

DWM 4/5/2020

Visualization is used to communicate information clearly and efficiently to users by the usage of information graphics such as tables and charts. It helps users in analyzing a large amount of data in a simpler way. It makes complex data more accessible, understandable, and usable.

Tables are used where users need to see the pattern of a specific parameter, while charts are used to show patterns or relationships in the data for one or more parameters.

Pro and Cons of Data Visualization

Here are some pros and cons to representing data visually –

Pros

It can be accessed quickly by a wider audience.

It conveys a lot of information in a small space.

It makes your report more visually appealing.

Cons

It can misrepresent information – if an incorrect visual representation is made.

It can be distracting – if the visual data is distorted or excessively used.