

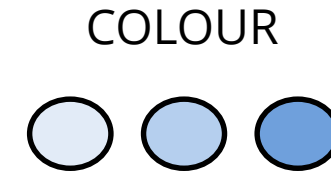
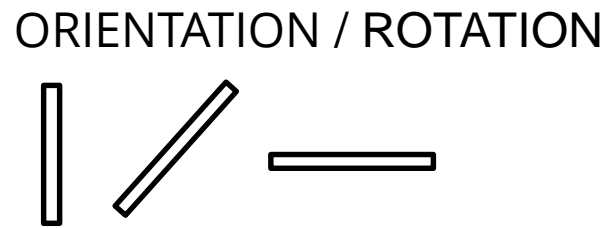
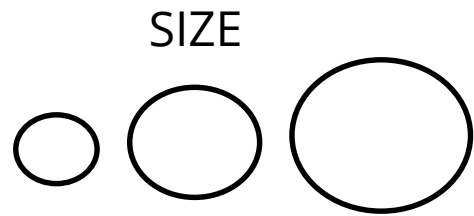
# Fundamentals of Data Science

Data Visualisation



# Retinal variables

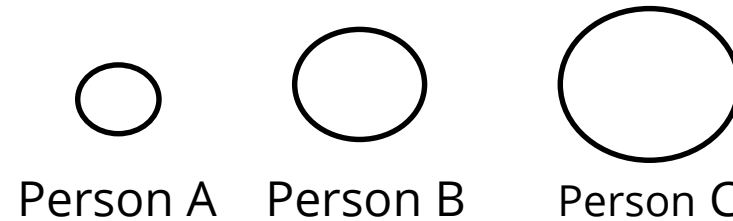
# Retinal variables



**These are useful for displaying ordered data**

- both discrete and continuous data types would work here
- e.g. larger objects to represent owning more cars
- e.g. darker blue to identify areas on a map where there has been more rainfall

# Retinal variables (size)

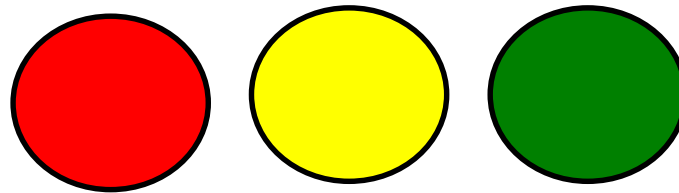


For example, number of cars owned. Size of bubble relates to the value of the variable.

(Person C owns more than Person A or Person B)

# Retinal Variables (2)

COLOUR (Hue)

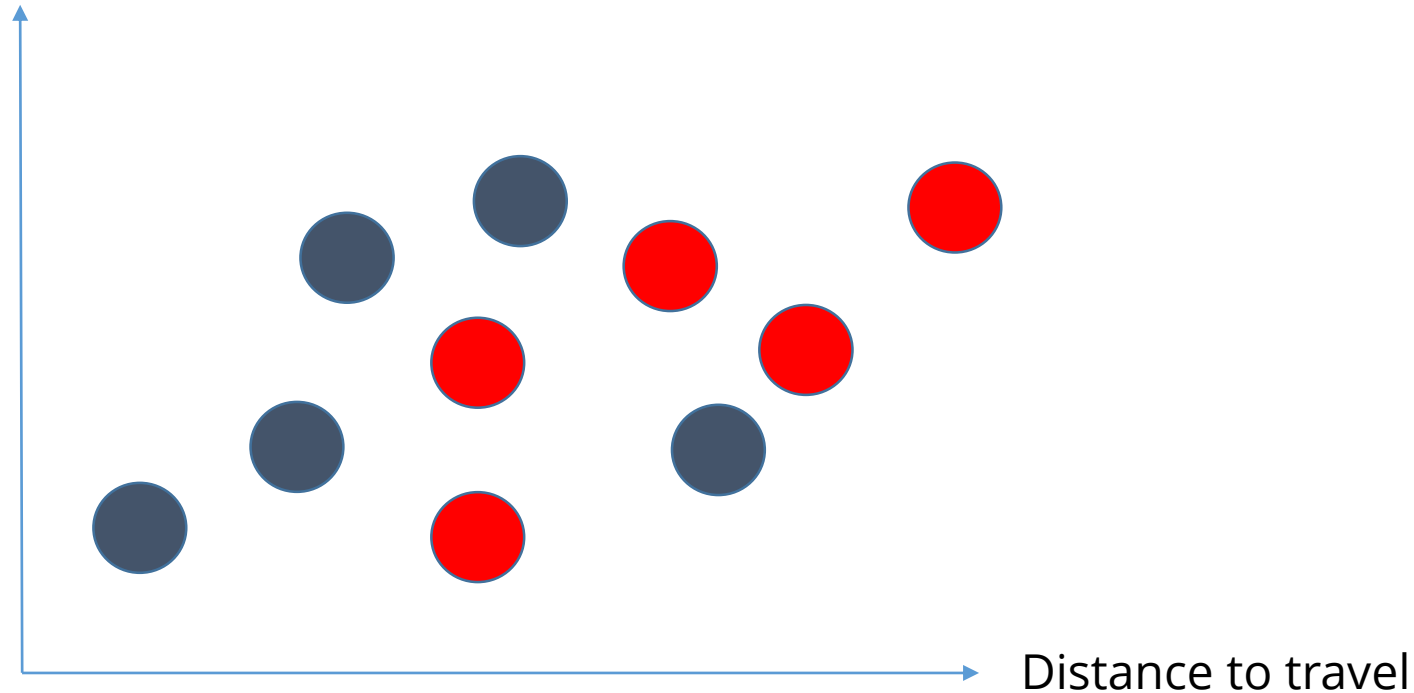


These are useful for displaying nominal data.

E.g. red to represent Manchester United supporters,  
blue to represent Chelsea

# Retinal variables (colour hue)

Match day expenses



For example **red** to represent Manchester United supporters, **blue** to represent Chelsea