

# Creating Interactive Visualizations with Plotly

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# What is Plotly?

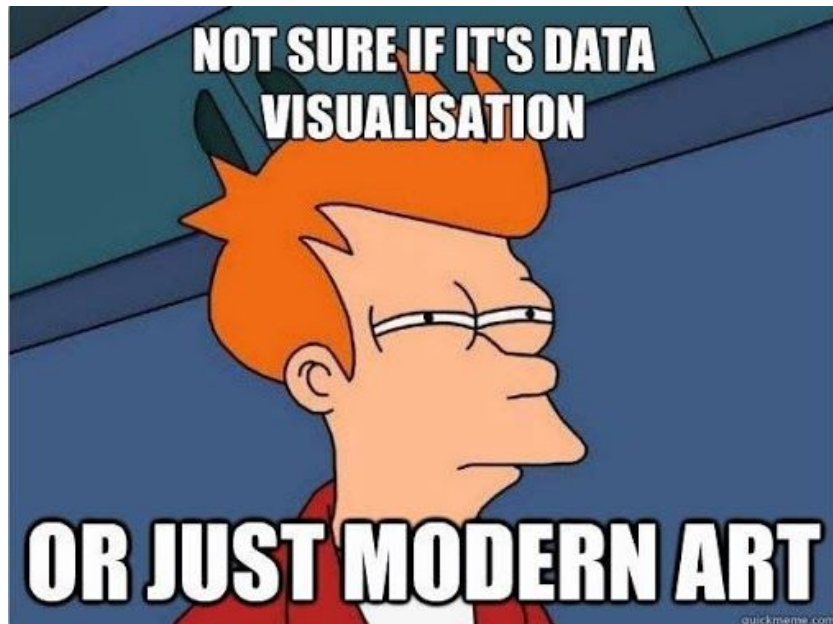
- ❑ Plotly allows users to import, copy and paste, or stream data to be analyzed and visualized
- ❑ **Plotly Express** is a new high-level Python visualization library: it's a wrapper for Plotly
- ❑ Interactive, open-source, and browser-based graphing library for Python
- ❑ Free to use





# Why use Plotly?

- Looks GREAT!
- Interactive so you can convey more information “under the hood”
- Most importantly....you can put in your Medium articles
- Convenient and the library is available in both Python and R (Python is waaayyyy less code so I prefer it)





# Installation

## For Python

- ❖ `pip install plotly==4.14.3` **OR**
- ❖ `conda install -c plotly plotly=4.14.3`
- ❖ `pip install chart-studio`
- ❖ `import plotly.express as px`

## For R

- ❖ `install.packages('plotly')`
- ❖ `library(plotly)`





# Demo

# Key Takeaways

- Use Plotly especially if you have geospatial data (lat/long coordinates county FIPS code, etc.)
- You may have to create multiple chart studio accounts to get the job done
- Plotly can be slow to load on Medium - ymmv
- [Create a free chart studio account](#)
- Follow the steps [here](#) to set up an API key (Python), and [here](#) to set up an API key (R)
- **Don't overdo it** - a simple bar graph probably doesn't need to be "interactive"





## More Resources

Embed Plotly visualizations (comprehensive article Start → Finish)

- ❖ <https://towardsdatascience.com/how-to-create-a-plotly-visualization-and-embed-it-on-websites-517c1a78568b> (open in incognito mode for free access)

Building Choropleth Maps

- ❖ <https://medium.com/@kbrook10/day-8-data-visualization-how-to-use-choropleth-maps-63c0fedfd5e7>