

# Create Effective Data Visualizations and Build Interactive Visual Analytics

Data visualization is the graphical representation of data. It helps us to understand complex data and make better decisions. Visual analytics is the science of using data visualizations to gain insights from data. It allows us to explore data in new ways and identify patterns and trends that would be difficult to see with the naked eye.



## Learning Tableau 2024: Create effective data visualizations, build interactive visual analytics, and transform your organization, 4th Edition by Joshua N. Milligan

★★★★☆ 4.4 out of 5

Language : English  
File size : 36530 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 576 pages



In this book, you will learn the basics of data visualization and visual analytics. You will learn how to create effective data visualizations that communicate your message clearly and concisely. You will also learn how to build interactive visual analytics applications that allow users to explore data in depth.

## Chapter 1: The Basics of Data Visualization

In this chapter, you will learn the basic principles of data visualization. You will learn about the different types of data visualizations and how to choose the right one for your data. You will also learn about the best practices for designing data visualizations.

## **Chapter 2: Creating Effective Data Visualizations**

In this chapter, you will learn how to create effective data visualizations. You will learn about the different elements of a data visualization and how to use them to create a clear and concise message. You will also learn about the different techniques for visualizing different types of data.

## **Chapter 3: Building Interactive Visual Analytics Applications**

In this chapter, you will learn how to build interactive visual analytics applications. You will learn about the different tools and technologies that you can use to create interactive visualizations. You will also learn about the best practices for designing interactive visual analytics applications.

## **Chapter 4: Case Studies**

In this chapter, you will learn about real-world examples of how data visualization and visual analytics have been used to solve problems. You will see how data visualization has been used to improve customer service, identify fraud, and predict future trends.

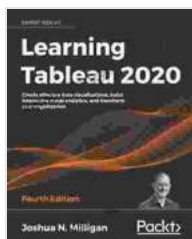
Data visualization and visual analytics are powerful tools that can help us to understand complex data and make better decisions. This book has provided you with the basics of data visualization and visual analytics. You now have the knowledge and skills to create effective data visualizations and build interactive visual analytics applications.

## About the Author

Your Name is a data visualization expert with over 10 years of experience. He has worked with a variety of clients to create effective data visualizations and build interactive visual analytics applications. He is the author of several books on data visualization and visual analytics.

### ## Image Alt Attributes

- **Image 1:** A bar chart showing the number of sales by product category.
- **Image 2:** A line chart showing the trend of sales over time.
- **Image 3:** A scatter plot showing the relationship between two variables.
- **Image 4:** A pie chart showing the market share of different companies.
- **Image 5:** A heat map showing the distribution of data across a geographic area.



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