



Dr. SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Accredited by NAAC (Cycle- III) with 'A+' Grade



DEPARTMENT OF B.SC CS (GCD)

**22UDA501 – INTRODUCTION TO DATA ANALYTICS
UNIT- II**

Dr.SNSRCAS B.Sc CS(GCD)

Infographic

An infographic is a collection of imagery, [data visualizations](#) like pie charts and bar graphs, and minimal text that gives an easy-to-understand overview of a topic.

Example for Infographics

Infographics use striking, engaging visuals to communicate information quickly and clearly.



Some use cases for infographics

- **Enterprise**

In the enterprise, infographics are used by all levels of management for high-level views of data. Infographics include bar graphs, pie charts, [histograms](#), line charts, tree diagrams, mind maps

- **Digital marketing**

In digital marketing, infographics can help companies make their products more visible online.

- **IT**

In IT, an infographic can be used to illustrate a project's progress or help explain systems or [application architecture](#) for new employees.

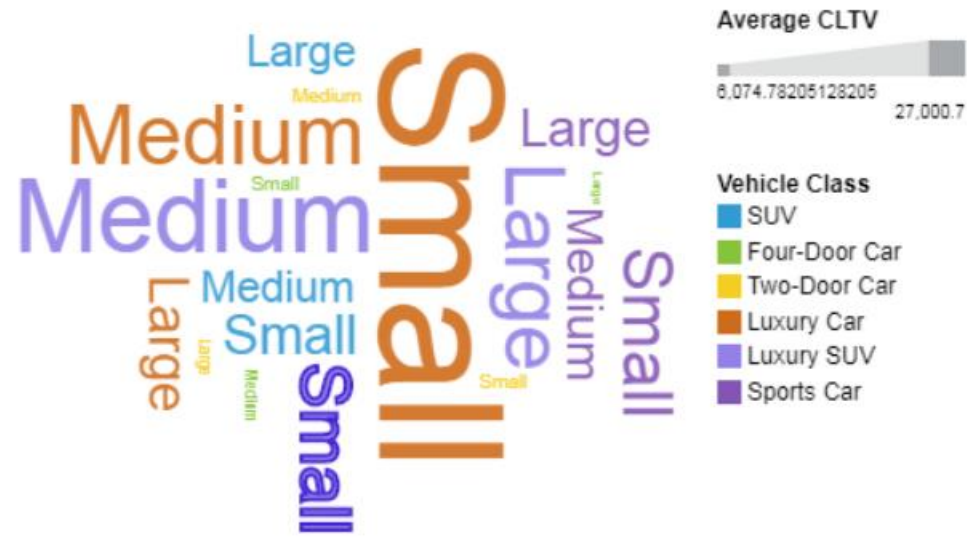
- **Education**

Infographics can also be beneficial in education, as they encourage learners to interact with complex topics and concepts in a visual way.

Word Cloud

- Word clouds are a collection of words or phrases that are arranged in a visually appealing way.
- The size of the words in the cloud indicates the frequency of the words, with the larger words representing the most frequent words or phrases.
- Word clouds are used to quickly convey the main topics of a conversation or text.

Example



Use a Word Cloud

1. Understanding Client Issues
2. Quickening Business Actions
3. Analysing Employee Sentiment
4. Simplifying Technical Data
5. Searching for Patterns in Data
6. Search Engine Optimization