Data Visualisation
2. Recent & future development

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Summary

❑ Look Beyond Graphs and Charts

❑ Go Social

❑ Access Data More Easily

❑ Tell the Story more Interestingly

❑ Be a Data Journalist

❑ Bring Intelligence into Action
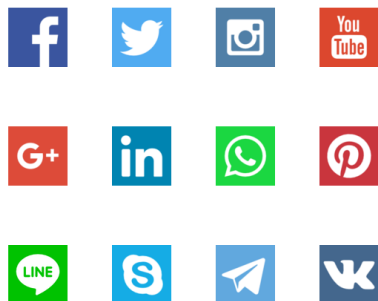
❑ Enjoy the Multi-Device Support

Look Beyond Graphs and Charts

- graphs and charts seem an essential part
- producing meaningful insights to make you capable of making more profitable decisions
- google charts, search console, maps …

Go Social

- Data visualization is integrating social media into its landscape
- You must make sure that data is in a presentable and visually appealing form

96.7%

believe that visual content engages best on social media

(source: Newburyport Mass)
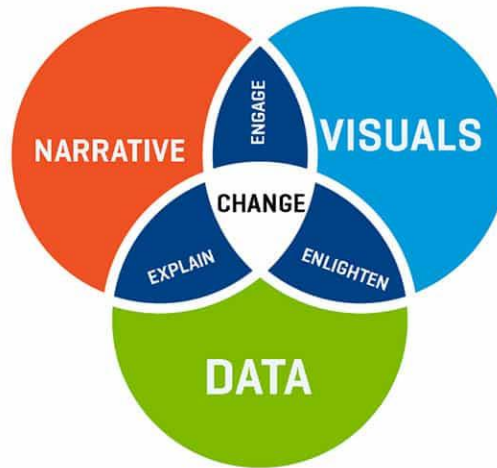
Access Data More Easily

- The era where solely IT had access to data and information has come to an end long ago;
- Introduction of self-service business intelligence and advanced data visualization techniques;
- Drag and drop functionality;

(source: finereport.com)
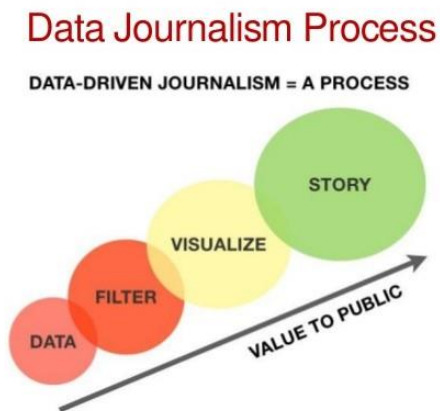
Tell the Story more Interestingly

- The concept of data visualization for storytelling is rapidly gaining popularity
- Creating interesting yet simple stories from complex data is a difficult job

(source: ceoworld.biz)

Be a Data Journalist

- Graphs and charts allows you to summarize details over a long period into an easily understandable form that also takes little space;
- Media houses are increasingly using data visualization for presenting trends over an extended period;

Data Journalism Process

DATA-DRIVEN JOURNALISM = A PROCESS

STORY

VISUALIZE

FILTER

DATA

VALUE TO PUBLIC

(source: wikipedia)

Bring Intelligence into Action

- AI-powered data visualization is not only helping businesses find the information they are looking for but also suggesting what actually they should be looking for business benefits;
- Machine learning (ML) and natural language processing (NLP) can be incorporated;

Enjoy the Multi-Device Support

- The future is mobile, but the present at least is a combination of multiple devices;
- Data visualization is developing capabilities to deliver the mobile users the same experience that it has been offering to desktop users;

(source: edataviz.com)

Data Visualisation

A picture is worth a thousand of words

Thank you