Visual Forms

S. Santoni

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S. Santoni¹

¹Bayes Business School

MSc in Business Analytics, 2024/25

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Session #2 Wrap Up

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Univariate plots
Bivariate plots
Trivariate plots
Hypervariate plots

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Grammar of Graphics

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- The Grammar of Graphics is an analytical framework that considers the design of a chart as a 'bundle of choices'
- Leland Wilkinson proposed GoF in 1999 [4]
- Since then, many data visualization textbooks and packages have built on it
- GoF advantages:
 - GoF facilitates reasoning about a chart design
 - GoF is a discursive tool that help individuals discuss charts

Python's Plotnine

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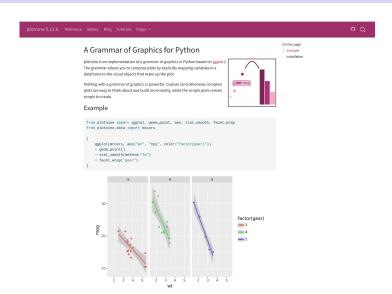
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Trivariate plot

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Python's Vega-Altair

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Vega-Altair is a declarative visualization library for Python. Its simple, friendly and consistent API, built on top of the powerful Vega-Lite grammar, empowers you to spend less time writing code and more time exploring your data.



Julia's Gadfly

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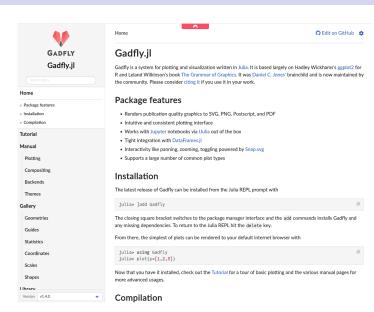
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R's ggplot2

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Porting GoF to Specific Software

Mapping between Wilkinson's GoF and ggplot2's GoF

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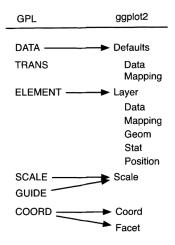
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Source is [2]

ggplot2's Internal Structure

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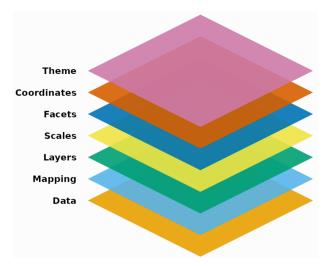
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Source is https://ggplot2.tidyverse.org/articles/ggplot2.html



A Minimal ggplot2 Snippet

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```
library(ggplot2)

ggplot(
data = TIDYDATA,
mapping = aes(x = COL_1, y = COL_2, colour = COL_3)
) +
geom_point()
```

Data

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"The system works best if the data is provided in a tidy format, which briefly means a rectangular data frame structure where rows are observations and columns are variables."

"As the first step in many plots, you would pass the data to the ggplot() function, which stores the data to be used later by other parts of the plotting system."

```
ggplot(data = TIDYDATA)
2
```

Mapping

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"The mapping of a plot is a set of instructions on how parts of the data are mapped onto aesthetic attributes of geometric objects. It is the 'dictionary' to translate tidy data to the graphics system."

```
ggplot(data = TIDYDATA, mapping = aes(x = COL_1, y = COL_2))
```

Layers

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"The heart of any graphic is the layers. They take the mapped data and display it in something humans can understand as a representation of the data. Every layer consists of three important parts:

- 1 The geometry that determines how data are displayed, such as points, lines, or rectanglesThe
- 2 The statistical transformation that may compute new variables from the data and affect what of the data is displayed
- 3 The position adjustment that primarily determines where a piece of data is being displayed."

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What Are the Core Visual Forms in Data Visualization?

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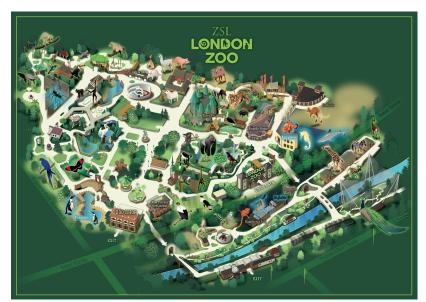
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A Taxonomy of Visual Forms

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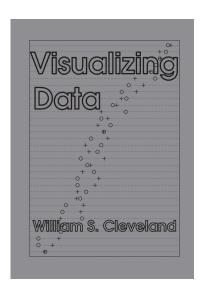
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Cleveland [1] proposes a taxonomy of the visual forms based on the cardinality of a plot's **mapping** Φ :

- $||\Phi|| = 1 \rightarrow \text{univariate plots}$
- $||\Phi||=2 \rightarrow \text{bivariate plots}$
- $||\Phi|| = 3 \rightarrow \text{trivariate plots}$
- $||\Phi|| \ge 4 \rightarrow \text{hypervariate plots}$



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A Toy Dataset

'Singer' - singer's height and vocal extension data (N=235)

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Height	Voice part
64	Soprano 1
62	Soprano 2
65	Alto 2
67	Alto 1
72	Tenor 1
69	Tenor 2
75	Basso 1
74	Basso 2

Quantile Plot

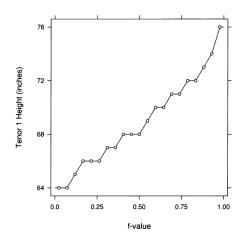
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- Quantile plots are essential to visualize a distribution, i.e., the collection of positions in the data
- The quantile f, q(f), of a set of data is a value along the measurement scale of the data with the property that approximately a fraction of the data are less than of equl to q(f)
- The property has to be approximate because there might not be a value with exactly a fraction / of the data less than or equal to it

Quantile-Quantile Plot

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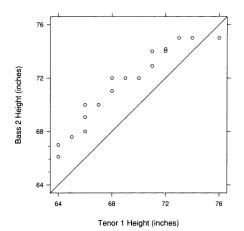
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- The quantile-quantile plot, or q-q plot [3], is a powerful visualization method for comparing the distributions of two or more sets of univariate measurements
- When distributions are compared, the goal is to understand how the distributions shift in going from one data set to the next
- For the singers, the goal is to understand how the height distributions shift with voice part

A QQ Plot Extension: The Pairwise QQ Plot

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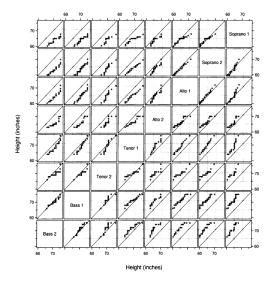
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The Boxplot

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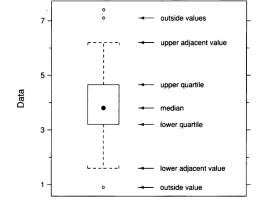
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Time to wrap up!

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- [1] William S. Cleveland. *Visualizing Data*. Murray Hill, N.J.: [Summit, N.JclevelandVisualizingData1993: At&T Bell Laboratories; Published by Hobart Press, 1993. 360 pp.
- [2] Hadley Wickham. "A Layered Grammar of Graphics". In: *Journal of Computational and Graphical Statistics* 19.1 (Jan. 2010), pp. 3–28.
- [3] Martin B Wilk and Ram Gnanadesikan. "Probability plotting methods for the analysis of data". In: *Biometrika* 55.1 (1968), pp. 1–17.
- [4] Leland Wilkinson. The Grammar of Graphics. Springer, 2012.