DATA VISUALIZATION WITH INFOGRAPHICS: TOOLS & TECHNIQUES

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Abstract

In this study, we are trying to explain the effects of Data visualization using 'infographic tools' in the representation of various reports. Researcher may use different kind of surveys and had their data in this case data visualization is very helpful to the researcher and to the guide to interpret the data in various forms of data visualization. We can easier to look and understand the reports with infographics instead of traditional methods like, tables or summaries. To establish our data in attractive way, we can match with the lots of Infographic designs, which are available in various Infographic tools. The creativity in drawing of graph, chart, and pie chart are very important, how we can emphasize the statistics reports.

Keywords: Visualization, Statistics, Infographics, Data Verification.

1.0 Introduction In this paper **we are trying to say how we** can easily visualize the data with the use of data visualization along with infographic tools. This paper covers some of those, as well as potential solutions and easy way to the build of data visualization and what to do – what not to do in infographics.

1.1 Data
Data is raw information, the data is crude information and it is not arranged. The data collected from many ways like survey, case study, questionnaires and many.

1.2 Visualization
A meaningful image is worth of thousand words, that's the power of visualization. Representation of data / information is also known as Visualization. Visualization is more important now-a-days, coz no one is much time to read full-text.

1.3 Data visualization:
To create meaningful visuals of your information, here are some basics like Data size, data type and column composition plays an important role when selecting graphs to represent your information. In this we know some basic issues of data visualization and provide suggestions for addressing them. In addition, big data brings a unique set of challenges.

1.4 Issues / Problems:

More text

Too much information

Unstructured or semi-structured data

Providing information to the user is very easy, but it very hard to understand the information for the users and almost it is a universal challenge.

1.5 Suggestion:

Now-a-days the infographics become a fast way of a channel and it convert in a visual and effective way. Infographics is also known as data visualization.

A visualization is very easy to understand than text, an image, chart and symbols are understands more easily. So an image is worth of thousand words.

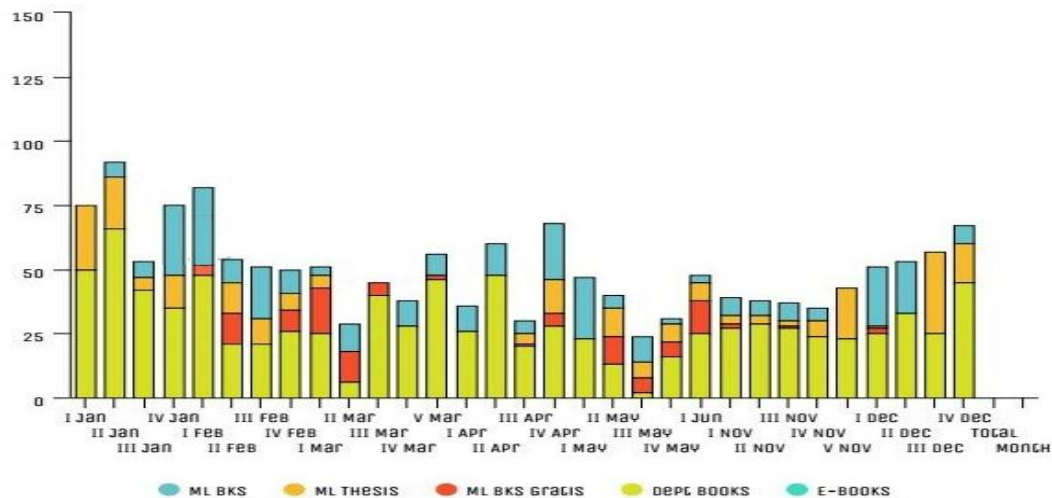## 2.0 Areas of Data visualization:

Preferable Areas:

2.1 Data verification: After organizing of our collected raw data we have to modified it data in the proper way to verifying / validating of data and in the mean while we make sure of all the data should in the visualizing format in infographics, and it is to comparing with each segregating area what we have preferred earlier in progressing bar or pie with the help of infographics.
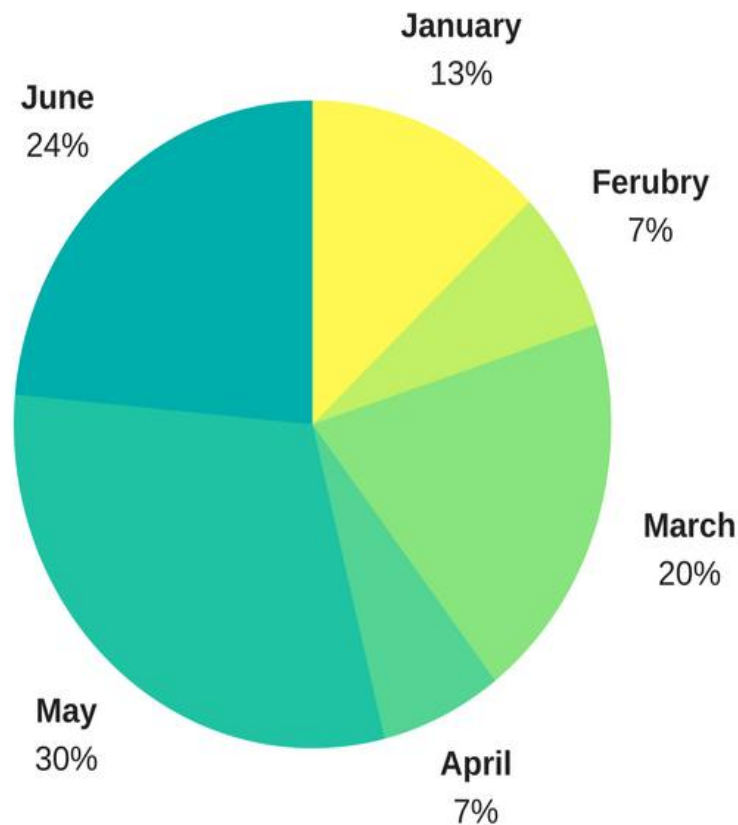
2.2 Verification Standards

    a.   Bar chart: Most commonly used in all time with irrespective manner. The bar chart may be vertical or horizontal. To summaries the large number of data easily.

Figure: 1 Weekly display of January to June

(Bar chart)

    b.   Pie chart: Pie chart is a chart, that indicates in circle, each sector of circle represent the each parameter. which usually used to represent the less / small amount of data.

Figure: 2 Weekly display of books only
(Pie chart)

2.3 Other Areas:

e-learning modules: Use infographics instead of normal information on screen can be best understood using visuals. Thousand words includes in an image. In the school environment children's are boring with text and now even in the normal vision also, in this scenario the infographics is the powerful tool for attracting the concentration of the children.

3.0 Digital marketing & Advertisements / Promotions: In the digital era the normal advertisement was gone away and in that place the digital era is occupied. In this scenario the infographics is ruling almost all the advertisement companies, of course some are using graphic interface advertisements but it is also a kind of infographics. We can easily includes many information in a single page with multi types is nothing but infographics.

Social media: In the social media many pages are created related to many thing like memos and all the memos are easily sink with infographics, the infographics are easy to make and share also.

4.0 Bad visualization V/S good visualization:

In the visualization of data is not easy to everyone some time it went to wrong, we must over come out of this with the good / best visualization.

Good Data

Bad Data

4.1 Do's and Don'ts:

4.1.1 Do's Make it simple
Creative your own legends and labels
Leave space between Rows & Columns
Use simple colors
Make it more visible color combinations
X & Y axis must be starts from Zero

4.1.2 Don'ts
More text
Too light colors
Over loading the chart
Shadow Diagrams
More than 4 colors

4.2 Creating of Data visualization in infographics:

Create a variety of different styles of infographics designs, charts, with some default themes are available. Identifies the basic styles of infographics which theme is suits for that particular topic. Color combination like each mater connects with other like logos, backgrounds heading image charts. Try trial and error method to increase/enhance your infographics making ability and style and decrease your errors in making of infographics.

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