# what is
# DATA
## VISUALIZATION?

Data visualization is the presentation of data in a pictorial or graphical format. It empowers decision-makers to see analytics and statistics presented visually, so they can grasp difficult concepts and identify new patterns. Via our interactive visualizations, Janus Advertising takes the concept a step further by using technology to drill down into graphs and charts for more detail.

**1** Makes trends in huge sets of data instantly visible.

**2** What's most important stands out.

**3** You can see trends or key data points quickly.

**4** No endless scrolling to figure out what's most important.
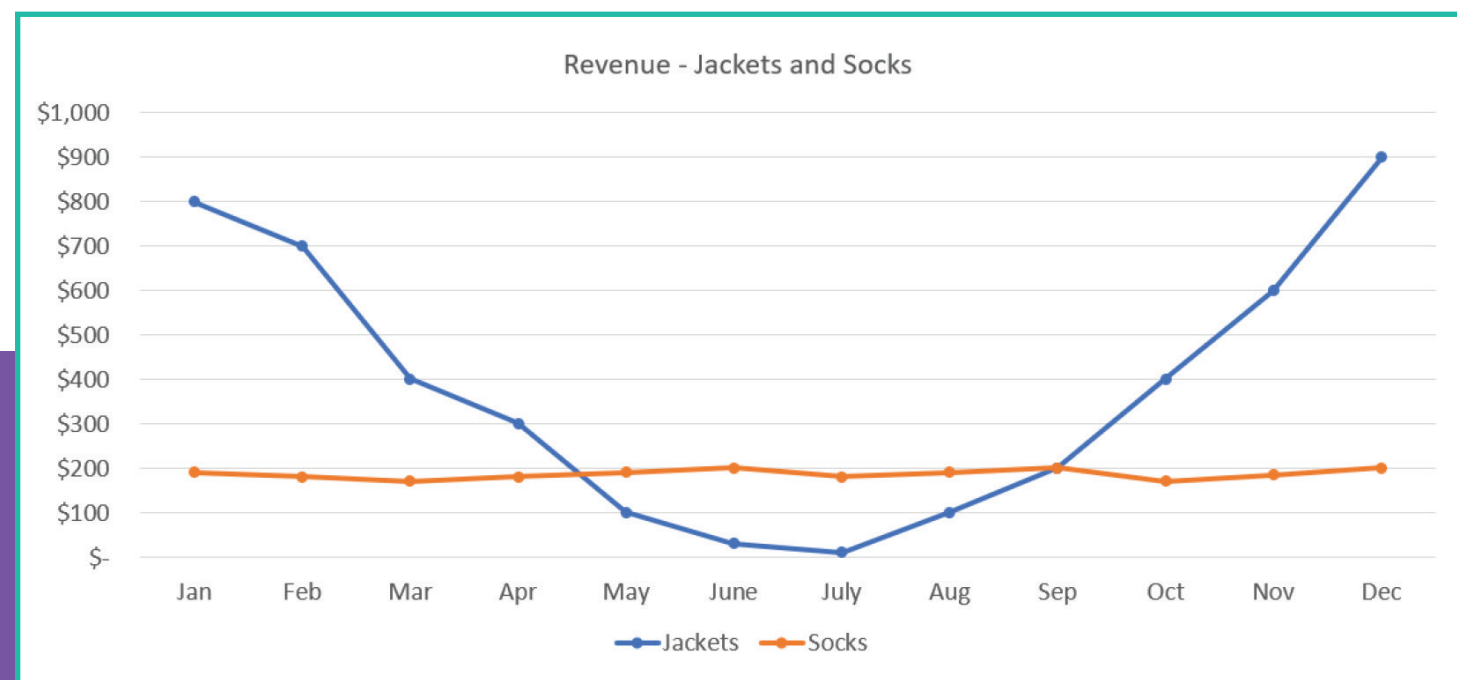
## BEFORE & AFTER

Let's say you're a retailer and you want to compare sales of jackets to sales of socks over the course of the previous year. There's more than one way to present the data, and tables are one of the most common. **Here's what this would look like:**

### Revenue - Jackets and Socks (Thousands of U.S. $)

| | Jan | Feb | Mar | Apr | May | June | July | Aug | Sep | Oct | Nov | Dec |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Jackets | $ 800 | $ 700 | $ 400 | $ 300 | $ 100 | $ 30 | $ 10 | $ 100 | $ 200 | $ 400 | $ 600 | $ 900 |
| Socks | $ 190 | $ 180 | $ 170 | $ 180 | $ 190 | $ 200 | $ 180 | $ 190 | $ 200 | $ 170 | $ 185 | $ 200 |

The table above does an excellent job showing precise data if this information is needed. However, it's difficult to instantaneously see trends and the story the data tells. **Now here's the data in a line graph visualization:**



Revenue - Jackets and Socks

From the visualization, it becomes immediately obvious that sales of socks remain constant, with small spikes in December and June. On the other hand, sales of jackets are more seasonal, and reach their low point in July. They then rise and peak in December before decreasing monthly until right before fall. You could get this same story from looking at the chart, but it would take you much longer. Imagine trying to make sense of a table with thousands of data points.

## how can visualization
## BENEFIT ME?

**1.** **Making data engaging & easily digestible**
Visualization also allows you to better organize data and break it down into understandable chunks.

**2.** **Identifying trends**
Interactive charts & graphs enable you to pick up on trends much more quickly than sifting through numbers in a spreadsheet.

**3.** **Telling a story**
Data visualization can evoke an emotional response and tell a story far better than just the numbers could ever do.

**4.** **Reinforcing an argument or opinion**
People often have to see it to believe it. An infographic or interactive dashboard can make your point of view more powerful and robust.

**5.** **Highlighting the important parts of your dataset**
Visually augment the salient points, which will encourage your audience to explore the data and rapidly draw conclusions.

## JANUS
ADVERTISING

Contact us today and find out how data visualization can empower your business.

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