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Data Visualization & Why it is Important to Get it Right: Tools You Can Use

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Data Visualization & Why it is Important to Get it Right: Tools You Can Use

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We Visualize Data to:

Simplify complex information so it can be processed faster by the brain, by converting slow reasoning tasks into fast perception tasks

Goals for Ideal Data Visualization:

- Activities → Communication
- Technologies → Graphical Representation
- Immediate Goal: Understanding
- End Goal: Good Decisions

Few, S. (2009). *Now you see it: simple visualization techniques for quantitative analysis*. Pg. 12

Data Visualization Resources:

Chart Suggestions- A Thought Starter
<https://extremepresentation.typepad.com/a/6a00d8341bfd2e53ef01b7c736487a970b-pi>

Visual Decision Tool- Slide Chooser
<https://extremepresentation.typepad.com/a/6a00d8341bfd2e53ef01b8d0bfb4ec970c-pi>

Online Tools to Consider:
Piktochart & ArcGIS StoryMaps

