Elevating Data Visualization in Python

by **Mario Caesar** - Kang Pipanya Data di FinTech

Importance of Data Visualization
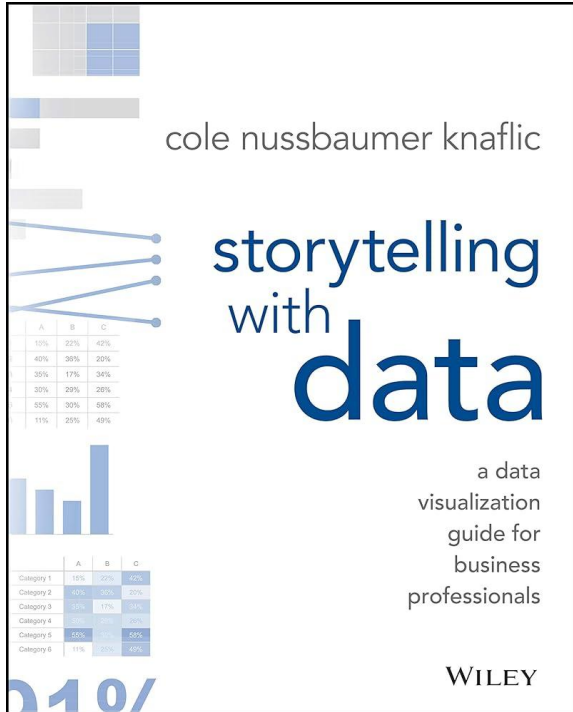
In General

- Clarity and Understanding
- Discover Hidden Insights
- Effective Communication/Messaging the Information
- Decision Making Tools

Why "Aesthetic" Matters?

- Engagement
- Enhanced Comprehension
- Easily Memorable
- Better User Experience

My Data Visualization "Bible"

cole nussbaumer knaflic

storytelling with data

a data visualization guide for business professionals

WILEY

6 Steps to Tell Stories with Data

READINGRAPHICS
Ideas Come Alive

1. Understand the Context
Know your Who-What-How and the Big Idea

2. Choose an Effective Visual
Use the best type of visual(s) for your data and message

3. Identify & Remove Clutter
Apply the Gestalt Principles, alignment, white spaces, contrast and visual order

4. Direct the Audience's Focus
Guide people's attention with preattentive attributes (size, color, position, texts)
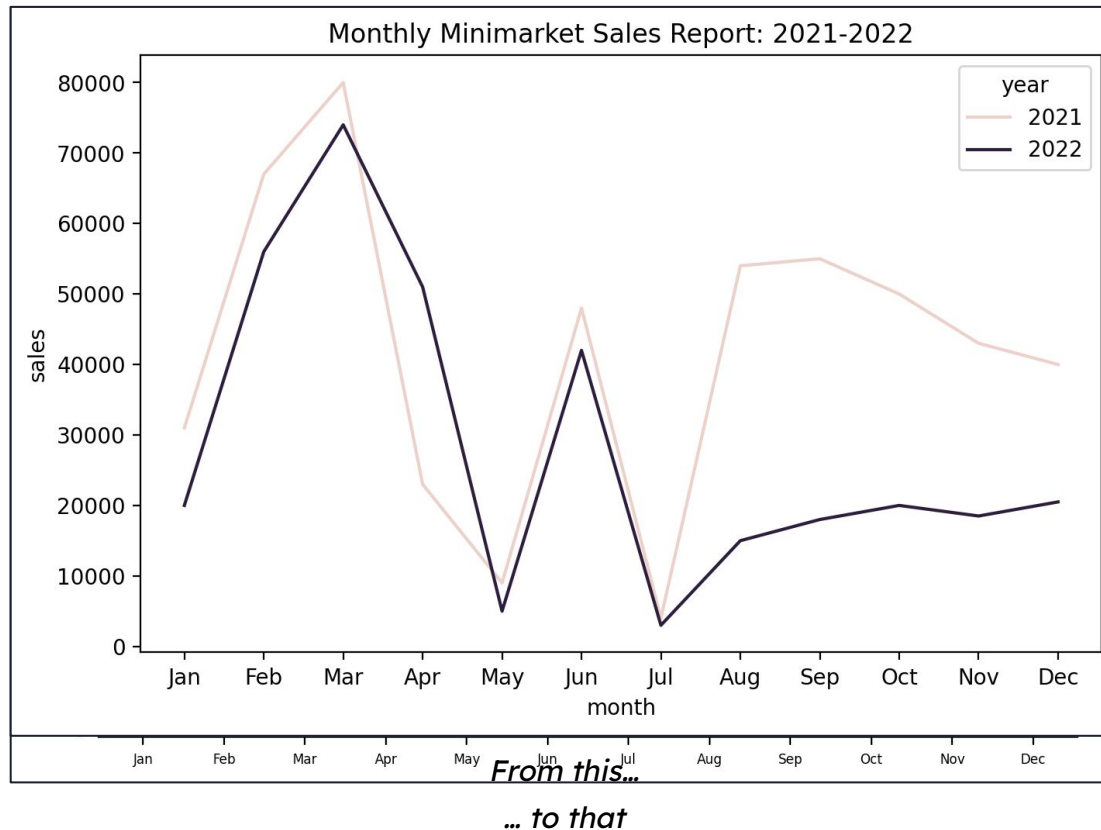
5. Think like a Designer
Achieve your goals with great design (affordance, accessibility, aesthetics, acceptance)

6. Tell a Story
Use the proven 3-part narrative to tell a story wtih your data

From This to That

From this…

… to that

Personal Resources & Inspiration

COOLORS

coolors.co

Google Fonts

fonts.google.com

Son of A Corner
X: @sonofacorner

Jake Kolliari
X: @_JKDS_

Sezer Unarl
X: @unarsezer

DataIsBeautiful
r/dataisbeautiful
X: @DataIsBeautiful

Thank You!

Any Questions?

linkedin.com/in/caesarmario

caesarmario.medium.com

linktr.ee/caesarmario_

kaggle.com/caesarmario