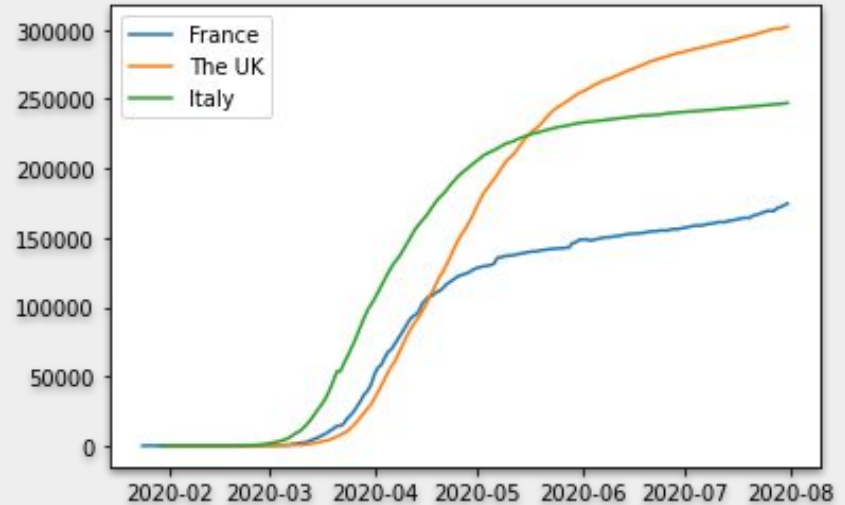
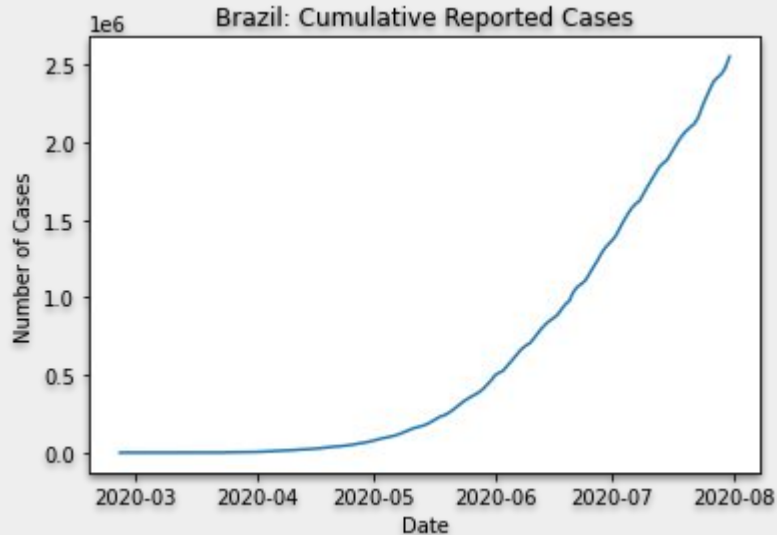


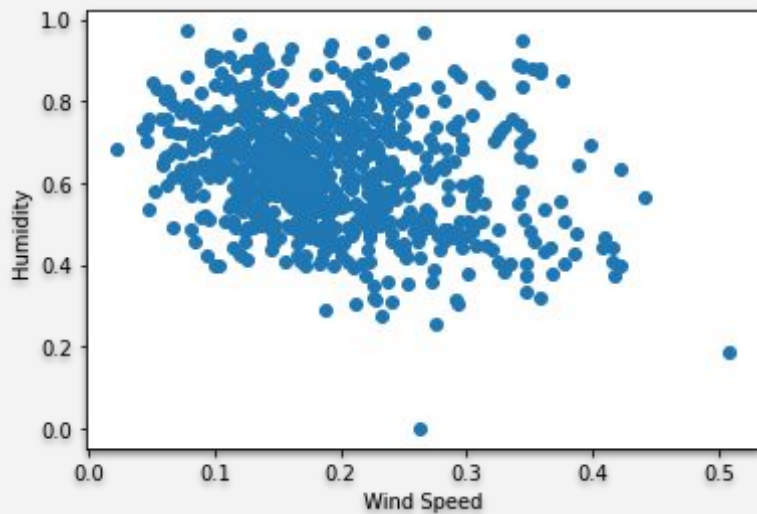
Visualização de Dados

Real Python

Gráficos de linha e séries temporais

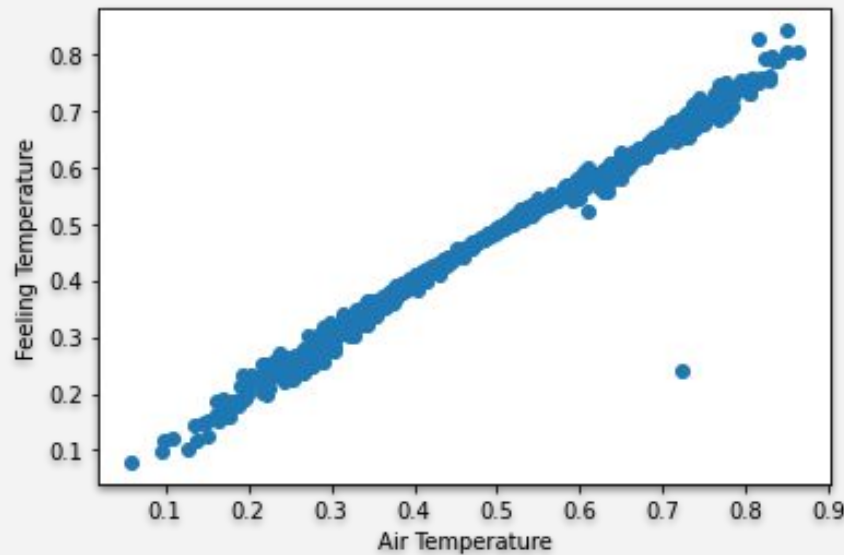
Estudo de caso covid19





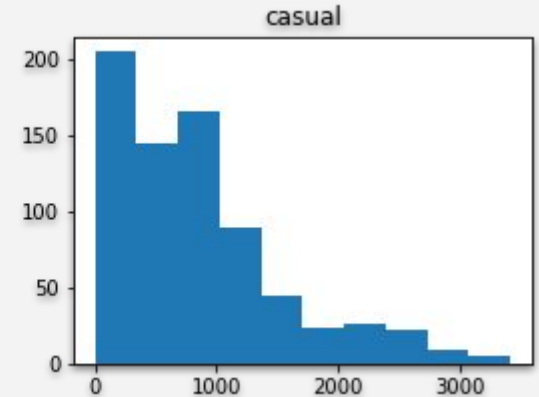
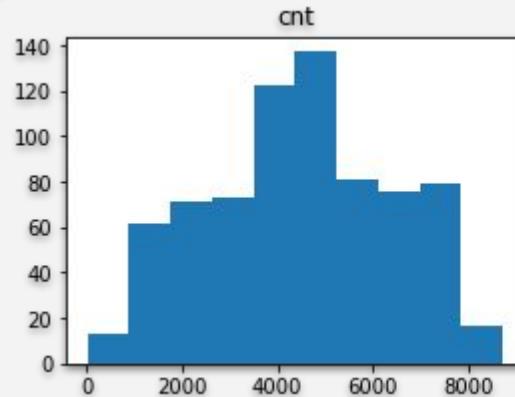
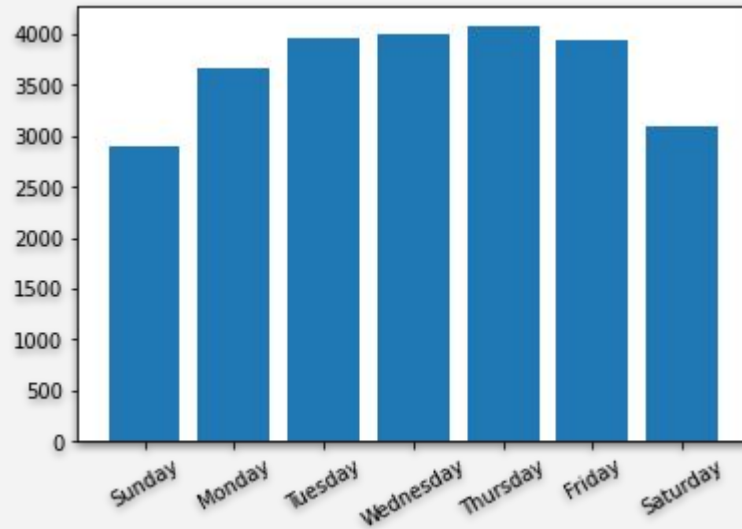
Gráficos de dispersão e correlação

Estudo de caso
compartilhamento de bicicletas



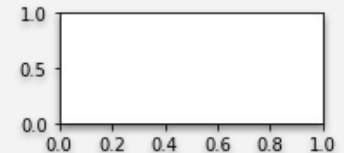
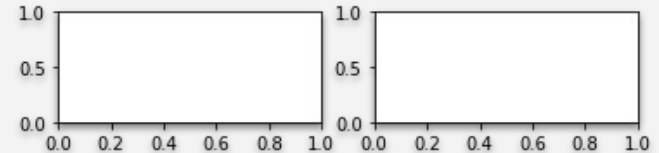
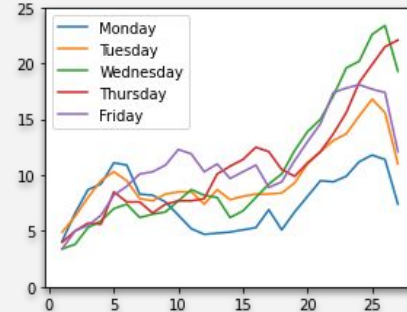
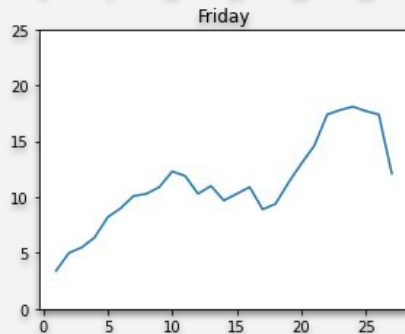
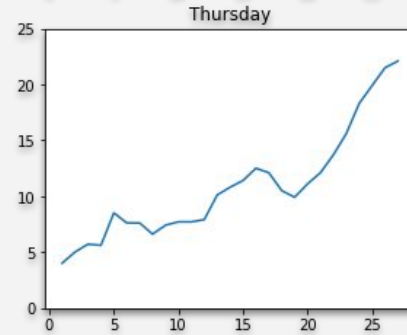
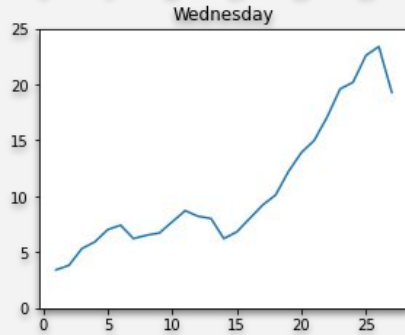
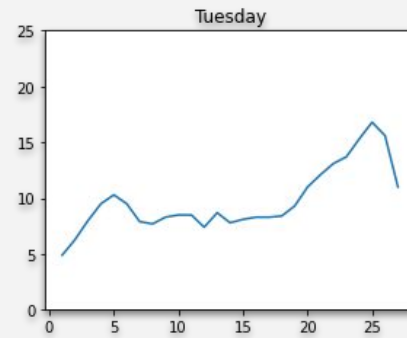
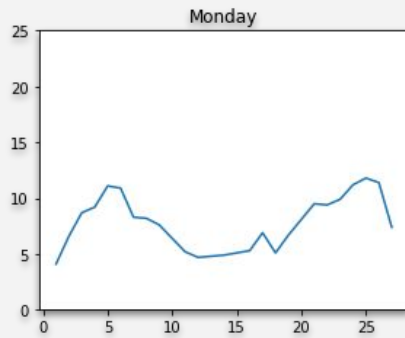
Gráficos de barra e histograma

Estudo de caso
compartilhamento de bicicletas



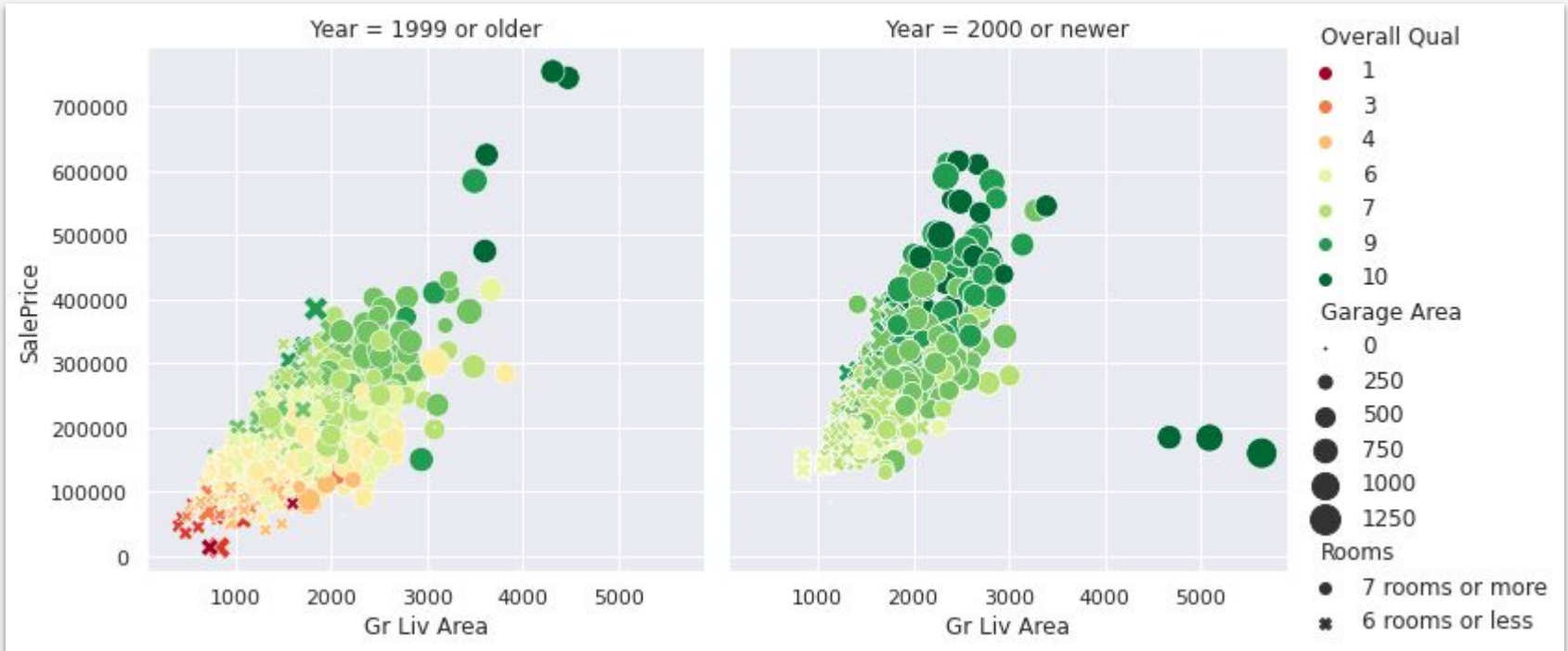
Visualização com Pandas e Gráficos em Malha

Estudo de caso
tráfego em SP



Gráficos relacionais e de múltiplas variáveis

Estudo de caso setor imobiliário





Princípios de Design

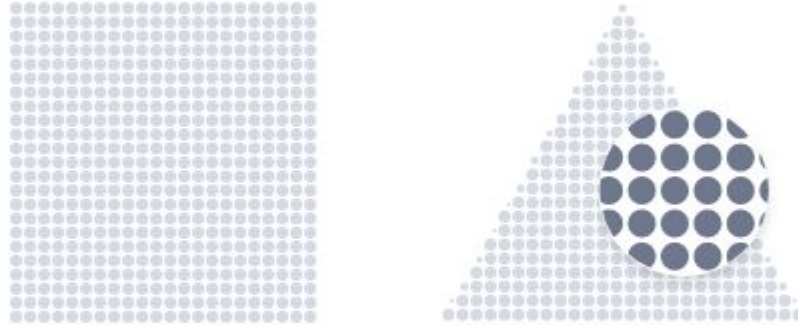
Exemplo: a regra "10, 20, 30"

Remove
to improve
(the **data-ink** ratio)

Created by Darkhorse Analytics

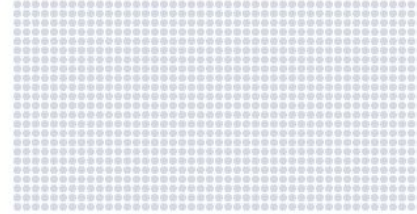
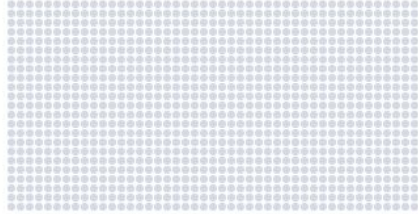
www.darkhorseanalytics.com

Familiaridade
Relação Dado
vs Tinta

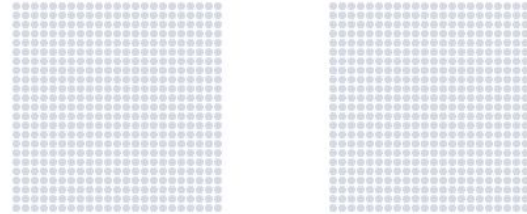


Princípios de Gestalt

Os humanos em geral percebem padrões em detrimento a objetos individuais.

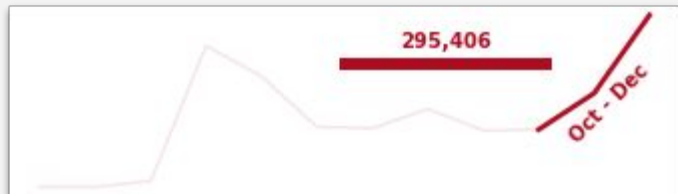
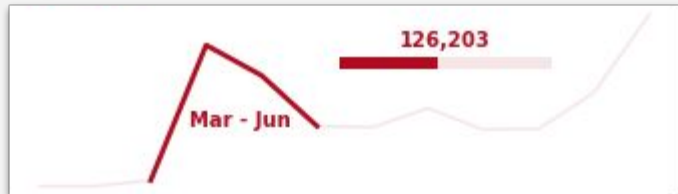
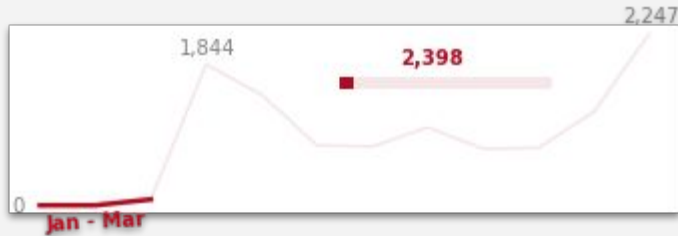


Princípio
da
Proximidade

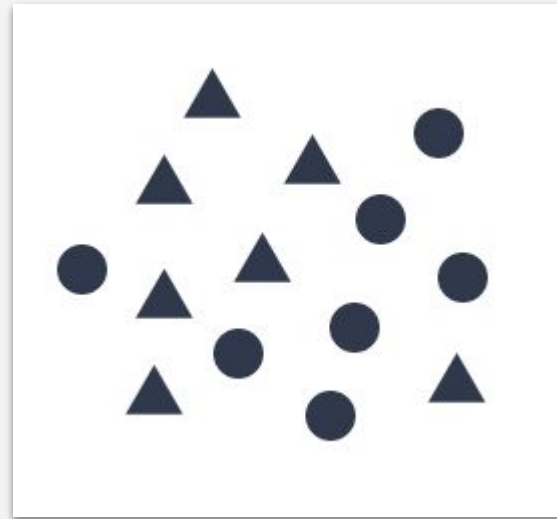
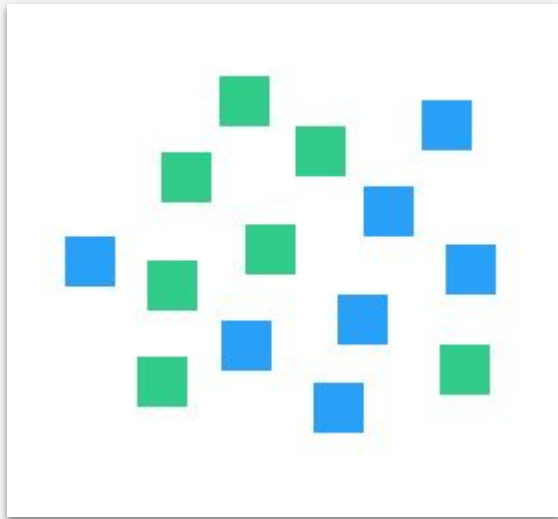


The virus kills 851 people each day

Average number of daily deaths per month in the US



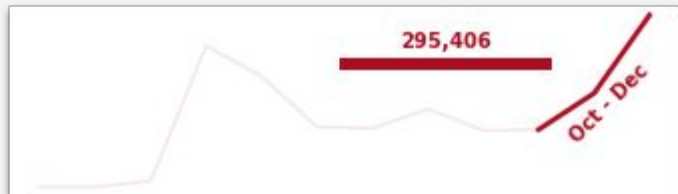
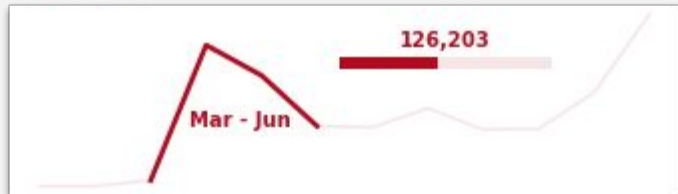
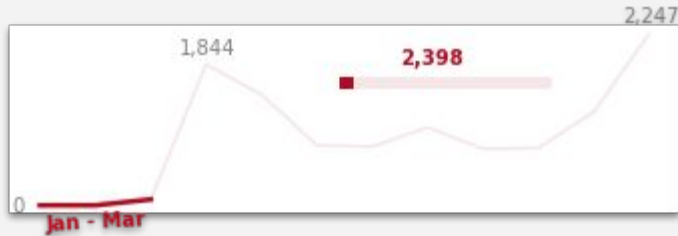
Onde o princípio da **proximidade** é aplicado aqui?



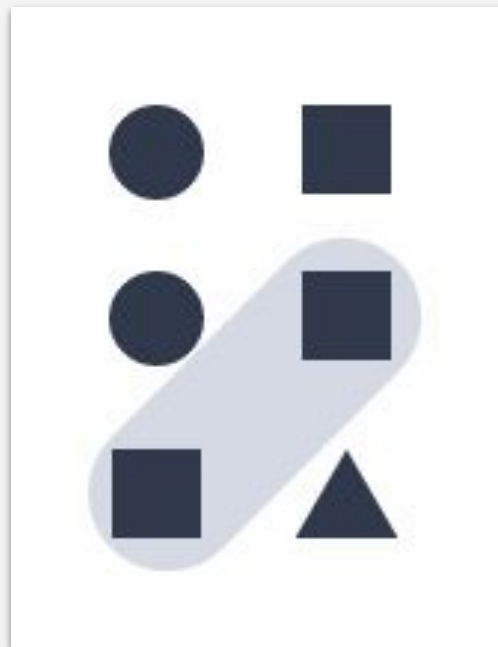
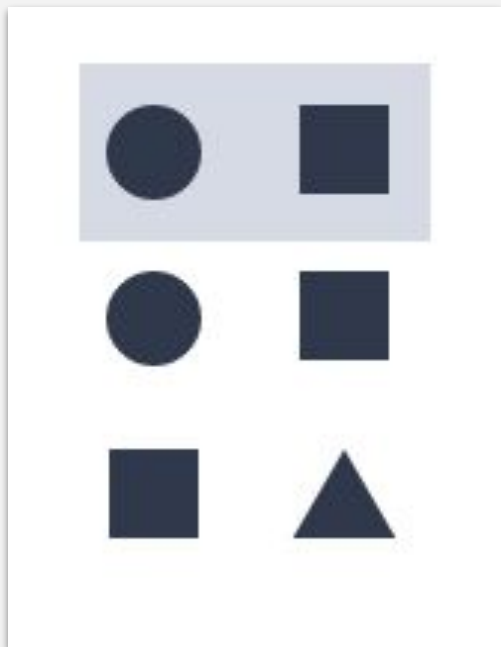
Princípio da Similaridade

The virus kills 851 people each day

Average number of daily deaths per month in the US



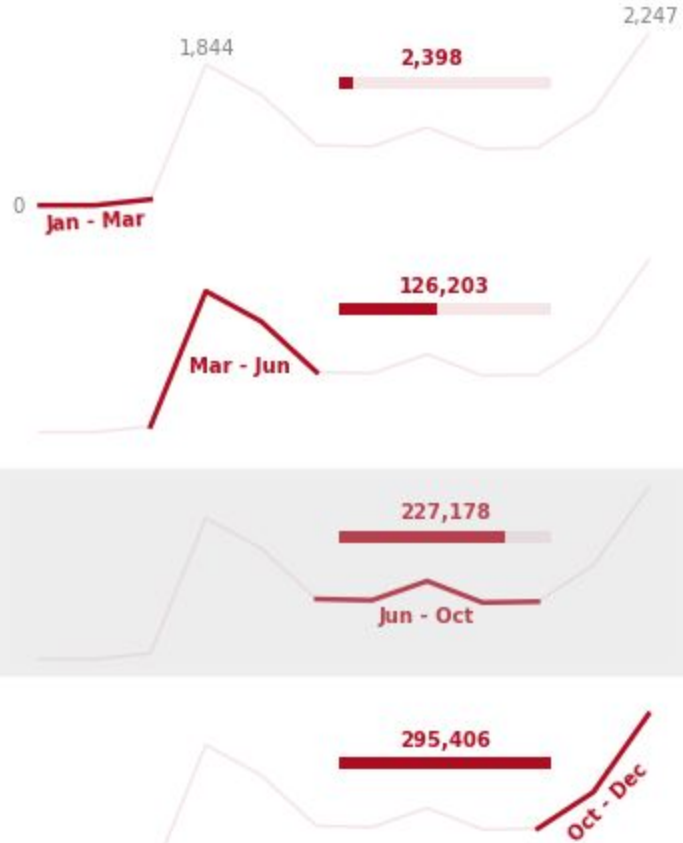
Onde o princípio da **similaridade** é aplicado aqui?



Princípio do Cercamento

The virus kills 851 people each day

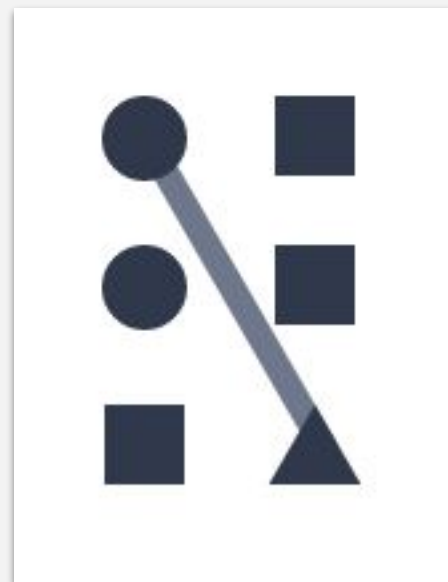
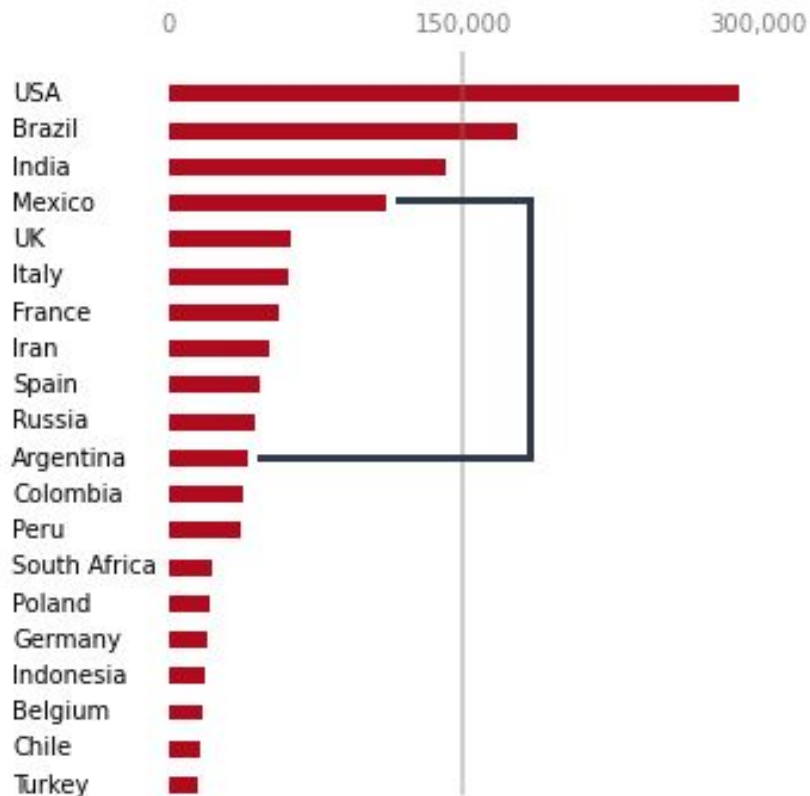
Average number of daily deaths per month in the US



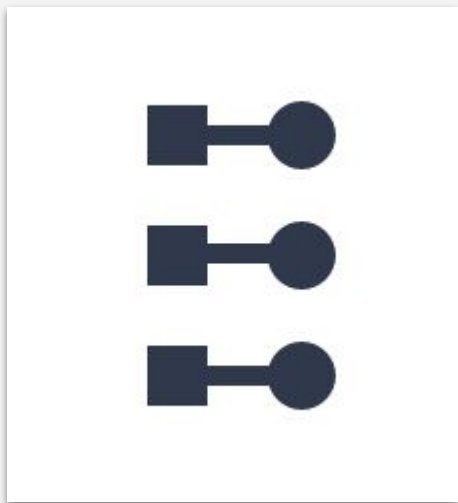
Onde o princípio do **cercamento** é aplicado aqui?

The Death Toll Worldwide Is 1.5M+

Top 20 countries by death toll (December 2020)



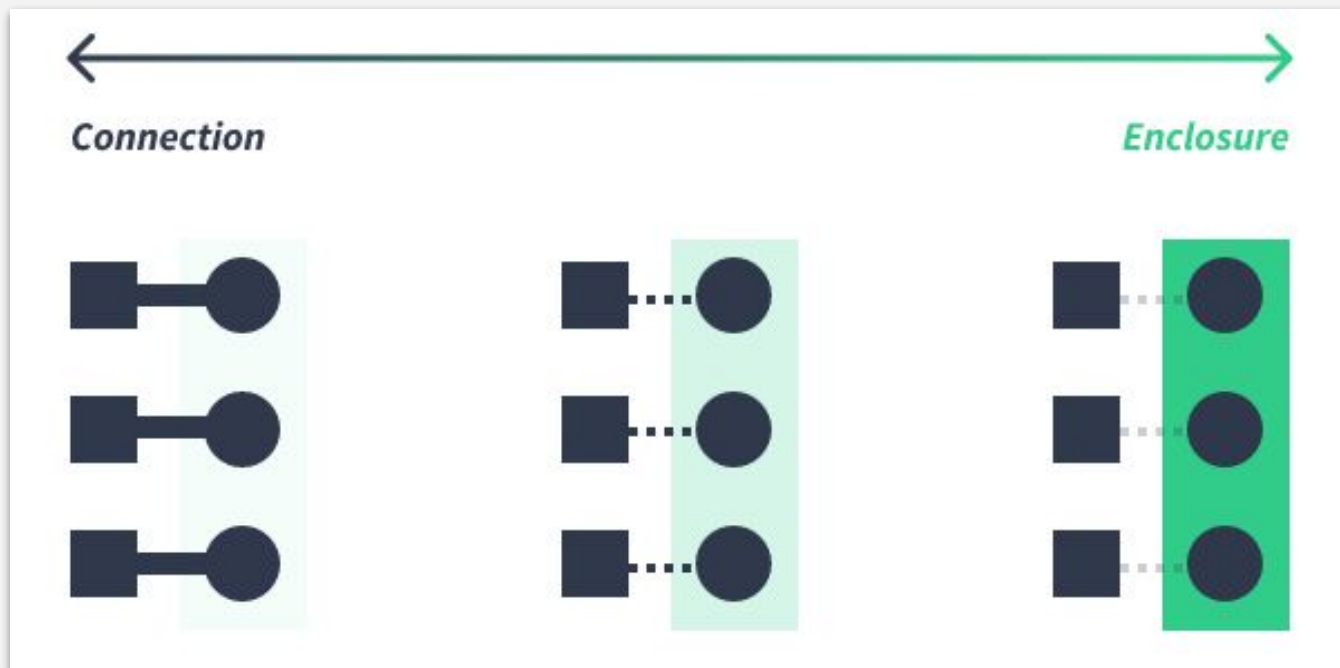
Princípio da Conexão



Hierarquia Visual

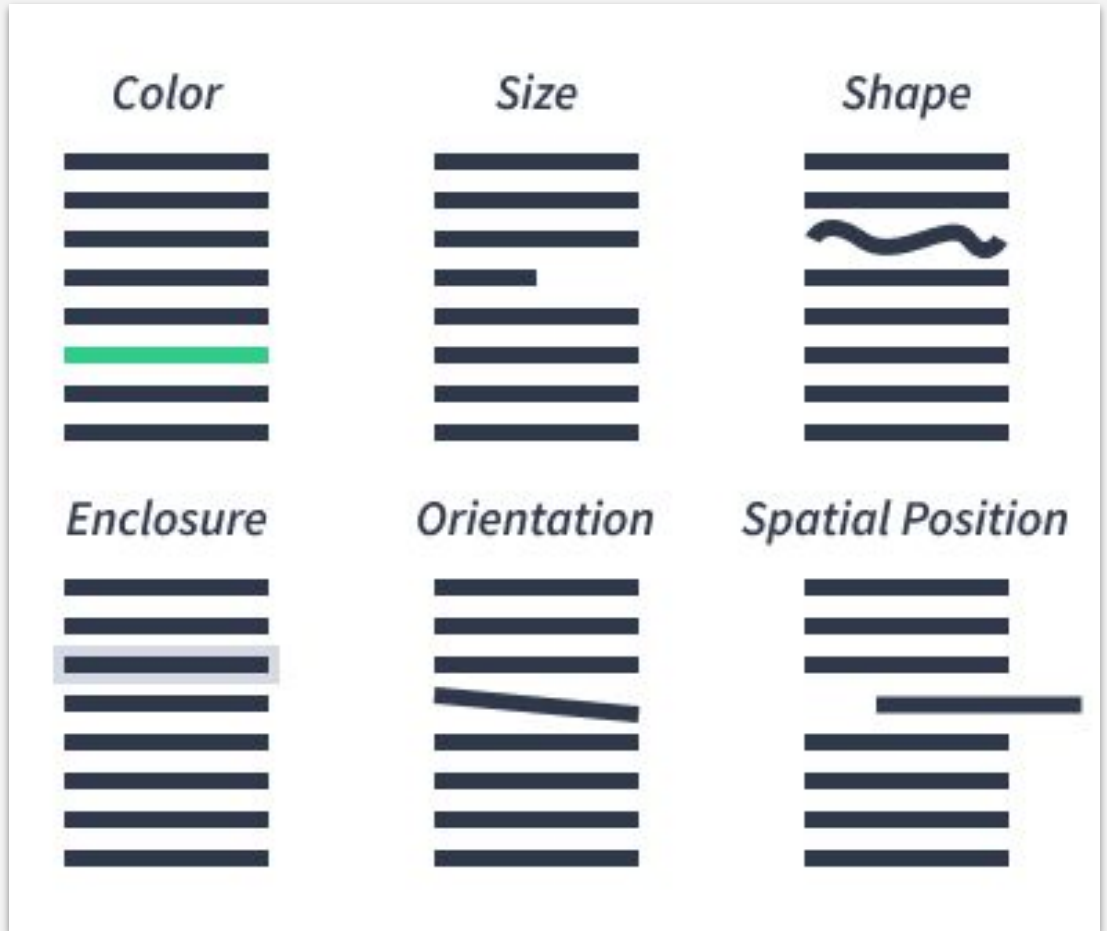
Proximidade
Similaridade
Cercamento
Conexão

Conexão > (similaridade, proximidade)



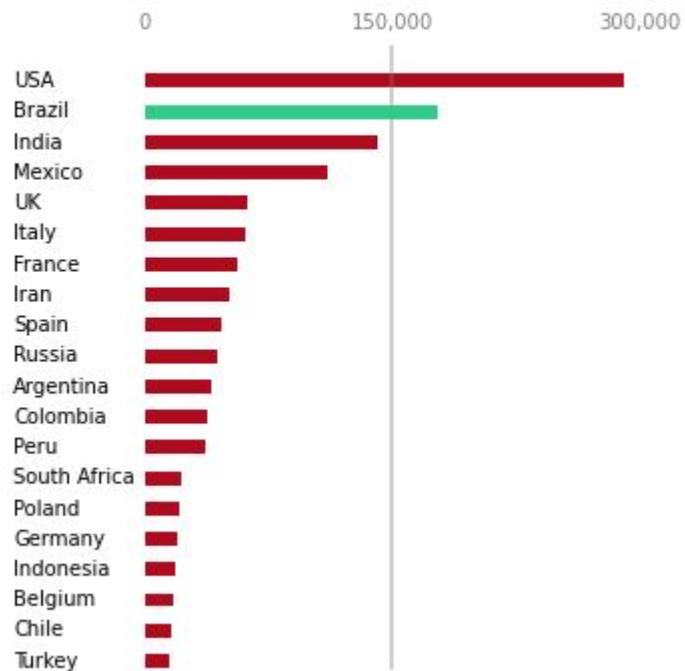
Conexão == Cercamento
"Detalhes importam"

Mecanismos Atencionais



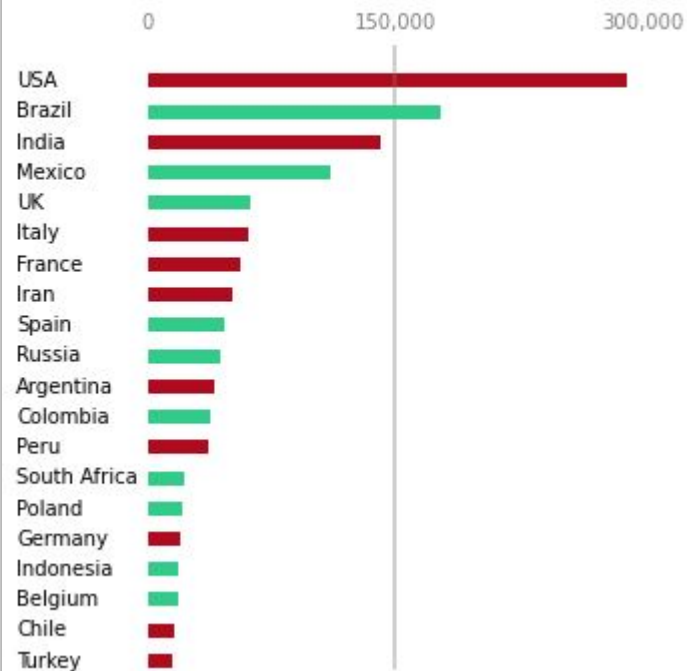
The Death Toll Worldwide Is 1.5M+

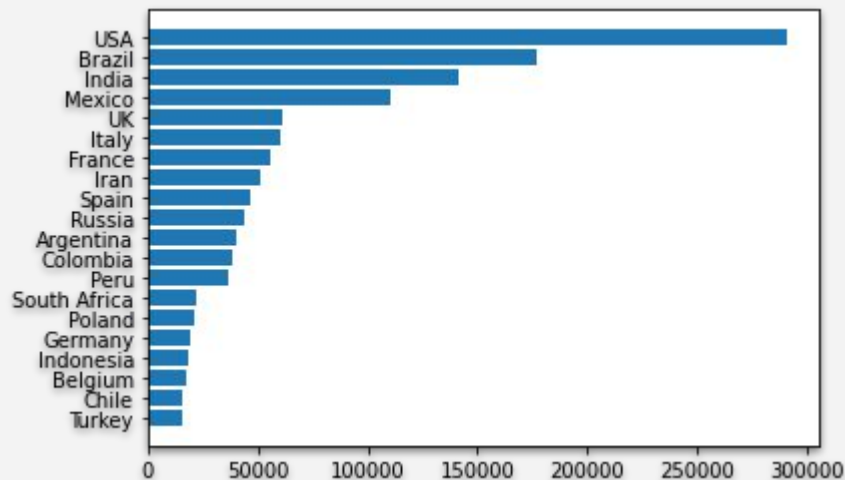
Top 20 countries by death toll (December 2020)



The Death Toll Worldwide Is 1.5M+

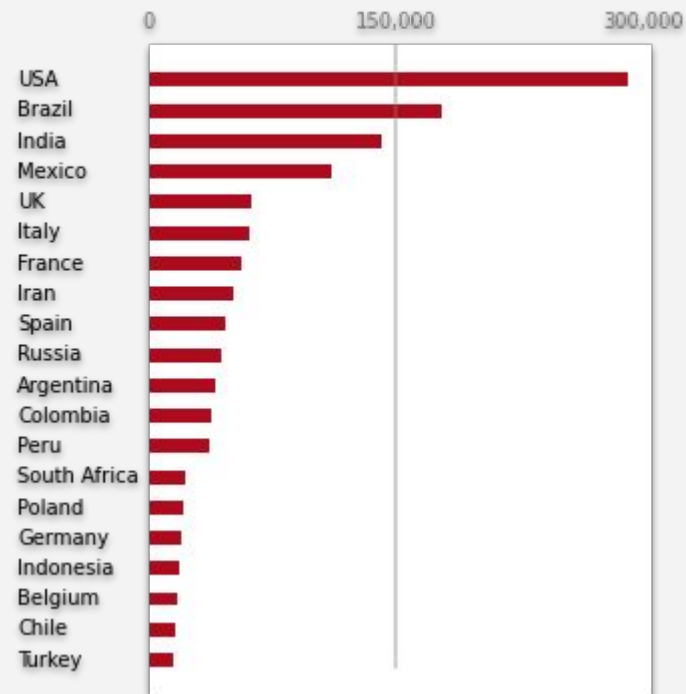
Top 20 countries by death toll (December 2020)





The Death Toll Worldwide Is 1.5M+

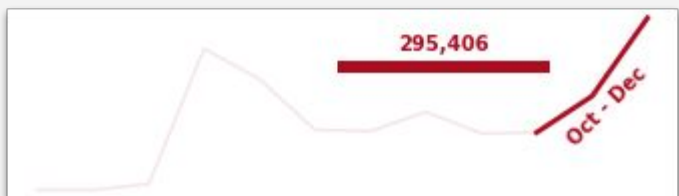
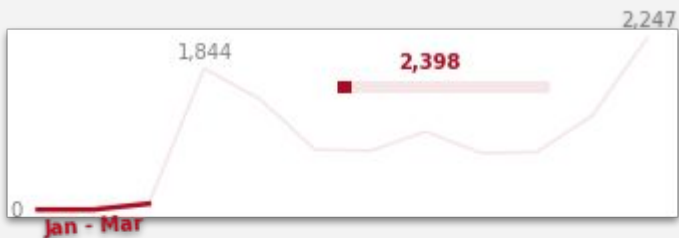
Top 20 countries by death toll (December 2020)



Princípios de Design

Estudo de caso
covid-19

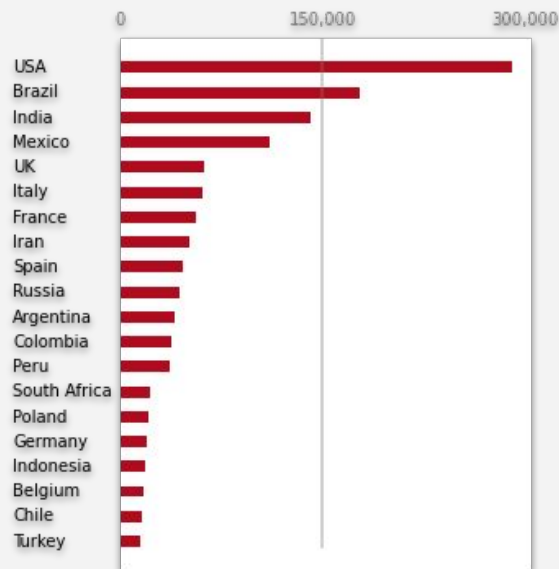
The virus kills 851 people each day
Average number of daily deaths per month in the US



Contando uma história

Estudo de caso
covid-19

The Death Toll Worldwide Is 1.5M+
Top 20 countries by death toll (December 2020)



Wine Quality Most Strongly Correlated With Alcohol Level

Correlation values between wine quality and wine properties (alcohol, pH, etc.)

