

## 21.6: Data Visualisation

In the [Data-driven decision making](#) chapter, we discussed the importance of reporting on data and making sure that the information gets to the right users, in the right way. Not everyone is adept at understanding a detailed financial breakdown, and analytics reports often intimidate people, so how can a data-focused marketer present information in a way that's accessible to everyone?

The answer lies in data visualisation, which involves placing data in a visual context to help users understand it. Data visualisation software can help demonstrate patterns and trends that might be easily missed in purely text-based data reporting. It can refer to something as simple as an infographic, or something as complex as a multi-point interactive program that lets users decide what to compare.



Figure 21.6.1: Traditional graphs and charts to represent data. Adapted From Public Tableau, 2017

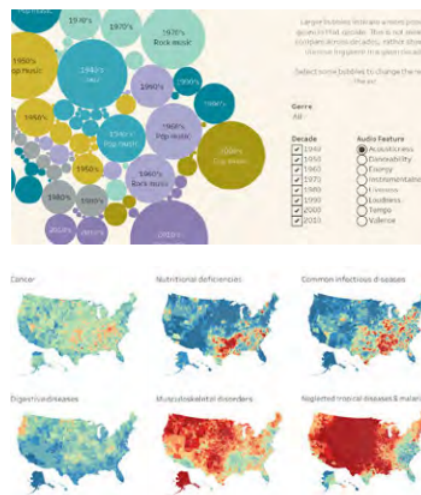


Figure 21.6.2: Representing data in different ways Adapted From Public Tableau, 2017

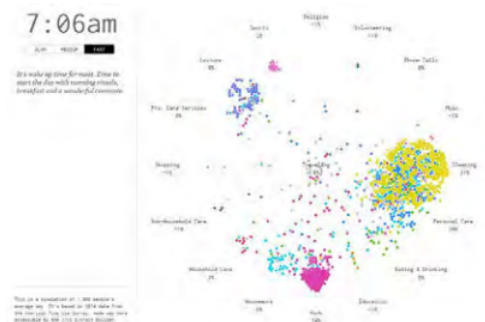


Figure 21.6.3: Clever use of the layout of a clock and plotting points for representing what Americans spend their time doing each day Adapted From Scribble Live, 2015

Many data visualisation online are also interactive. Visit this link to see an interactive data visualisation about voting habits of Americans: [https:// www.nytimes.com/interactive/2016/06/10/upshot/voting-habits-turnoutpartisanship.html](https://www.nytimes.com/interactive/2016/06/10/upshot/voting-habits-turnoutpartisanship.html)

 Note

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