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Data Visualization Techniques for Effective Business Intelligence

DEMO / THEME CONTENT

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Abstract

Data visualization transforms complex datasets into understandable visual information. This paper examines dashboards, charts, interactive reports, and visual analytics in business intelligence.

Keywords

Data Visualization; Business Intelligence; Dashboards; Analytics; Decision Making

Main Content

1. Organizations increasingly use visual analytics to communicate information and identify trends within large datasets.

2. Charts, dashboards, maps, tables, and interactive reports can communicate different types of analytical information.

3. Well-designed visualization can make analytical information easier to understand and support evidence-based decisions.

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