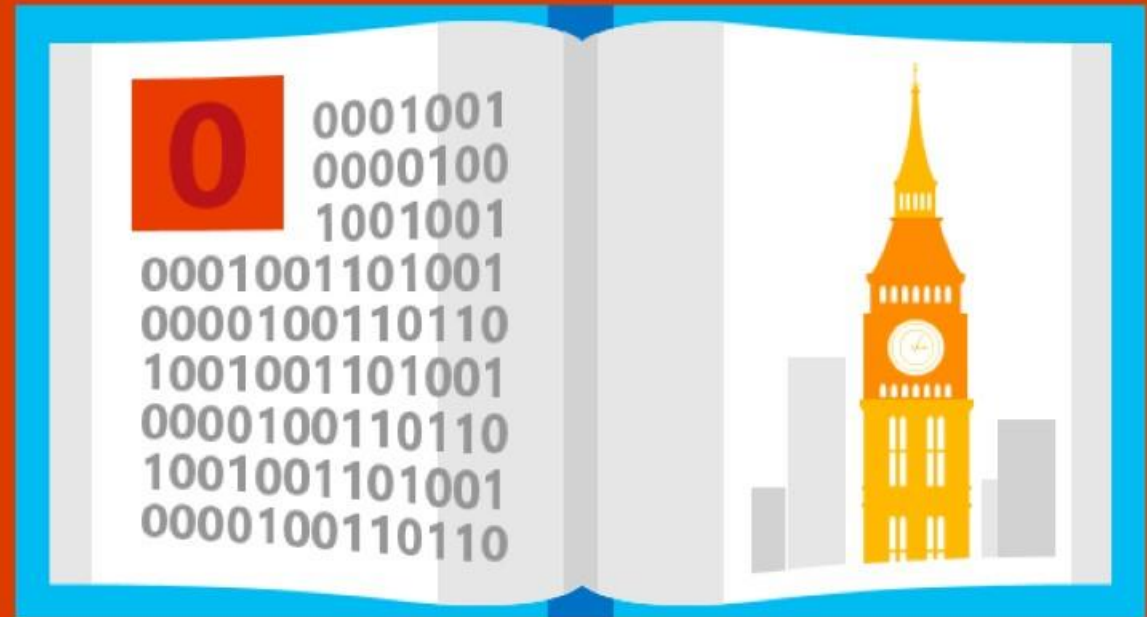


Harnessing Power of Your Data with Visualization

Ome Sivadith



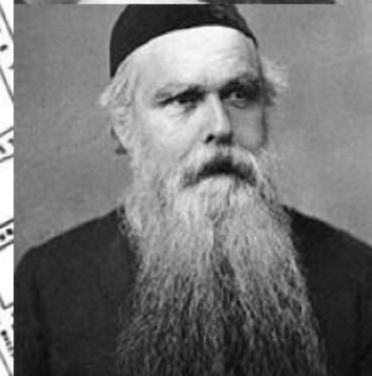
Let's start with a story
about data...



1854 London data map



Dr. John Snow



Rev. Henry Whitehead

Data gives you the WHAT, so people can uncover the WHY

Find, combine,
manage

01100
10010
00101

Form theories,
analyze, refine



Take action,
operationalize



Data science process



How can we find the source?

Find, combine,
manage

Gathered & mapped
incident locations

01100
10010
00101

Form theories,
analyze, refine

Theorized sources & refined
with external data



Take action,
operationalize

Removed pump handle
& stopped outbreak



"Visualization" telling great story from your data

Thanachart Ritbumroong, Ph.D.



visualize this !

- data tell stories ... simple ... complex
- data can be boring.
- it's your job to decide how to tell the story.
- Visualize
 - Facts
 - Comparison
 - Patterns

5 myths of visualization

- visualization will make data more flashy
- software will do everything
- the more, the merrier
- it's a fact !
- we need to show everything



visualization will make data more flashy

Q: can you take my data and make them more flashy?

A: No, if you have only 10 records !!

data make visualization more interesting

software will do everything

- visualization will not magically appear
- each software serves different types of users
- flexibility and interactivity

the more, the merrier

- it is better to put more information in a single graphic??
- putting multiple visual cues in a single chart to save space doesn't always a good idea
- simple and clear is better than clever and compact

It's a fact !

- visualization is subjective
- statistics is subjective
- choose what you analyze, what methods to use, and pick what to point out in reports

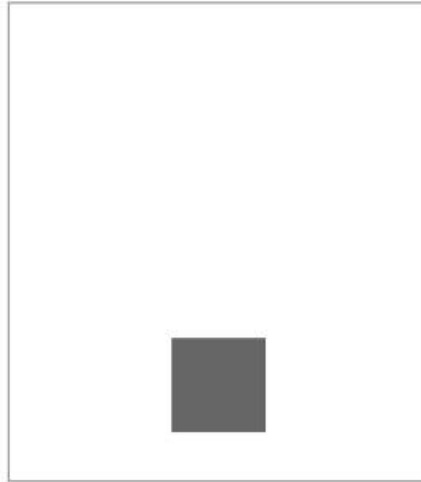
we need to show everything

- accuracy is important ... but
- visualization is less about the individual values and more about the distribution of them over time and space.
- If all you care about are individual data points, go for a table.

principles of visual organization

- figure/ground
- similarity
- proximity
- common fate
- closure

figure/ground



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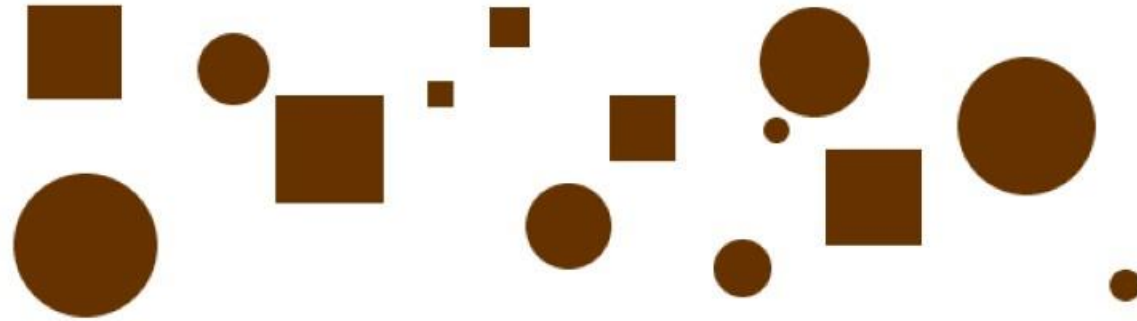
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similarity



proximity

Paragraph #1 as presented without these 3 Gestalt Principles:

familiar with the typed words)
the fact that I'm now and you're
reading of this is
its good to that the principles of dependent
would Principles and thoughts the proximity communicate
would be Gestalt to due The my Without to three to on
is to right that this are you're (written/ these written you are seeing right
than largely little are three or and no language paragraph
fact the now what consistency you what makes employing
other relying connectedness language
adherence on continuation you The
medium and structure bear through unable factors reason
uniform with relationship sense

These groups appear to be separated by color or contrast.

Proximity overpowers other signals of distinction, as seen in this example.



common fate



closure

LOOK IN IDE

This example likely requires too much effort to allow closure to occur and the message may be lost.

LOOK INSIDE

This example makes it easy for closure to occur. Therefore the message is clear.

key take away

- visualization is a mixture of art and science
- there is no harm for trial-and-error

Overview first,
zoom and filter,
then details on demand

How to get start?

Our recommendation for your success

1

Select a use case with a meaningful target

2

Control the scope

3

Start small , don't wait to get started

A powerful new way to work with data

Self-service business intelligence with familiar Excel and the power of the cloud

Analyze in Excel

1 Billion Office Users



Collaborate in Power BI for Office 365

1 in 4 enterprise customers on Office 365



Discover



Analyze



Visualize



Share



Question



Mobility



Scalable | Manageable | Trusted

The Microsoft data platform

Microsoft SQL Server

Microsoft Azure



Visualize + decide



Applications



Reports



Dashboards



Natural language query



Mobile

Transform + analyze



Orchestration



Information management



Complex event processing



Modeling



Machine learning

Capture + manage



Relational



Non-relational



NoSQL



Streaming



Internal & external

The background of the slide is a photograph of a modern office interior. It features large glass windows that look out onto a city skyline with many buildings. Inside the office, there are desks, office chairs, and ceiling lights. A semi-transparent green rectangle is overlaid on the left and center of the image, serving as a background for the text.

Thank You

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www.powerbi.com