

## 7.2 Exercises: Data Visualization

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### Abstract

Data was a term that I didn't think much about and never understood how important it was. For me, data was just a bunch of numbers and figures that didn't mean that much to me. However, as I grew older and more experience in different careers, I realized that data has so much power and can determine crucial decisions in life, from personal banking to health care and business decisions. When reviewing the data in the excel sheet, I thought to myself, how can this data be used to make informed decisions about business? I created four charts that I thought would be useful in analytics.

## 7.2 Exercises: Data Visualization

1. Actual Profit vs. Profit – Actual Profit means the total compensation received by the company from clients minus all direct costs. Profit is the bottom line and is the amount of income that remains after accounting for all expenses. Both amounts are typically considered when making business decisions. For example, Actual profit is considered when pricing an item, and profit is considered when adjusting prices. I chose to have this data displayed by a side-by-side circle view, which allows data to be examined side-by-side.
2. Monthly Profit Trends – This chart can be used to show the busiest days in a month for business. A business can use that data to determine staffing or possibly plan a sell on the typically slow days to gain more traction. I used the area chart to display this data because this chart can show the change of one or more quantities over time.
3. Compare Low and High-Calorie Item Sales – This chart can determine what foods the company sells are popular with customers. For example, if the healthy options are the highest sales, maybe the company should offer more nutritious options. I chose to display this data using a horizontal bar chart because it's an excellent tool to compare data with.
4. Category Price vs. Category Profit – This chart can help determine what category of foods consumers like and which type of foods cause the company to lose profit. I chose to use a bar chart to display this data because it allows me to compare different quantities.