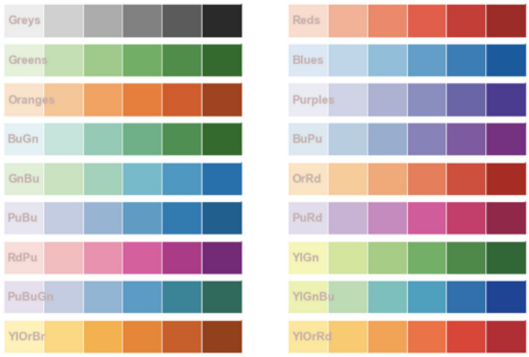
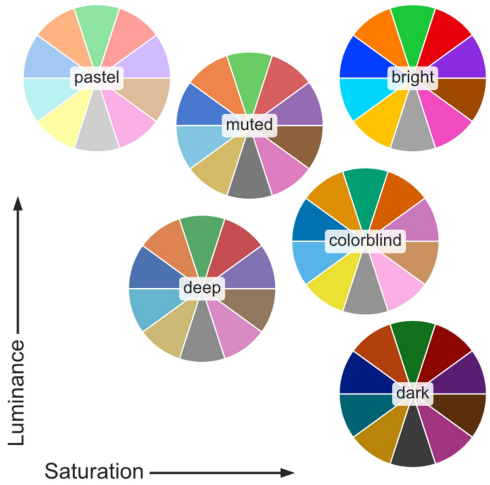
Day 33

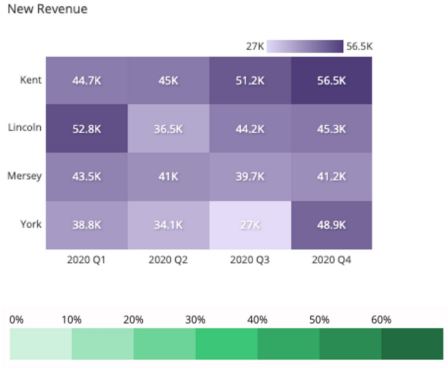
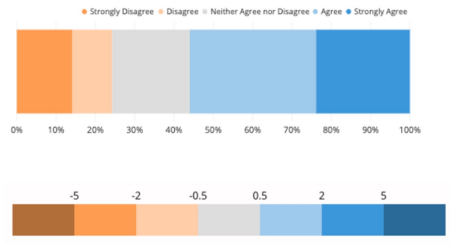
Color Palette:

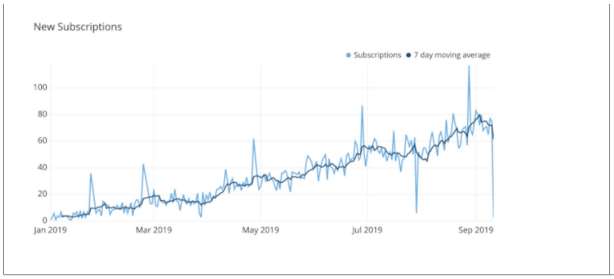
Seaborn color palette:

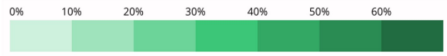




Color psycology:

Qualitative palettes	Sequential palettes	Diverging palettes
• A qualitative palette is used when the variable is categorical in nature • In a qualitative palette, the colors assigned to each group need to be distinct. As a rule of thumb, you should try to limit the maximum palette size to ten or fewer colors. • If you have more possible values than colors, then you should try to bundle values together, like setting the smallest categories to a single “other” category. • Avoid having two colors with the same hue, but different lightness and saturation, unless the values associated with those colors are related. For example, you might have a line chartwith daily readings in a light-colored line, and a weekly rolling average in a darker shade.	• The most prominent dimension of color for a sequential palette is its lightness. Typically, lower values are associated with lighter colors, and higher values with darker colors • The secondary dimension for a sequential color palette is its hue. It is fine to just use a single hue for your color map, mostly varying lightness to indicate value. However, it’s worth considering spanning between two colors as an additional aid in encoding	• If our numeric variable has a meaningful central value, like zero, then we can apply a diverging palette. A diverging palette is essentially a combination of two sequential palettes with a shared endpoint sitting at the central value. Values larger than the center are assigned to colors on one side of the center, while smaller values get assigned to colors on the opposing side. • Typically, a distinctive hue is used for each of the component sequential palettes to make it easier to distinguish between positive and negative values relative to the center. Like with sequential palettes, the central value is generally assigned a light color, so that darker colors indicate larger distance from the center.
		





Reference:
https://www.atlassian.com/data/charts/how-to-choose-colors-data-visualization
https://www.tapclicks.com/resources/blog/the-influence-of-color-in-data-visualization
https://seaborn.pydata.org/tutorial/color_palettes.html