



# Visualization Methods and Tools

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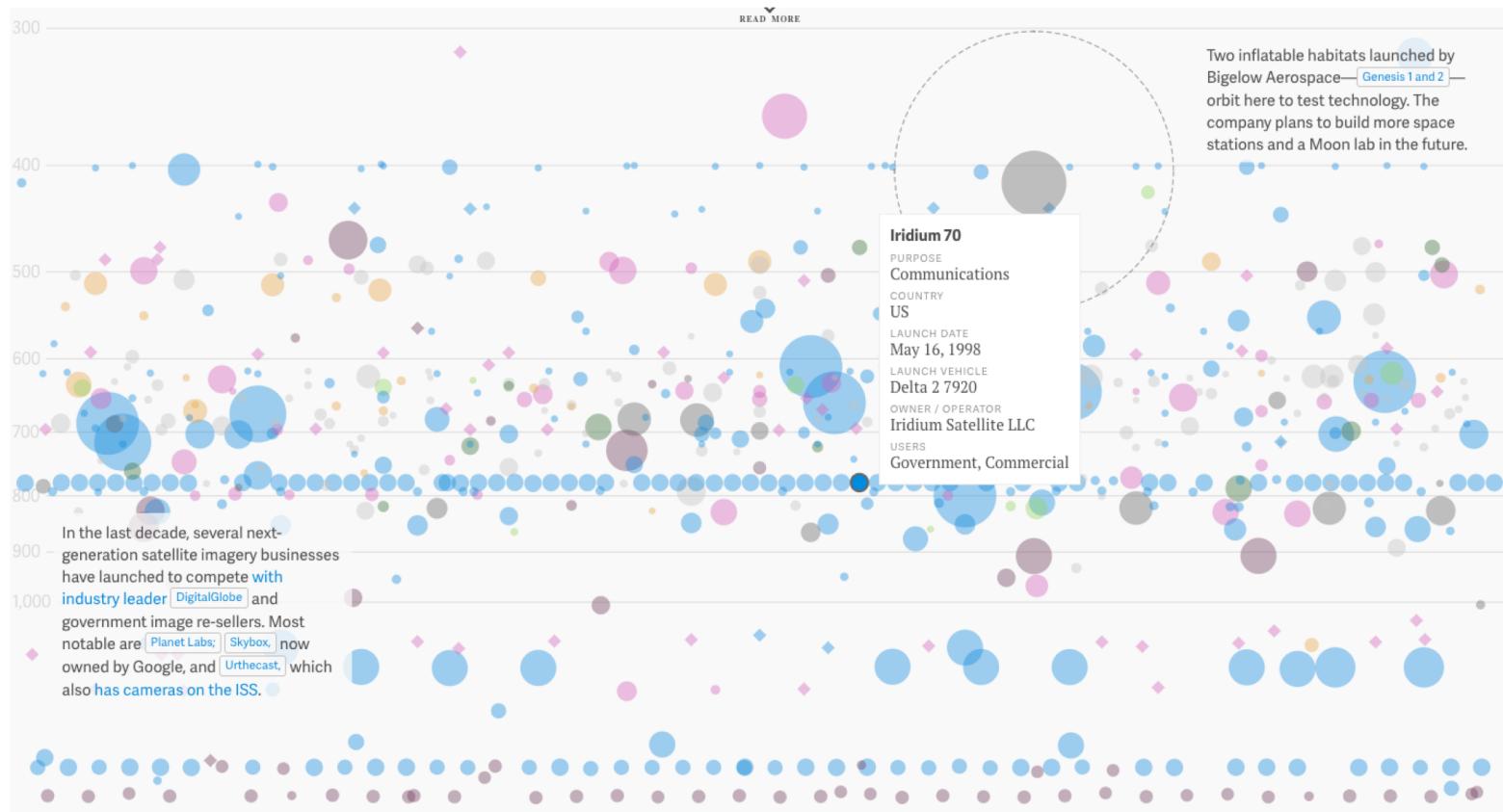
Credits: Erick Burger, Allison Stadd

# Data Visualization

- If a picture is worth a thousand words, a data visualization is worth at least a million.
- One of the most impactful ways data scientists can communicate their findings is through data visualizations.
- Data visualizations manipulate complex pools of data to visually display the data's patterns, trends, and correlations.
- The best data visualizations are storytelling tools that spark discussion and elicit calls to action.

# Every Satellite Orbiting Earth

<http://qz.com/296941/interactive-graphic-every-active-satellite-orbiting-earth/>



- Interactive graph, built using a [database from the Union of Concerned Scientists](#), displays the trajectories of the 1,300 active satellites orbiting the Earth as you read this. Each satellite is represented by a circular icon, color-coded by country and sized according to launch mass. Scroll through the visualization to explore each satellite's path, individually and in aggregate. You'll also learn what kinds of satellites provide broadband Internet, GPS, and Sirius XM.

# Simpson's Paradox

<http://vudlab.com/simpsons/>

## Proper Pooling

By "properly pooled," the investigators at Berkeley meant "broken down by department." Men more often applied to science departments, while women inclined towards humanities. Science departments require special technical skills but accept a large percentage of qualified applicants. In contrast, humanities departments only require a standard undergrad curriculum but have fewer slots.

The authors concluded that any sexism occurred before Berkeley ever saw the applications:

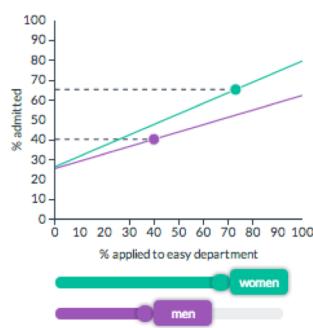
Women are shunted by their socialization and education toward fields of graduate study that are generally more crowded, less productive of completed degrees, and less well funded, and that frequently offer poorer professional employment prospects.

— (p. 403)

To the right are data on the six largest departments, but the names have been changed to protect the innocent.

## Illustration

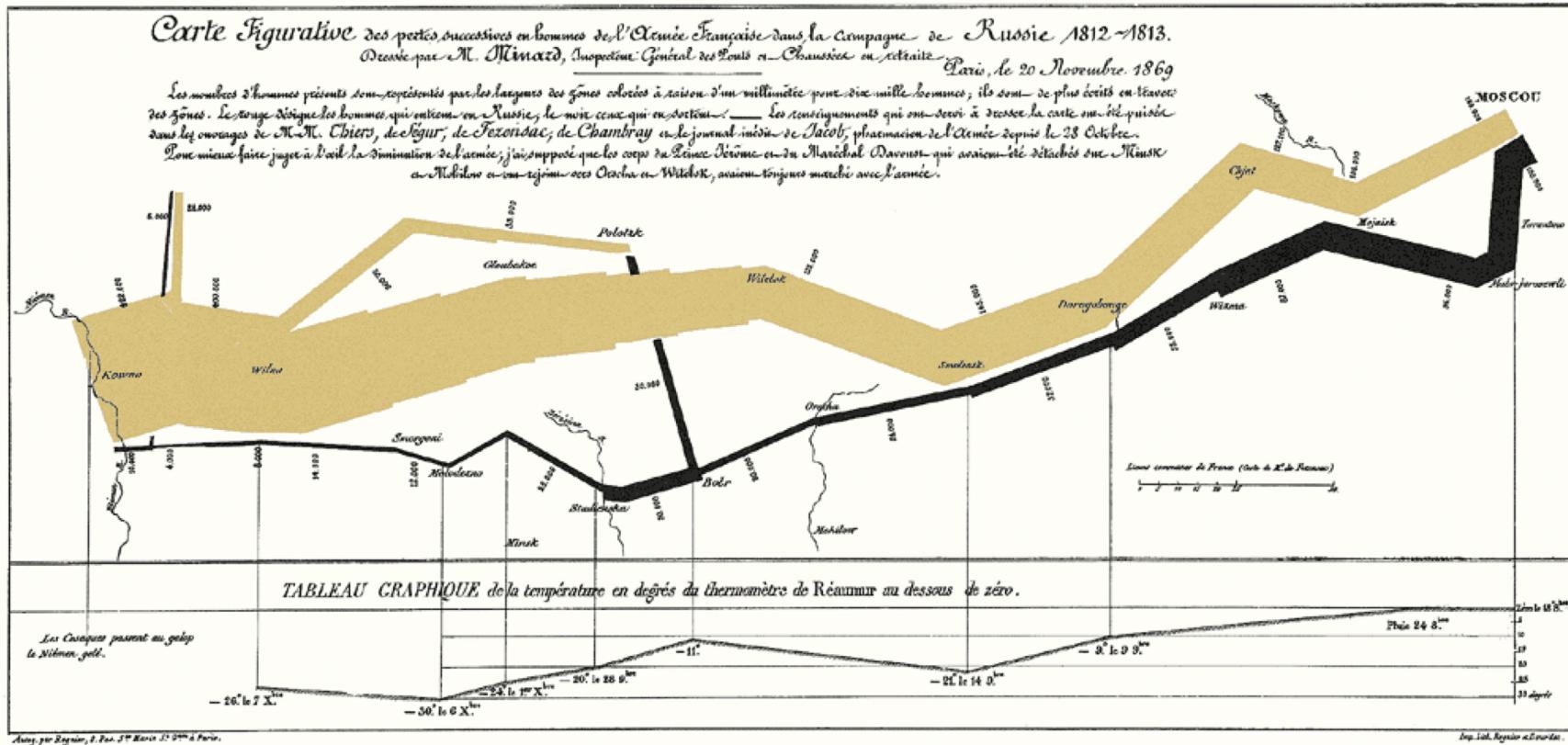
Suppose there are two departments: one easy, one hard ('hard' as in 'hard to get into'). The sliders below set what percentage each gender applies to the easy department. Both departments prefer women, but if too many women apply to the hard one, their acceptance rate drops below the men's.



- The Visualizing Urban Data Idealab (VUDlab) out of the University of California-Berkeley put together this visual look at data that disproves the claim in a 1973 suit that charged the school with sex discrimination. Though the graduate schools had accepted 44% of male applicants but only 35% of female applicants, researchers later uncovered that if the data were properly pooled, there was actually a small but statistically significant bias in favor of women. That's called a Simpson's Paradox. The interactive graphs in the data visualization let you combine and separate different segments of the data to see what exactly went down back in 1973.

# Charles Minard's Visualization of Napoleon's 1812 March

<http://www.edwardtufte.com/tufte/minard>



- Classic lithograph dates back to 1869, displaying the number of men in Napoleon's 1812 Russian army, their movements, and the temperatures they encountered along their way. [It's been called](#) one of the “best statistical drawings ever created.” The work is an important reminder that the fundamentals of data visualization lie in a nuanced understanding of the many dimensions of data. Tools like D3.js and HTML are no good without a firm grasp of your dataset and sharp communication skills.

## Hans Rosling's 200 Countries, 200 Years, 4 Minutes

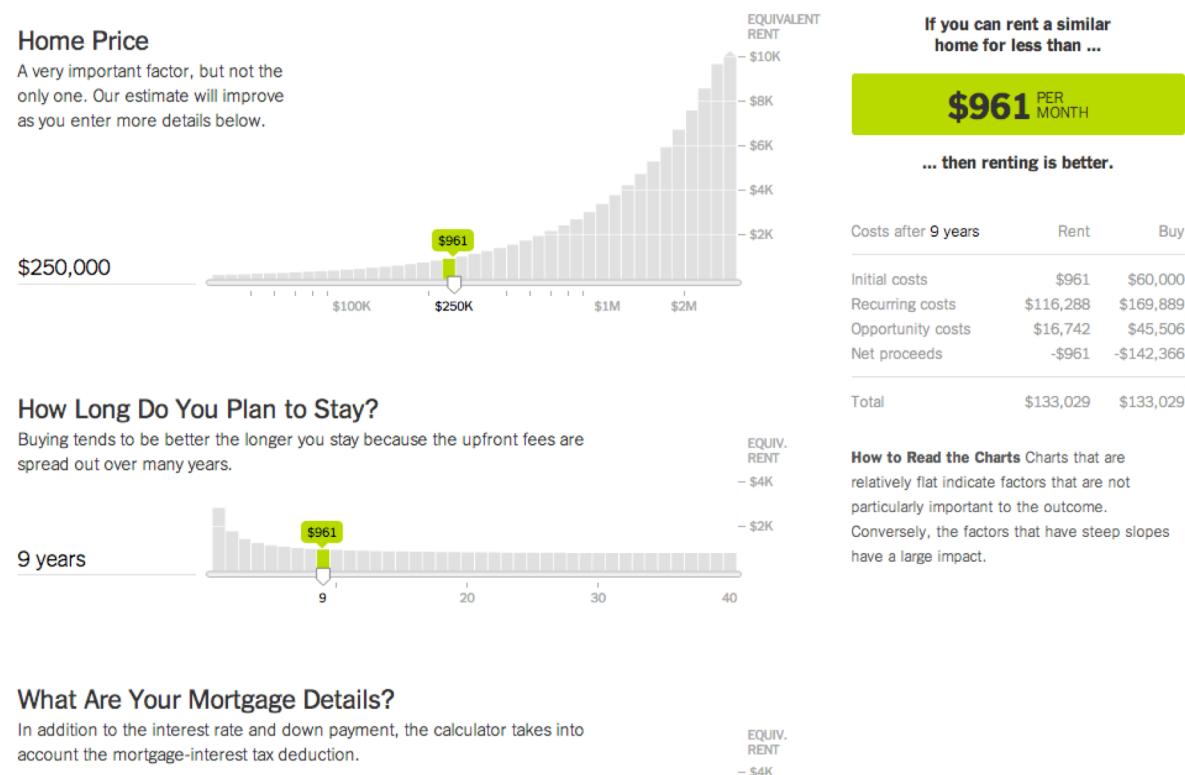
[https://www.youtube.com/watch?feature=player\\_embedded&v=jbkSRLYSOjo](https://www.youtube.com/watch?feature=player_embedded&v=jbkSRLYSOjo)



- Global health data expert Hans Rosling's famous statistical documentary *The Joy of Stats* aired on BBC in 2010, but it's still turning heads. One segment in particular is pretty mind-blowing. In "200 Countries, 200 Years, 4 Minutes," Rosling uses augmented reality to explore public health data in 200 countries over 200 years using 120,000 numbers, in just four minutes.

## Renting vs. Buying

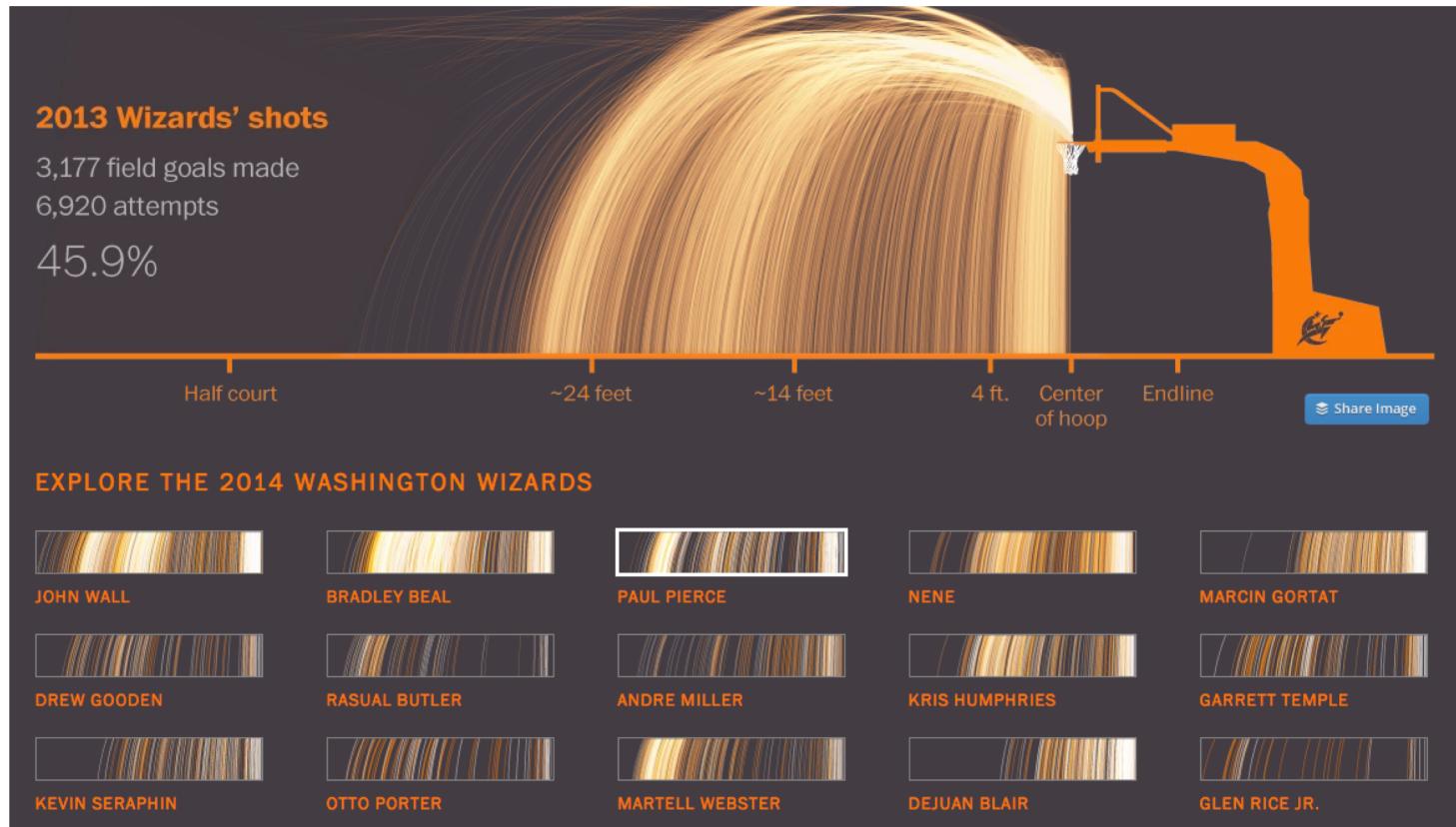
<http://www.nytimes.com/interactive/2014/upshot/buy-rent-calculator.html>



- Mike Bostock, *New York Times* graphics department editor and inventor of D3.js, built a complex interactive data calculator that offers a cost/benefit analysis for prospective homebuyers. Along with his colleagues Shan Charter and Archie Tse, Bostock tapped into everything from home price and mortgage-interest tax deduction to property tax rate and inflation to help you determine whether to rent or buy a home.

## Washington Wizards' Shooting Stars

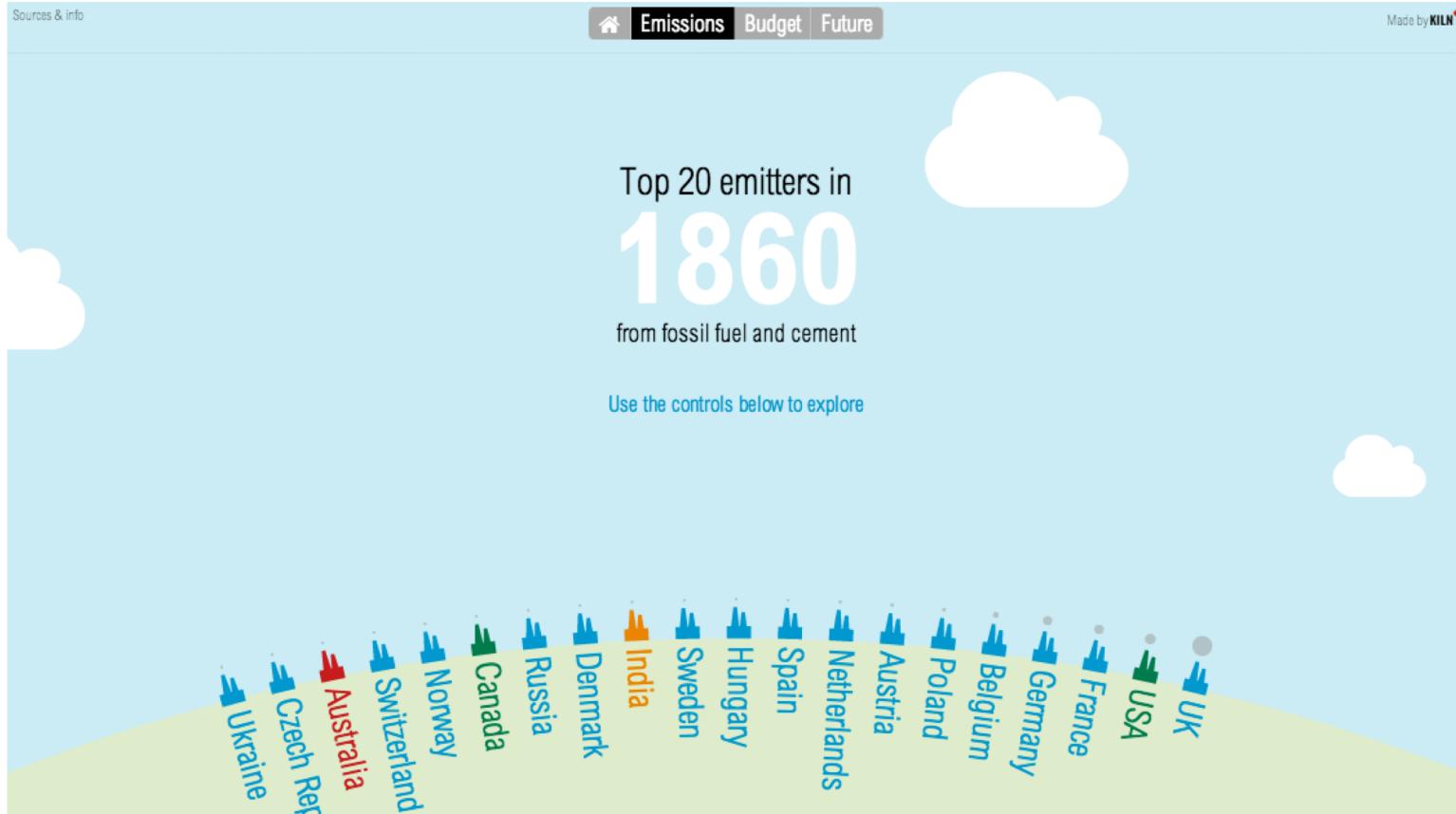
<http://www.washingtonpost.com/wp-srv/special/sports/wizards-shooting-stars/>



- This detailed data visualization demonstrates D.C.'s basketball team's shooting success during the 2013 season. Using stats released by the NBA, the visualization lets you examine data for each of 15 players. See how successful each person was at a variety of types of shots from a range of spots on the court, compared with others in the league.

# Global Carbon Emissions – interactive

<https://www.theguardian.com/environment/ng-interactive/2014/dec/01/carbon-emissions-past-present-and-future->

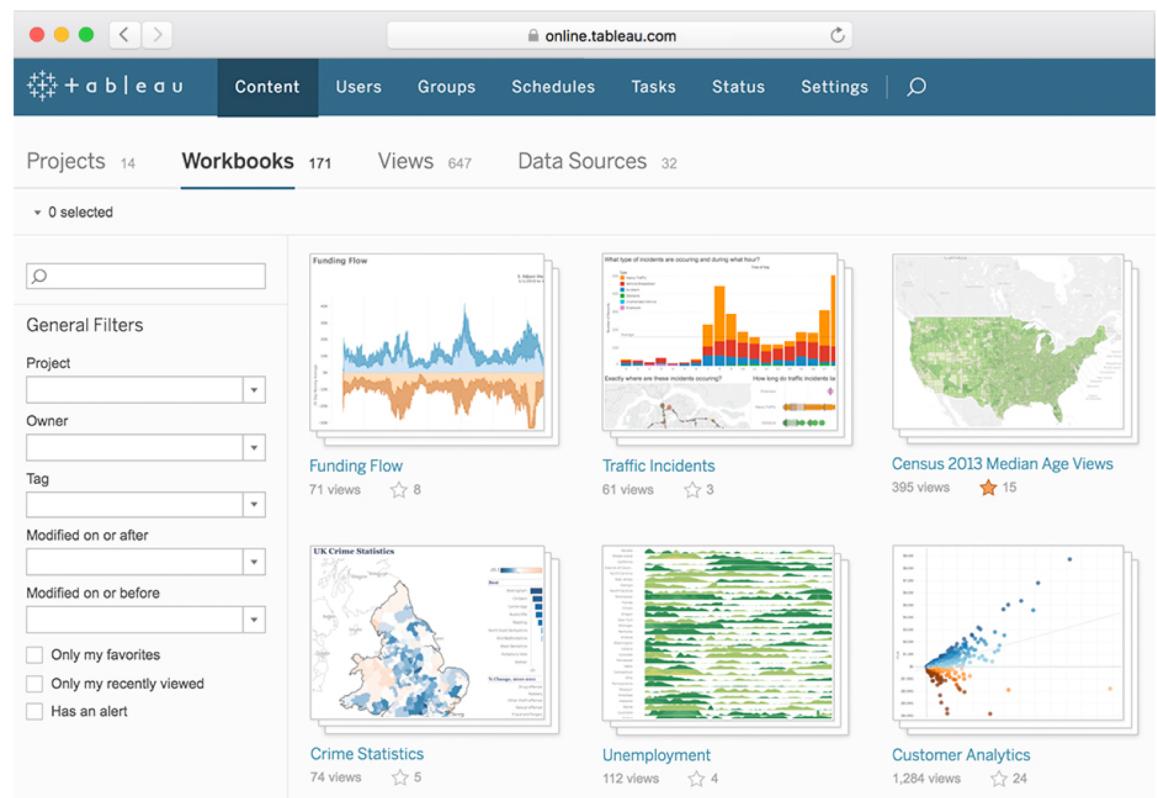


- This data visualization, based on data from the World Resource Institute's [Climate Analysis Indicators Tool](#) and the Intergovernmental Panel on Climate Change, shows how national CO<sub>2</sub> emissions have transformed over the last 150 years and what the future might hold. Explore emissions by country for a range of different scenarios.

# TABLEAU

<https://www.tableau.com/>

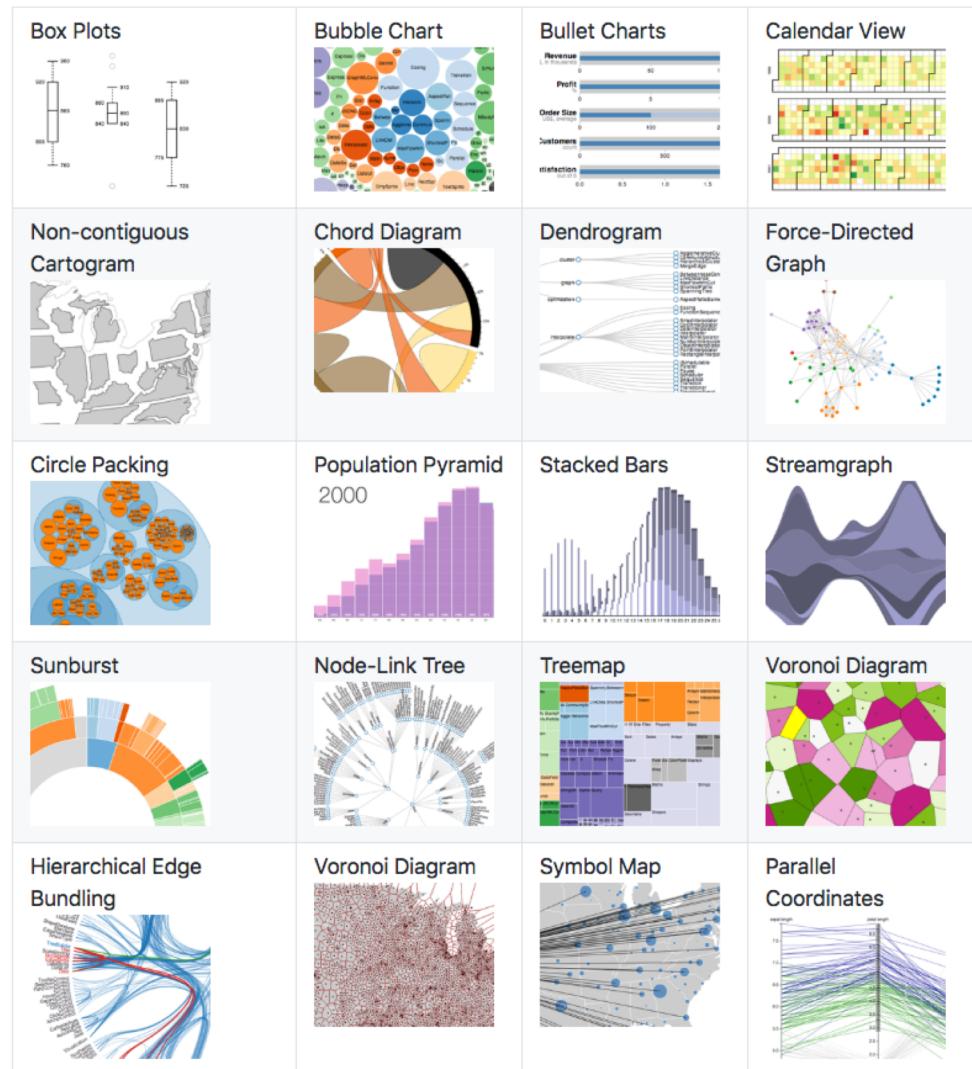
- One of the major tools in this category .
- Tableau is famous for this drag and drop features in user Interface .
- Free for some basic versions .
- Supports multi format data like xls, csv, xml, json , sql data base connections etc .



# D3.js

<https://d3js.org/>

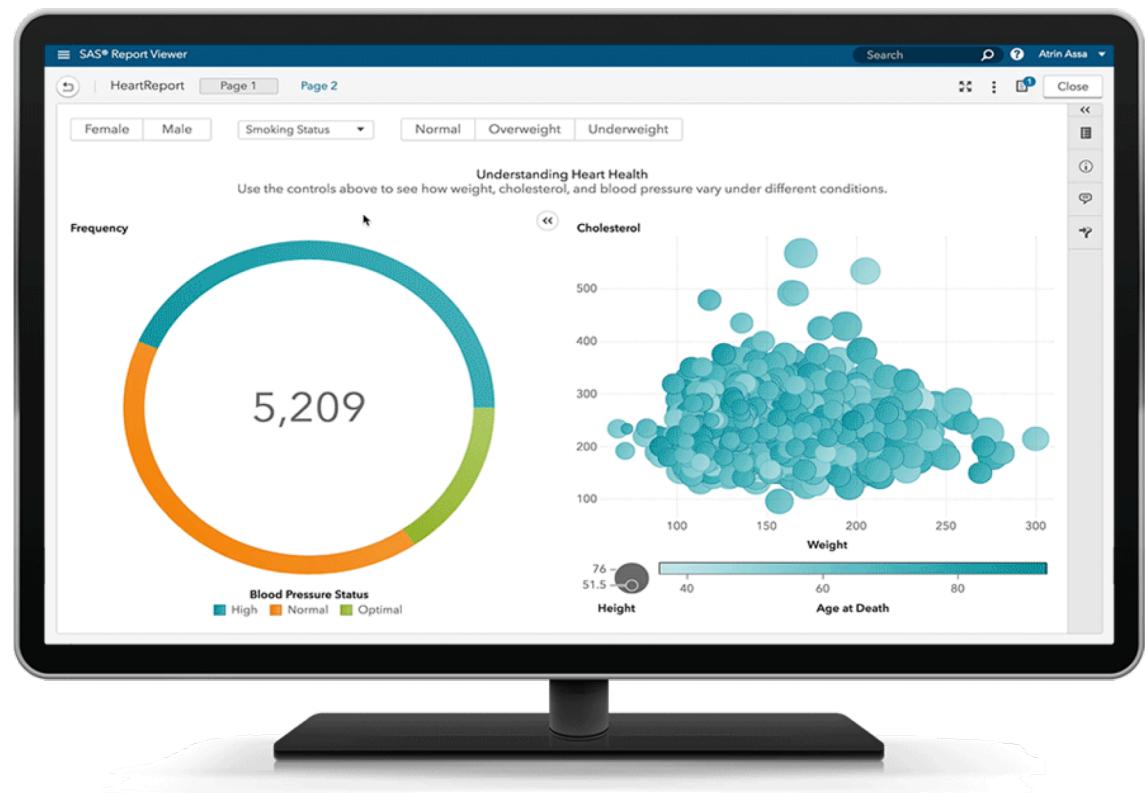
- D3 is java script library .
- Open source.
- Can bind to arbitrary data with Document object Model .
- Nice tutorials on D3.js .



# SAS Visual Analytics

[https://www.sas.com/en\\_in/software/business-intelligence/visual-analytics.html](https://www.sas.com/en_in/software/business-intelligence/visual-analytics.html)

- SAS VA is not only a data visualization tool but it is capable of **predictive modeling and forecasting** .



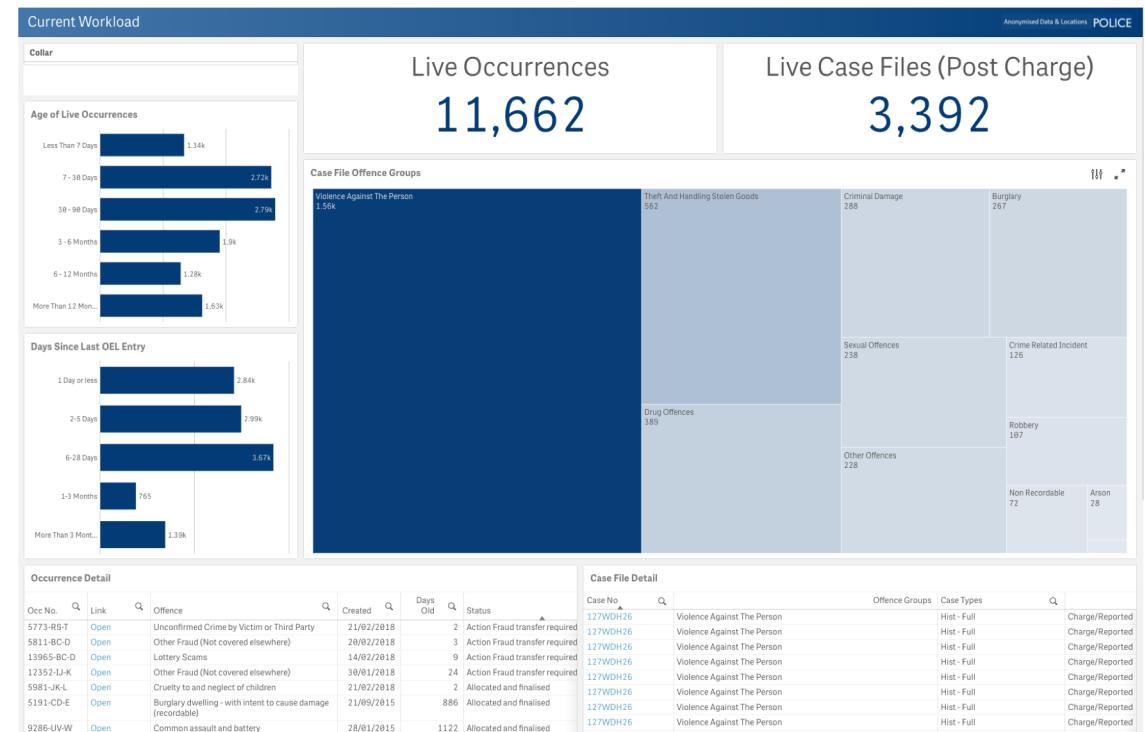
# Qlik View

<https://help.qlik.com/en-US/qlikview/12.1/Content/Home.htm>

# Qlik Sense

[http://www.qlik.com/us/lp/ppc/qlik-sense-desktop/brand?sourceID1=google&Campaign\\_Type=Brand&KW=qlik&k\\_clickid=9e7c003b-78f9-4604-9fb6-8cc4d0a3bf28&gclid=CjwKEAjwqlfLBRCK6vH\\_rJq7yD0SJACG18frPT8HT4xZL33YdWem2B-YeyzzVrNEQU\\_i9gudDekpXxoCUFfw\\_wcB](http://www.qlik.com/us/lp/ppc/qlik-sense-desktop/brand?sourceID1=google&Campaign_Type=Brand&KW=qlik&k_clickid=9e7c003b-78f9-4604-9fb6-8cc4d0a3bf28&gclid=CjwKEAjwqlfLBRCK6vH_rJq7yD0SJACG18frPT8HT4xZL33YdWem2B-YeyzzVrNEQU_i9gudDekpXxoCUFfw_wcB)

- Qlik view is a BI tool for decision making .
  - Qlik view is a more user-friendly version with drag and drop.
  - Pay.



# Tutorial

## Option 1: D3.js

- Complete the introductory tutorial, and two additional tutorials of your choosing.
- <https://github.com/d3/d3/wiki/Tutorials>
- Submit screen shots of each tutorial to Blackboard.

## Option 2: Tableau

- Sign-up for Tableau trial, complete the getting started section.
- <https://www.tableau.com/>
- Submit screen shot showing completing of getting started section to Blackboard.