

MIS 0855 Spring 2015 – Data Science

Day 7 – Visualizing Data

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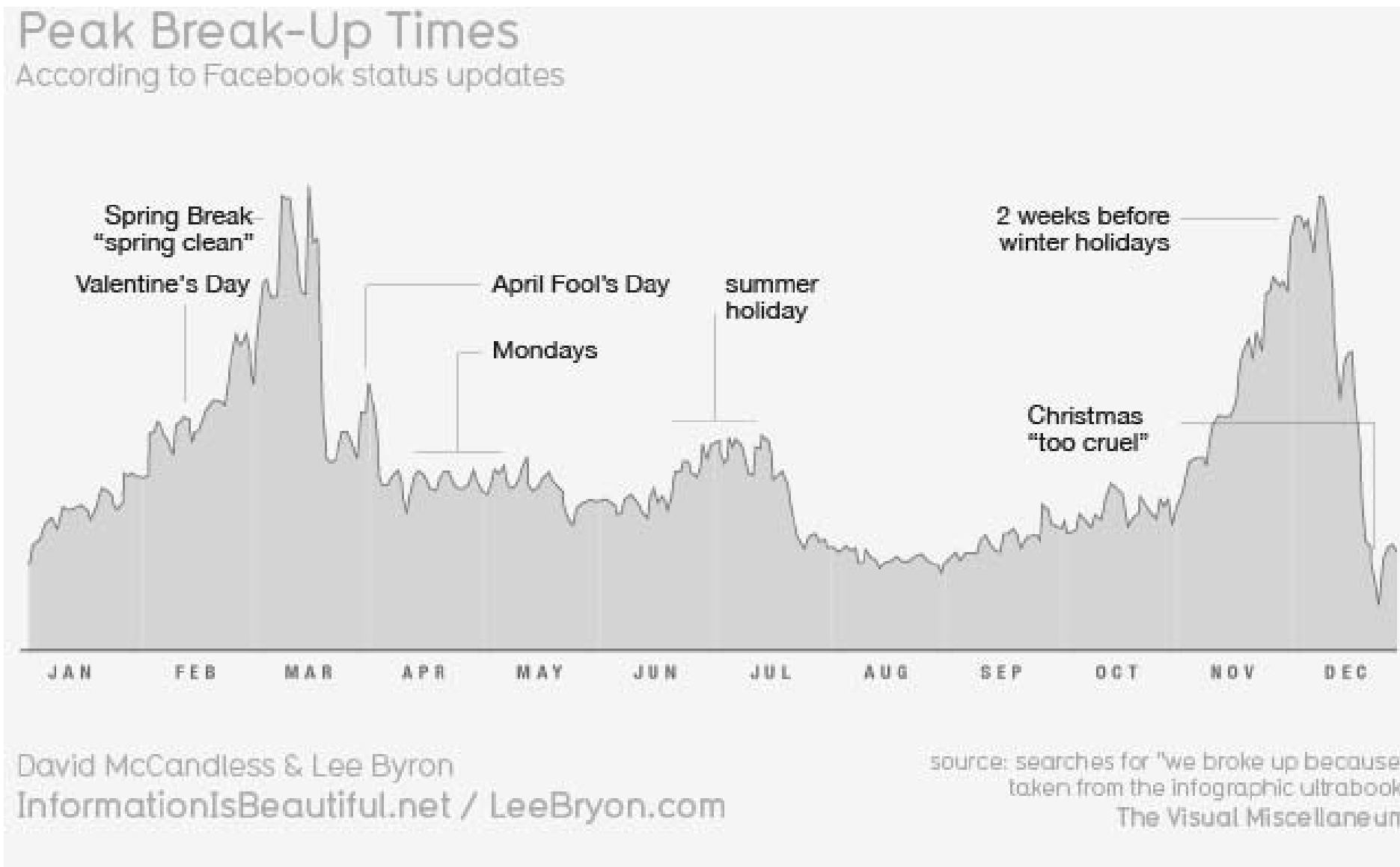
Jan. 28th, 2015

Data Visualization

- You have got a good data source.
- You have several hypotheses and sensible theories to support them.
- You have got an interesting analysis result.
- How to present our data and analysis outcome?



<http://golancourses.net/2010spring/01/18/looking-outwards-data-visualization/>



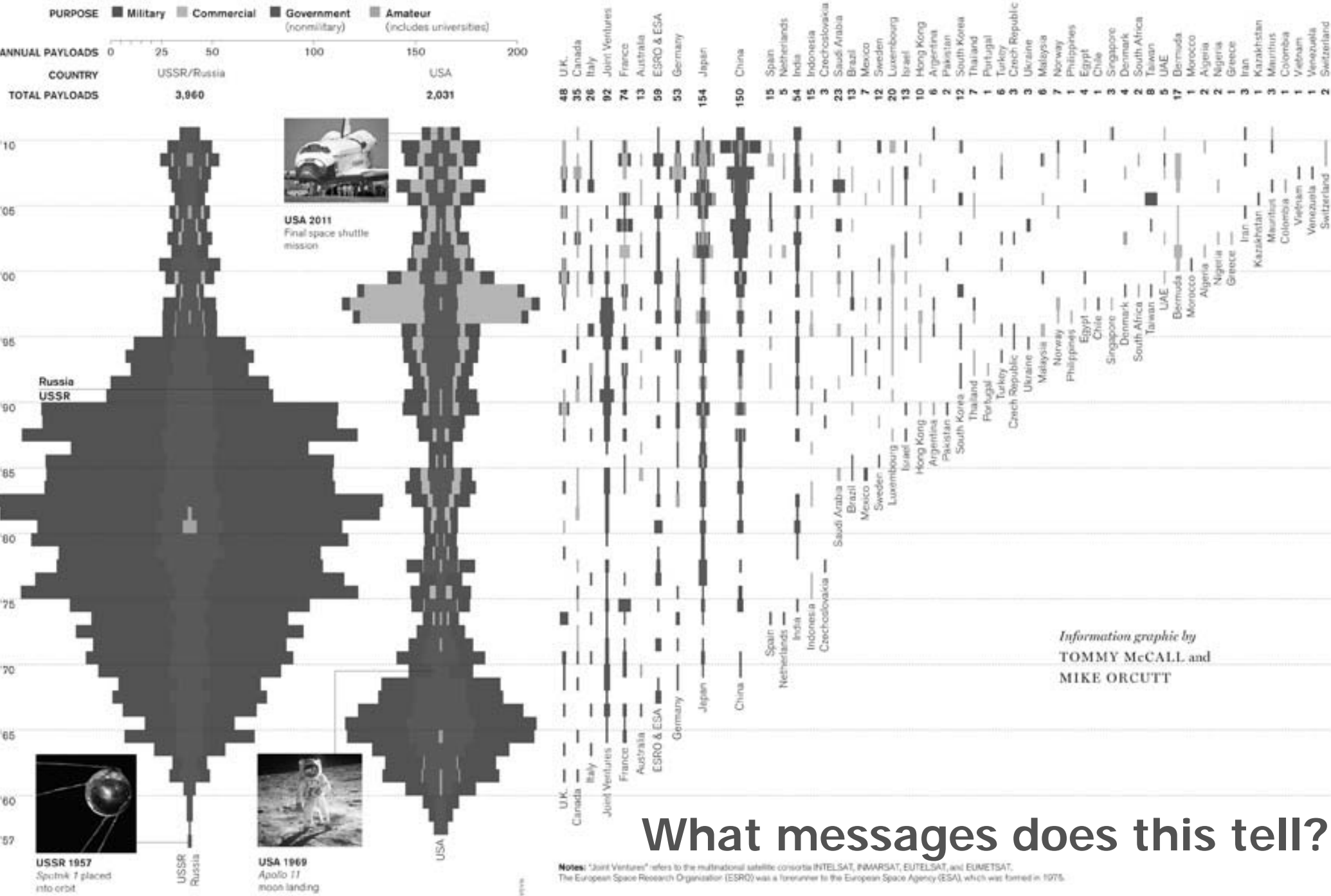
Best Data Visualization

- Look at the best data visualization examples.
- <http://gizmodo.com/the-best-data-visualizations-of-2013-1485611407>
- <http://blog.visual.ly/the-top-20-interactive-visualizations-of-2013/>
- Why are these *cool*?

Data Visualization Principles

- from <http://moz.com/blog/data-visualization-principles-lessons-from-tufte>
- Show the data.
- Provoke thoughts about the subject at hand.
- Avoid distorting data.
- Present many numbers in a small place (but not too many).
- Make large datasets coherent.
- Encourage eyes to compare data.
- Reveal data at several levels of detail.
- Serve a reasonably clear purpose.
- Be closely integrated with statistical and verbal descriptions of the dataset.

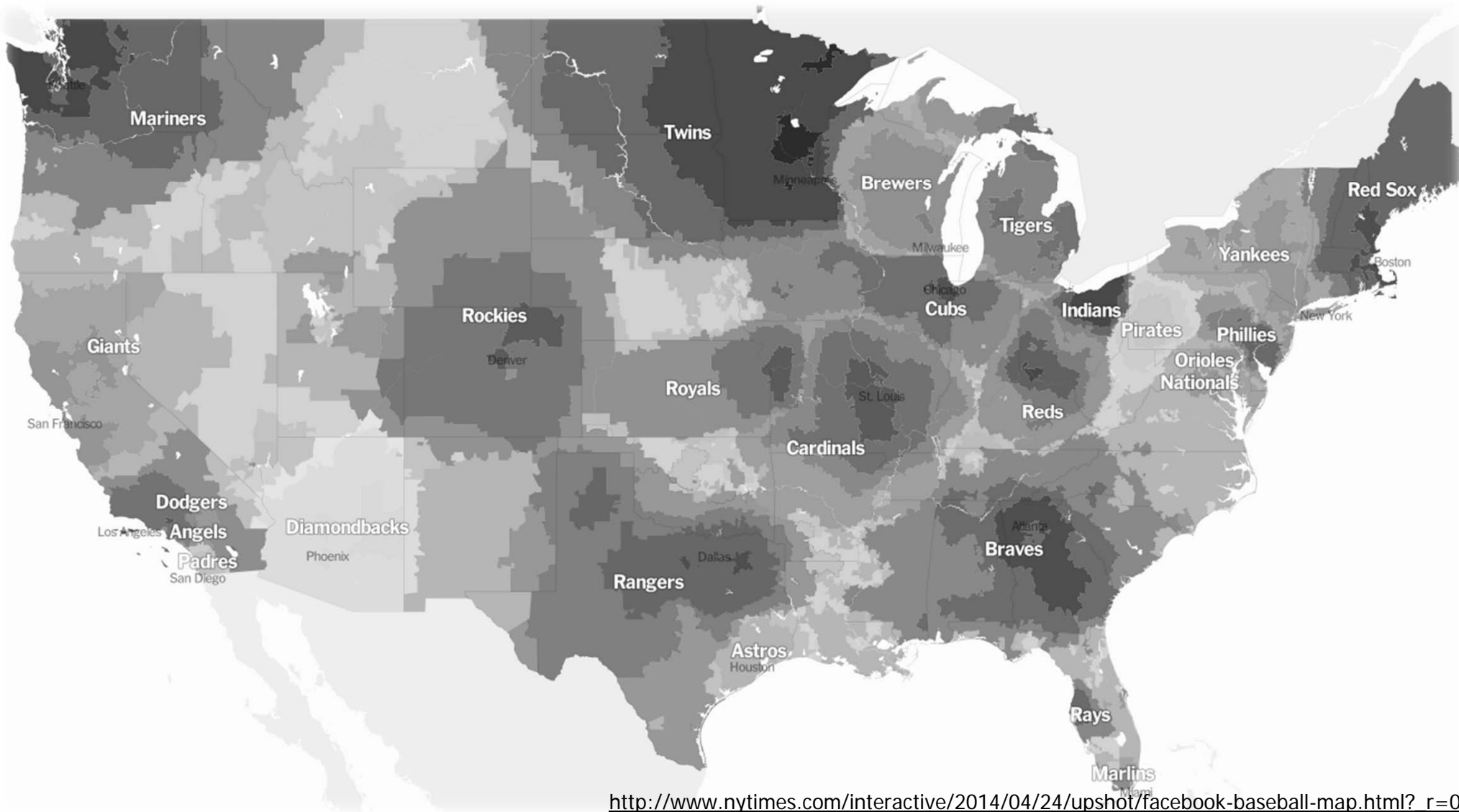
SPACE LAUNCHES (payloads by country and purpose, annually)



What messages does this tell?

<http://www.technologyreview.com/graphiti/425120/space-over-time/>

What messages does this tell?



<http://www.nytimes.com/interactive/2014/04/24/upshot/facebook-baseball-map.html? r=0>