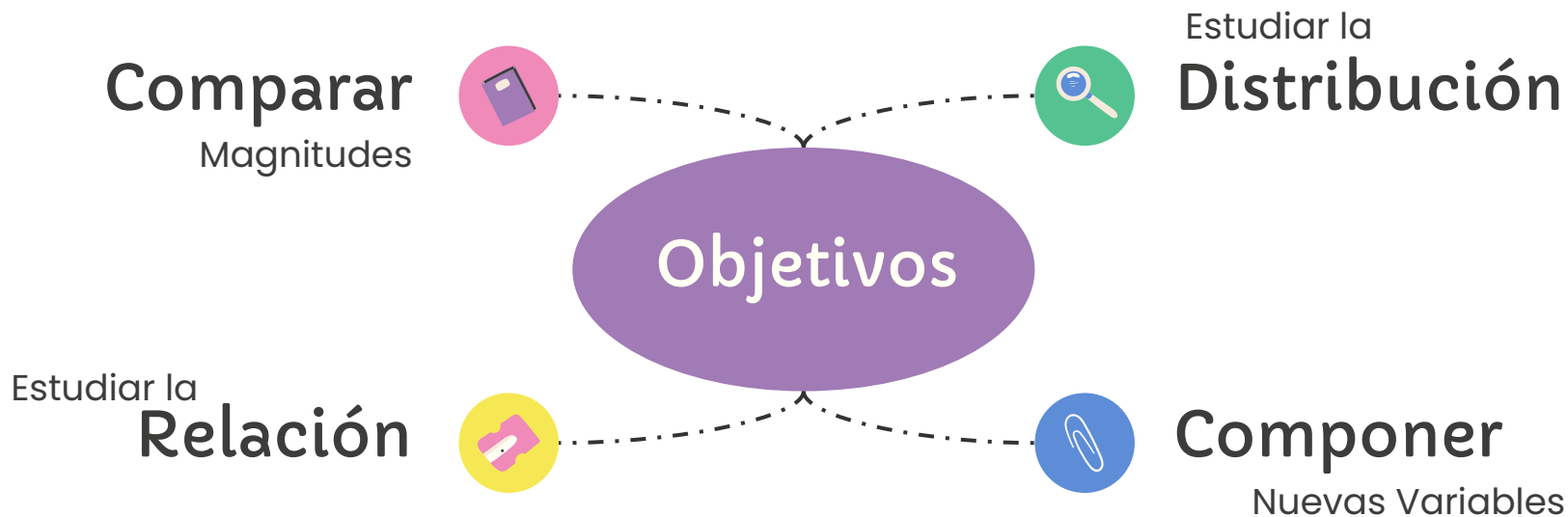


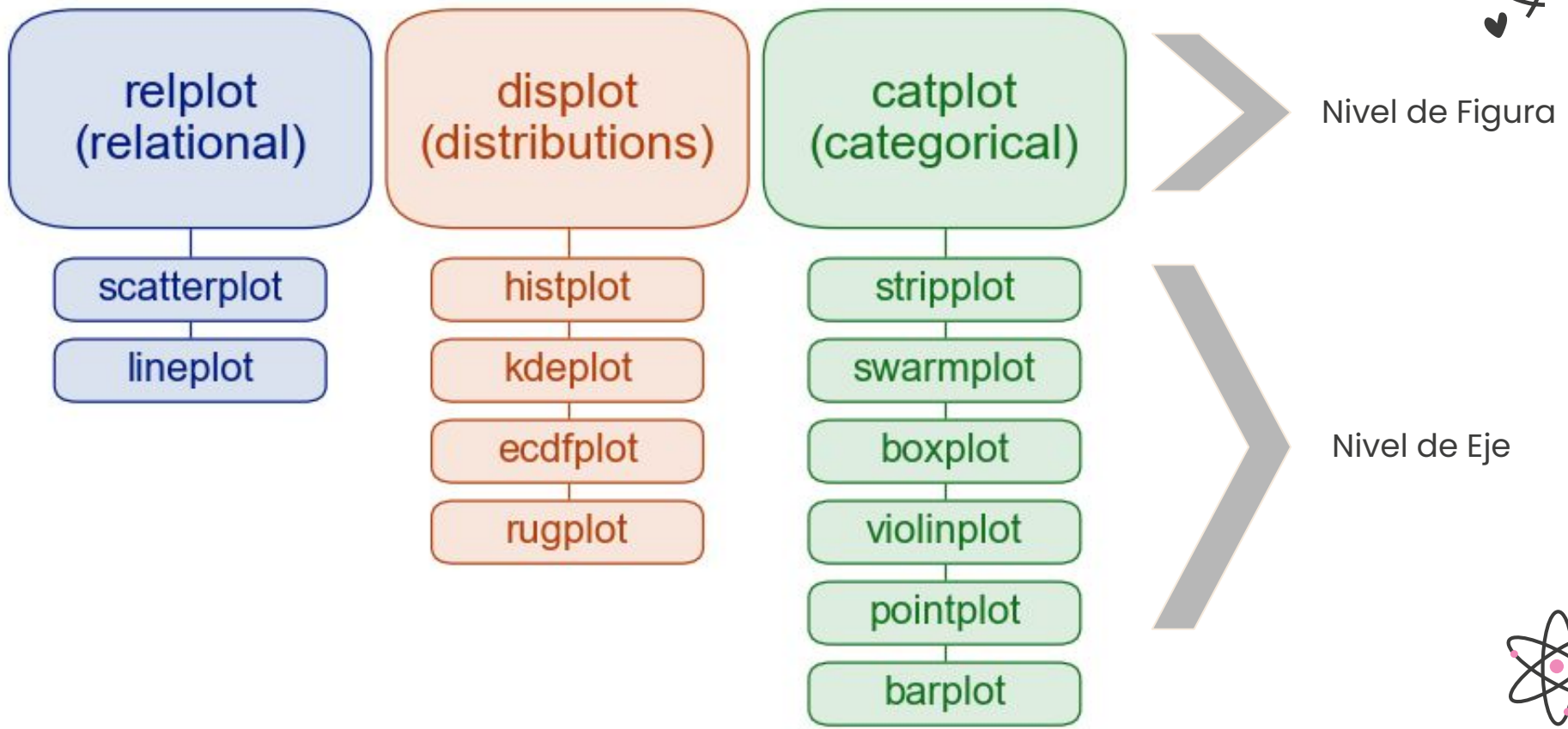


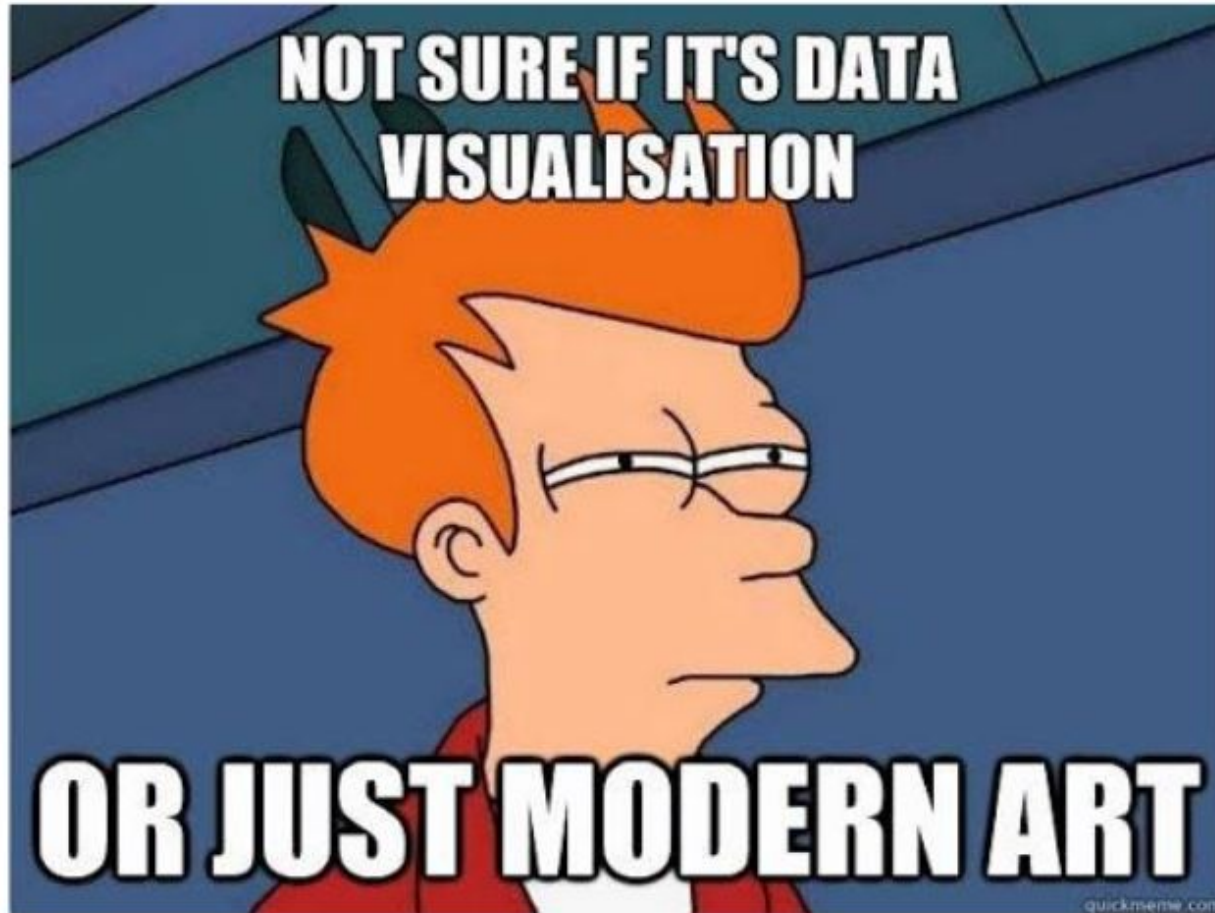
Prod de petróleo [m3] by Área de concesión













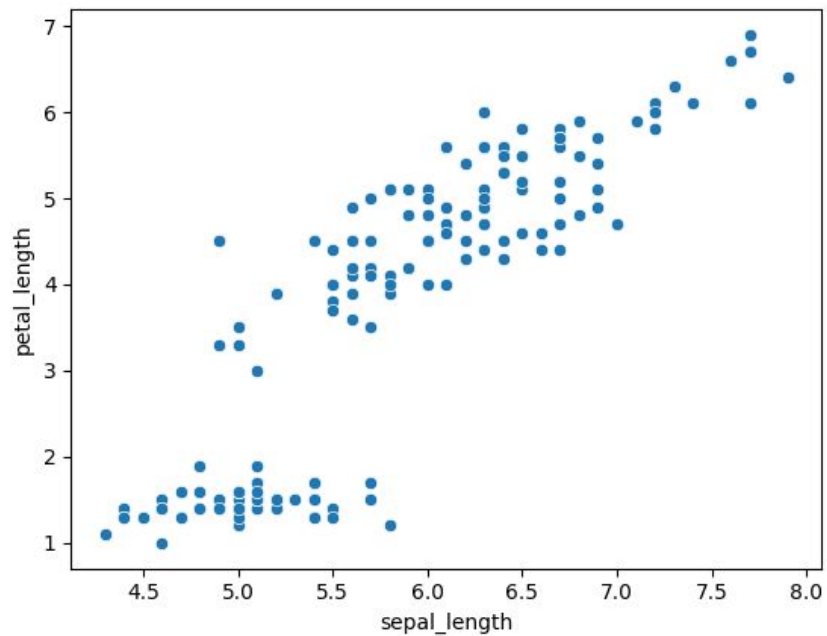
# Let's code! ..

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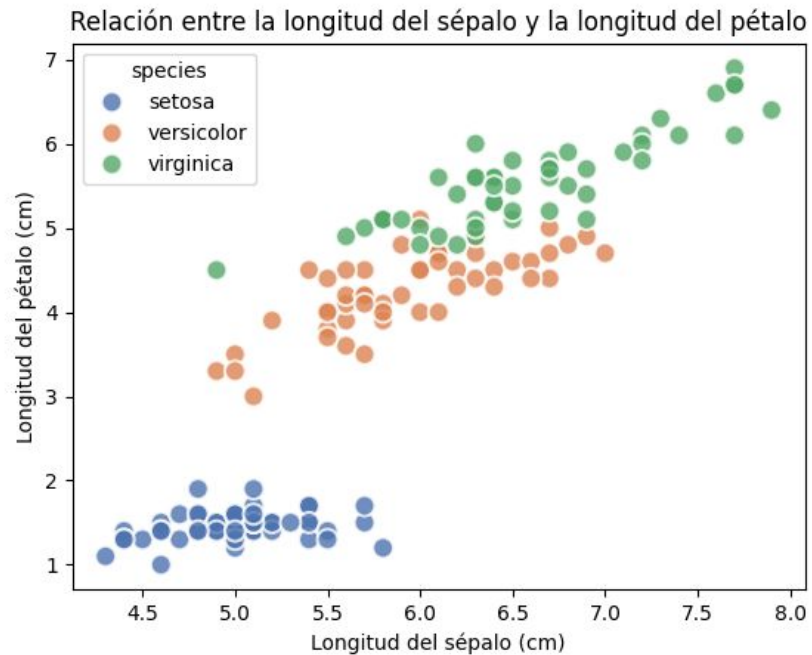




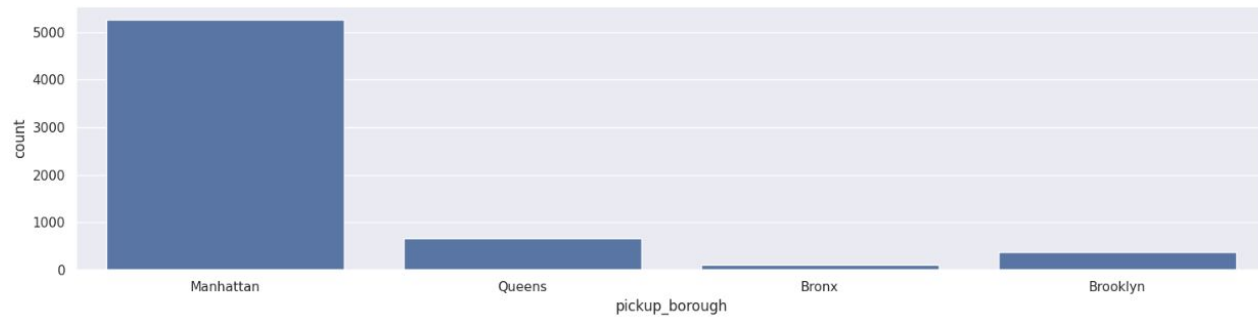
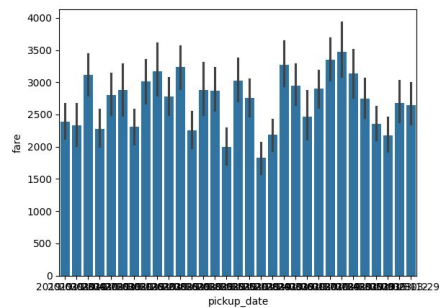
**Antes**



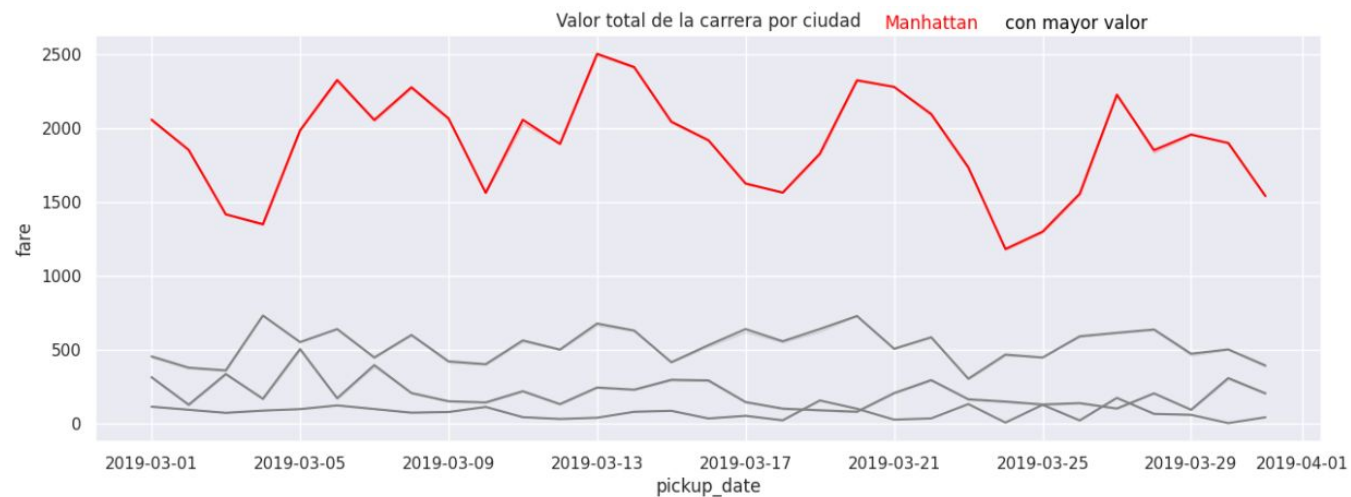
**Despues**



## Antes



## Después





# Gracias!



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