How data visualization empowers decision making

55% of all people are visual learners

Traditional Communication of Data vs. Data Visualization

How about now?

The Cognition Matrix: Why Visualizations Matter

Visualizations show interrelationships and trends that we may not have previously picked up on. Because of this, data visualization is a powerful tool for making complex environments easier to understand.

Solution Spotlight

What is it?

IBM Watson Analytics uses cognitive computing to combine data preparation, predictive analytics, and visualization to find and convey insights.

Why you need it?

IBM Watson Analytics has a highly visual interface so that users with no statistical training can effectively perform meaningful analysis.

Watson Analytics presents a new analyst’s tool for submitting and analyzing data to a Watson Analytics service.

Why is it important?

Watson analytics combines advanced visualization and cognitive computing capabilities in a way that analysts and executives, even without any technical or statistical knowledge, can analyze and communicate their insights.

About the Analyst

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Analyst

James Haight is a research analyst at Blue Hill Research focusing on analytics and emerging enterprise technologies. His primary responsibilities include the ongoing research and development of Blue Hill’s annual report on Data Science.

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Compared to computers, the human mind is weak at performing calculations but much stronger at recognizing patterns. As data sets get larger and more complicated, only the most skilled are able to derive meaning. Visualizing data presents an opportunity to break down these barriers and translate data into judgment.

Visualizing data, therefore, is key. It helps transform complex problems into easily digestible solutions.

65% of all people are visual learners.

Information recall is significantly enhanced when tied to visual imagery.