# Information School
## UNIVERSITY of WASHINGTON
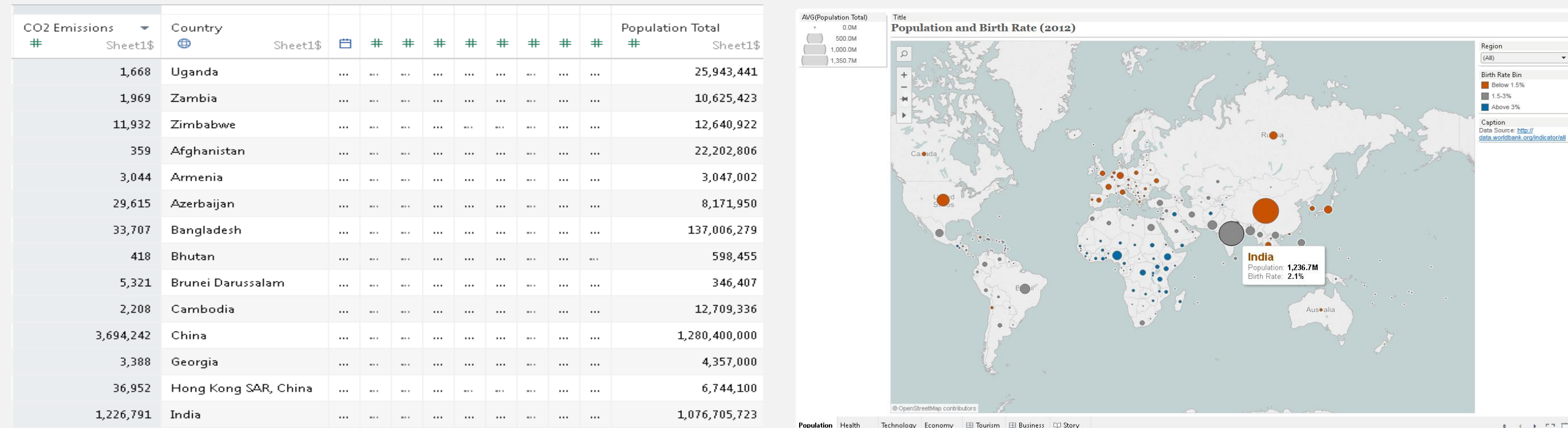
# Data Visualization of Financial data

## What?

***Data visualization*** is a general term used to describe any technology that lets corporate executives and other end users "see" data in order to help them better understand the information and put it in a business context. Here is an example of the power of visualizations:



## Why?

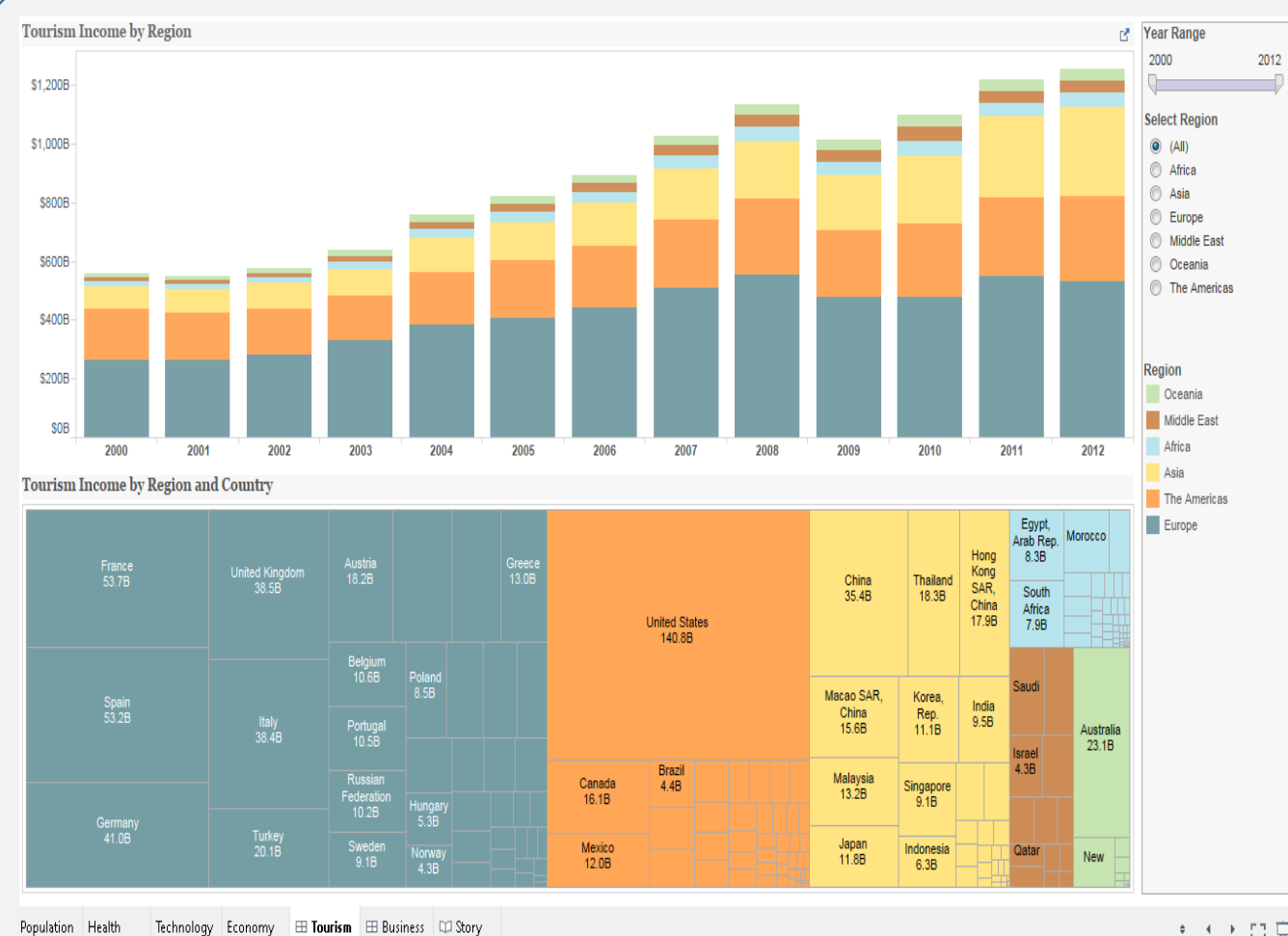### Massive amounts of data?

With visualizations, you can understand:
- What is happening?
- What is causing this to happen?

Moreover, you can extend the reach of your understanding to future to get answers to questions like:
- What do we want to happen?
- What actions would likely lead to this desired outcome?
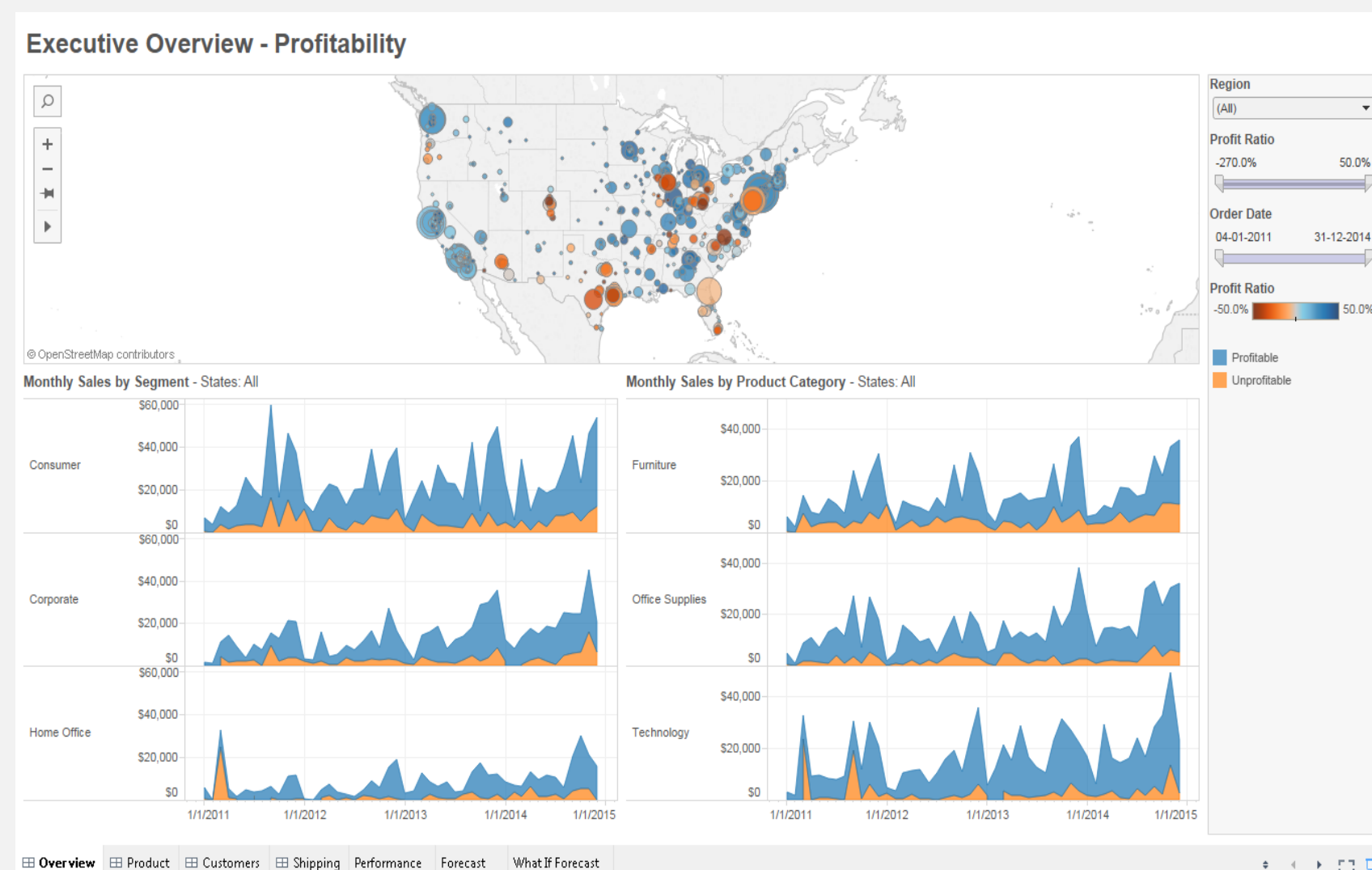
## How?



### Using Heatmaps:

Heatmap are visual displays that encode quantitative values as variations in color. Notice how easy it is to see the dominant patterns of highest metrics.

A heatmap is to be used only when it can display data that could not be as clearly displayed using a line or radar graph because of over-plotting.
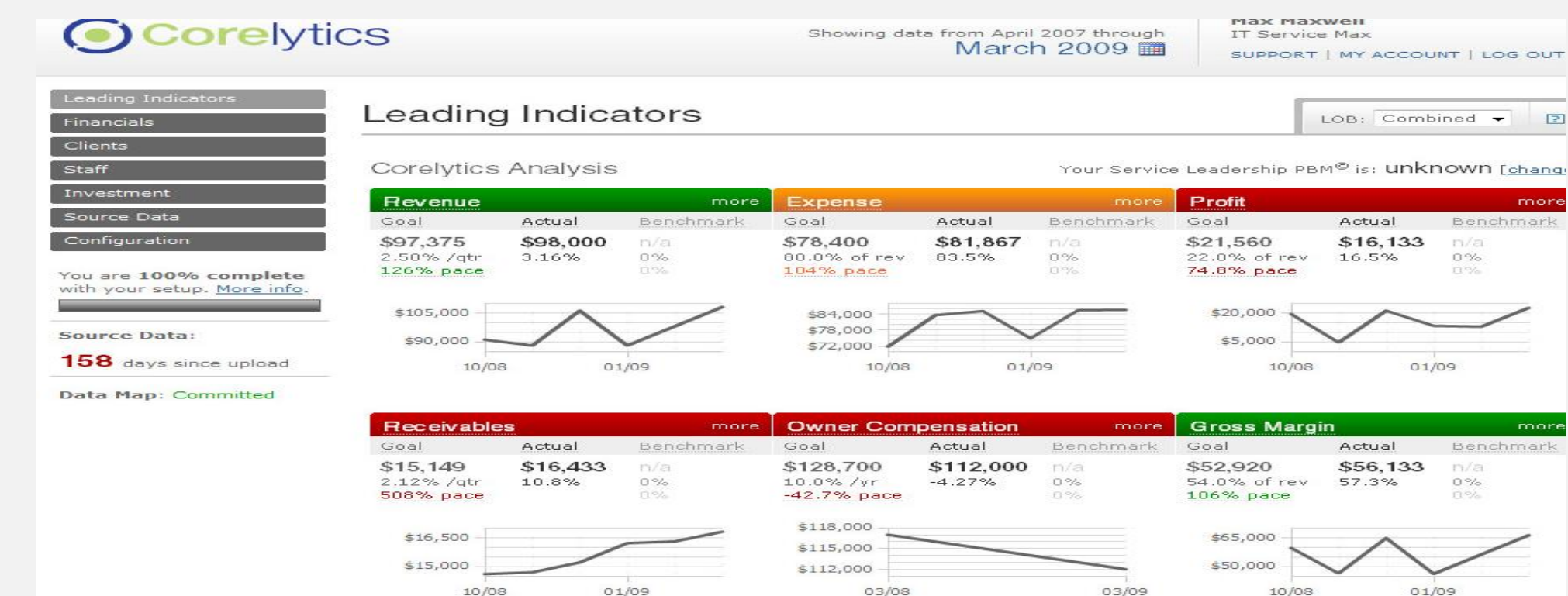
### Using dashboards:

Dashboards consolidate and arrange multiple key performance indicators of an enterprise on a single screen. The essential features of any financial dashboard is to include a customizable interface (having several filters) and the ability to pull real-time data from multiple sources.



### About Corelytics Inc.

Corelytics Inc. provides a financial dashboard that works with accounting systems of the companies that sign up; to give a better strategic management tool and visualizations of business performance.
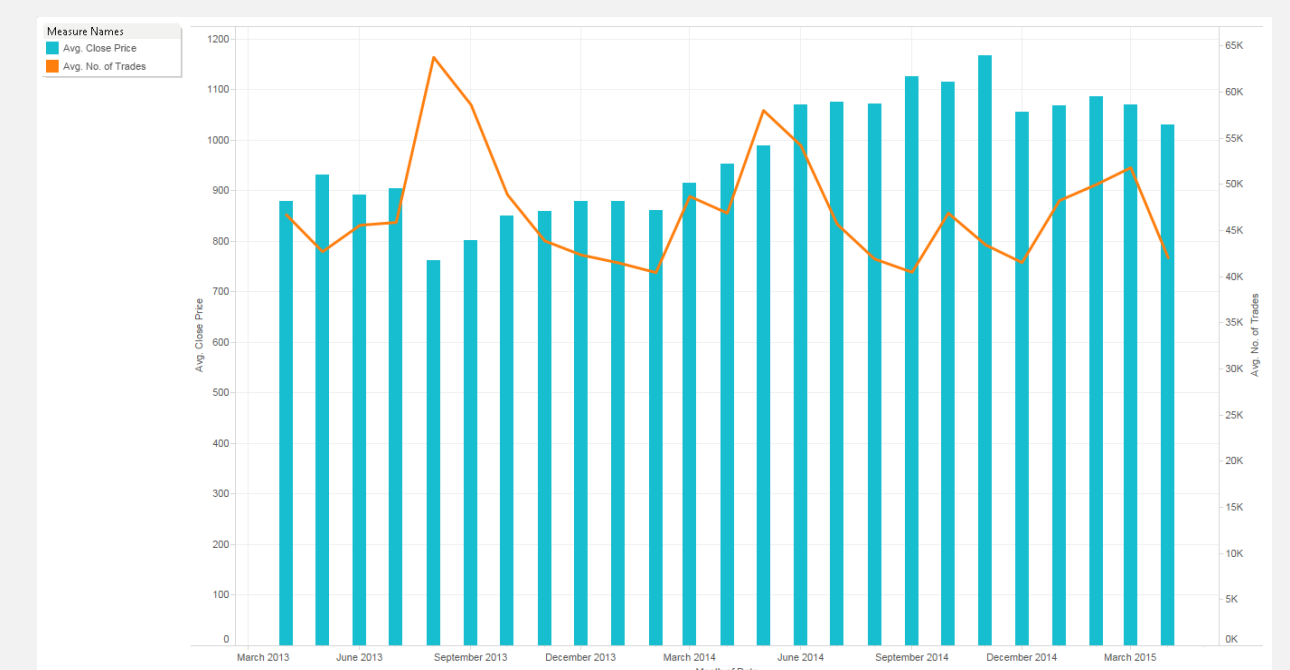
A peek into their dashboard:



## My recommendations to make the dashboard better...

### Use Motion Charts:

Motion charts are dynamic charts to explore several indicators overtime. You can combine various attributes and create a variety of motion graphics within a single chart. It is a kind of animation and therefore, the image to the left doesn't look as appealing as it actually is!



### Use dual-combination charts:

Dual-combination charts have bar graphs and trend lines on the same axis. This kind of visualization allows users to analyze more than two variables simultaneously.



Some of my several other recommendations are:
- Highlighted tables are visually appealing and easier to understand
- Geo-spatial visualization
- Filters to choose different currencies

### References:

[1] Few, S. (2009). Now you see it: Simple visualization techniques for quantitative analysis. Oakland, Calif.: Analytics
[2] Products. (n.d.). Retrieved May 25, 2015, from http://www.tableau.com/products
[3] SearchBusinessAnalytics. (n.d.). Retrieved May 25, 2015, from http://searchbusinessanalytics.techtarget.com

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