**Exercise 1: Understanding Data Visualization**

**Explain why data visualization is important in data analysis**

Data Visualization is important in data analysis because it allows for data to be shown in a much more readable format than just presenting raw data. By visualizing data, it is much easier for a company to see the trends of their products or services, and to be able to show how certain bits of data are doing better than others, and where improvements can be made. If data isn’t visualized and raw data is presented – this makes it much harder for other people to truly understand what the data means and the reason behind it.

**Describe the purpose of a line graph in data visualization**

The purpose of a line graph is to visualize different data points in a way that trends in the data can be clearly seen. Line graphs can be very useful when the data is over a period of time – this will show the changes, dips and fluctuations of the data.