

# VISUAL ANALYTICS

## ASSIGNMENT - 1



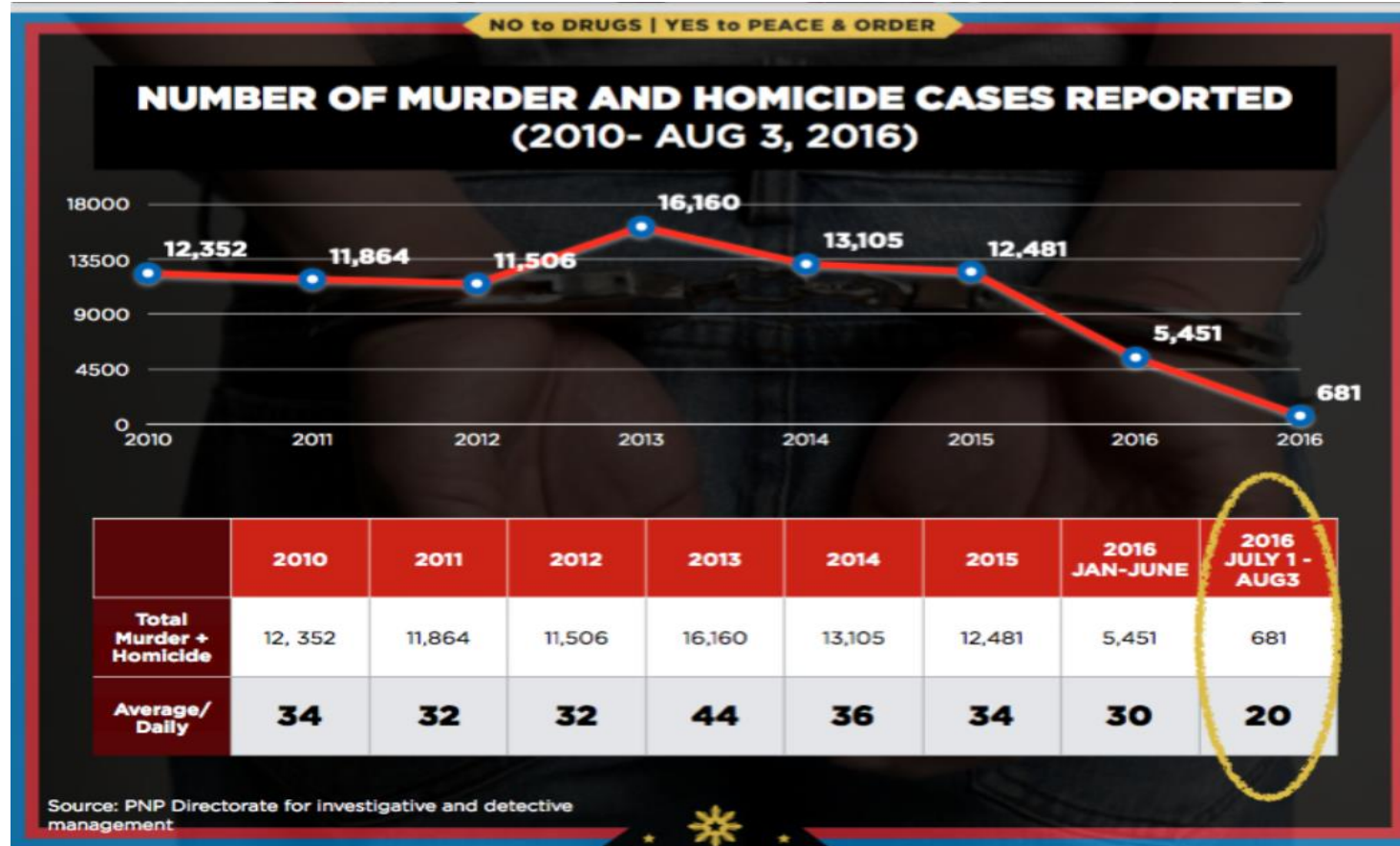
# DATA VISUALIZATION

Data visualisation is a graphical representation of data and information.

Source: [https://lms.latrobe.edu.au/pluginfile.php/5063920/mod\\_resource/content/4/Lecture%201-The%20Need%20for%20Visualisation%202019.pdf](https://lms.latrobe.edu.au/pluginfile.php/5063920/mod_resource/content/4/Lecture%201-The%20Need%20for%20Visualisation%202019.pdf)



# EFFECTIVE VISUALIZATION



## Criteria for effective visualisation:

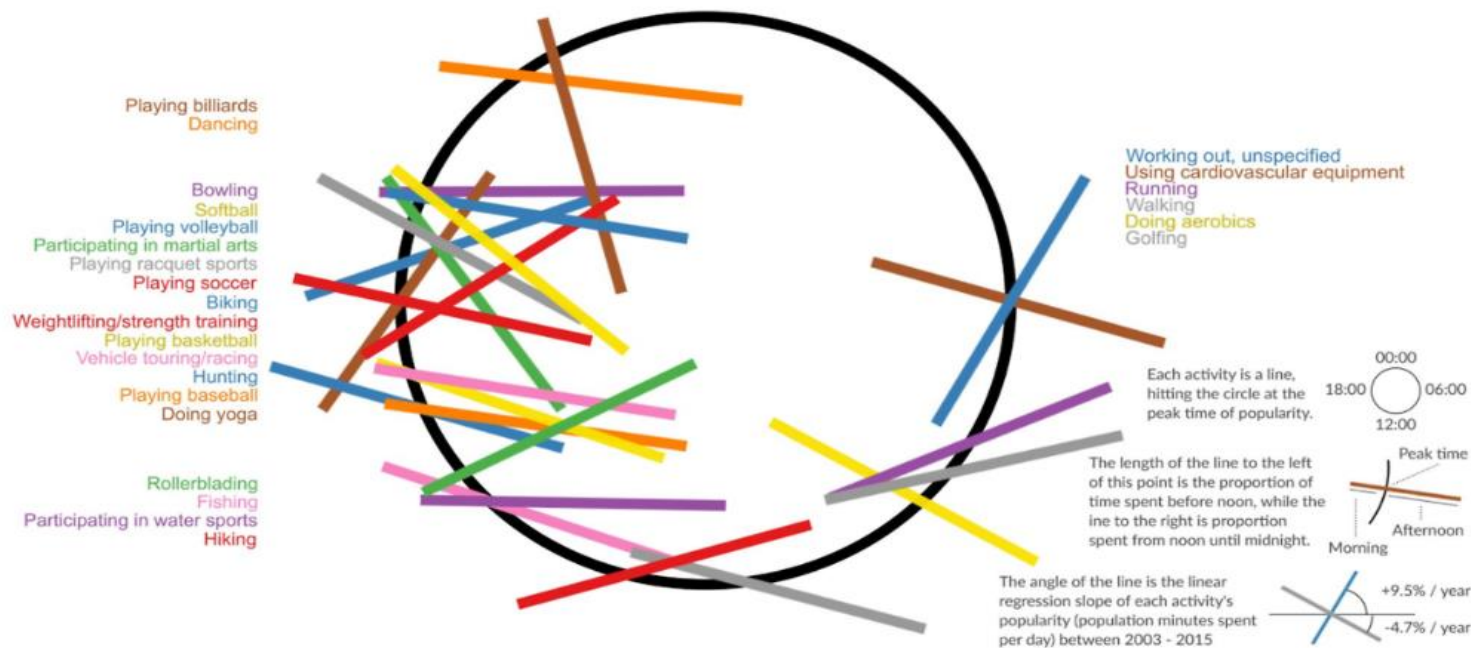
- Informative
- Efficient
- Novel
- Beautiful



# INEFFECTIVE VISUALIZATION

## Peak time for sports and leisure

@hnrklnbrg | Source: American Time Use Survey



## Problems:

- A lot of information (not efficient) without a clear message
- Visualisation variables are poorly applied:
  - It is hard to compare slopes/angles of multiple sports
  - Colors are repeated (e.g. yellow)
- Annotations make the visualisation more confusing
- Context is not provided

#DepechemodePlot #4dimensional #Right?

Source: <https://twitter.com/hnrklnbrg/status/886181647003119616>



# RECOMMENDATIONS

- We can use histograms to visualise the data here with:
  - X-axis representing the activities, and
  - Y-axis showing the time for each activity
- Use interactive features
- Use a different color palette



■ **Thank you**

