Getting started with data visualization in Excel

DATA VISUALIZATION IN EXCEL

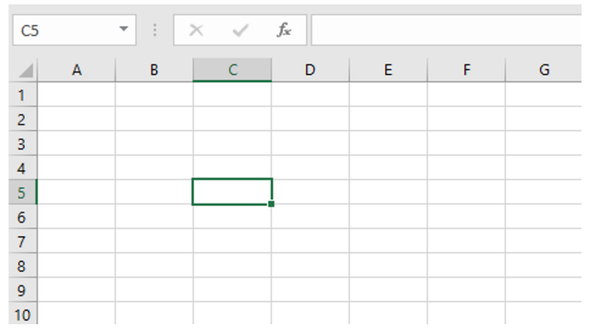


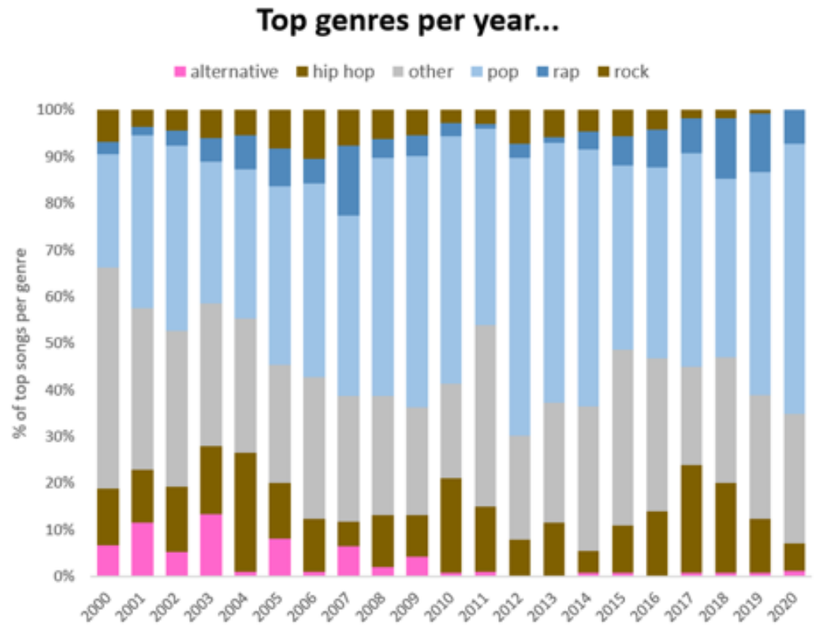
Agata Bak-Geerinck
Senior Data Analyst, Telenet

datacamp

Excel - the world's most versatile data analysis tool

- World's favorite data analysis tool[1].
- Flexible and versatile thanks to cells.
- Can **also** visualize data.
- First step towards other data visualization tools (Tableau / Power BI)

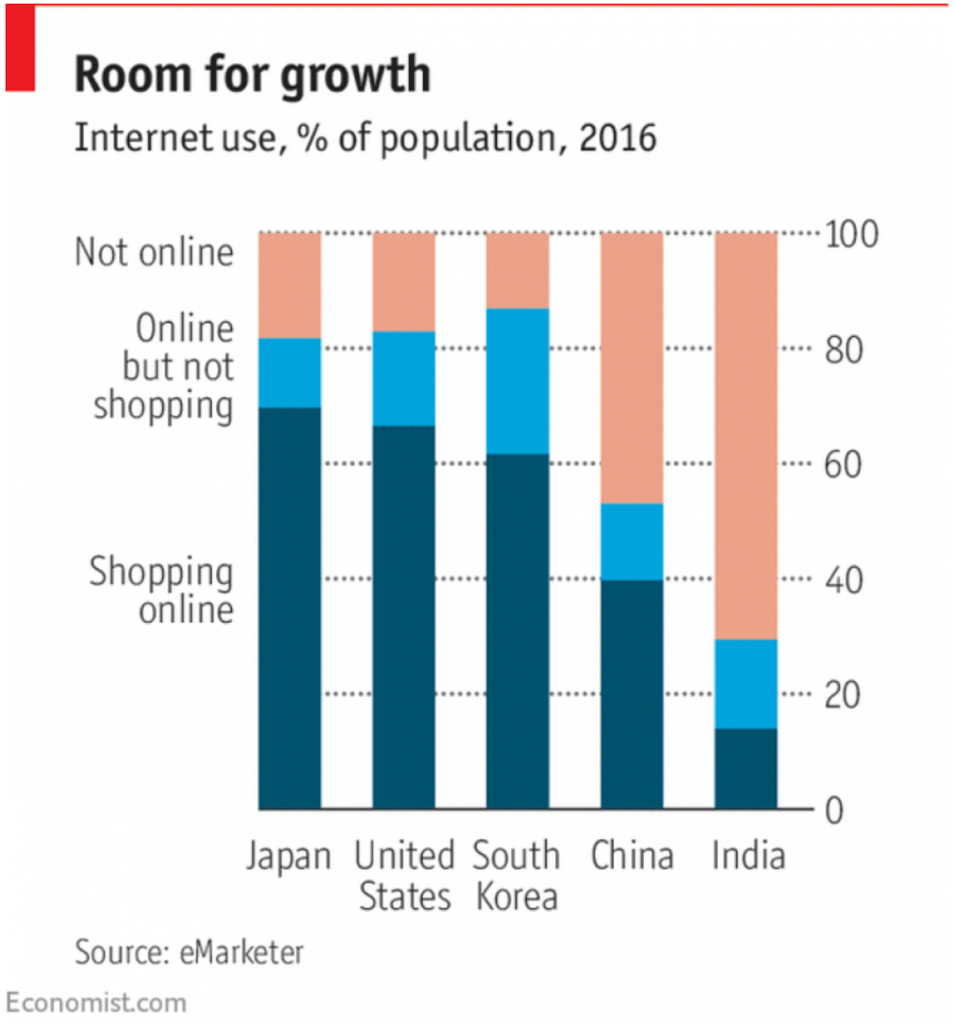




[1] https://www.computerworld.com/article/3315737/use-microsoft-excel-to-learn-about-data-analytics.html

What is Data Visualization?

- A graphical representation of information
- Communication of (complex) data to wide audiences
- Selection of most suited charts and elements of visual design



The power of visualizing your data



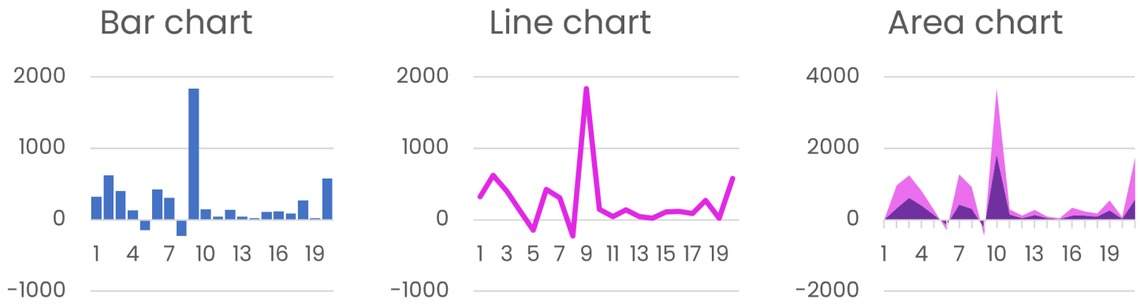
90 %[1] of the information absorbed by the brain is **VISUAL**



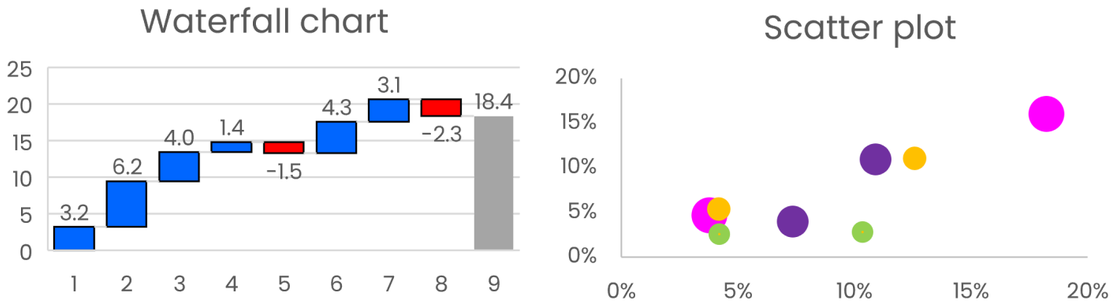
[1] https://elearningindustry.com/visual-learning-6-reasons-visuals-powerful-aspect-elearning

What will we cover in this course?

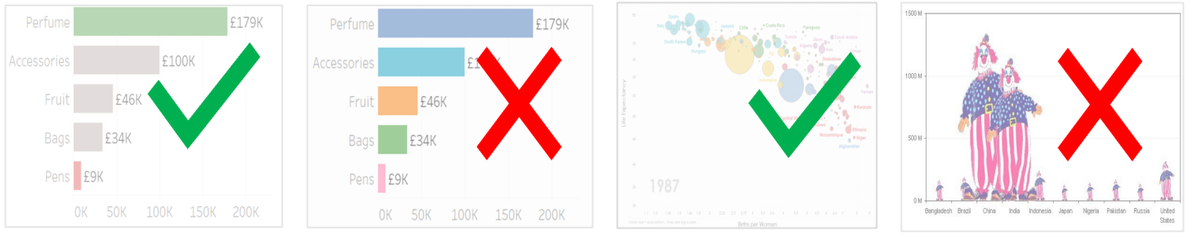
Basic charts



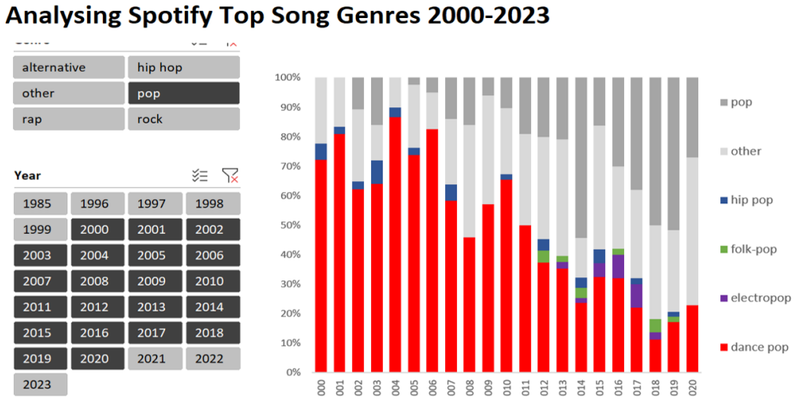
Advanced charts



Best practices of data viz

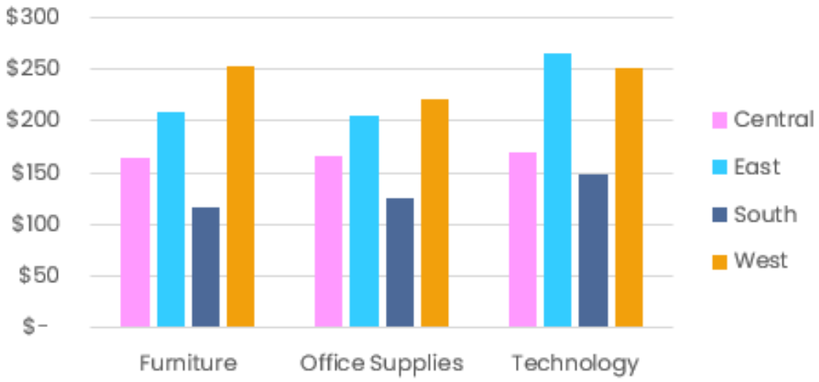


Pivot charts and dashboards

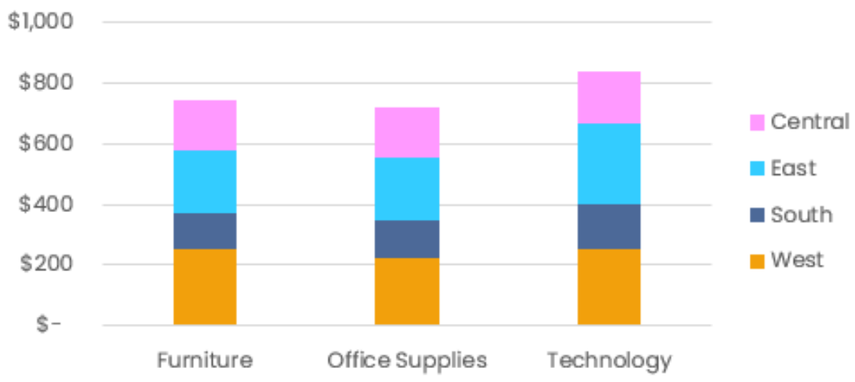


Bar and column charts

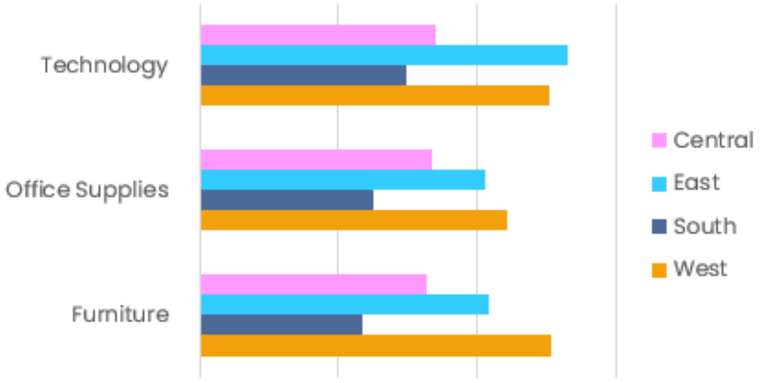
Column clustered



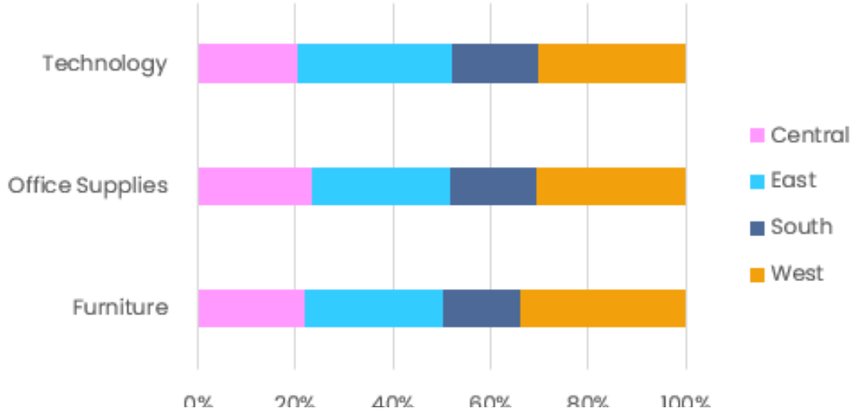
Column stacked



Bar clustered

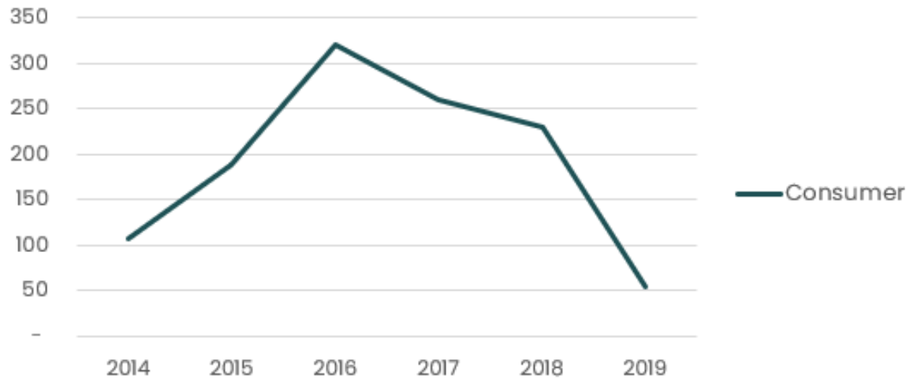


Bar stacked (100%)

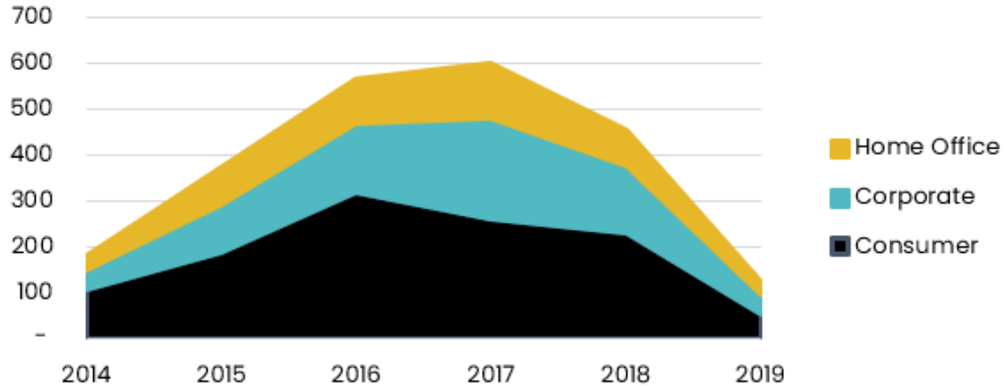


Line and area

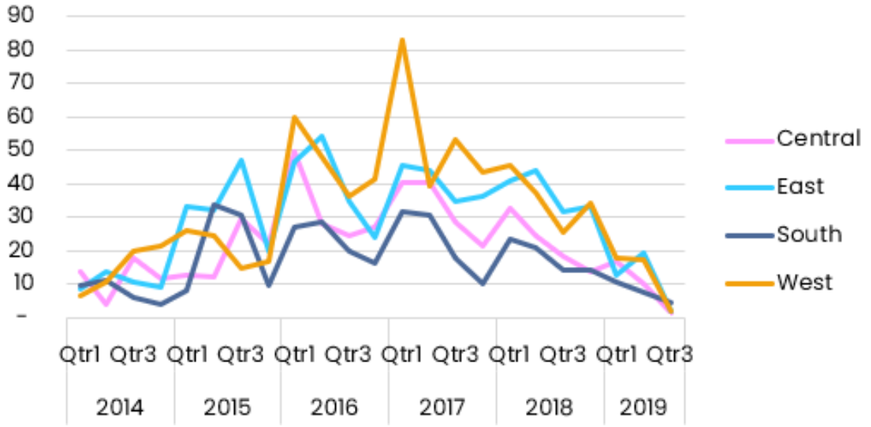
Line charts



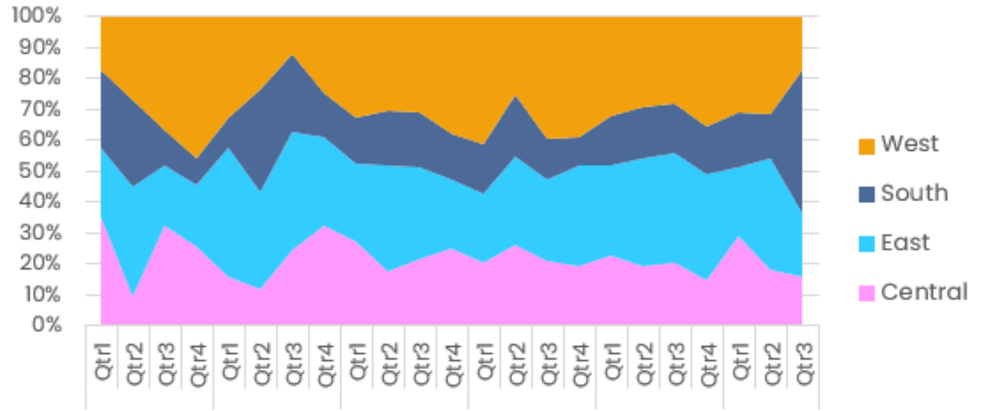
Area stacked



Line – multi category

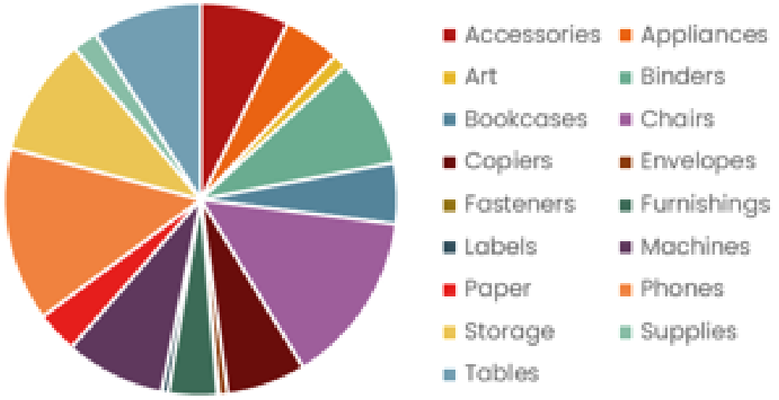


Area stacked (100%)

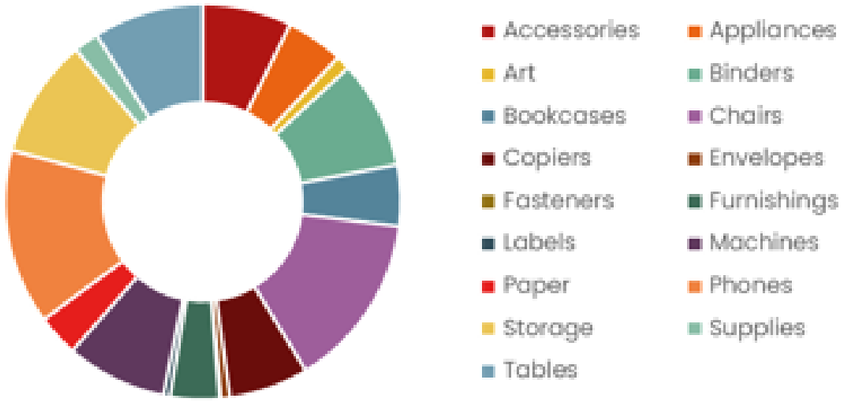


Pies and doughnuts

Pie



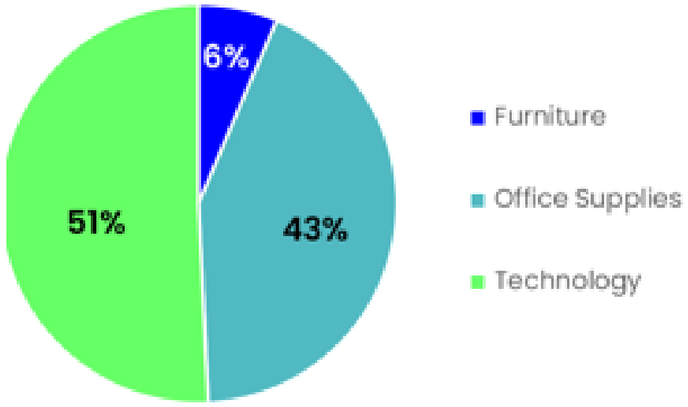
Doughnut

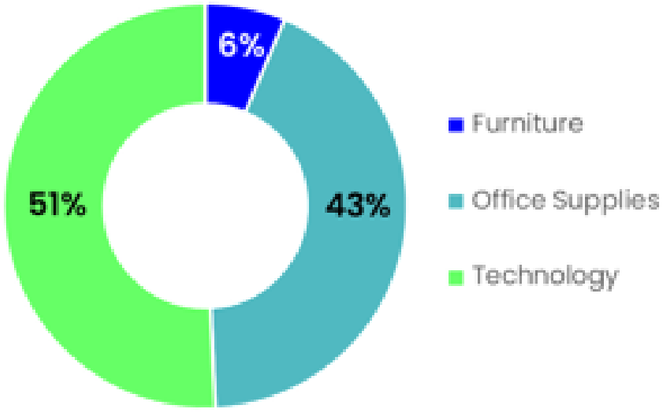


Pies and doughnuts

Pie

Doughnut





Our dataset for this course: "We Have It All"

- Commercial dataset
- Sales and orders of a department store
- Various dimensions, e.g., region, product category
- Various measures, e.g., sales, profit, discounts
- **Disaggregated data** = raw dataset
- **Aggregated data** = summary data tables

Raw data (disaggregated)

Order ID	Order Date	Segment	State	Region	Sub-Category	Sales	Quantity	Profit
CA-2016-152156	11/08/2016	Consumer	Kentucky	South	Bookcases	262	2	42
CA-2016-152156	11/08/2016	Consumer	Kentucky	South	Chairs	732	3	220
CA-2016-138688	06/12/2016	Corporate	California	West	Labels	15	2	7
US-2015-108966	10/11/2015	Consumer	Florida	South	Tables	958	5	(383)
US-2015-108966	10/11/2015	Consumer	Florida	South	Storage	22	2	3
CA-2014-115812	06/09/2014	Consumer	California	West	Furnishings	49	7	14
CA-2014-115812	06/09/2014	Consumer	California	West	Art	7	4	2
CA-2014-115812	06/09/2014	Consumer	California	West	Phones	907	6	91
CA-2014-115812	06/09/2014	Consumer	California	West	Binders	19	3	6
CA-2014-115812	06/09/2014	Consumer	California	West	Appliances	115	5	34
CA-2014-115812	06/09/2014	Consumer	California	West	Tables	1,706	9	85
CA-2014-115812	06/09/2014	Consumer	California	West	Phones	911	4	68

Summarized data (aggregated)

Region		Furniture		Office Supplies		Technology
Central	$	163,797	$	167,026	$	170,416
East	$	208,291	$	205,516	$	264,974
South	$	117,299	$	125,651	$	148,772
West	$	252,613	$	220,853	$	251,992

Sub-Category		Sales	Quantity		Profit
Bookcases	$	114,880	868	$	-3,473
Chairs	$	328,449	2,356	$	26,590
Labels	$	12,486	1,400	$	5,546
Tables	$	206,966	1,241	$	-17,725

Let's get started!

DATA VISUALIZATION IN EXCEL

Building the first charts

DATA VISUALIZATION IN EXCEL



Agata Bak-Geerinck
Senior Data Analyst

datacamp

Let's practice!

DATA VISUALIZATION IN EXCEL