

# **BIG DIVE**

---

## **TECH. CUSTOM EDITION**

A project by **TOP-IX**  
designed for **Intesa Sanpaolo**



**TODO**



	A	B	C
1	Query	Searches	Volume
3	pga	5244	11.08230719
4	pga.com	2583	6.610499028
5	freegolfinfo	64	4.147764096
6	golf tips	1884	3.046014258
7	golf	176386	1.62022035
8	pga tour	4142	1.360985094
9	michigan football	5105	0.777705768
10	golf swing	1596	0.777705768
11	pga golf	1406	0.712896954
12	pga championship	504	0.583279326
13	mgoblue	311	0.583279326
14	putting tips	133	0.518470512
15	golf shank	22	0.453661698
16	michigan wolverines	2587	0.453661698
17	golf lessons	463	0.453661698
18	us open	6077	0.388852884
19	online golf tips	8	0.388852884
20	university of michigan	4948	0.324044407
21	golf schools	1657	0.324044407
22	how to play golf	394	0.324044407
23	free video golf lessons	5	0.324044407
25	stratton	976	0.259235256
26	swing plane	15	0.259235256

# Excel

Copy of Marketing Budget-labrat - Microsoft Excel Preview

Sean

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW TEAM

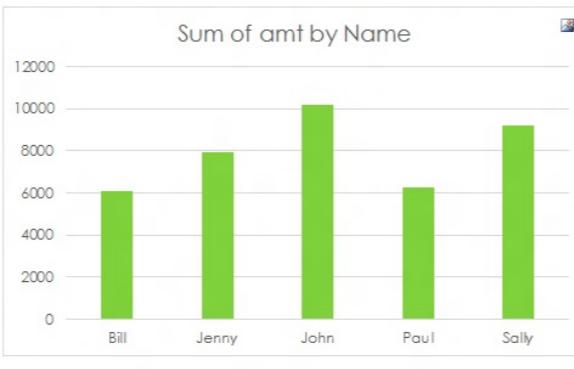
Cut Copy Format Painter Paste

Font Alignment Number Styles Cells Editing

A2 Date

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
1	Transactions																								
2	Date	amt	Name	Dept	cod	Department	Transaction code																		
3	11/2/11	\$1,300.00	John	Ads		Advertising	801010																		
4	11/3/11	\$1,830.00	Jenny	Evs		Events	802100																		
5	11/4/11	\$600.00	Bill	Dmg		Digital Marketing	804020																		
6	11/7/11	\$1,800.00	Sally	Pro		Promotions	807800																		
7	11/8/11	\$2,730.00	Paul	Ads		Advertising	801010																		
8	11/8/11	\$1,750.00	Paul	Evs		Events	802100																		
9	11/9/11	\$1,200.00	John	Dmg		Digital Marketing	804020																		
10	11/10/11	\$3,500.00	John	Prs		Public Relations																			
11	11/11/11	\$2,500.00	Jenny	Pro		Promotions																			
12	11/14/11	\$1,500.00	Bill	Evs		Events																			
13	11/15/11	\$800.00	Sally	Ads		Advertising																			
14	11/17/11	\$2,370.00	John	Evs																					
15	11/18/11	\$700.00	Bill	Dmg																					
16	11/18/11	\$1,800.00	Paul	Prs																					
17	11/21/11	\$550.00	Bill	Evs																					
18	11/21/11	\$1,420.00	Bill	Pro																					
19	11/22/11	\$2,210.00	Jenny	Ad																					
20	11/23/11	\$920.00	Sally	Dm																					
21	11/23/11	\$1,680.00	Sally	Prs																					
22	11/24/11	\$3,500.00	Sally	Prs																					
23	11/25/11	\$1,400.00	Jenny	Pro																					
24	11/28/11	\$1,800.00	John	Evs																					
25	11/29/11	\$1,300.00	Bill	Ad																					
26	11/30/11	\$510.00	Sally	Dm																					
27																									
28																									
29																									
30																									
31																									
32																									
33																									
34																									

Sum of amt by Name



FORMATTING CHARTS TOTALS TABLES SPARKLINES

Line Clustered Column Clustered Column Clustered Bar Stacked Area More Charts

Recommended Charts help you visualize data.

Sheet1 Sheet2 Sheet3 Sheet4 Sheet

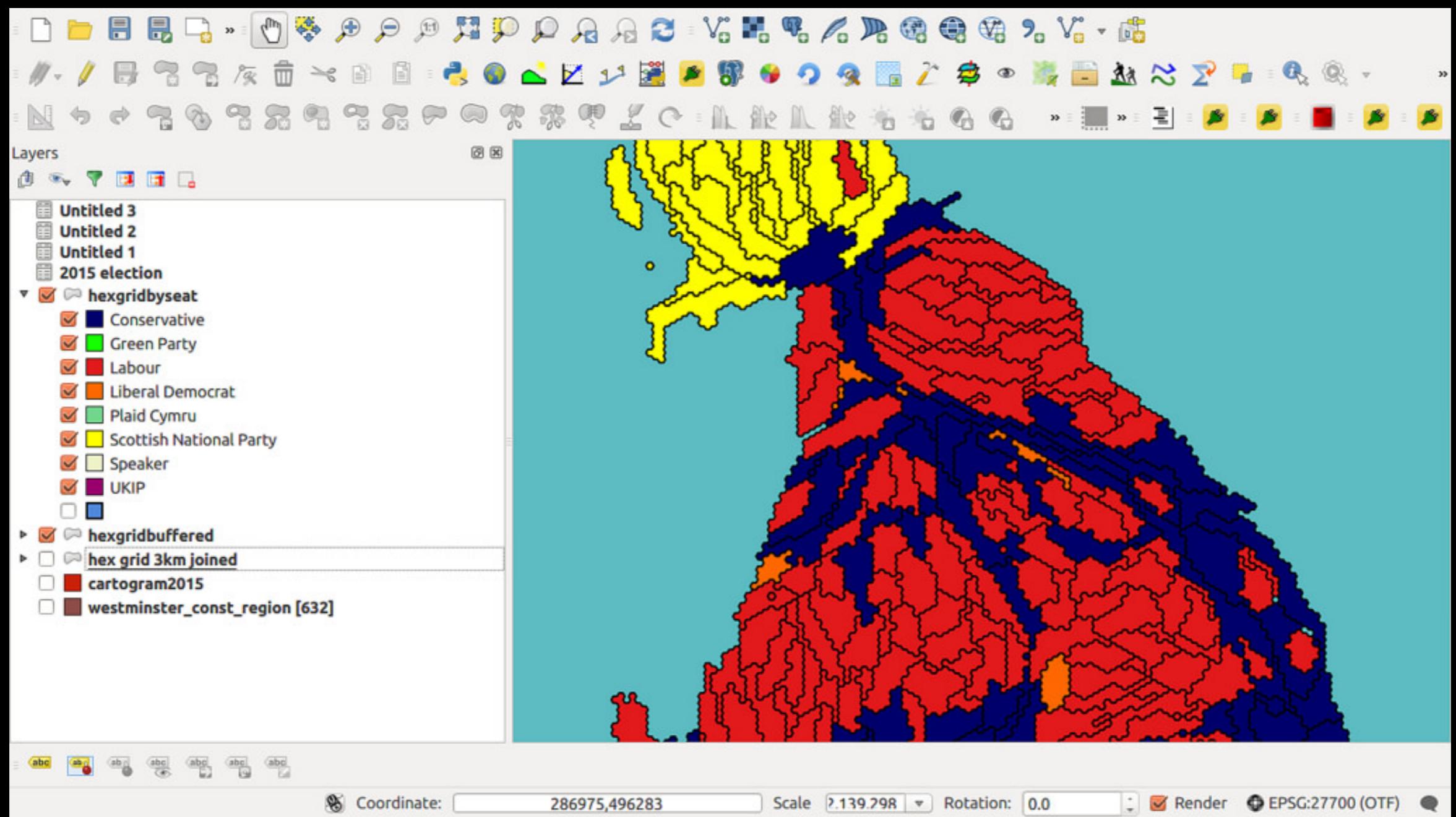
AVERAGE: 3/14/58 COUNT: 125 SUM: 9/21/93

100% 10:34 PM 7/13/2012

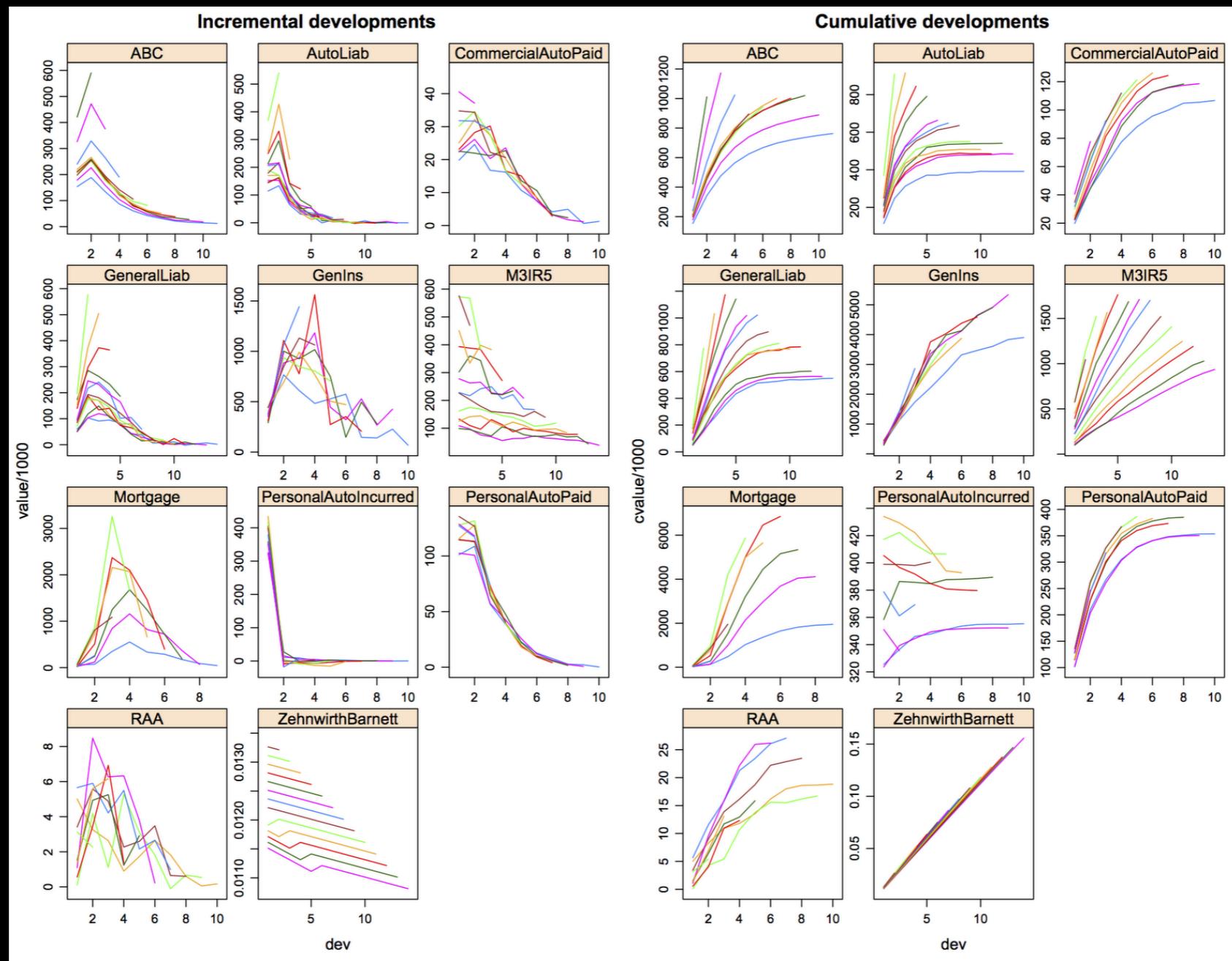
# Gephi



# Qgis



R



# Refine

Google refine Cleaning BAA Data Permalink Text transform on 35384 cells in column AgeOnRaceDay:  
grel:value.toNumber() Undo

Facet / Filter Undo / Redo 2

Refresh Reset All Remove All

AgeOnRaceDay change reset

18.00 — 84.00

35384 rows

Show as: rows records Show: 5 10 25 50 rows

All	FirstName	GenderCode	AgeOnRaceDay	City	State
1.	Mariann	F	69	Copenhagen	
2.	Gina	F	37	Lisbon	ND
3.	Keith	M	55	Ann Arbor	MI
4.	Mark	M	35	Sagamore Beach	MA
5.	Allison	F	38	Reading	MA
6.	Jocelyne	F	60	Tabanac	
7.	David	M	42	Pembroke	MA
8.	Susan	F	41	St. John's	NL
9.	John	M	59	Yorktown Heights	NY
10.	Michael	M	24	Boston	MA

# Tableau



# Chart Libraries

## 20 best JavaScript charting libraries

by VAIBHAV SINGHAL — 1 year ago in DESIGN & DEV



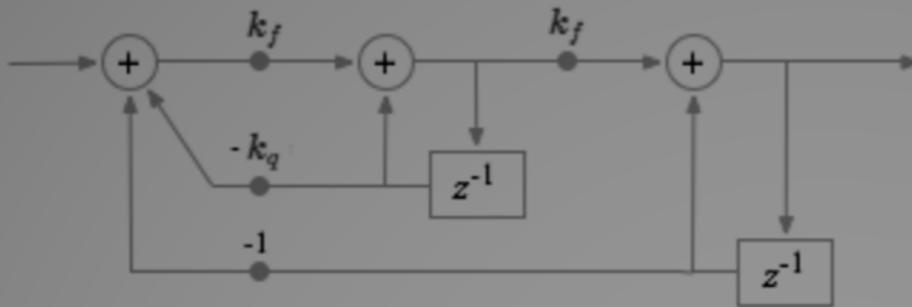
15 **SHARES** 2,354

[f](#) [B](#) [t](#) [in](#) [s](#) [g](#) [e](#) [BB OFF](#)

<http://tnw.to/i4w64>

Park attendance would rise by 34%, to 100 million visits each year.

Below is a simplified digital adaptation of the analog state variable filter.



The coefficients and transfer function are:

$$k_f = 2 \sin\left(\pi \frac{F_c}{F_s}\right) \quad k_q = \frac{1}{Q}$$

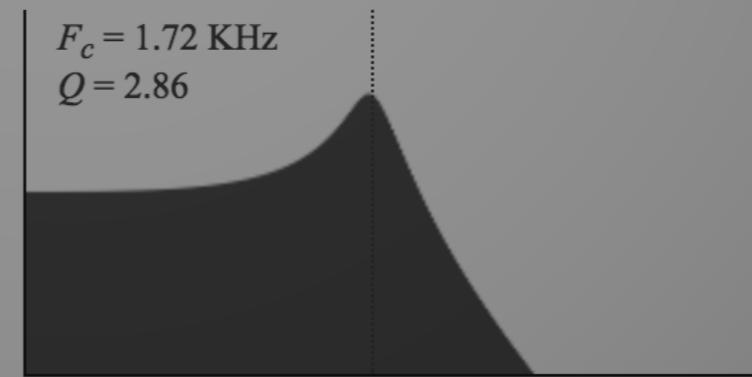
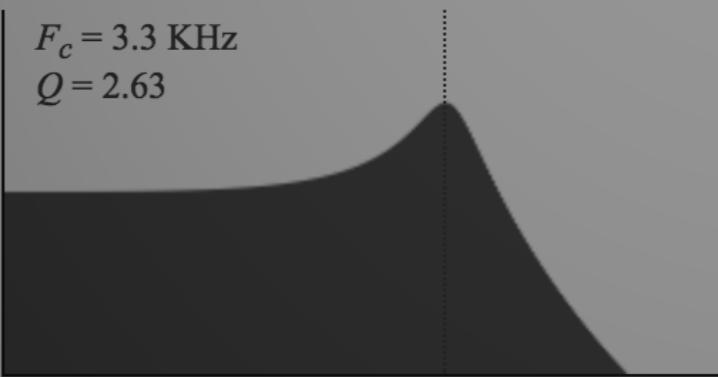
$$H(z) = \frac{k_f^2}{1 - (2 - k_f(k_f + k_q))z^{-1} + (1 - k_f k_q)z^{-2}}$$

This topology is particularly useful for embedded audio processing, because  $F_c$  (cutoff frequency) and  $Q$  (resonance) are controlled by independent coefficients,  $k_f$  and  $k_q$ . (With most filters, the coefficients are functions of both parameters, which precludes pre-calculated lookup tables.)

Some example frequency responses:

# Reactive documents

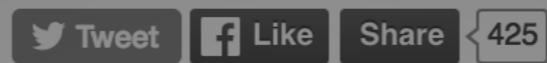
[worrydream.com](http://worrydream.com)



For a more extensive example, see Ten Brighter Ideas.

For the motivation and philosophy behind reactive documents, see Explorable Explanations.

# Explained Visually



Explained Visually (EV) is an experiment in making hard ideas intuitive inspired by the work of Bret Victor's [Explorable Explanations](#).  
Sign up to hear about the latest.

Email address

Subscribe

## Conditional probability

/ 10 - 2015/02/17

### Ordinary Least Squares Regression

Where do betas come from?

[setosa.io/ev](http://setosa.io/ev)

/ 9 - 2015/02/12

### Principal Component Analysis

axis of easy.

/ 8 - 2015/01/29

### Image Kernels

The kernel's secret recipe.

/ 6 - 2015/01/20

### Eigenvectors and Eigenvalues

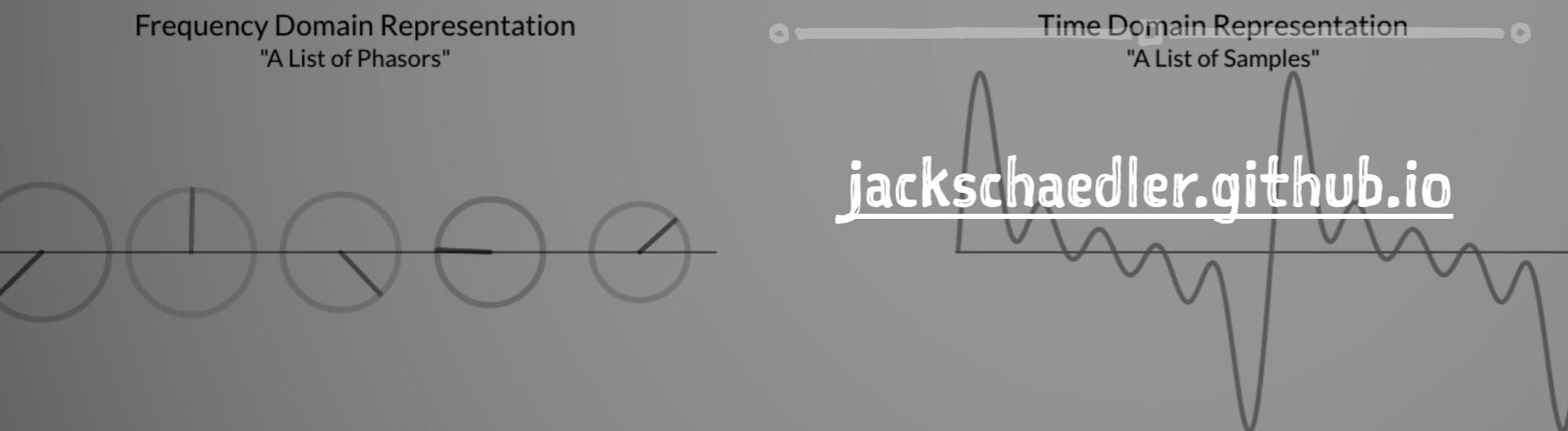
# FOURIER TRANSFORM

SENTING SIGNALS AS SUMS OF SINES

saw in the previous section that any point on a two-dimensional surface can be expressed using a pair of Cartesian or polar coordinates. We also showed that there are *transforms* which allow us to switch between these representations at will. A similar situation exists for signals. We may choose to represent signals using time-based coordinates or frequency-based coordinates. The *Fourier Transform* is our tool for switching between these representations.

and it helpful to think of the frequency-domain representation as a *list of phasors*. The Discrete Fourier Transform takes your time-domain signal and produces a list of phasors which, when summed together, will produce your signal. In very broad strokes, the two representations can be thought of as looking something like

# THE FOURIER TRANSFORM



combine or sum phasors by stringing them together into a chain. The center of the first phasor is placed at the origin, and the center of each subsequent phasor is “attached” to the tip of the previous phasor. Once the chain of phasors is constructed, we allow each phasor to begin rotating. We can reconstruct the time domain signal by taking the vertical distance from the origin to the tip of the *last* phasor. The following visualization allows you to see the relative magnitudes of five phasors which are linked together in a “chain”.<sup>1</sup>

1. Which is all a rather wordy and roundabout way to say that you just *sum them up*. The symbolic expression is straightforward, and it looks like this:

# NOBEL LAUREATES

ALL

WOMEN

ALIVE

SHARED

MULTIPLE

2016

COUNTRIES

TIME

1900 '10 '20 '30 '40 '50 '60 '70 '80 '90 2000 '10

# NOBEL LAUREATES

[fingfx.thomsonreuters.com](http://fingfx.thomsonreuters.com)

USA

U.K.

Germany

France

Sweden

Russia

Poland

Bush



Clinton

Bush

Reagan

Carter

Ford

Nixon

Kennedy

Johnson

Eisenhower

Truman

Roosevelt

Hoover

Coolidge

Harding

# 100 years of tax brackets

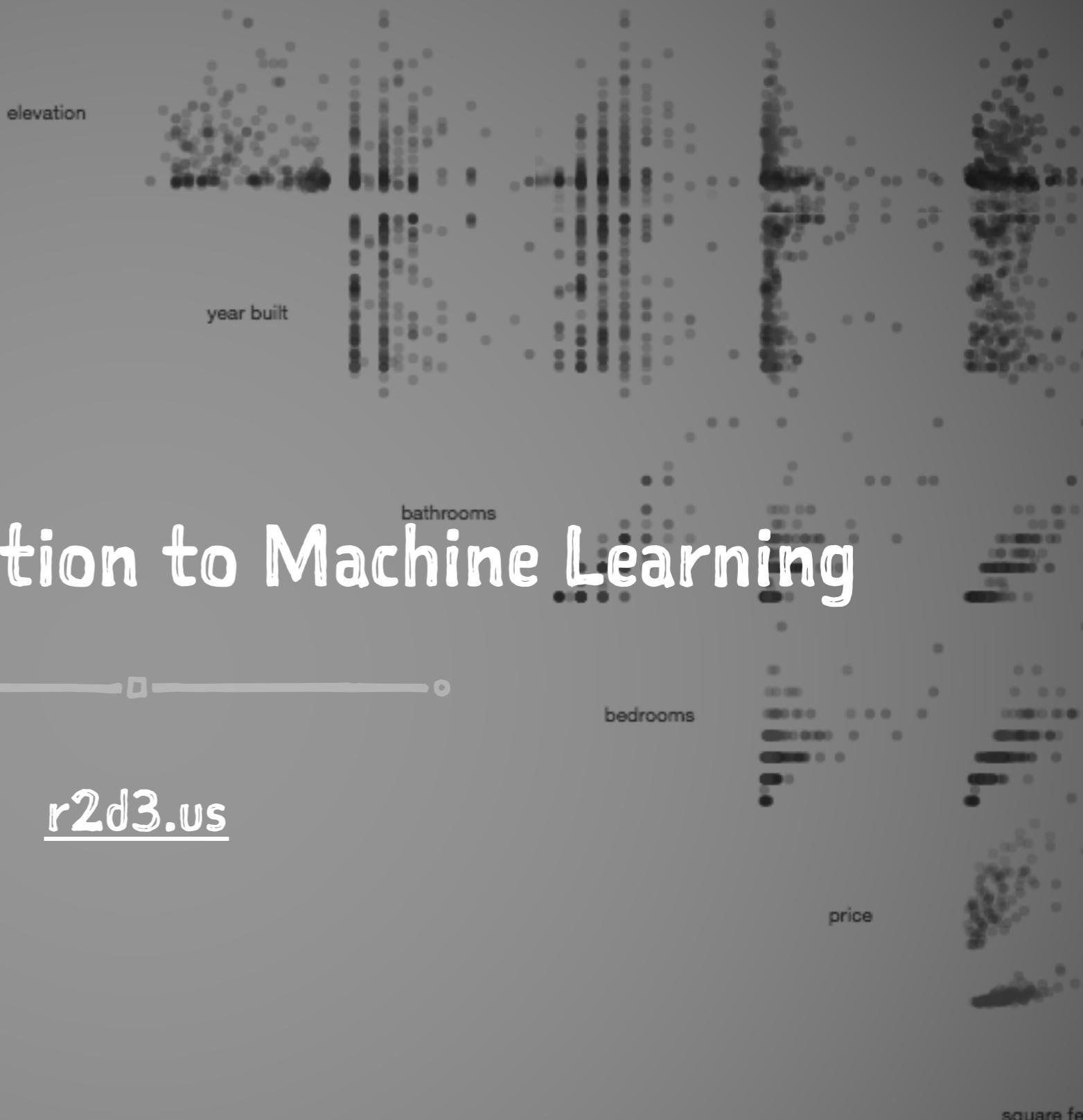
[vox.com](http://vox.com)

ow, machine  
ng

---

rns in data is where machine learning  
machine learning methods be  
rning to identify boundaries.

e of a machine learning method is a  
e. Decision trees look at one variable  
are a reasonably accessible (though  
machine learning method.



# d3.js



# Community driven

Top Ten in popularity on Github.com

The screenshot shows the GitHub repository page for `d3` by `mbostock`. The repository has 44,551 stars and 11,857 forks. It features 3,503 commits, 34 branches, 187 releases, and 105 contributors. A green button for "New pull request" is visible. The commit history lists several changes, including merges and updates to files like `bin`, `lib`, `src`, and `test`.

File / Commit	Description	Date
<code>bin</code>	Merge branch '3.5.6'	6 months ago
<code>lib</code>	Remove obsolete license.	2 years ago
<code>src</code>	Merge branch '3.5.11'	2 days ago
<code>test</code>	Fix #2677 - more robust log tick filtering.	2 days ago
<code>.gitattributes</code>	Adding .gitattributes for generated files.	10 months ago
<code>.gitignore</code>	cleanup	11 months ago
<code>.npmignore</code>	cleanup	11 months ago
<code>.spmignore</code>	Add spm support	2 years ago
<code>CONTRIBUTING.md</code>	Add note about purpose of GitHub issues.	11 months ago
<code>LICENSE</code>	Updated year in license	10 months ago

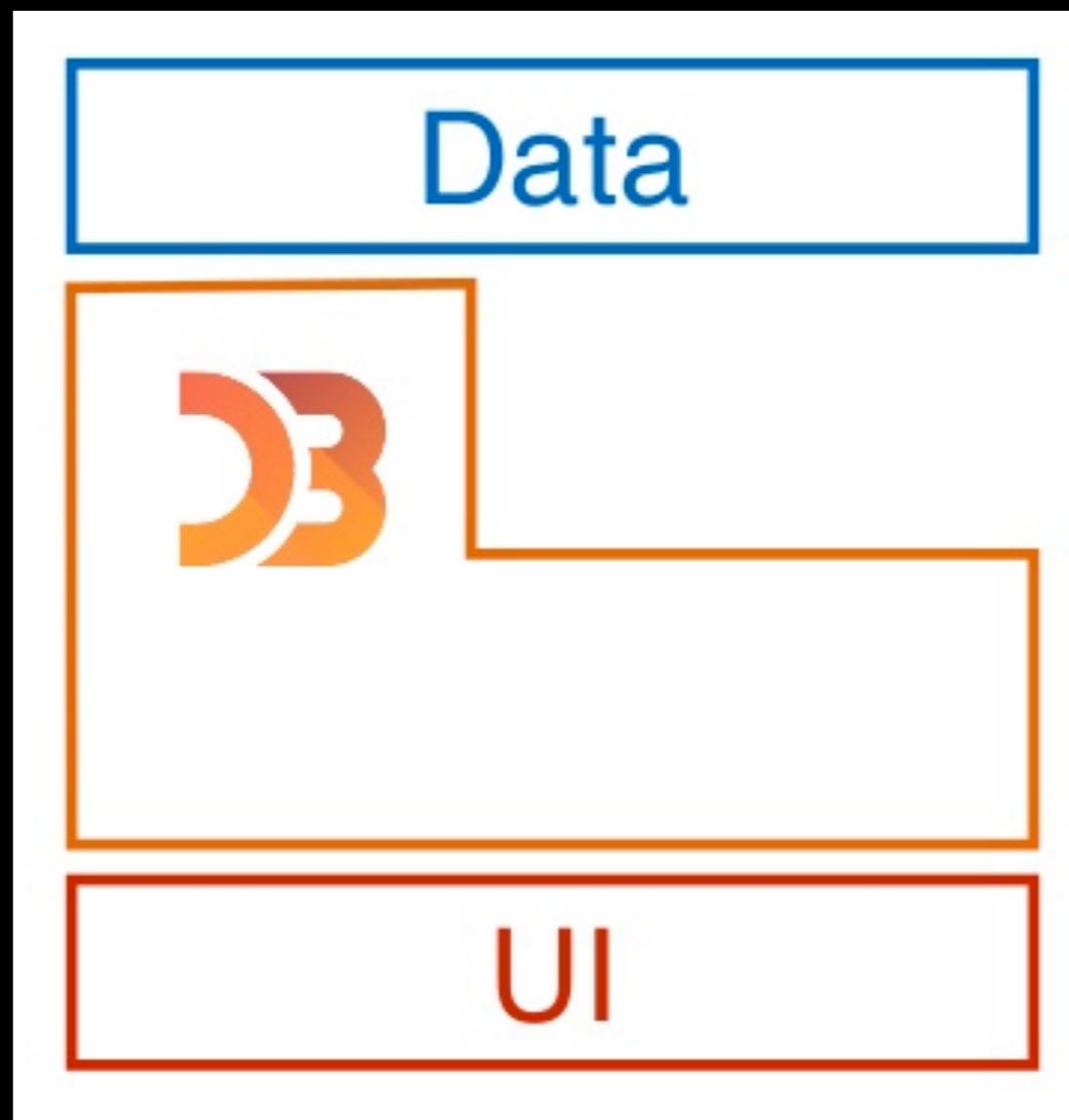
# W3C Standard

Future Proof, rely to HTML, SVG, CSS and JS

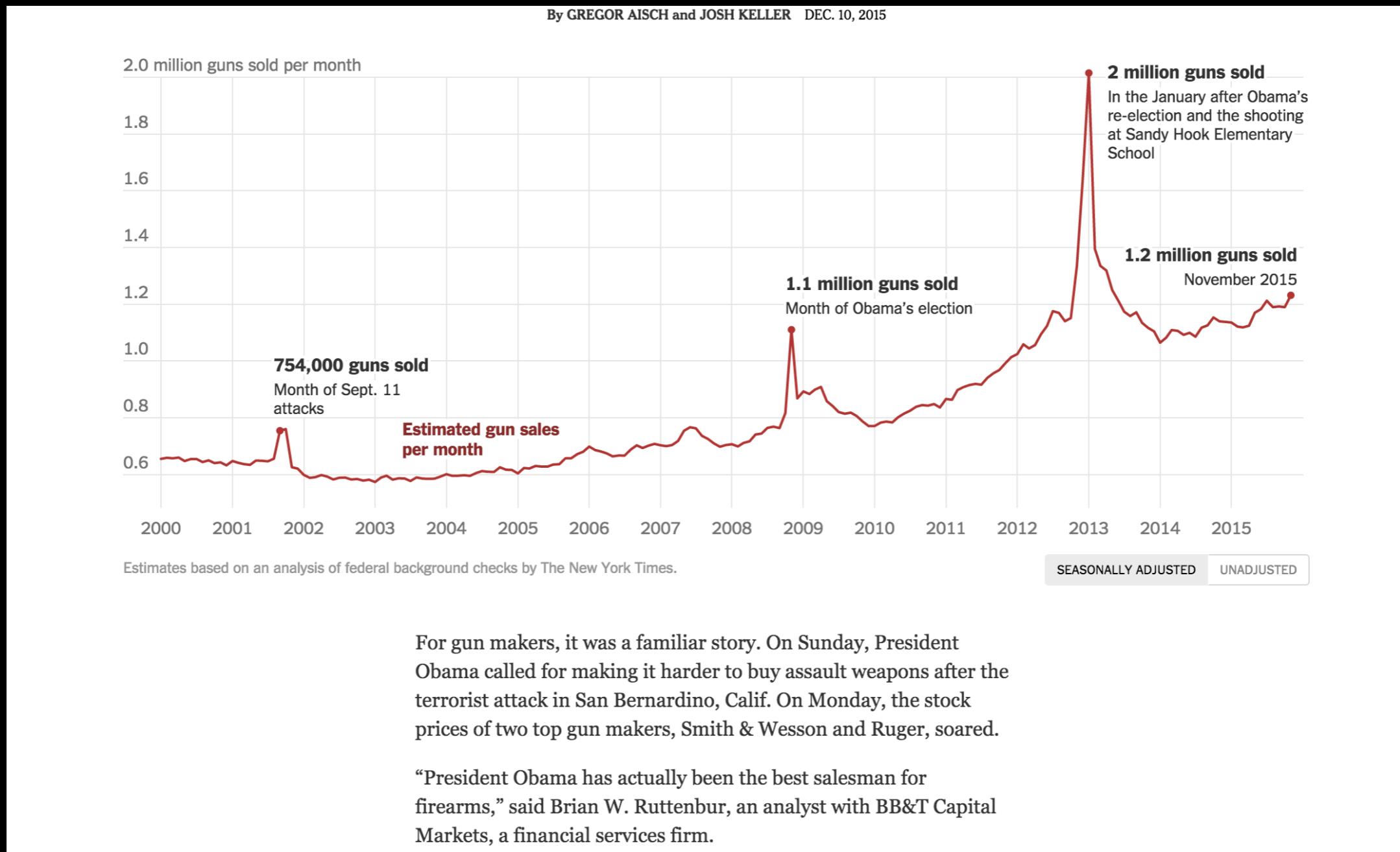


# D3: Data-Driven Document

The Document is the W3C Document Object Model



# Supported by NYT



Instead of a common custom api:

```
YetAnotherLibrary.circle(0, 0, 50);
```

D3.js offer an abstract api:

```
D3.append('circle')
  .attr('cx', 0)
  .attr('cy', 0)
  .attr('r', 50)
```

**Learn by examples**

[Code](#)[Issues 180](#)[Pull requests 65](#)[Wiki](#)[Pulse](#)[Graphs](#)

# Gallery

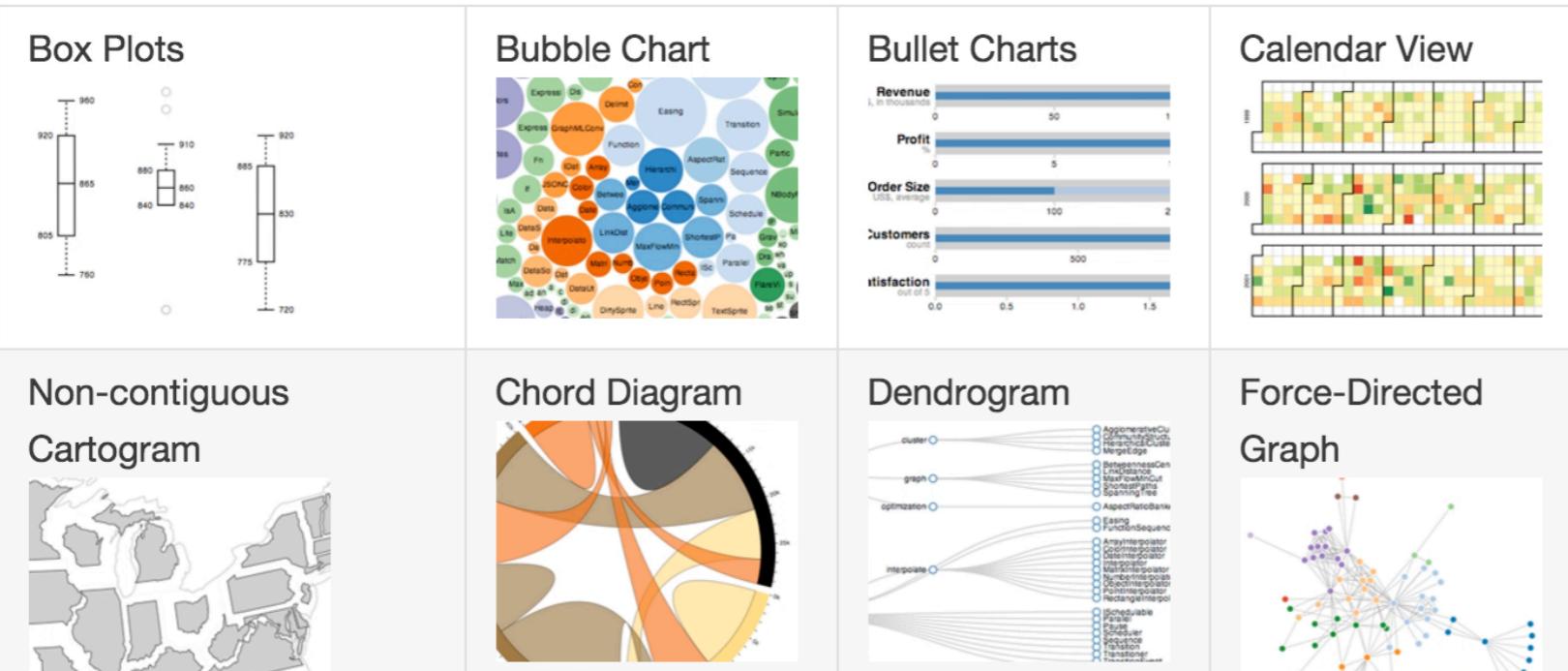
[Edit](#)[New Page](#)

nswamy14 edited this page 10 days ago · 1026 revisions

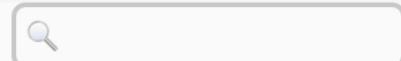
[Wiki](#) ▶ [Gallery](#)

Welcome to the **D3 gallery**! More examples are available on [bl.ocks.org/mbostock](#). If you want to share an example and don't have your own hosting, consider using [Gist](#) and [bl.ocks.org](#). If you want to share or view live examples try [runnable.com](#) or [vida.io](#).

## Visual Index

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Author  
Chart Type  
Title



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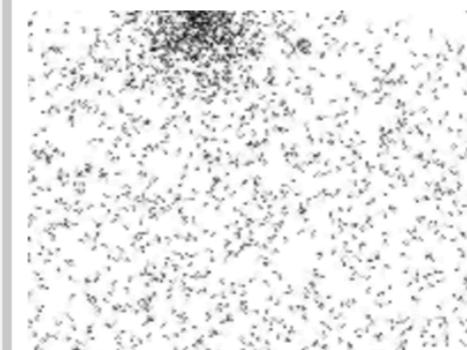
## 113th U.S. Congressional Districts

Mike Bostock



## California's Getting Fracked

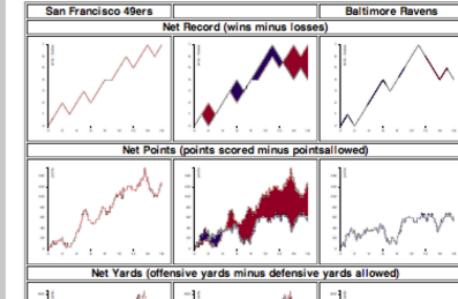
## 20000 points in random motion



## 2012 NFL Conference Champs

Dylan Harper

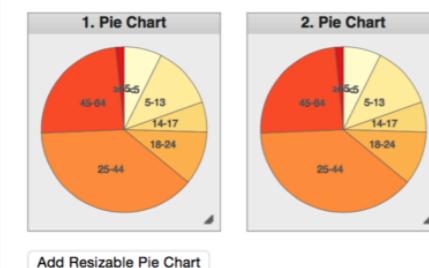
Regular Season comparison between Super Bowl XLVII teams



## Resizing Pie Charts II

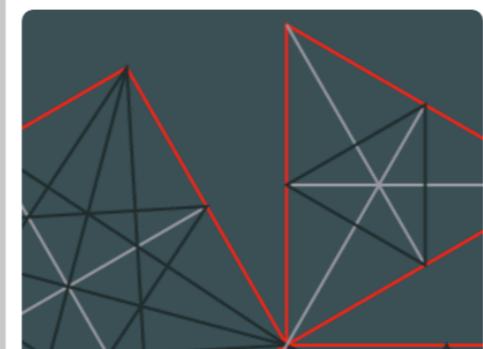
Bill White

Resize each container. Notice the PieChart does resize.



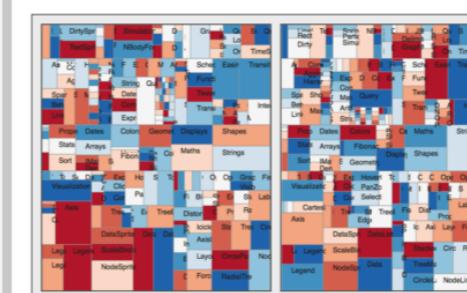
## 25 great circles

Dealga McArdle



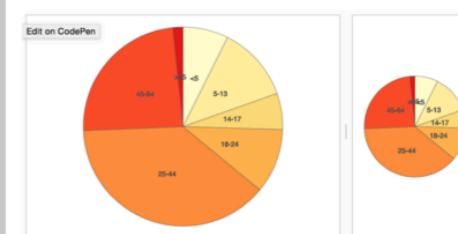
## Resizing Treemaps

Bill White



## Resizing Pie Charts

Bill White



## 3D bar chart with D3.js and x3dom

Harry Voorhees



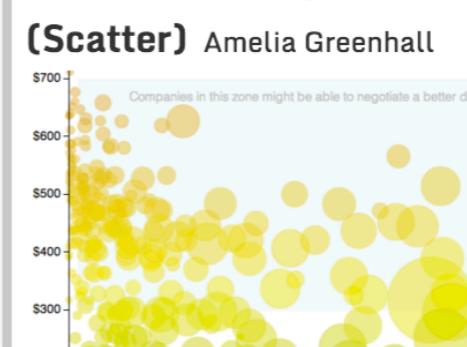
## D3 in 3D with ThreeJS

CodePen Bill White



## 401k Fees Vary Widely for Similar Companies

(Scatter) Amelia Greenhall



## 512 Paths to the White House

Mike Bostock; Shan Carter



## Dimple Animated Bubble Bisect

D3.js v3.0.0

## Dimple Styling Example

D3.js v3.0.0

## A Bar Chart

Mike Bostock

D3.js v3.0.0

## Dimple Ring Bubbles

D3.js v3.0.0



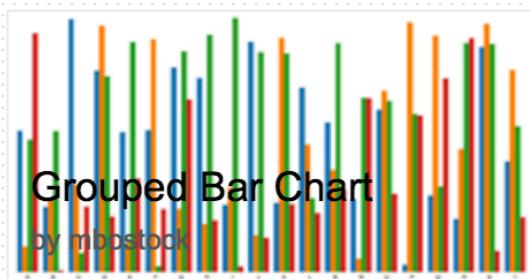
Many examples of `d3.js` usage are posted daily on <http://bl.ocks.org/>, however they aren't easy to find. If you are looking for a specific example of how to use a particular API call, you may be out of luck... until now.

Type any d3 API call below and see the blocks (or gists) that use it.

Go

Start typing any d3 api name, for example `d3.svg.axis...`

## Results for "d3.svg.axis"



Grouped Bar Chart

by mbostock



Axis Component

by mbostock



Hierarchical Bar Chart

by mbostock



Sortable bar chart

by biovisualize



Line chart with icicle diagram range selector

by biovisualize



D3 - using SVG Bounding Box to get the "automatic padding"

by zjonsson



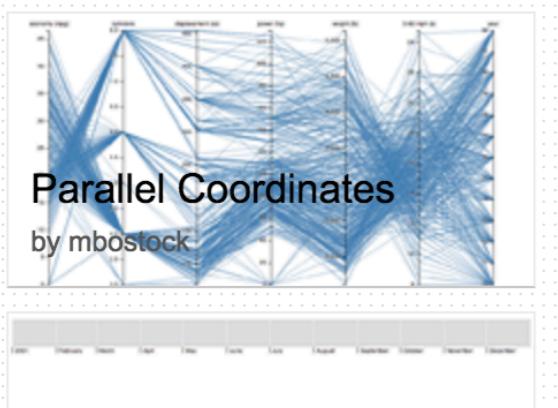
D3 - using SVG Bounding Box to get the "automatic padding"

by enjalot



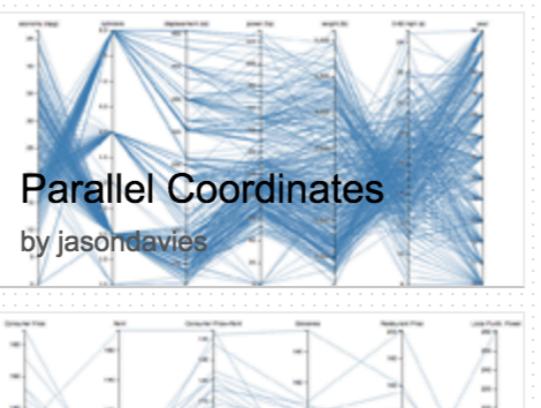
Icesave capital structure - nest/layout example

by zjonsson



Parallel Coordinates

by mbostock



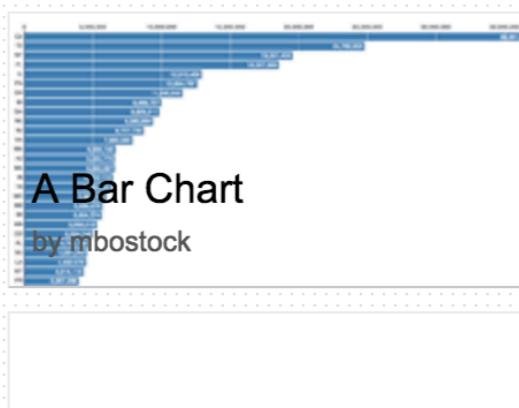
Parallel Coordinates

by jasondavies



Log-Log Plot

by mbostock



A Bar Chart

by mbostock

Third party libraries, plugins  
and utilities D3.js based

# Awesome D3



This list keeps track of interesting [D3js](#) libraries, plugins and utilities.

We decided not to list tutorials, resources or concepts here, because there is already a [very good list of readings](#) out there you can check out and contribute to.

Curators: [Moritz Klack](#) and [Christopher Möller](#) of [webkid.io](#)

## Charts

- [bullet chart](#) - Bullet chart
- [cirrus.js](#) - A multi-renderer charts library
- [cubism](#) - Time Series Visualization
- [cola.js](#) - Layout for graph visualization and exploration
- [c3](#) - Reusable chart library
- [dc](#) - For heavy amounts of data
- [dimple](#) - An object-oriented API for business analytics
- [d3.chart](#) - Framework for building reusable charts
- [d3-flame-graph](#) - Flame graphs from hierarchical data.
- [d3fc](#) - A collection of interactive chart components
- [D3Funnel](#) - A funnel and pyramid chart library
- [d3panels](#) - Interactive charts with linked brushing
- [d3pie](#) - A configurable pie chart lib and generator
- [D3xter](#) - Straight forward plotting
- [D4](#) - Re-usable charts DSL
- [epoch](#) - A general purpose, real-time visualization library
- [fancharts](#) - Libraries to visualize percentage values

**It solves math problems**

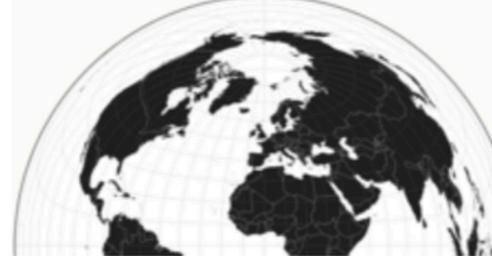
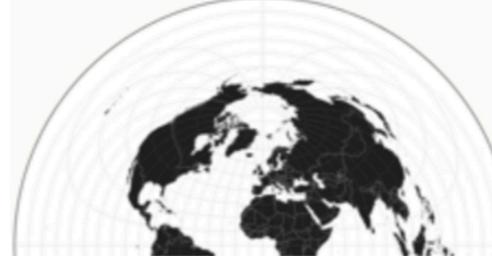
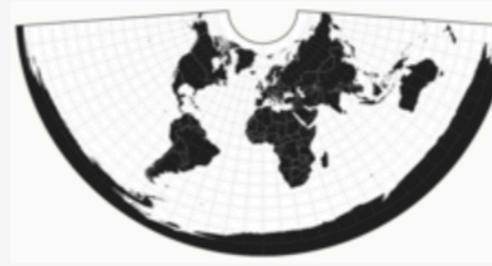
# Geo Projections

[Edit](#)[New Page](#)

张天旭 edited this page on Jun 29 · 121 revisions

[Wiki](#) ▶ [API Reference](#) ▶ [Geo](#) ▶ [Geo Projections](#)

D3 includes several common projections by default, as shown below. Numerous (less-commonly used) projections are available in the [extended geographic projections plugin](#) and the [polyhedral projection plugin](#).

d3.geo.albersUsa	d3.geo.azimuthalEqualArea	d3.geo.azimuthalEquidistant
		
d3.geo.conicEqualArea	d3.geo.conicConformal	d3.geo.conicEquidistant
		
d3.geo.equirectangular	d3.geo.gnomonic	d3.geo.mercator
		
d3.geo.orthographic	d3.geo.stereographic	d3.geo.transverseMercator
		

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<https://github.com/mboström/d3.js> 

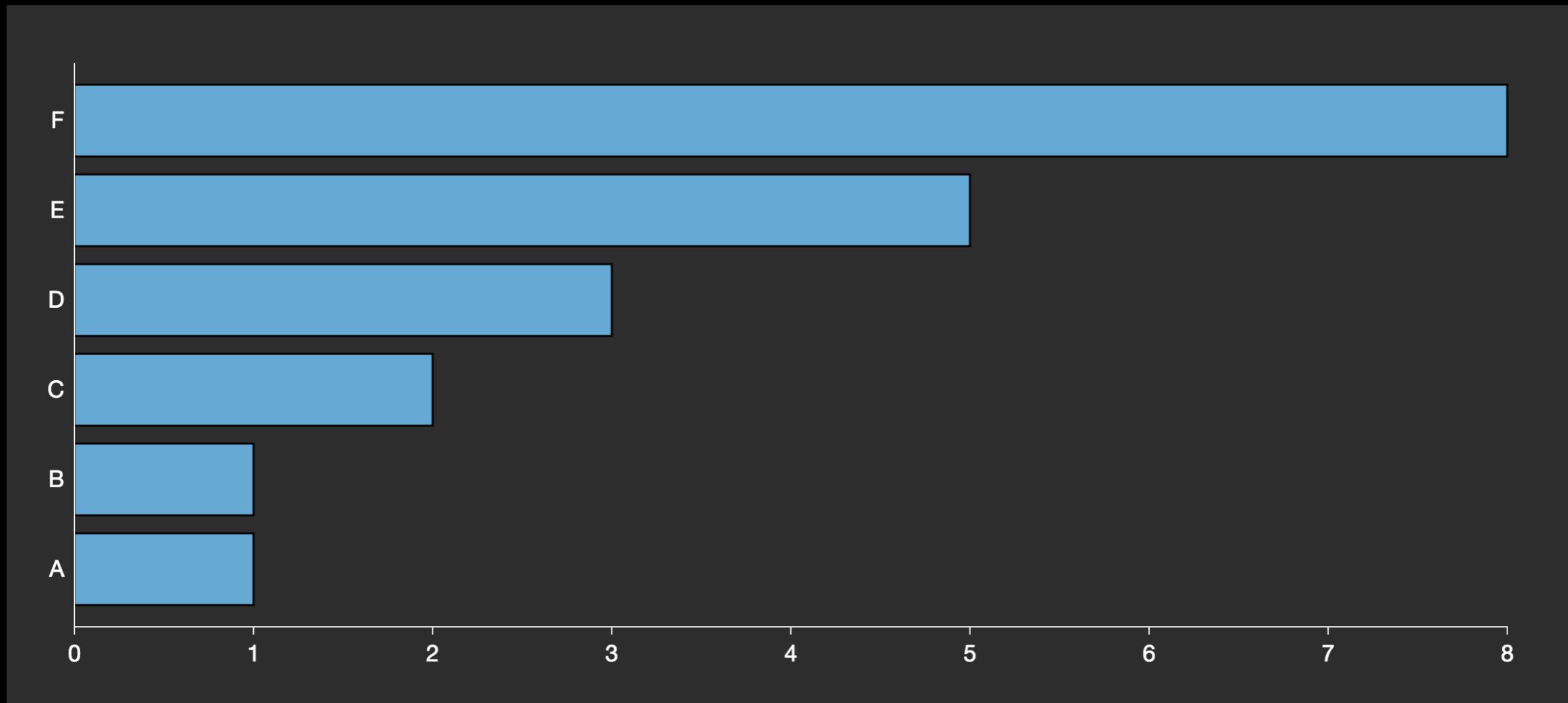
# Main D3.js Principle

Data Structure should follow the Visual  
Structure

# Data structure

```
var data = [1, 1, 2, 3, 5, 8];
```

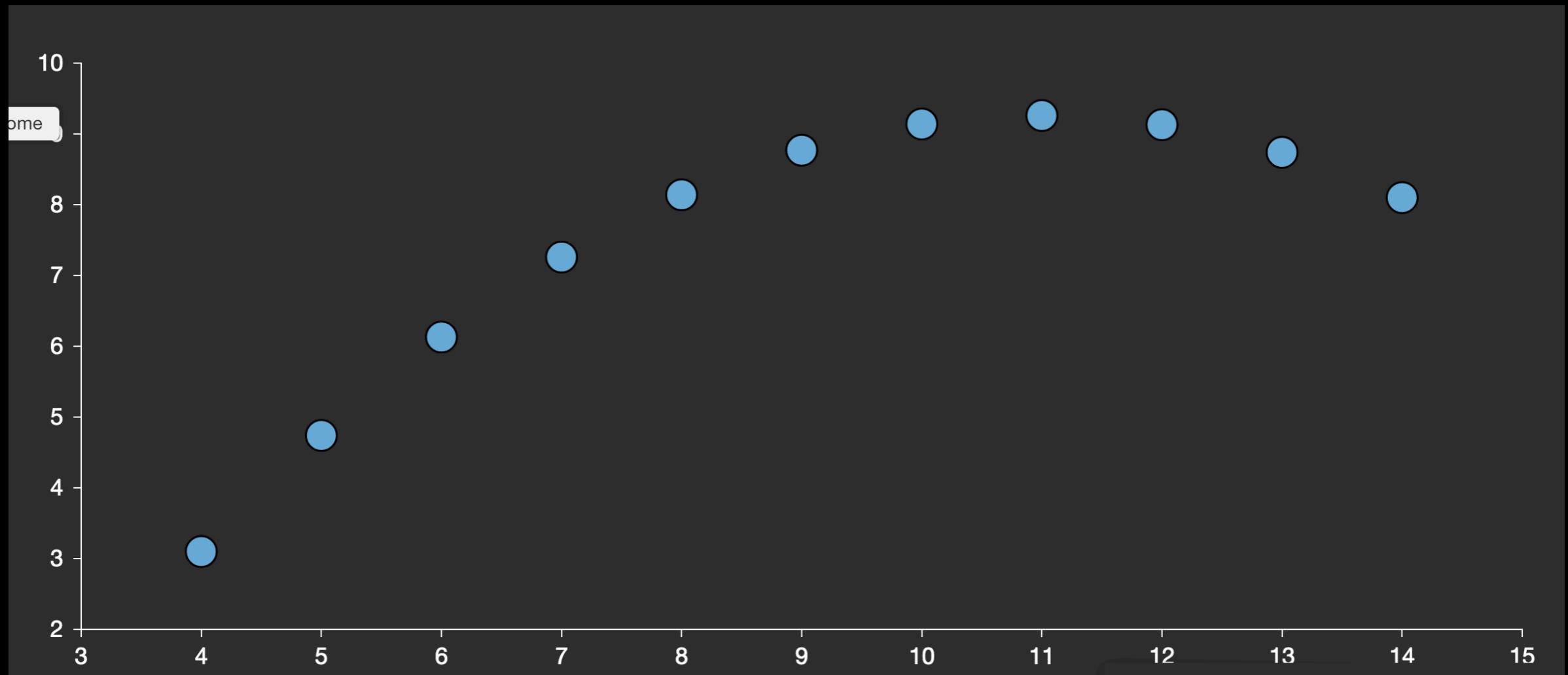
# Visual structure



# Data structure

```
var data = [  
  {x: 10.0, y: 9.14},  
  {x: 8.0, y: 8.14},  
  {x: 13.0, y: 8.74},  
  {x: 9.0, y: 8.77},  
  {x: 11.0, y: 9.26}  
];
```

# Visual structure



# Selections

Array of abstract informations:

```
var data = [1, 1, 2, 3, 5, 8];
```

Array of visual element:

```
var circle = d3.selectAll("circle")
```

# Data Binding

Mapping between information and visual element:

```
svg.selectAll("circle")
  .data(data)
  .enter().append("circle")
    .attr("cx", x)
    .attr("cy", y)
    .attr("r", 2.5);
```

# Enter-Update-Exit ballet

a **c** d e f h i j k m o r t v x

s u w

# Transitions



# Data Sources

- CSV
- JSON
- XML

# Fixing Data Sources

- Functions to transform data
- Functions to arrange data
- Functions for type coercion

# Grazie!

Fabio Franchino | @fabiofranchino - f.franchino@todo.to.it