Data Visualization

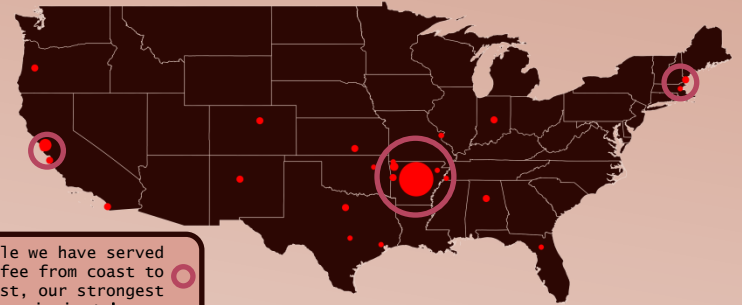## 5 Insights in September 2020

⚲ Mapping ⊕

The most intuitive way to associate information with location is by mapping. The chart to the right shows the locations of customers in the United States who have purchased our coffee. The larger the marker, the more coffee sold!

Editor: Pycharm, Jupyter Notebooks
Packages: Pandas, Geopandas, Matplotlib,

1

June – September Sales

while we have served coffee from coast to coast, our strongest market is in **Arkansas**

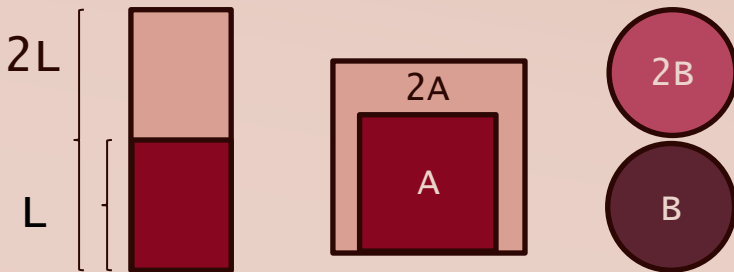| 2x Length	>	2x Area	>	2x Brightness

2L
L
2A
A
2B
B

✍ Aesthetics ◑ ✎

Some comparisons of physical properties are easier to make than others. People can more accurately identify something that is twice as long than they can something twice as bright. [1]
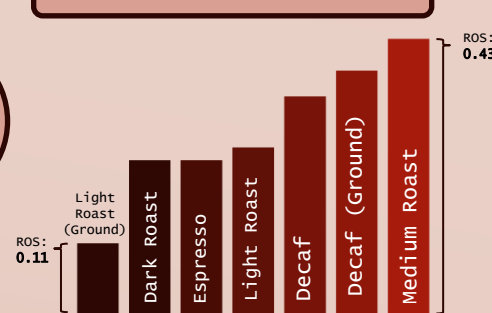
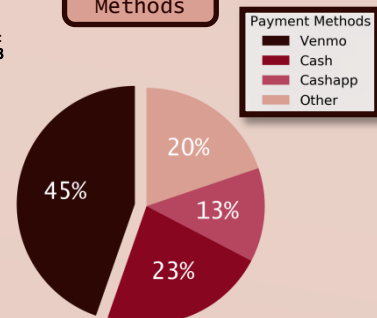Editor: PowerPoint

2

💲 Business Insights 💲

We sell medium roast coffee at a rate of 0.43 bags per day. Medium roast coffee is our fastest-selling item. 80% of our customers pay using Venmo, Cash, or Cashapp. Linking our business bank account to Venmo would be especially helpful.
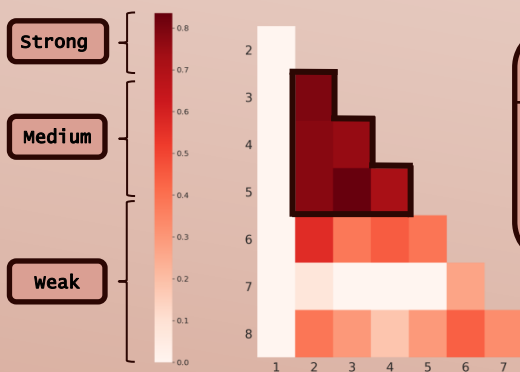
Editor: Pycharm
Packages: Pandas, Matplotlib

3

Product Rate of Sale (ROS)

ROS: **0.43**

Light Roast (Ground)
Dark Roast
Espresso
Light Roast
Decaf
Decaf (Ground)
Medium Roast

ROS: **0.11**

Payment Methods

Payment Methods
■ Venmo
■ Cash
■ Cashapp
■ Other

45%
20%
13%
23%

📈 Statistics ▥

The heat map to the left shows how strongly different variables correlate with one another. In this case, the strongest correlation is between variable 3 (GDP Per Capita) and variable 5 (Life Expectancy). [2]

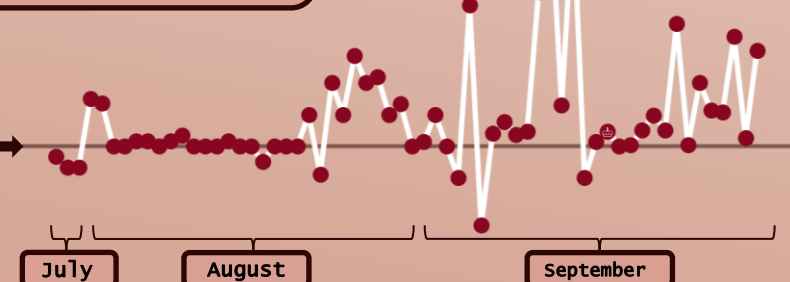Editor: Jupyter Notebooks
Packages: Pandas, Seaborn, Matplotlib

4

Strong
Medium
Weak

2019 World Happiness Report

2. Happiness Score
3. GDP Per Capita
4. Social Support
5. Life Expectancy

⏰ Time Management 📅

Google Calendar data can be downloaded in an excel file format.[3] The red dots in the graph to the right represent each consecutive day I learned about data science. Time spent learning is represented by the height of the dot.

Editor: Pycharm
Packages: Pandas, Matplotlib

5

Average: 117 Min
Maximum: 5.2 Hrs
Minimum: 15 Min

90 Min

July   August   September

SOURCES
1. Wilkinson, L. & Wills, G. (2005). The grammar of graphics. New York: Springer. Pg. 260
2. World Happiness Report Data, https://www.kaggle.com/unsdsn/world-happiness
3. Google Calendar to Excel file converter, https://www.gtimereport.com/
4. Icons made by Pixel Perfect from https://www.flaticon.com/authors/pixel-perfect
5. USA Map shape file retrieved from https://www.census.gov/geographies/mapping-files/2018/geo/carto-boundary-file.html

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