

# INTELLIGENT LEARNING SERIES: DATA VISUALIZATION PART 2

## VIDEO TRANSCRIPT

Hi! My name is Claire. I'm one of the Analytics Advisory Specialists for Accenture in the Philippines' Insights and Intelligence Team. I'm here to quickly discuss the basics of data visualization, along with the tools, techniques, and insights generation processes that we do for our clients.

Since we already covered the two techniques and named common data visualization tools, let's now discuss best practices for Data Storytelling.

For context, Data Storytelling is the most effective way to share business information to drive outcomes.

By making use of techniques in data visualization and presentation skills to showcase insights, decision-makers will easily identify the right strategy for their business. This is the power of data storytelling. Because of that, let me now give you tips on how to best use these 5 most common charts as you tell your organization's stories through data.

First, we have bar charts.

Regardless if it is a horizontal bar graph or a vertical bar graph, here are the things to remember when using them. Vertical Bar Charts best showcase changes over time. In general, bar charts are good for showing differences among categories. To make your bar charts more compelling, remember to order the data points appropriately and use consistent colors for categories, especially those with subcategories.

Second, the pie chart.

you want to show relationships between parts of a whole, then the pie chart is what you'll need. Just remember the following:

- Your pie chart should not have more than 5 categories.
- - Pie charts with more than 5 categories look cluttered and it's hard to grasp the insight.
- - You should also make sure that the data sums up to a 100%.



Third, is the line chart.

Line charts are used to showcase time series data. They show trends, acceleration, and volatility of continuous data. To make sure that your line charts best present a data point's movement across time, remember to use solid lines and set the right height on your axis.

Fourth, is the bubble chart.

Bubble charts are commonly used to show nominal comparisons as well as ranking relationships. When you use them, remember to size bubbles accordingly. More importantly, do not use odd shapes.

For the fifth chart type,

we have the heat map. Heat maps display categorical data by intensifying colors to represent values of geographic maps or data values. Because of that, you should always make sure to choose appropriate data ranges and sound color schemes.

Now we are here to talk about the Insights Generation Process.

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