

Common Data Visualisation Methods: Using Them for the Right Reasons

LAST 7 DAYS USING MEDIAN ▾

RENDER VS BOUNCE RATE

Median Page Load (LUX): 2.056s

OPTIONS

100 %

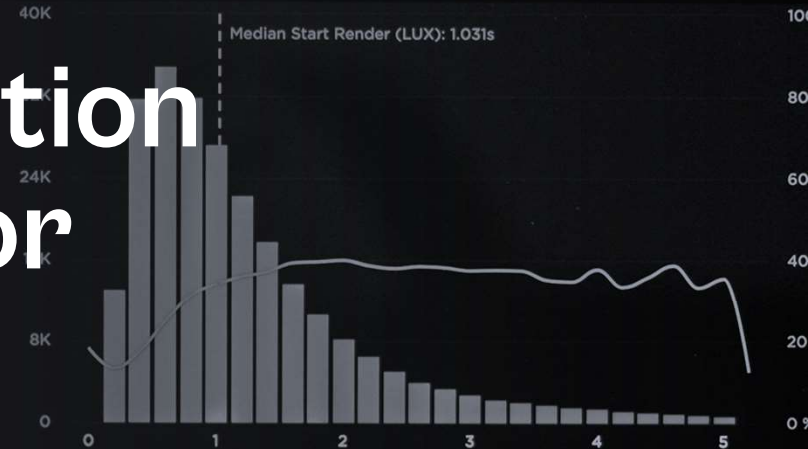
START RENDER VS BOUNCE RATE

40K

Median Start Render (LUX): 1.031s

OPTION

100 %



ONLOAD

(LUX)

Page Views (LUX)

Bounce Rate (LUX)

OPTIONS

500K 100%

SESSIONS

Sessions (LUX)

Session Length (LUX)

PVs Per Session (LUX)

OPTION

100K 40%

2.7Mpvs

40.6%

479K

17min

2pvs

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APRIL 2024

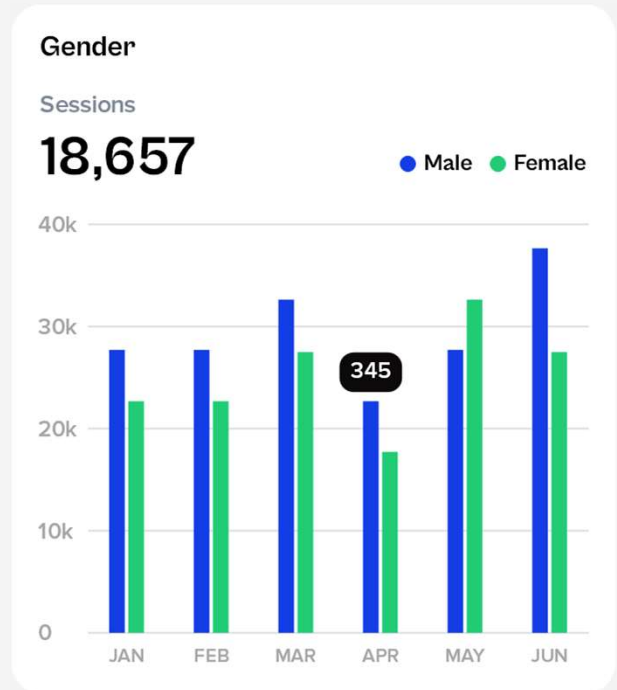
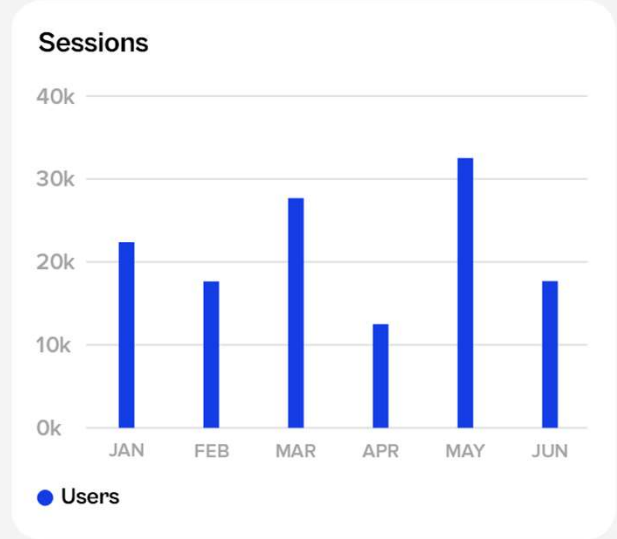


Bar Charts

Display data with rectangular bars representing the magnitude of the values they represent. The bars can be plotted vertically or horizontally.

Advantages

- > **Clarity**
Easily interpretable at a glance, making them effective for comparing discrete categories or groups.
- > **Versatility**
Suitable for displaying changes over time, comparisons among items, or part-to-whole relationships in a clear manner when categories are limited.





Line Graphs

Plot data points connected by straight lines to show trends over a period.

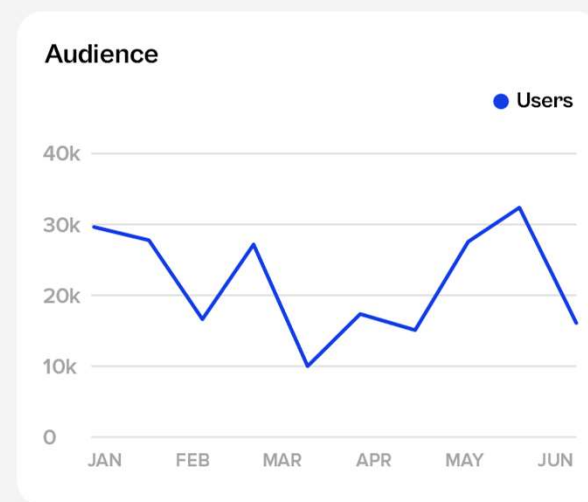
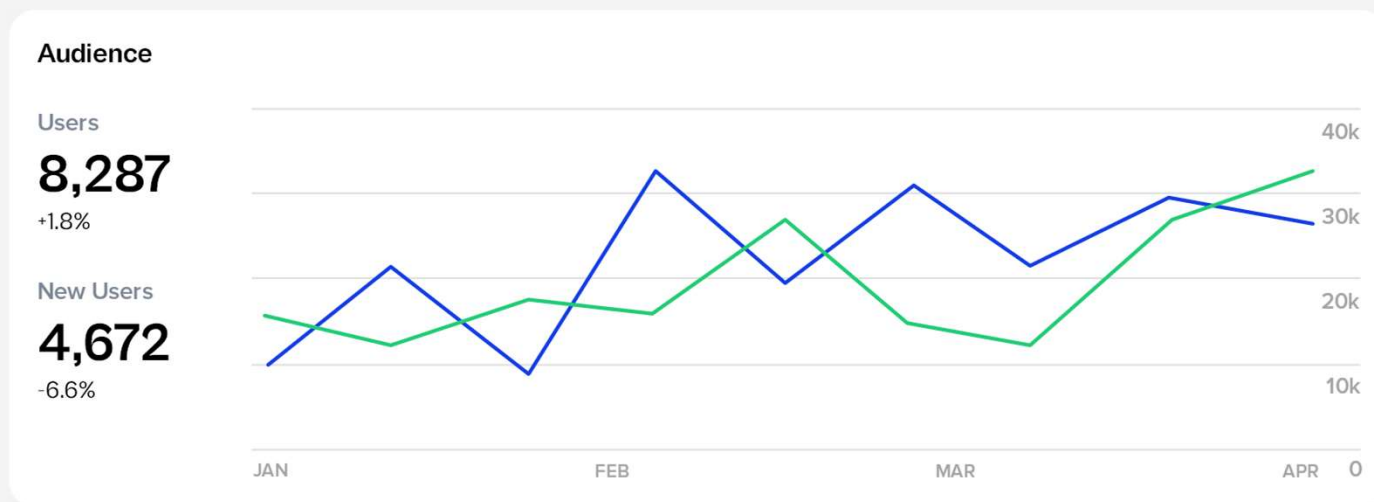
Advantages

Trend Visualisation

Ideal for displaying data trends over time, allowing for the observation of patterns or changes.

Comparative Analysis

Can overlay multiple data sets for comparative analysis, making it easier to identify relationships between different series.





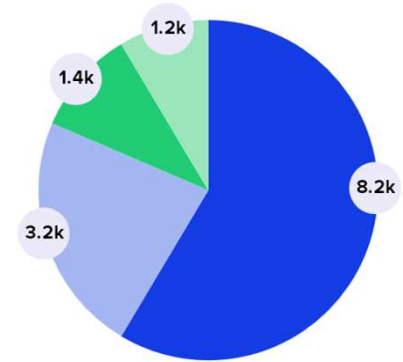
Pie Charts

Circular charts divided into slices to illustrate numerical proportion.

Advantages

- > Proportion Display**
Excellent visualises parts of a whole, making it straightforward to see the relative sizes of data categories.
- > Simplicity**
Best used when the number of categories is small, ensuring the chart remains easy to read and interpret.

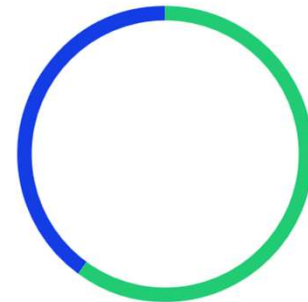
March 2023



- Product 1
- Product 2
- Product 3
- Product 4

What these stats mean?

Device Type



- Desktop
- Mobile



Scatter Plots

Use Cartesian coordinates to display values for two variables for a set of data.

Advantages

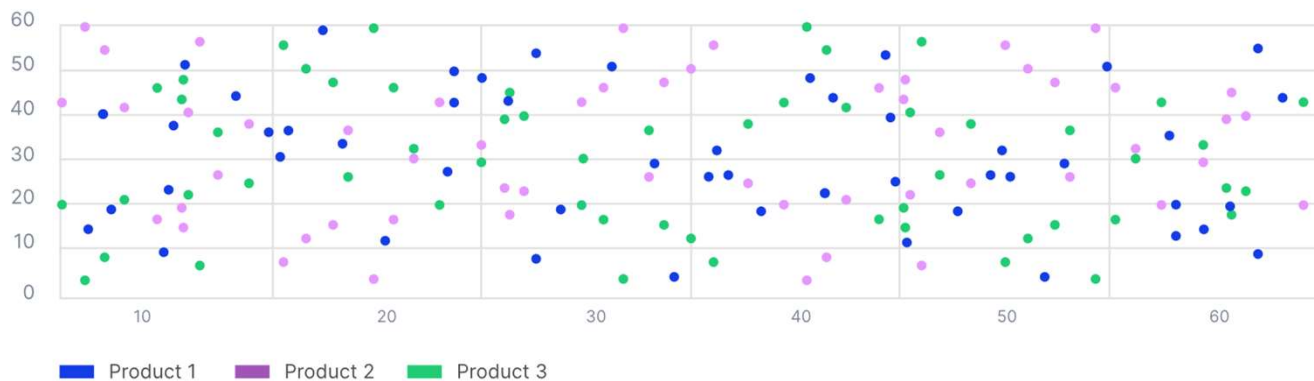
Correlation Identification

Effective for identifying the relationship or correlation between two variables.

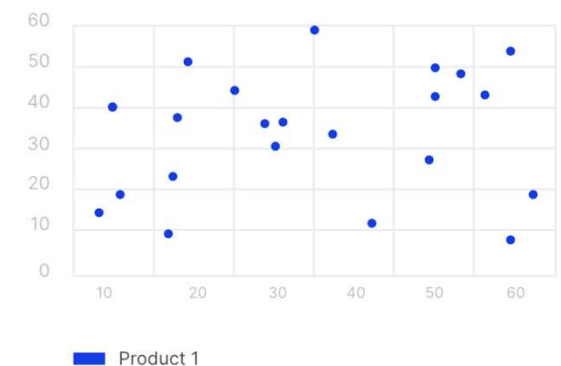
Outlier Detection

Makes it easy to spot outliers and anomalies in the data, which can be critical for analysis.

Product



Device Type





Histograms

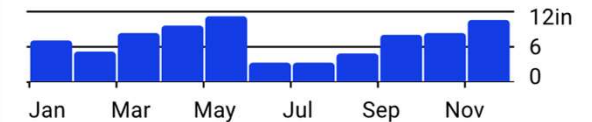
Similar to bar charts but are used specifically for showing the distribution of a dataset.

Advantages

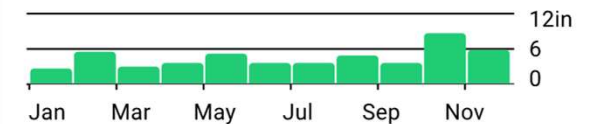
- > Data Distribution Clarity**
Good for visualising the distribution of data, helping to understand the skewness, peak values, and variability.
- > Comparison of Data Ranges**
Useful in comparing different ranges or bins of data, making it easier to see where most data points fall.

MATLAB

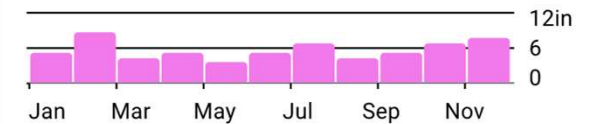
Region A



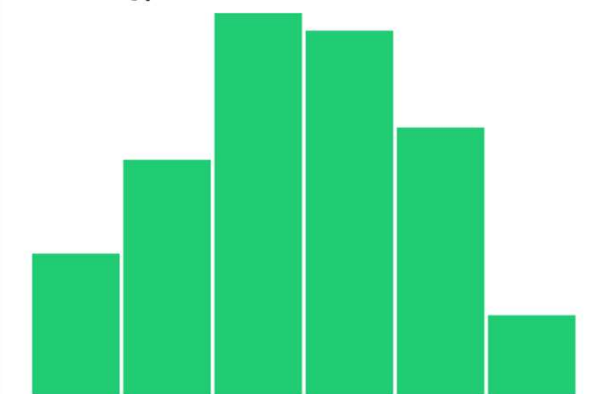
Region B



Region C



Device Type



Mobile



Heat Maps

Use colours to represent data values in a two-dimensional matrix, showing the magnitude of a phenomenon as colour in two dimensions.

Advantages

Density Visualisation

Ideal for showing variations across a data set through variations in colouring, making dense data easily digestible.

Pattern Identification

Effective in identifying patterns or trends in complex data sets, especially useful in geographical mapping and matrixed information.

Temperature

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Avg (°C)	-24	-20	-12	-1	8	15	16	13	7	-4	-15	-23
Max (°C)	-19	-14	-5	5	15	21	22	19	12	0	-11	-20
Min (°C)	-29	-26	-20	-7	2	9	10	8	2	-8	-20	-27



Area Charts

Similar to line charts but fill the area below the line with a solid colour or gradient to show volume.

Advantages

- > Volume Representation**
Adds a visual depth to line graphs by showing the volume beneath the curve, making it suitable for demonstrating cumulative totals over time alongside trends.
- > Layering Capability**
Can layer multiple data sets with transparency to compare different series effectively.

Overall Performance

Mon	Tue	Wed	Thu	Fri	Sat
10	11	12	13	14	15



Best \$90.00

Today \$45.00

Revenue Overview



● Product A ● Product B



Bubble Charts

Variation of scatter plots, where each data point is represented by a bubble, and the size of the bubble denotes a third dimension.

Advantages

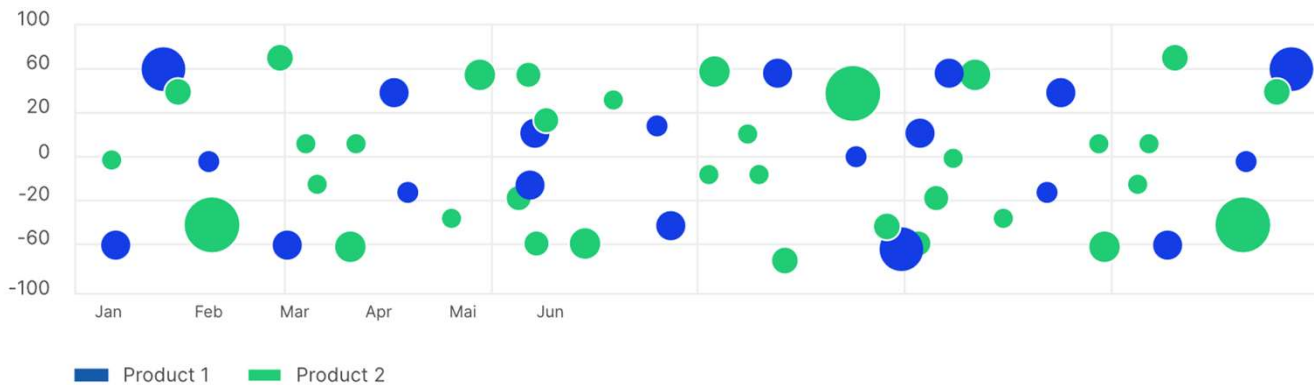
Multi-dimensional Analysis

Allows for the representation of three data dimensions, offering a more complex analysis of data sets.

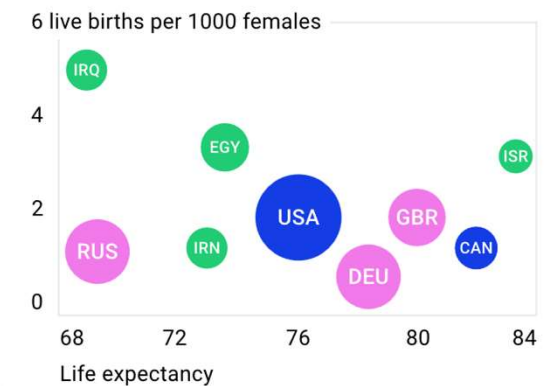
Interactive Potential

Particularly effective in interactive visualisation where users can hover over bubbles to get more information.

Products



Life Expectancy





Radar Charts

Display multivariate data in the form of a two-dimensional chart of three or more quantitative variables represented on axes starting from the same point.

Advantages

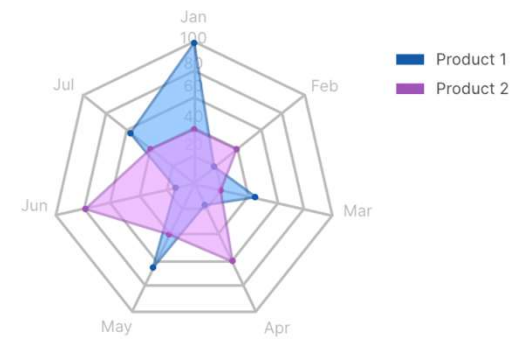
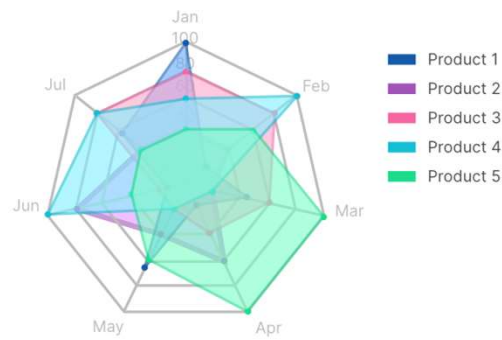
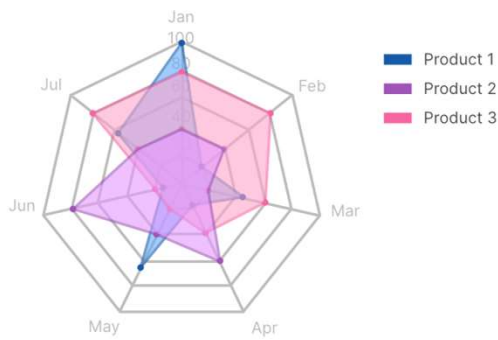
Multi-variable Comparison

Ideal for comparing several items or observations over multiple characteristics.

Pattern Recognition

Makes it easier to spot outliers and similarities between different data points based on shape patterns.

Product





For more Ecosystem
Insights, visit



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