# TSWD Charts Presentation

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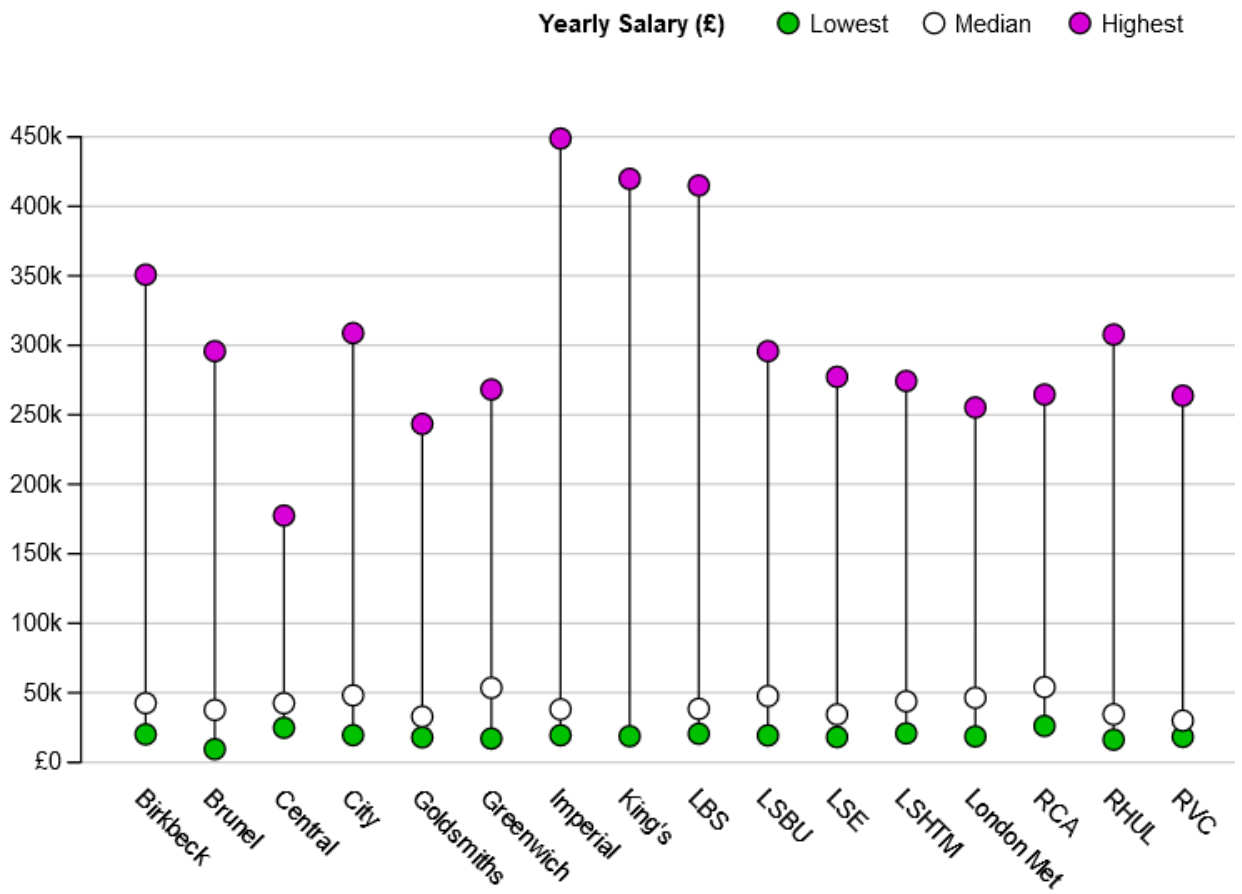
Dendrogram - *Harichandana Magapu*
Matrix Chart - *Esha Arun*
Flow Maps - *Vanya Arikutharam*

# Connected Dot Plot

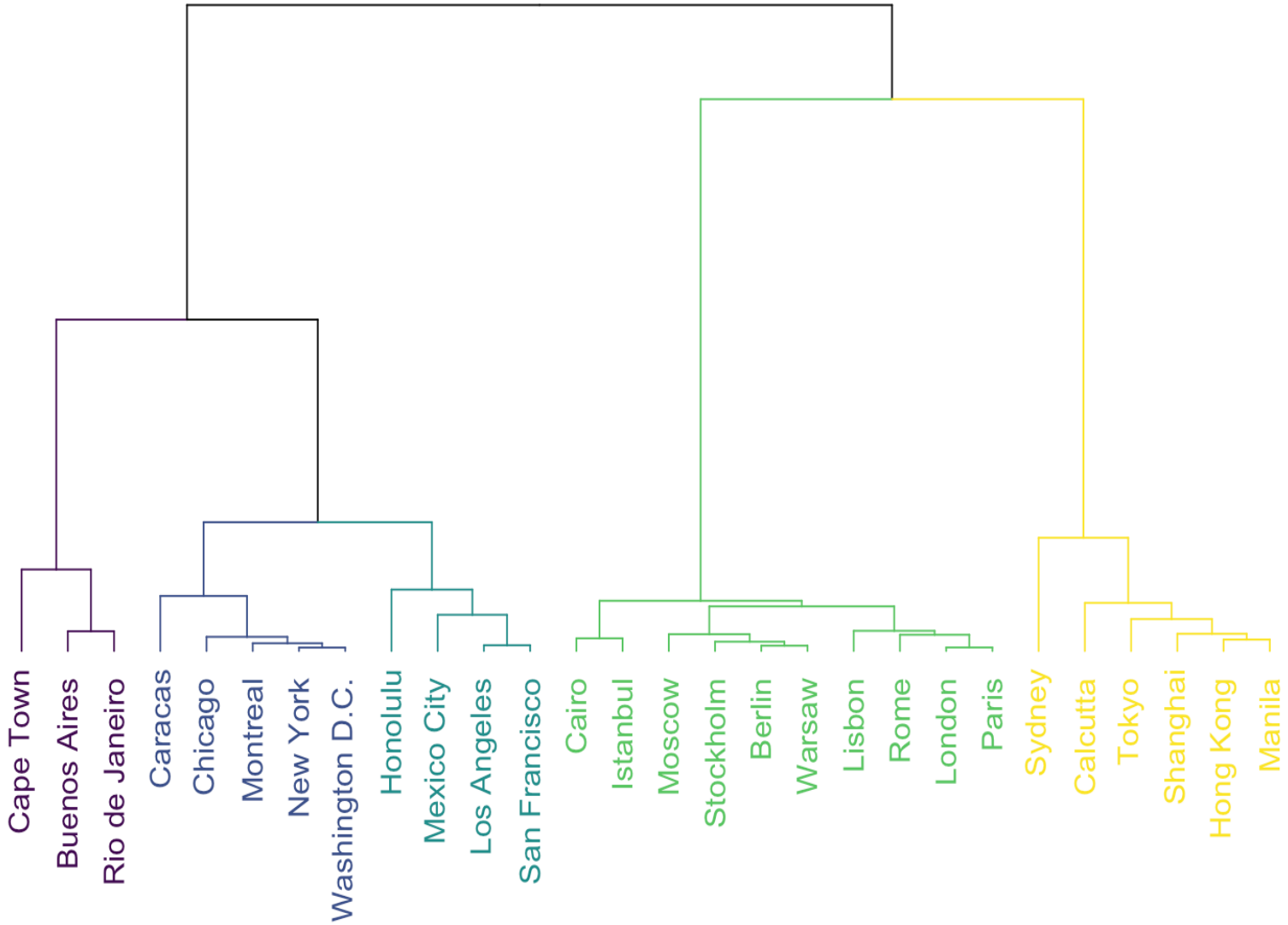



**Marks:**
- Dots
- Lines

**Attributes:**
- Color
- Relative position on line.
- Relative horizontal position
- Relative vertical position

**Data that can be Communicated:**
- 2 or more series of data. (alternative to a clustered bar chart)
- Visualize two or three different points in time, or visualize different view points (e.g., Republicans and Democrats, here highest and lowest salary)

# Dendrogram




Marks:
- Lines

Attributes:
- Label (text)
- Colour
- Length

Type of data represented:
Categorical

PROS:
- Hierarchical clustering shows all possible linkages b/w clusters – better understanding of data
- No need to preset number of clusters (unlike k-means)

CONS:
- Scalability issue

# MATRIX CHART

A Matrix Chart shows relationships between two or more variables in a data set in grid format. The basic L-Shaped Matrix Diagram shows the critical relationships of two groups of items (or it can be used to show the relationship of one group to itself)

## Example of Using an L-Type Matrix Chart

**Example:** Selection of car dealer based on various parameters.

| Choice / Criteria | Dealer 1 | Dealer 2 | Dealer 3 | Dealer 4 | Dealer 5 |
|---|---|---|---|---|---|
| Availability of car models | △ | ◎ | ○ | △ | △ |
| Service department | ○ | ○ | | ◎ | |
| Delivery | | △ | ◎ | △ | △ |
| Car accessories | △ | △ | | | ◎ |
| Loan processing department | ◎ | | △ | △ | |

| | | | |
|---|---|---|---|
| Symbol | ◎ | ○ | △ |
| Value | 9 | 3 | 1 |
| Relationship | Strong | Medium | Weak |

MARKS:
- Symbol

ATTRIBUTE:
- Value
- Relationship

PROS:
- Improved Communication
- Resource Sharing
- Employee Development

CONS:
- Reporting Confusion
- Heavy Workload
- Additional Expenses

# Flow Maps

Shows the characteristics of movement or connections between phenomena across spatial regions

## MARKS

- Lines

## ATTRIBUTES

- Line thickness
- Connection
- Colour

## DATA TYPES

- Categorical - n
- Numerical - 1