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**ISIT 334**

**Assignment 07**

I realized that I was creating bad charts and graphs prior to this class, that I did not have foundation or understanding to properly create graphs that told a story or at least provided adequate information. Now, this was not necessarily my fault, as if the author stated you have to change your mindset when creating charts, at this point, you are no longer gather data (exploratory analysis) but instead you need to switch over to explanatory analysis. By doing this major pivot in thinking, you're able to use the data and try to tell a story or create a reaction/action with the visualization.

The second major shift for me was, understanding the concept of less is more when creating charts, I had a bad habit of trying to emphasize the graph, when in fact, I was de-emphasizing the graph by adding and eliminating white space and other properties other than the exact data, I wanted to show. Once I understood this when I started to look at my previous charts and graphs. I realized how cluttered and lost the results tended to look, that at first, it was uncomfortable to have white space but how necessary it was to the developer the story within the graph.

I am still working with the nuances of Tableau, learning how to use the different concepts and features within the tool and how to manipulate the data, for the best visualization. I found the YouTube videos and Tableau sites is a great resource, as with other students in class. I noticed how powerful, this tool is and how easy it would be to overdo the graphs because you want to enable or add to the Dashboards or Workbooks within Tableau, you have to remember the rules and be restraint with working with the toolset.

Last, I enjoyed the last Ted discussions on movement and direction data visualization have engrained itself into our new and culture. How elaborate and almost competitive different new media and sources are using new techniques for visualizing data and results. I did notice that due to this race to capture market share and bring in website hits, the charts are getting more and more complex.

Thus losing some of the core foundations being taught within this class, that data researchers, news media, and other online media are more focused on how pretty or artistic the graph will be, instead of focusing on telling the story and clearly representing the data.