Chapter - 7
Visuals (Part - 1)

Setting the Scenes of your Data Story.

⇒ Human perception and our Innate pattern seeking Abilities

- Do watch the ted talk of Hans Rosling
- The simpler visualizations are to be preffered over complex ones.
- Humans are always looking for patterns.

⇒ Facilitating meaningful comparisons with Visuals.

- Visuals only becomes interesting when context is added and comparisons can be made.
- Most of the story points we found are based on comparisons or contrasts
- Raw comparisons are difficult to digest for the audience, one has to highlight a specific difference or similarity.

∃ The 7 key principles of ~~Data~~ better Visual StoryTelling

The Setup (part-1)

i) Right Data ii) Right visualization
iii) Right configeration

The Polish (part-2)

iv) Remove noise v) focus attention
vi) Make approachable vii) Gnotill Dust.

1. Visualize the Right Data

"Context is looking at things around something to better understand the thing"

- Rather than reusing the charts from your exploratory analysis, you may ~~need to step back~~ or modify them such that the change is easily visible. ~~to~~
- We need to make sure that we are directly showing the significant ~~res~~ result, without the audience having to spend too much performing difficult comparisons.

2. Choose the right visualization :

Different categories of Data Visualizations:

i) Comparison - (Similarities & differences)

ii) Trend - change over time

iii) Composition - dividing the whole into parts

iv) Relationship - (outliers, correlation, clusters)

v) Distribution -

vi) Spatial - Data on maps.

vii) Flow - flow from one stage to another.

- We need to choose first the category and then make sure that we are using the most effective option from the category.

3. Caliberate the visuals to your message.

- You must have a clear understanding of the main point of each data visualization

- The ~~most~~ Data viz should display the message clear & obvious to the audience.

- message & visual should support each other.

Three areas we can focus on -

i) Keep comparisons in close proximity
Place data elements that are being compared close to each other.

ii) Providing a common baseline for comparisons (used for stacked charts)

iii) Ensure charts are consistent for comparison be consistent with axis scale, colors etc.