

What is data visualization?

Data visualization is the practice of translating information into a visual context, such as a map or graph, to make data easier for the human brain to understand and pull insights from.

Why it's important?

- the ability to absorb information quickly, improve insights and make faster decisions;
- an increased understanding of the next steps that must be taken to improve the organization;
- an improved ability to maintain the audience's interest with information they <u>can understand</u>;
- an easy distribution of information that increases the opportunity to share insights with everyone involved;
- eliminate the need for data scientists since data is more accessible and understandable; and
- an increased ability to act on findings quickly and, therefore, achieve success with greater speed and less mistakes

POWER BI





