



**DGTIC UNAM**

DIRECCIÓN GENERAL DE CÓMPUTO Y  
DE TECNOLOGÍAS DE INFORMACIÓN  
Y COMUNICACIÓN



GOBIERNO DE LA  
CIUDAD DE MÉXICO

SECRETARÍA DE EDUCACIÓN, CIENCIA,  
TECNOLOGÍA E INNOVACIÓN



# Best practices in data visualization

**Guillermo Aguilar & Carlos Cernuda**

With material from Aina Frau-Pascual & Nicolas P. Rougier

Mexico City, ASPP LATAM 2023

# Plan

17:00 Principles of data visualization

**Hands-on Exercise 1: mastering matplotlib**

Types of visualizations - Use of color - Common pitfalls

**Hands-on Exercise 2: which visualization should I use?**

Review of your solutions as PR

19:30 **END**

**Visualization** is a method of computing. It transforms the symbolic into geometric, **enabling researchers to observe** their simulations and computations. Visualization offers **a method for seeing the unseen**. It **enriches** the process of scientific discovery and fosters profound and unexpected insights.

Visualization in Scientific Computing, NSF report, 1987

# Classical example: Anscombe's quartet

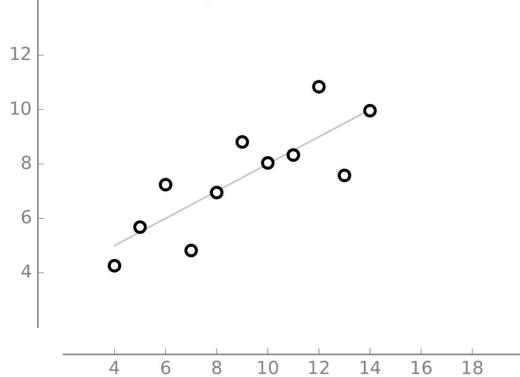
I		II		III		IV	
x	y	x	y	x	y	x	y
10.0	8.04	10.0	9.14	10.0	7.46	8.0	6.58
8.0	6.95	8.0	8.14	8.0	6.77	8.0	5.76
13.0	7.58	13.0	8.74	13.0	12.74	8.0	7.71
9.0	8.81	9.0	8.77	9.0	7.11	8.0	8.84
11.0	8.33	11.0	9.26	11.0	7.81	8.0	8.47
14.0	9.96	14.0	8.10	14.0	8.84	8.0	7.04
6.0	7.24	6.0	6.13	6.0	6.08	8.0	5.25
4.0	4.26	4.0	3.10	4.0	5.39	19.0	12.50
12.0	10.84	12.0	9.13	12.0	8.15	8.0	5.56
7.0	4.82	7.0	7.26	7.0	6.42	8.0	7.91
5.0	5.68	5.0	4.74	5.0	5.73	8.0	6.89

statistic	value
mean of x	9
sample variance of x	11
mean of y	7.50
sample variance of y	4.125
correlation coefficient	0.816
linear regression line	$y = 3.00 + 0.500x$
coefficient of determination	0.67

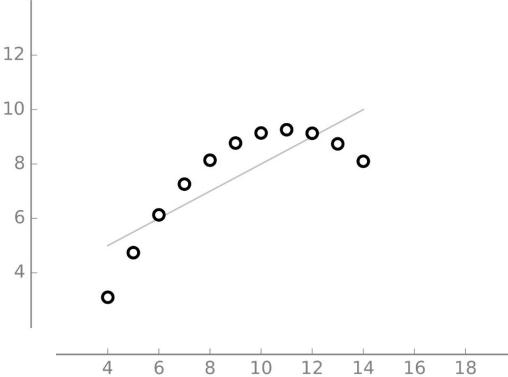
Anscombe (1973)

# Classical example: Anscombe's quartet

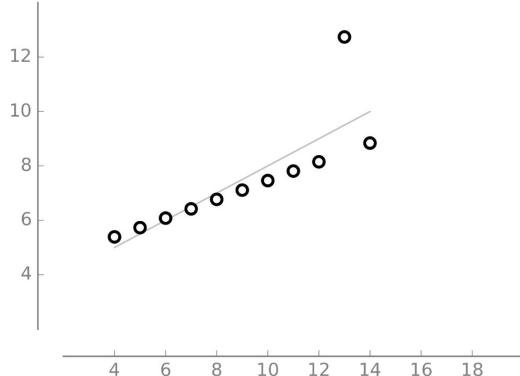
What we expect...



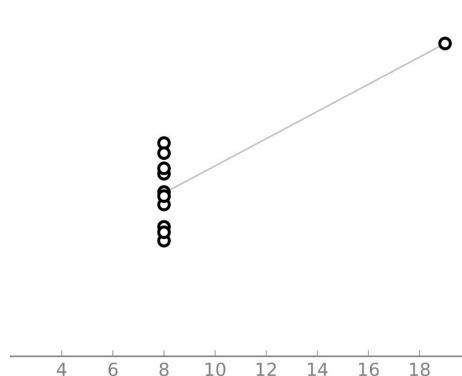
The non-linear case



The Y outlier case



The X outlier case

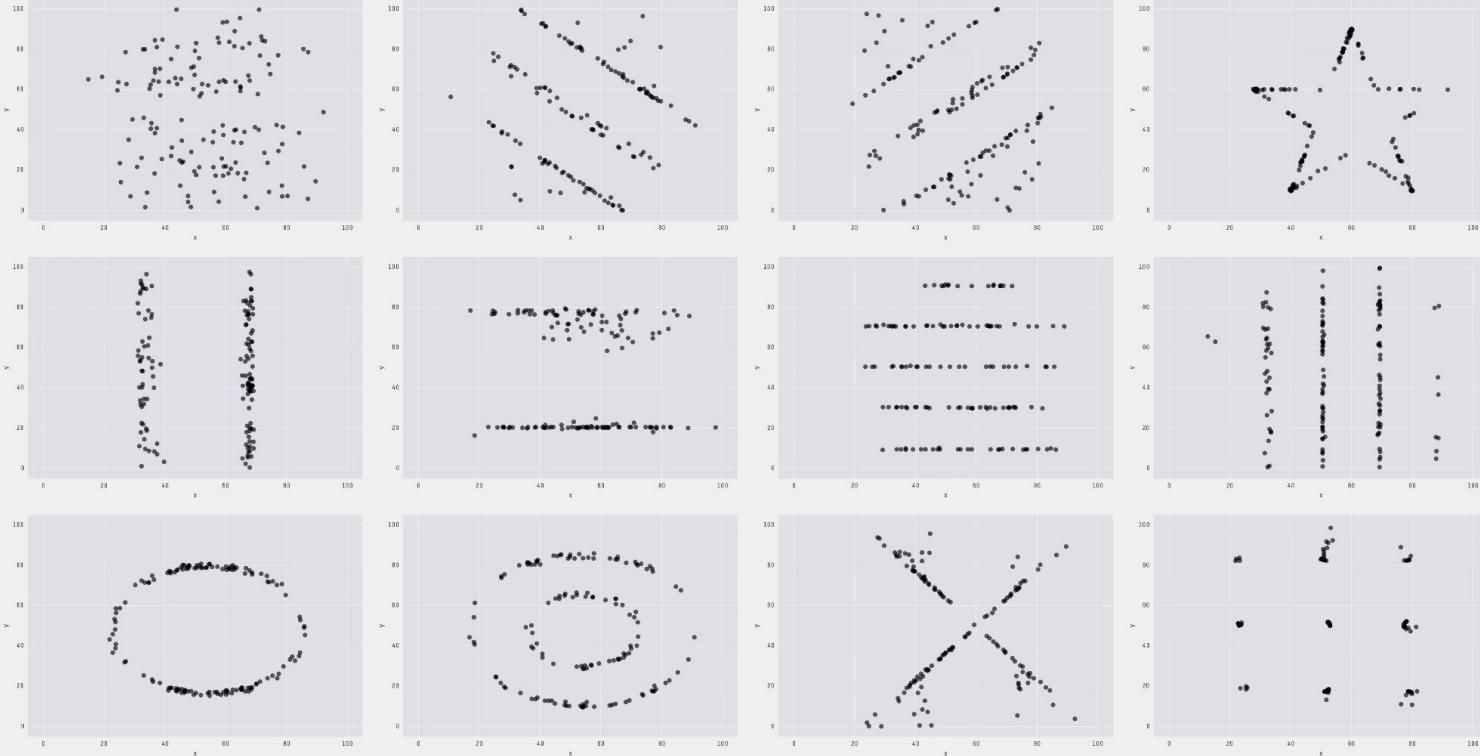


statistic	value
mean of x	9
sample variance of x	11
mean of y	7.50
sample variance of y	4.125
correlation coefficient	0.816
linear regression line	$y = 3.00 + 0.500x$
coefficient of determination	0.67

# Datasaurus



X Mean: 54.26  
Y Mean: 47.83  
X SD : 16.76  
Y SD : 26.93  
Corr. : -0.06



And you will read this last

You will read  
this first

And you will read this

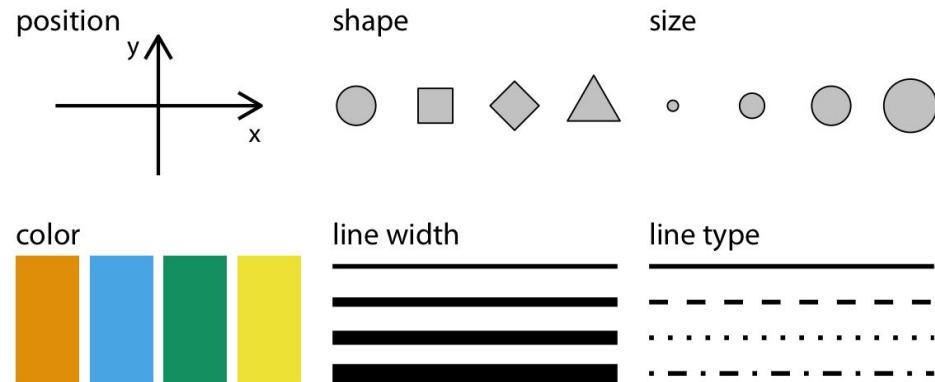
Then this one

# Main challenge: mapping from data info to visual info

Type of variable	Examples	Appropriate scale
quantitative/numerical continuous	1.3, 5.7, 83, $1.5 \times 10^{-2}$	continuous
quantitative/numerical discrete	1, 2, 3, 4	discrete
qualitative/categorical unordered	dog, cat, fish	discrete
qualitative/categorical ordered	good, fair, poor	discrete
date or time	Jan. 5 2018, 8:03am	continuous or discrete



## Graphical elements



Editorial

# Ten Simple Rules for Better Figures

Nicolas P. Rougier<sup>1,2,3\*</sup>, Michael Droettboom<sup>4</sup>, Philip E. Bourne<sup>5</sup>

**1** INRIA Bordeaux Sud-Ouest, Talence, France, **2** LaBRI, UMR 5800 CNRS, Talence, France, **3** Institute of Neurodegenerative Diseases, UMR 5293 CNRS, Bordeaux, France,  
**4** Space Telescope Science Institute, Baltimore, Maryland, United States of America, **5** Office of the Director, The National Institutes of Health, Bethesda, Maryland, United States of America

# 1) Know your audience

- Complexity +

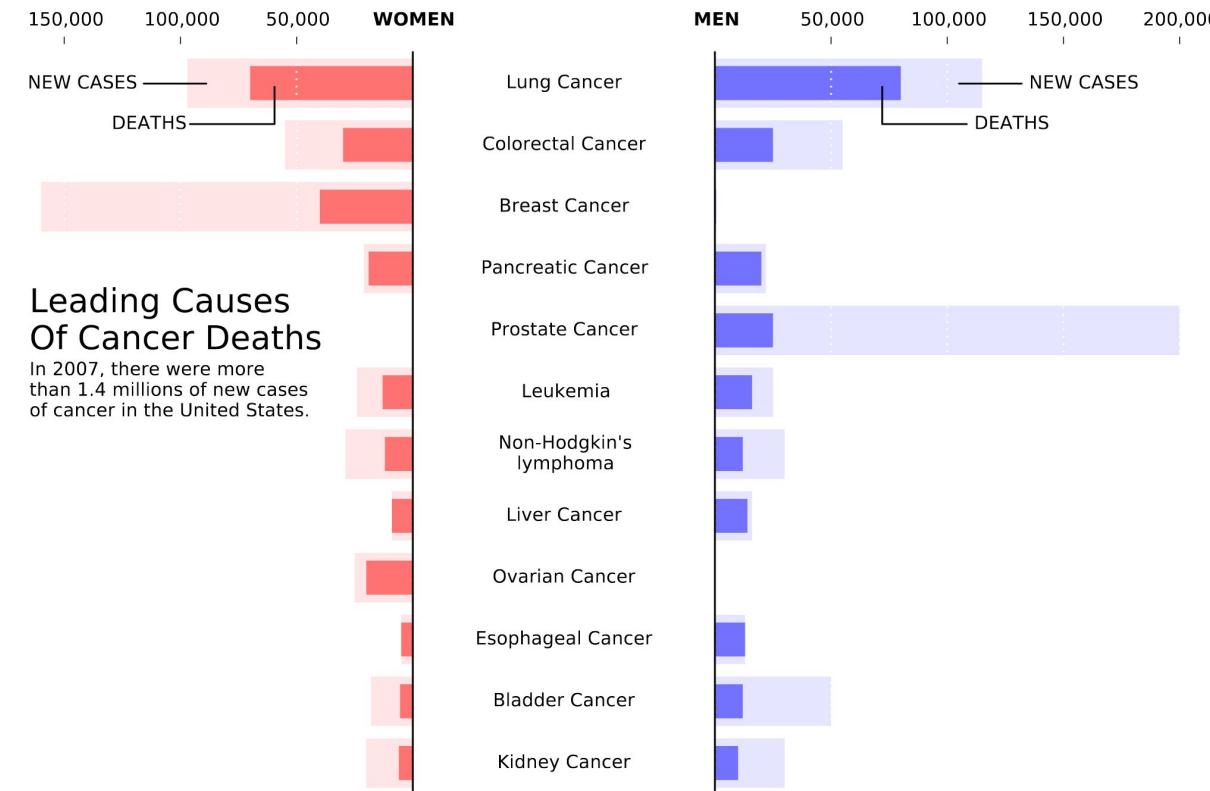
My colleagues

Scientific community

Student audience

General public

**Audience:** general public



**Main message:** cancer

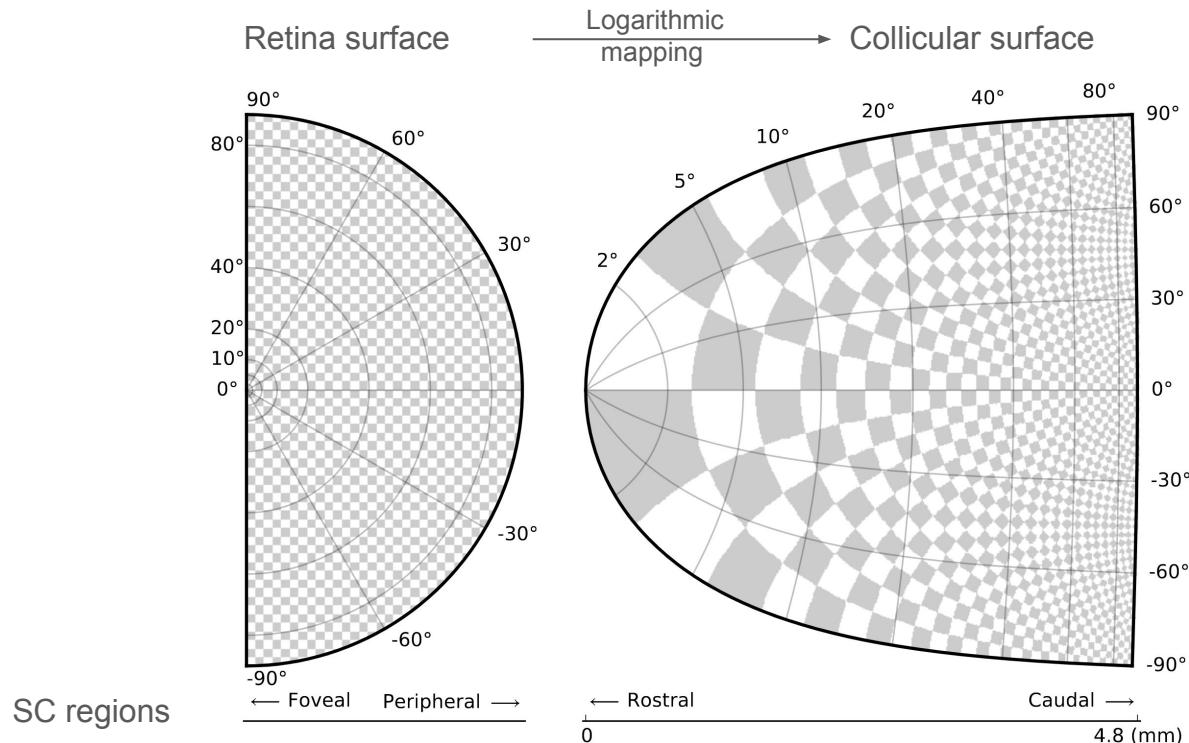
Separated in sex groups: Women / Men

## 2) Identify your message

**Audience:**

neuroscience scientific  
community

### Superior Colliculus



**Main message:** Artificial checkerboard pattern demonstrates the magnification of the foveal region in the superior colliculus (brainstem structure). This has to do with the induction of saccadic eye movement that the SC plays a role in.

### 3) Adapt the figure to support the medium

Figure for a Paper

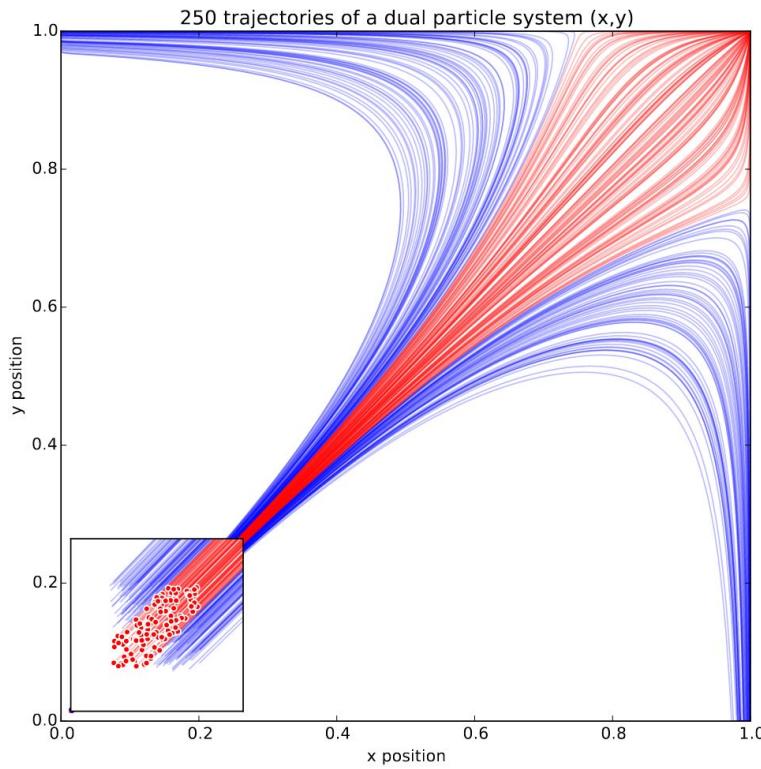
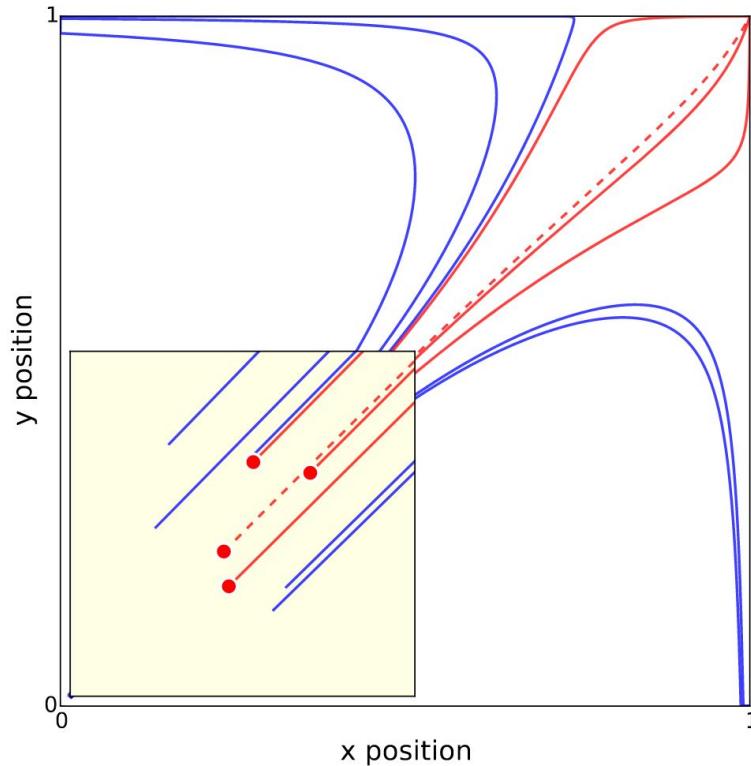


Figure for a Talk



4) Captions are not optional. Neither x and y-labels

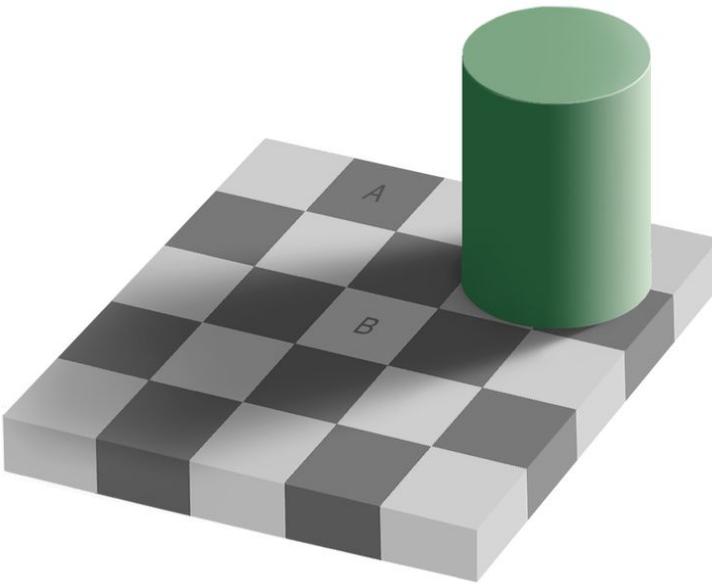


Figure 1. Optical illusion

#### 4) Captions are not optional. Neither x and y-labels

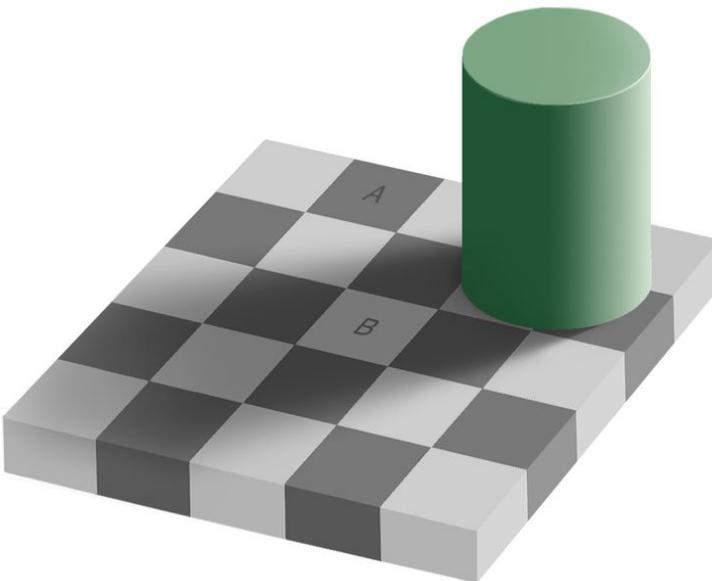


Figure 1. Optical illusion

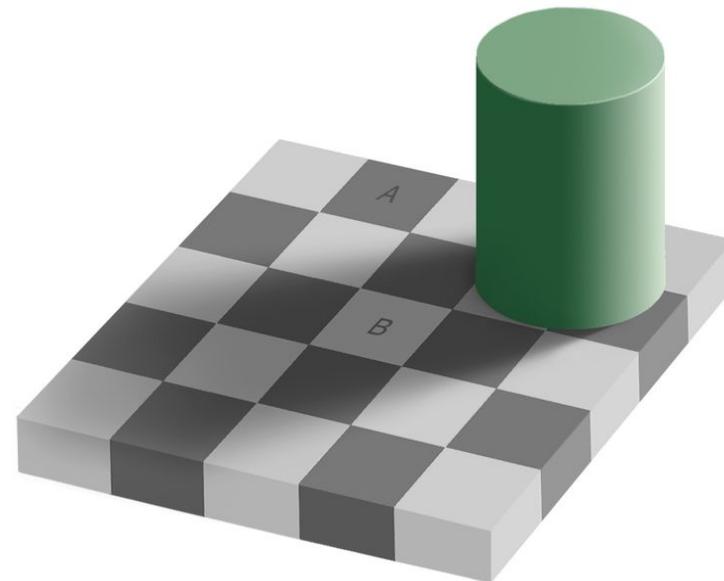


Figure 1. A and B patches are actually the same color even though we perceive them at being different color

#### 4) Captions are not optional. Neither x and y-labels

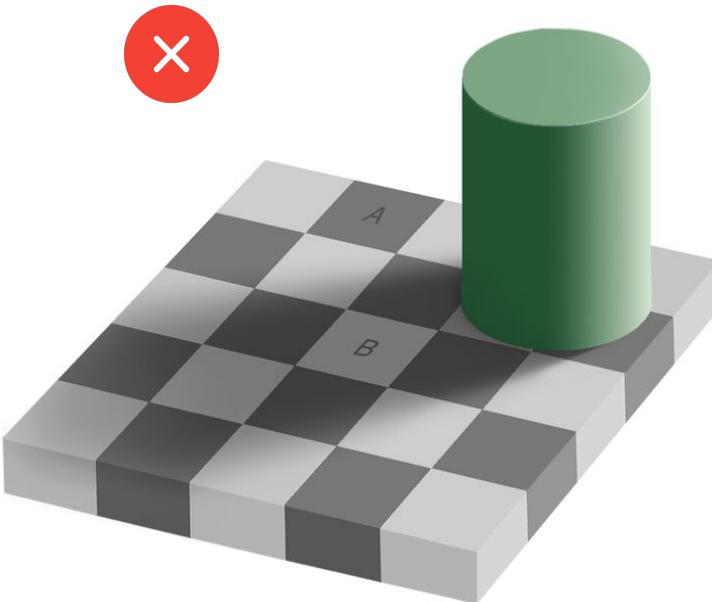


Figure 1. Optical illusion

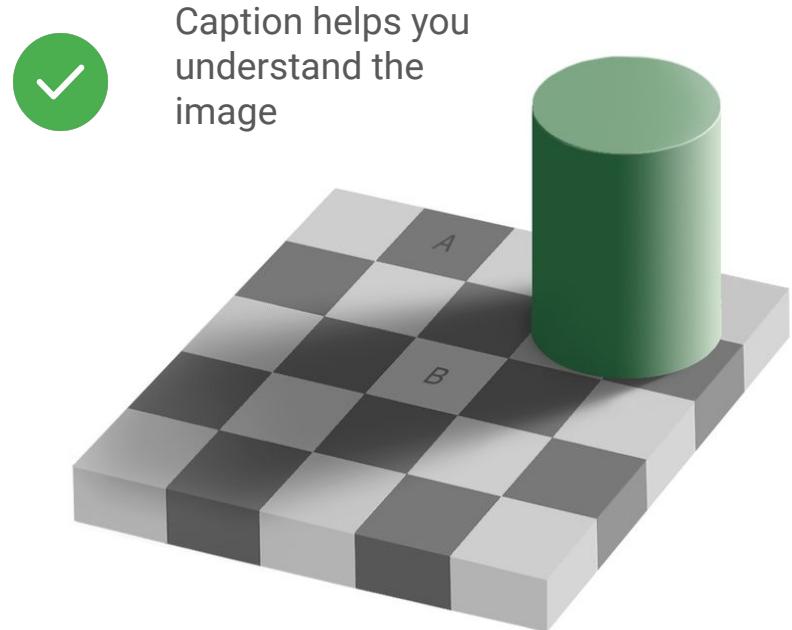
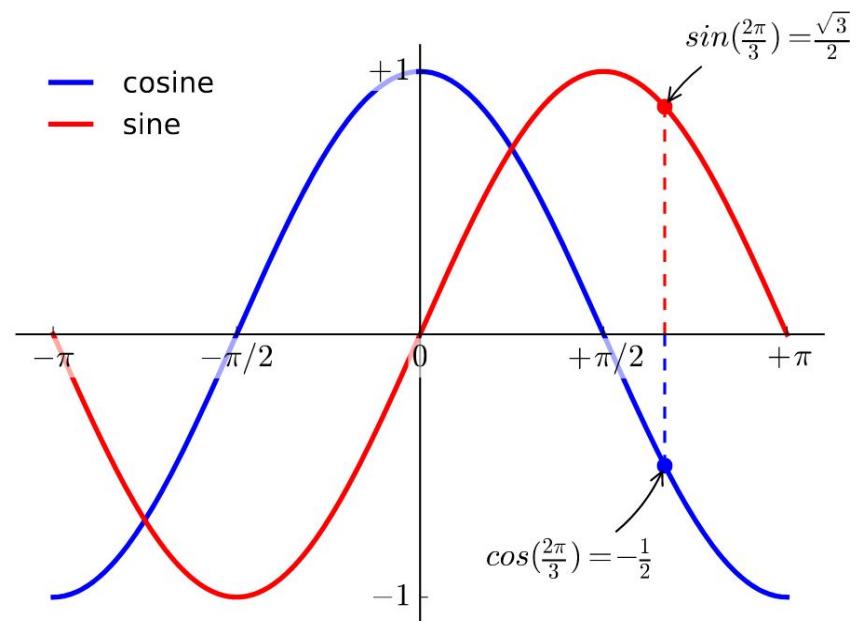
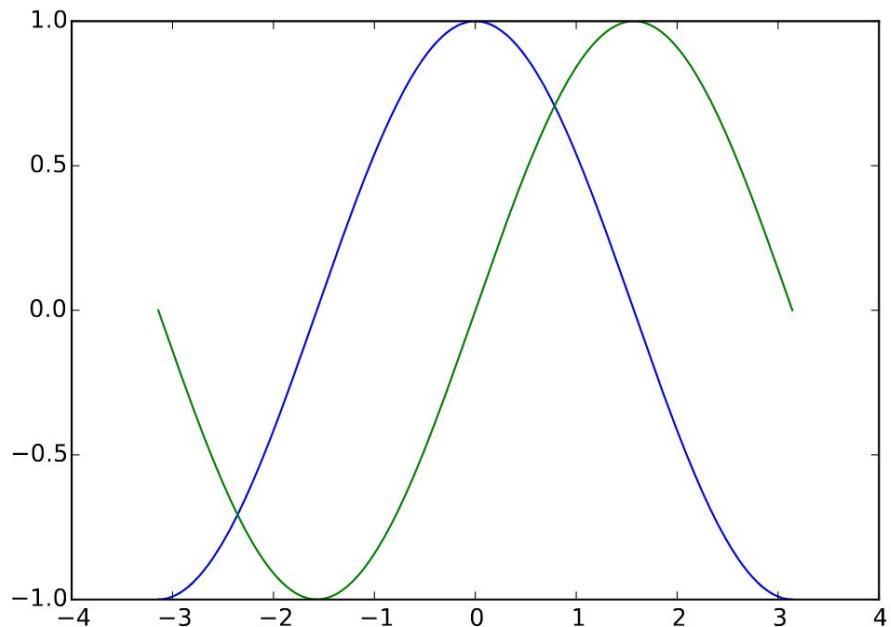


Figure 1. A and B patches are actually the same color even though we perceive them at being different color

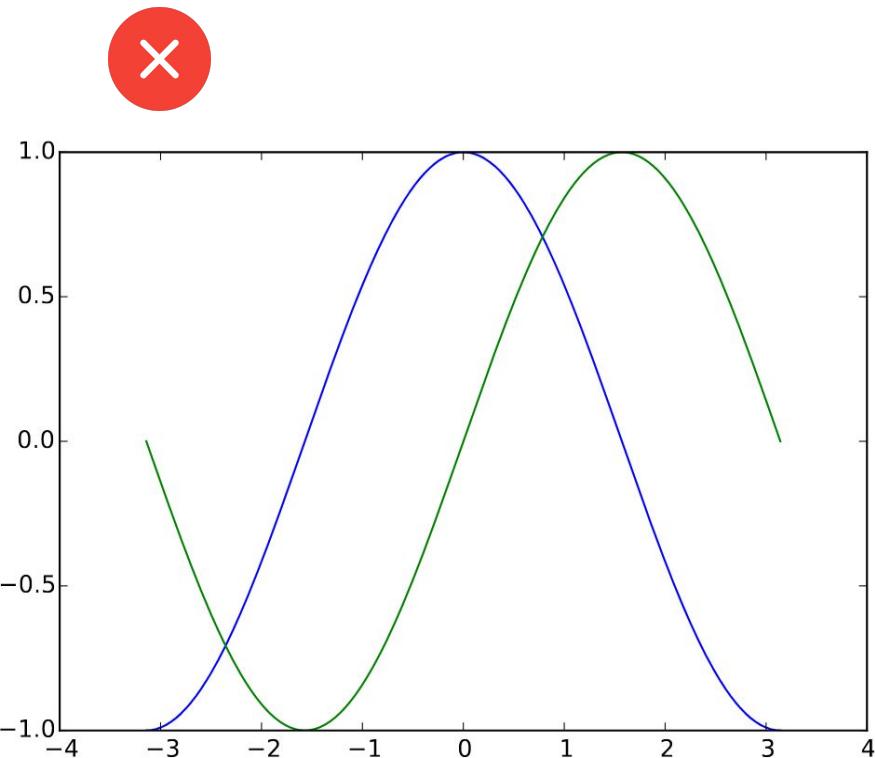
# 5) Do not trust the defaults

Matplotlib defaults

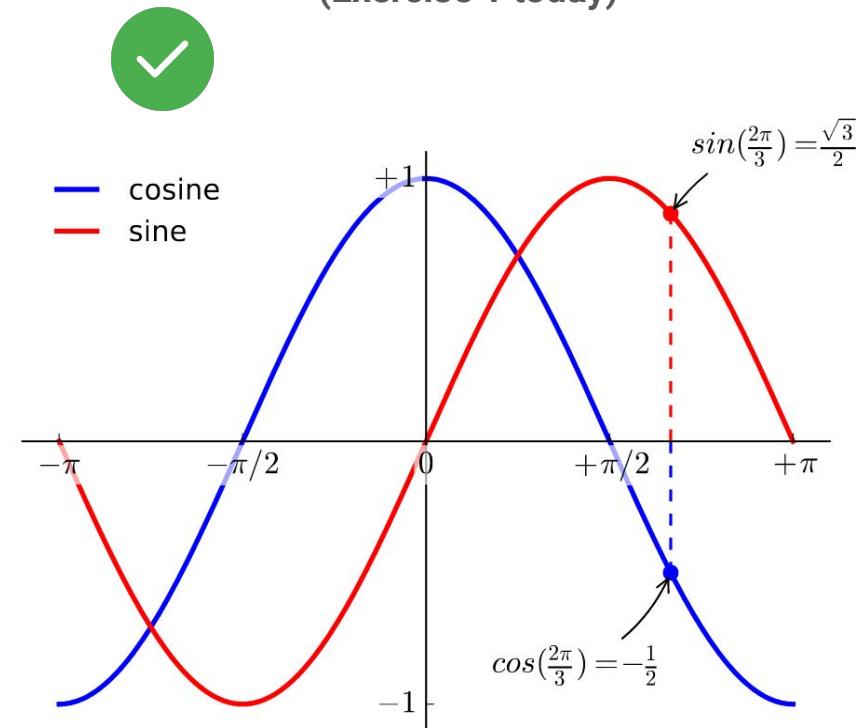


# 5) Do not trust the defaults

Matplotlib defaults



With a bit of work....  
(Exercise 1 today)



6) Use color effectively → more on this later

# 7) Do not mislead the reader



Using full range bars shows a more realistic comparison among them



Relative size using full range

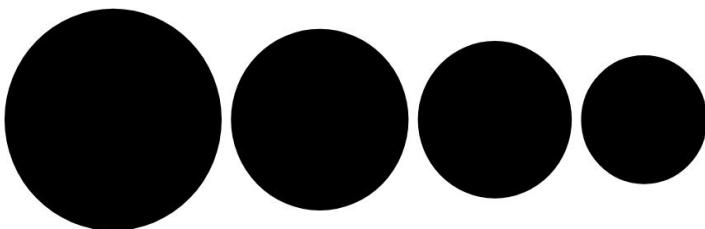
Relative size using partial range



Using partial range bars misleads the reader to think the difference is bigger

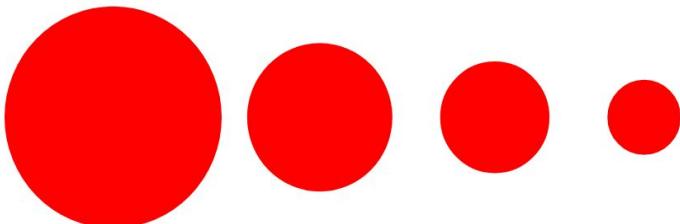


Using the disc area shows a more proportional sizes



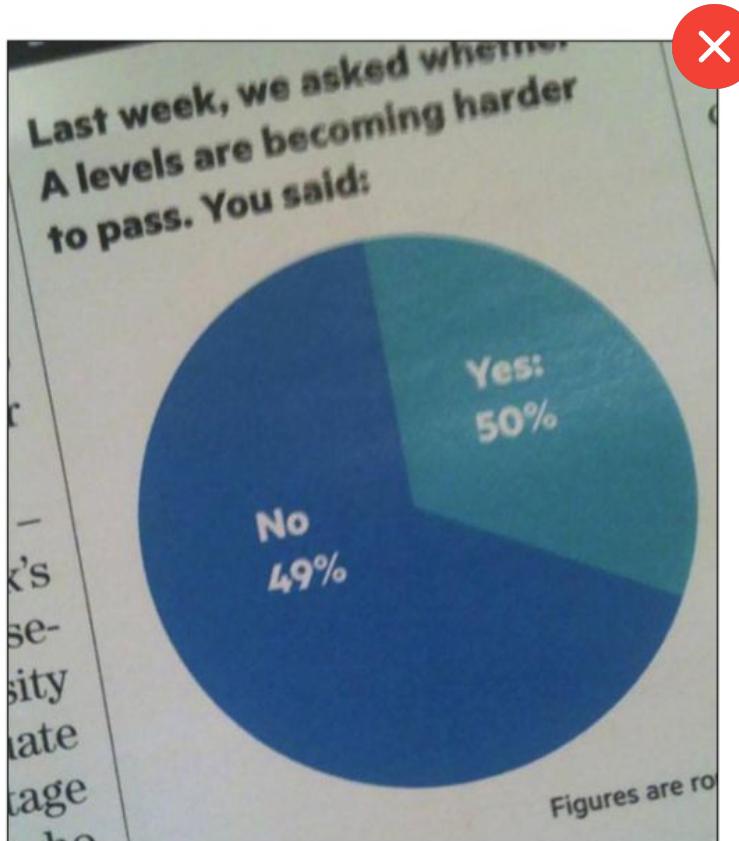
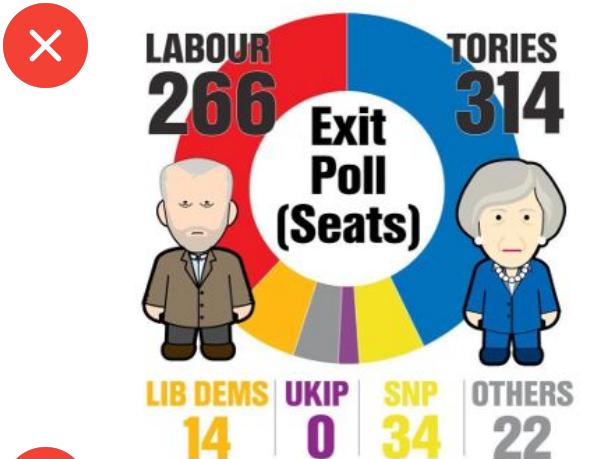
Relative size using disc area

Relative size using disc radius

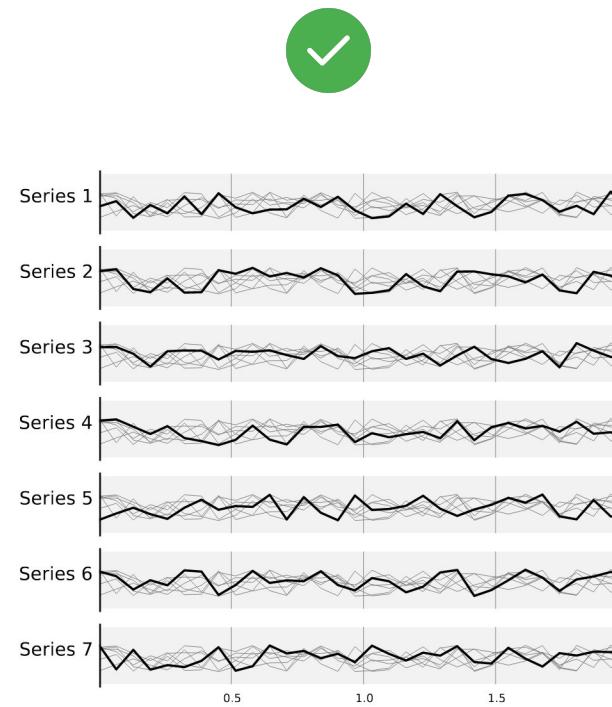
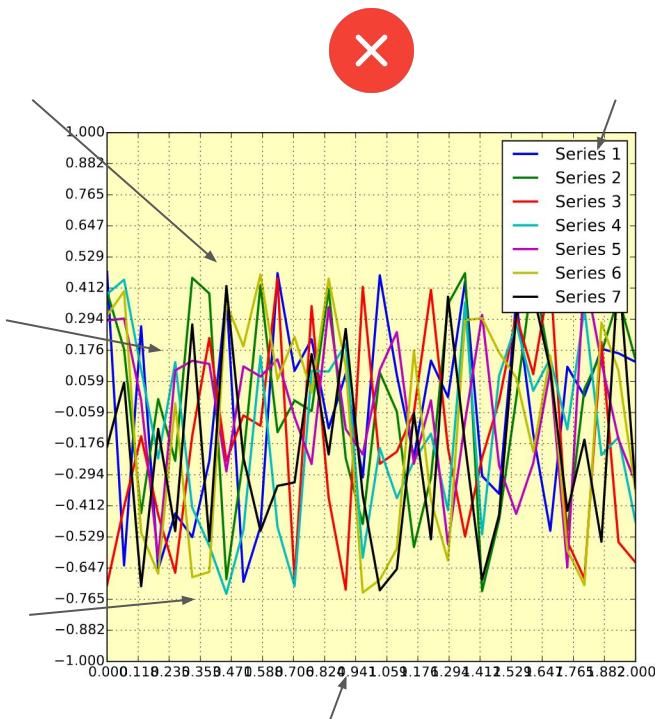


Using the disc radius misleads the reader to think the difference is bigger

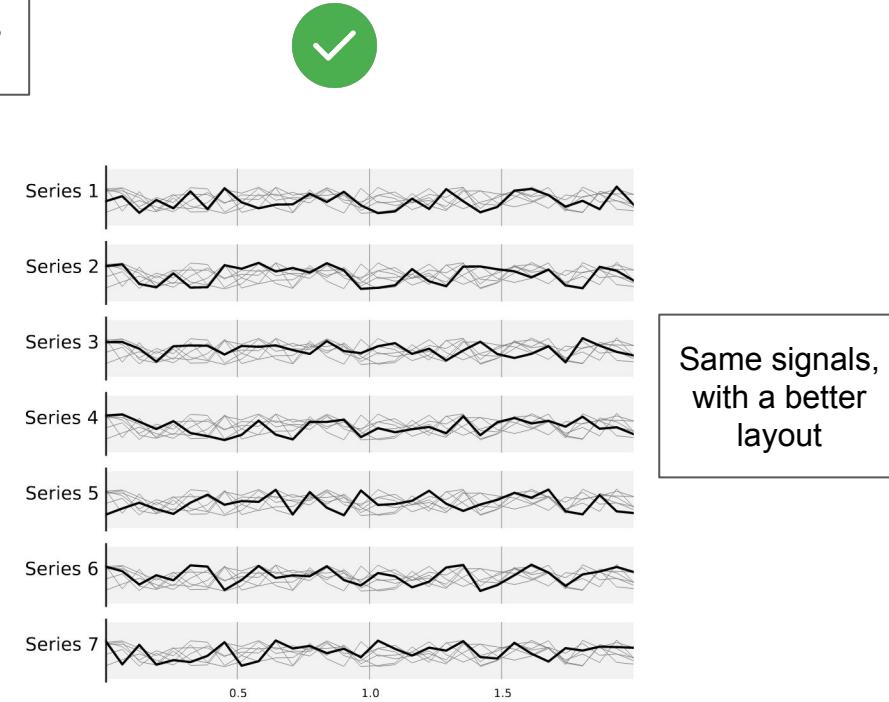
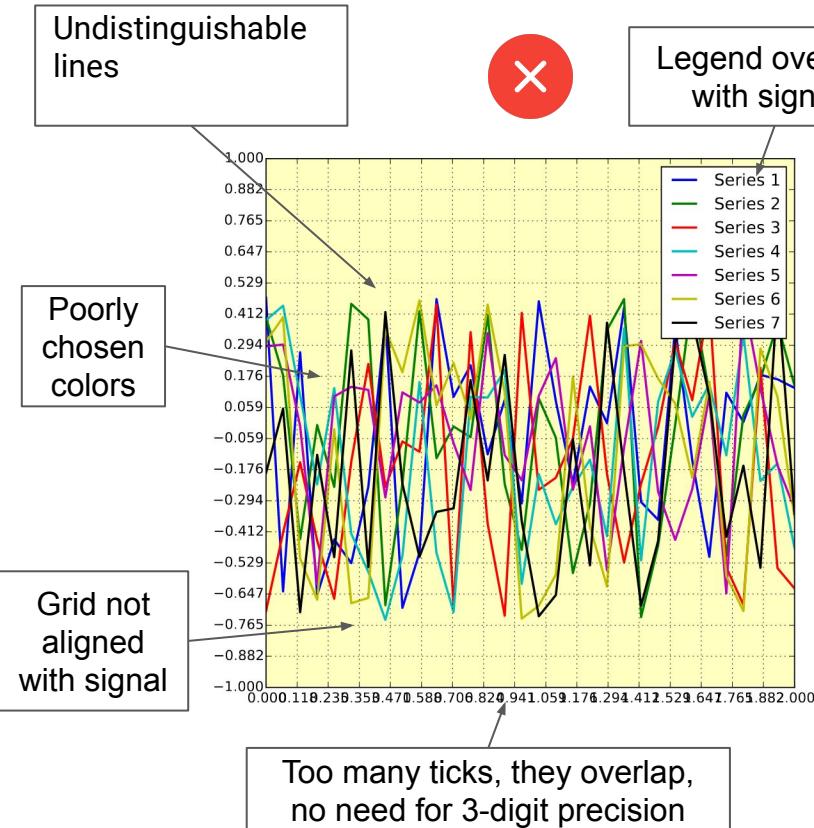
# 7) Do not mislead the reader. Really.



## 8) Avoid chartjunk



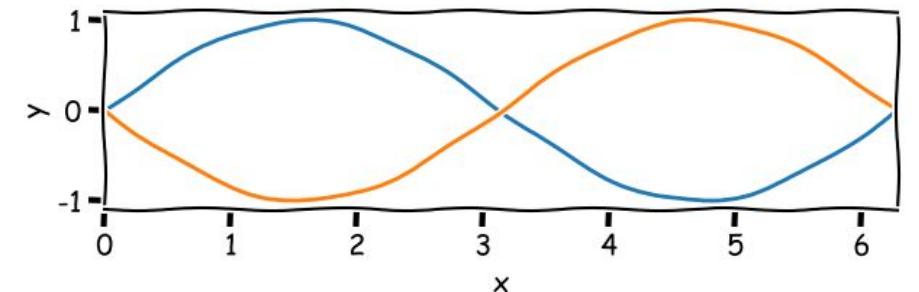
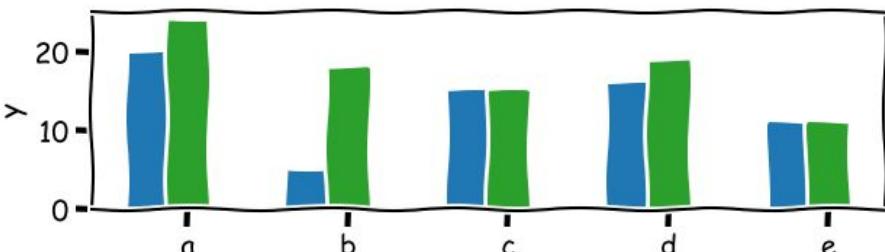
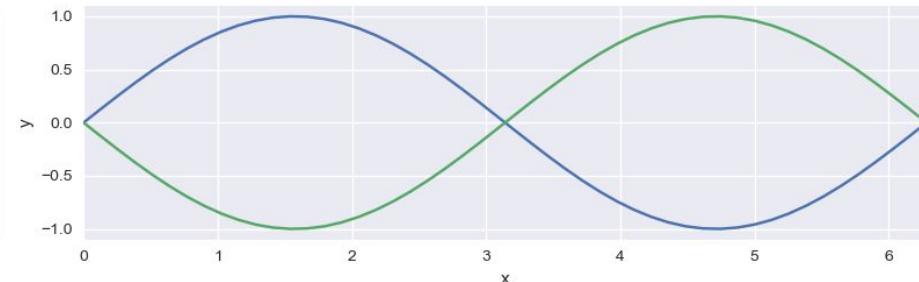
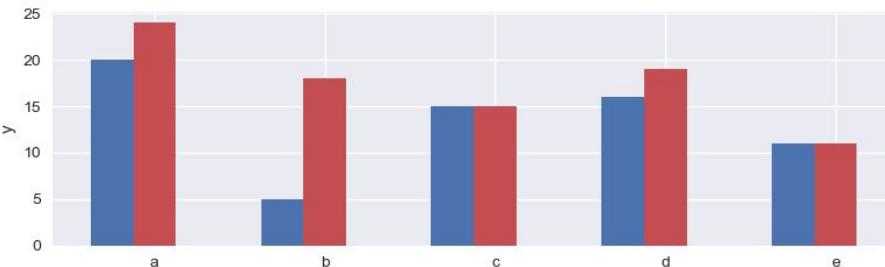
# 8) Avoid chartjunk



Same signals,  
with a better  
layout

# 9) Message trumps beauty:

To convey an idea, sometimes a sketch suffices



# 10) Get the right tool

**PDFCrop** to remove white borders



**GraphViz** for creating easy graphs



**ImageMagick** for scripted image processing



**Gimp** for bitmap image manipulation



**Inkscape** for vector image manipulation

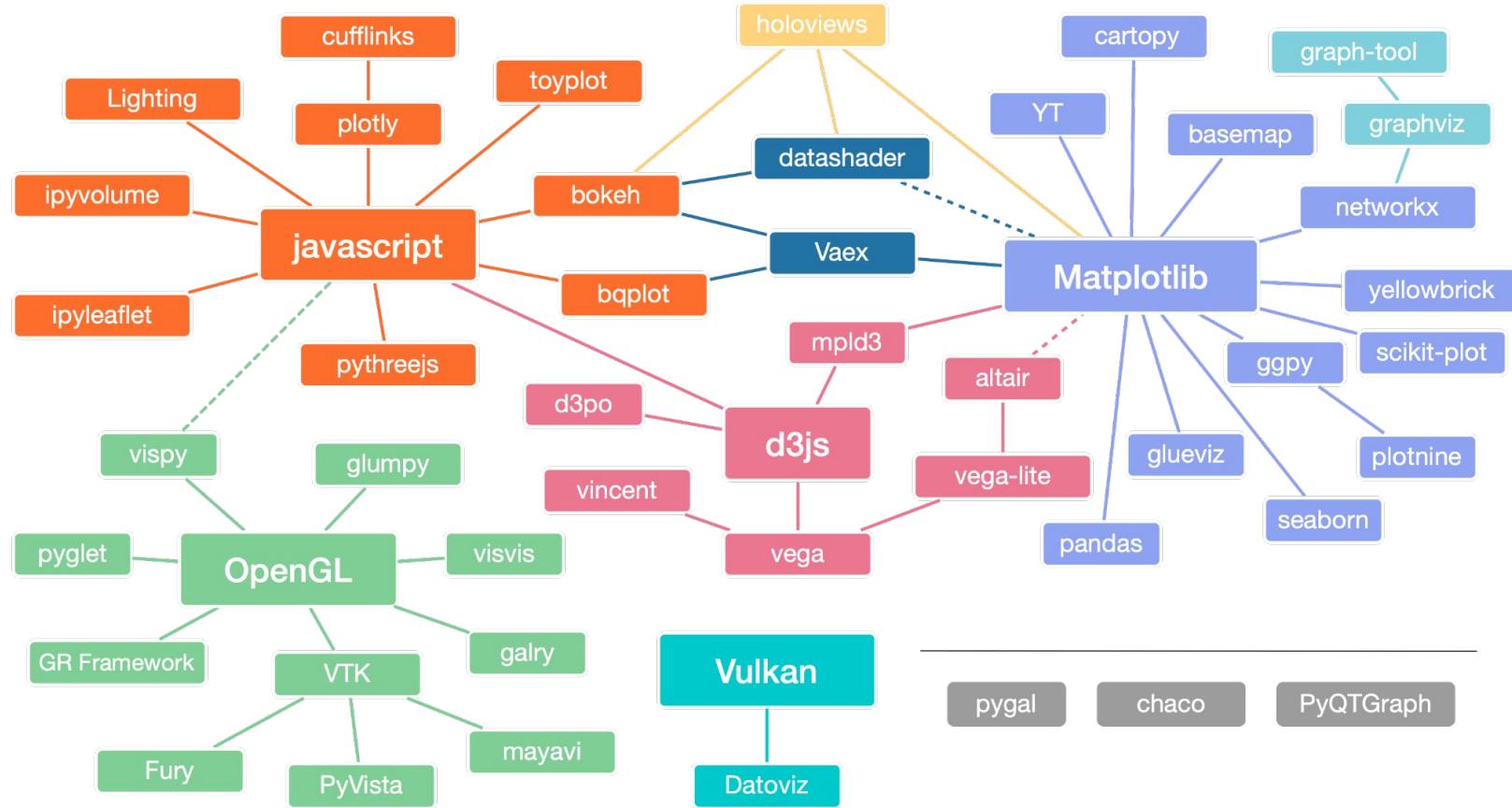


**Tikz** for scripted vector art



And many, many, many others...

# Overview of visualization libraries



pygal

chaco

PyQTGraph

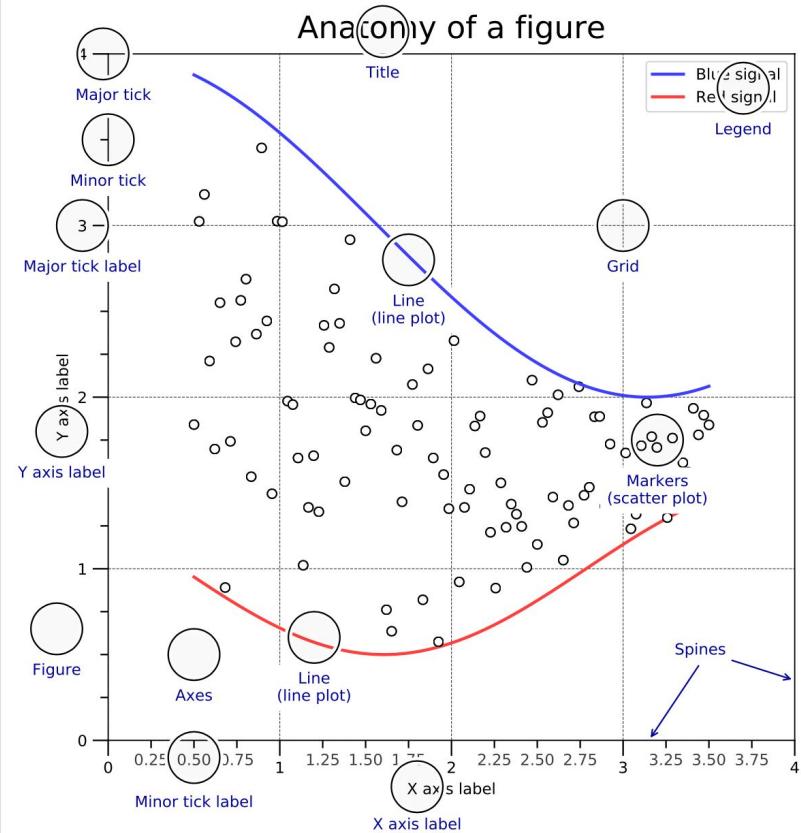
# Time for hands-on exercises!

## Exercise 1: Mastering matplotlib

Have your cheatsheet at hand!:

<https://matplotlib.org/cheatsheets/>

### Anatomy of a figure





# An useful tool:

[datavizcatalogue.com](http://datavizcatalogue.com)

## What do you want to show?

Here you can find a list of charts categorised by their data visualization functions or by what you want a chart to communicate to an audience. While the allocation of each chart into specific functions isn't a perfect system, it still works as a useful guide for selecting chart based on your analysis or communication needs.



Comparisons



Proportions



Relationships



Hierarchy



Concepts



Location



Part-to-a-whole



Distribution



How things work



Processes &amp; methods



Movement or flow



Patterns



Range



Data over time



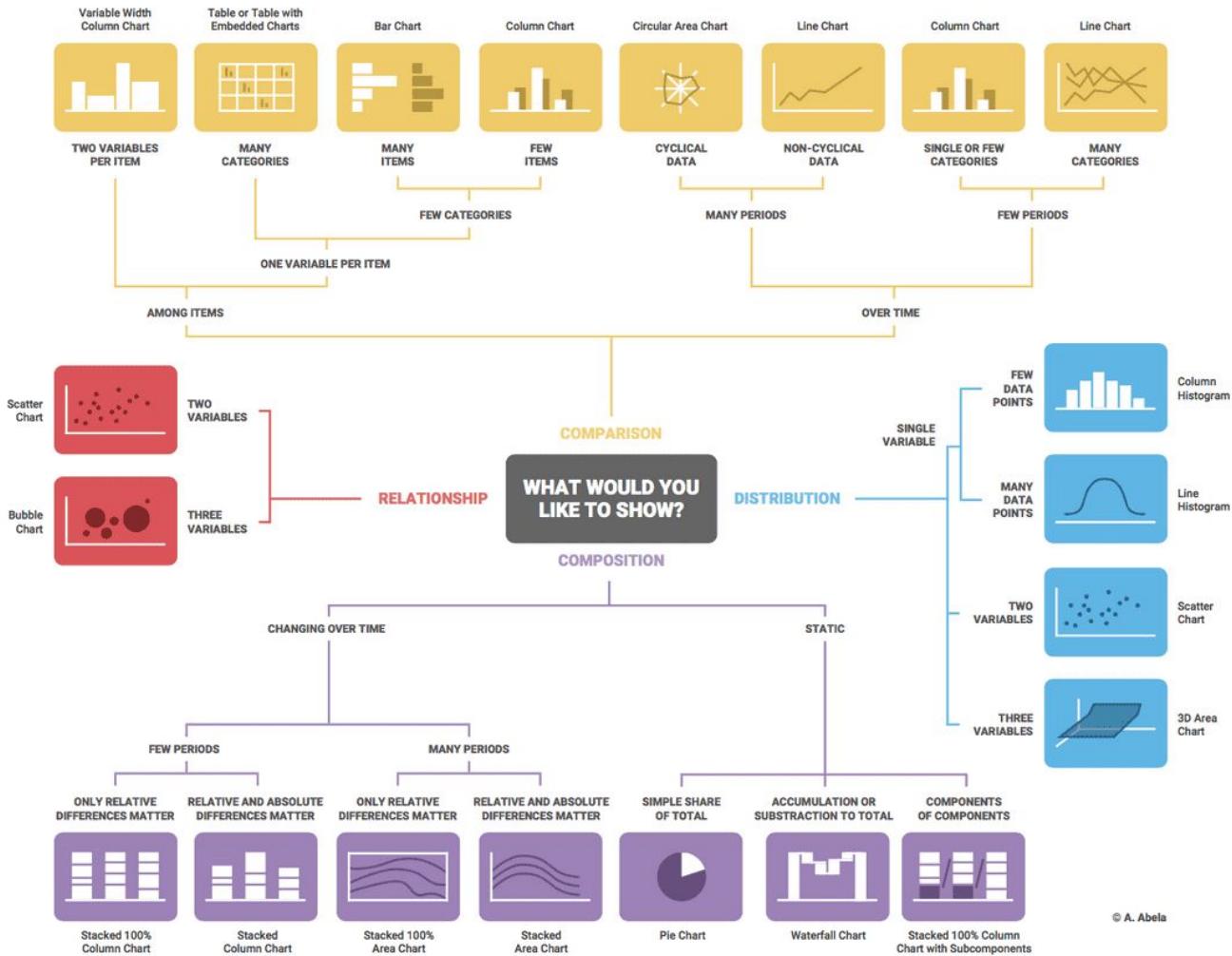
Analysing text



Reference tool

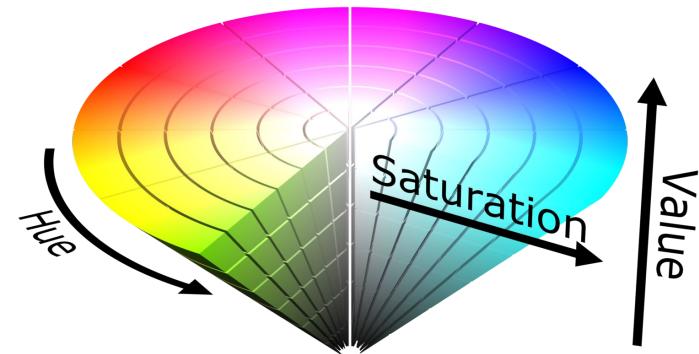
Another,  
older tool

## Chart suggestions by Abela



## 6) Use color effectively

Three dimensions of color: Hue, saturation and brightness



# Types of color scales

- **Qualitative/categorical:** data with no order
  - e.g. cities, countries
- **Sequential:** increasing or decreasing data
  - e.g. year
- **Diverging:** data with a natural zero
  - e.g. % change, temperature
- **Circular**
  - e.g. orientation, direction

## Colormaps

API

`plt.get_cmap(name)`

### Uniform



### Sequential



### Diverging



### Qualitative



### Cyclic



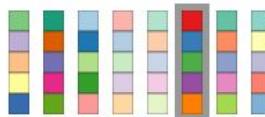
Number of data classes: 5

[how to use](#) | [updates](#) | [downloads](#) | [credits](#)

Nature of your data:

sequential  diverging  qualitative

Pick a color scheme:



# COLORBREWER 2.0

color advice for cartography

Only show:

- colorblind safe
- print friendly
- photocopy safe

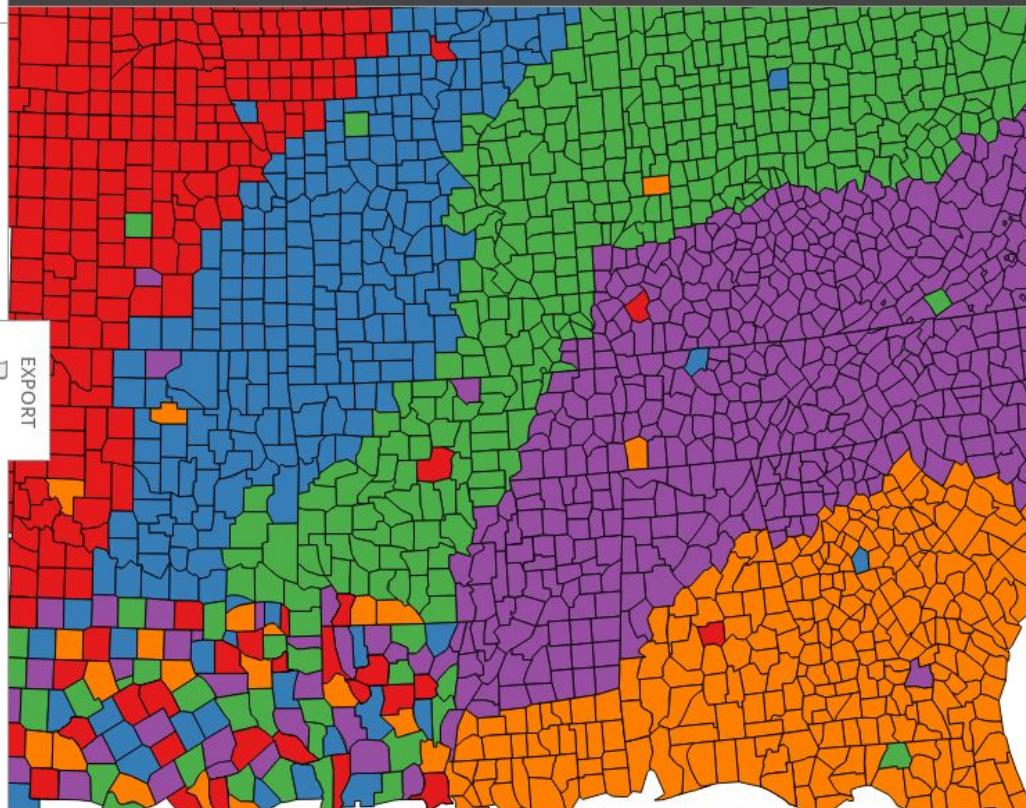
Context:

- roads
- cities
- borders

Background:

- solid color
- terrain

color transparency



© Cynthia Brewer, Mark Harrower and The Pennsylvania State University

[Source code and feedback](#)

[Back to Flash version](#)

[Back to ColorBrewer 1.0](#)

axismaps

<https://colorbrewer2.org>

Number of data classes: 5

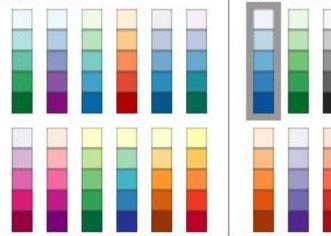
[how to use](#) | [updates](#) | [downloads](#) | [credits](#)

Nature of your data:

sequential  diverging  qualitative

Pick a color scheme:

Multi-hue:



Only show:

- colorblind safe
- print friendly
- photocopy safe

Context:

- roads
- cities
- borders

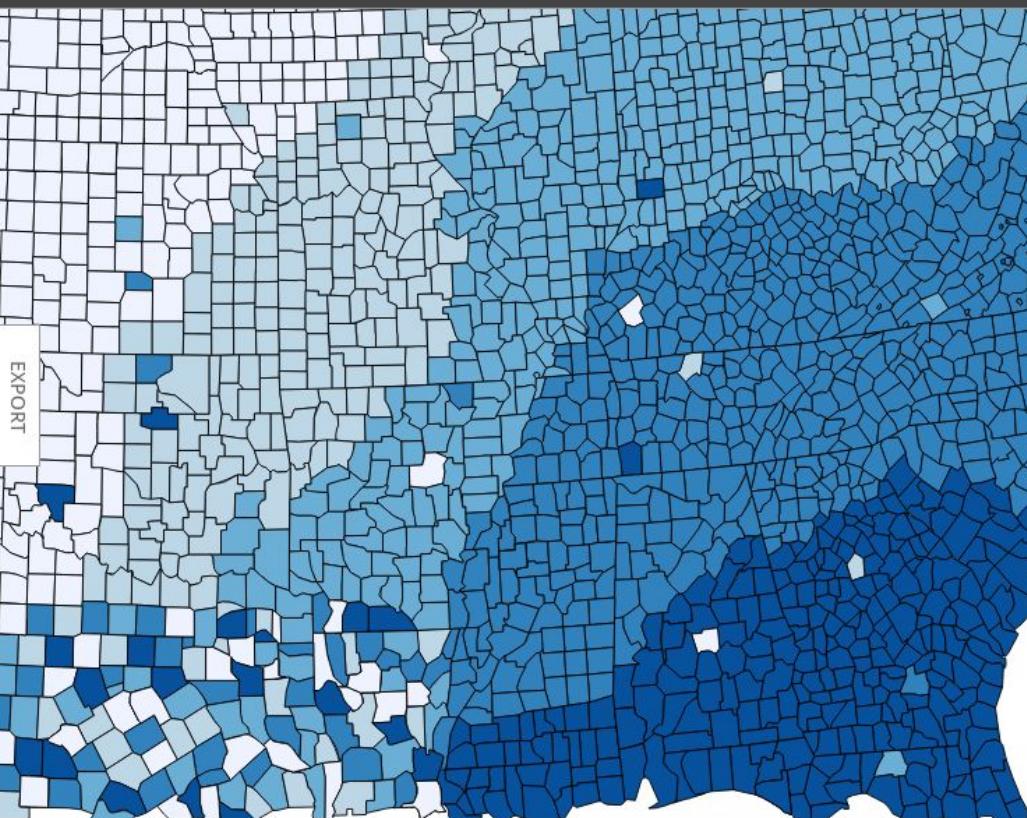
Background:

- solid color
- terrain

color transparency

# COLORBREWER 2.0

color advice for cartography



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 axismaps

<https://colorbrewer2.org>

# Consider colorblindness

original



deuteranomaly



protanomaly



tritanomaly



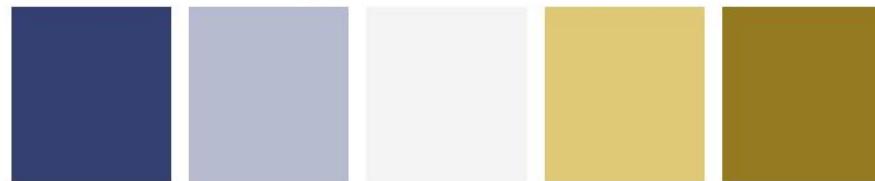
A red–green contrast becomes indistinguishable under red–green color vision deficiency (deuteranomaly or protanomaly) From Wilke (2019)

# Consider colorblindness

original



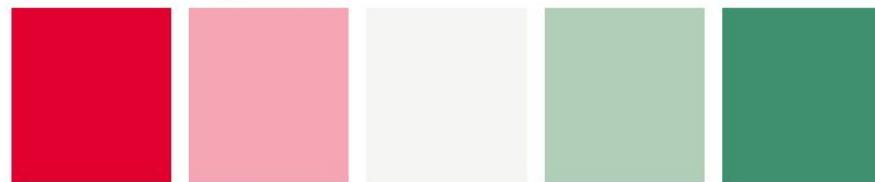
deuteranomaly



protanomaly



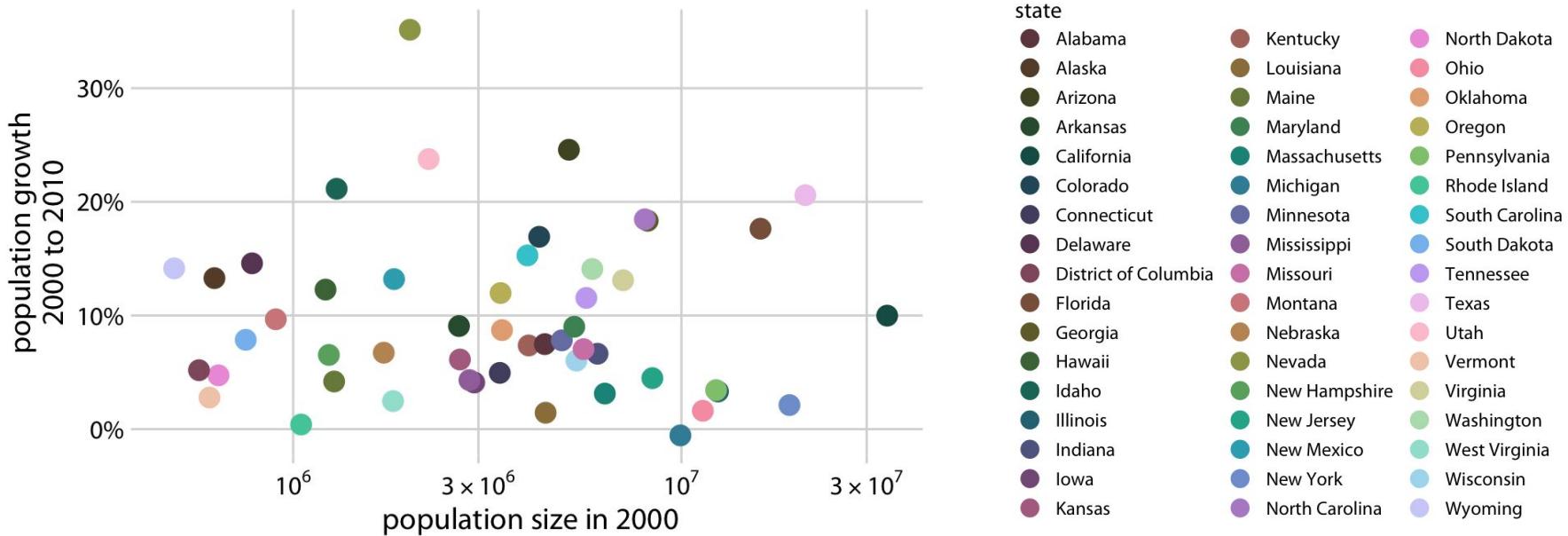
tritanomaly



The ColorBrewer PiYG (pink to yellow-green) scale looks like a red–green contrast to people with regular color vision but works for all forms of color-vision deficiency.

From Wilke (2019)

# Common pitfall: encoding too much information

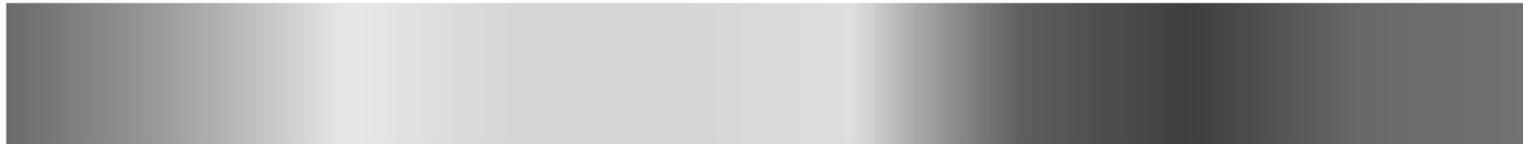


# Common pitfall: using the wrong color scale

rainbow scale



rainbow converted to grayscale

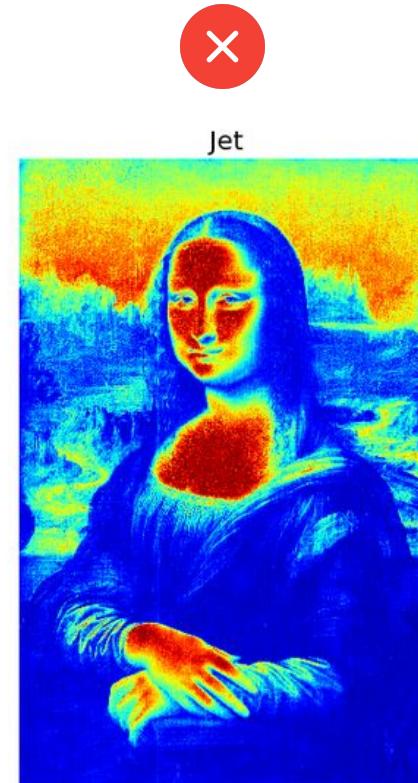
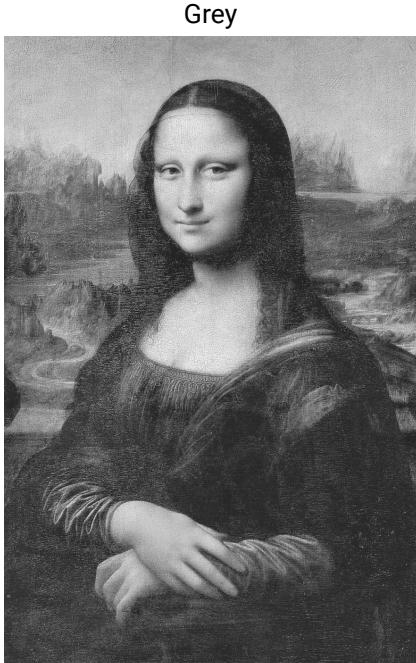


The jet/rainbow color scale is **NOT a sequential** colormap,

→ our perception of it is NOT linear but **circular!**

**So do not use it for data that is not circular.**

# Common pitfall: using the wrong color scale



# Exercise 2: which visualization should I use?

Goal: a visualization that is *publication-ready*

- Work in pairs, develop in your fork
- Do only 1 exercise (A - E)
- Do a Pull Request when ready.
- We'll review your visualizations and comment them together



Have your cheatsheet at hand!: <https://matplotlib.org/cheatsheets/>

## Extra-Material (from ASPP-2021)

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- [Scales & projections](#) ([notebook](#)). Tutorial on different type of scales (log scale, symlog scale, logit scale) and projections (polar, 3D, geographic).
- [Animation](#) ([notebook](#)). Animation with matplotlib can be created very easily using the animation framework.  
This notebook shows how to create an animation and save it as a movie.

## Further Resources

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At the implementation level (code, galleries and how-tos):

- [Seaborn library](#), a library for statistical data visualization. Very recommended as a next step in your learning journey.
- [Matplotlib Cheatsheets](#), Nicolas P. Rougier (2020)
- [Scientific Visualization – Python & Matplotlib](#), open-source book from Nicolas P. Rougier (2021)
- [Python Graph Gallery](#), Yan Holtz (2017)
- [Matplotlib Gallery](#), Matplotlib team

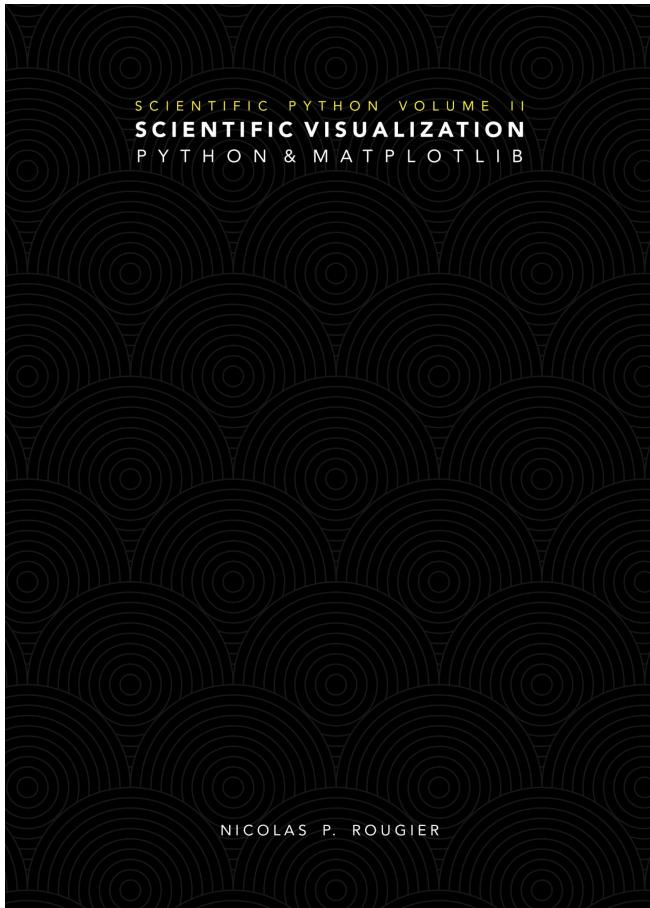
At the conceptual level :

- [Ten simple rules for better figures](#), Nicolas P. Rougier, Michael Droettboom, Philip E. Bourne (2014)
- [Fundamentals of Data Visualization](#), book by Claus O. Wilke (2019)
- [Chart Suggestions - a though-starter](#) by A. Abelas.
- [Data Visualization Catalogue](#)
- [Edward Tufte's series of books: The Visual Display of Quantitative Information \(1983\), Envisioning Information \(1990\), Beautiful Evidence \(2006\)](#), etc.

Interactive visualizations:

- [Widgets in Jupyter notebook](#)
- [Plotly](#)

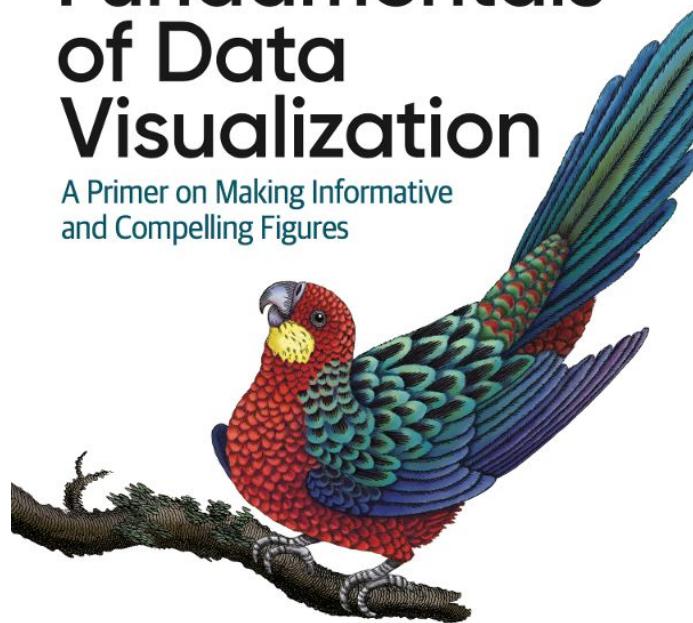
# Selected further resources



O'REILLY®

## Fundamentals of Data Visualization

A Primer on Making Informative  
and Compelling Figures

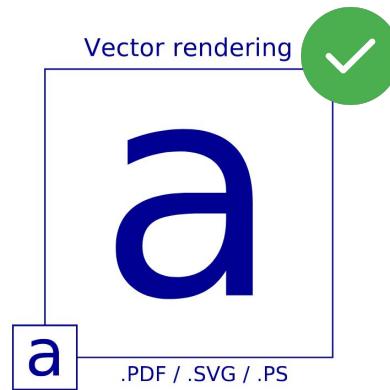
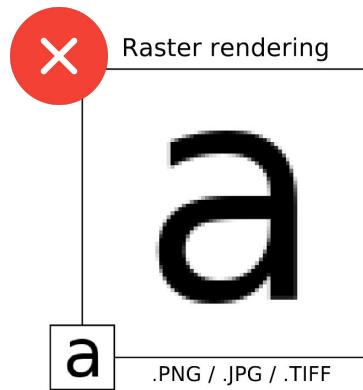


Claus O. Wilke

# Some extra tips

# Exporting a figure: vector format!

As a rule of thumb: Save in vector format and with enough DPI (dots per inch)



Bitmap formats

PNG: Portable Network  
Graphics (lossless)  
JPG: Joint Photographic  
Experts Group (lossy)

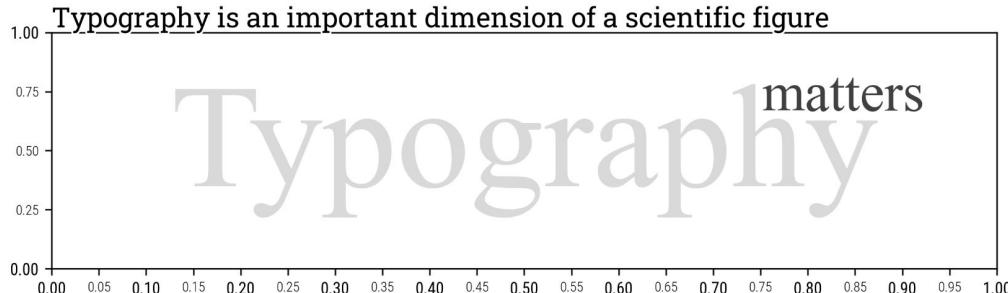
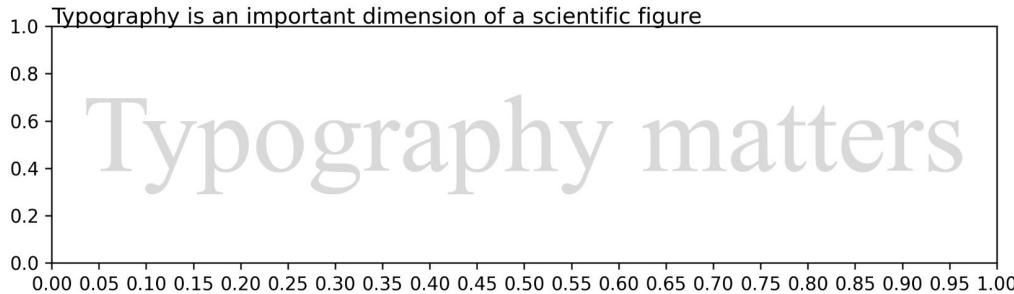
Vector formats

PDF: Portable  
Document Format  
SVG: Scalable  
Vector Graphics

A text rendered at 10pt size using 50 dpi ✖  
A text rendered at 10pt size using 100 dpi  
A text rendered at 10pt size using 300 dpi  
A text rendered at 10pt size using 600 dpi ✓

# Font stack choice

Influence of typography on the perception of a figure. Choose the right font for you.



**Serif**

DejaVuSerif.ttf

**Sans**

DejaVuSans.ttf

**Serif**

RobotoSlab-Regular.ttf

**Sans**

RobotoCondensed-Regular.ttf

**Serif**

SourceSerifPro-Regular.otf

**Sans**

SourceSansPro-Regular.ttf

**Monospace**

DejaVuSansMono.ttf

**Cursive**

Apple Chancery.ttf

**Monospace**

RobotoMono-Regular.ttf

**Cursive**

Merienda-Regular.ttf

**Monospace**

SourceCodePro-Regular.ttf

**Cursive**

ITC Zap Chancery.ttf