

# Communicating Insights from Business Data

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**Janani Ravi**

CO-FOUNDER, LOONYCORN

[www.loonycorn.com](http://www.loonycorn.com)

# Overview

**Bubble charts and bubble maps**

**Heatmaps**

**Time series data**

**Candlestick charts**

**Funnel charts**

**Sankey diagrams**

# Demo

**Loading XML data**

Demo

**Bubble charts**

Demo

**Bubble maps**

Demo

**Heat maps**

Demo

**Time series data**

# Candlestick Charts

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# Candlestick Charts



**Specifically designed to represent financial price information**

# Open, Close, High, Low



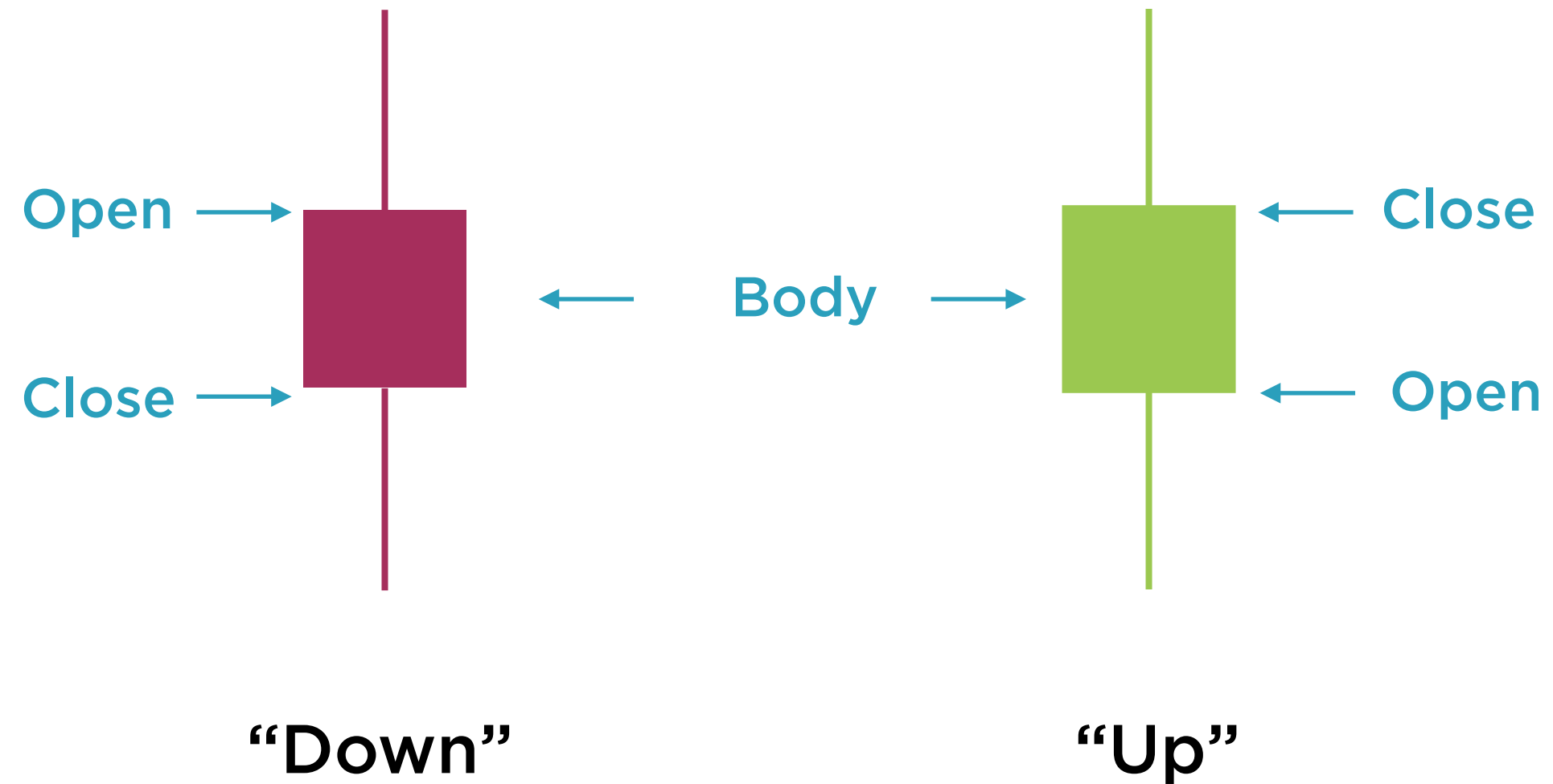
Each data point encapsulates **four items of information**

# Color Coding

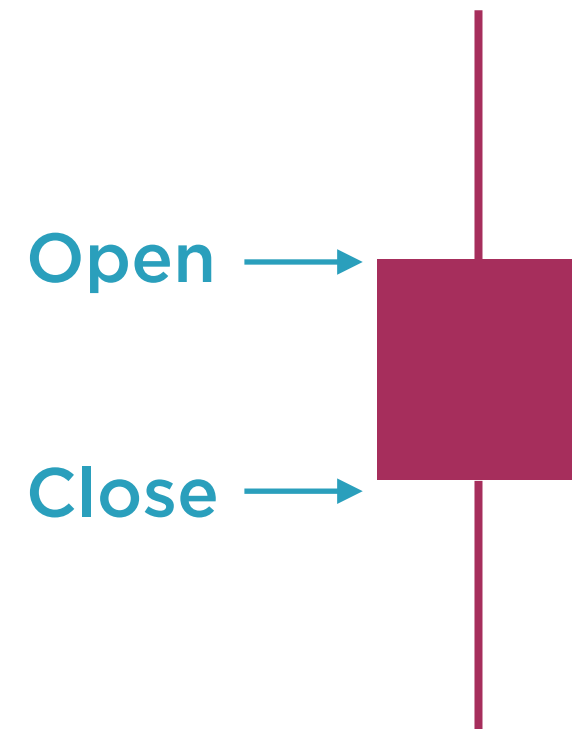


**Two different colors to represent “up” and “down” price moves**

# “Up” and “Down” Price Moves



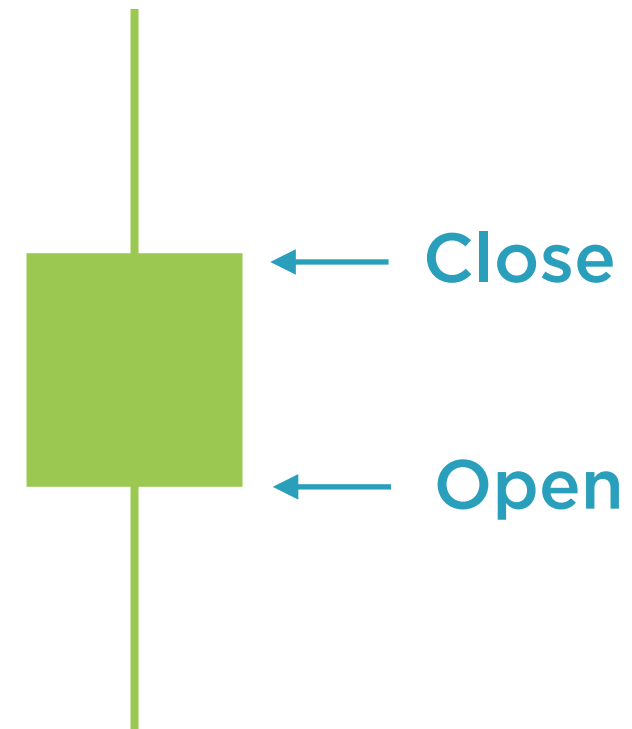
# “Down” Price Move



**Opening price > Closing price**

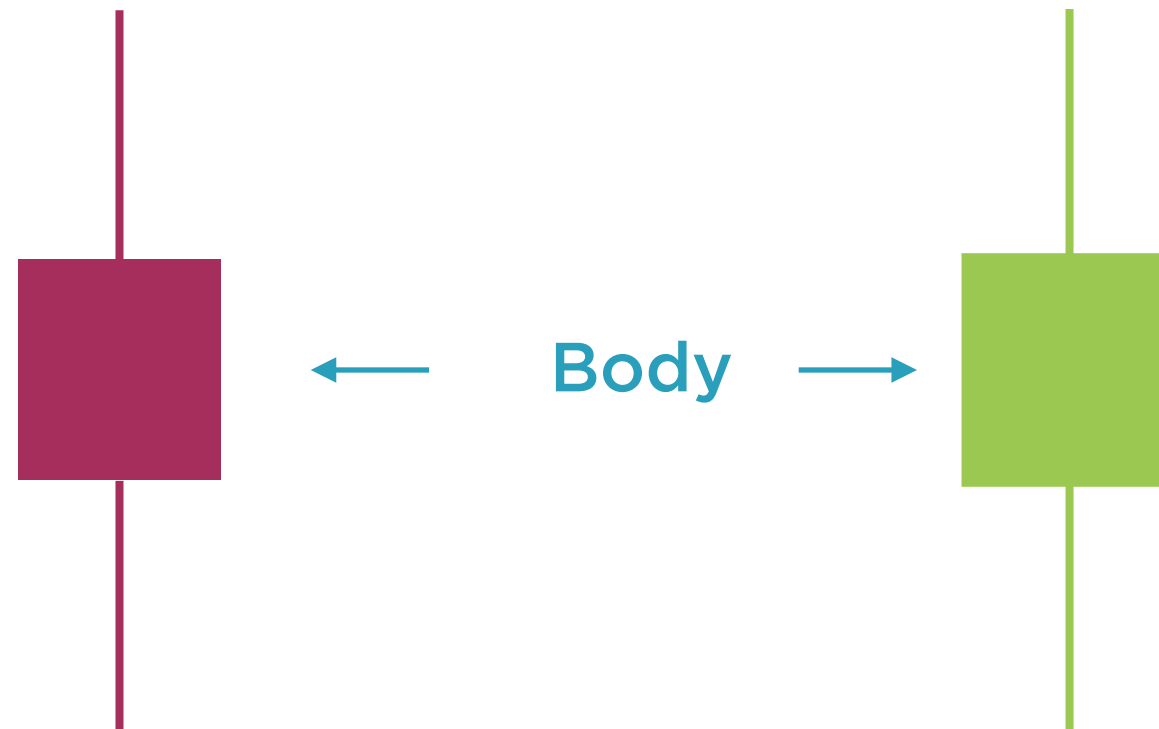
# “Up” and “Down” Price Moves

**Closing price > Opening price**



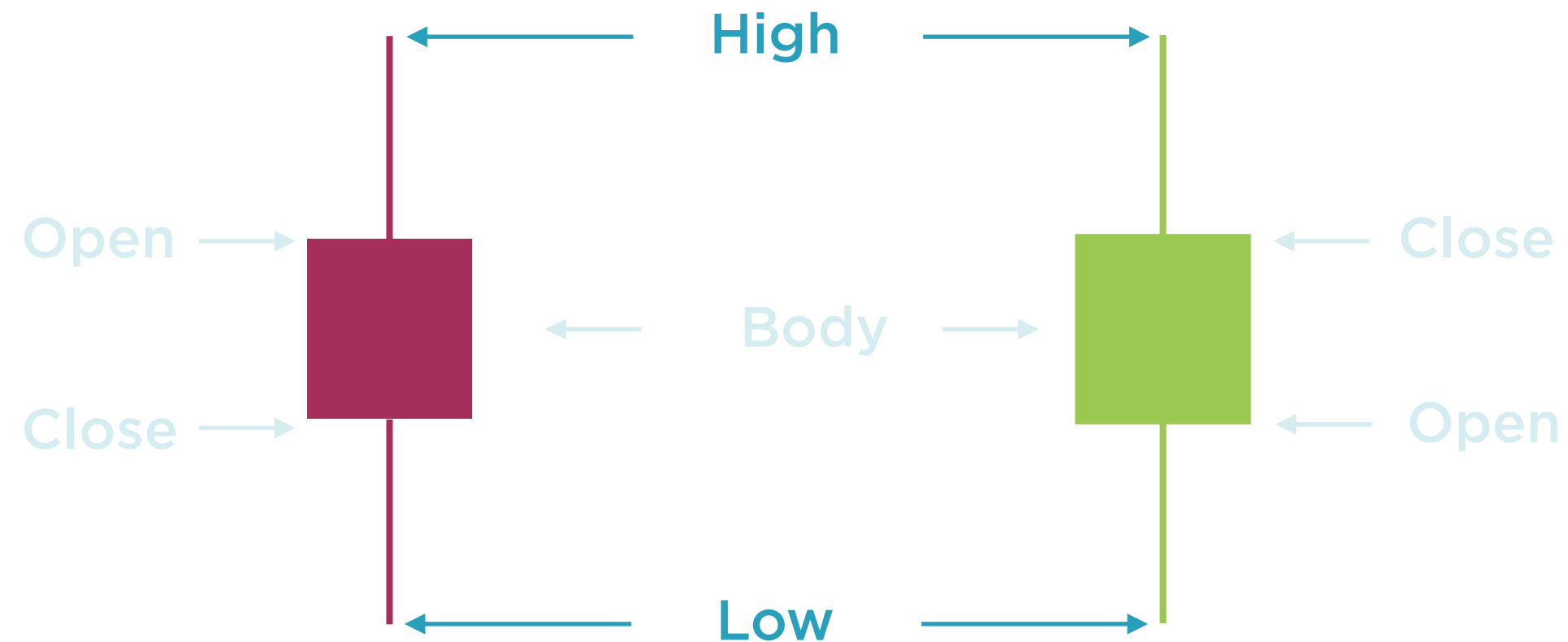
**“Up”**

Body



**The body represents price range between open and close**

# High and Low



**High and low are easy to infer from shape**



Demo

**Candlestick charts**

# Funnel Charts

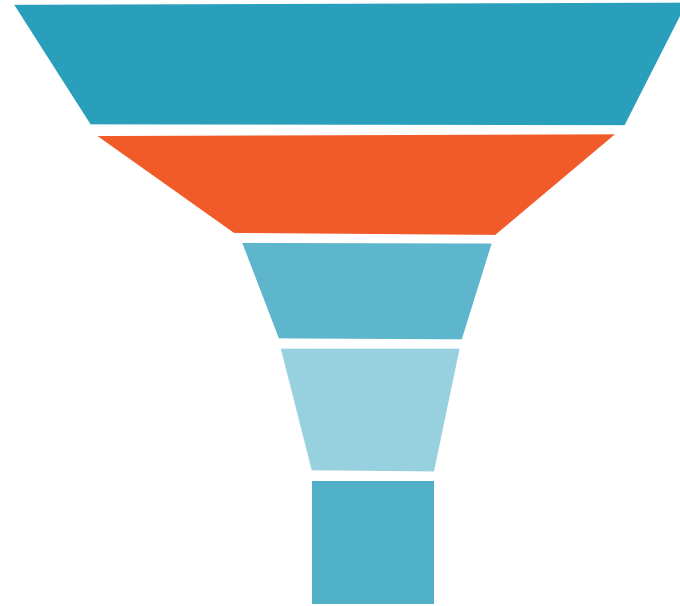
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# Funnel Chart



**Visualize progressive reduction of data as it passes  
from one phase to another**

# Uses of Funnel Charts



**Evaluate recruitment process**

**Efficacy of steps in sales process**

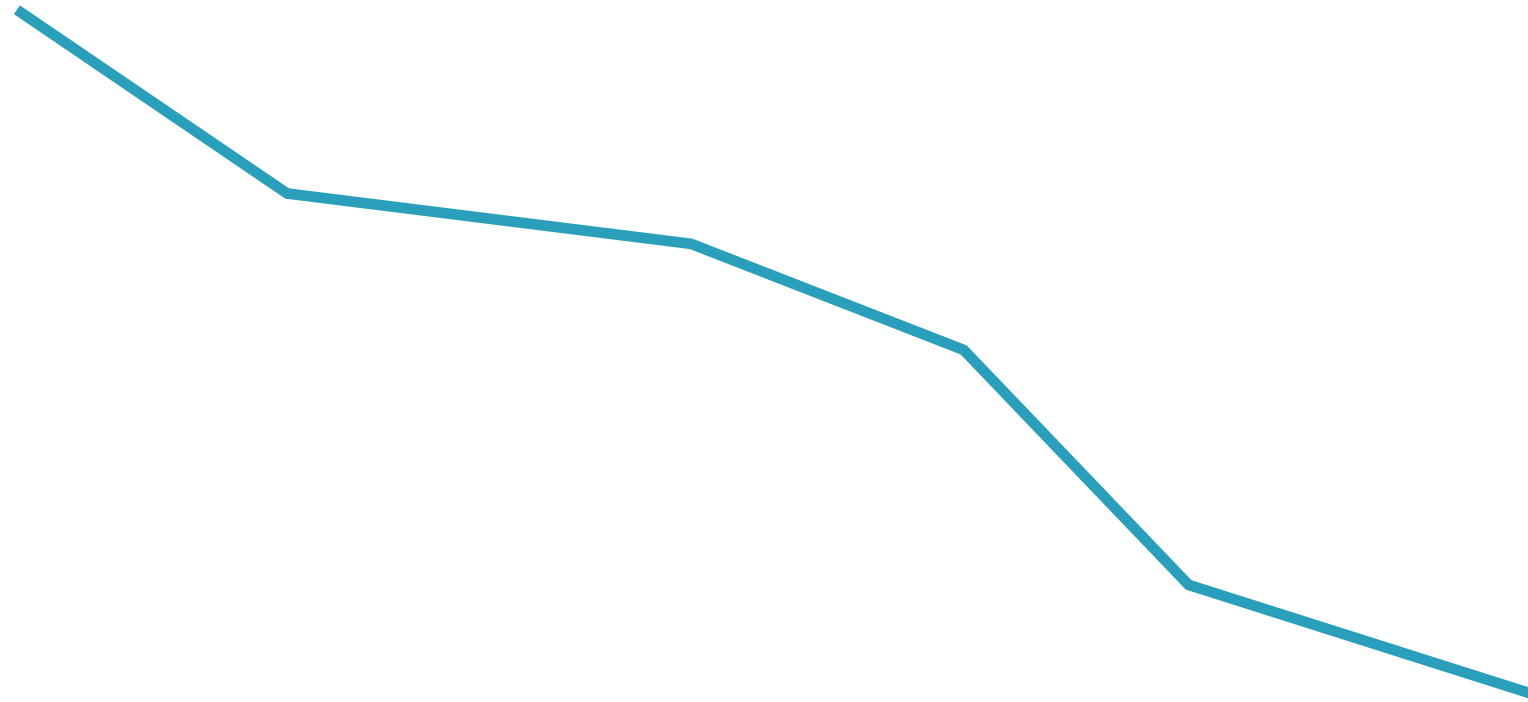
**E-commerce order fulfillment**

**Analysis of promotional campaign**

# Scalable Vector Graphic (SVG)

An XML-based vector image format for two-dimensional graphics with support for interactivity and animation, based on an open standard

# SVG Path



**<path>** element is used to define a path

# SVG Path

**M 1,1 L 1,4 L 4,1 Z**

**Path is defined with a series of commands**

# SVG Path

**M**1,1 **L**1,4 **L**4,1 **Z**

**Commands**



# SVG Path

**M 1,1 L 1,4 L 4,1 Z**

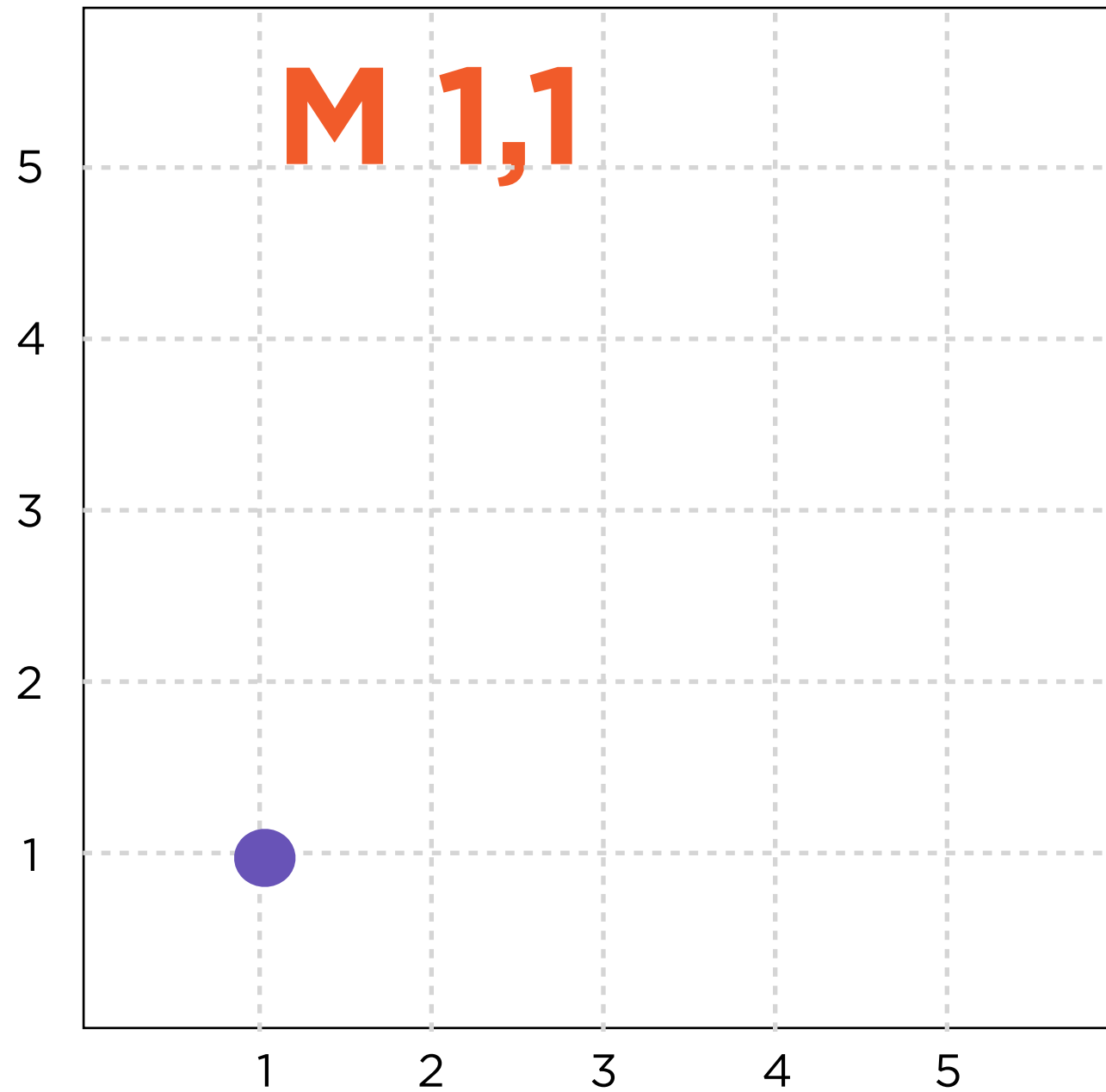
**Points on the axes**

# SVG Path

<b>M</b>	move to	Move from one point to another
<b>L</b>	line to	Create a line
<b>C</b>	curve to	Create a curve
<b>Q</b>	quadratic bezier curve	Create a quadratic bezier curve
<b>Z</b>	close path	Close the path

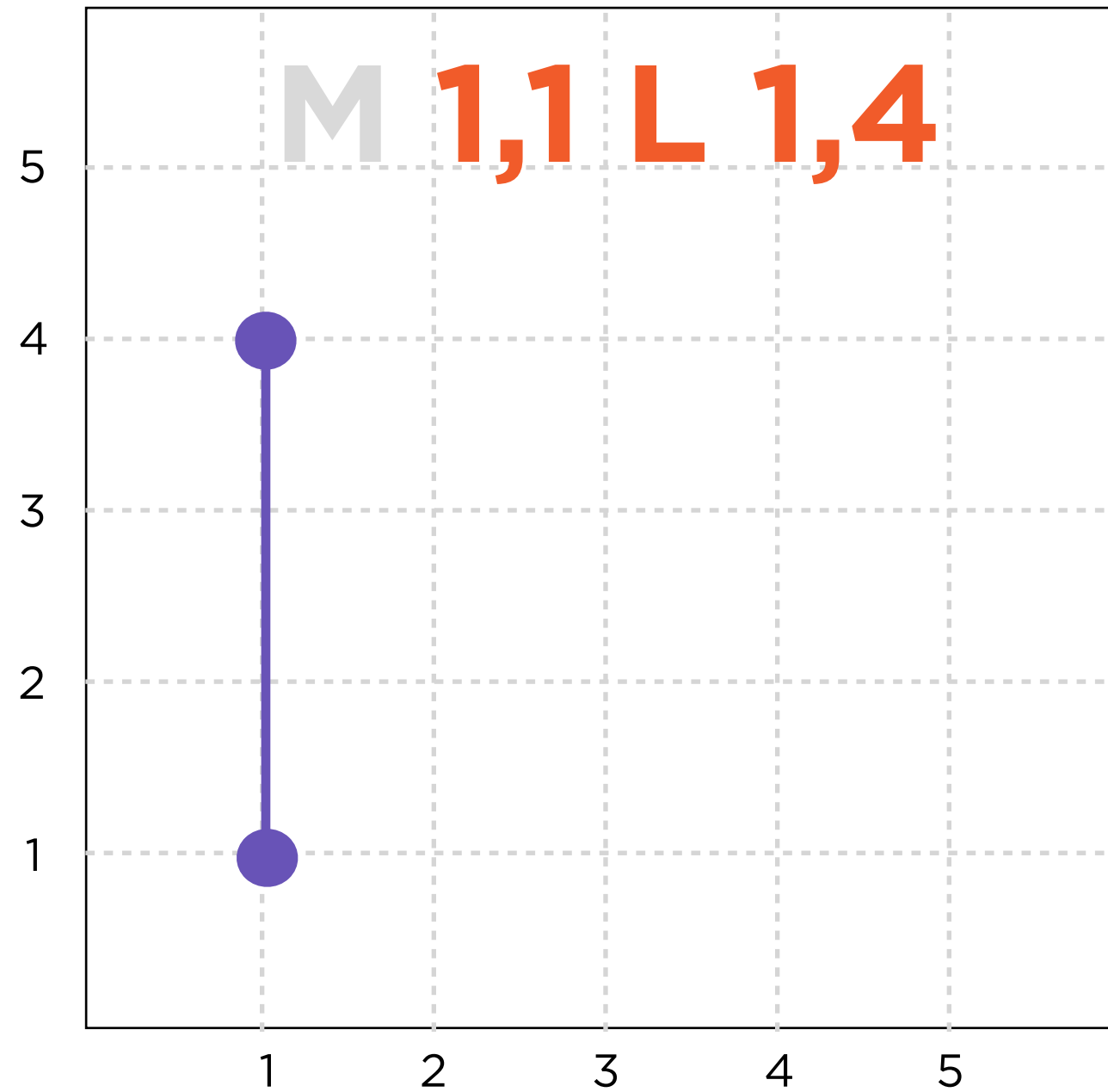
**Basic path commands**

# SVG Path



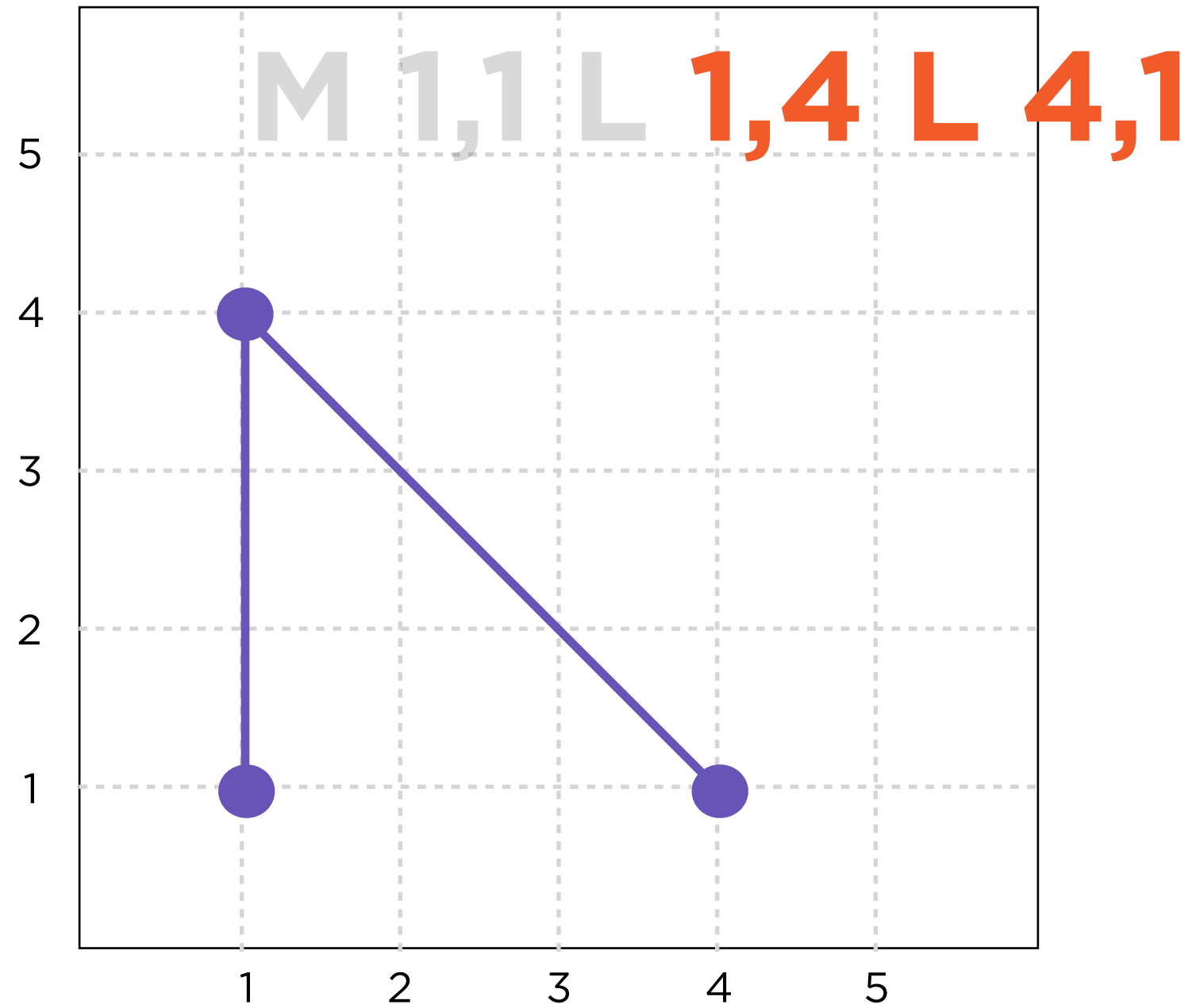
**Move cursor to point 1,1**

# SVG Path



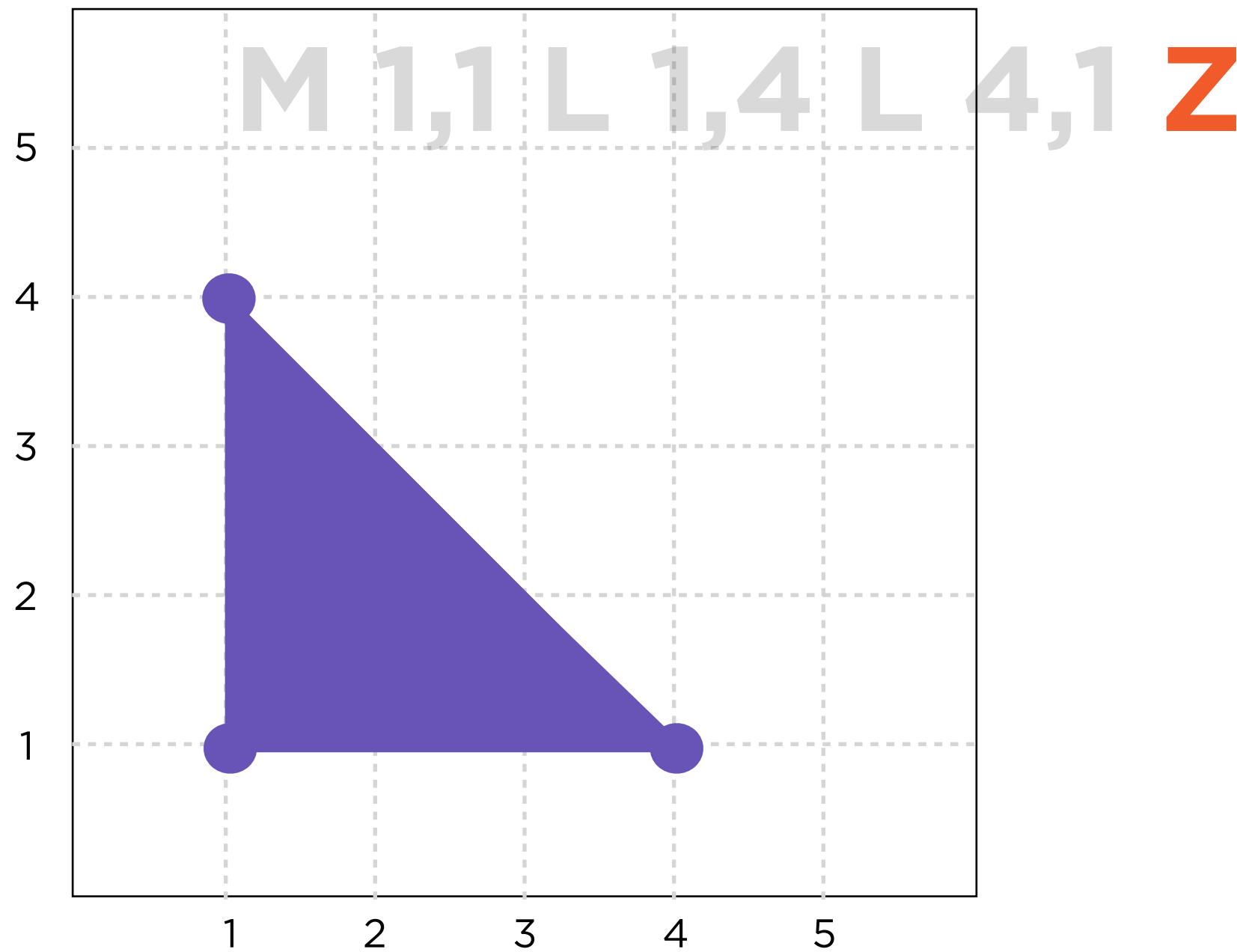
**Draw line from 1,1 to 1,4**

# SVG Path



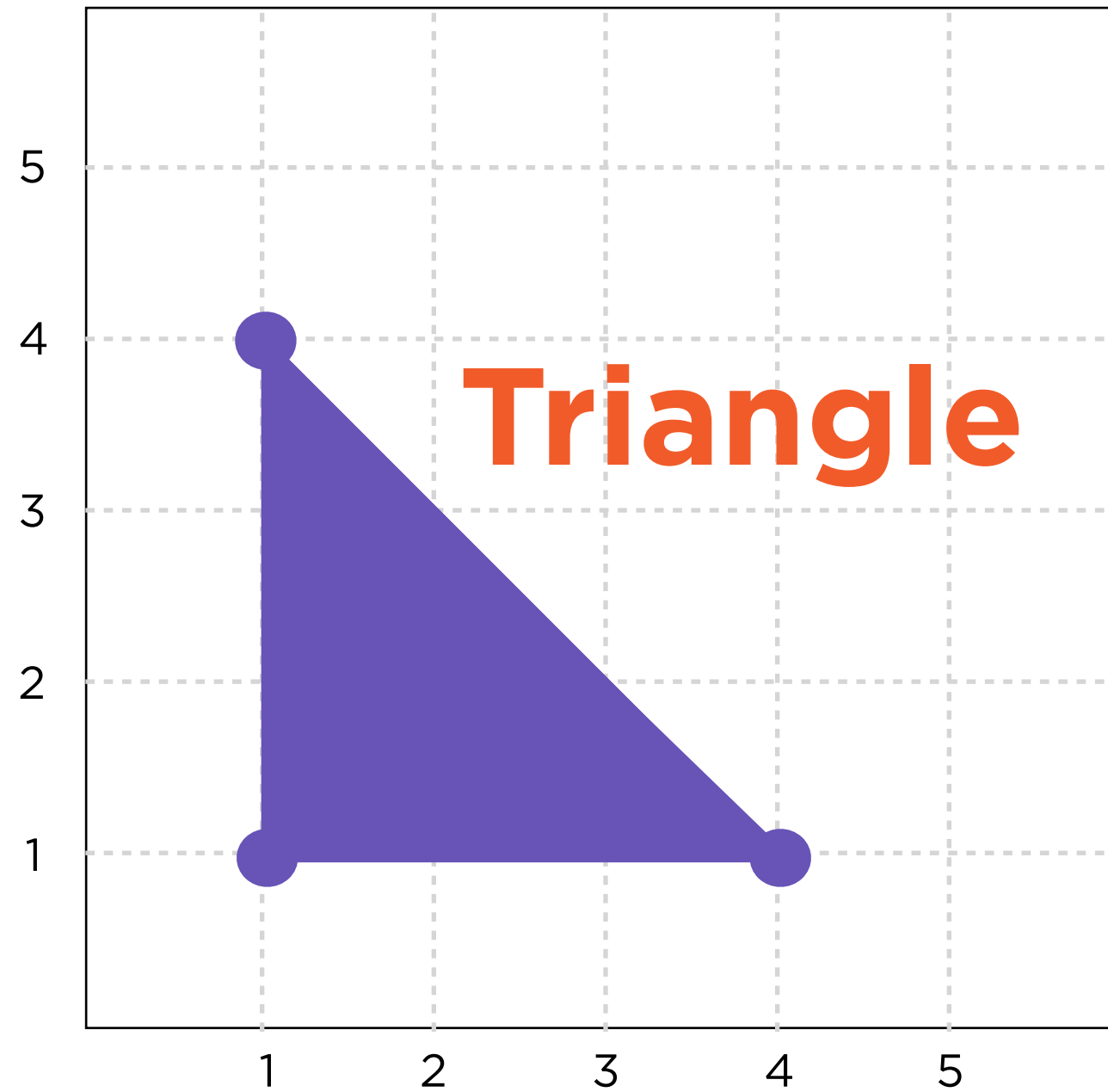
**Draw line from 1,4 to 4,1**

# SVG Path



**Close the path**

# SVG Path



**M 1,1 L 1,4 L 4,1 Z**

Demo

**Funnel charts**



# Sankey Diagrams

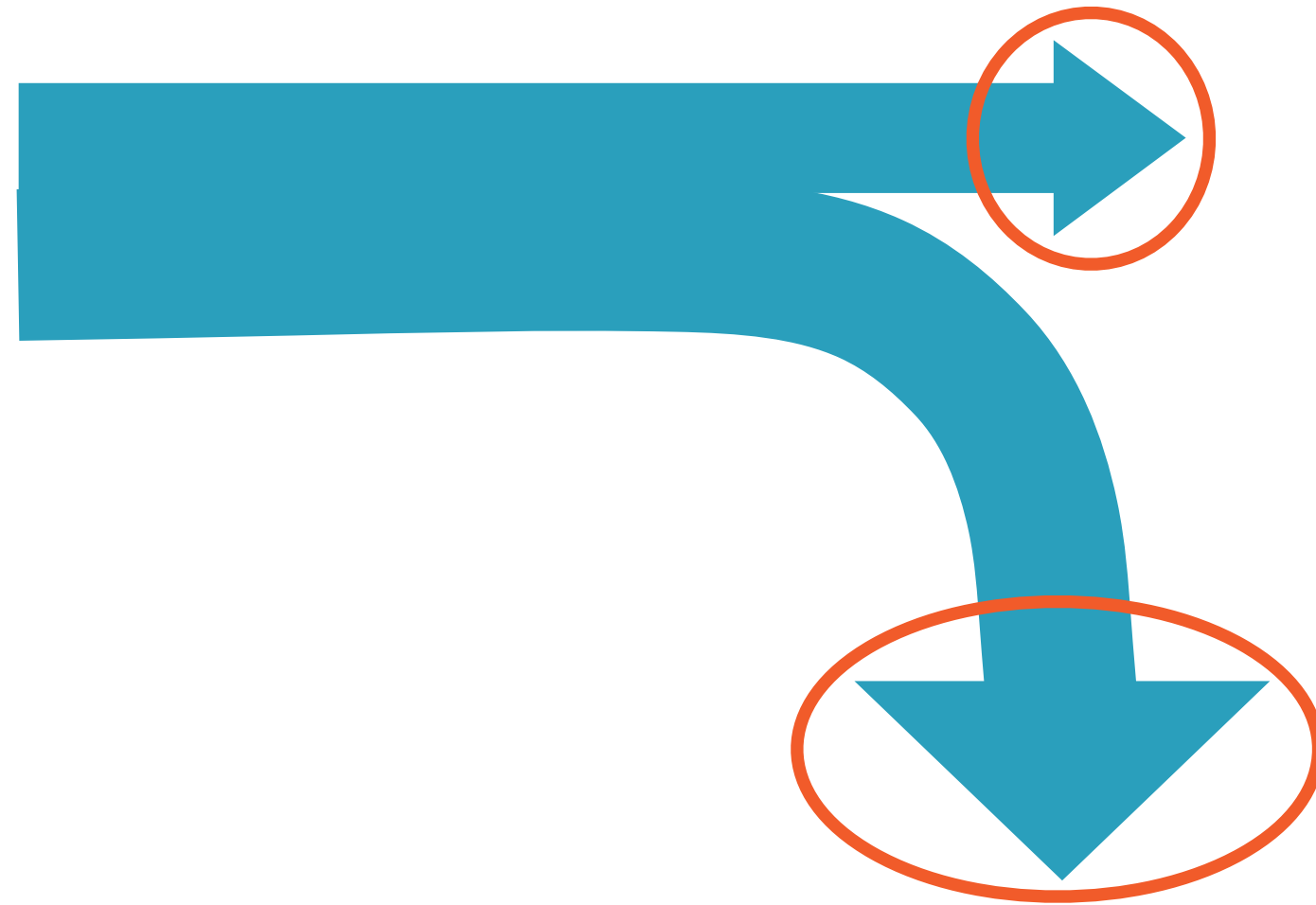
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# Sankey Diagrams



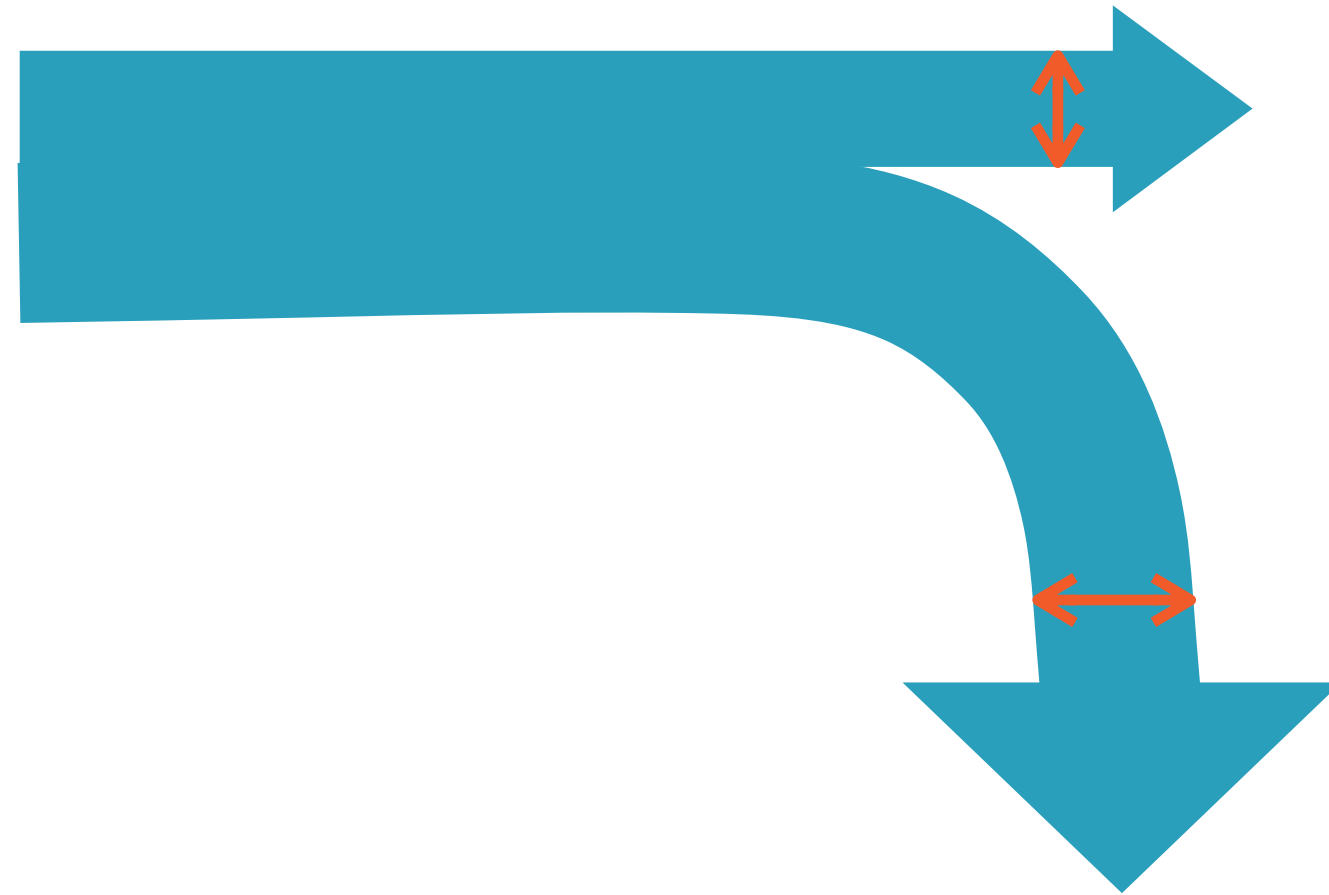
**Specific type of flow diagram**

# Sankey Diagrams



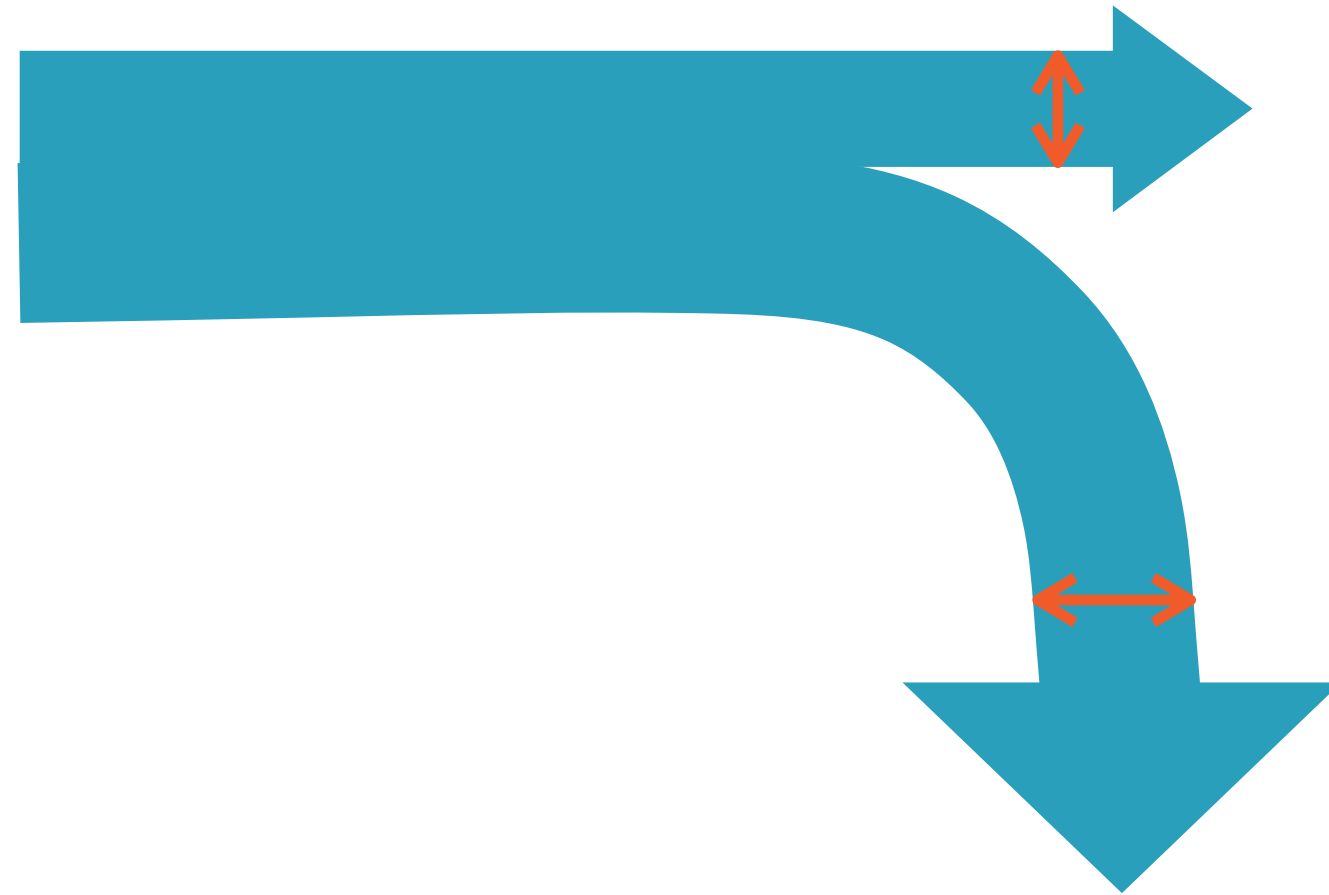
**Arrows indicate direction of flow**

# Sankey Diagrams



**Width of arrow indicates magnitude**

# Sankey Diagrams



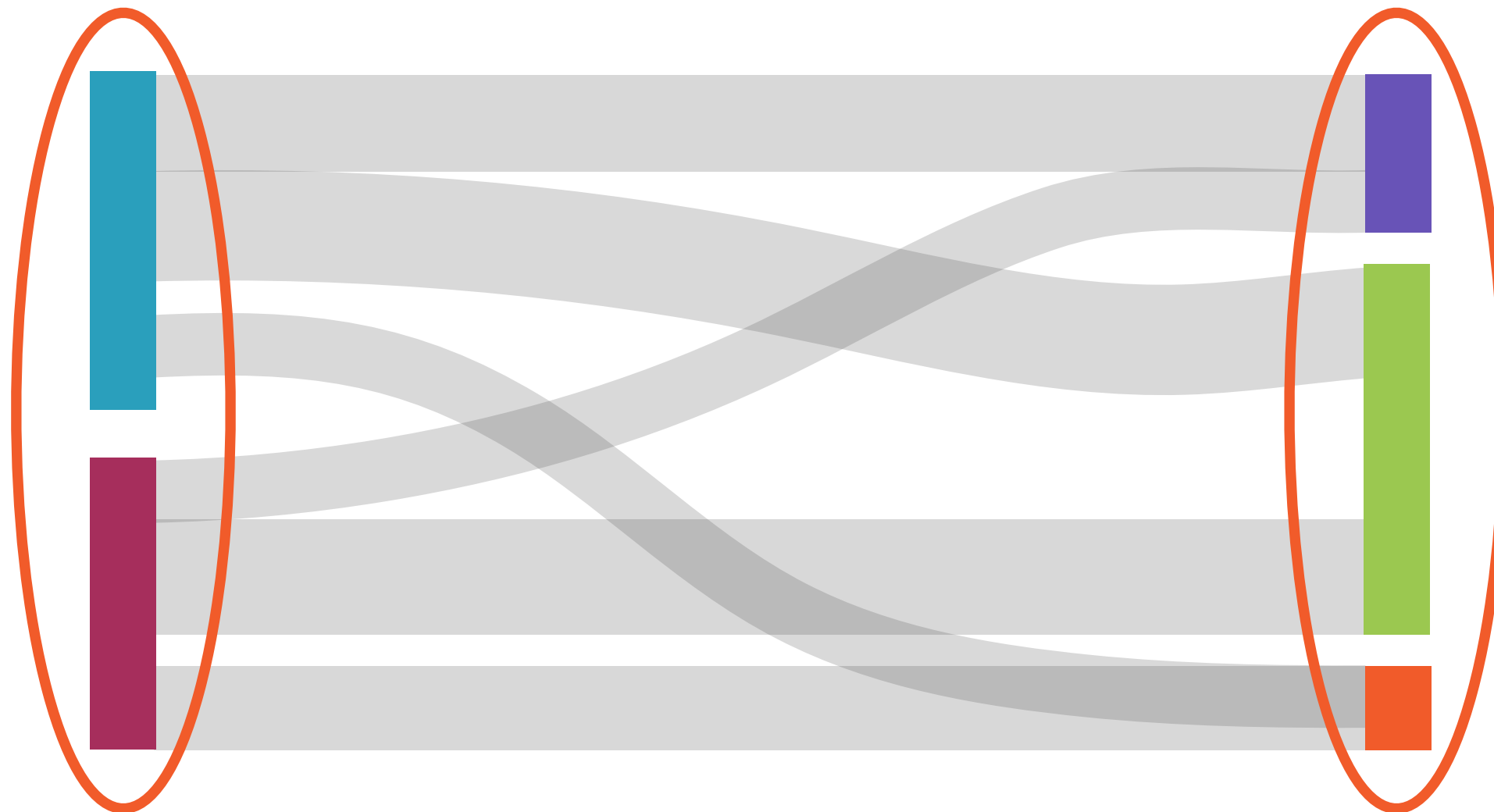
**The broader the arrow, the larger the flow**

# Sankey Diagrams



**Depict a flow from one set of values to another**

# Sankey Diagrams



**Nodes**

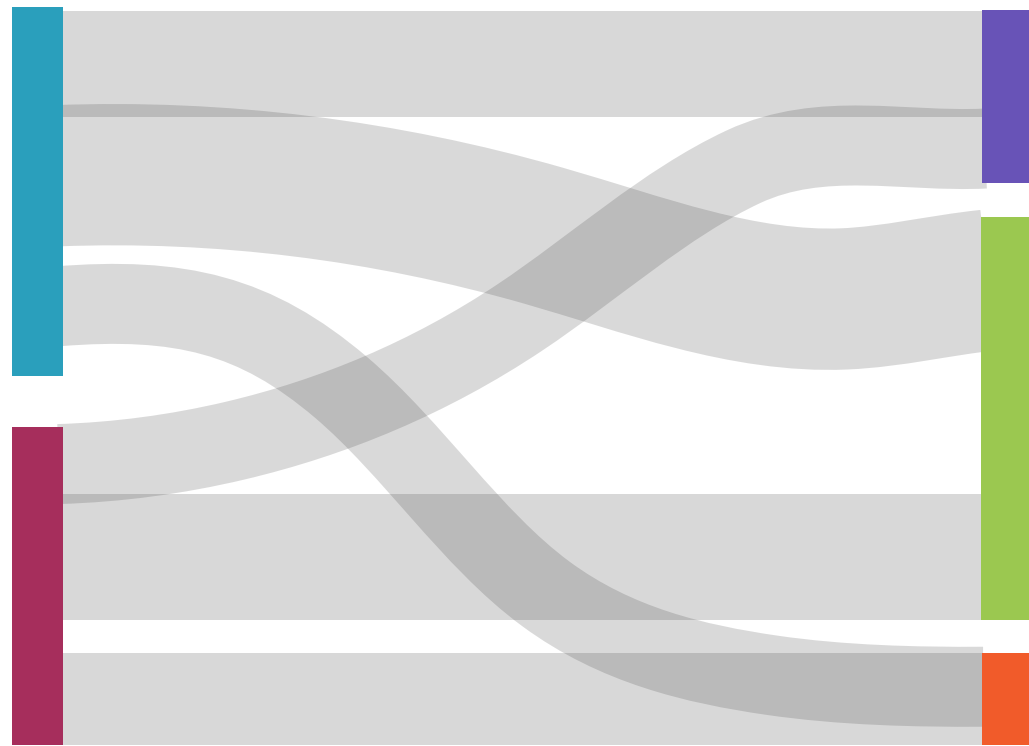
# Sankey Diagrams



**Connections**



# Use of Sankey Diagrams



## Used to depict

- Transfers within a system
- Many-to-many mapping between two domains
- Multiple paths through a set of stages

Demo

**Sankey diagrams**

# Summary

**Bubble charts and bubble maps**

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**Candlestick charts**

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**Sankey diagrams**