



DATA VISUALIZATION

IT 7113 Data Visualization - Tableau Lab x:

Submitted By:

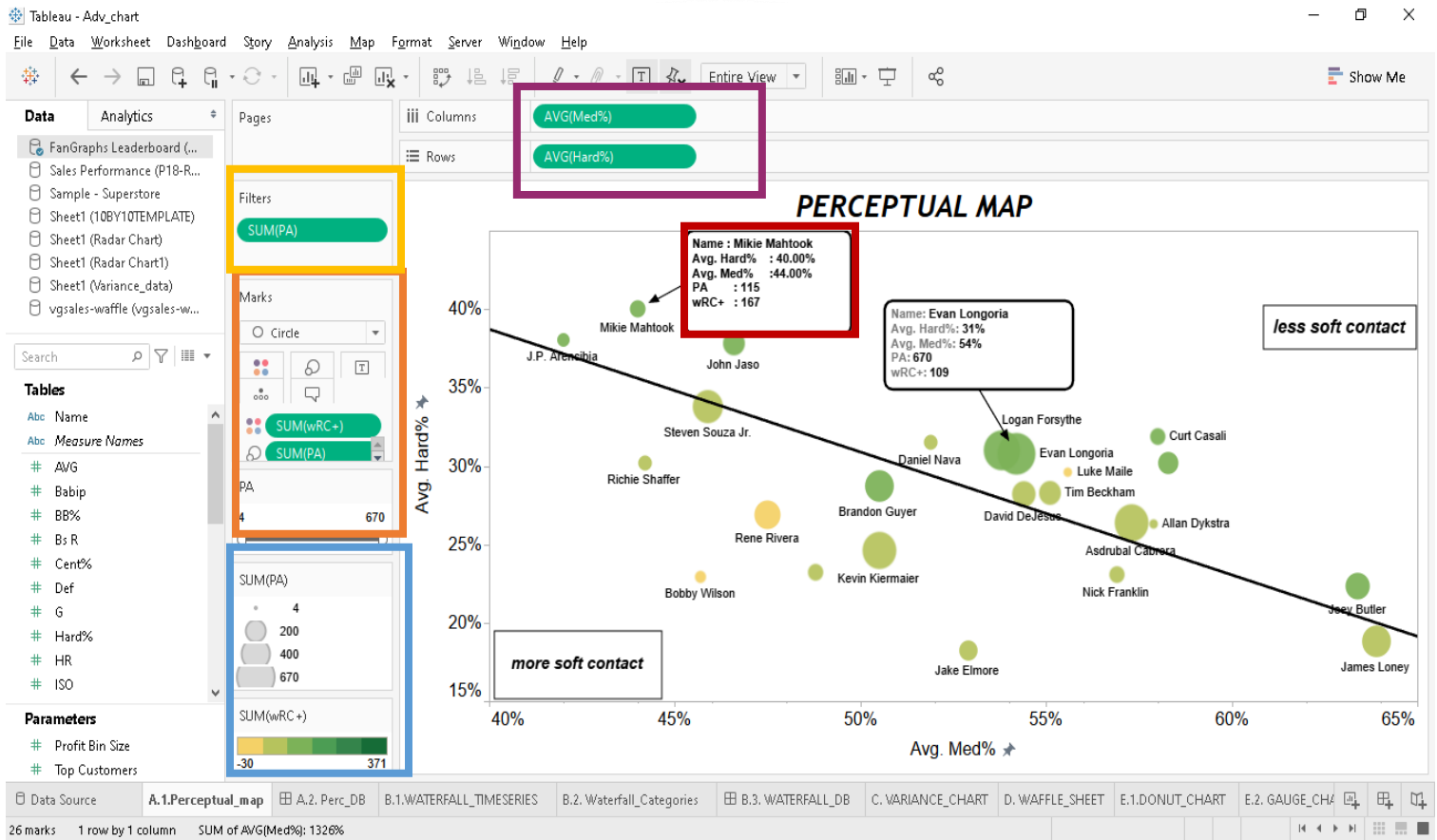
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ADVANCED CHART

1.A. PERCEPTUAL MAP (BUBBLE CHART)



PERCEPTUAL MAP (BUBBLE CHART) LEARNING

Learning:

- In Tableau, we mostly work on already created table. We manipulate and present the data, so there's no option of "Blank Spreadsheet" like there in Excel.
- Perceptual Map is similar to scatter plot, but this visual representation is used to assess the perception of customers or potential customers about specific attributes of an organization, brand, product, service. Positioning of a brand is influenced by customer perceptions rather than those of businesses.
- These maps are based on scatter plots and bubble charts.
- Used annotation to mark the players with high WRC+.

Usage:

- Perceptual mapping was initially used for marketing to display the perceptions of customers, products, or brands. It then has been applied in many areas (such as stocks, projects, players, etc.) just to see how things are related in a typical two-dimension (axis) map.

Conclusion:

Above screenshot shows the position of all players and how well each of these players is hitting. Also, each bubble shows the players' name and their position in 2-D map. It can be seen that Curt Casali player has great hitting rate 143 WRC+, but he has more non-hard hitting.