

CHAPTER 2

Choosing an effective visual

Presentation by Raquel Olivar

Data110

Different ways data is presented and why?

1. Different Types of Data
2. Highlight Specific Patterns
3. Contextual Presentation
4. What to Avoid
5. Personal Analysis



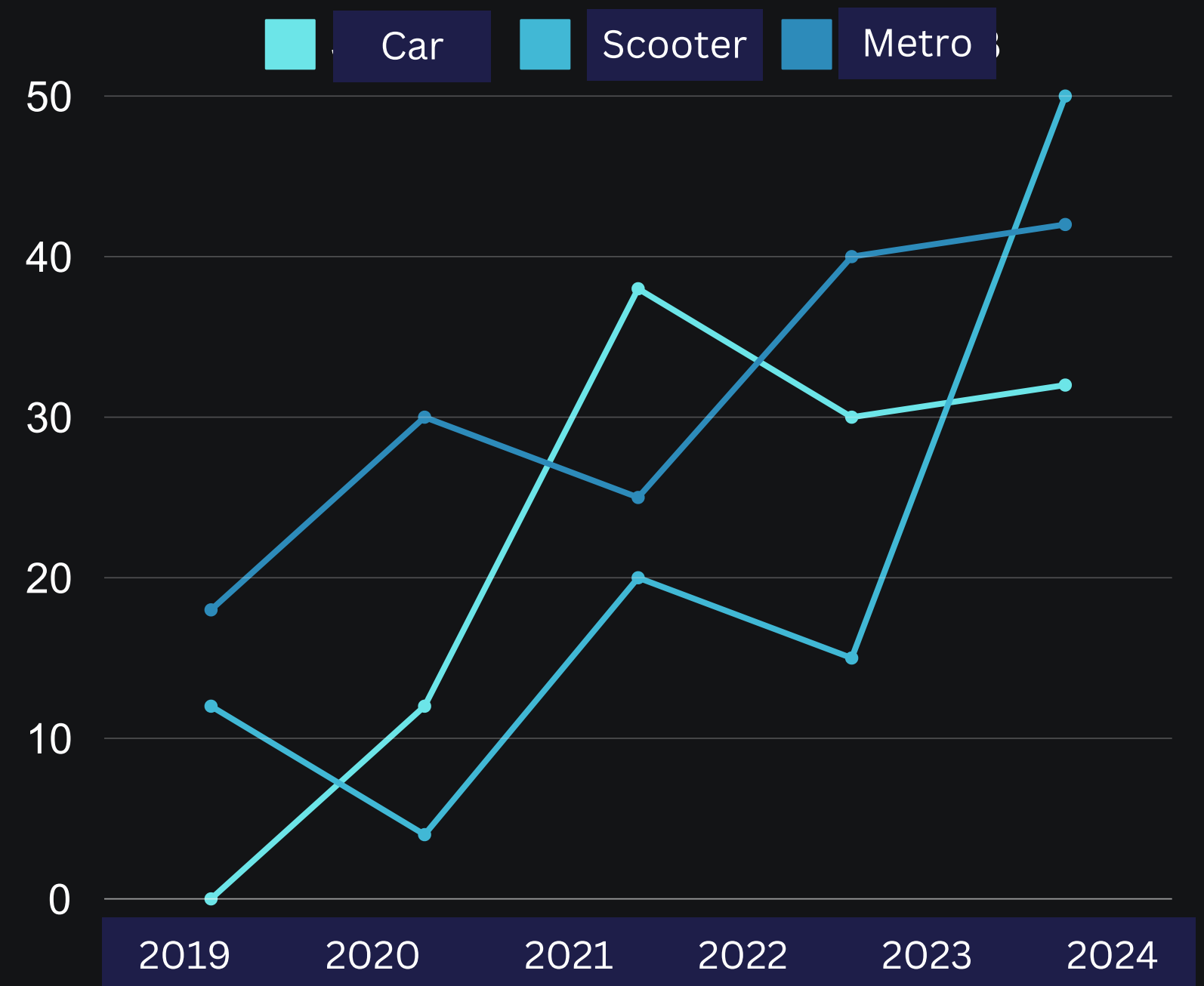
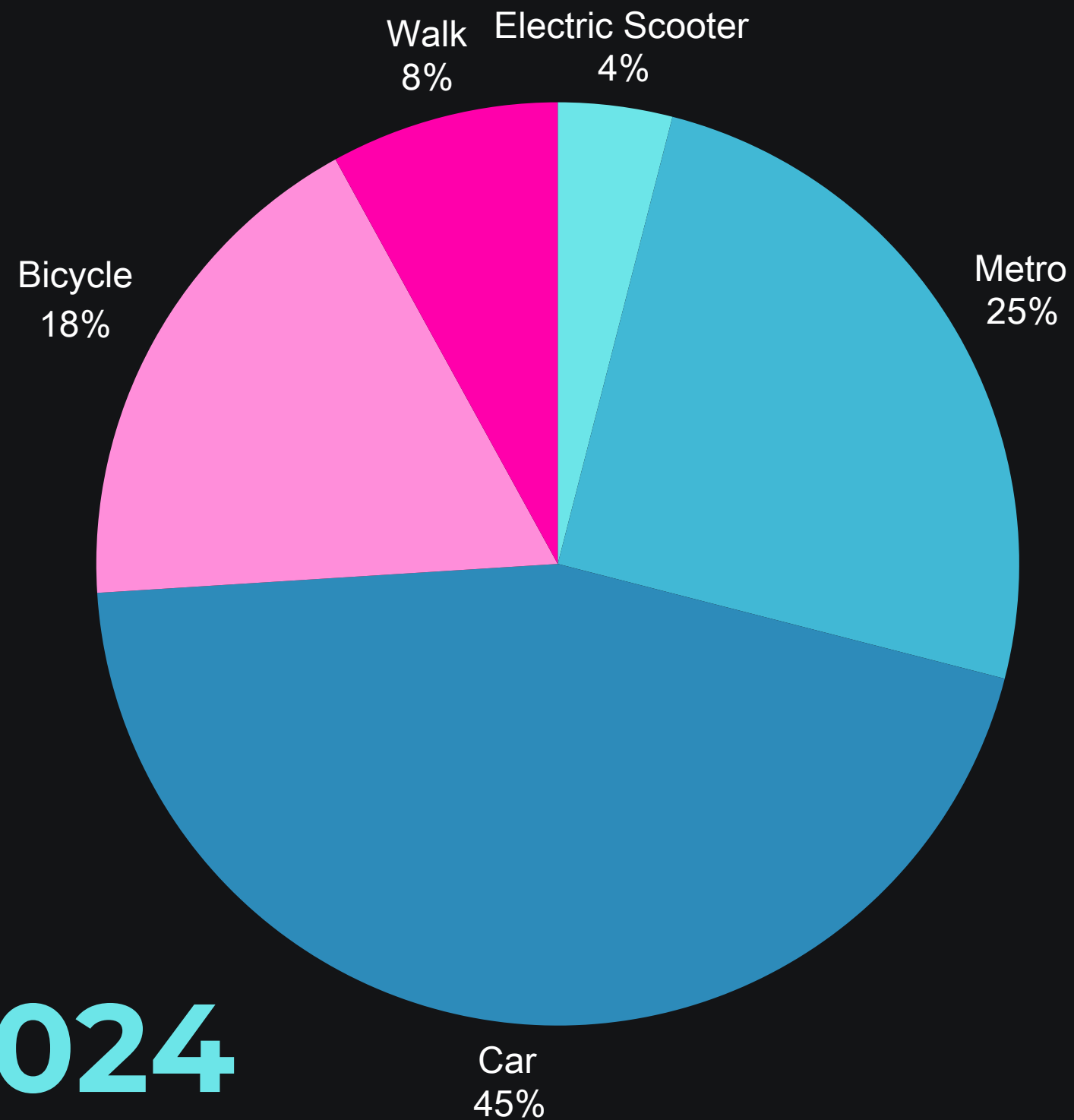
Different Data Types

Categorical Data: Bar charts or pie charts are often used to represent categories like gender, age groups, or product types.

Continuous Data: Line charts or histograms are more appropriate for data like time-series information (ex. forms of transportation over time)

Different Data Types

MC Forms of Student Transportation



Highlight Specific Patterns

Trends Over Time: Line charts help show trends or changes over time, which is ideal for time-series data.

Comparisons: Bar charts or grouped bar charts effectively compare different groups or categories.

Relationships: Scatter plots are useful for showing relationships between two continuous variables, helping to identify correlations or clusters.

Contextual Presentation

Proportions

If the goal is to show proportions, a pie chart may be appropriate.

Distribution

If you need to demonstrate distribution, a histogram or box plot might be better suited.

Complex Data

Heatmaps or bubble charts simplify the representation of large datasets, making it easier to spot trends or outliers.

Audience Type

A technical audience might prefer more complex visualizations like box plots or scatter plots, while a general audience might find simpler visualizations like pie charts easier to interpret.

What to Avoid

Looks can be deceiving ! It's important to choose visuals best for our eyes and add labels to avoid misleading the reader.

Supplier Market Share

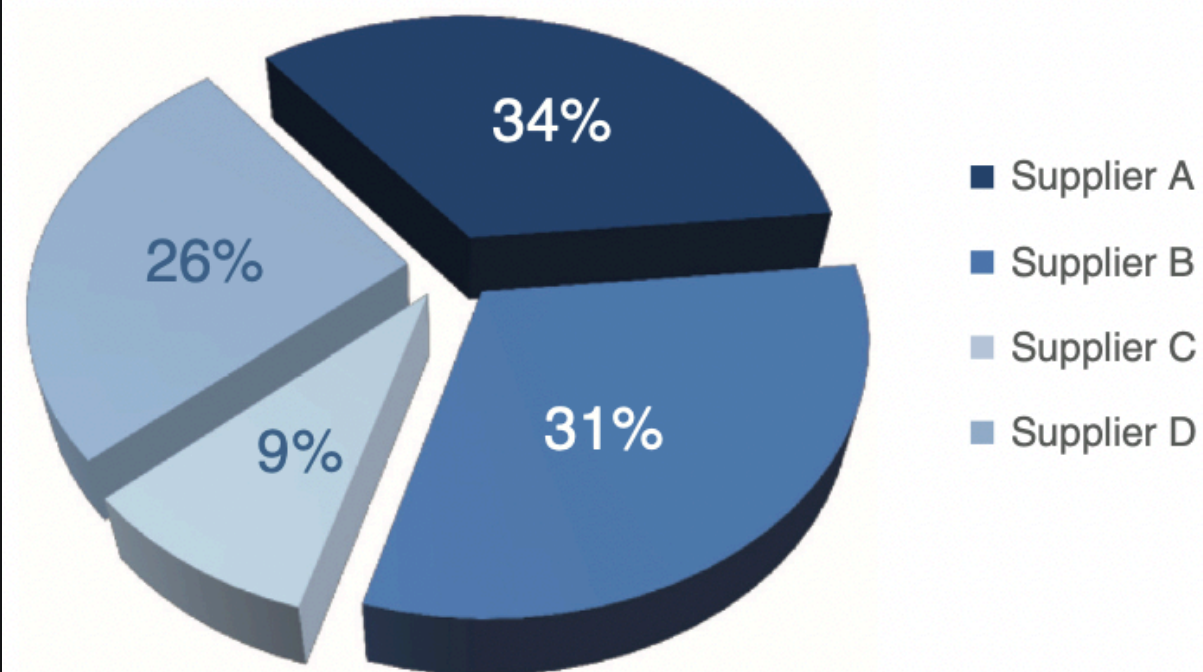


FIGURE 2.22 Pie chart with labeled segments

"Supplier B"—which *looks* largest, at 31%—is actually smaller than "Supplier A" above it, which looks smaller.

Supplier Market Share

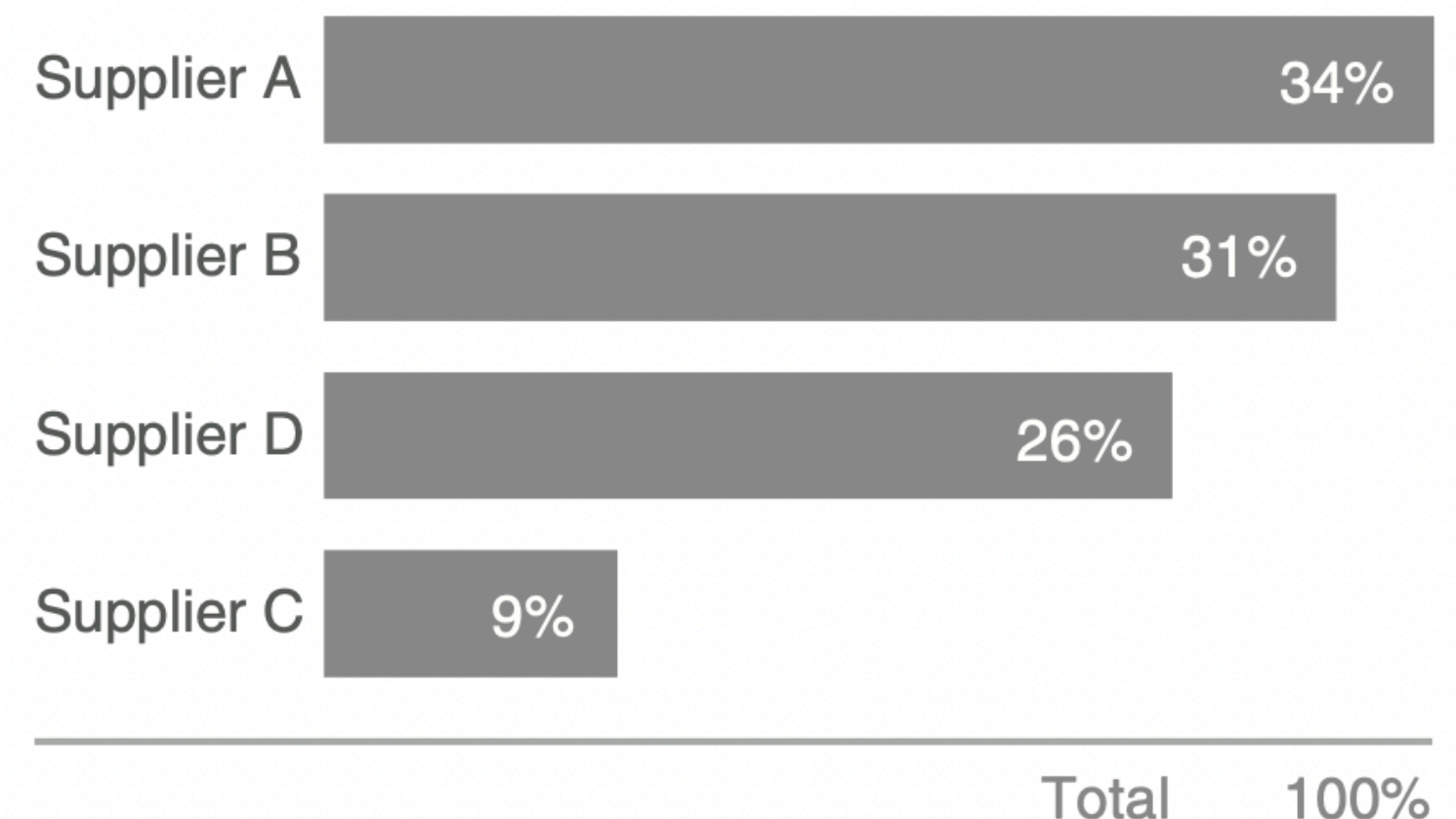


FIGURE 2.23 An alternative to the pie chart

Author data visualization rule:
Don't use 3D!



Personal Analysis





Thank You!