

Data Fellowship: Visualisation Techniques

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Power BI Dashboard Chosen

Technology Trends 2017

Power BI Year in Review

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Interesting Facts and Insights

- Apple, Facebook and Google dominated the tech world in 2017. However, whilst Apple and Google's relevance stayed roughly the same the entire year, Facebook started strong and then declined in relevance as the year went on.
- Google's stock price increased massively (roughly 0.30K) over the course of the 2017 year. With a large spike in April to June.
- India generally is the country that utilises all companies investigated (Google, Amazon, Microsoft, Uber, Apple, Facebook) the most, with the USA coming in second.

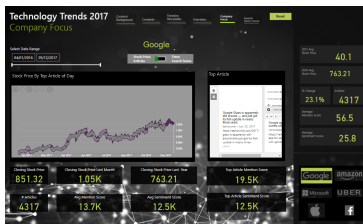
What makes this an effective visualisation?

- Easy to interpret the data from this, as page isn't cluttered and meaning is clear. Hence trends can be identified and outcomes of this research are known.



- Connections within the data are shown which might have been too complex to explain with words. Furthermore there are links provided which allow the viewer to go explore certain aspects further if desired.

What would I change?



- Unclear exactly what currency are working with for the stock prices. Axes need to be tightened up since cannot compare stock valuations between different companies
- Unclear on how to change company focus on a couple of the tabs. Would be good to expand this and create a comparison tool to compare specific information about different companies.
- Collect more data on individual companies or just remove blank tabs. Since this is just a waste of space and takes time for people to search through to find information.

Any Questions?