

# Data Visualization

# Outline

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0:10

What this workshop is  
about

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0:15

Basics: form or content?

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0:20

Types of charts

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0:35

Instruments

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0:50

Design principles

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0:55

Color use

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1:50

Visualization software

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# What problems do you have with visualizations?

1. I do not know what I want to visualize and I am not sure where to start
2. I know what I want to show, but not sure how to do it
3. My graphs look bad, no matter what I do 😣
4. I have no problems! I am very good at visuals

# What software do you use for visualization?

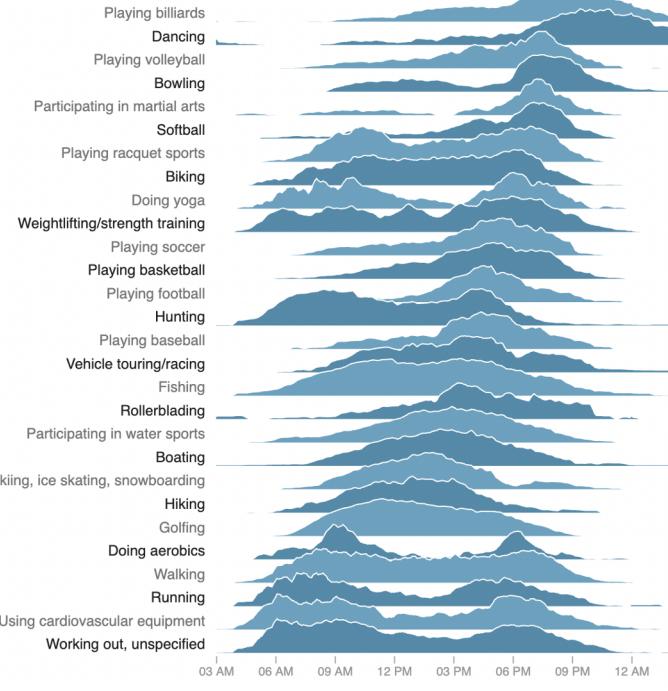
1. Python or R
2. Tableau
3. Excel
4. Other (please, share in the chat!)

# Learning objectives

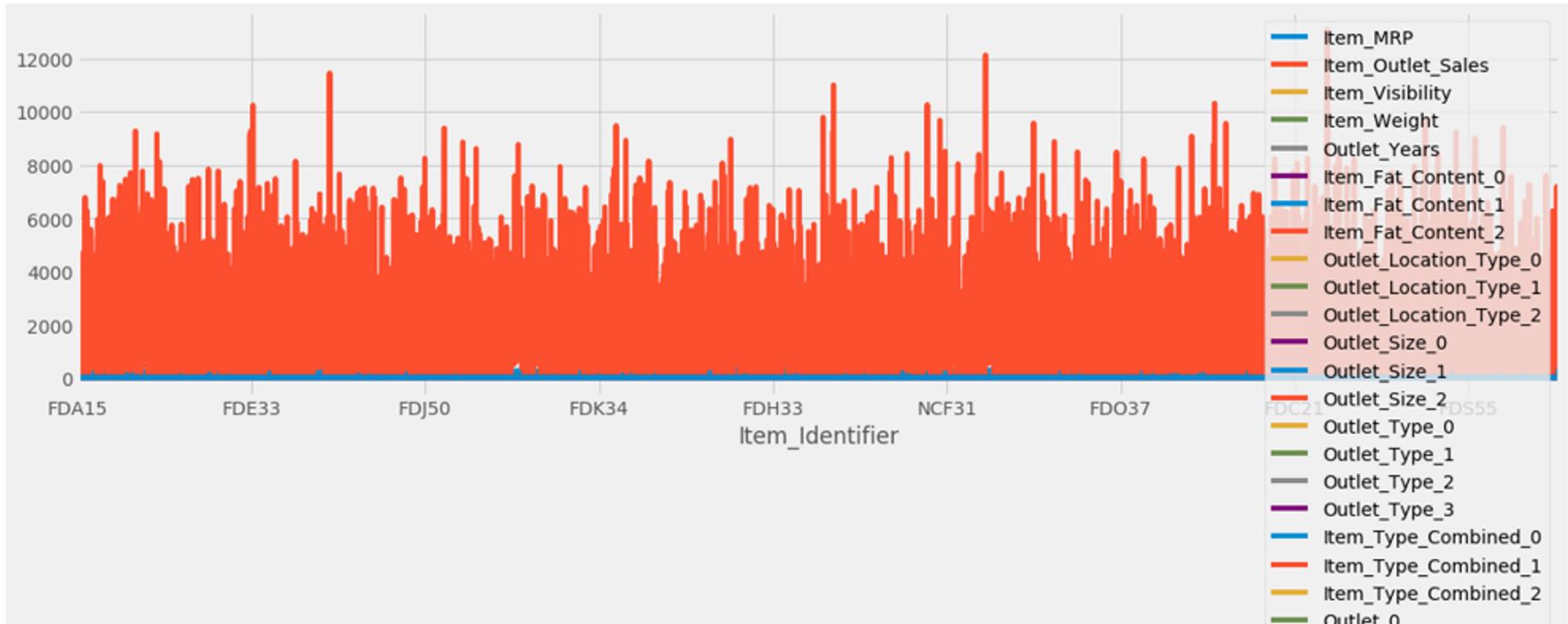
1. Understand basic principles behind effective data visualization
2. Learn about graph types and visualization instruments
3. Be familiar with aesthetics features that make graphs clearer and *nicer!*

# Why do we need visuals?

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# Do we need to learn how to visualize?



# Graph should make a point

## 1. Hypothesis

*What do you want to show?*

## 2. Proof

*How to emphasize that?*

## 3. Explaining

*What does the chart show?*

# BASICS

# Form

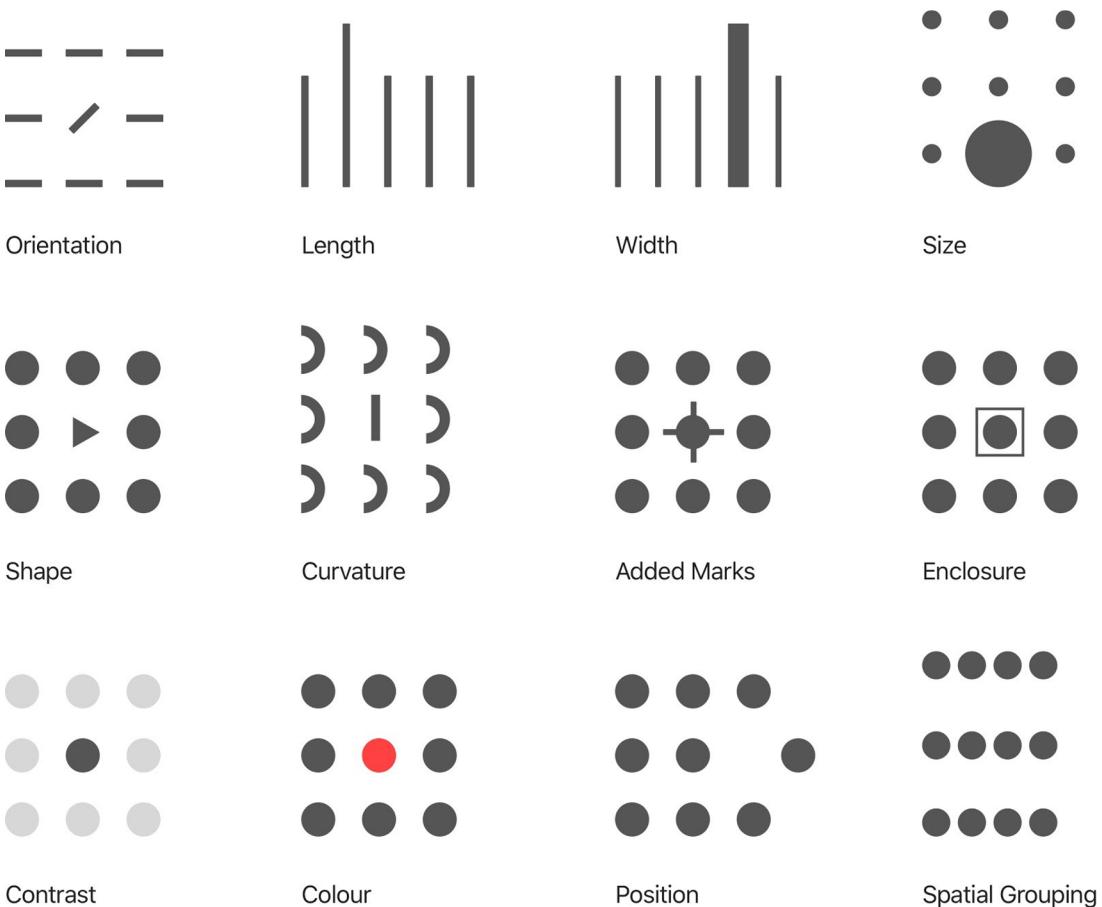
Graph type  
Features  
Design

# Content

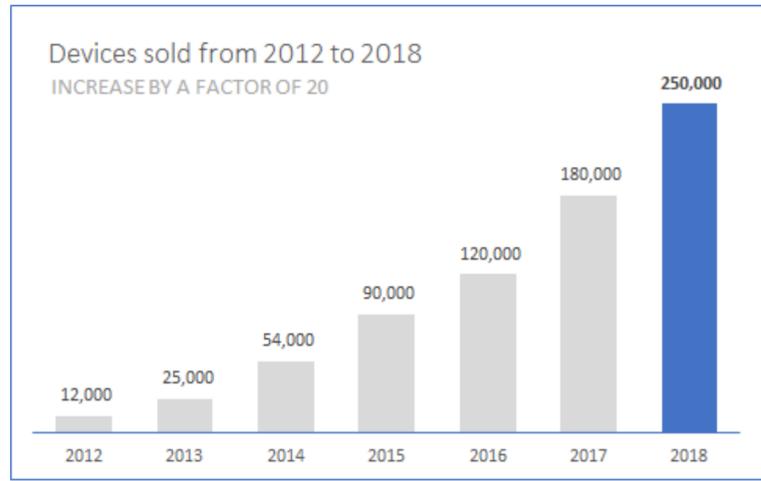
Data format  
Transformation  
Context

**Both are important!**

# Preattentive Features



# Preattentive features establish the hierarchy of information



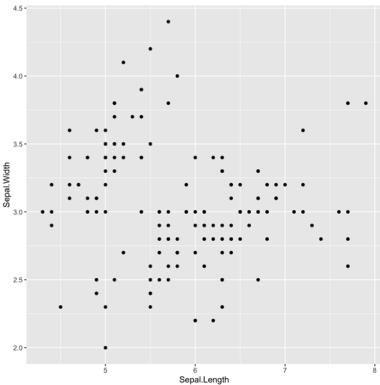
- Remove 3D
- Use direct labeling
- Remove grid (if appropriate)
- Use color meaningfully

If possible, declutter!

# Choosing a Graph Type

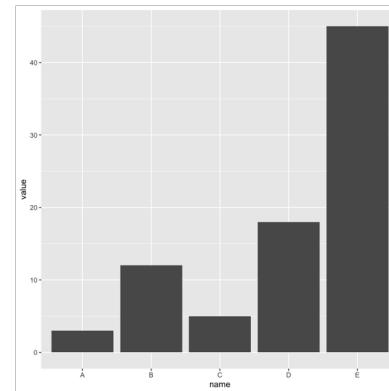
Consider:

- Purpose
- Variable types
- Dimensions

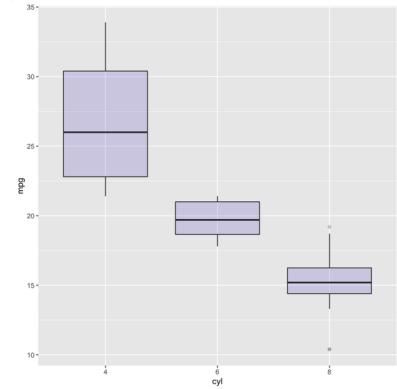


scatterplot

## Hall of Fame

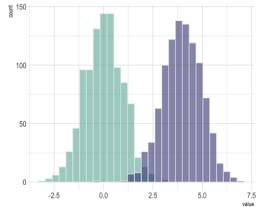


barplot

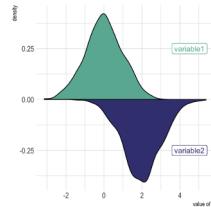


boxplot

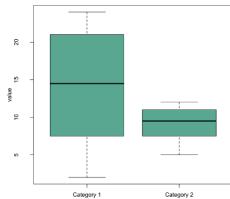
# Distribution



histogram

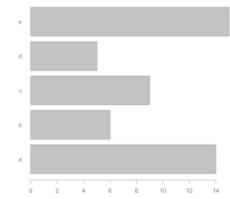


density plot



boxplot

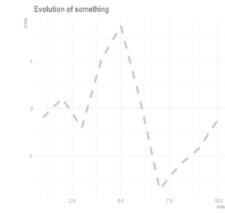
# Comparison



barplot

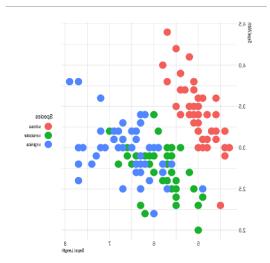


spider plot

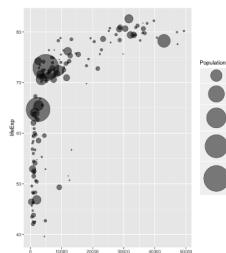


line

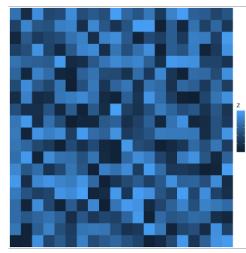
# Relationship



scatterplot

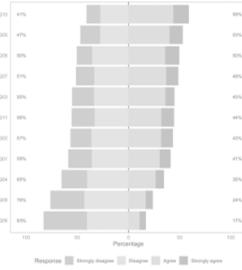


bubble plot



heatmap

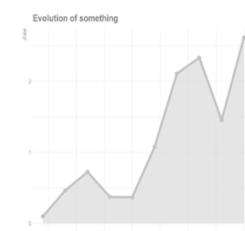
# Part of the whole



barplot

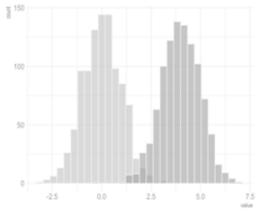


pie chart



area plot

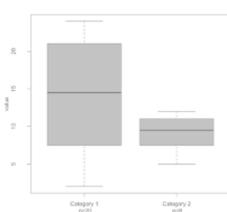
# Distribution



histogram

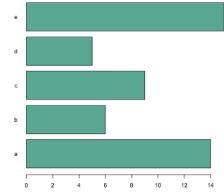


density plot

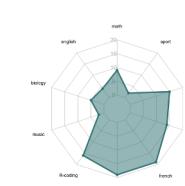


boxplot

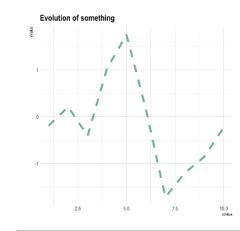
# Comparison



barplot

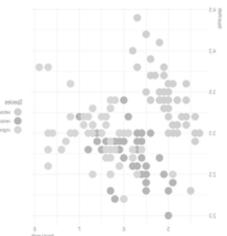


spider plot

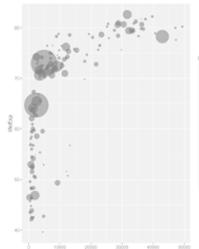


line

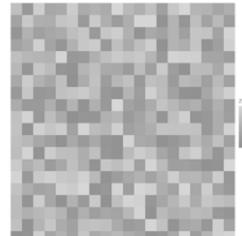
# Relationship



scatterplot

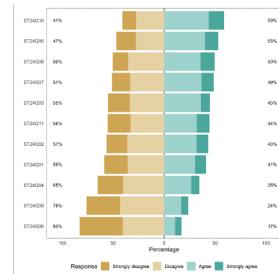


bubble plot

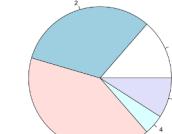


heatmap

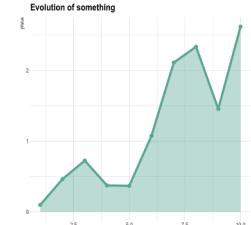
# Part of the whole



barplot



pie chart



area plot

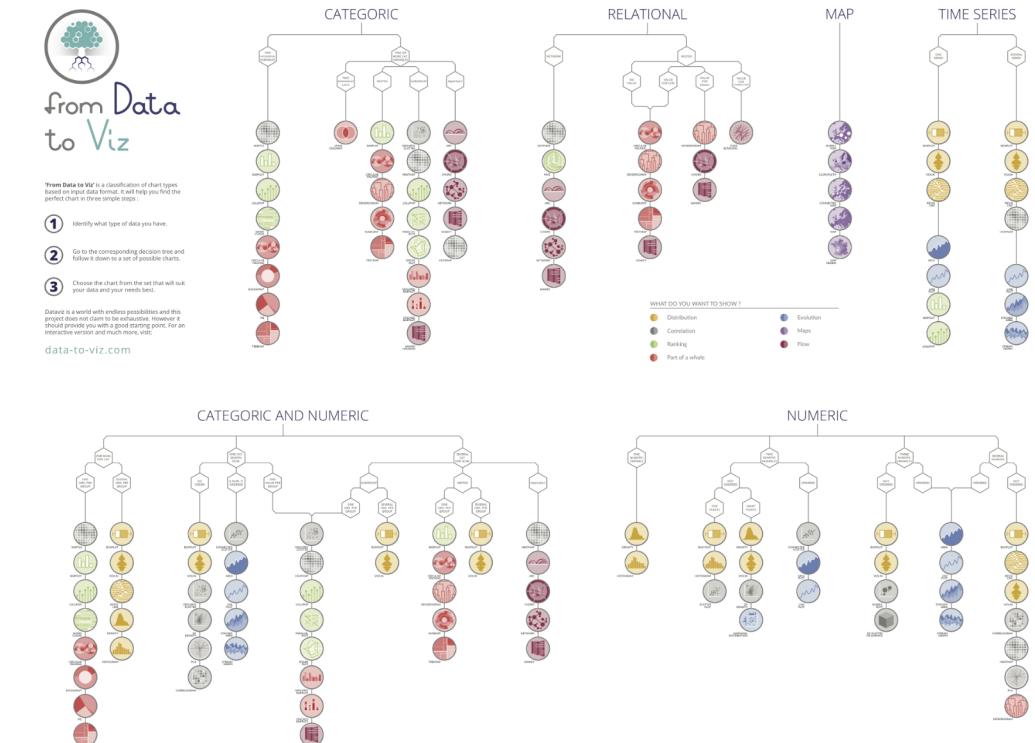
# Graph Types and Data Types

Numeric/Categorical

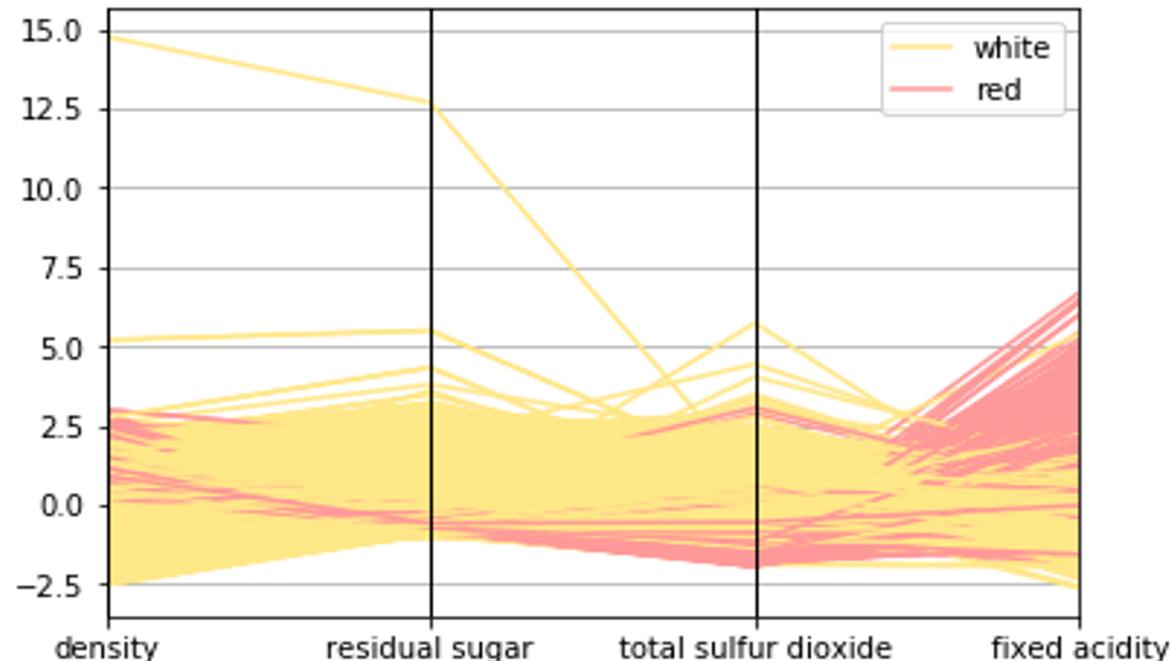
Is it ordered?

How many observations  
per group?

<https://www.data-to-viz.com/>

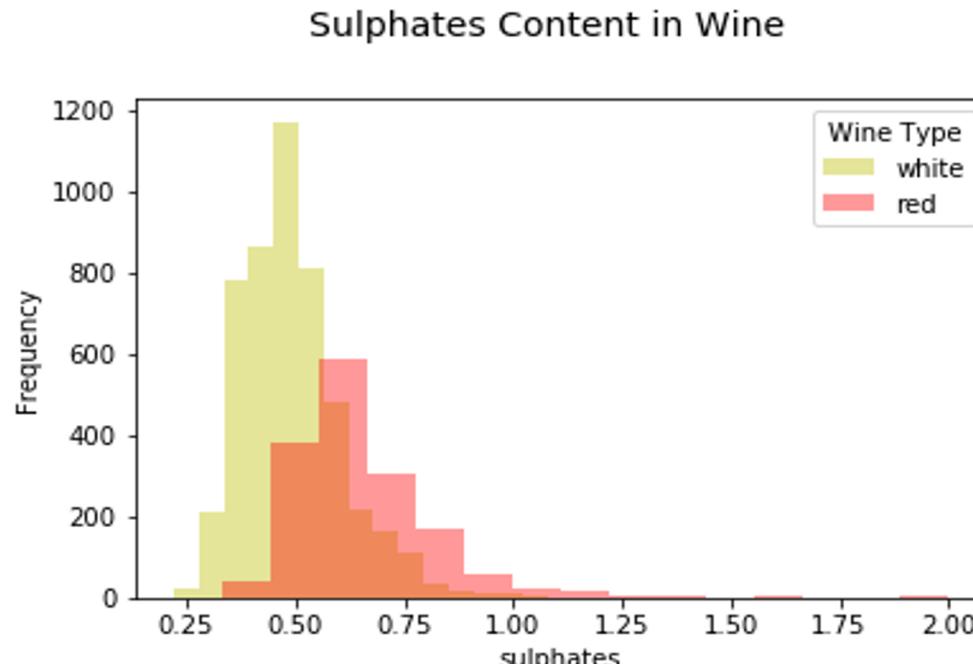


# Multiple dimensions I



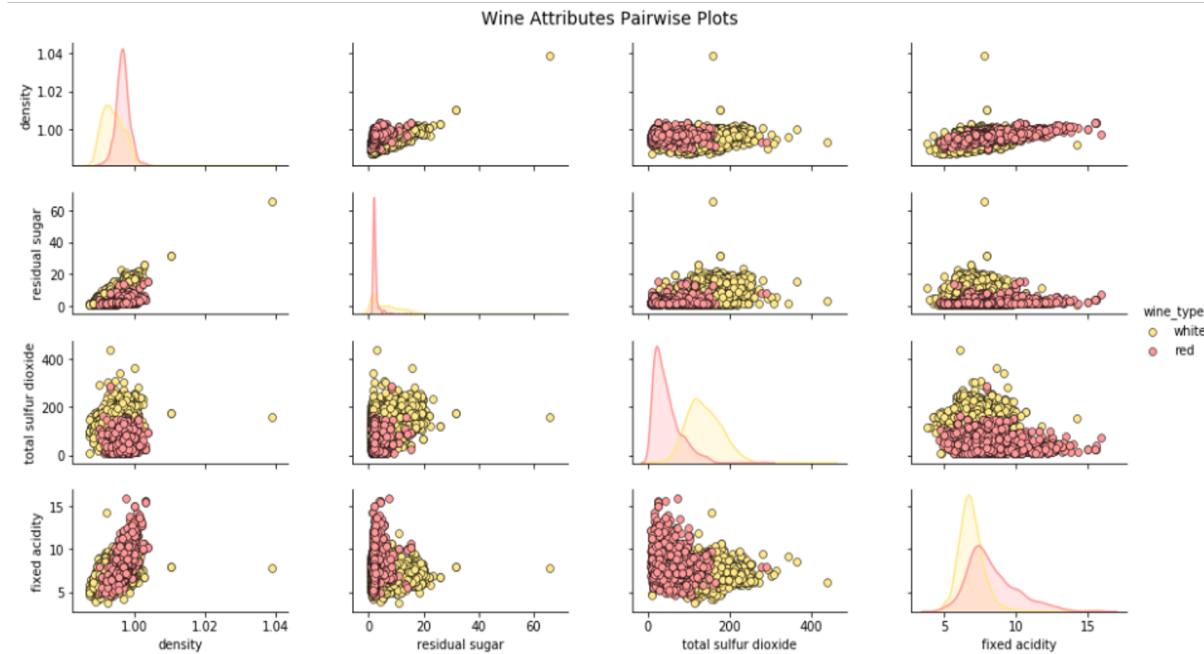
graph types

# Multiple dimensions II



colours

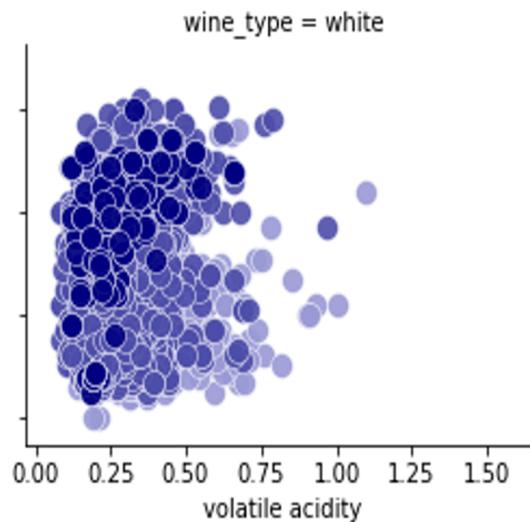
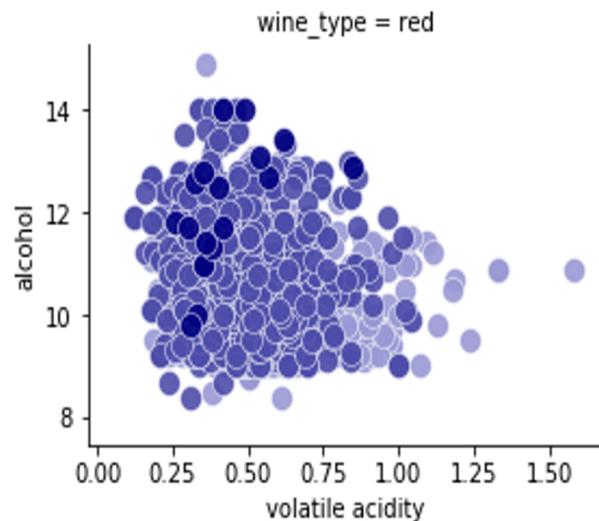
# Multiple dimensions III



pairwise correlations

# Multiple dimensions IV

Wine Type - Alcohol - Quality - Acidity



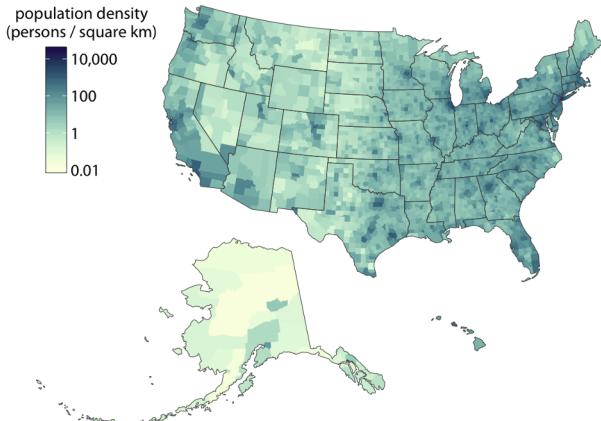
Wine Quality Class

- low
- medium
- high

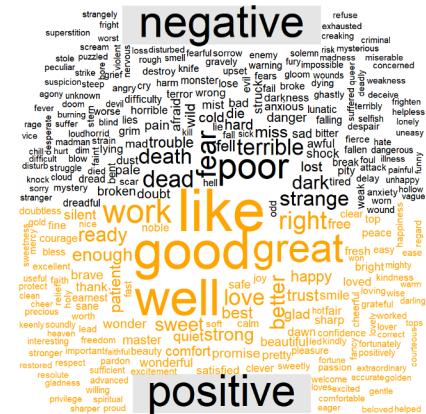
facets

# Other Graph Types

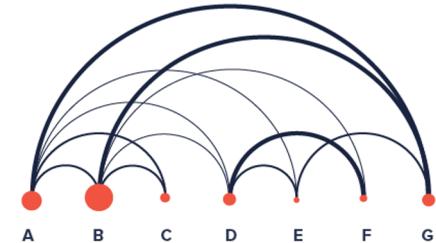
geospatial data



wordcloud



connections



# Having good data is more important than choosing a right graph type

Ideally, data should be:

- ✓ High volume
- ✓ Historical
- ✓ Consistent
- ✓ Clean
- ✓ Clear
- ✓ Richly segmented

# Long vs Wide formats

“Long” format

country	year	metric
x	1960	10
x	1970	13
x	2010	15
y	1960	20
y	1970	23
y	2010	25
z	1960	30
z	1970	33
z	2010	35

“Wide” format

country	yr1960	yr1970	yr2010
x	10	13	15
y	20	23	25
z	30	33	35

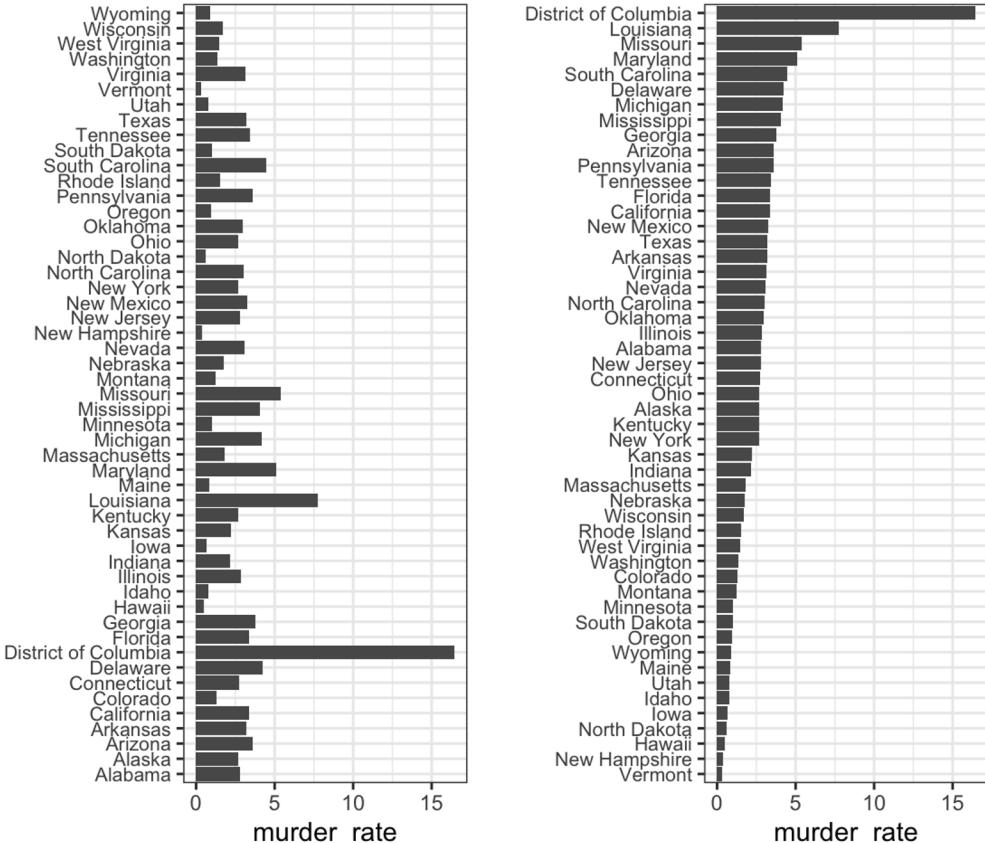
# INSTRUMENTS

Most of the data visualization software allows you to:

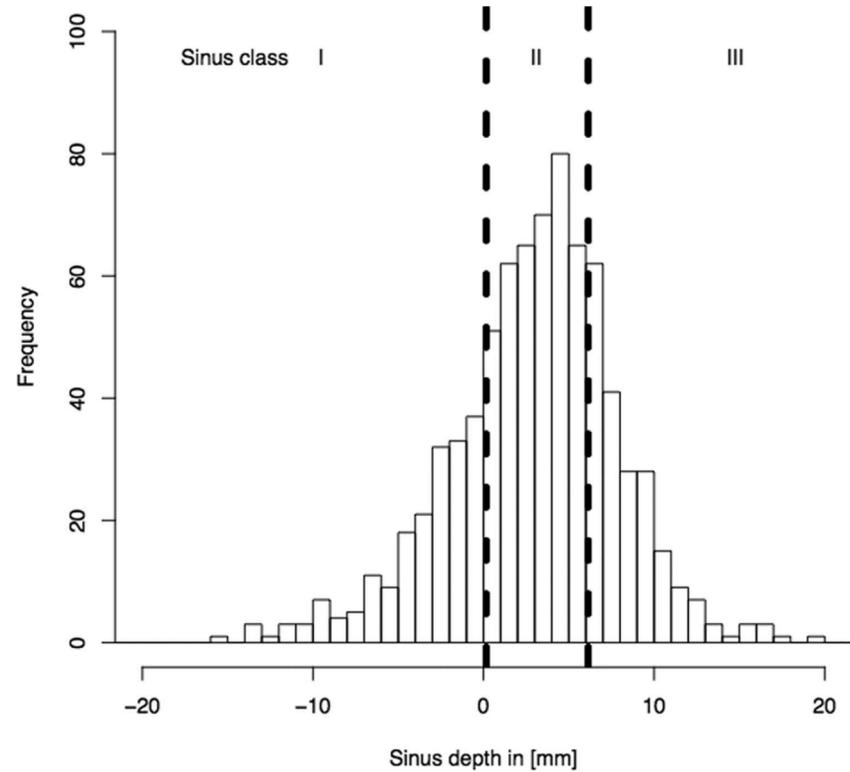
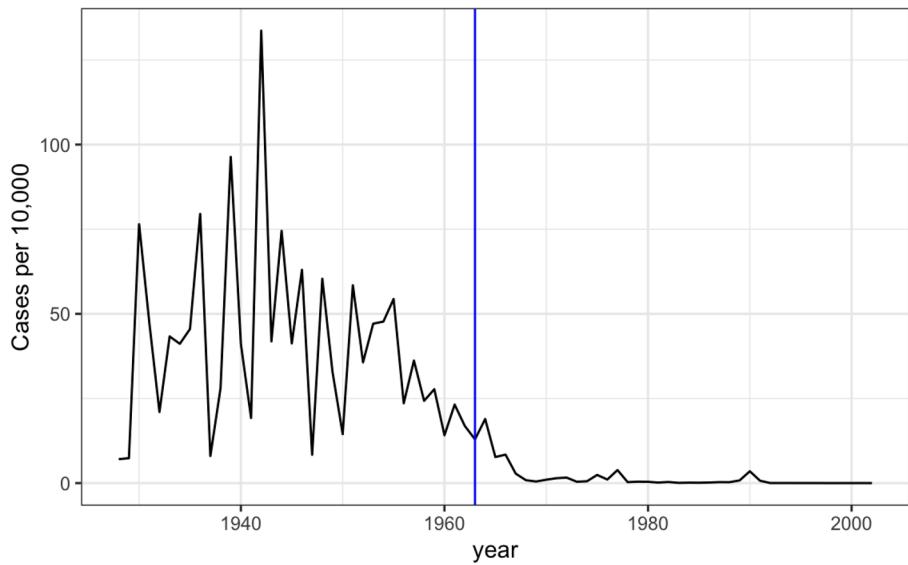
- Aggregate
- Filter
- Compare
- Annotate

and much more!

# Data ordering

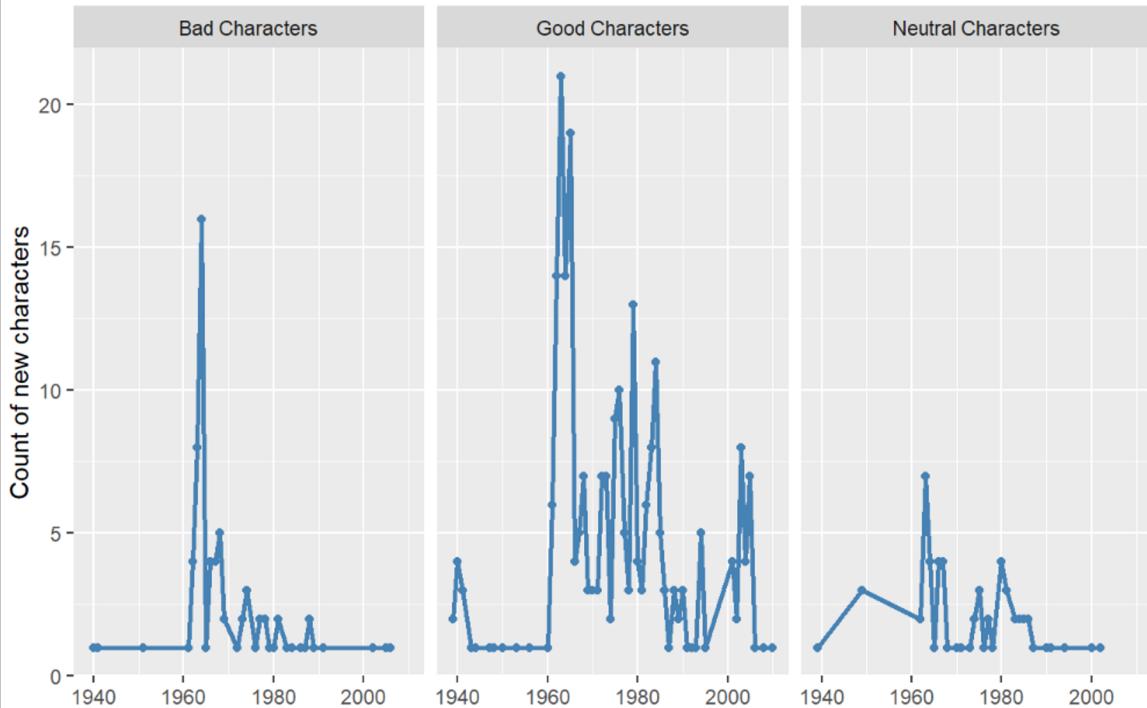


# Reference Lines and Regions

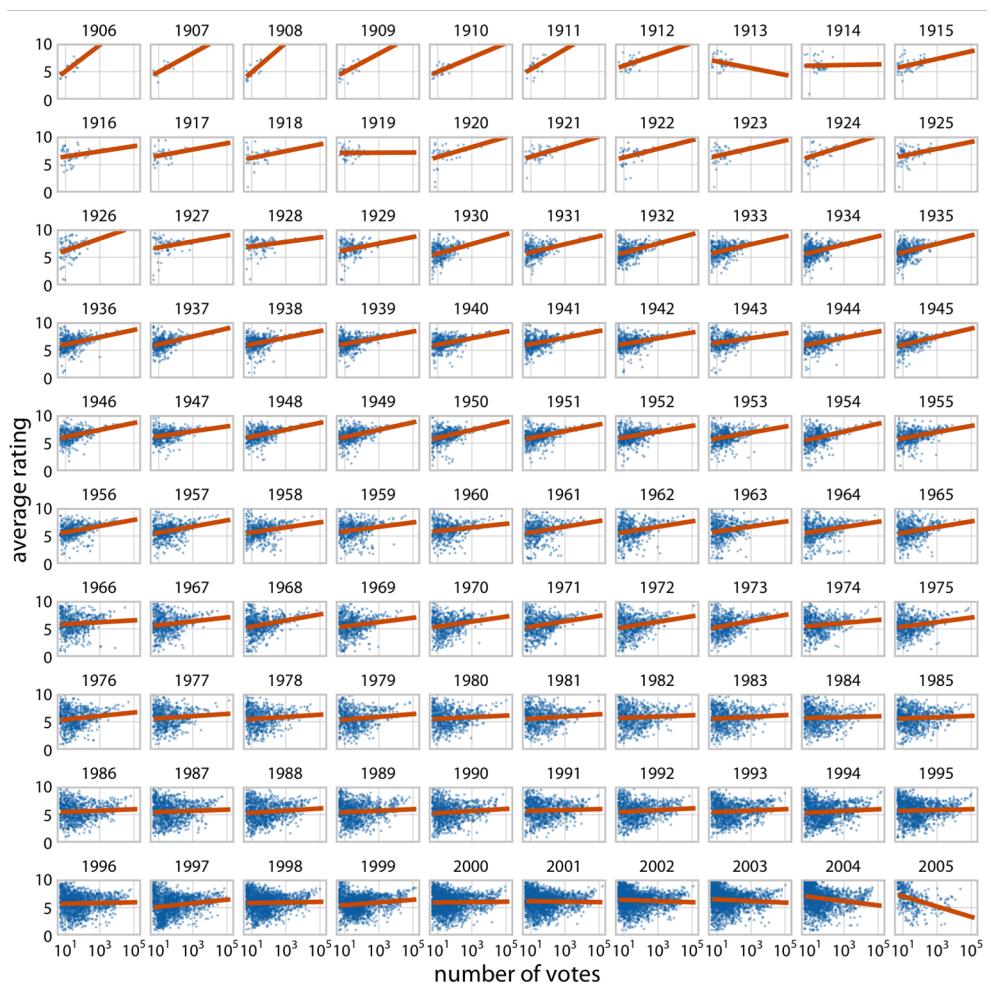


# Facets

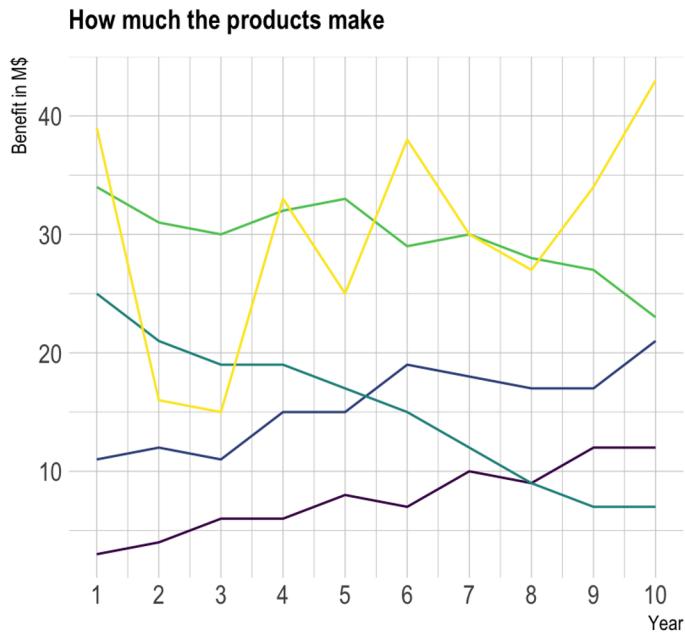
New Marvel characters by alignment  
(limited to characters with more than 100 appearances)



Useful for  
multidimensional  
or large scale data



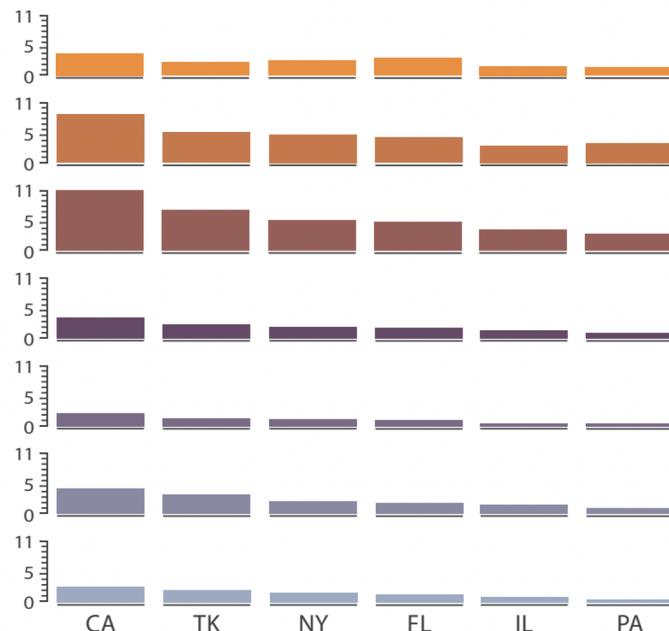
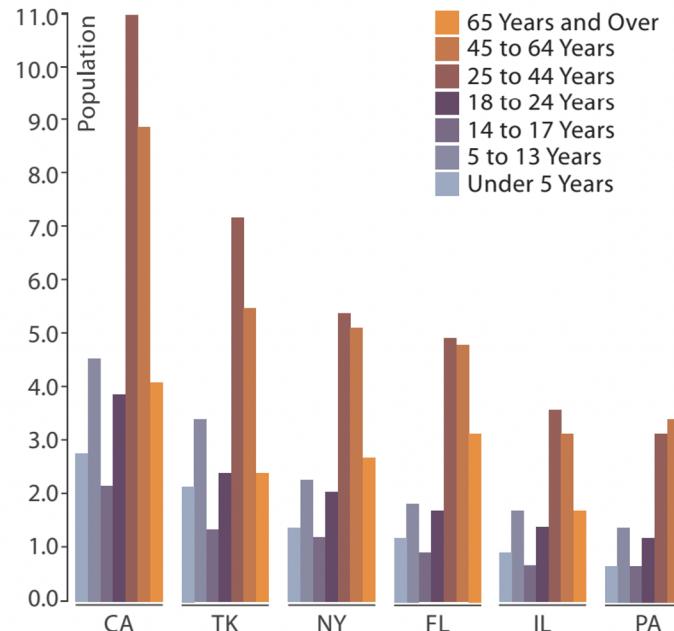
# Multiple Views



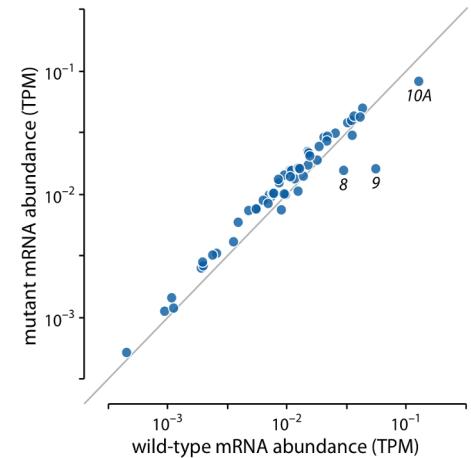
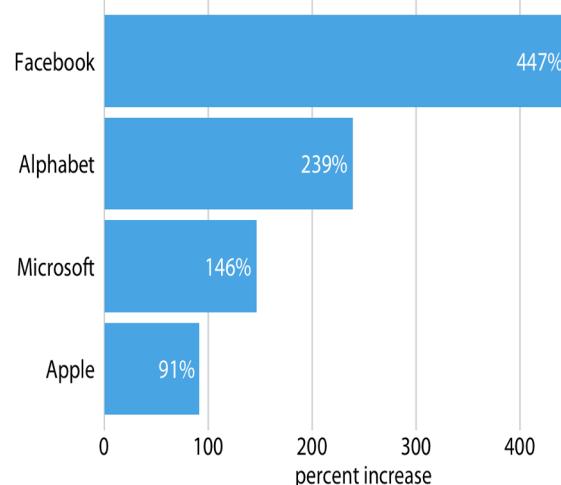
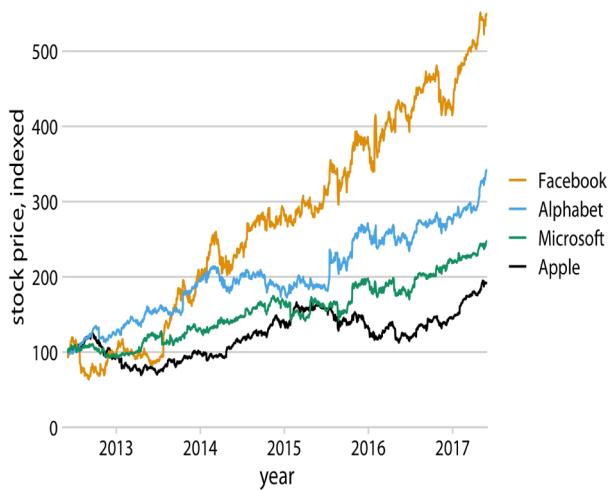
product

- A
- B
- C
- D
- E

# Multiple Views



# Context



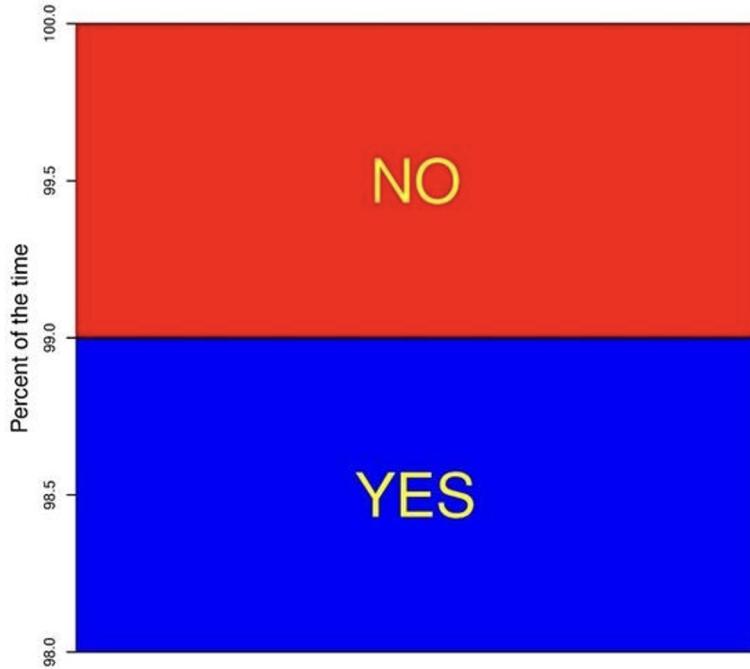
Perpendicular grid lines are  
the most useful

For paired data,  
use a diagonal line

# DESIGN PRINCIPLES

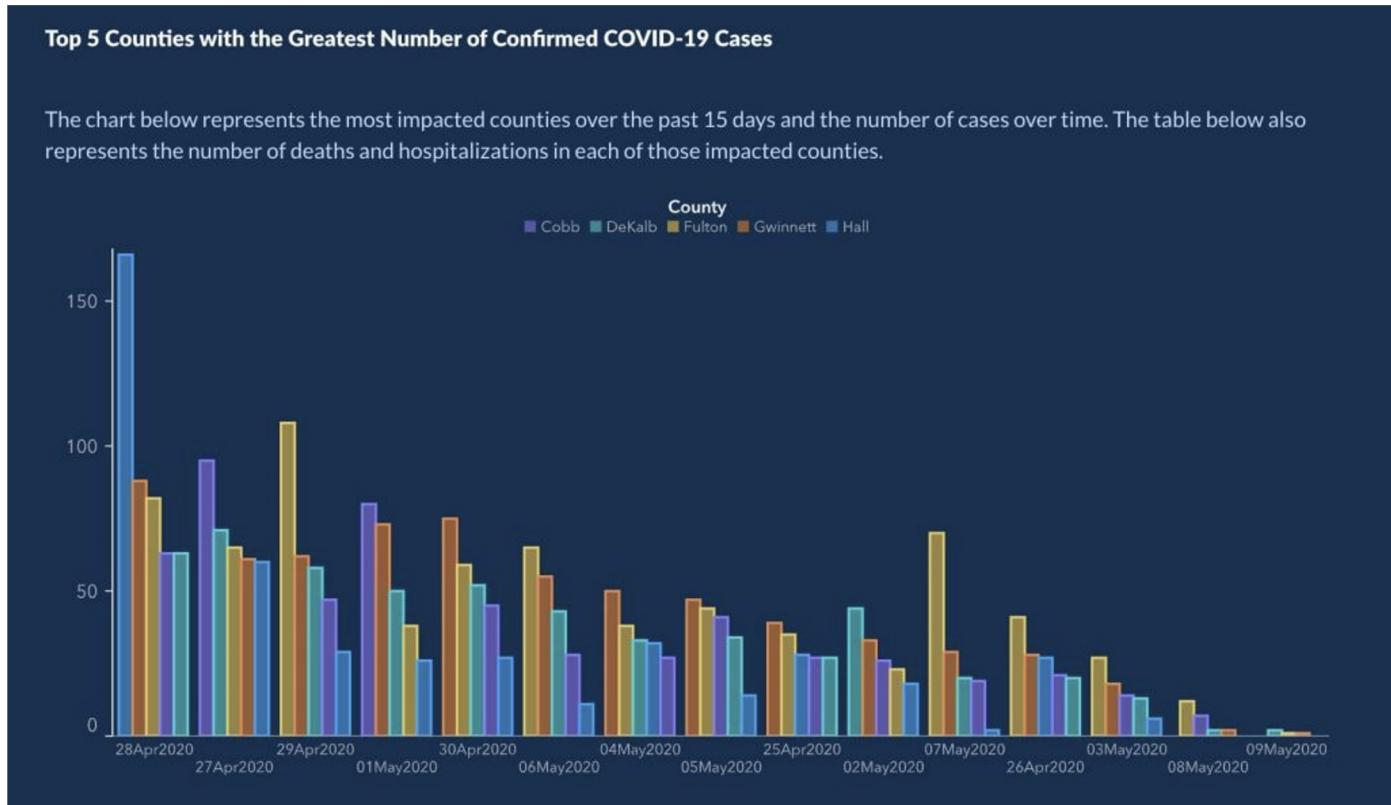
# Cutting Y-scales

Is truncating the Y-axis misleading?



If cutting Y-axis (for example, when using Likert scale data), use **points** instead of bars

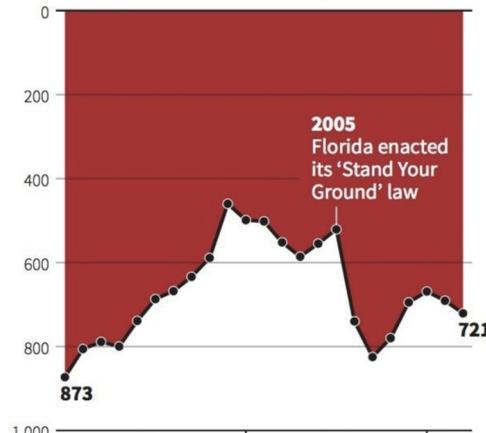
# Use reasonable X-axis



# flipped

## Gun deaths in Florida

Number of murders committed using firearms



Source: Florida Department of Law Enforcement

C. Chan 16/02/2014

REUTERS

# dual



# Avoid misleading axes!

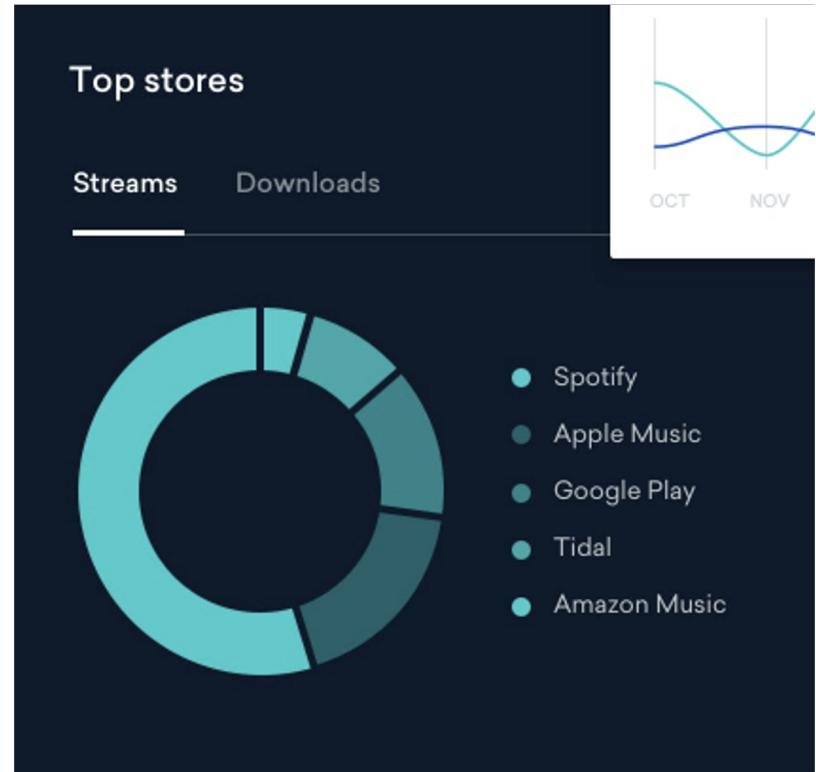
# Colour Use

Gradient and diverging palettes

Colorblind-friendly

Do not add more than 8 colours

Use gray for context



# Creating Palettes

SANFORD AND SELNICK

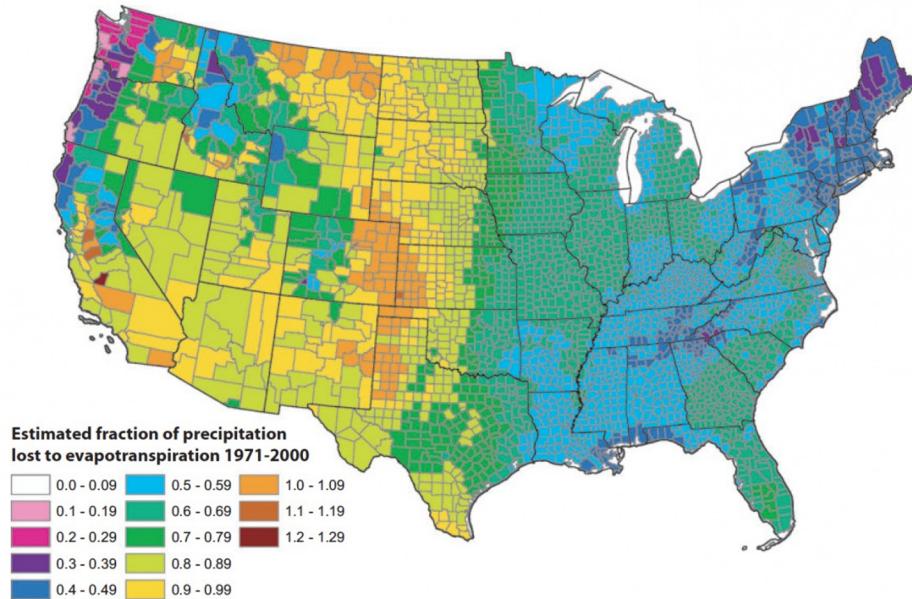


FIGURE 13. Estimated Mean Annual Ratio of Actual Evapotranspiration (ET) to Precipitation ( $P$ ) for the Conterminous U.S. for the Period 1971-2000. Estimates are based on the regression equation in Table 1 that includes land cover. Calculations of  $ET/P$  were made first at the 800-m resolution of the PRISM climate data. The mean values for the counties (shown) were then calculated by averaging the 800-m values within each county. Areas with fractions  $>1$  are agricultural counties that either import surface water or mine deep groundwater.

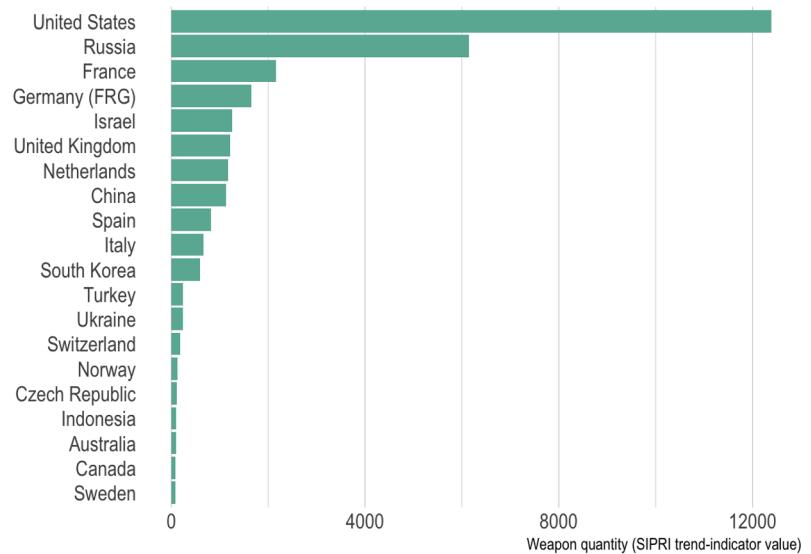
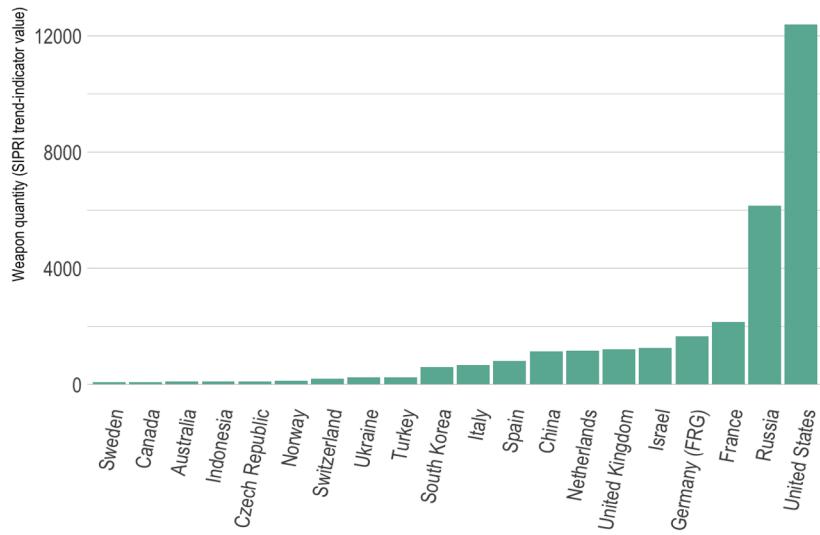
**Use** meaningful colors

**Use** color generators

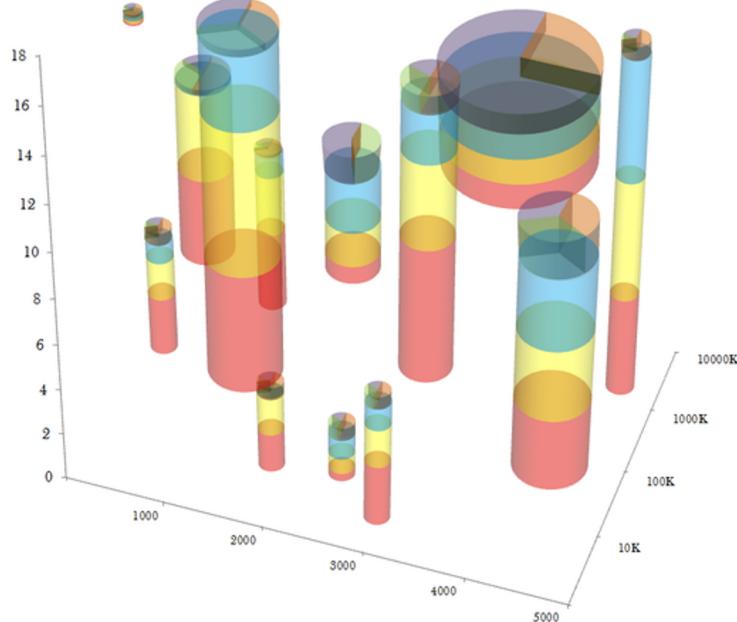
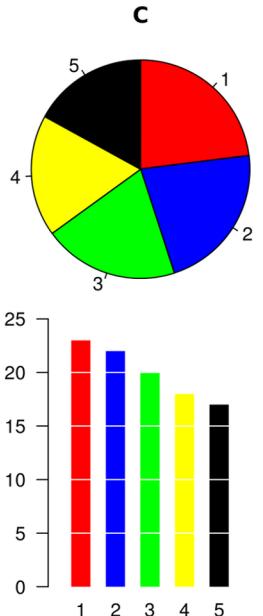
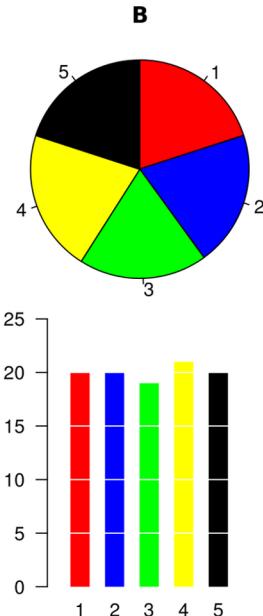
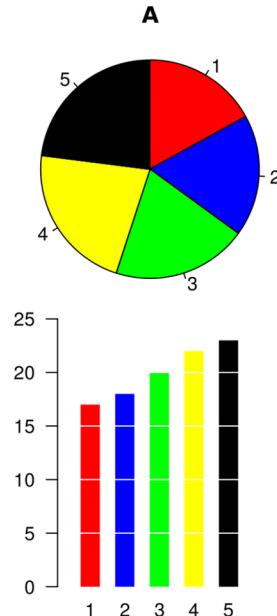
**Avoid** pure and bright  
colours

**Avoid** rainbow palette

# Use horizontal bar chart



# Avoid pie charts and 3D



# Tables

1. Remove style and borders
2. **Do not use vertical lines**, remove all grids if possible
3. **Left align your text, BUT right align your numbers**
4. Align headers correspondingly
5. Group and separate

Company	Last Trade	Trade Time	Change	Prev Close
GOOG Google Inc.	597.74	12:12PM	14.81 (2.54%)	582.93
AAPL Apple Inc.	378.94	12:22PM	5.74 (1.54%)	373.20
AMZN Amazon.com Inc.	191.55	12:23PM	3.16 (1.68%)	188.39
ORCL Oracle Corporation	31.15	12:44PM	1.41 (4.72%)	29.74
MSFT Microsoft Corporation	25.50	12:27PM	0.66 (2.67%)	24.84
CSCO Cisco Systems, Inc.	18.65	12:45PM	0.97 (5.49%)	17.68
YHOO Yahoo! Inc.	15.81	12:25PM	0.11 (0.67%)	15.70

# **SOFTWARE**

# Data Visualization Tools



Many features  
Easy to learn & use  
No data cleaning  
Data security



Data cleaning  
Popular  
Confusing  
Lacks customization



Free  
Data exploration  
Requires learning  
Debugging