



SNS COLLEGE OF TECHNOLOGY

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Accredited by NBA (B.E - CSE, EEE, ECE, Mech & B.Tech.IT)

COIMBATORE-641 035, TAMIL NADU



COURSE NAME : 19CSE301 INTRODUCTION TO DATA SCIENCE

III YEAR/ V SEMESTER

UNIT – II

Topic: Data Visualization

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Data Visualization

- Data visualization is the practice of translating information into a visual context, such as a map or graph, to make data easier for the human brain to understand and pull insights from
- The main goal of data visualization is to make it easier to identify patterns, trends and outliers in large data sets.
- Data visualization is one of the steps of the data science process, which states that after data has been collected, processed and modelled, it must be visualized for conclusions to be made.
- Data visualization is also an element of the broader data presentation architecture (DPA) discipline, which aims to identify, locate, manipulate, format and deliver data in the most efficient way possible



Benefits

- the ability to absorb information quickly, improve insights and make faster decisions;
- an increased understanding and remember
- an improved ability to maintain the audience's interest with information they can understand;
- an easy distribution of information that increases the opportunity to share insights with everyone involved;
- eliminate the need for data scientists since data is more accessible and understandable; and
- an increased ability to act on findings quickly and, therefore, achieve success with greater speed and less mistakes.

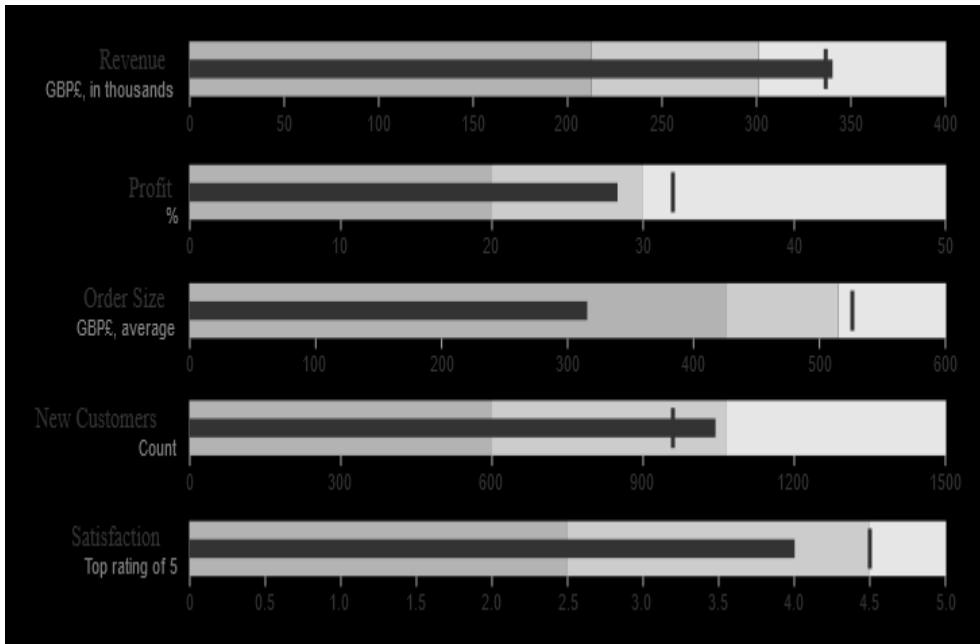


List of visualization

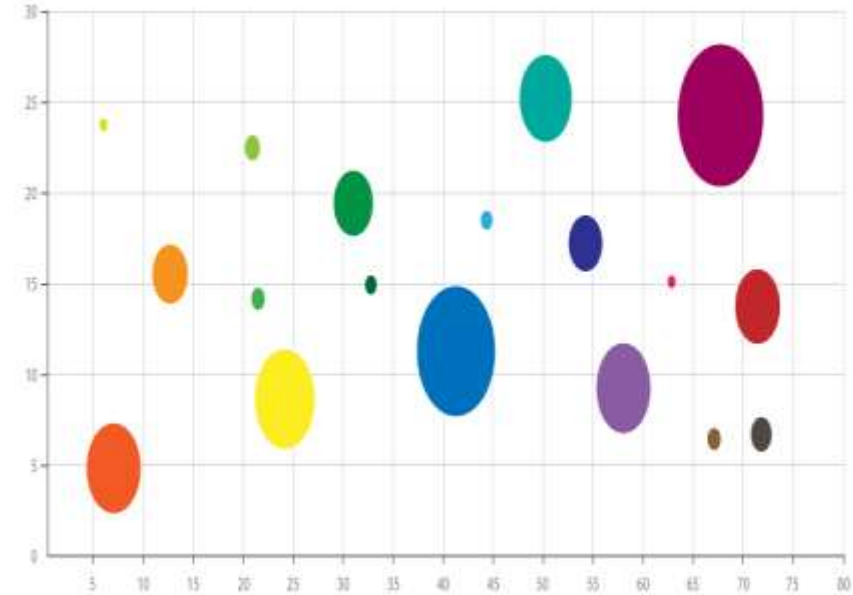
- **Bullet Graph**
- **bubble clouds**
- **heat maps**
- **fever charts**



- Bullet Graph**

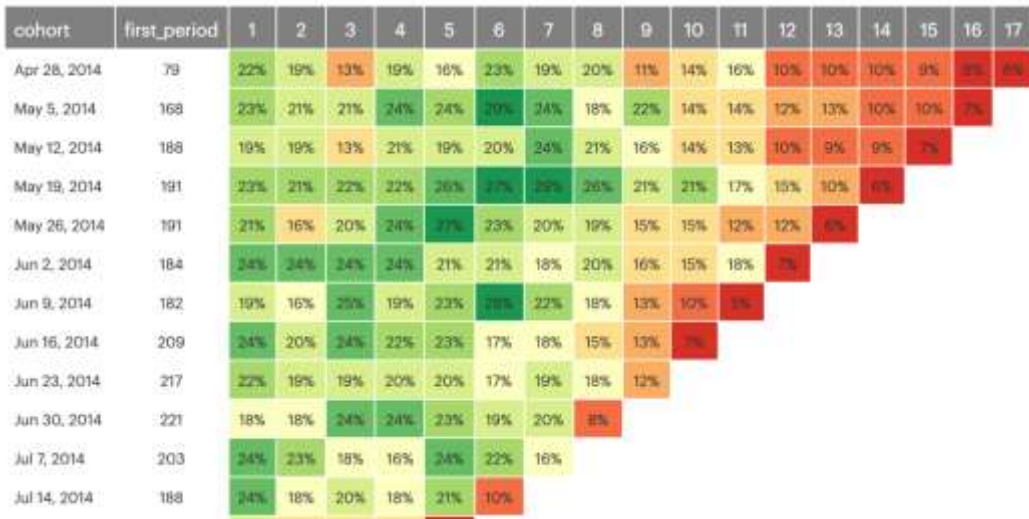


Bubble Graph

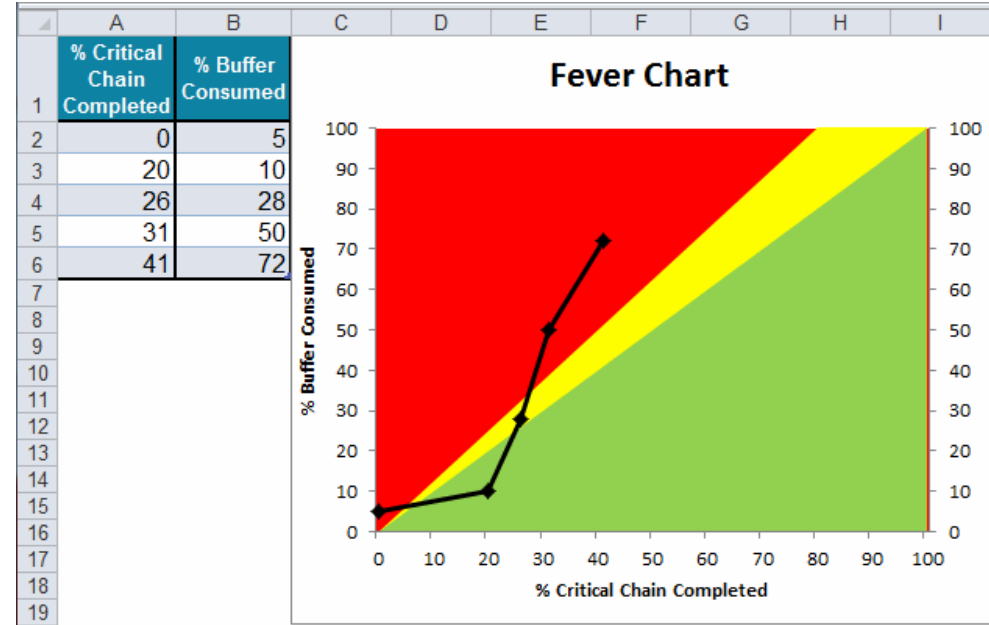




• Heat Map



Fever Chart





References

- Tom M. Mitchell, “Machine Learning”, McGraw-Hill Education (India) Private Limited, 2013.
- Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, “An Introduction to Statistical Learning: with Applications in R”, Springer; First Edition 2013.



Thank
You