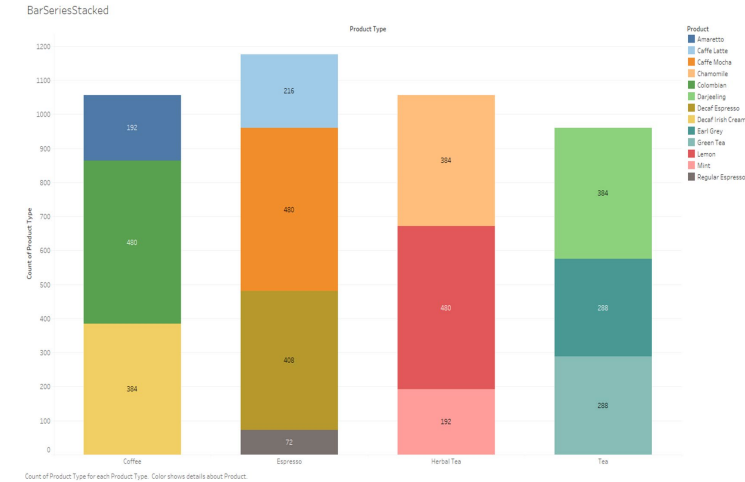
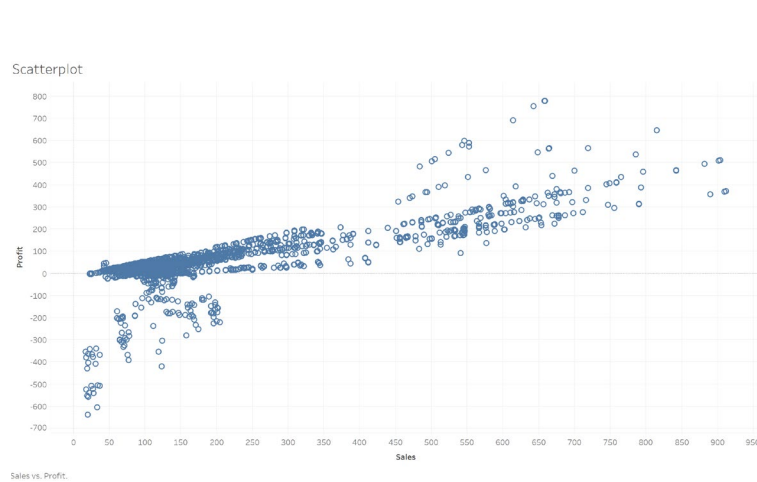


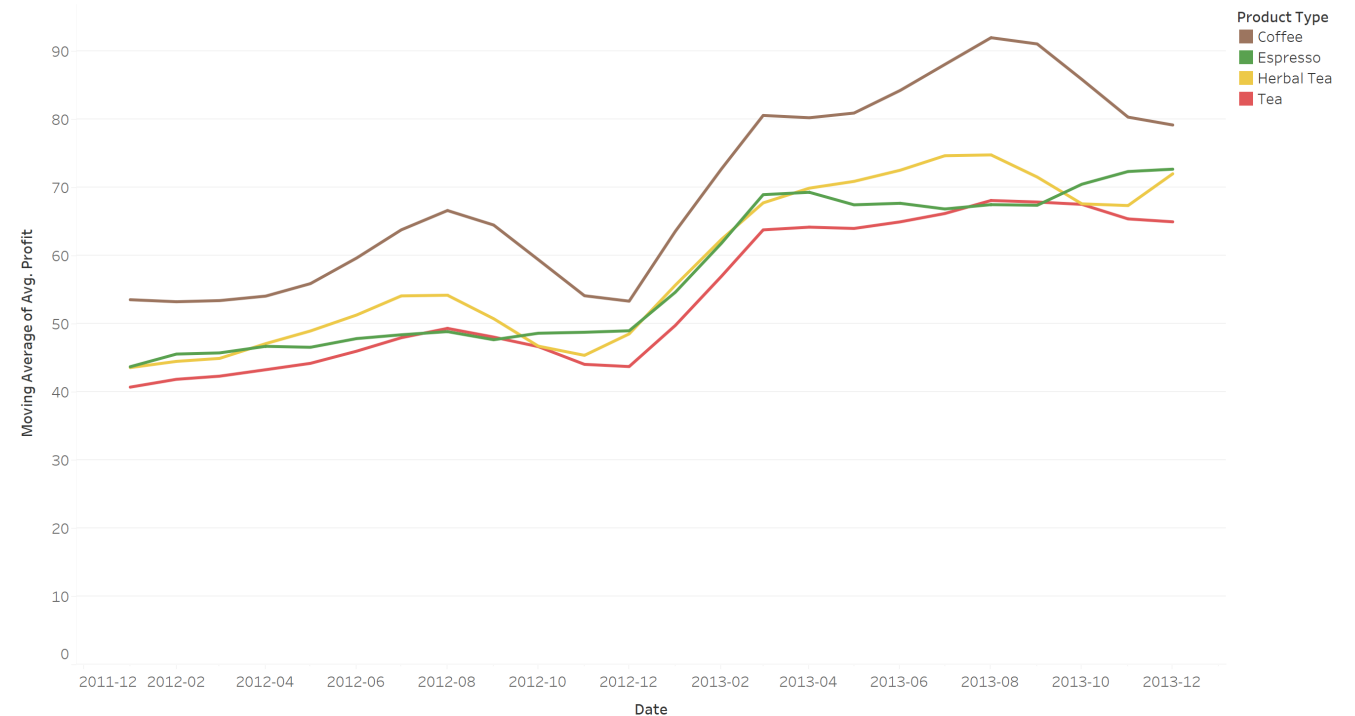
Data Visualization III

John Rios

Business Intelligence and Analytics



PlottingLinesMultipleSeries



The trend of Moving Average of Avg. Profit for Date Month. Color shows details about Product Type.



Terry College of Business
UNIVERSITY OF GEORGIA

A Few Lessons from Knafllic (2015)

1

Understand the context

2

Choose an appropriate visual display

3

Eliminate clutter

4

Focus attention where you want it

5

Think like a designer

6

Tell a story



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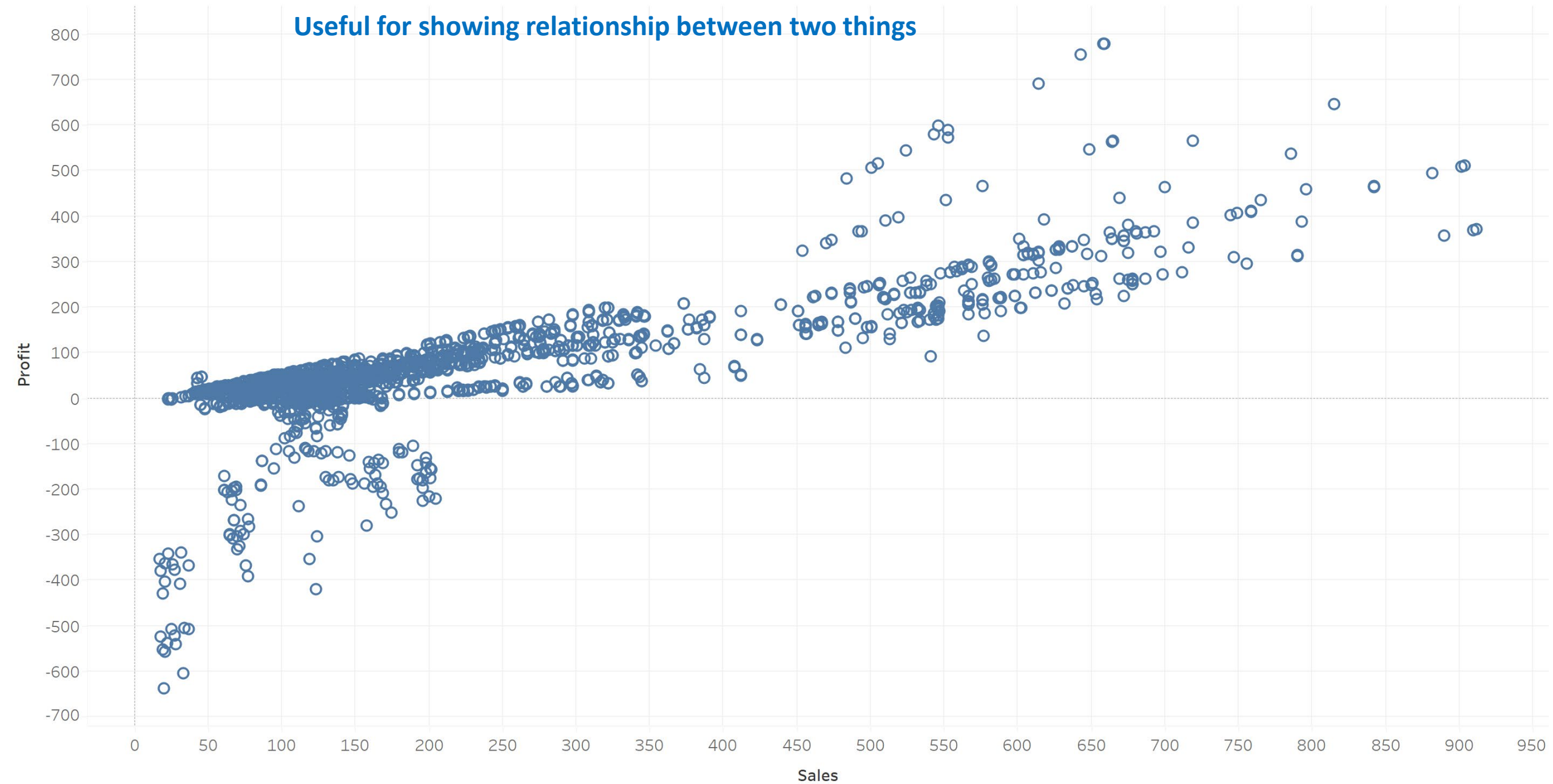
Think like a designer

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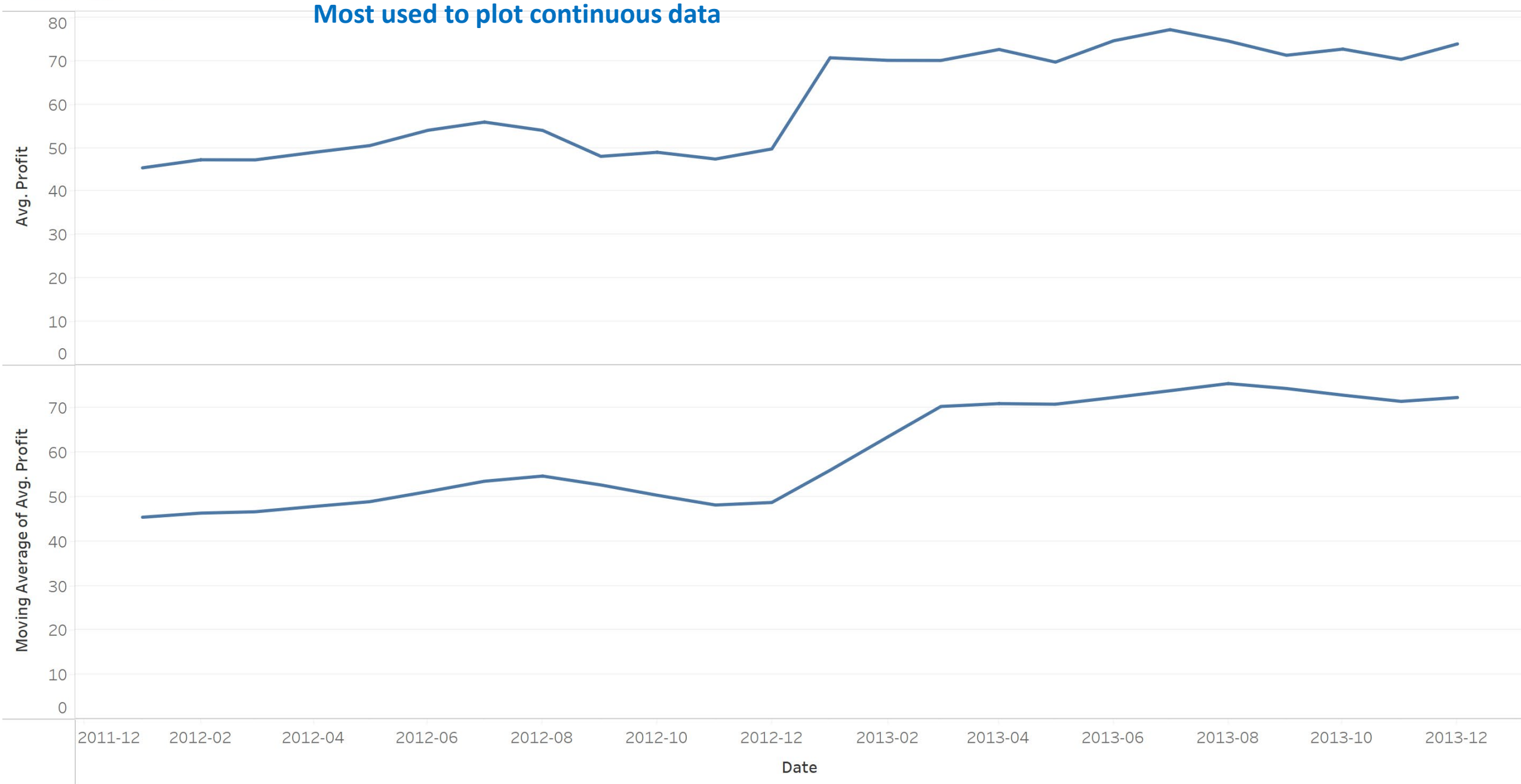
Tell a story



Scatterplot

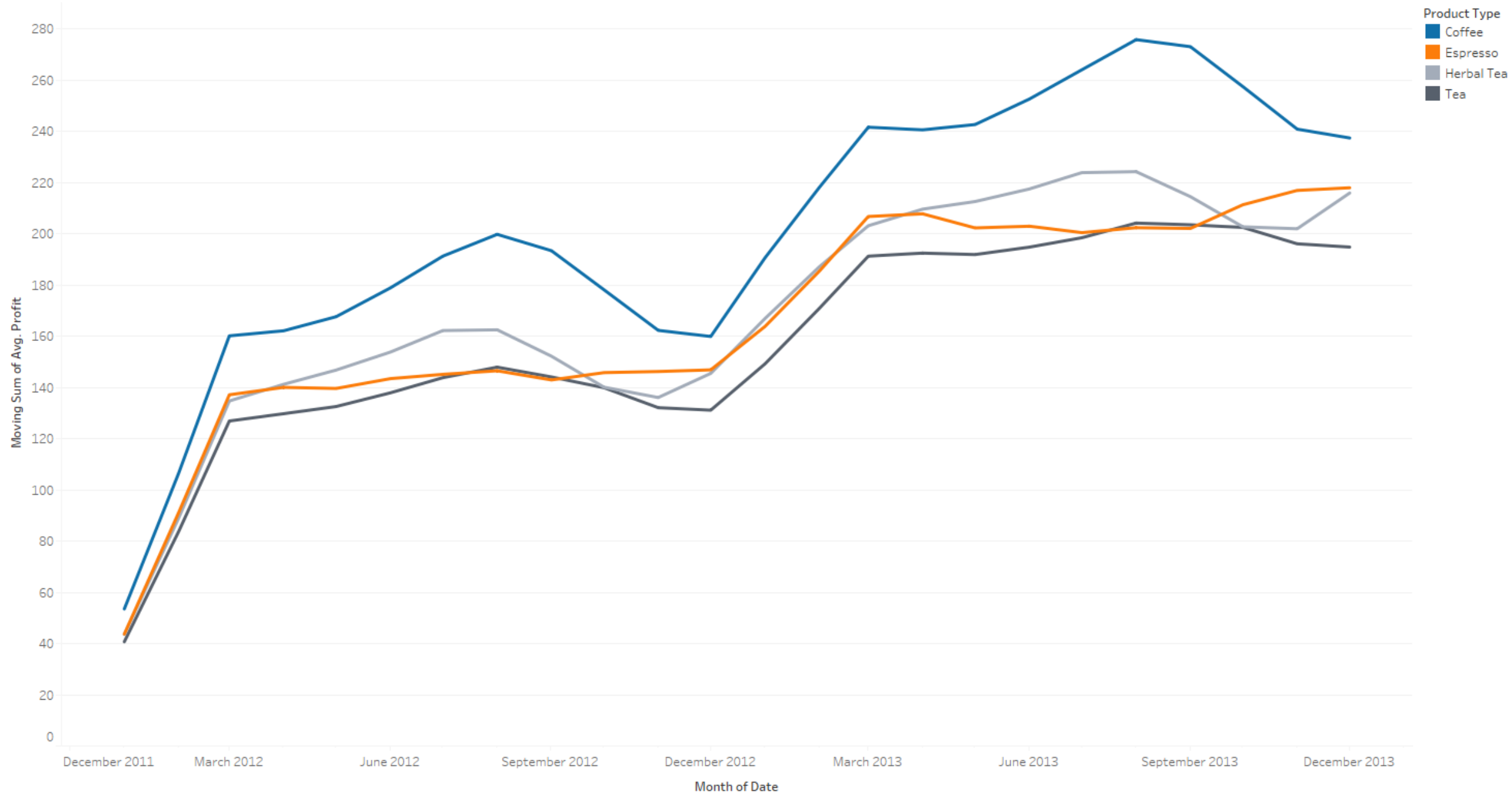


PlottingLines



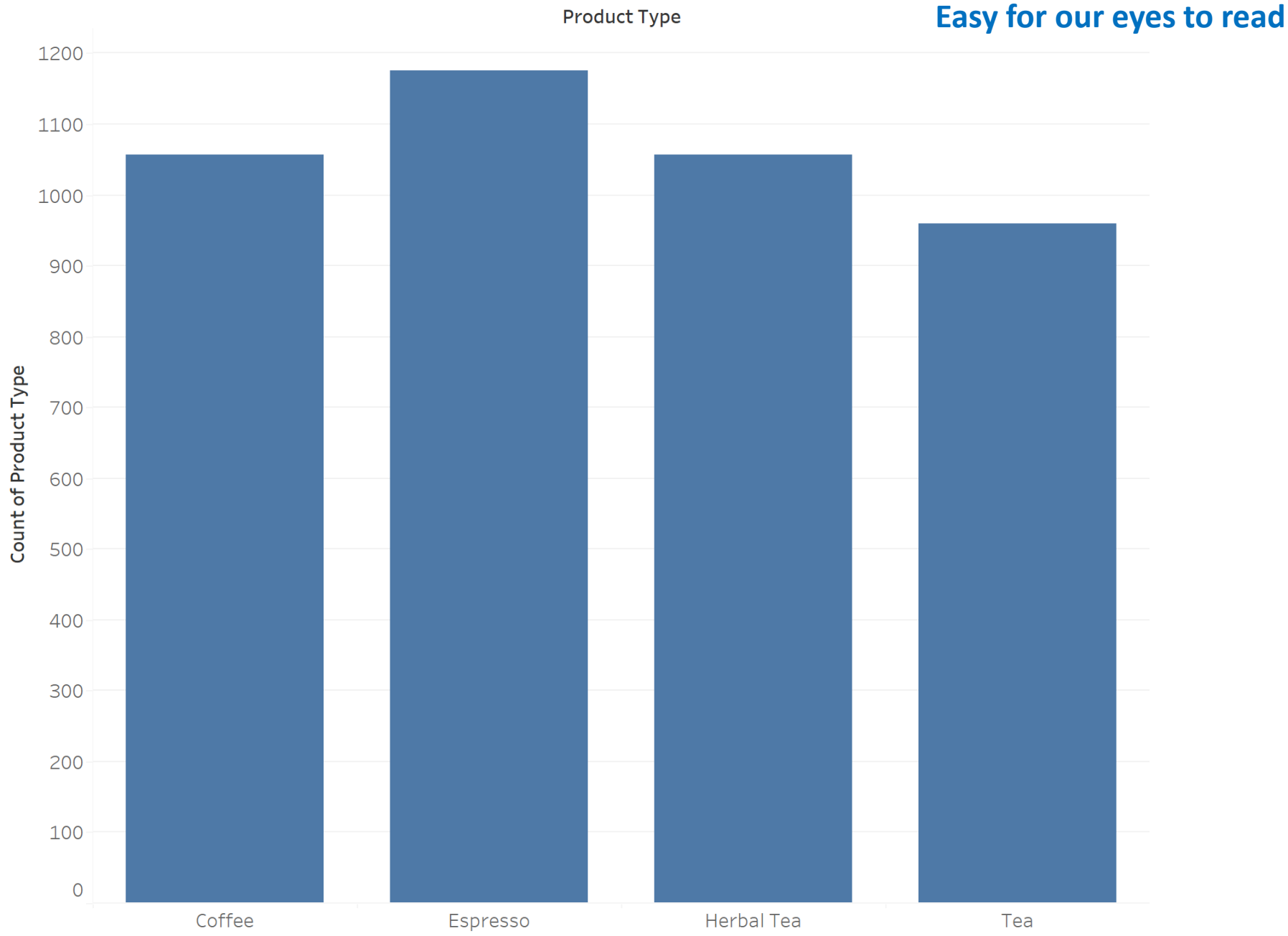
The trends of average of Profit and Moving Average of Avg. Profit for Date Month.

Plotting Lines by ProductType



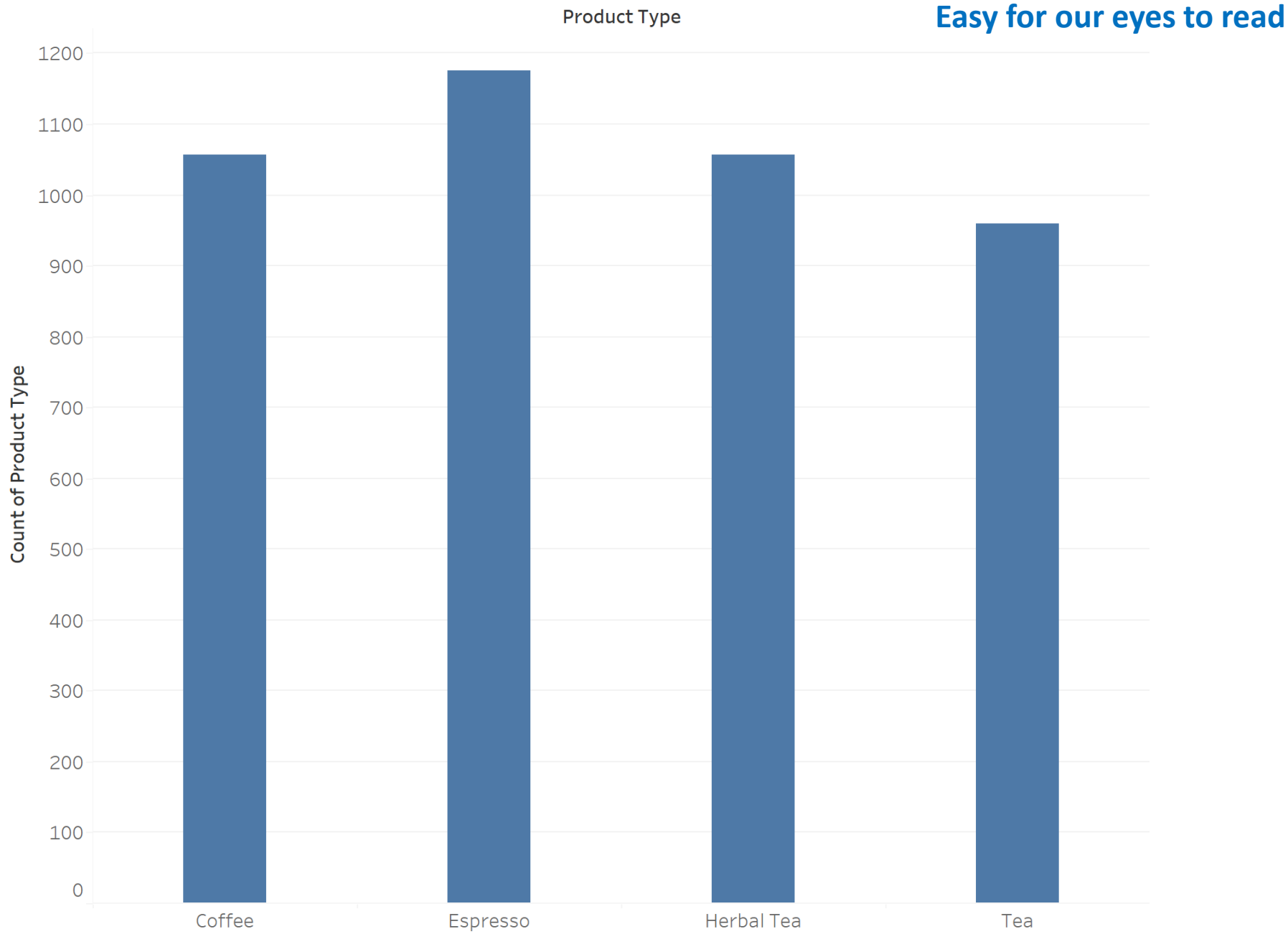
The trend of Moving Sum of Avg. Profit for Date Month. Color shows details about Product Type.

Bars

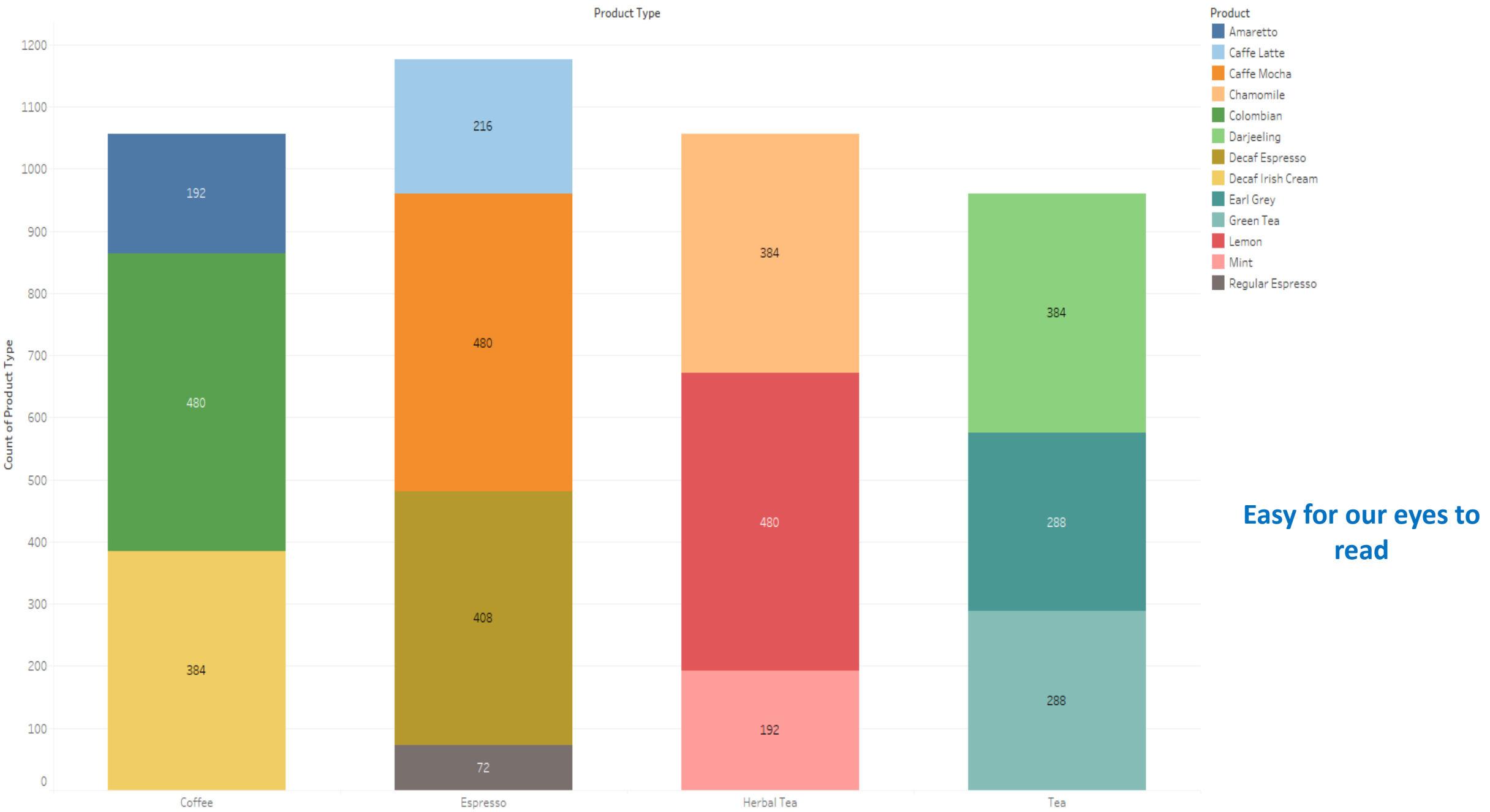


Count of Product Type for each Product Type.

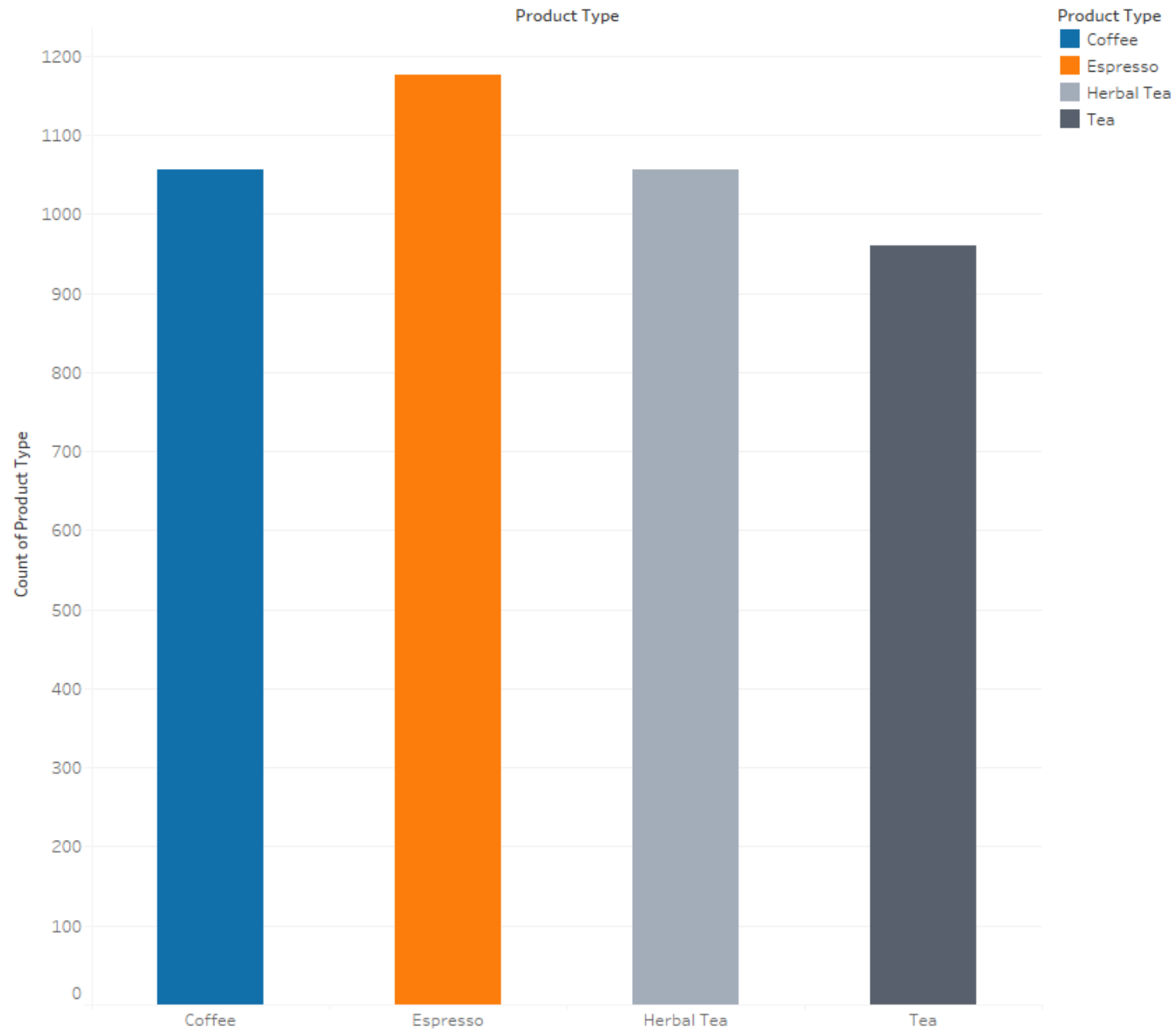
BarsWidth



Count of Product Type for each Product Type.



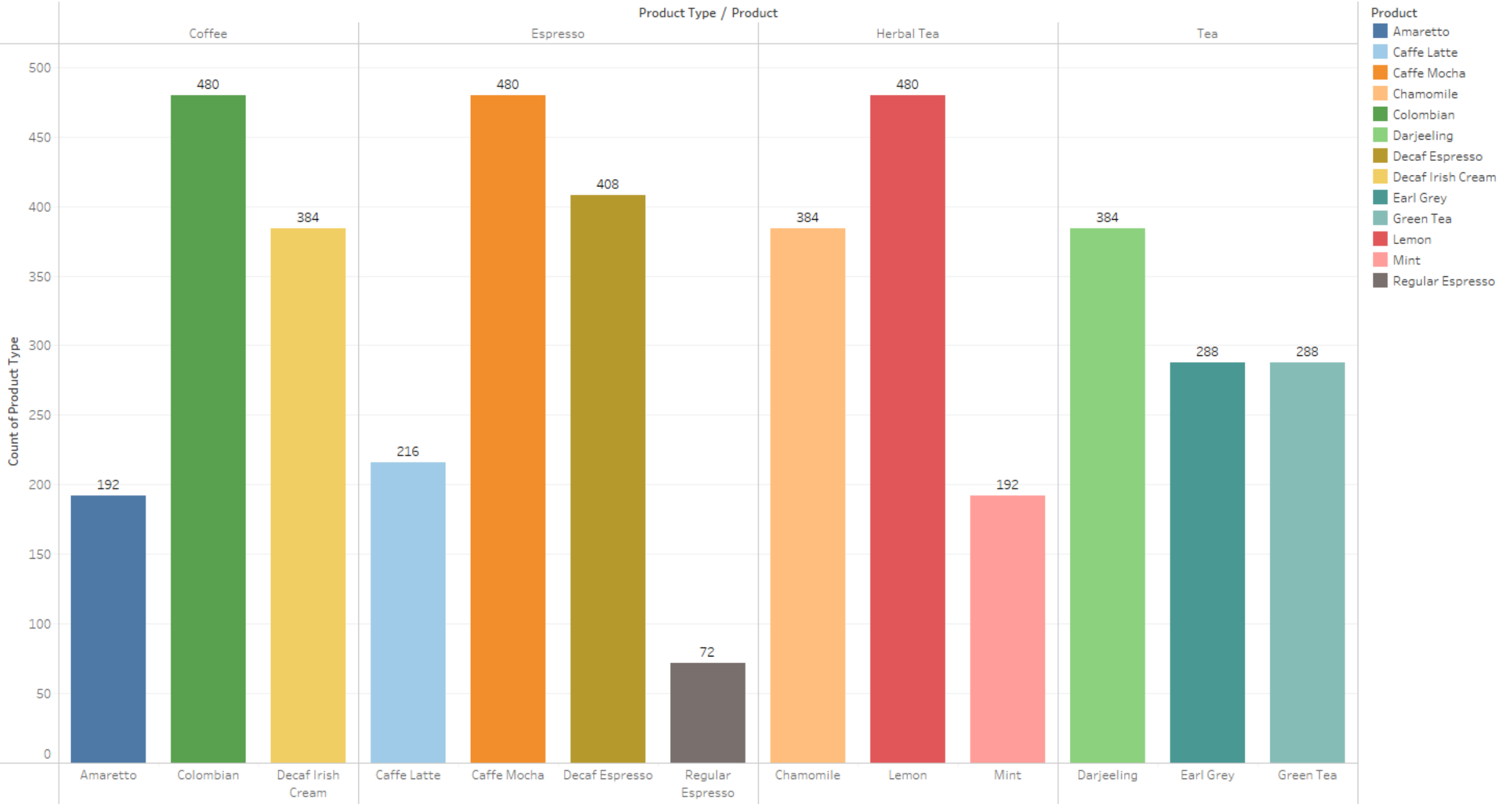
Bars Width by ProductType



Count of Product Type for each Product Type. Color shows details about Product Type.

Easy for our eyes to
read

BarSeries



Count of Product Type for each Product broken down by Product Type. Color shows details about Product.

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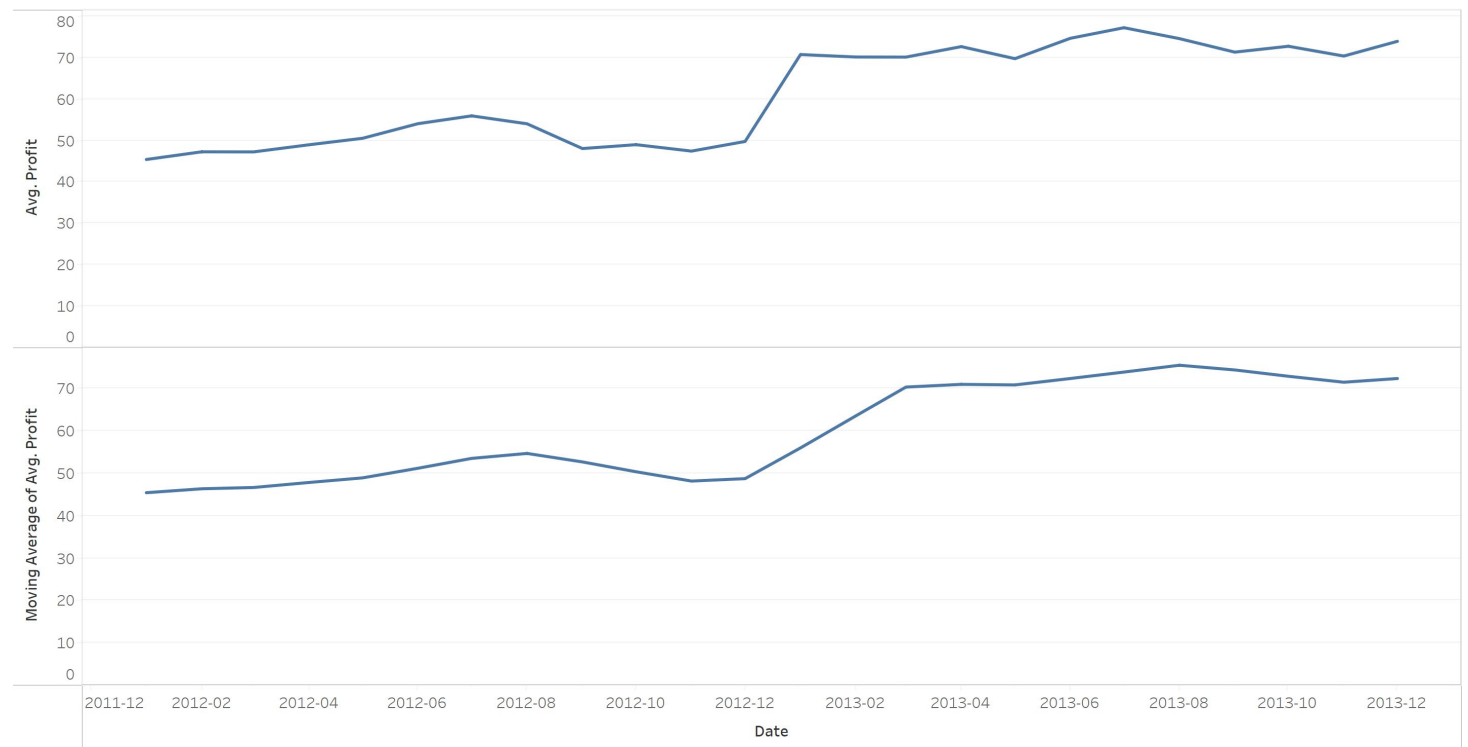
Tell a story



Line graph

- Sales seem to have increased significantly after December 2012. Include labels on the lines ONLY for this period.

PlottingLines

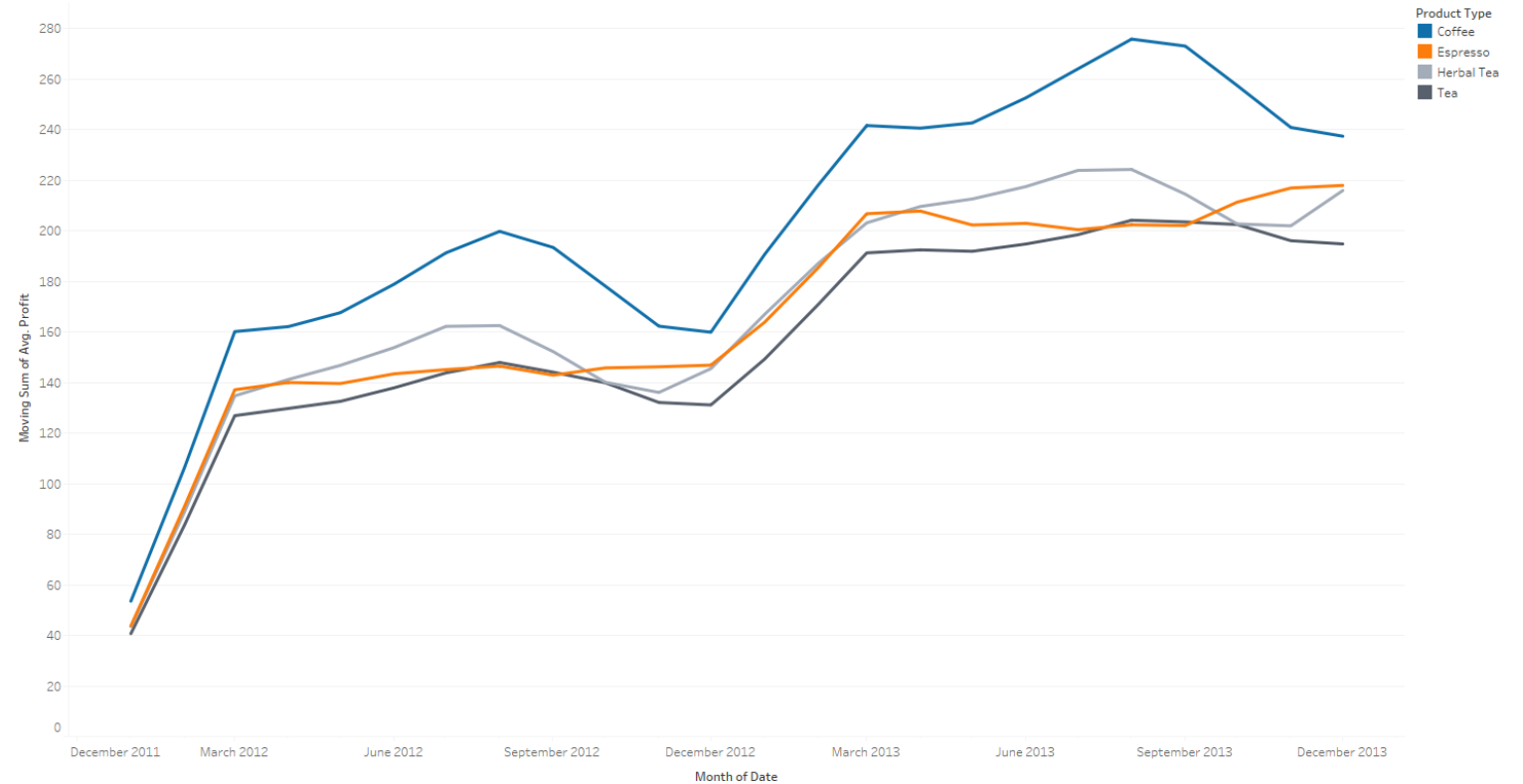


The trends of average of Profit and Moving Average of Avg. Profit for Date Month.

Line Graph (multiple series)

- The lines of the best-performing and worse-performing products must be highlighted or catch the attention relative to the other lines.
- Show the labels only for the best and worst-performing products

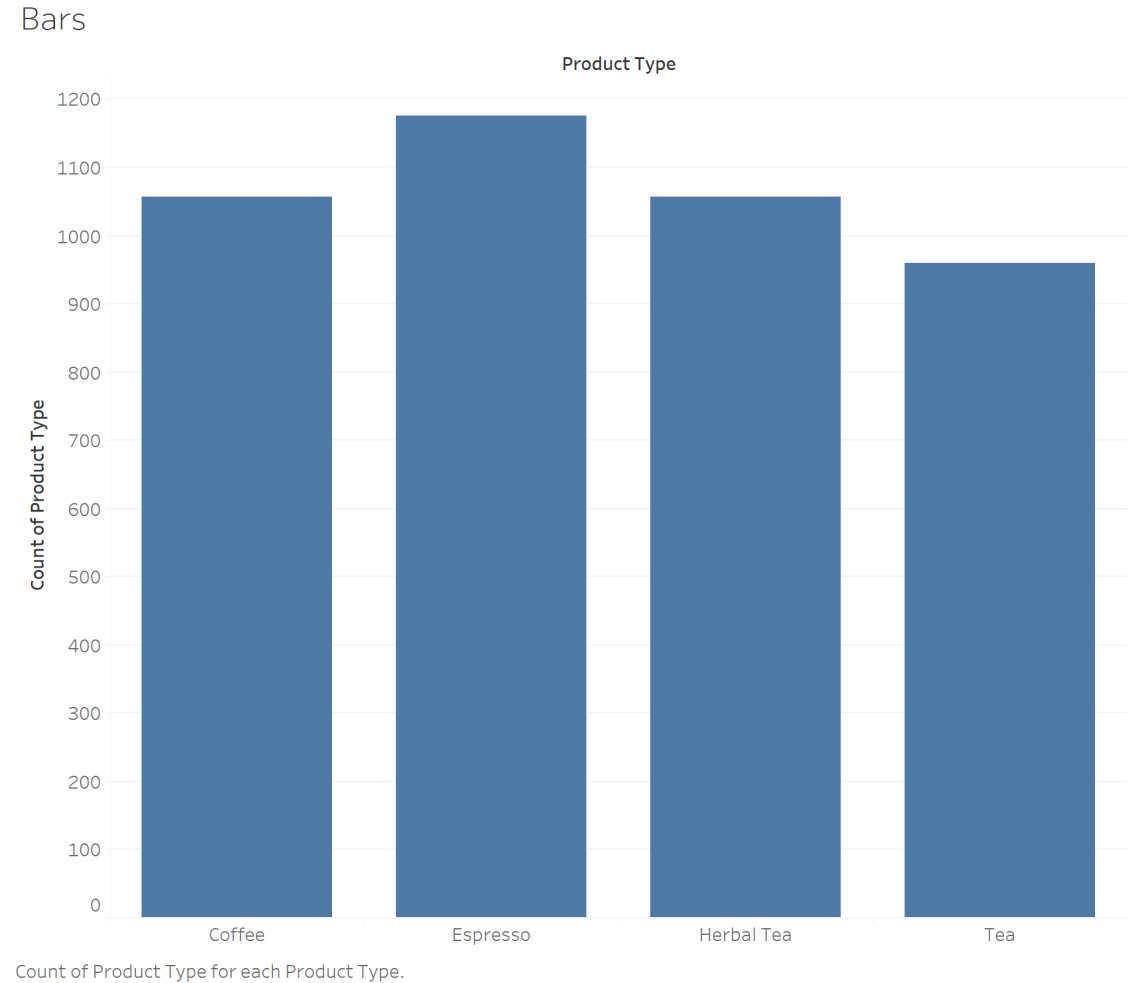
Plotting Lines by ProductType



The trend of Moving Sum of Avg. Profit for Date Month. Color shows details about Product Type.

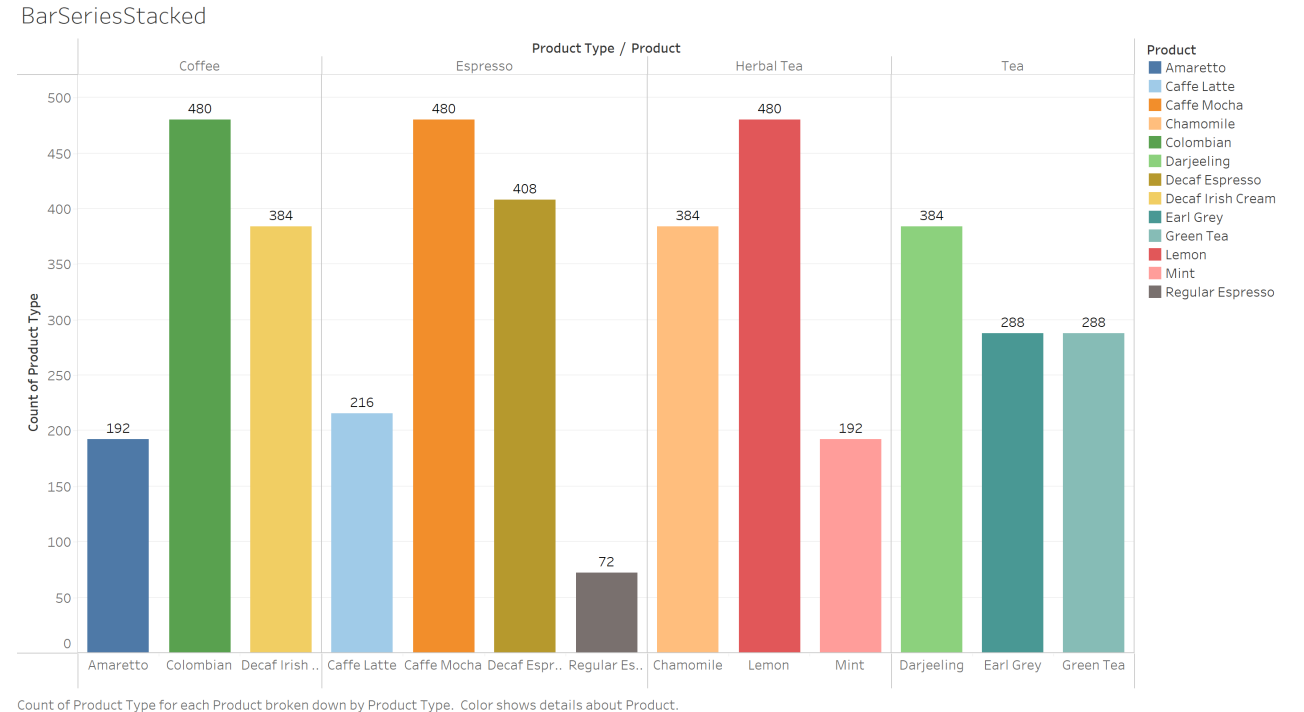
Bars

- Highlight and label the best and worst performing products according to this graph.
- Are those the same products shown in the line graph (multiple series)? Why and what does this mean?



Bars stacked

- Keep the product type in the graph
- Simplify the graph by highlighting a) the top three products across all categories, and b) the worst-performing product across all categories



A blue pen with a silver tip is resting on a document featuring a bar chart. The chart has several blue bars of varying heights. The image is partially obscured by a white circular shape on the right side.

Managerial insights

- What managerial insights can you gain from these graphs?
- Do you need any additional visualizations to convince the management to drop poor-performing products?