

# Data visualization

## What is it?

Data visualization (or "dataviz") refers to the graphical representation of a dataset, which facilitates the discovery of insights in this dataset, for business or communication purposes.

A good dataviz is characterized by the fidelity of the representation and the quality of its user experience (UX): it must engage the viewer in discovering interesting features in the dataset.

## Companies to assist you

Agencies: Dataveyes, Fathom, Tulp Interactive, Periscopic, visualisingdata.com

## Influencers to follow

Lynn Cherny, Elijah Meeks, Moritz Stefaner, Andy Kirk, Alberto Cairo, Kim Rees

## What business impact?

- Enhanced customer value: connected objects are "smarts" thanks to the data they collect. This value is enhanced if the user can visualize the data in relation to the service (interactive dashboard, map, etc.).
- Internal control and business intelligence: analysis of data streams related to production can help understand better where efficiencies can be gained. Visualization makes data more intelligible, which helps analysts gain better insights, faster.

## Resources needed

### Organizational resources:

- Staff trained in one of these platforms: Tableau, Qlik, Bime, PowerBI... and trained in literacy in design and data (eg, training by visualisingdata.com)

### Financial resources:

- consulting / training fees and  
- license fees (Tableau, PowerBI...)

## 3 organizations leveraging this technology

**Withings** - this manufacturer always accompanies their connected objects (watches, scales ...) with a mobile application to visualize and analyze the data collected.

**Bankin'** - This banking management app attracts customers by offering finer and readable budget visualizations than classic banking apps.

<http://cartescolaire.paris> - school zoning information is difficult to decipher (at least in France!). This visualization simplifies data mining for school zoning in Paris.

## Do's and don'ts

### Do

- assess when a data visualization can bring value, and what level of investment to devote to it.
- know how to contract and manage a specialized dataviz agency.

### Don't

- carry out a dataviz project without dedicated expertise, thinking that "everyone knows how to make a chart".
- use data visualizations as communication gimmicks.