

Eltecon Data Science Course by Emarsys

Data Visualization

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September 25, 2019

About me - Tamás

- Spent the last 6+ years of working with data daily one way or another
- 1 year mark @ Emarsys as a Data Scientist
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About me - Peti

- Spent 1 year in Academia
- 2.5 yrs @ Emarsys
- Economics MSc in Amsterdam
- email: peter.lukacs@emarsys.com

Section 1

Communication as a Data Scientist

Why should you care?

- Data Science is very complex, technical field
- But at the end we usually want to have an impact on the business
- Business people tend not to be technical
- Our impact as a DS depends on the decisions (human-made or automated) that we can influence.
- Communication is the tool to transfer the right ideas, and build *trust*
- You'll most frequently communicate with charts and other visualization tools

Let's see an example about Hurricanes

LIVE DEMO

OR

use `hurricane_dorian_forecast_map.pdf...`

And a tweet by Mr. Trump...

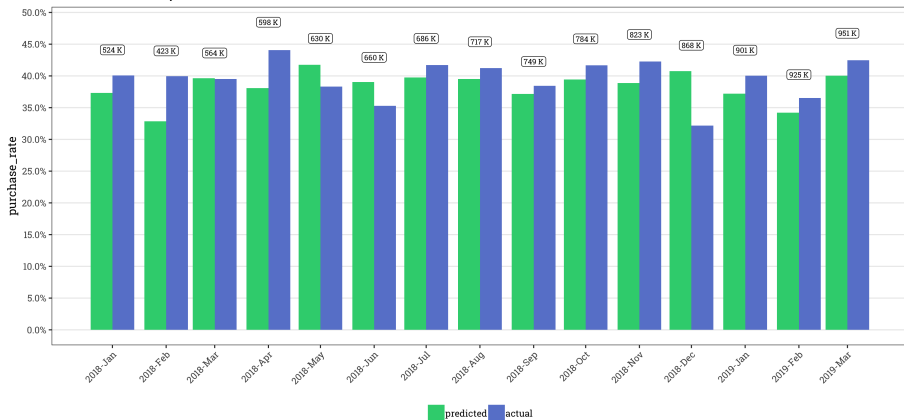


For more “fun” click here.

An example from Emarsys

Purchase Rate in AI Life Cycle Segments

Customer: brand_alley



Notes:
 - Excludes contacts acquired during the month
 - Includes first time and repeat buyers
 - # K numbers above bars represent number of contacts

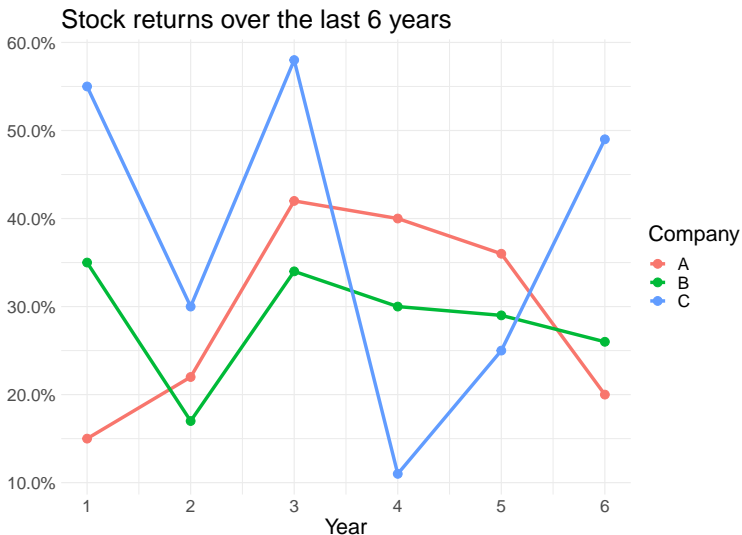
Section 2

Why does data visualization matter?

Tables vs charts

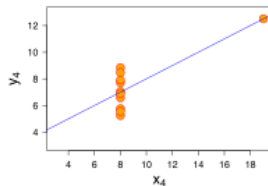
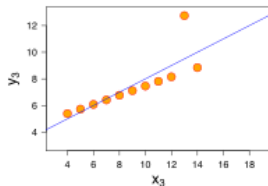
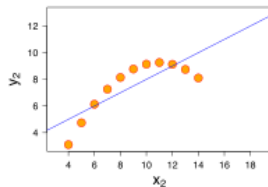
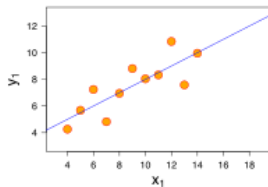
Year	A	B	C
1	0.15	0.35	0.55
2	0.22	0.17	0.30
3	0.42	0.34	0.58
4	0.40	0.30	0.11
5	0.36	0.29	0.25
6	0.20	0.26	0.49

Tables vs *charts*



Anscombe's quartet

If it's about summarizing information, why are summary statistics insufficient? The below datasets have the same means, variances and correlations between X and Y .



Why R for data visualization?

- Reproducibility

More MPs voted for the confirmatory vote proposal than the first time around

In the first round of indicative votes, Margaret Beckett's proposal to put a withdrawal agreement to a public vote lost by 27 votes

For: 268



Con 8; Lab 198; SNP 32; Lib Dem 11;
TIG 11; Ind 3; Plaid 4; Green 1

Against: 295



Con 254; Lab 27; DUP 10; Ind 4

Tonight Peter Kyle and Phil Wilson's proposal on the same topic gathered more support and was defeated by just 12 votes

For: 280



Con 15; Lab 203; SNP 31; Lib Dem 11;
TIG 11; Ind 4; Plaid 4; Green 1

Against: 292



Con 253; Lab 24; DUP 10; Ind 5

Source: House of Commons



More reproducible

Source: EARL London, 2019 - How the BBC uses R for data visualisation

Why R for data visualization?

- Reproducibility
 - BBC example
 - Data wrangling is an important step we have to do
 - If it's done e.g. in Excel, the steps might not be replicable, or they just take time to do
- Fast iteration
 - Above also means that it is easy to change something,
 - Or visualize new data in “old” ways

Explorative vs Descriptive Data Viz

- Explorative: during research, getting to know the data
 - Interactivity! Specially when doing it for others
- Descriptive: summarizing findings, communication of results
 - Custom made
 - Know your audience: hard part. Others won't have the knowledge that you have. Right level of detail is also crucial.
 - Should show what we want it to show. Nothing more nothing less.
 - Usually 1 message / chart
 - Title, labels, etc. are all a MUST

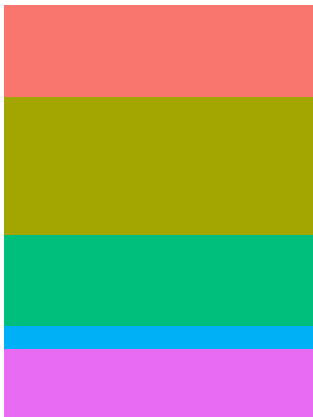
Section 3

Visual Cues

Why we dislike pie charts?

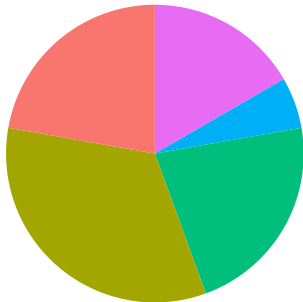
A stacked bar chart

category ■ 1 ■ 2 ■ 3 ■ 4 ■ 5



A pie chart

category ■ 1 ■ 2 ■ 3 ■ 4 ■ 5



Perception of quantitative information

Length



Slope



Color hue



Volume



Angle



Length (aligned)



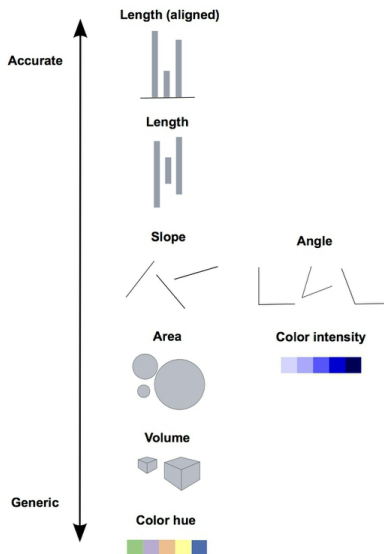
Area



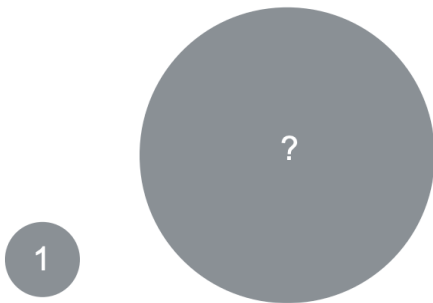
Color intensity



Perception of quantitative information

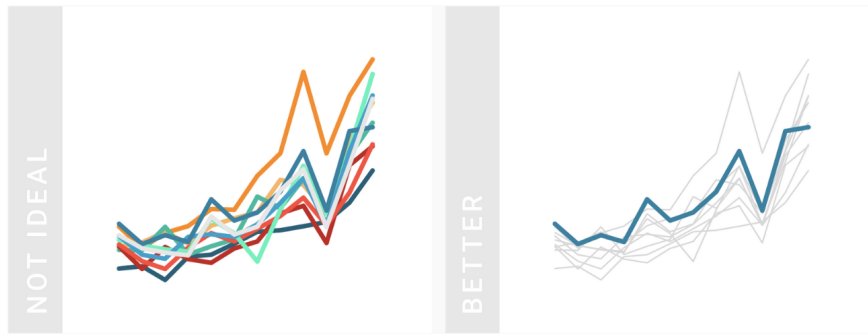


Test yourself



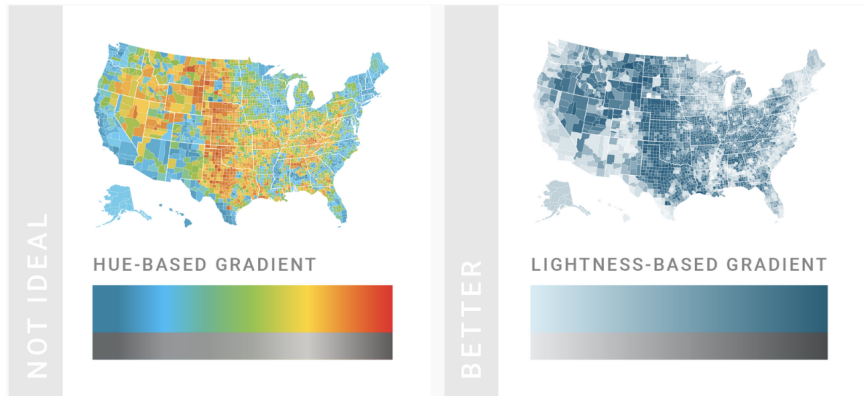
Source: Save the Pies for Dessert

About colors - highlighting



Source: What to consider when choosing colors for data visualization

About colors - hue - 1

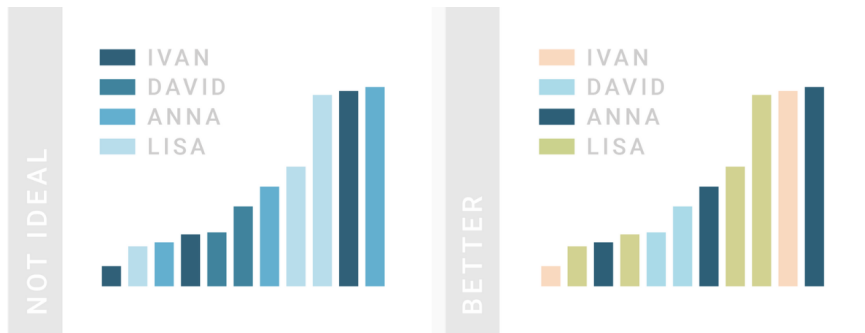


Source: What to consider when choosing colors for data visualization

About colors - hue - 1



About colors - hue - 2



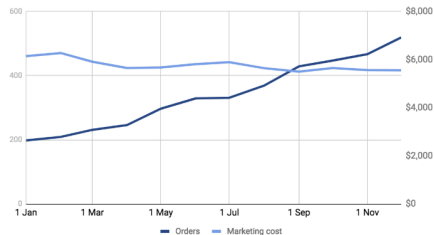
Source: What to consider when choosing colors for data visualization

Another pitfall - the double Y-axis trap

Orders & Marketing cost



Orders & Marketing cost



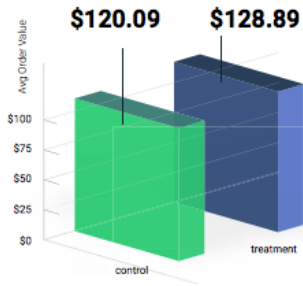
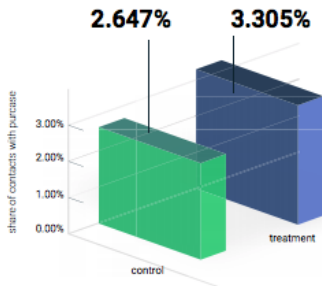
Source: Why you shouldn't use pie charts - Tips for better data visualization

Section 4

Visualizing uncertainty

A recent example at Emarsys

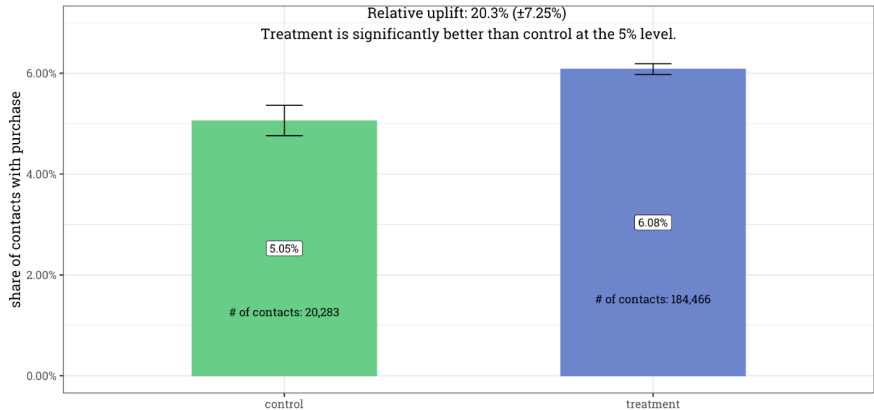
List the bad (and good) things about these charts!



How we did it

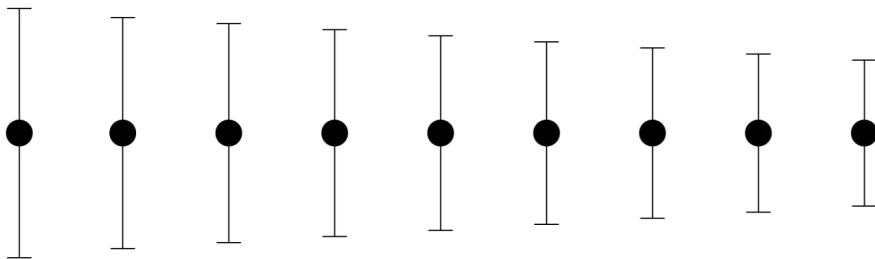
Brand Alley all AI programs

Share of contacts with purchase in control vs treatment groups



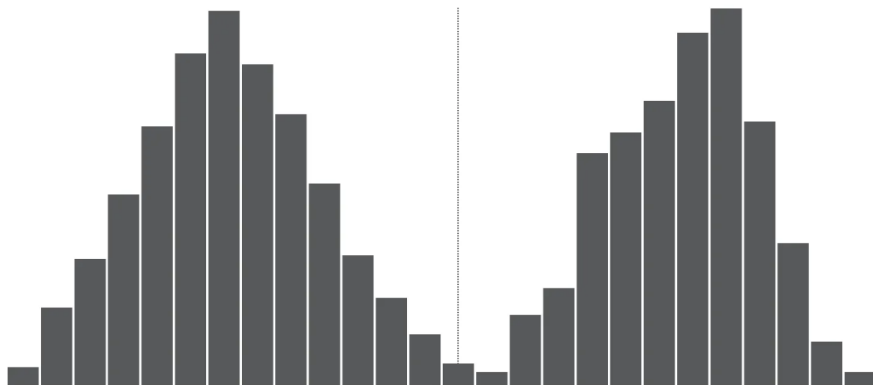
Contact behaviour is measured for 7 days from entering the program (currently until May 22, 2019)

Uncertainty - Ranges



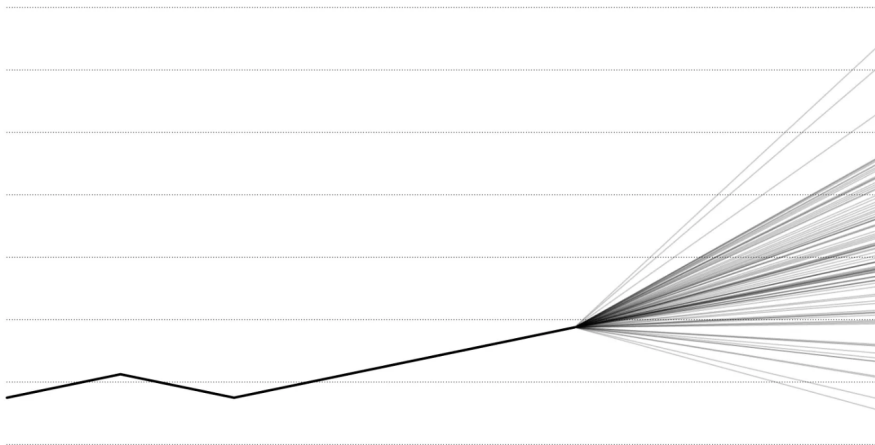
Source: Visualizing the Uncertainty in Data

Uncertainty - Distributions



Source: Visualizing the Uncertainty in Data

Uncertainty - Timeseries



Source: Visualizing the Uncertainty in Data

Section 5

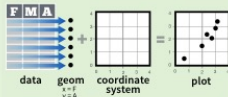
ggplot & the grammar of graphics

Why ggplot2?

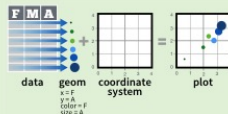
- Very mature, 10+ years in the making
- Enables fast in prototyping
- But also good enough in customization
- Great set of extensions
- Just get your data in the right format
- And then apply the “grammar of graphics”

Grammar of graphics

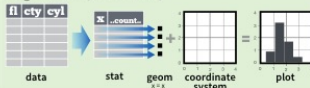
ggplot2 is based on the **grammar of graphics**, the idea that you can build every graph from the same few components: a **data** set, a set of **geoms**—visual marks that represent data points, and a **coordinate system**.



To display data values, map variables in the data set to aesthetic properties of the geom like **size**, **color**, and **x** and **y** locations.

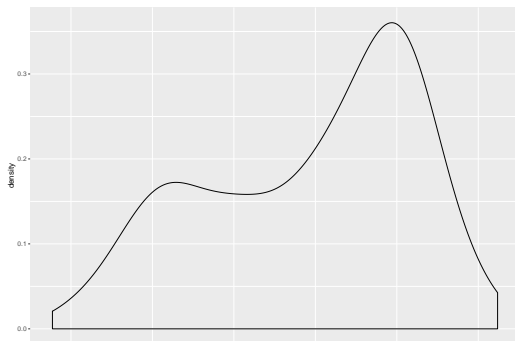


Some plots visualize a **transformation** of the original data set. Use a **stat** to choose a common transformation to visualize, e.g. `a + geom_bar(stat = "bin")`



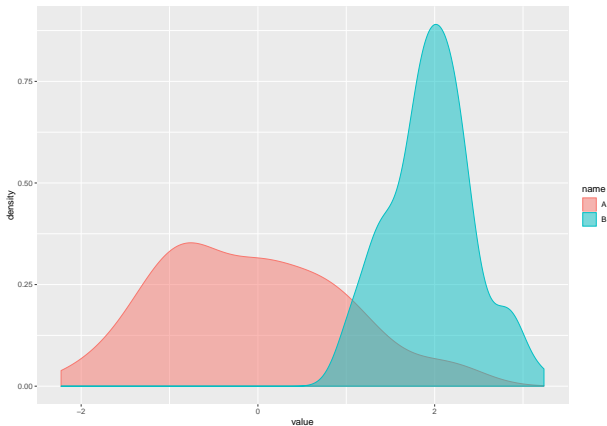
A minimal plot

```
set.seed(925)
dt <- data.table(
  name = c(rep("A", 100), rep("B", 100)),
  value = c(rnorm(100, 0, 1), rnorm(100, 2, 0.5))
)
ggplot(data = dt, mapping = aes(x = value)) +
  geom_density()
```



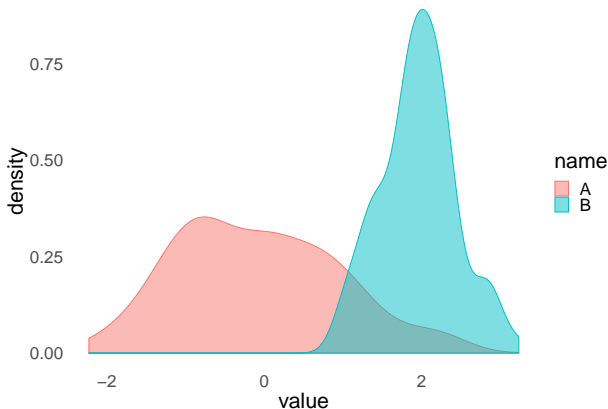
Let's add one more aesthetic

```
p <- ggplot(data = dt, mapping = aes(x = value)) +  
  geom_density(aes(fill = name, color = name), alpha = 0.5)  
p
```



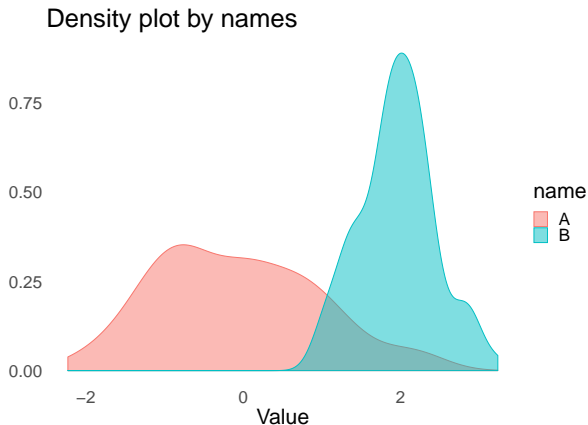
Apply some formatting

```
p <- p + theme_minimal() +  
  theme(panel.grid = element_blank(), text = element_text(size = 25))  
p
```



Add annotation

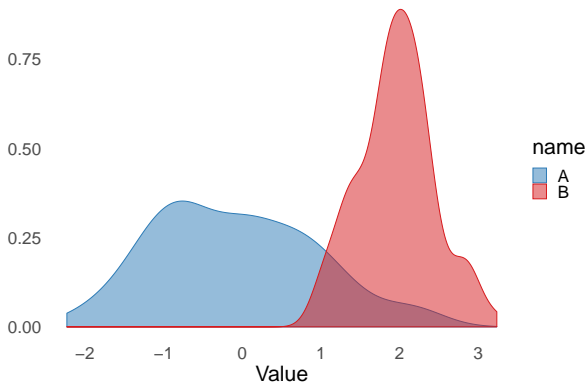
```
p <- p + labs(  
  title = "Density plot by names", x = "Value", y = ""  
)  
p
```



Fix scales

```
p + scale_x_continuous(breaks = c(-2:3)) +  
  scale_color_manual(values = c("A" = "#2c7bb6", "B" = "#d7191c")) +  
  scale_fill_manual(values = c("A" = "#2c7bb6", "B" = "#d7191c"))
```

Density plot by names



Some useful resources

- RStudio ggplot2 cheatsheet
- Hadley Wickham: ggplot2: Elegant Graphics for Data Analysis
- <https://www.r-graph-gallery.com/>
- <https://colors.co/app>
- <http://colorbrewer2.org/>