



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAE734 – Visual Analytic and Storytelling

Unit II – Tools and Techniques



Presented by

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Redesigning Common Mind & Business Towards Excellence



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# Guess the Topic!!!

Introduction to  
Tableau





# Recap

- Reason to Study Data visualization
- Main Components of Data Visualization
- 5 elements of Data Visualization
- Fundamentals of Data Visualization
- Ways for Effective Visualization
- Common Mistakes
- Pitfalls





# Discussion about....

- Reason to Study Data Visualization Tools
- What is Data Visualization tools?
- Data Visualization Tools
- Advantages and Disadvantages of Data Visualization tools
- Benefits of Data Visualization Tools
- Three Types of Data Visualization Software





# Reason to study Data Visualization Tools



Visualizations help in easier understanding of complex data

Enables identification of patterns & trends in large datasets

Facilitates effective communication and storytelling with data

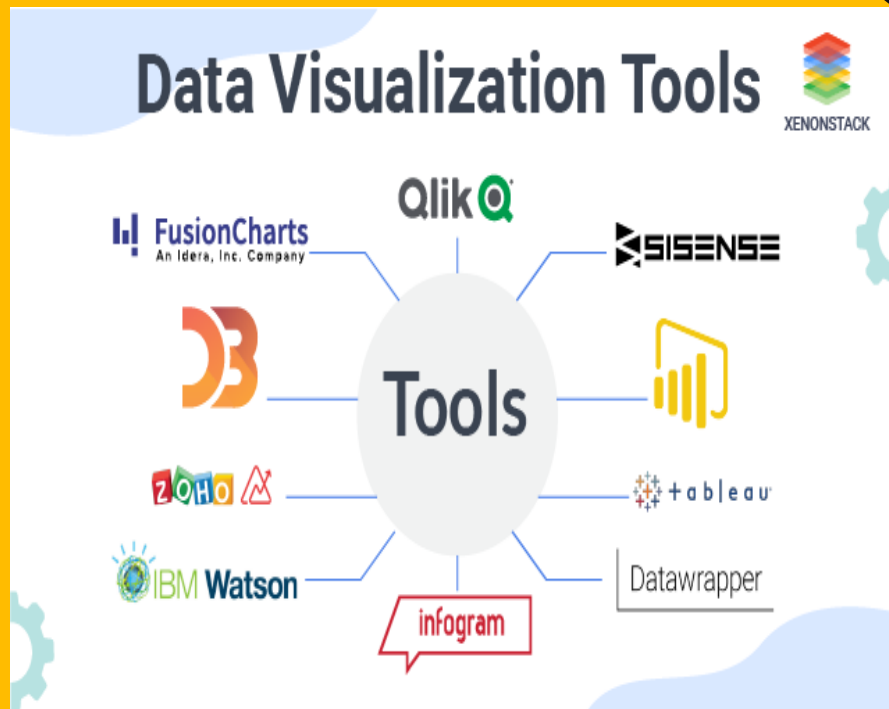


## What are Data Visualization Tools?

Tools that offer a visual representation of data. These representations, like bar graphs, scatter plots, etc. simplify analysis and enhance decision-making processes. Popular examples are Tableau, Power BI, GoogleCharts, etc.

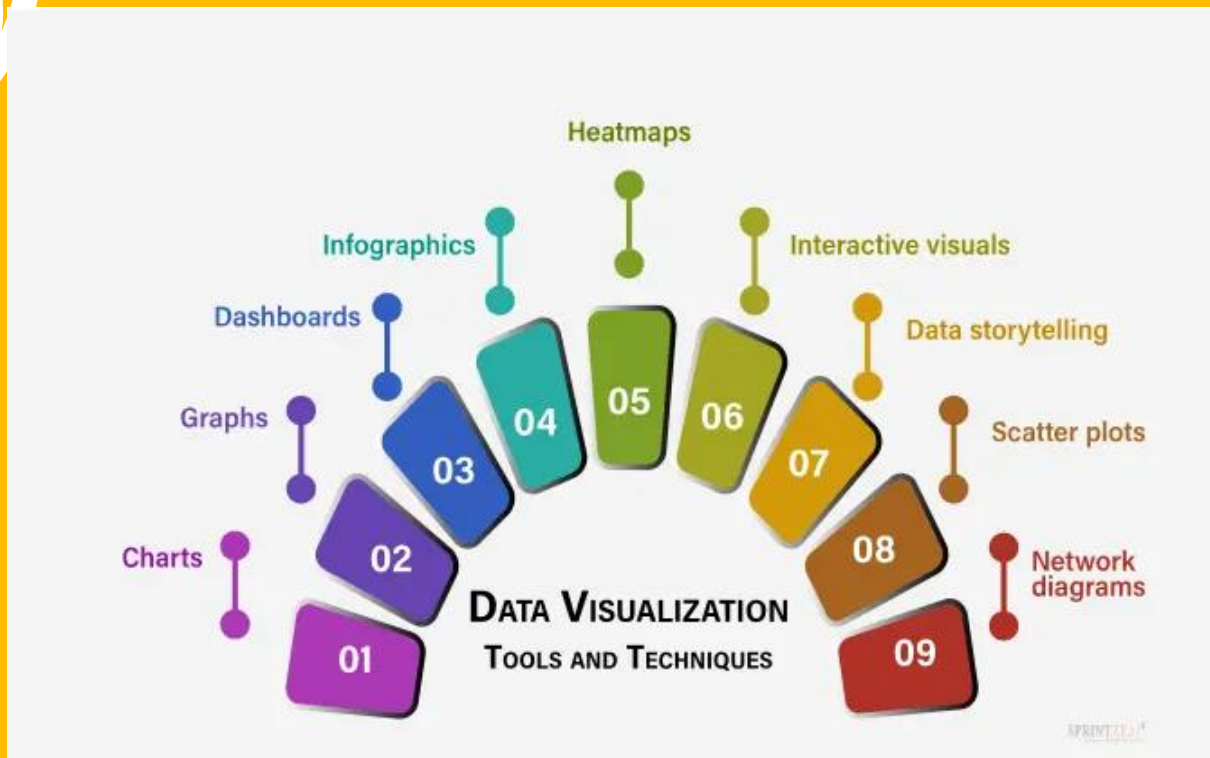


# Data Visualization Tools





# Data Visualization Tools and Techniques





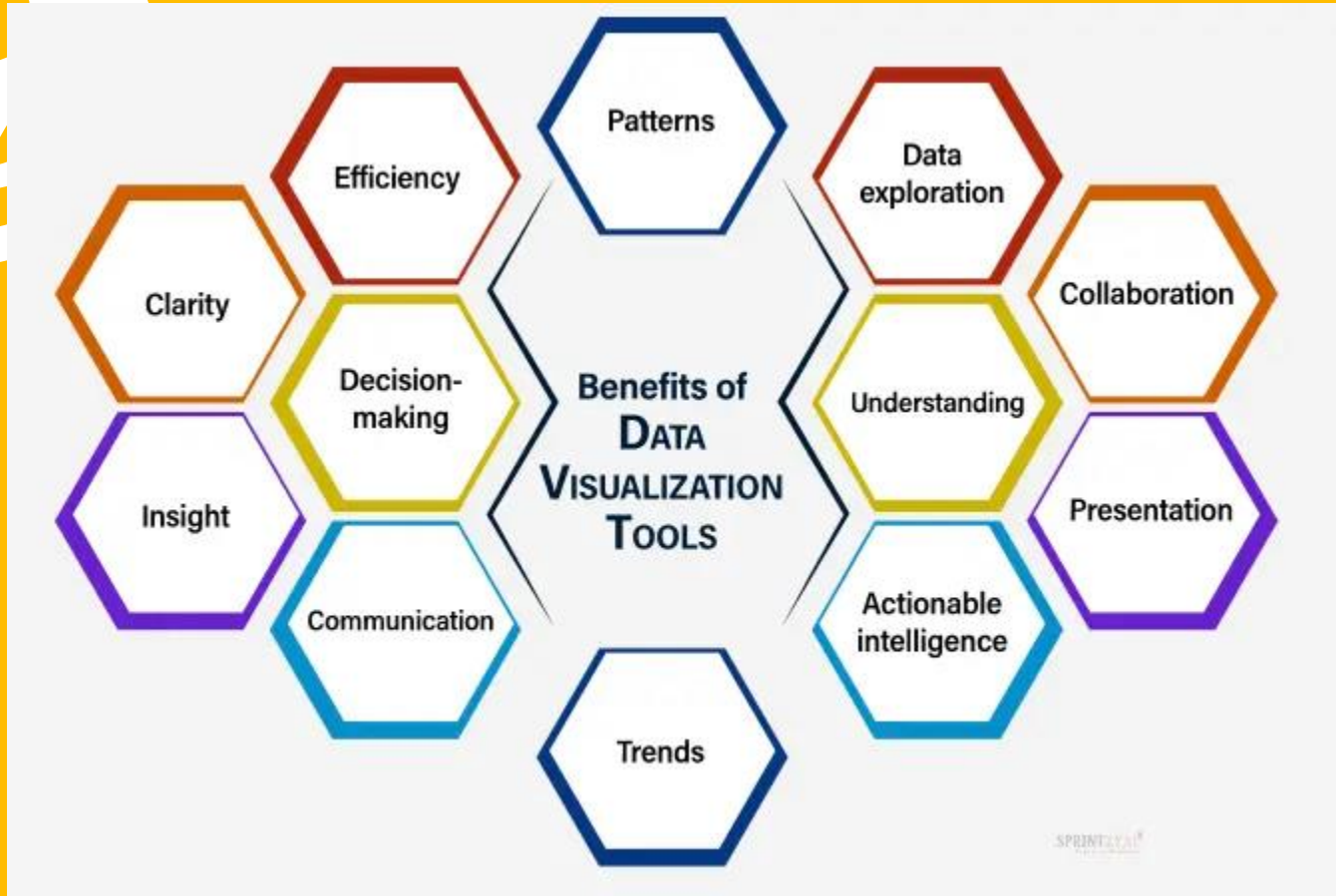


## Comparing Popular Data Visualization Tools

Tool	Advantages	Disadvantages
Tableau	<ul style="list-style-type: none"><li>• Interactive Dashboards</li><li>• Seamless Integration</li><li>• Advanced Analytics</li><li>• Collaborative Sharing</li></ul>	<ul style="list-style-type: none"><li>• Steep learning Curve</li><li>• Handling Large Datasets</li><li>• Pricing</li></ul>
Excel+ Power BI	<ul style="list-style-type: none"><li>• Familiar Interface</li><li>• Advanced Analytics</li><li>• Real-time Data Updates</li></ul>	<ul style="list-style-type: none"><li>• Compatibility concerns</li><li>• Potential for data inconsistencies and errors</li></ul>
Polymaps	<ul style="list-style-type: none"><li>• Support for Multiple Map Projections</li><li>• Customizable Stylings</li></ul>	<ul style="list-style-type: none"><li>• Steep learning Curve</li><li>• Limited browser support</li><li>• Lack of built-in features</li><li>• Performance consideration</li></ul>
IBM Watson Analytics	<ul style="list-style-type: none"><li>• Cognitive Capabilities</li><li>• Predictive Analytics</li><li>• Range Of Visualizations</li><li>• Collaborative Features</li></ul>	<ul style="list-style-type: none"><li>• Limited Customization Options</li><li>• Complexity for Beginners</li></ul>



# Benefits of Data Visualization Tools





# Three Types of Data Visualization Software



## Three Types of Data Visualization Software



1

**Open Source Data Visualization Software**



2

**Free Proprietary Data Visualization Software**



3

**Proprietary Data Visualization Software**



# Knowledge Check

Which of the following is NOT a commonly used data visualization tool?

- x A) Tableau
- B) Power BI
- C) Excel
- D) Python IDE

x **D) Python IDE**





# Summary



- Reason to Study Data Visualization Tools
- What is Data Visualization tools?
- Data Visualization Tools
- Advantages and Disadvantages of Data Visualization tools
- Benefits of Data Visualization Tools
- Three Types of Data Visualization Software





# References

- <https://www.treasuredata.com/glossary/what-are-data-visualization-tools/#:~:text=Data%20visualization%20tools%20are%20software,with%20massive%20amounts%20of%20data.>



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# Thanks!

