Visualization

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Apa yang akan kita bahas?

What is
Visualization?

Why do we need
Visualization?
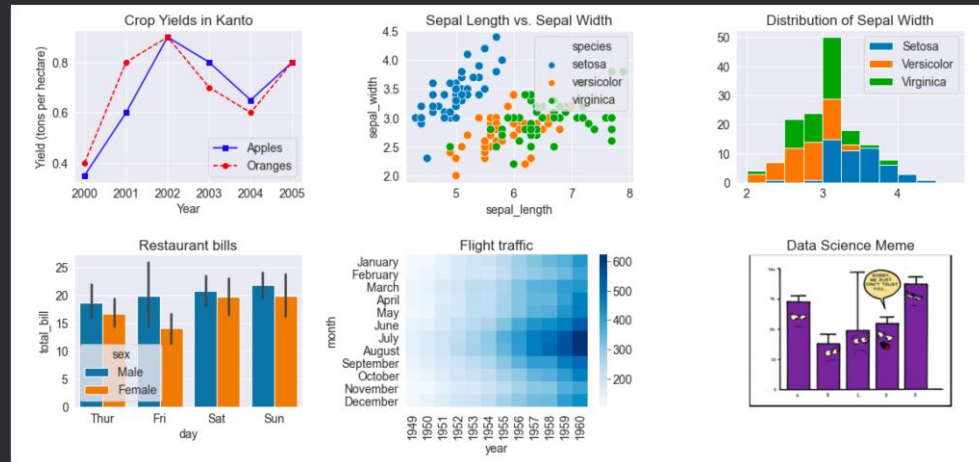
Principles of Data
Visualization

Hands-On

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01

Visualization

What is it?

Visualization

- Data visualization is the representation of data through use of common graphics, such as charts, plots, infographics, and even animations. These visual displays of information communicate complex data relationships and data-driven insights in a way that is easy to understand.

02

Visualization

Why do we need it?

Visualization

- A picture tells a thousand words. Most of the time, we cannot comprehend data if it's served to us in tabular format. Visualizations take care of this. Visualization is a part of Data Storytelling. Just like how we digest stories better if it's made into a movie, we understand the story inside a data better if it's made into visualizations.
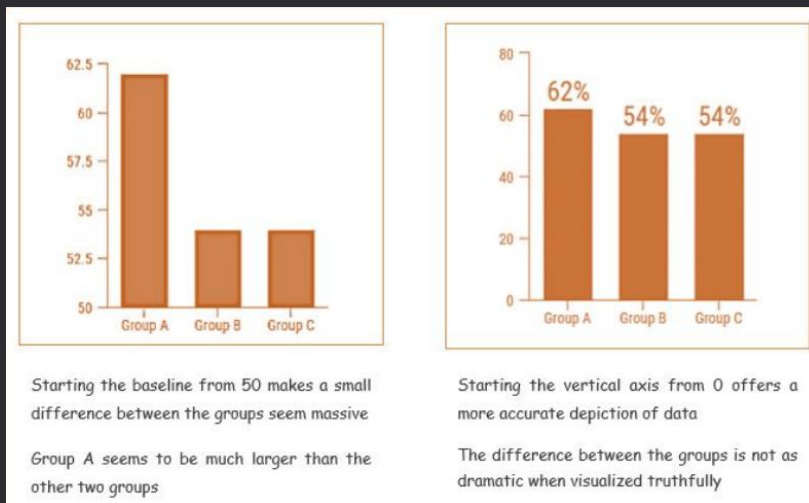
03

Visualization

Principles of Data Visualization

Visualization

- Tell the truth!

It is really easy to lie with visualizations. Take a look at the following example...

Starting the baseline from 50 makes a small difference between the groups seem massive

Group A seems to be much larger than the other two groups

Starting the vertical axis from 0 offers a more accurate depiction of data

The difference between the groups is not as dramatic when visualized truthfully

Visualization

- Know your audience!

If you're presenting to C-level executives, don't be too technical. Focus on the vision, mission, and the overall 'trend' of the project. Pick only 1-2 metrics.

If you're presenting to mid level people who are still technical-oriented, you can add more 'detailed' visualizations.
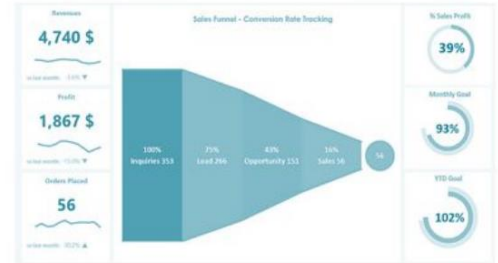
Visualization

- Know your audience!

The chart for top management can be as represented showing the profits of the company over time

A dashboard with parameters like cost breakup, profits of various segments, employee performance, comparison of different products etc.

For an informed audience, a detailed dashboard with various parameters and charts is very useful

Show basic figures and a simpler chart for audience with less technical exposure

Visualization

- Use Colors to Convey Emotion

There's a reason stock/crypto trading apps use Green for Profit/Growth and Red for Loss.

- Use Consistent Color Palette

Having a well-planned color palette helps in making a coherent and cohesive visualization. In Indonesian language, 'warnanya jangan nabrak.'
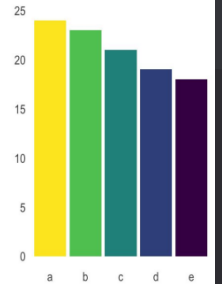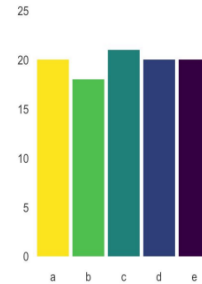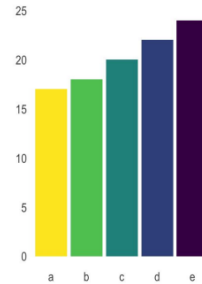
Visualization

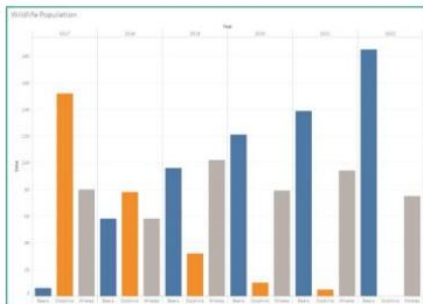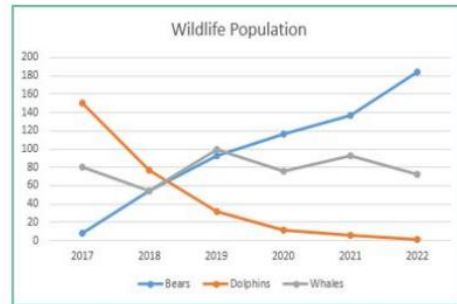- Choose the Right Graph!

Visualization

- Choose the Right Graph!

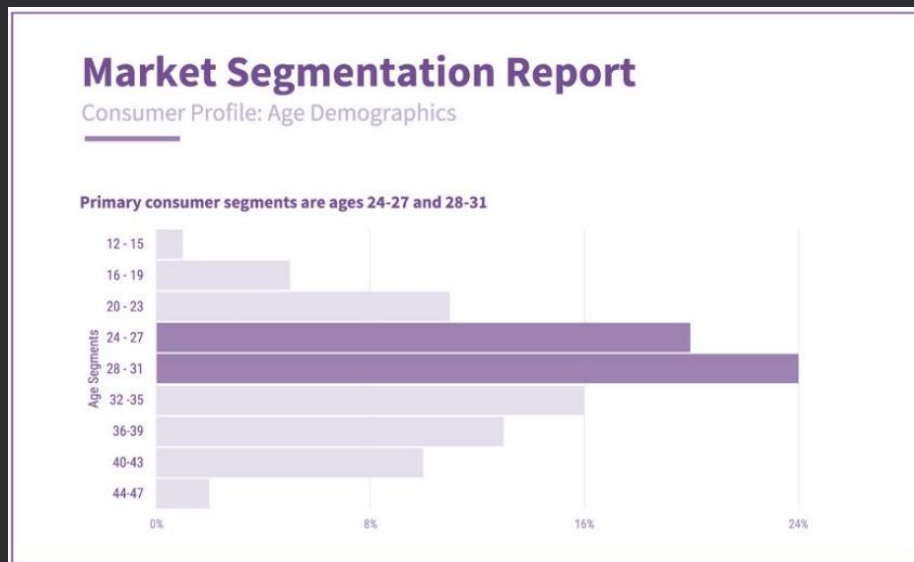To show progress over time, use Line instead of Bar

It is difficult to compare the various data points over time by briefly looking at the bar graph

It can be easily observed that there is an upward trend in population of bears while dolphins are becoming endangered

Visualization

- Remove Distractions and Give Highlights

Visualization

Hands On P3

Visualization

Homework on Hands On

Thanks!

Do you have any questions?

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