Data Visualization Week1

Shahab Alami

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In this document I would like to discuss my expectations for this class. By the end of this paper you will also get to learn some interesting points about me.

Expectations

When I graduate from this class I expect myself to become:
1. Well-versed in **telling a compelling** story via proper application of visualizations
2. Able to **simplify/improve** noisy visualizations
3. Handson-on with the **best practices**

Strength

I am a technology professional experienced in creating data-intensive software products. This enables me to quickly understand the requirements, notice bottlenecks and architect an **efficient data pipeline** to foster the data/information flow in a firm.

Weakness

I tend to focus a lot only on concepts that interest **me** and spend an excessive amount of time on analyzing things that might not deserve that much attention.

Interesting Tools And Visualizations

1. I am a big fan of Google Analytics. It helps website admins, owners, get a good understanding of the traffic on their websites. Its simple design and sophisticated mixture of visualizations and data tables makes it a perfect choice.
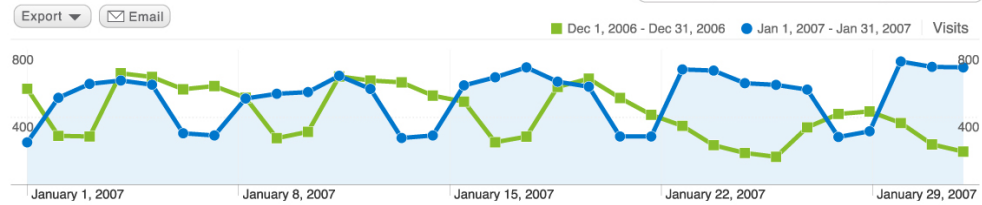
Google Analytics

My Account | Help | Contact Us | Sign Out

Analytics Settings | **View Reports:** | Click to select Website Profile ▼

:: Dashboard
▸Saved Reports
8 Visitors
⅗ Traffic Sources
⬚ Content
⚑ Goals
🛒 Ecommerce

Settings
✉ Email

Settings
⑦ About this Report
⑦ Conversion University
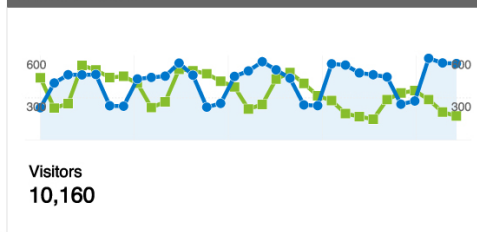⑦ Common Questions
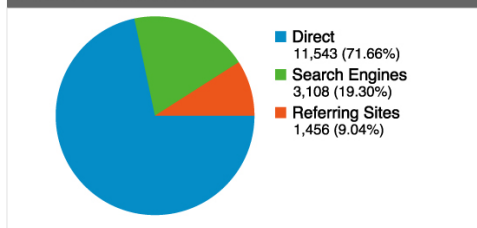⑦ Report Finder

Dashboard

Jan 1, 2007 - Jan 31, 2007 ▼

Export ▼ ✉ Email

■ Dec 1, 2006 - Dec 31, 2006 ● Jan 1, 2007 - Jan 31, 2007 Visits

800

400

January 1, 2007 | January 8, 2007 | January 15, 2007 | January 22, 2007 | January 29, 2007

Site Usage

16.107 Visits
Dec 1, 2006 - Dec 31, 2006: 13,209 (21.94%)

62.142 Pageviews
Dec 1, 2006 - Dec 31, 2006: 53,855 (15.39%)

3,86 Pages/Visit
Dec 1, 2006 - Dec 31, 2006: 4.08 (-5.37%)

00:03:22 Avg. Time on Site
Dec 1, 2006 - Dec 31, 2006: 00:03:31 (-4.27%)

36,81% Bounce Rate
Dec 1, 2006 - Dec 31, 2006: 35.98% (2.30%)

50.44% % New Visits
Dec 1, 2006 - Dec 31, 2006: 49.73% (1.42%)

Visitors Overview

600

300

Visitors
10,160

Map Overlay world

Visits
17 ▮▮▮▮▮ 13,214

Traffic Sources Overview

■ Direct
11,543 (71.66%)
■ Search Engines
3,108 (19.30%)
■ Referring Sites
1,456 (9.04%)

Browsers

Browser	Visits	% visits
Internet Explorer	13,136	81.55%
Firefox	2,349	14.58%
Safari	393	2.44%
Netscape	116	0.72%
Opera	55	0.34%

2. Seaborn is an interesting tool for statistical data visualization in Python. It is built on top of Python's famous matplotlib and offers a vriety of choices to simplify visuaization in a data-centric python script. I specially enjoy several built-in *themes* that come pre-packaged in this library. Being able to quickly style results saves us a lot of time so that we can better focus on the logic behind our visualizations.