

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.