



You just learned that a key to solving business problems with data analytics is the use of dynamic visualization techniques to make sense of the data.

There are multiple visualization tools available, so when choosing tools for your engagement, it's important that we choose the best tool for the purpose. Sometimes that's based on the size of the data, what we would like to do with the data or client request. Know that there are many tools available and this list is continually changing.

Analyzing customer behavior to make data-driven decisions is one of the biggest challenges that organizations face today. With the use of visualization software, understanding customers' spending habits can be done with filters, drill downs and charts. Visualization software allows you to connect to volumes of data and visualize this data. It allows you to bring in spreadsheets, databases and big data sources and create visualizations, reports and dashboards.

A business example

For one of our clients, we needed to create a customer-level risk score across 30 million records. We needed to be able to show the client what the customer-level score meant and not just produce a bunch of different spreadsheets. Once we did the analysis of the data, we brought it into the visualization software and presented the client with a visualization of all 30 million records.

We were able to leave the client with her data so she could manipulate it to help answer different questions using functionalities within the software. Visualization tools allow you to take complex data sets and complex analyses and present your findings to non-technical people. They don't need to understand the data, but they can make decisions and solve problems by seeing exactly what all the data means.

Some benefits of data visualization tools

Visualization software has seen vast investment and the result is an easy-to-use experience. With features, such as the ability to drag and drop, opportunities exist for both technical and non-technical users to perform complex data analysis.

With visualization software, users can drill down, filter and organize data in a variety of ways to tell a story. You can connect multiple data sources, link them together and create calculated fields with an SQL-like language – without having to write any code.

The software can integrate multiple forms of data and is compatible with other platforms.

People carry phones and tablets everywhere and they want their analytics to follow them along. Whether they are in meetings or in the field, they want to be aware of what is happening with their projects. Data visualizations can be mobile enabled so you can have your insight on the go and not to mention well integrated with real-time data.

Visualization software can be used for data analytics, visualization and dynamic

dashboards to generate actionable insights based on facts. Data Visualization tools can help you connect large amounts of data and create visualizations that allow you to drill down into the data and pull out new insights.

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