DATA VISUALIZATION

Data Visualization is used to communicate information clearly and efficiently to users by the usage of information graphics such as tables and charts. It helps users in analyzing a large amount of data in a simpler way. It makes complex data more accessible, understandable, and usable.

Tables are used where users need to see the pattern of a specific parameter, while charts are used to show patterns or relationships in the data for one or more parameters.

Tips to follow while representing data visually −

- Number all diagrams
- Label all diagrams
- Ensure that units of measurement on axes are clearly labelled
- Place any explanatory information in footnotes below the visual
- Check layouts to ensure maximum clarity

Pro and Cons of Data Visualization

Here are some pros and cons to representing data visually −

Pros

- It can be accessed quickly by a wider audience.
- It conveys a lot of information in a small space.
- It makes your report more visually appealing.

Cons

- It can misrepresent information – if an incorrect visual representation is made.

- It can be distracting – if the visual data is distorted or excessively used.