5 Best Practices for Data Visualization

Unilytics, a Tableau training company, discusses the best data visualization practices to help businesses create more user-friendly data reports & visuals.

TORONTO, ONTARIO, CANADA, August 27, 2018 /EINPresswire.com/ -- When it comes to creating reports and graphs, it can often be hard to find the best format to present data. Numbers and statistics can often be boring for some people, even if they are important for the company. Therefore, data analysts need to be able to create visually stunning data reports and visuals to draw the interest of those who would otherwise be uninterested.

Unilytics, who provides Tableau training programs and consulting services, specializes in teaching and training those employees whose job it is to report the numbers. Their training consists not only in making sure that the correct data is being shown, but in making sure that it is also being presented in the best possible way to engage the audience and help them learn from the data better.

"With the proper use of visuals and graphs you can engage even the most indifferent audience," says Peder Enhorning, President & CEO of Unilytics, "And our job is to make sure that company data analysts know how to interpret data and present it to their peers in a way that is appealing and encourages them to learn from it."

As to the best way to interpret and present the data, Unilytics has provided their list for the top 5 data visualization best practices.

1. Refine Your Methodology
It helps to have a clear and well-defined process for discerning what data you need, how best to collect it, and then deciding how best to present the data.

2. Know Your Audience
By defining your audience, you can better determine what information they will be most drawn to, and how to present it so that they can learn more from the reports.

3. Define Your Goal
What actions are you looking to evoke with your data? This will help you determine what data you need to present with the greatest importance.

4. Profile Your Data
You need to define whether your data is categorical, ordinal, and quantitative. For each category there will be different graphs and visuals that work best. To know the difference in categories, we've listed a short definition of each type of data:
Categorical – Data sets that belong together, like geographic areas.
Ordinal – Data sets that belong together but also have a logical sequence, like a hierarchy system.
Quantitative – Data that is defined by concrete numbers, i.e. population, or exact amounts.

5. Use Visuals Effectively
When it comes to presenting data, you need to find a way to present it that will capture your audience and engage them. This is the only way people will be able to learn from it. If they find it boring or dismissive, then all your efforts will be wasted.

That concludes Unilytics list of the top 5 best data visualization practices. Of course, this is a shortened list, with the goal of trimming the fat and getting straight to the point. For more details or for training info, visit the Unilytics website or contact them directly.

About Unilytics: Unilytics Corp is a business intelligence & analytics training company that specializes in Tableau training courses and consulting services. The company was founded in 2001 by Peder Enhorning, who is still the company president and CEO. Unilytics' main focus is to help their clients simplify complex data and present in a manor that is easy to read and review, allowing their clients to learn more efficiently and operate at a more effective rate. To learn more, you can visit their website at www.unilytics.com

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