**Visualization Canvas**

*“The greatest value of a picture is when it forces us to notice what we never expected to see.*

**John Tukey**

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| **Story**  *What’s the problem?*  *What question do you want to answer?*  *Why did you choose it?*  *What is the context?* | My goal is to describe the insurance market of the Republic of Armenia through visualization. Analyze and describe the developments in the insurance market over the last 10 years․ |
| **Audience**  *Who is going to use the viz?* | It will be interesting for everyone who wants to get acquainted with the insurance market and companies of the Republic of Armenia. |
| **Data**  *What type of data do you have?*  *Where is it stored?*  *Is it static or changing?* | I took the data from the Central Bank. The data is static. It is non-public data. Format is XLSX |
| **Tools**  *What tool(s) are you going to use?*  *Why did you choose it?* | Pandas, numpy, matplotlib, plotly and html packages  I will use these packages to visualize the insurance market. |
| **Charts**  *What types of charts are chosen?*  *Why are they the best to answer the question posed?c*  *Any real alternatives?* | Line charts will mainly be used because this is time series data. For some insurance companies there will be pie charts, histograms, bar plots, scatter plots, box plots, etc. |