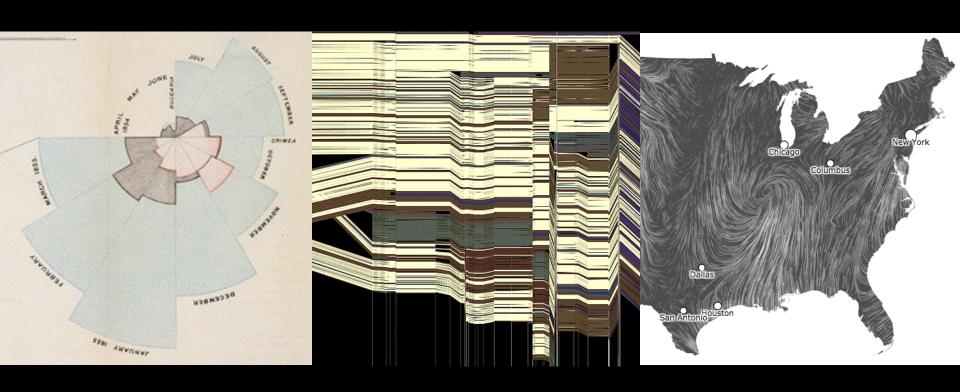
CSE 512 - Data Visualization

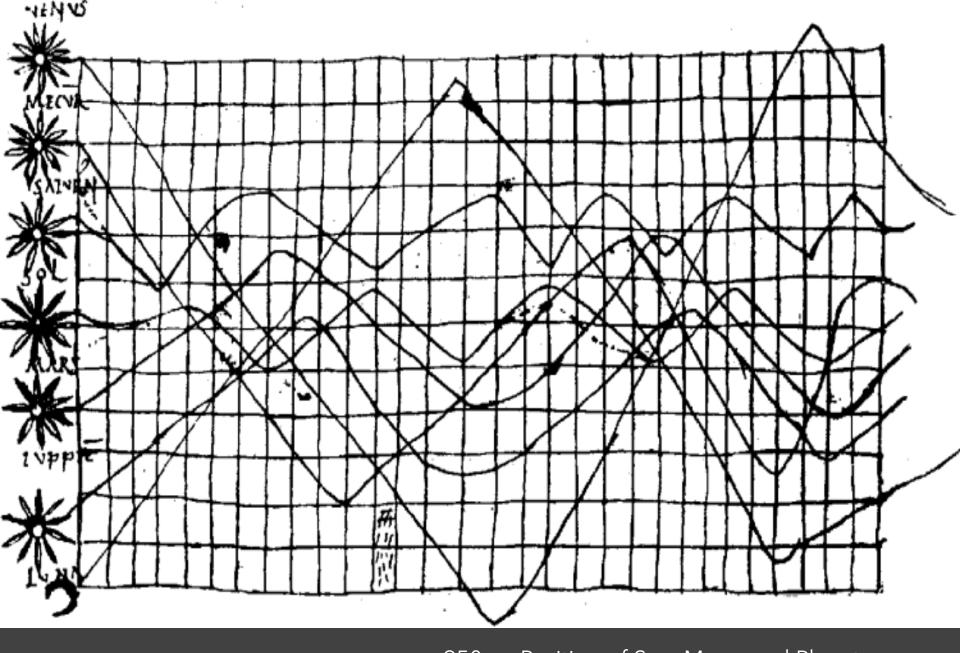
Exploratory Data Analysis

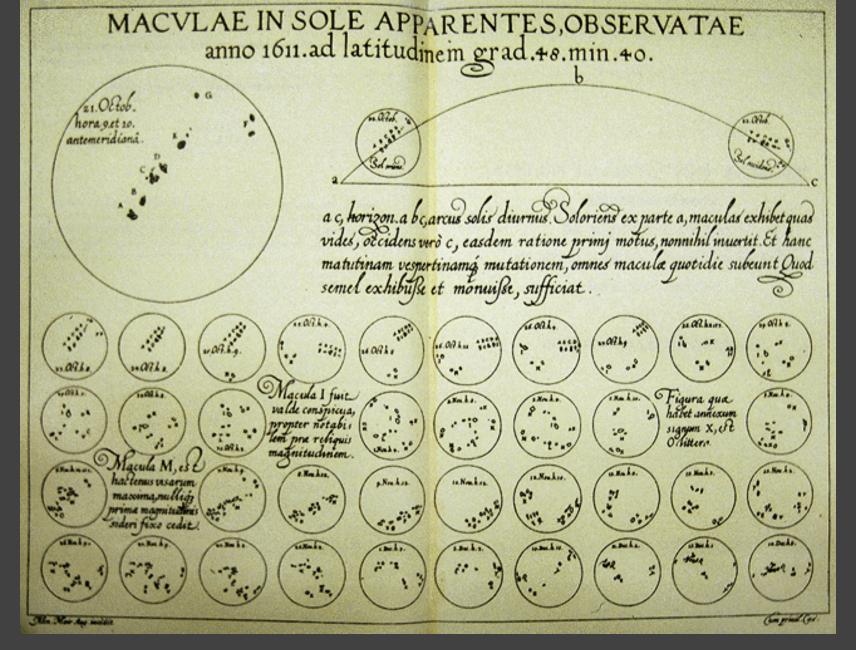


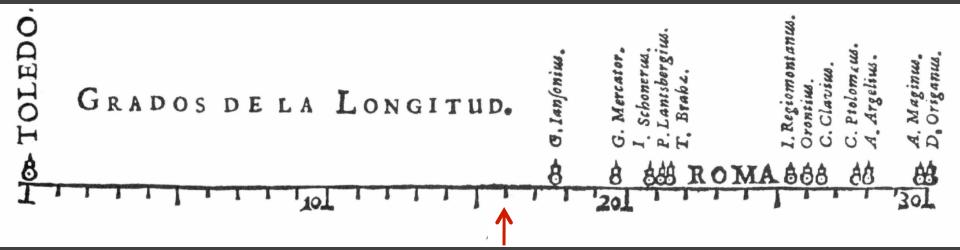
Jeffrey Heer University of Washington

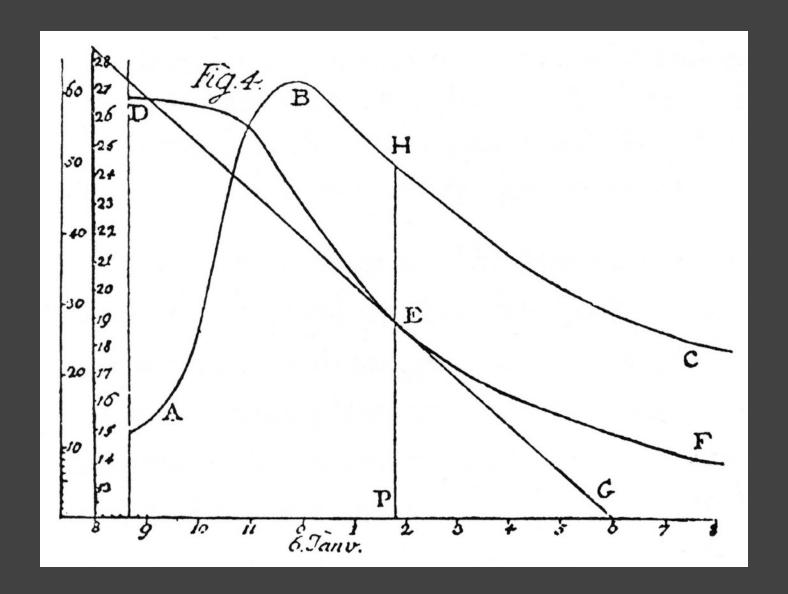
What was the **first** data visualization?



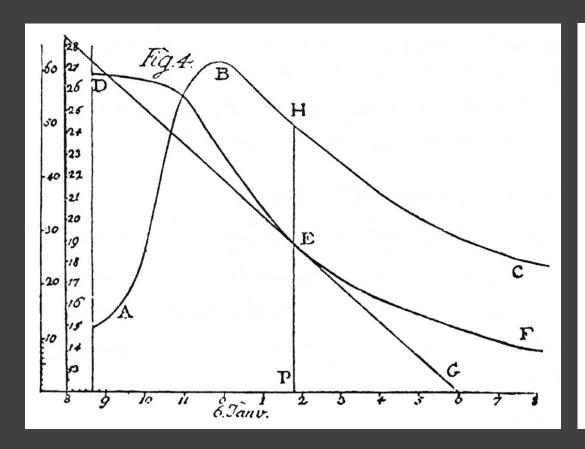


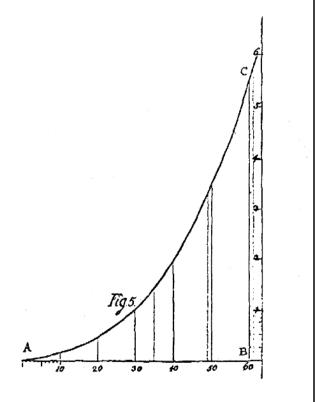






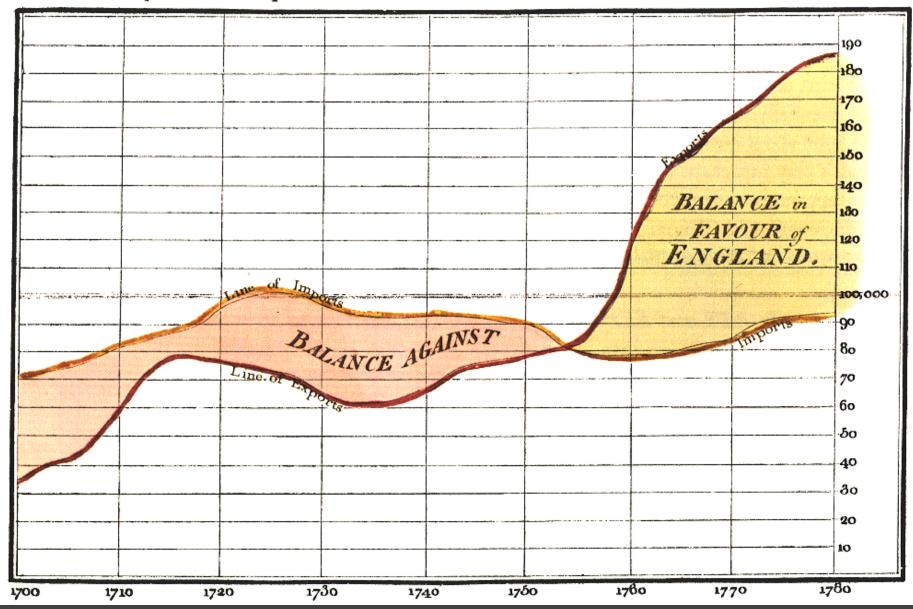
The Rate of Water Evaporation, Lambert 1765





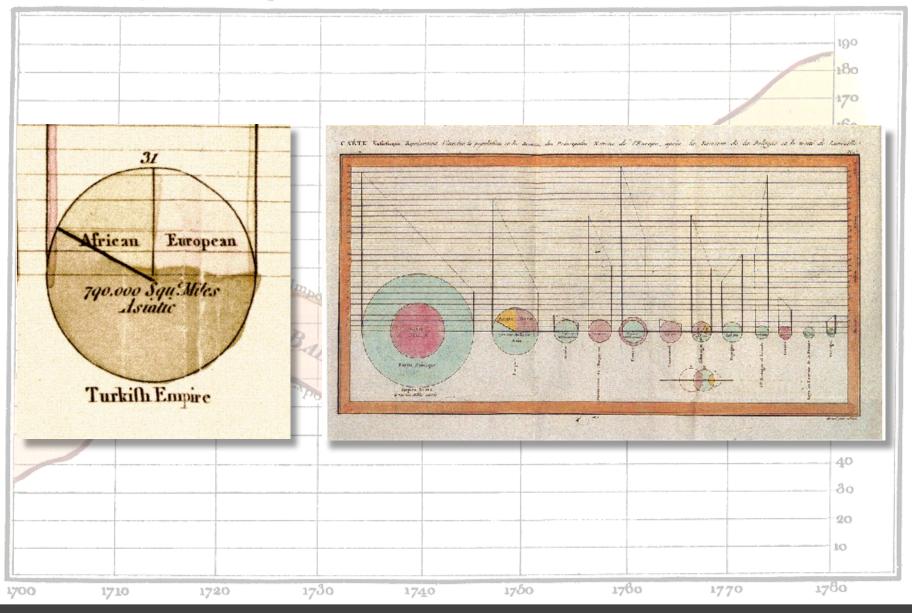
The **Golden Age** of Data Visualization

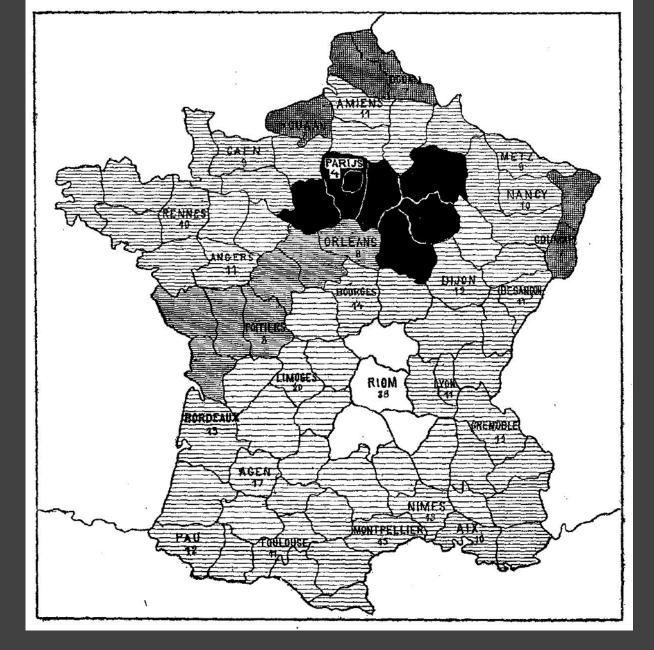
Exports and Imports to and from DENMARK & NORWAY from 1700 to 1780.

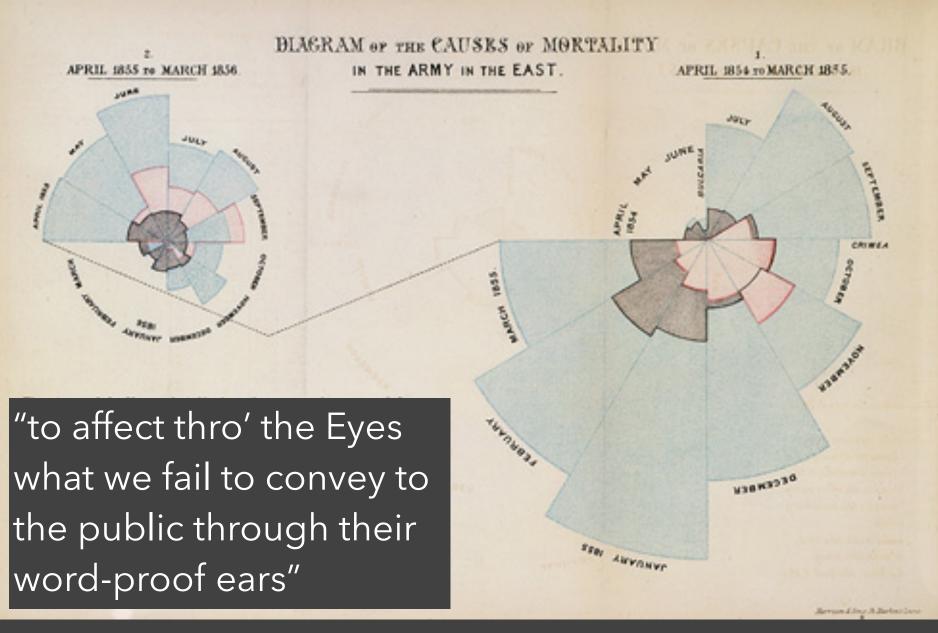


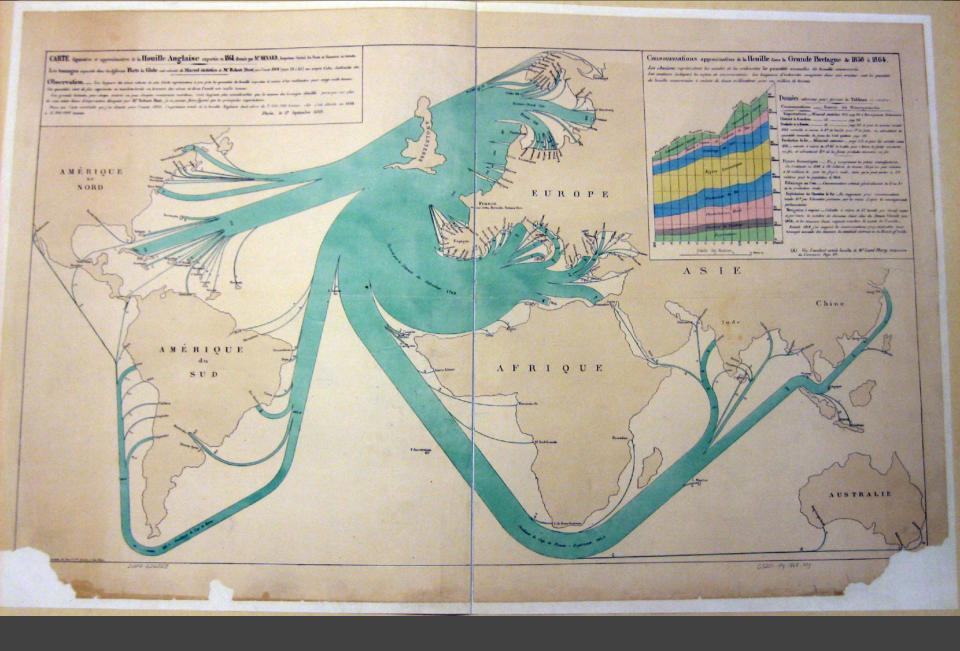
The Commercial and Political Atlas, William Playfair 1786

Exports and Imports to and from DENMARK & NORWAY from 1700 to 1780.





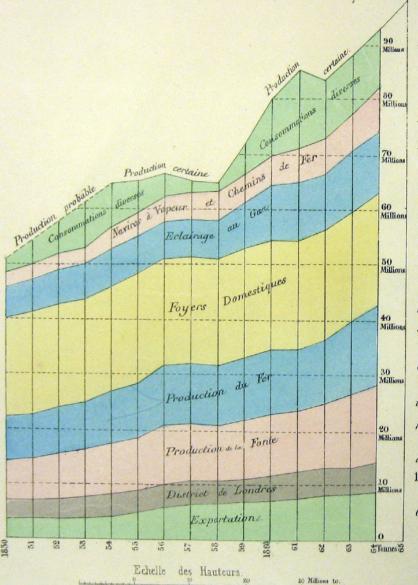




Consommations approximatives de la Houille dans la Grande Bretagne de 1850 à 1864.

Les abscisses représentent les années et les ordonnées les quantités annuelles de houille consommée.

Les couleurs indiquent les espèces de consommations. Les longueurs d'ordonnées comprises dans une eouleur sont les quantités de houille consommées à raison de deux millimètres pour un million de tonnes.



Données admises pour former le Tableau ci-contre.

Consommations Sources des Renseignements.

Exportations. _ Mineral statistics 1865 page 214 et Renseignements Parlementaires.

District de Londres. _____id. _____ page 213

Produits de la Fonte. _____ id _____ page 213 et pour les années avant

1855 calculée à raison de 3th de houille pour 1th de fonte, en admettant les quantités annuelles de fonte du Coal question page 192.

Production du fer _ Mineral statistics _ page 215 et pour les années avant 1855 _ calculée à raison de 36.35 de houille pour 1 tonne de fonte convertie en fer, et admettant t_0^{oes} de la fonte produite convertis en fer.

Foyers domestiques: ___ En y comprenant les petites manufactures. On l'estimait en 1848 à 19 millions de tonnes, (A) qu'on peut réduire à 18 millions to. pour les foyers seuls, mais qu'on peut porter à 20 millions pour la population de 1864.

Eclairage au Gaz. _ Consommation estimée généralement su 3 au 8 de la production totale.

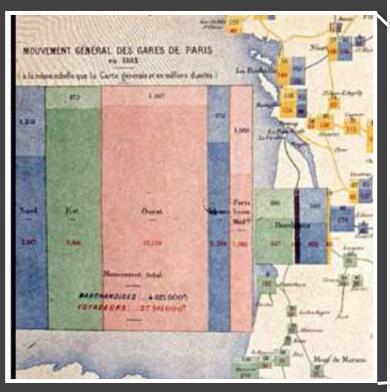
Exploitation des Chemins de Fer. En supposant pour consommation totale 10 % par Kilomètre parcouru par les trains d'après les renseignements parlementaires.

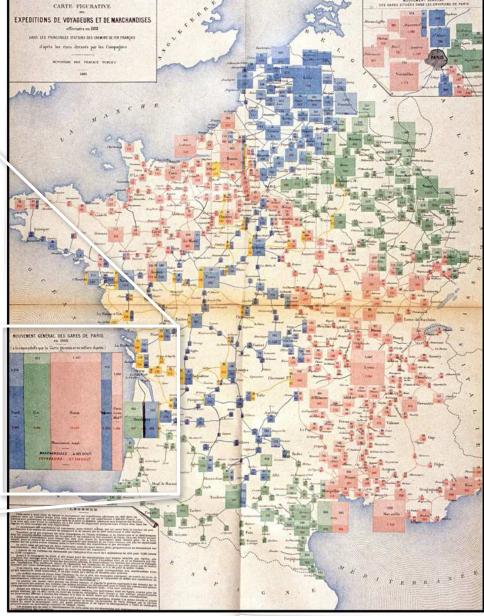
Navigration à vapeur. _ Calculée à raison de 5. houille par cheval vapeur et par heure, le nombre de chevaux étant celui du Steam Vessels pour 1864, et les steamers étant supposés marcher la moitié de l'année;

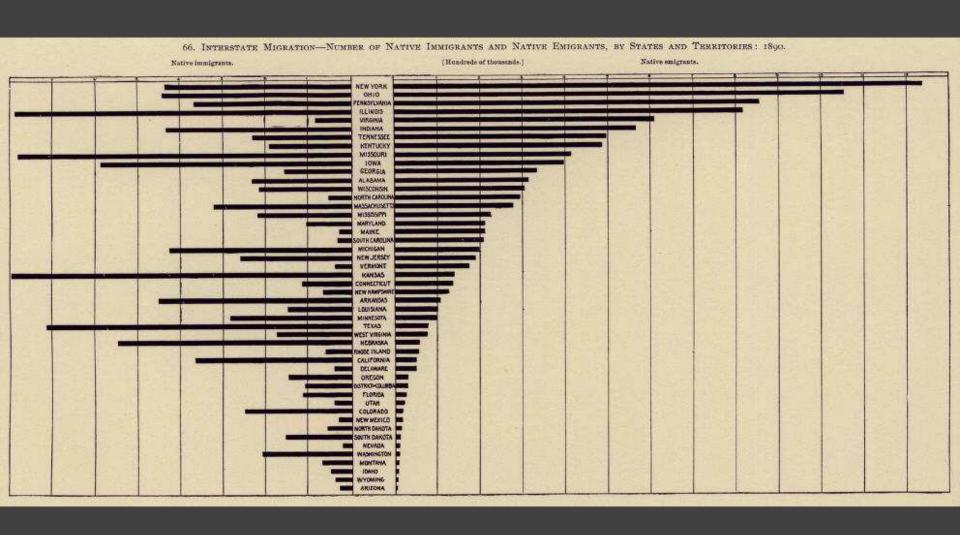
Avant 1864 j'ai supposé les consommations proportionnelles aux tonnages annuels des steamers du statistical abstract et du Board of trade.

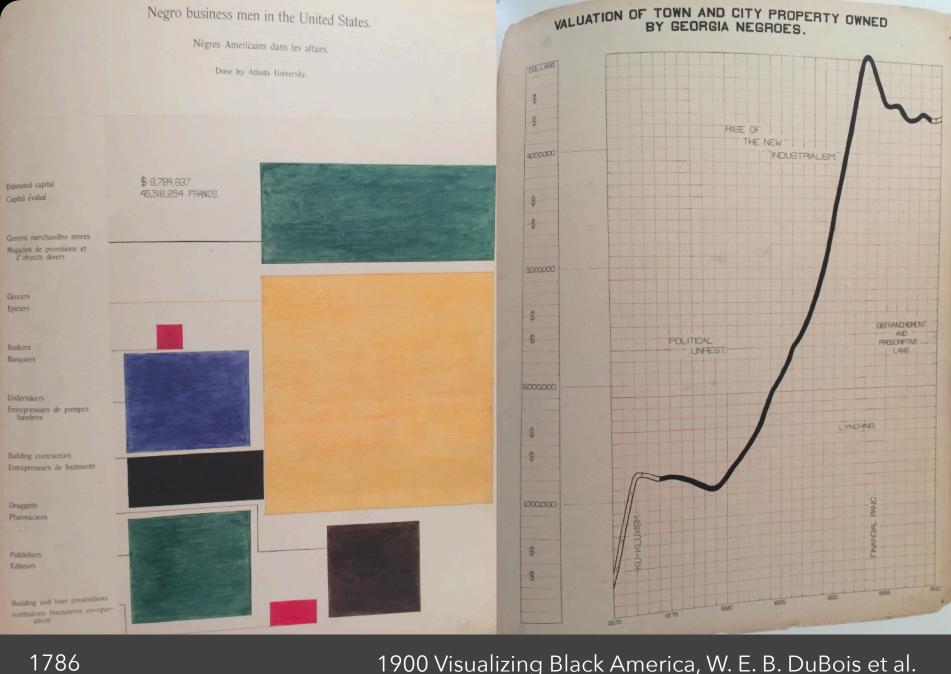
(A) Voir l'excellent article houille de M. Lamé Fleury, Dictionnaire du Commerce Page III.











1900 Visualizing Black America, W. E. B. DuBois et al.

The Rise of Statistics

Rise of **formal statistical methods** in the physical and social sciences

Little innovation in graphical methods

A period of application and popularization

Graphical methods enter textbooks, curricula, and **mainstream use**

1786 1900 1950



1786

Data Analysis & Statistics, Tukey 1962



Four major influences act on data analysis today:

- 1. The formal theories of statistics.
- 2. Accelerating developments in computers and display devices.
- 3. The challenge, in many fields, of more and larger bodies of data.
- 4. The emphasis on quantification in a wider variety of disciplines.



The last few decades have seen the rise of formal theories of statistics, "legitimizing" variation by confining it by assumption to random sampling, often assumed to involve tightly specified distributions, and restoring the appearance of security by emphasizing narrowly optimized techniques and claiming to make statements with "known" probabilities of error.



While some of the influences of statistical theory on data analysis have been helpful, others have not.



Exposure, the effective laying open of the data to display the unanticipated, is to us a major portion of data analysis. Formal statistics has given almost no guidance to exposure; indeed, it is not clear how the informality and flexibility appropriate to the exploratory character of exposure can be fitted into any of the structures of formal statistics so far proposed.



Nothing - not the careful logic of mathematics, not statistical models and theories, not the awesome arithmetic power of modern computers - nothing can substitute here for the flexibility of the informed human mind.

Accordingly, both approaches and techniques need to be structured so as to facilitate human involvement and intervention.

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|--------------|-----|
| \mathbf{L} | _/\ |
| ンモに | |

Set B

Set C

Set D

| Χ | Υ |
|----|-------|
| 10 | 8.04 |
| 8 | 6.95 |
| 13 | 7.58 |
| 9 | 8.81 |
| 11 | 8.33 |
| 14 | 9.96 |
| 6 | 7.24 |
| 4 | 4.26 |
| 12 | 10.84 |
| 7 | 4.82 |
| 5 | 5.68 |

| Χ | Υ |
|----|-------|
| 10 | 9.14 |
| 8 | 8.14 |
| 13 | 8.74 |
| 9 | 8.77 |
| 11 | 9.26 |
| 14 | 8.1 |
| 6 | 6.13 |
| 4 | 3.1 |
| 12 | 9.11 |
| 7 | 7.26 |
| _ | 4 7 4 |

Summary Statistics

$$u_x = 9.0 \ \sigma_x = 3.317$$

$$u_{y} = 7.5 \ \sigma_{y} = 2.03$$

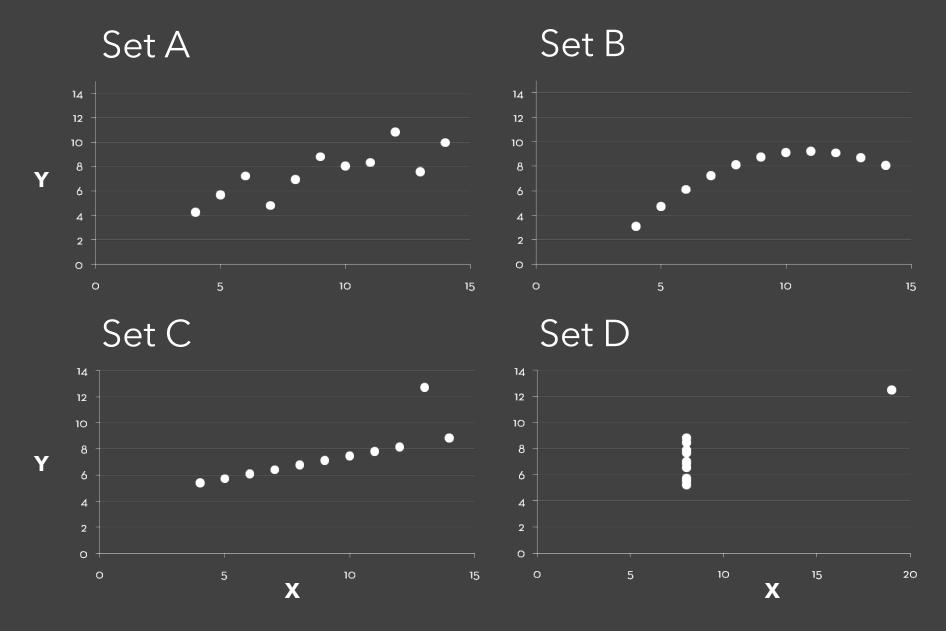
Linear Regression

$$Y = 3 + 0.5 X$$

4.74

$$R^2 = 0.67$$

[Anscombe 1973]



[Anscombe 1973]

Topics

Exploratory Data Analysis

Data Wrangling
Exploratory Analysis Examples
Tableau / Polaris

Data Wrangling

I spend more than half of my time integrating, cleansing and transforming data without doing any actual analysis. Most of the time I'm lucky if I get to do any "analysis" at all.

Anonymous Data Scientist [Kandel et al. '12]





Big Data Borat



Following

@BigDataBorat

In Data Science, 80% of time spent prepare data, 20% of time spent complain about need for prepare data.









Bureau of Justice Statistics - Data Online http://bjs.ojp.usdoj.gov/

987

955.8

968.9

980.2

935.4

894.2

1080.7

| Reported | crime | in | Alaba |
|----------|-------|----|-------|
| | | | |

Population

4525375 4029.3

4627851 3974.9

4661900 4081.9

4548327 3900

4599030 3937

Year

2004

2005

2006

2007

2008

2007

2008

Year

2006

2004

| Report | ed crime in Alask | (a | | | |
|--|---|---|---------------|--------------------|--------------------------|
| Year 2004 2005 2006 2007 2008 | Population 657755 3370.9 663253 3615 670053 3582 683478 3373.9 686293 2928.3 | Property crime rate 573.6 2456.7 340.6 622.8 2601 391 615.2 2588.5 378.3 538.9 2480 355.1 470.9 2219.9 237.5 | Burglary rate | Larceny-theft rate | Motor vehicle theft rate |
| Report | ed crime in Arizo | ona | | | |
| Year 2004 2005 2006 | Population 5739879 5073.3 5953007 4827 6166318 4741.6 | Property crime rate 991 3118.7 963.5 946.2 2958 922 953 2874.1 914.4 | Burglary rate | Larceny-theft rate | Motor vehicle theft rate |

Burglary rate

2004

Reported crime in Arkansas

Population |

6338755 4502.6

6500180 4087.3

| 2004 2005 2006 2007 2008 | 2775708 4068 2810872 4021.6 2834797 3945.5 2855390 3843.7 | 1096.4 2699.7 237 1085.1 2720 262 1154.4 2596.7 270.4 1124.4 2574.6 246.5 1182.7 2433.4 227.6 | | | |
|--------------------------------------|--|---|---|--------------------|--------------------------|
| Reporte | ed crime in Calif | | _ | | |
| Year 2004 2005 | Population 35842038 36154147 | Property crime rate 3423.9 686.1 2033.1 3321 692.9 1915 | | Larceny-theft rate | Motor vehicle theft rate |

Burglary rate

332I 692.9 3175.2 676.9 3032.6

Property crime rate

2656

2687

2732.4

2645.1

2712.6

2780.5

2605.3

Property crime rate

309.9

289

322.9

307.7

288.6

786.7

587.8

1915

712 666.8 600.2

Motor vehicle theft rate

Motor vehicle theft rate

2007 36553215 2008 36756666

36457549

717.3

648.4 2940.3 646.8

1831.5 1784.1 1769.8

523.8

Larceny-theft rate

Larceny-theft rate

Larceny-theft rate

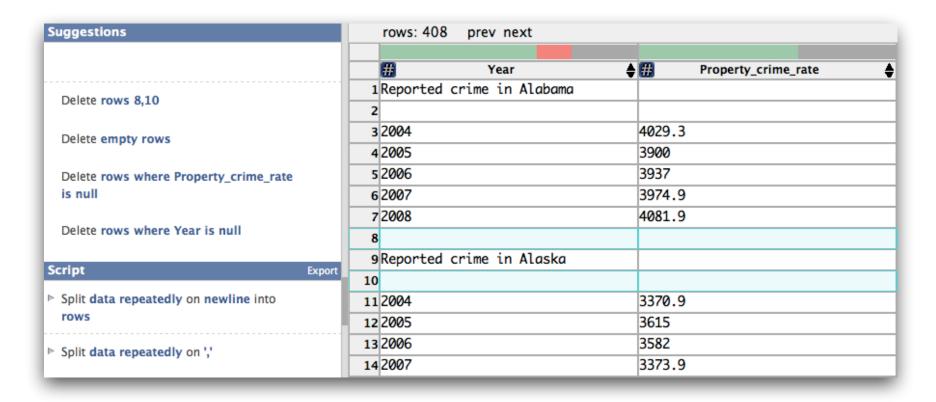
Motor vehicle theft rate

Reported crime in Colorado Population Year

4601821 3918.5

Property crime rate 2679.5 521.6 Burglary rate

DataWrangler



Wrangler: Interactive Visual Specification of Data Transformation Scripts

Sean Kandel et al. CHI'11

Data Wrangling

One often needs to manipulate data prior to analysis. Tasks include reformatting, cleaning, quality assessment, and integration.

Approaches include:

Manual manipulation in spreadsheets

Code: <u>arquero</u> (JS), <u>dplyr</u> (R), <u>pandas</u> (Python)

Trifacta Wrangler http://www.trifacta.com/products/wrangler/

Open Refine http://openrefine.org/

Tidy Data [Wickham 2014]

How do rows, columns, and tables match up with observations, variables, and types? In "tidy" data:

- 1. Each variable forms a column.
- 2. Each observation forms a row.
- 3. Each type of observational unit forms a table.

The advantage is that this provides a flexible starting point for analysis, transformation, and visualization.

Our pivoted table variant was not "tidy"!

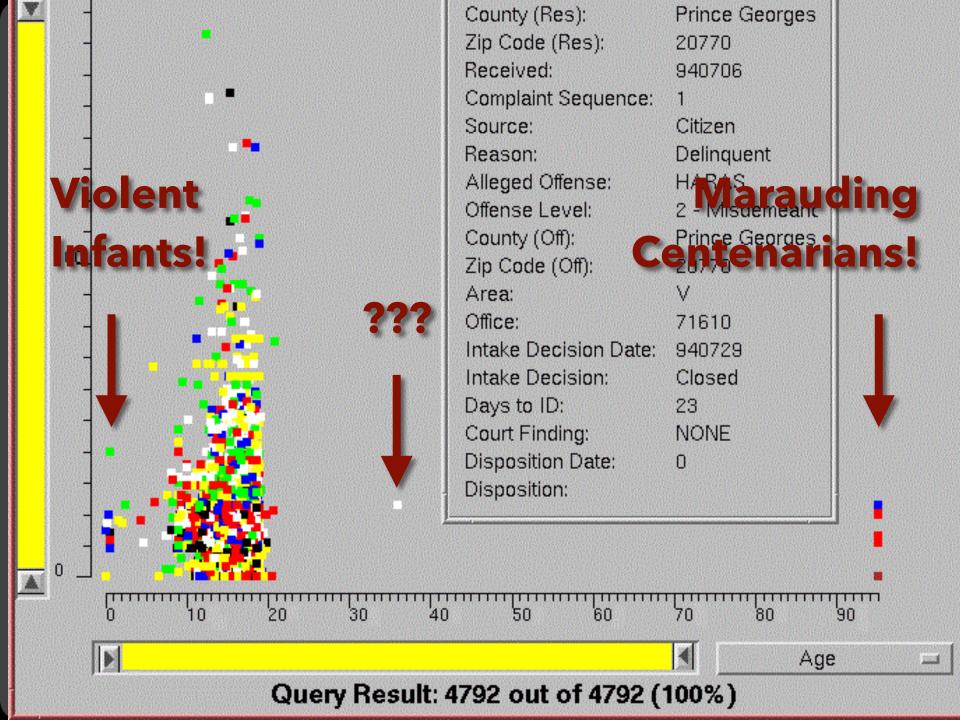
(This is a variant of <u>normalized forms</u> in DB theory)

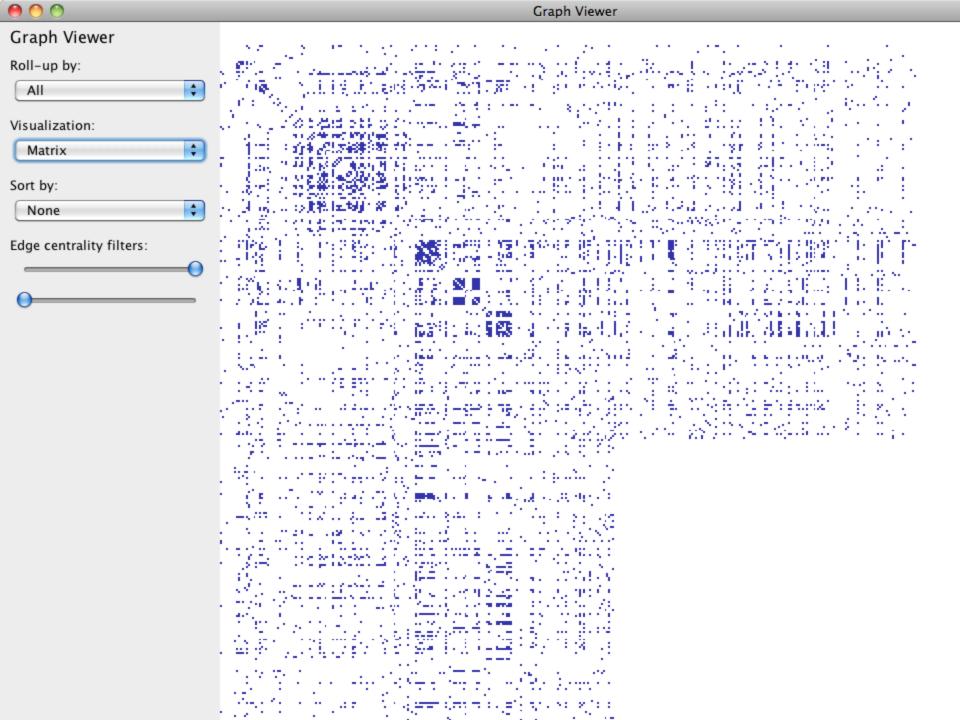
Data Quality

"The first sign that a visualization is good is that it shows you a problem in your data...

...every successful visualization that I've been involved with has had this stage where you realize, "Oh my God, this data is not what I thought it would be!" So already, you've discovered something."

Martin Wattenberg





Visualize Friends by School?

Berkeley

Cornell

Harvard

Harvard University

Stanford

Stanford University

UC Berkeley

UC Davis

University of California at Berkeley

University of California, Berkeley

University of California, Davis

.... !!!!!!!!!

Data Quality Hurdles

Missing Data

no measurements, redacted, ...?

Erroneous Values

misspelling, outliers, ...?

Type Conversion

e.g., zip code to lat-lon

Entity Resolution

diff. values for the same thing?

Data Integration

effort/errors when combining data

LESSON: Anticipate problems with your data. Many research problems around these issues!

Administrivia

A1: Visualization Design

Pick a **guiding question**, use it to title your vis. Design a **static visualization** for that question. You are free to **use any tools** (inc. pen & paper).

Deliverables (upload via Canvas; see A1 page) Image of your visualization (PNG or JPG format) Short description + design rationale (≤ 4 paragraphs)

Due by 11:59 pm, Wednesday April 7.

A2: Exploratory Data Analysis

Use visualization software to form & answer questions

First steps:

Step 1: Pick domain & data

Step 2: Pose questions

Step 3: Profile the data

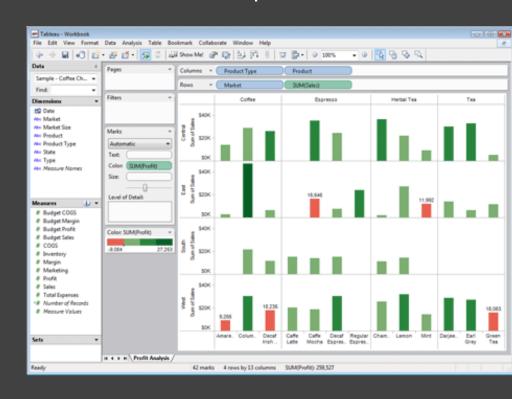
Iterate as needed

Create visualizations

Interact with data
Refine your questions

Author a report

Screenshots of most insightful views (8+) Include titles and captions for each view



Due by 11:59pm Friday, Apr 23

Tableau Tutorial (Optional)

Monday April 12, 4:30-5:30pm Zoom link available on Canvas Session will be recorded.

Break Time!

Analysis Example: Motion Pictures Data

Motion Pictures Data

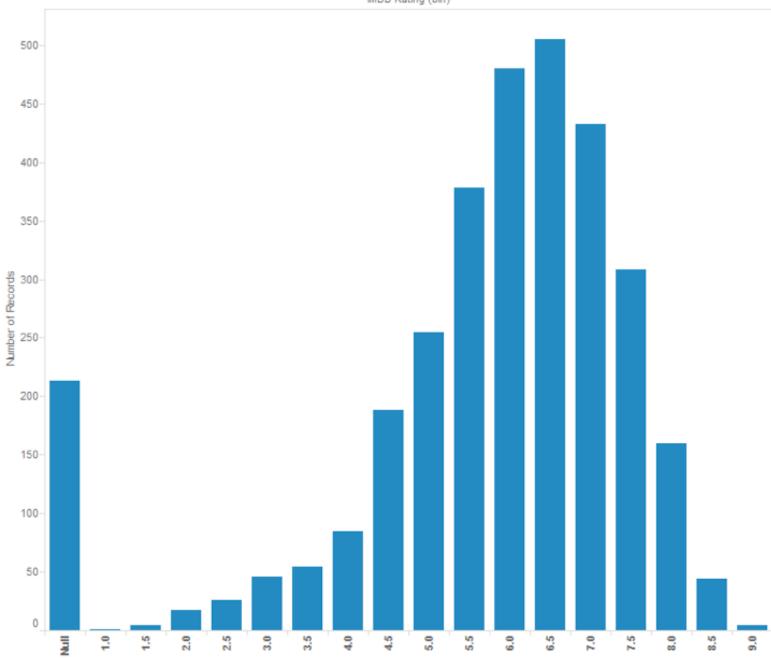
Title String (N)

IMDB Rating Number (Q)

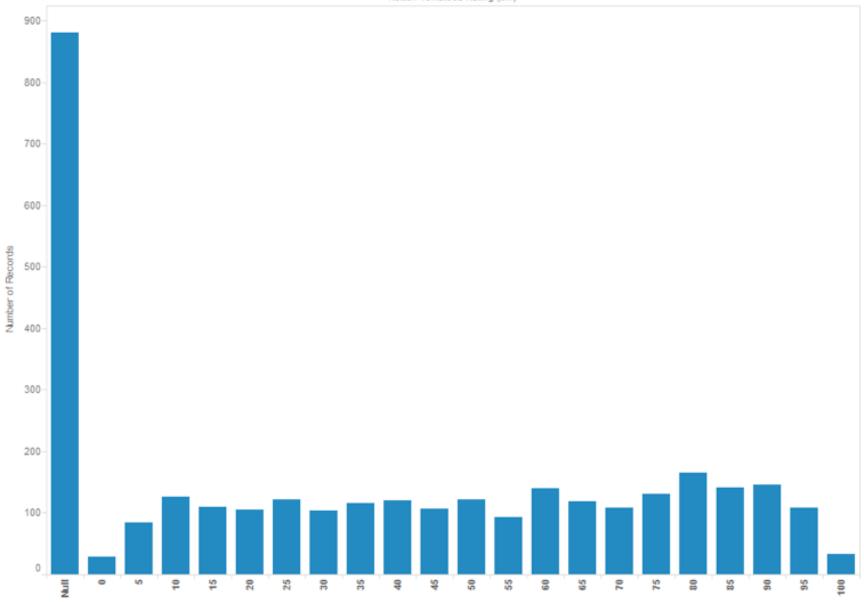
Rotten Tomatoes Rating Number (Q)

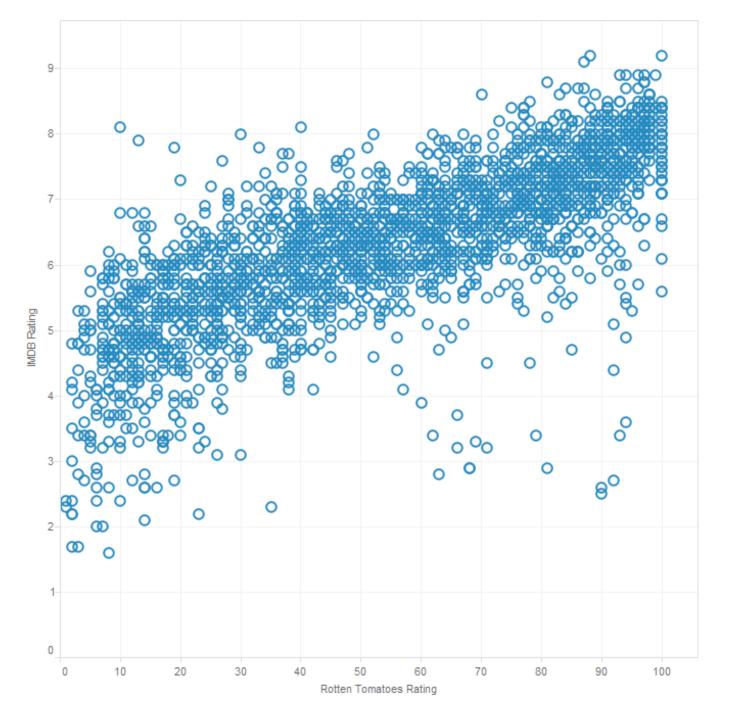
MPAA Rating String (O)

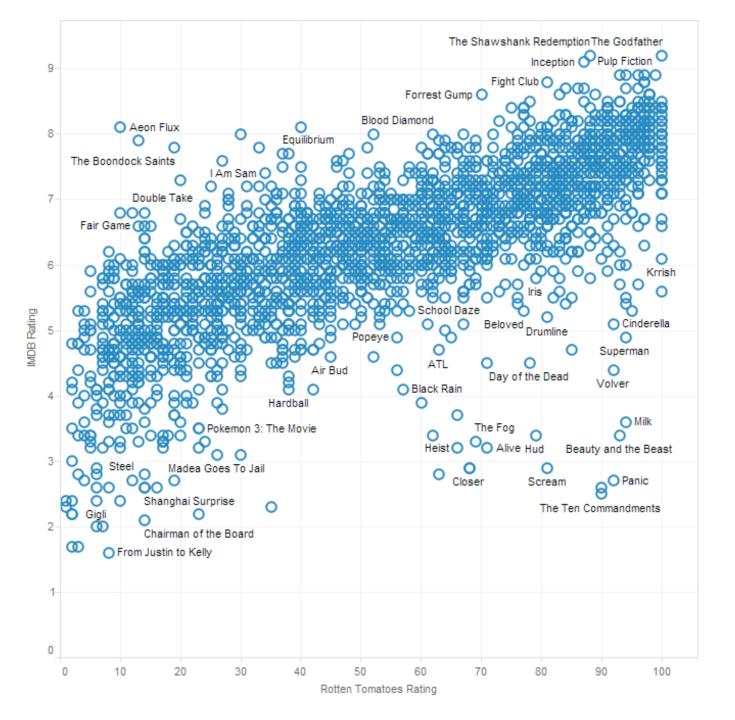
Release Date (T)

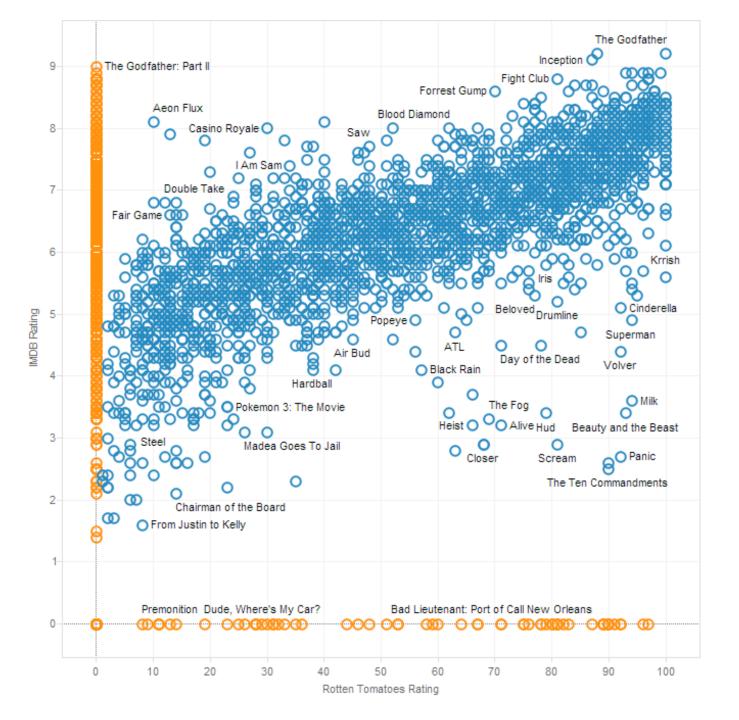


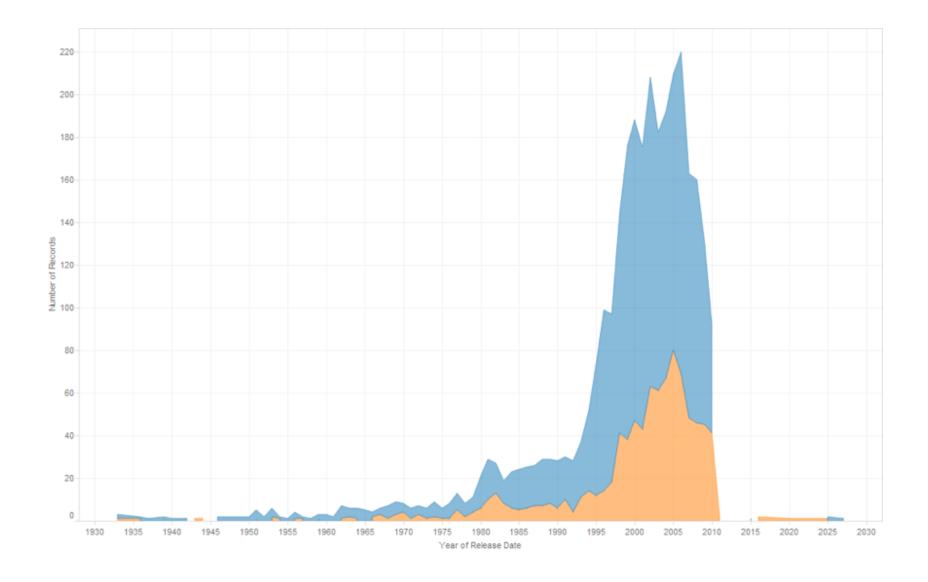












Lesson: Exercise Skepticism

Check data quality and your assumptions.

Start with **univariate summaries**, then start to consider **relationships among variables**.

Avoid premature fixation!

Analysis Example: Antibiotic Effectiveness

Data Set: Antibiotic Effectiveness

Genus of Bacteria String (N)

Species of Bacteria String (N)

Antibiotic Applied String (N)

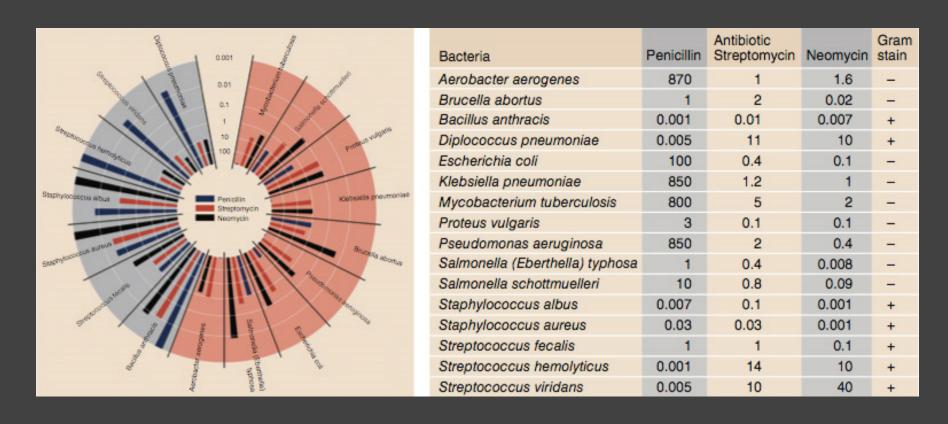
Gram-Staining? Pos / Neg (N)

Min. Inhibitory Concent. (g) Number (Q)

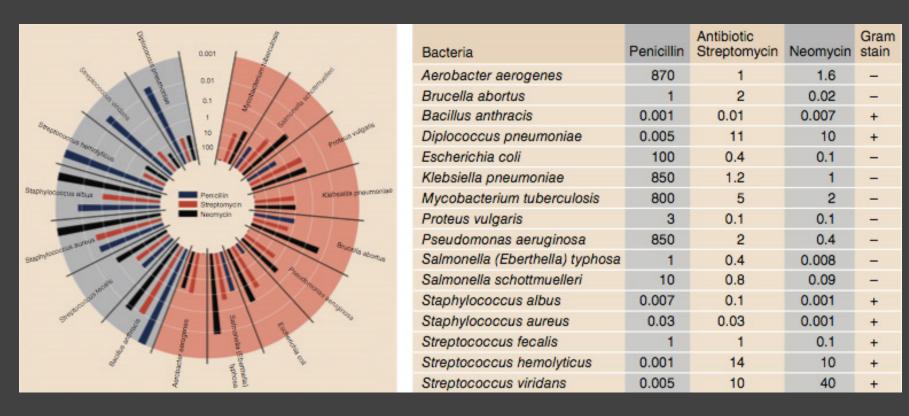
Collected prior to 1951.

What questions might we ask?

| Table 1: Burtin's data. | | Antibiotic | | |
|---------------------------------|------------|--------------|----------|---------------|
| Bacteria | Penicillin | Streptomycin | Neomycin | Gram Staining |
| Aerobacter aerogenes | 870 | 1 | 1.6 | negative |
| Brucella abortus | 1 | 2 | 0.02 | negative |
| Brucella anthracis | 0.001 | 0.01 | 0.007 | positive |
| Diplococcus pneumoniae | 0.005 | 11 | 10 | positive |
| Escherichia coli | 100 | 0.4 | 0.1 | negative |
| Klebsiella pneumoniae | 850 | 1.2 | 1 | negative |
| Mycobacterium tuberculosis | 800 | 5 | 2 | negative |
| Proteus vulgaris | 3 | 0.1 | 0.1 | negative |
| Pseudomonas aeruginosa | 850 | 2 | 0.4 | negative |
| Salmonella (Eberthella) typhosa | 1 | 0.4 | 0.008 | negative |
| Salmonella schottmuelleri | 10 | 0.8 | 0.09 | negative |
| Staphylococcus albus | 0.007 | 0.1 | 0.001 | positive |
| Staphylococcus aureus | 0.03 | 0.03 | 0.001 | positive |
| Streptococcus fecalis | 1 | 1 | 0.1 | positive |
| Streptococcus hemolyticus | 0.001 | 14 | 10 | positive |
| Streptococcus viridans | 0.005 | 10 | 40 | positive |



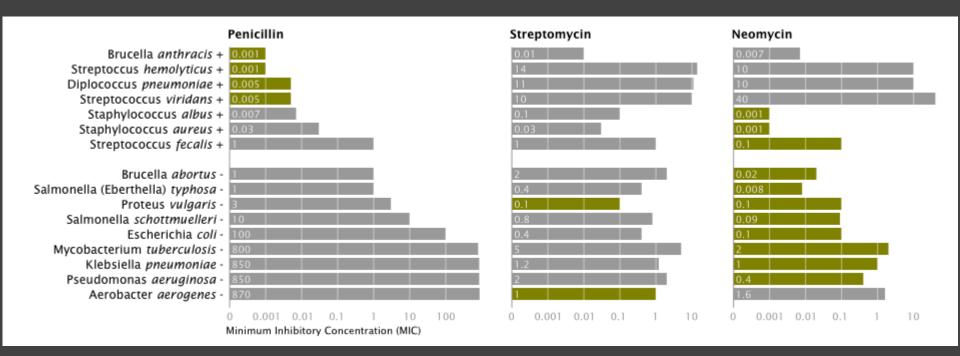
Original graphic by Will Burtin, 1951

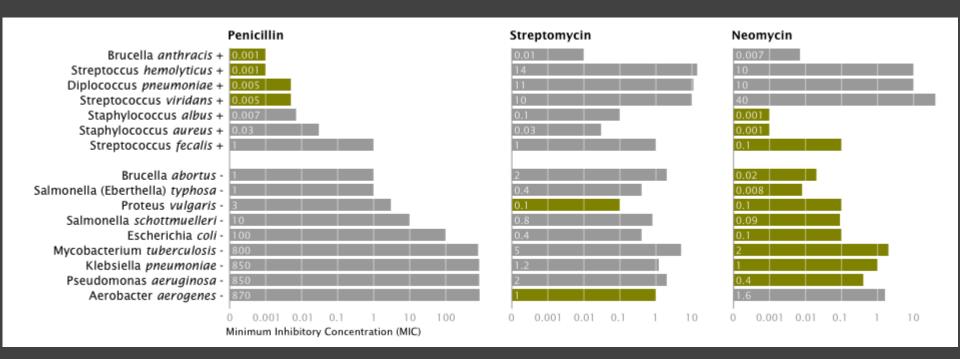


Radius: 1 / log(MIC)

Bar Color: Antibiotic

Background Color: Gram Staining

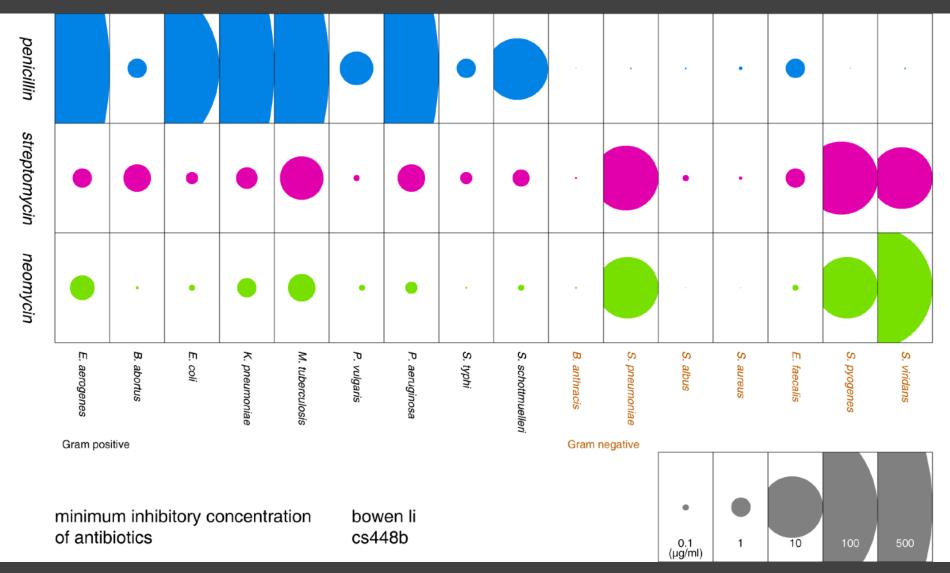




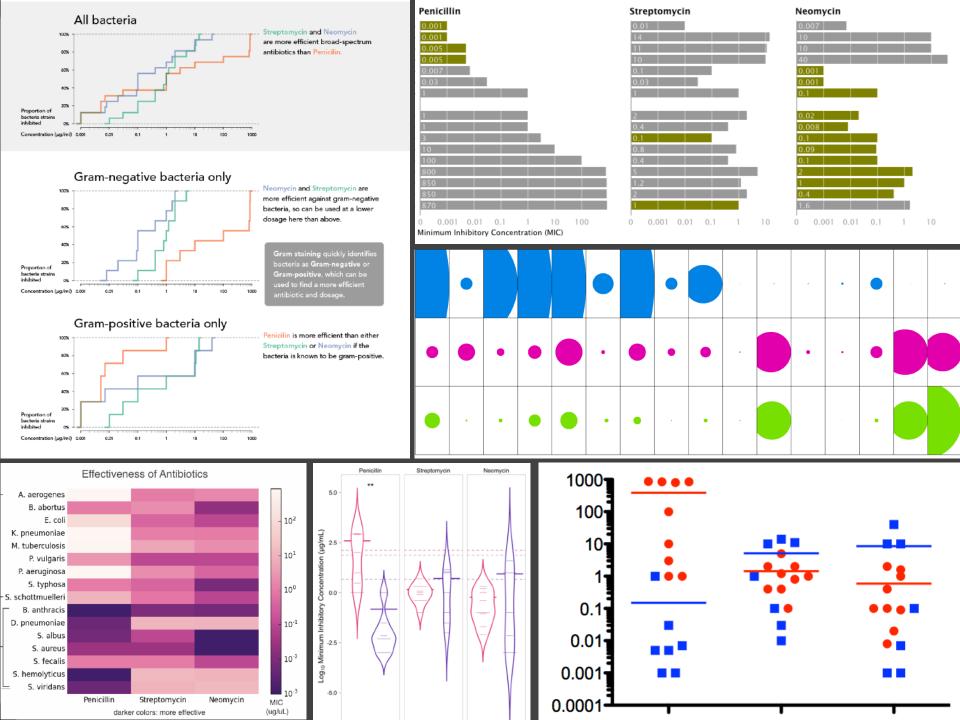
X-axis: Antibiotic | log(MIC)

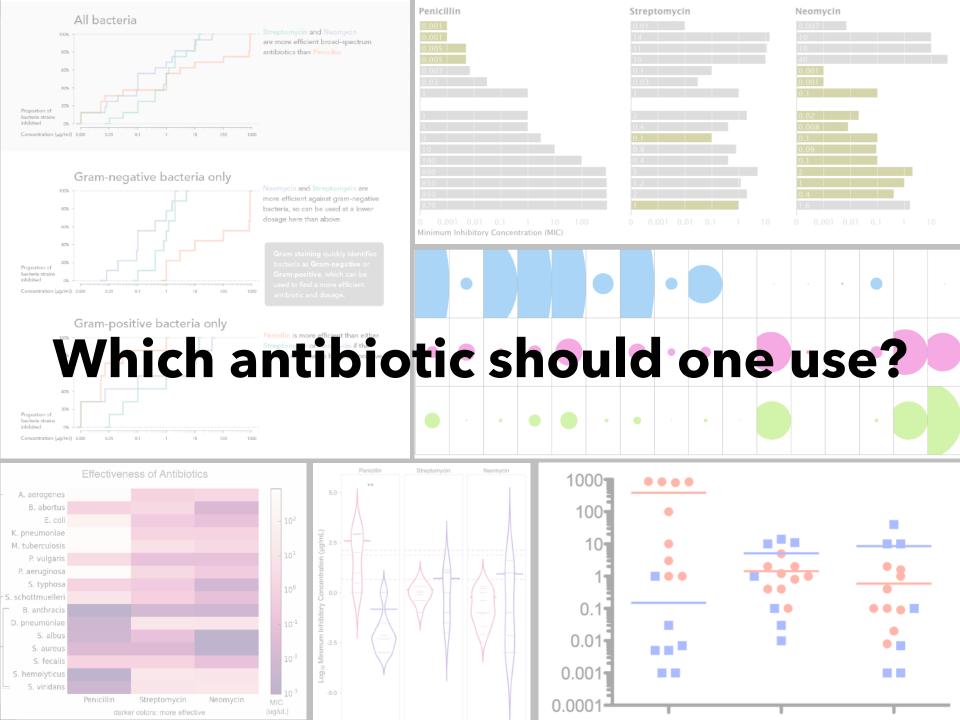
Y-axis: Gram-Staining | Species

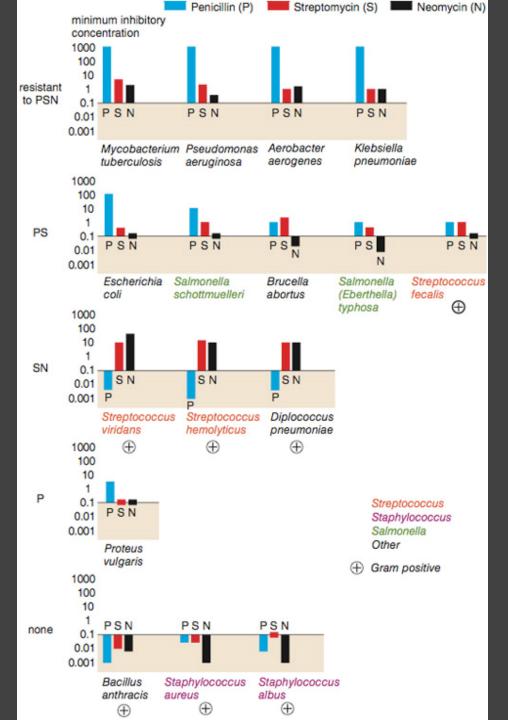
Color: Most-Effective?



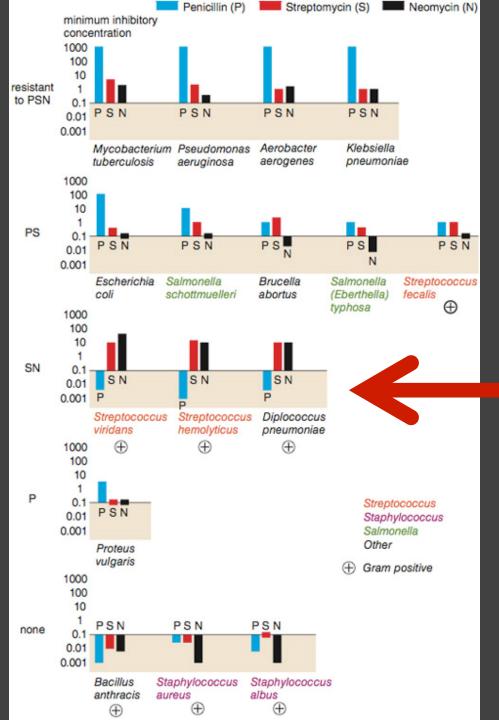
Bowen Li Stanford CS448B, Fall 2009



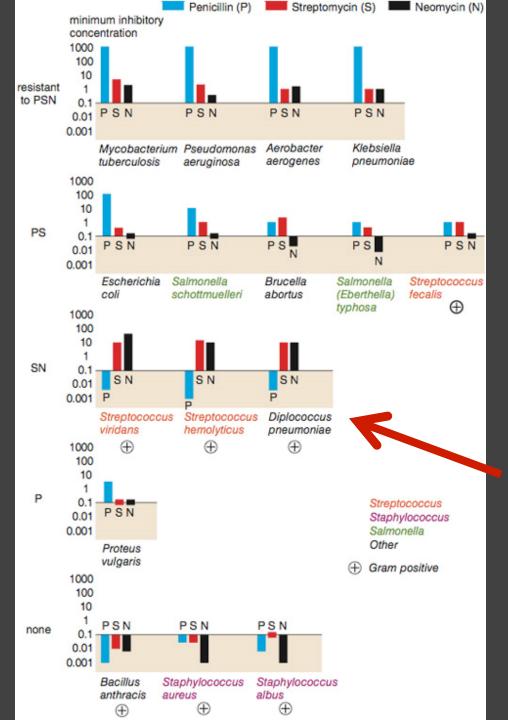




Wainer & Lysen
American Scientist, 2009

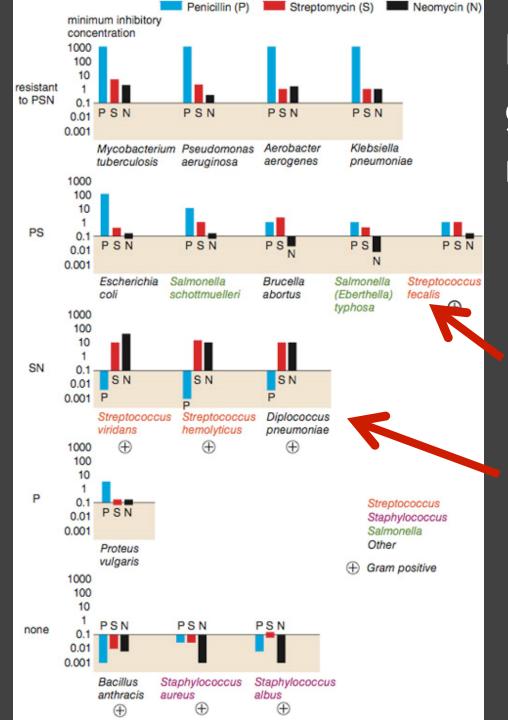


Wainer & Lysen
American Scientist, 2009



Really a streptococcus! (realized ~20 yrs later)

Wainer & Lysen American Scientist, 2009



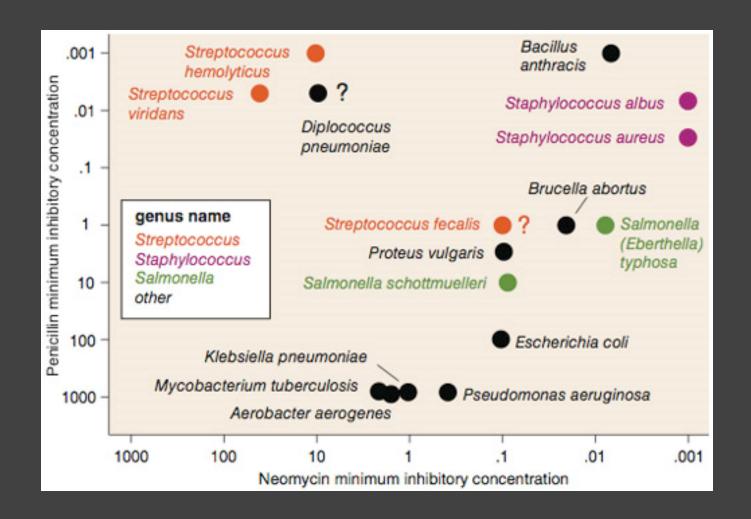
Do the bacteria group by antibiotic resistance?

Not a streptococcus! (realized ~30 yrs later)

Really a streptococcus! (realized ~20 yrs later)

Wainer & Lysen
American Scientist, 2009

Do the bacteria group by resistance? Do different drugs correlate?



Do the bacteria group by resistance? Do different drugs correlate?

Lesson: Iterative Exploration

Exploratory Process

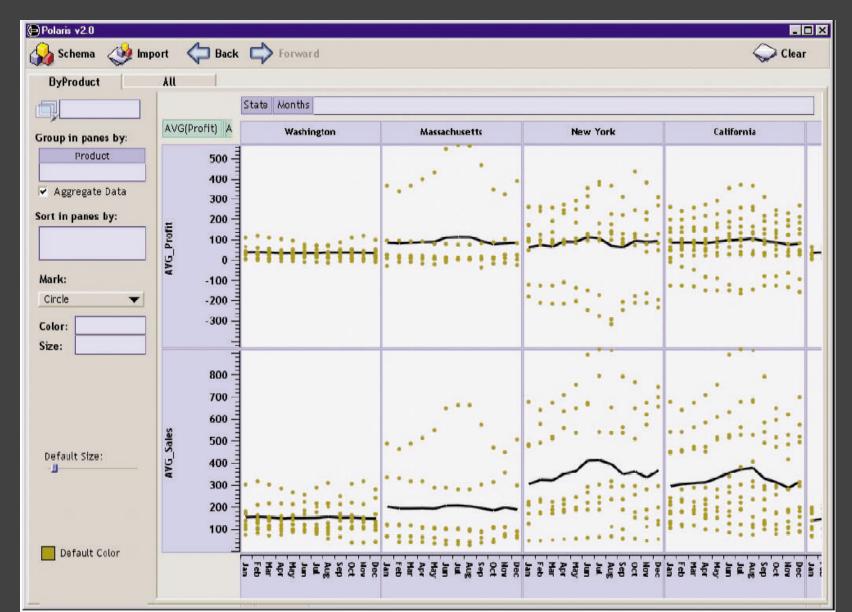
- 1 Construct graphics to address questions
- 2 Inspect "answer" and assess new questions
- 3 Repeat...

Transform data appropriately (e.g., invert, log)

Show data variation, not design variation [Tufte]

Tableau / Polaris

Polaris [Stolte et al.]



Tableau

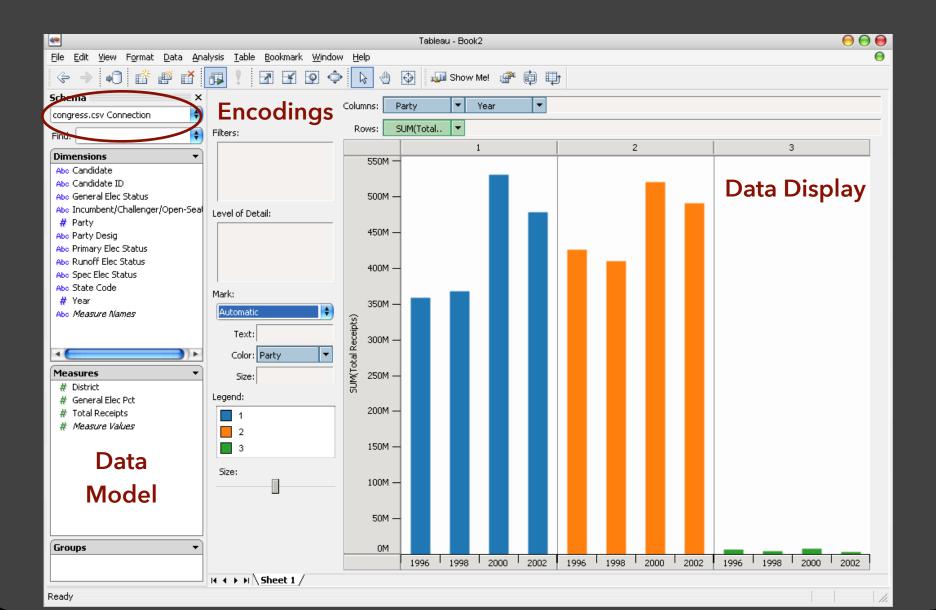


Tableau / Polaris Approach

Insight: can simultaneously specify both database queries and visualization

Choose data, then visualization, not vice versa

Use smart defaults for visual encodings

Can also suggest encodings upon request

Tableau Demo

The dataset:

Federal Elections Commission Receipts

Every Congressional Candidate from 1996 to 2002

4 Election Cycles

9216 Candidacies

Dataset Schema

```
Year (Qi)
Candidate Code (N)
Candidate Name (N)
Incumbent / Challenger / Open-Seat (N)
Party Code (N) [1=Dem, 2=Rep, 3=Other]
Party Name (N)
Total Receipts (Qr)
State (N)
District (N)
```

This is a subset of the larger data set available from the FEC.

Hypotheses?

What might we learn from this data?

Hypotheses?

What might we learn from this data?

Correlation between receipts and winners?

Do receipts increase over time?

Which states spend the most?

Which party spends the most?

Margin of victory vs. amount spent?

Amount spent between competitors?

Tableau Demo

Specifying Table Configurations

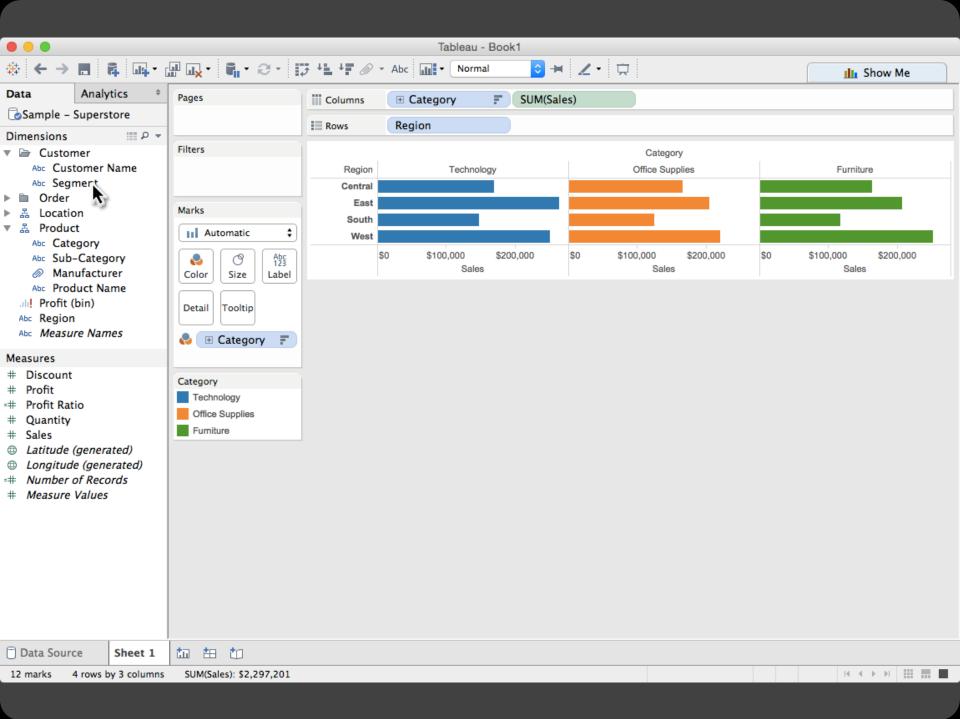
Operands are the database fields

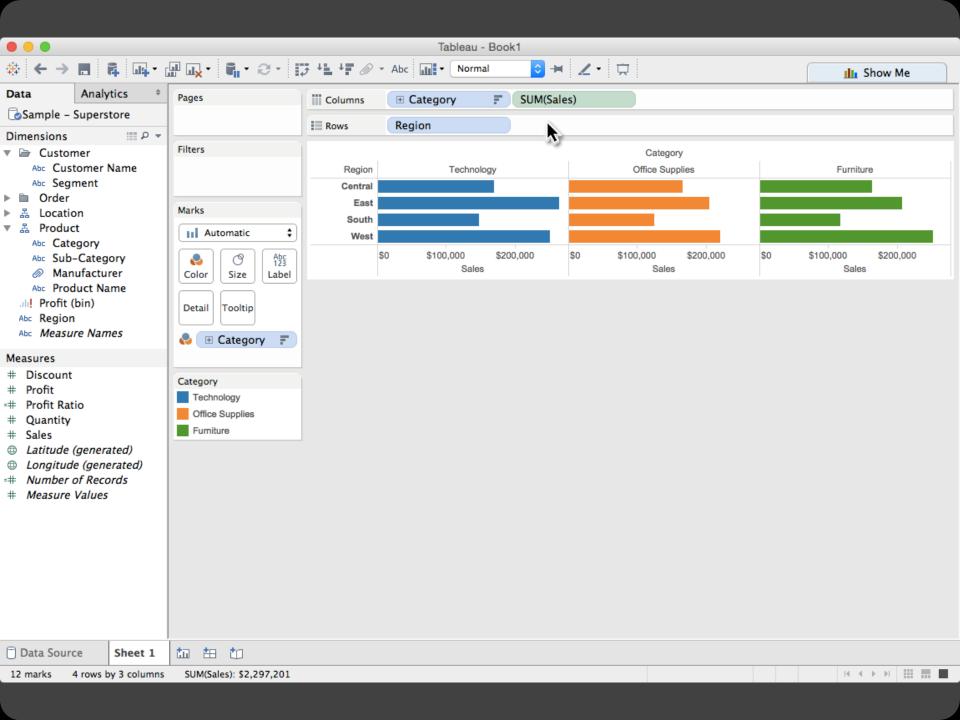
Each operand interpreted as a set {...}

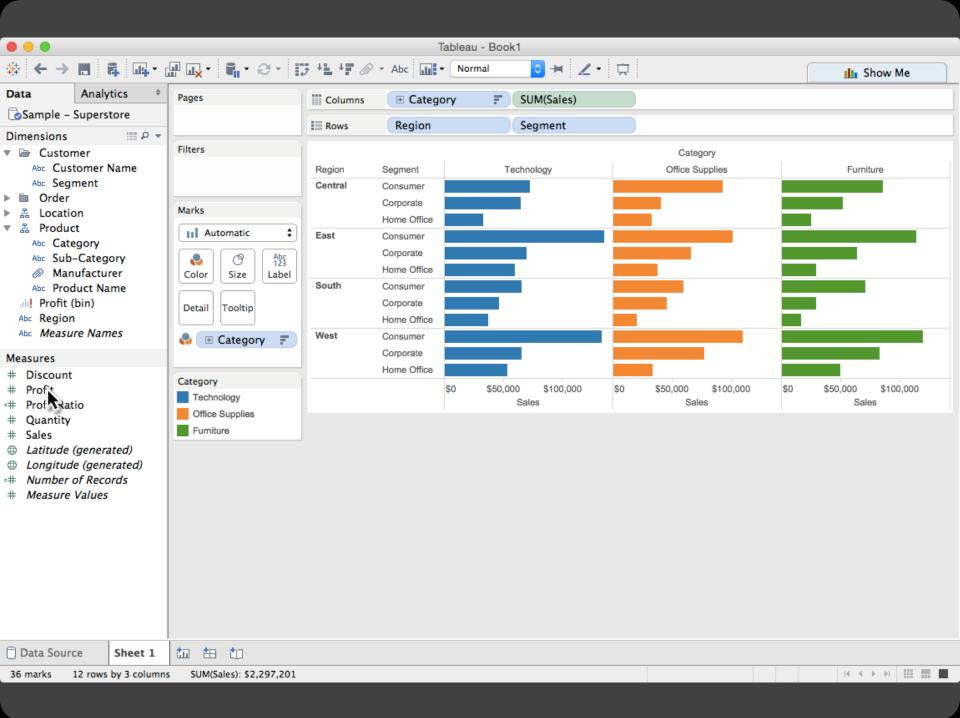
Quantitative and Ordinal fields treated differently

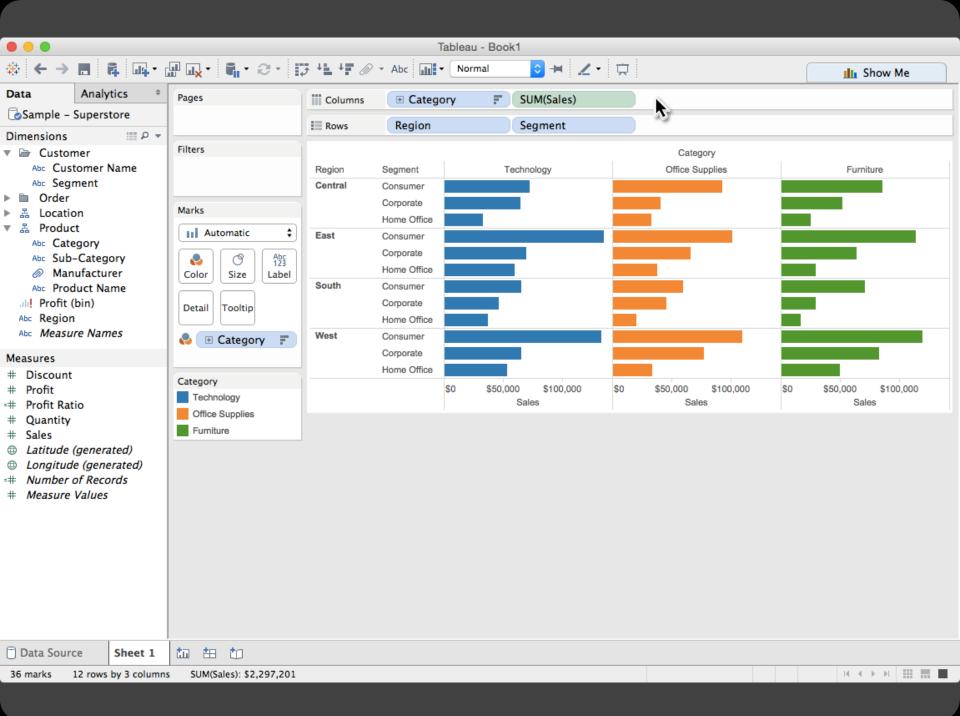
Three operators:

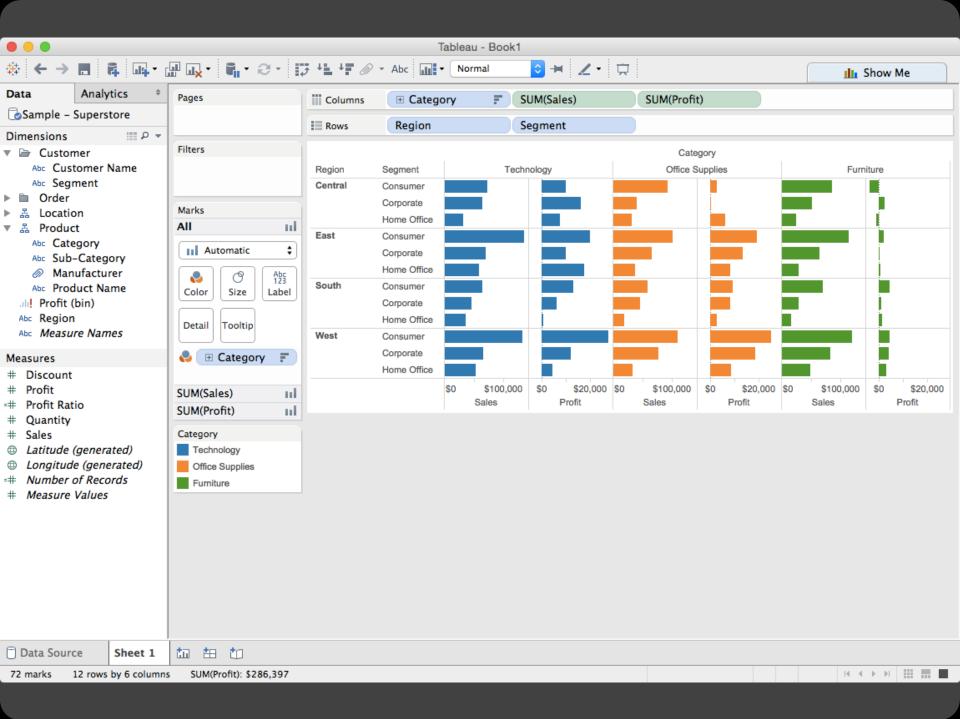
concatenation (+) cross product (x) nest (/)











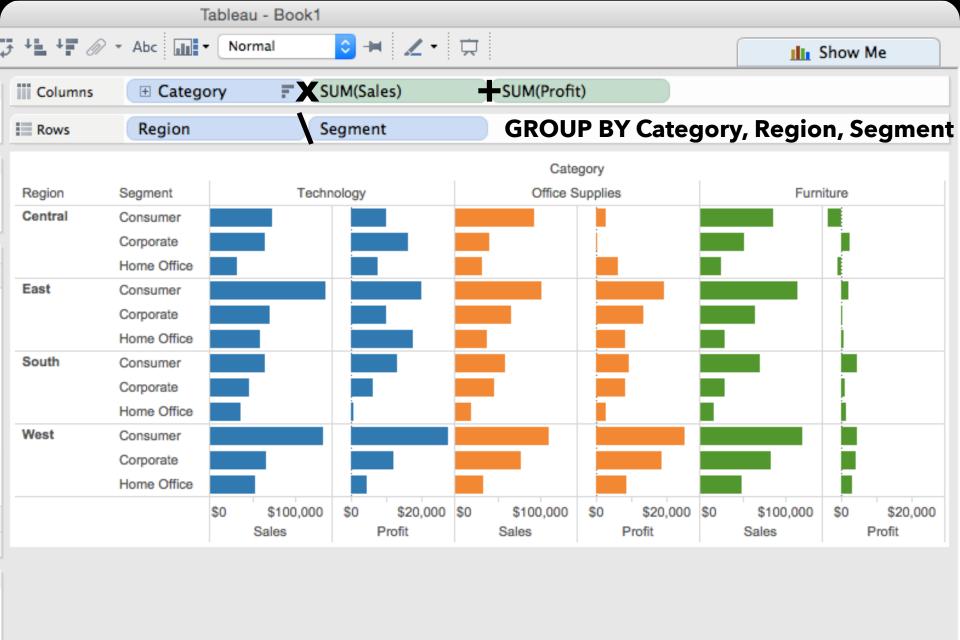


Table Algebra

The operators (+, x, /) and operands (O, Q) provide an *algebra* for tabular visualization.

Algebraic statements are then mapped to:

Visualizations - trellis plot partitions, visual encodings **Queries** - selection, projection, group-by aggregation

In Tableau, users make statements via drag-and-drop Note that this specifies operands *NOT* operators! Operators are inferred by data type (O, Q)

Table Algebra: Operands

Ordinal fields: interpret domain as a set that partitions table into rows and columns.

 $Quarter = {(Qtr1),(Qtr2),(Qtr3),(Qtr4)} ->$

| Qtr1 | Qtr2 | Qtr3 | Qtr4 |
|-------|--------|--------|-------|
| 95892 | 101760 | 105282 | 98225 |

Quantitative fields: treat domain as single element set and encode spatially as axes.

 $Profit = {(Profit[-410,650])} ->$



Concatenation (+) Operator

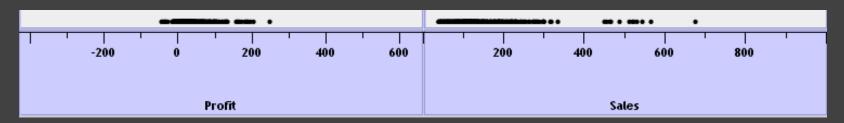
Ordered union of set interpretations

Quarter + Product Type

- $= \{(Qtr1),(Qtr2),(Qtr3),(Qtr4)\} + \{(Coffee),(Espresso)\}$
- $= \{(Qtr1),(Qtr2),(Qtr3),(Qtr4),(Coffee),(Espresso)\}$

| Qtr1 | Qtr2 | Qtr3 | Qtr4 | Coffee | Espresso |
|------|------|------|------|--------|----------|
| 48 | 59 | 57 | 53 | 151 | 21 |

Profit + Sales = $\{(Profit[-310,620]),(Sales[0,1000])\}$



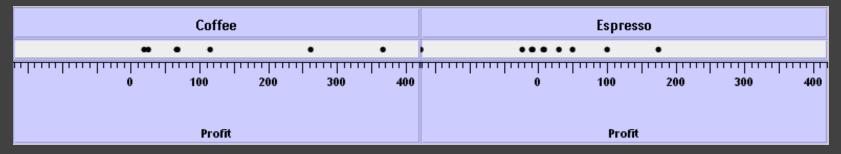
Cross (x) Operator

Cross-product of set interpretations

```
Quarter x Product Type =
{(Qtr1,Coffee), (Qtr1, Tea), (Qtr2, Coffee), (Qtr2, Tea), (Qtr3, Coffee), (Qtr3, Tea), (Qtr4, Coffee), (Qtr4, Tea)}
```

| Qt | г1 | Qt | Qtr2 Qtr3 | | г3 | Qtr4 | |
|--------|----------|--------|-----------|--------|----------|--------|----------|
| Coffee | Espresso | Coffee | Espresso | Coffee | Espresso | Coffee | Espresso |
| 131 | 19 | 160 | 20 | 178 | 12 | 134 | 33 |

Product Type x Profit =



Nest (/) Operator

Cross-product filtered by existing records

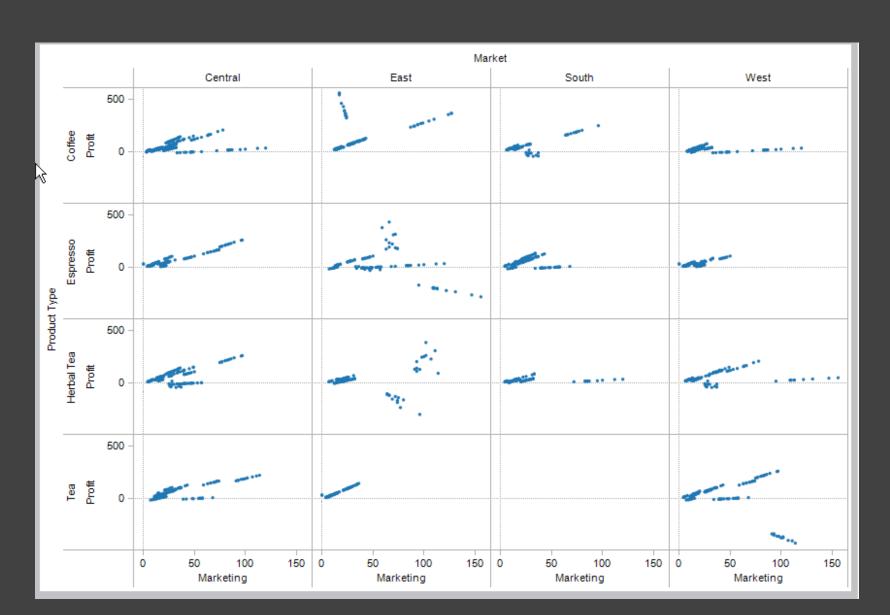
```
Quarter x Month ->
creates twelve entries for each quarter. i.e.,
(Qtr1, December)
```

Quarter / Month ->
creates three entries per quarter based on tuples in database (not semantics)

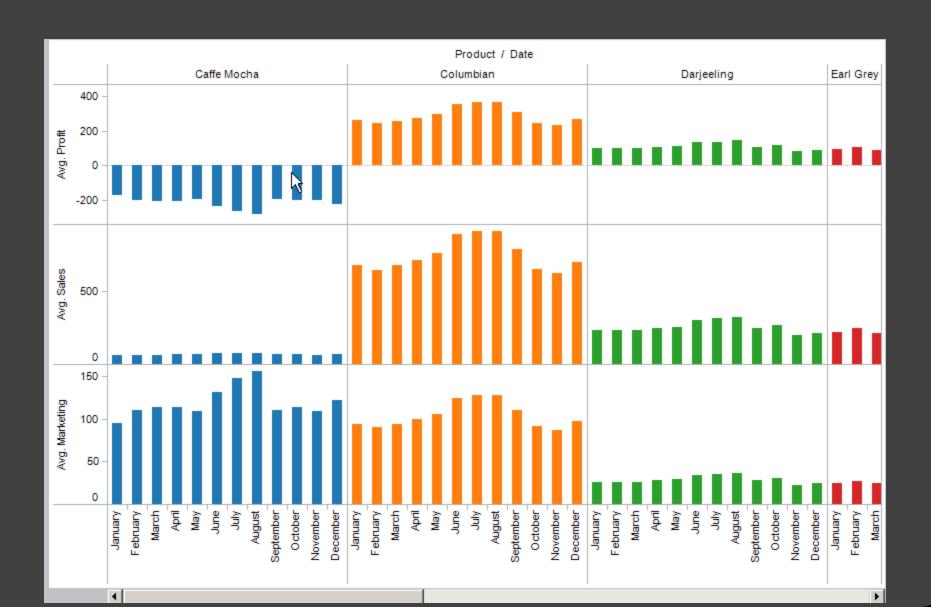
Ordinal-Ordinal

| _ | Product Type | | | | |
|---------------|--------------|--------------|---------|-----|--|
| State | Coffee | Espresso Her | bal Tea | Tea | |
| Colorado | • | • | • | • | |
| Connecticut | • | • | • | • | |
| Florida | • | • | • | • | |
| Illinois | | | • | • | |
| Iowa | • | • | | | |
| Louisiana | • | • | • | | |
| Massachusetts | • | • | • | • | |
| Missouri | • | • | • | • | |
| Nevada | • | • | | | |
| New Hampshire | • | • | • | • | |
| New Mexico | • | • | • | | |
| New York | | • | | | |
| Ohio | • | • | • | • | |
| Oklahoma | • | • | • | | |
| Oregon | • | • | • | | |
| Texas | | • | • | | |
| Utah | • | • | • | • | |
| Washington | • | • | • | • | |
| Wisconsin | • | • | • | • | |

Quantitative-Quantitative



Ordinal-Quantitative



Querying the Database

