

## What Visualizations means to me? An evolving journey

My first real experience in the field of data analytics was not building scientific models but rather learning and utilizing the science of visualizations. Data analysts are obsessed with a profusion of statistics. C-level executives are adamant about profits. Data analysts are ambivalent towards profits and C-level executives are ambivalent towards statistics. That said, society still needs both parties to synchronize, and through years of observing, contemplating, fixating, and reflecting, I have narrowed down one word that accurately describes the trajectory of our capitalist society: *minimalistic*.

In this short-paper, I will look at 4 examples that show that the change in visualizations over time has been to make everything minimalistic. There is less color, less text, less background noise. The focus now is on keywords, KPI's and monochromatic colors.

### Brand Logos



## Presentation Decks

The way companies launch new products has completely changed. Earlier, it used to be massive slide shows with numerous charts, graphs, and a lot of description. Apple has changed all that. Here is a screen grab from one of Apple's events confirming that people do not care about a plethora of numbers and metrics. They only want to be hit with the keywords.



## Automobiles

Tesla have revolutionized the way we think about the personal car. Tesla has shifted the focus from 'more' to 'less'. People no longer want cars that look like this:



Tesla's design has incorporated all the functionalities of an automobile into a simple screen. And cleaned up the front deck of a car to give the people more space while driving.



This interior has minimal physical objects in the driver's vision, but the driving experience is enhanced through the smart use of technology.

## Architecture

A bedroom in the 1990's.



## A bedroom in the 2020's



The overall feeling of the bedroom today is minimal compared to several decades ago. Colors have been subdued in favor of more monochromatic schemes. The clutter has been removed to create more empty space. Technology has made it easier to hide a light in the ceiling, to have less wires, less books, less physical belongings.

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I have thought about this minimalistic approach to life for a long time and this is an idea I would like to work with further. Up till now, I had only thought about these ideas but had never actually noted them down or done any actual work on them. By writing this up, I have essentially opened the door for myself to explore this concept far and beyond.