

ISSS608 Visual Analytics and Applications

Epilogue

Dr. Kam Tin Seong
Assoc. Professor of Information Systems

School of Computing and Information Systems,
Singapore Management University

07 August 2021

ISSS608: Visual Analytics and Applications

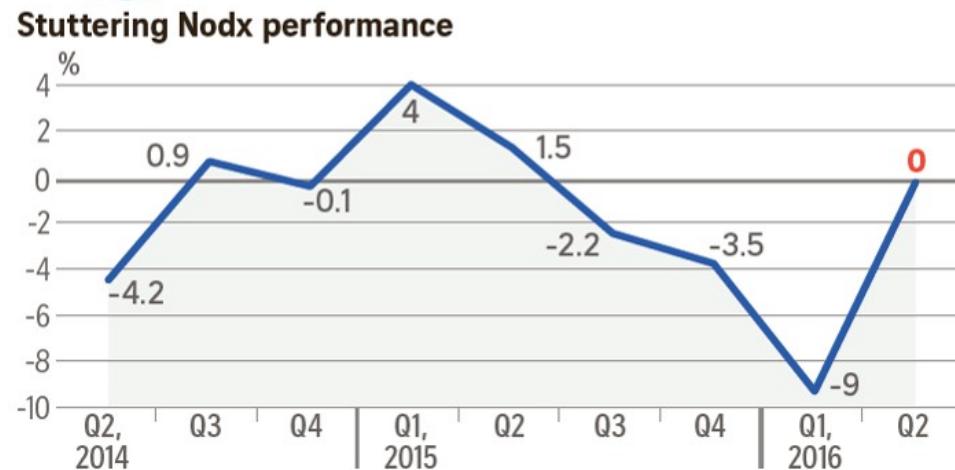
Fundamentals of Data Visualisation	In-class Exercises and Class Participation
Interactive Visual Analytics Techniques	DataViz Makeover
Basic Principles and Methods of Visual Analytics	Visual Analytics Assignments
Advanced Visual Analytics Techniques	Visual Analytics Project
Analytical Dashboard Design	
Visual Analytics Application Design	

Motivation of Visual Analytics

The World is full of charts that lie!



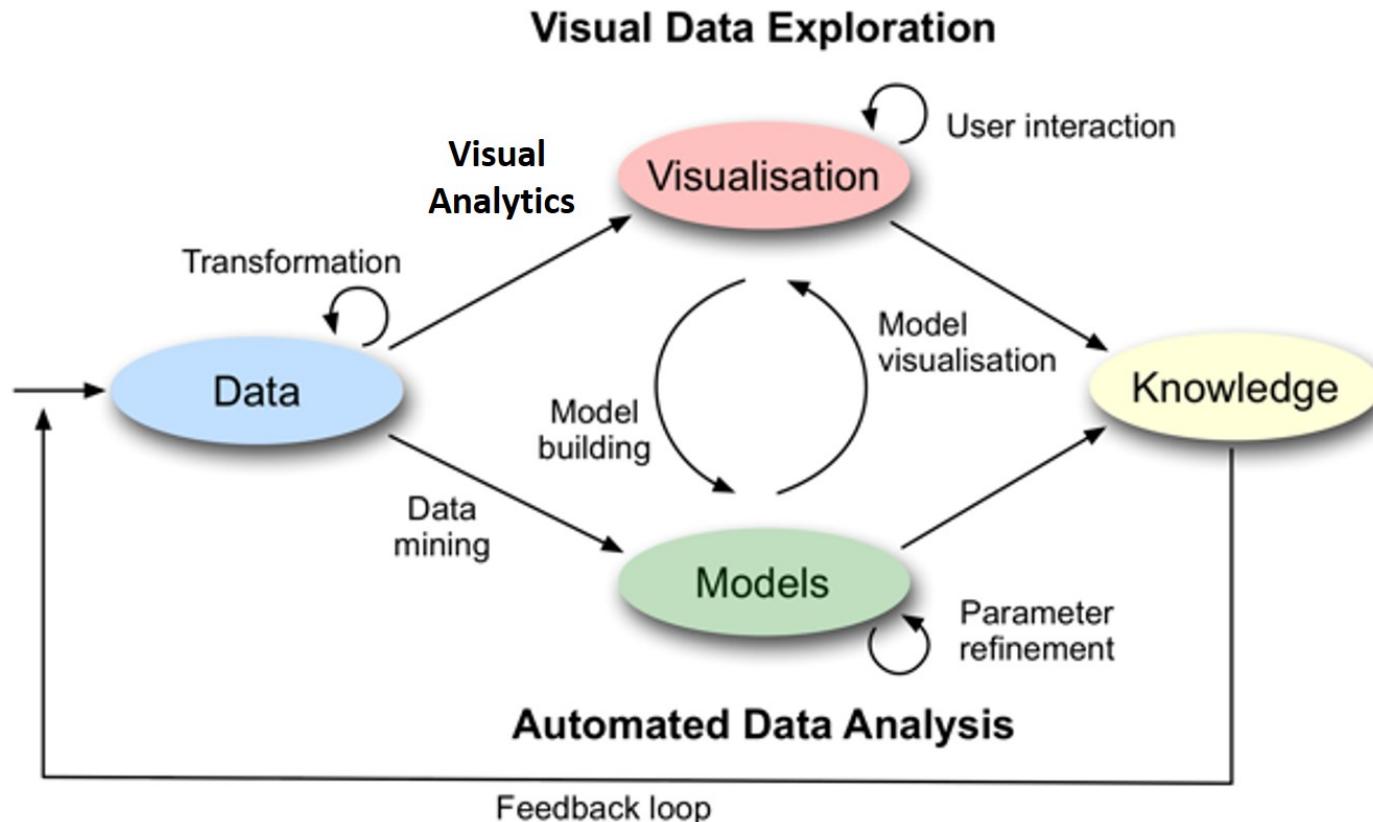
Non-oil domestic exports (Nodx) growth was flat in the second quarter. For the first half this year, Nodx fell 4.5 per cent compared with the same period last year.



We need to get smarter about visual information

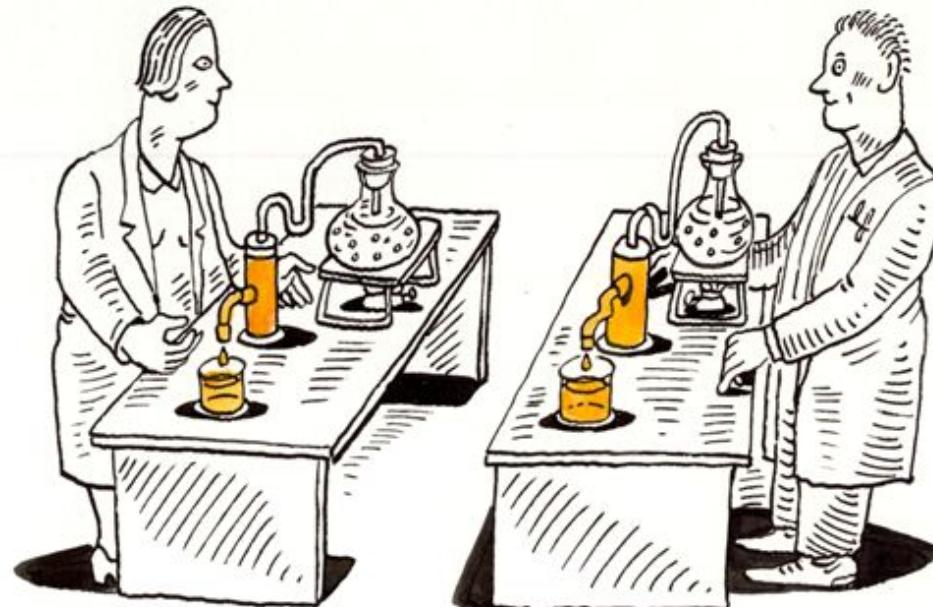
Motivation of Visual Analytics

Is there a place for Visual Analytics in knowledge discovery?



What is Visual Analytics?

Visual Analytics must be Reproducible

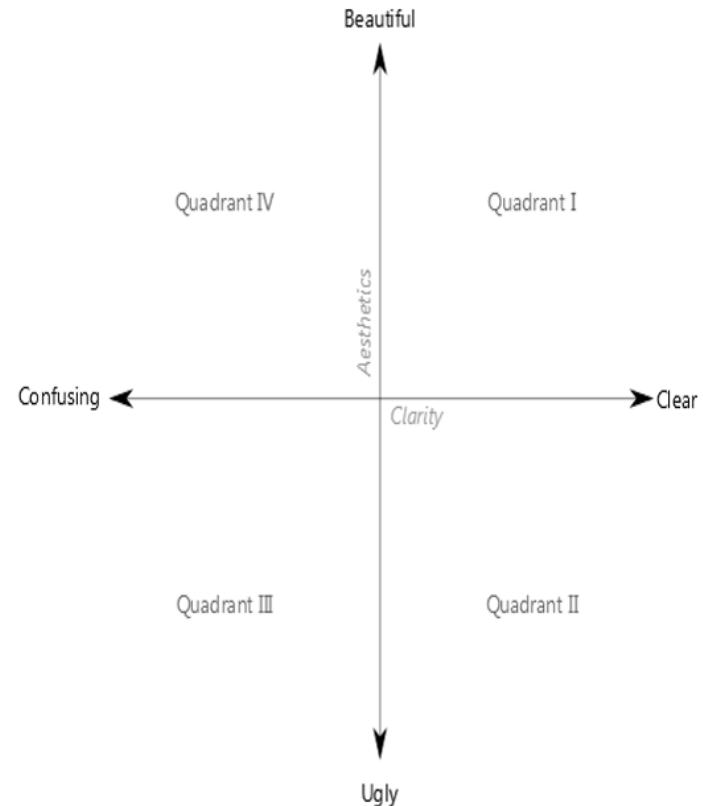


Reference: <https://journals.plos.org/ploscompbiol/article?id=10.1371/journal.pcbi.1003285#s9>

A Gentle Reminder

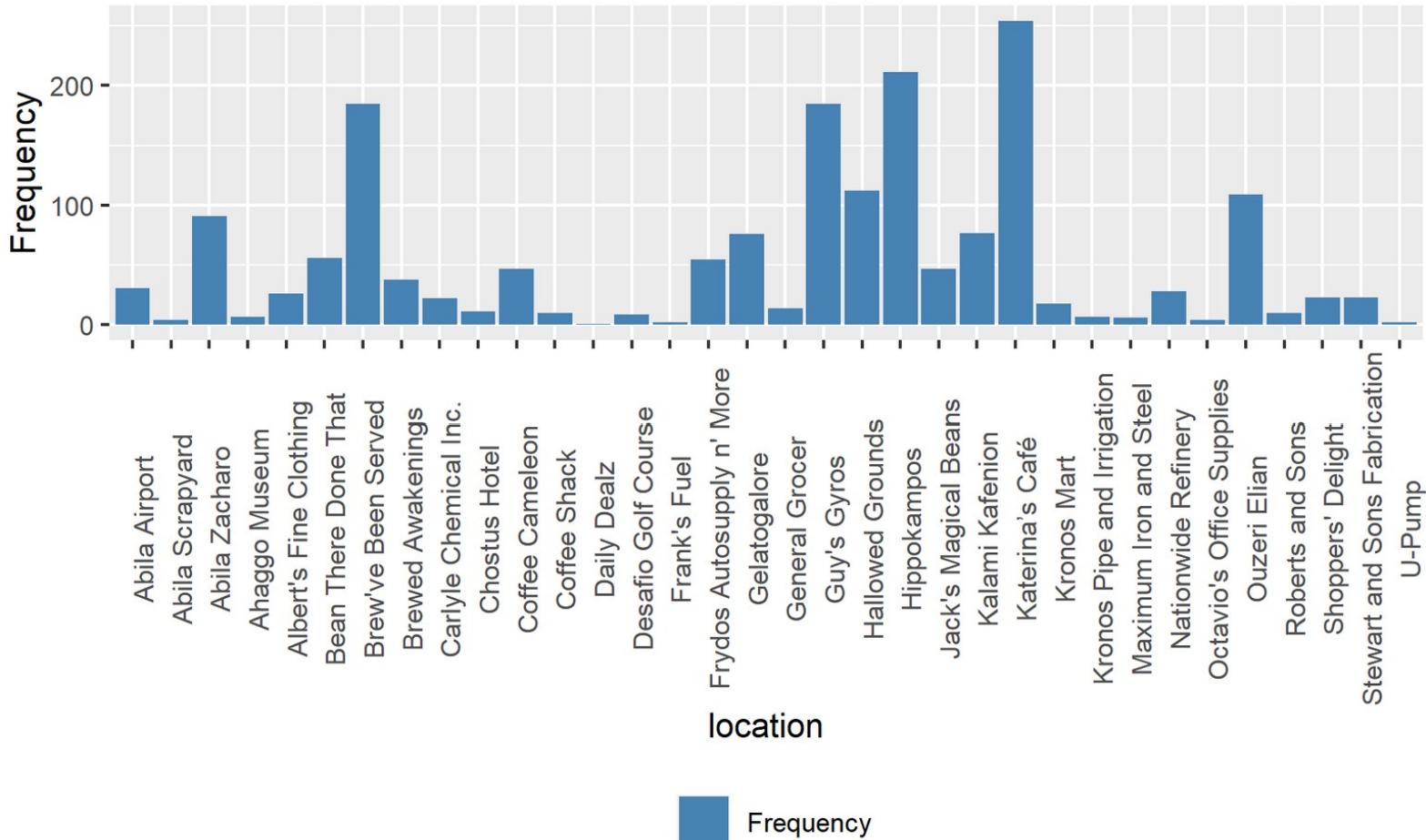
Data Visualization: Clarity or Aesthetics?

Mapping data visualizations on a Cartesian coordinate system where "clarity" is placed along the horizontal (x) axis and "aesthetics" is placed along the vertical (y) axis provides a framework to gage the objective and subjective merits of a graphic:



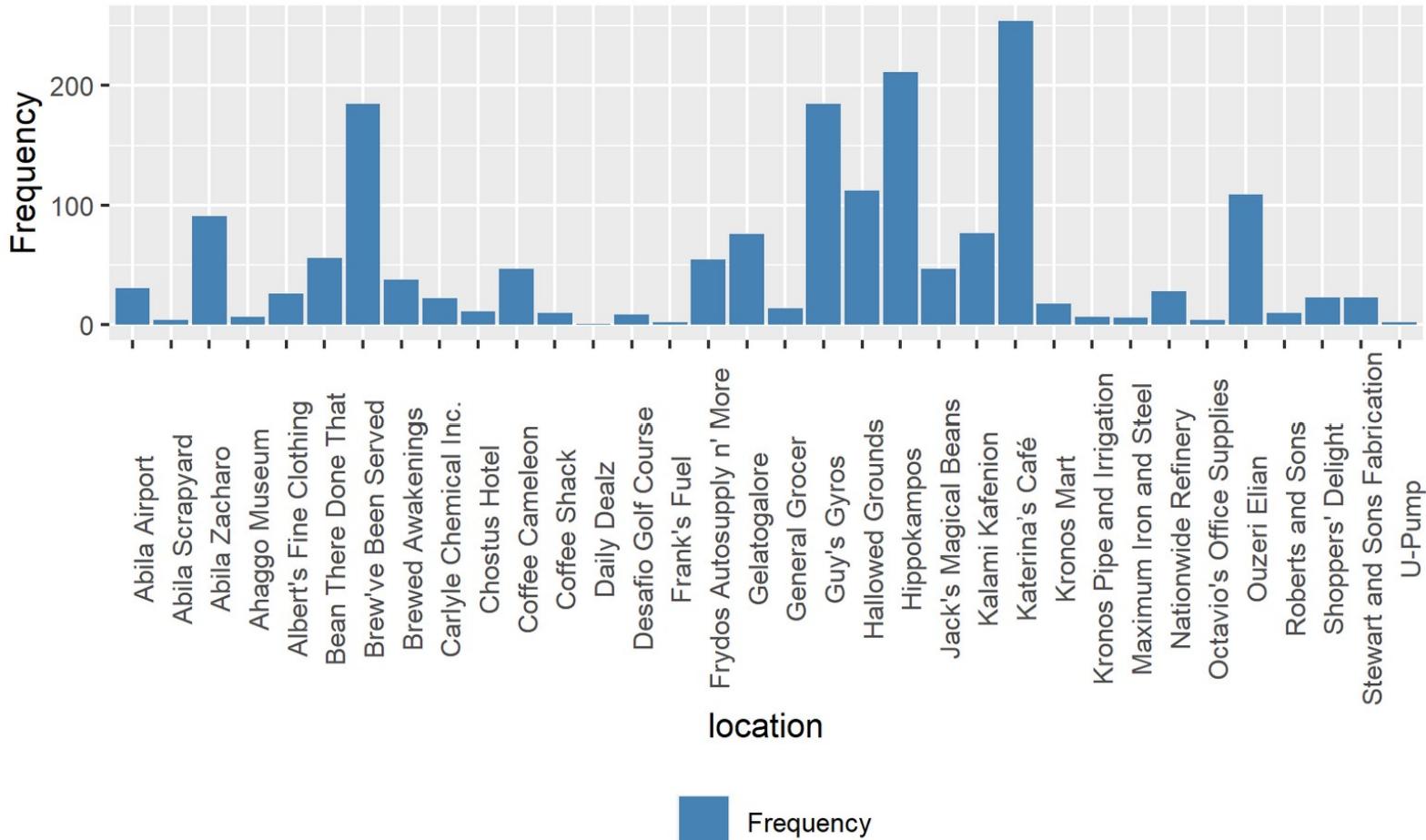
A Gentle Reminder

Avoiding junk charts



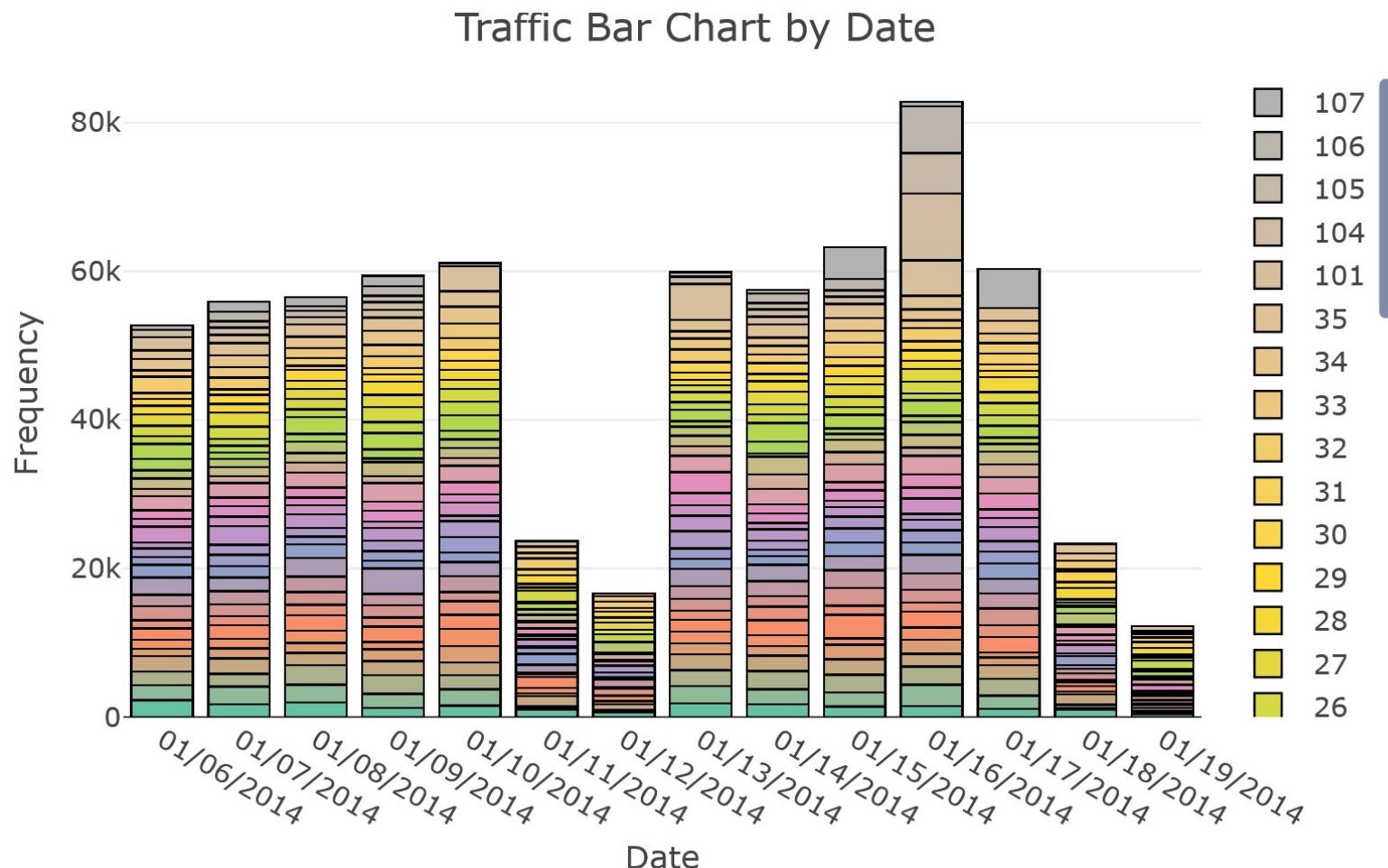
A Gentle Reminder

Avoiding junk charts



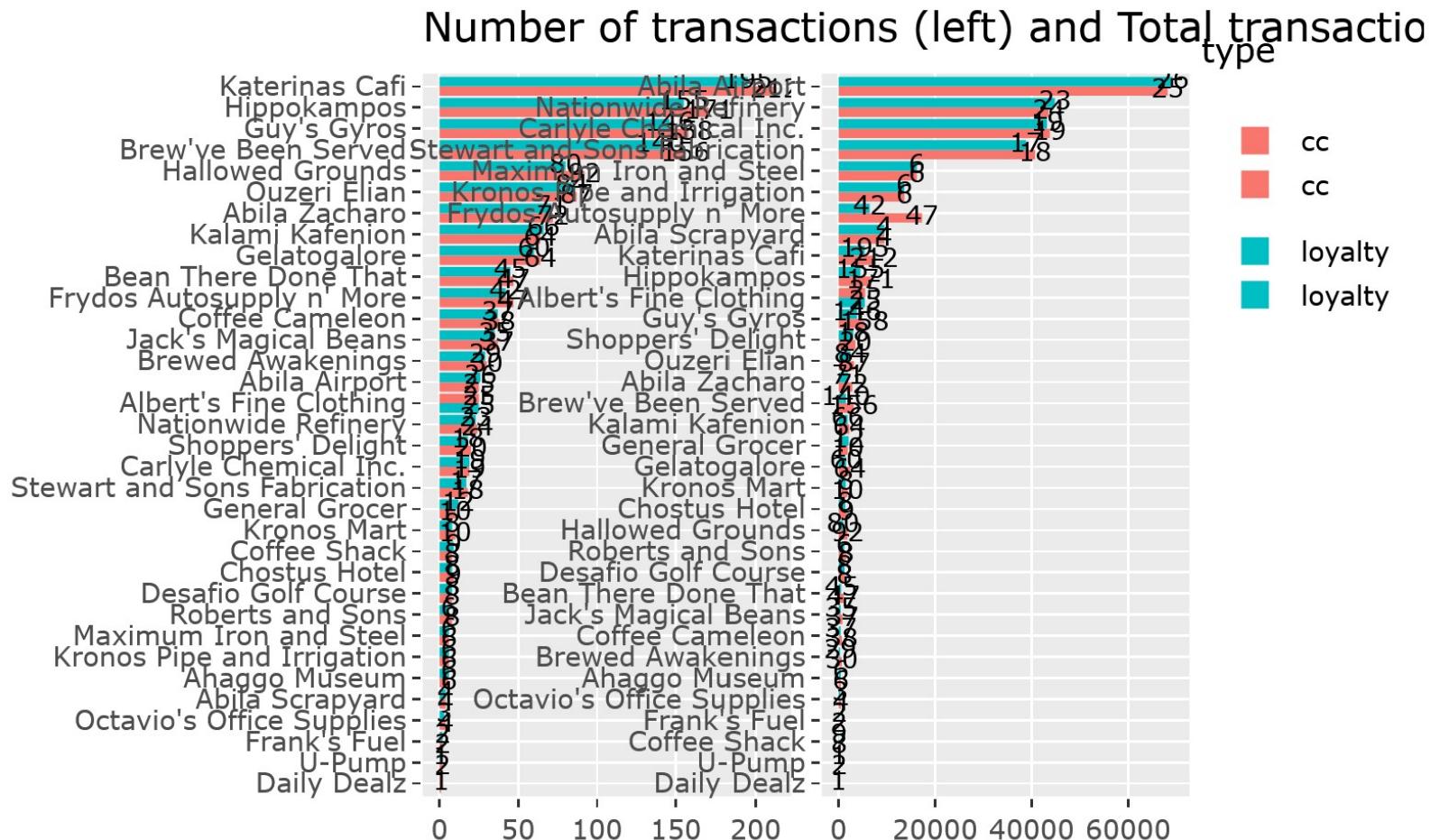
A Gentle Reminder

Avoiding junk charts



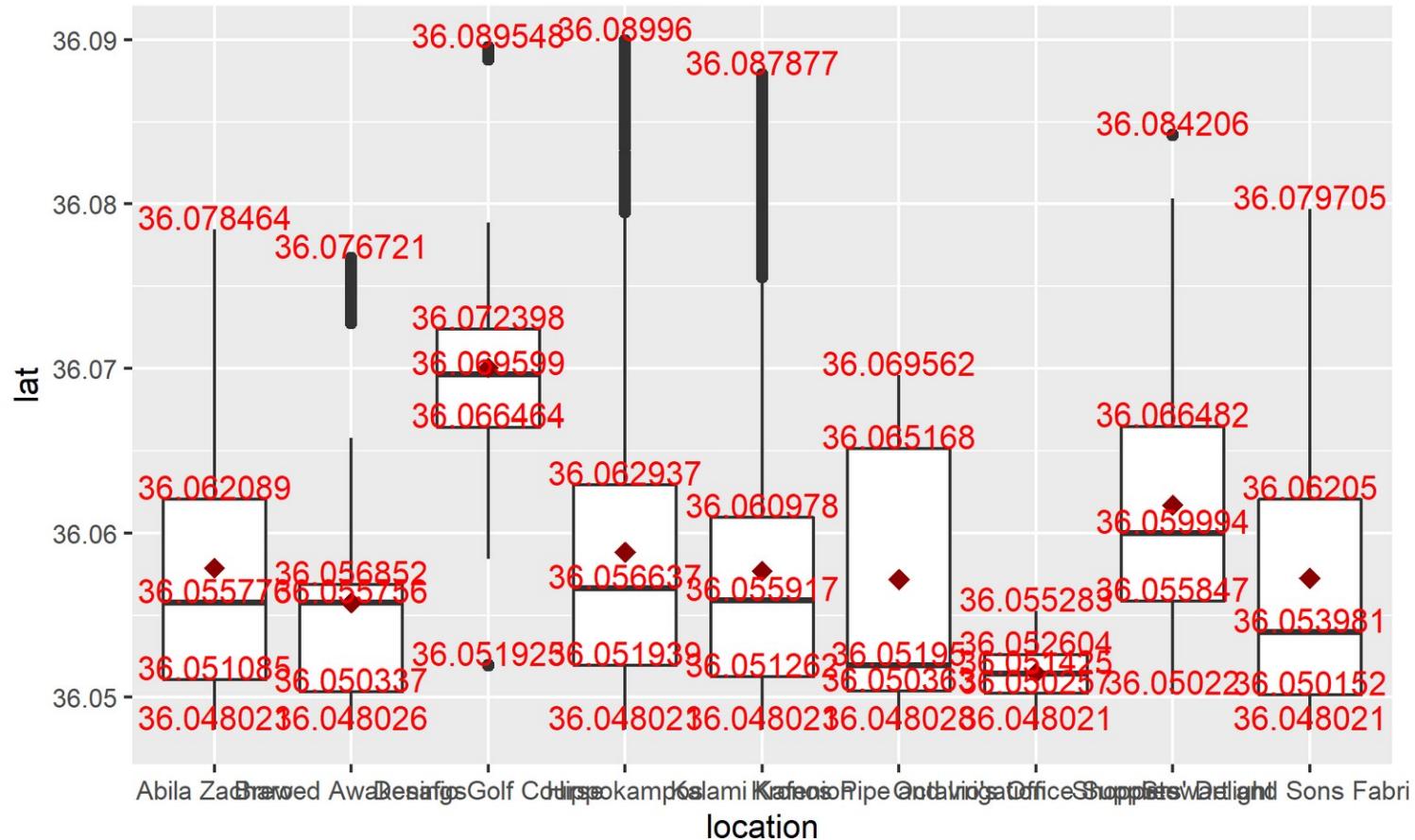
A Gentle Reminder

Avoiding junk charts



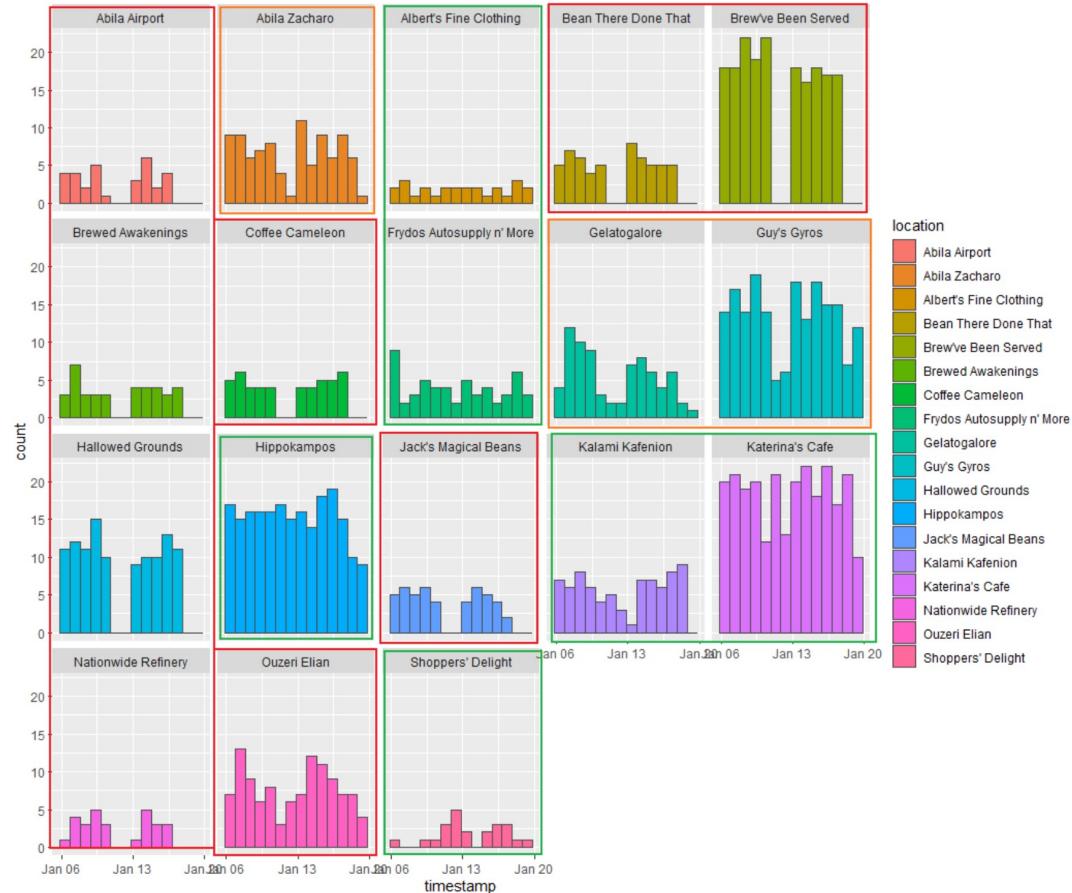
A Gentle Reminder

Avoiding junk charts



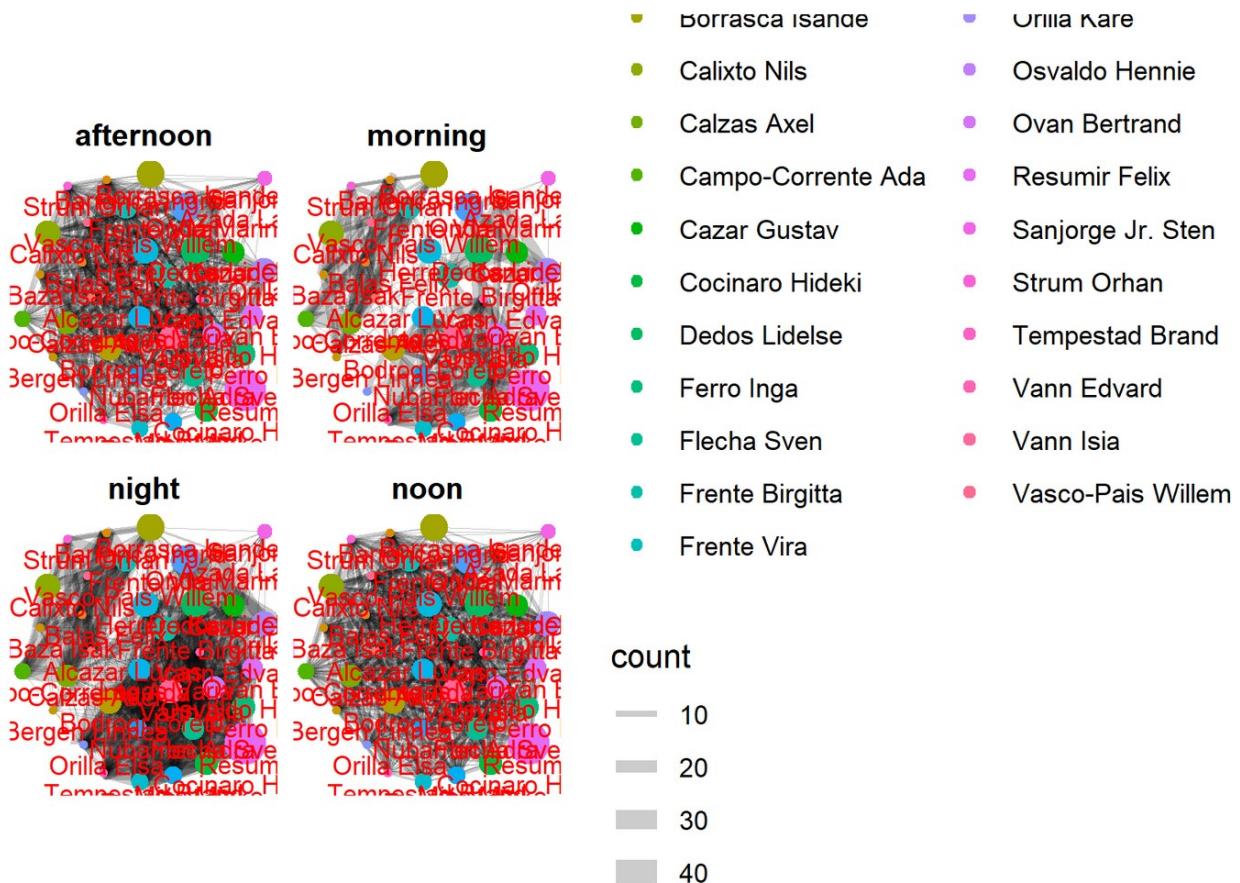
A Gentle Reminder

Avoiding junk charts



A Gentle Reminder

Avoiding junk charts



A Gentle Reminder

Show the world the good visual design principles

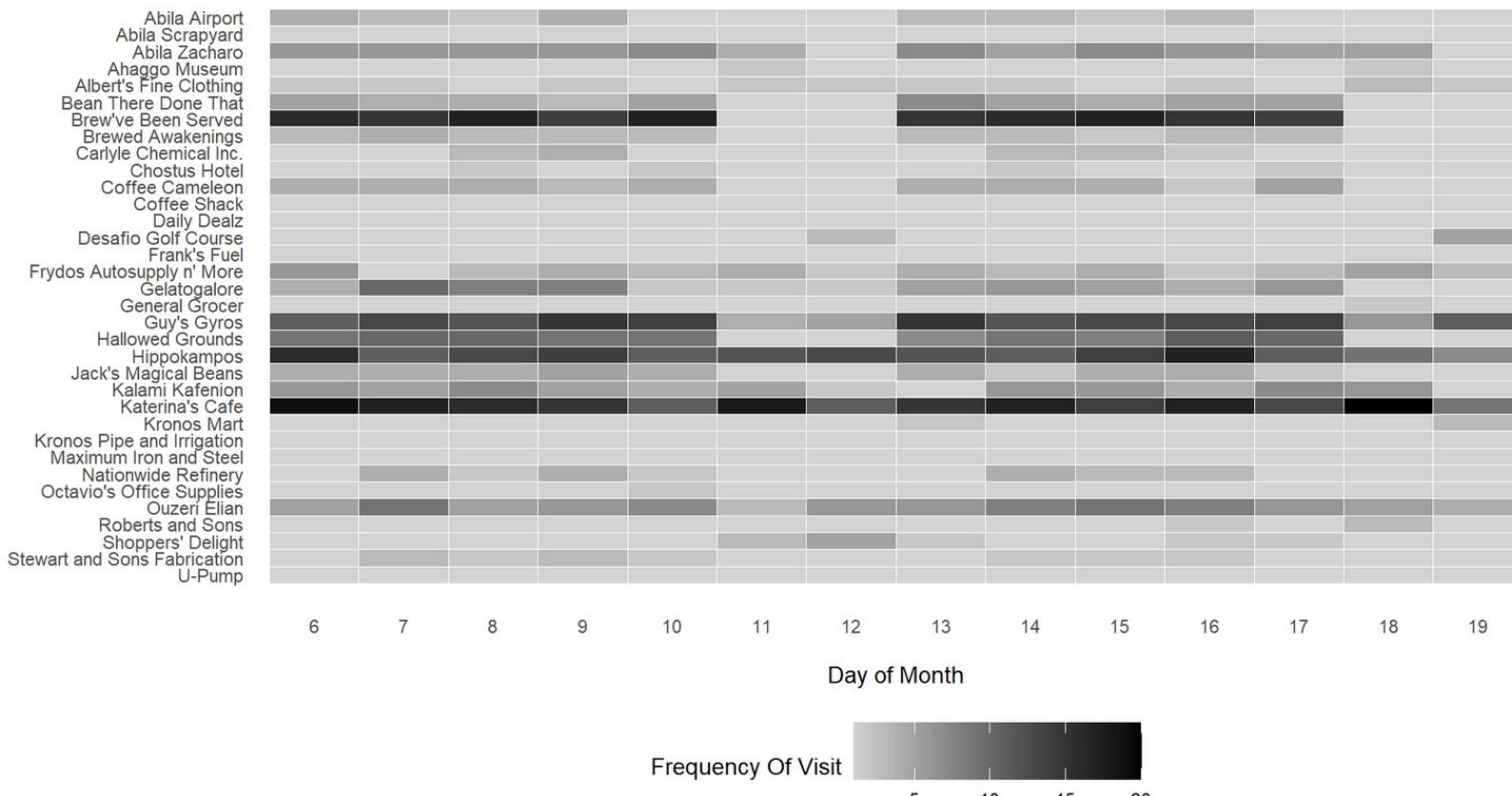


A Gentle Reminder

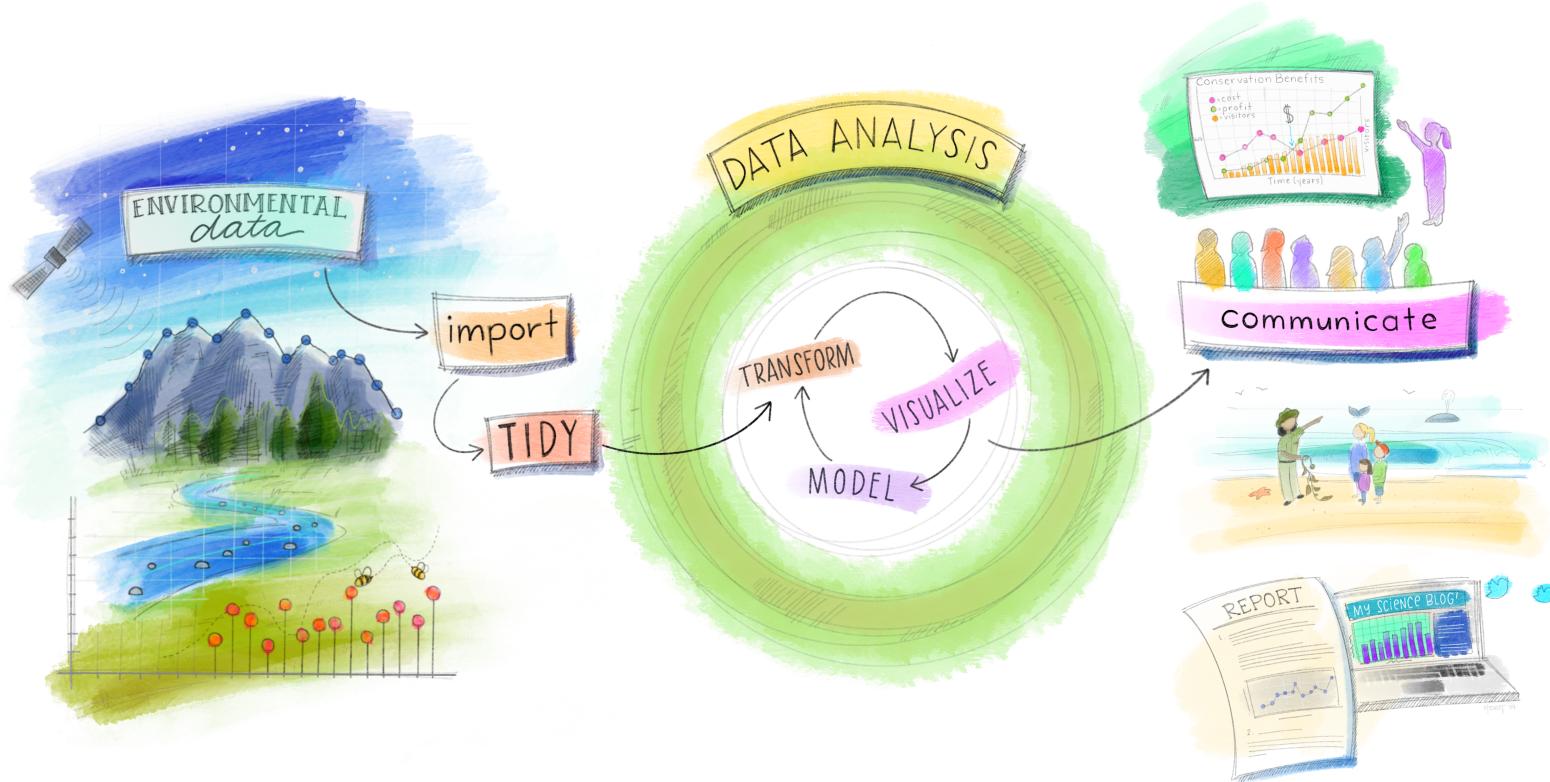
Show the world the good visual design principles

Calendar Heatmap of Location Visit Frequency (From CC Data) By Date

Food and coffee outlets seem to be the most frequented, based on credit card data



The bumper ride of R rollercoaster



The bumper ride of R rollercoaster



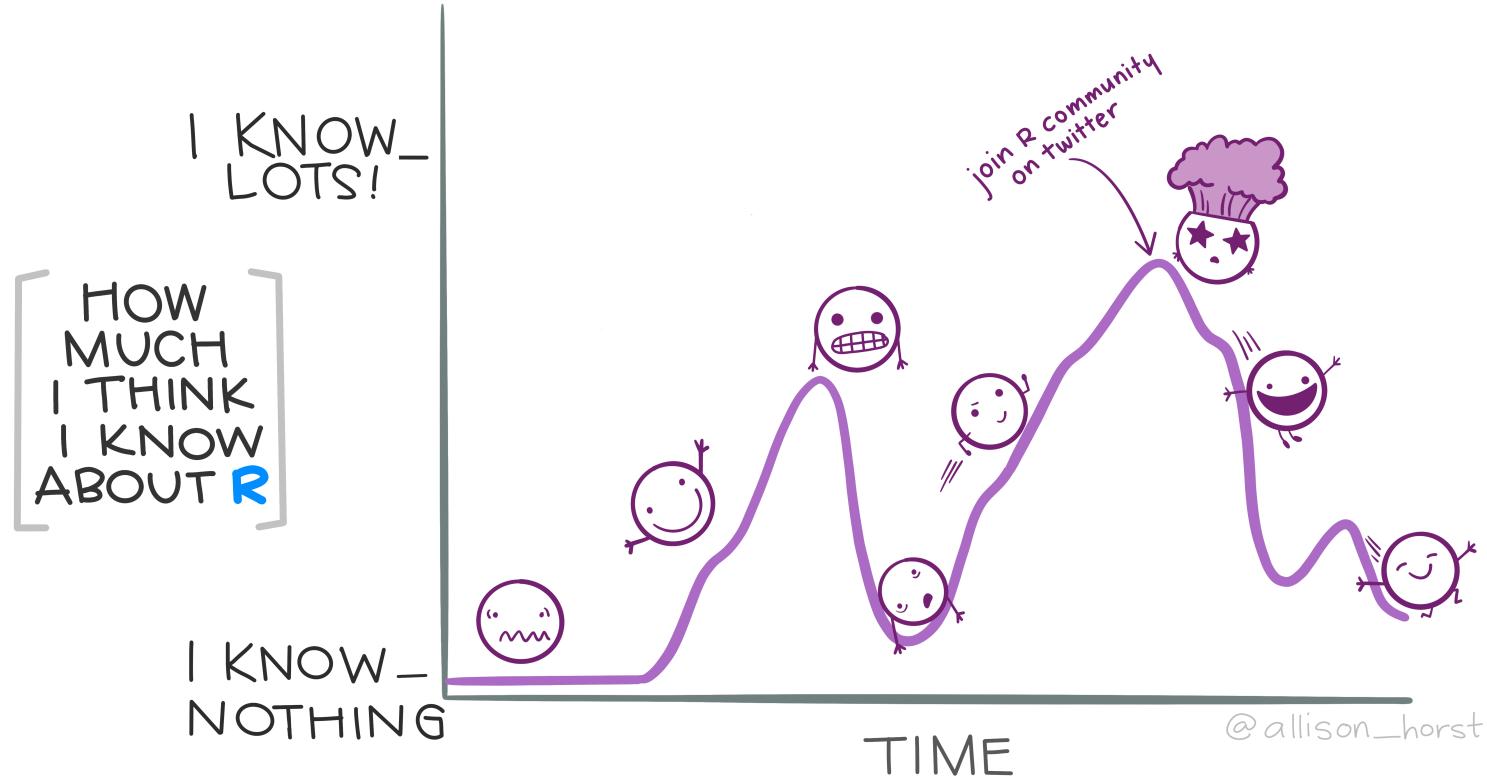
The bumper ride of R rollercoaster



The bumper ride of R rollercoaster



The bumper ride of R rollercoaster



Time to Say Goodbye



**It's time to say goodbye, but I think
goodbyes are sad and I'd much rather
say hello. Hello to a new adventure.**

Ernie Harwell

quotefancy

Let's Build a Better World with Analytics