

Coding e Big Data

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Business Intelligence e Data Visualization

Cos'è la Business Intelligence?

La **Business Intelligence (BI)** è l'insieme di processi, tecnologie e strumenti che trasformano i dati grezzi in informazioni significative per supportare decisioni aziendali strategiche.

Il ruolo della Data Visualization

La visualizzazione dei dati è il **ponte** tra i dati e le decisioni:

- ▶ **Velocità:** identificare trend in pochi secondi
- ▶ **Accessibilità:** rendere i dati comprensibili a tutti
- ▶ **Impatto:** guidare azioni concrete basate sui dati

Attenzione agli assi

Asse Y



Asse X



Attenzione alle scale

Grafico a barre fuorviante senza scala

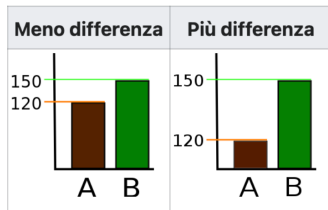
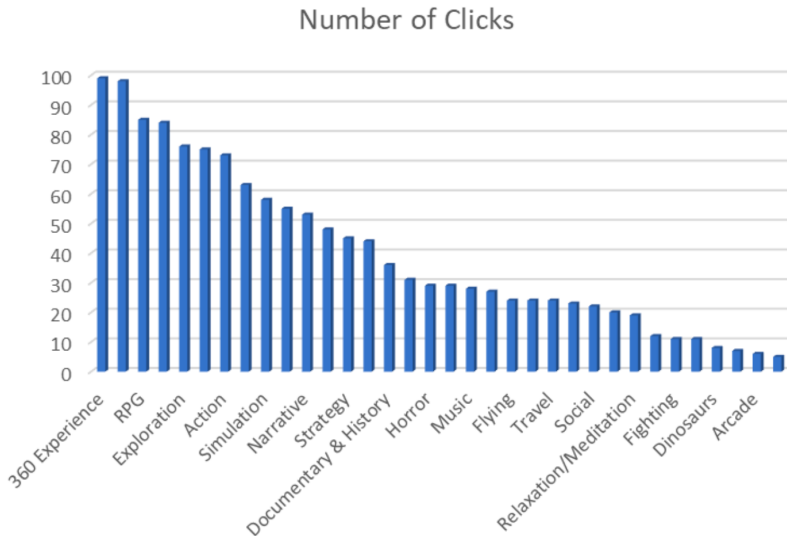


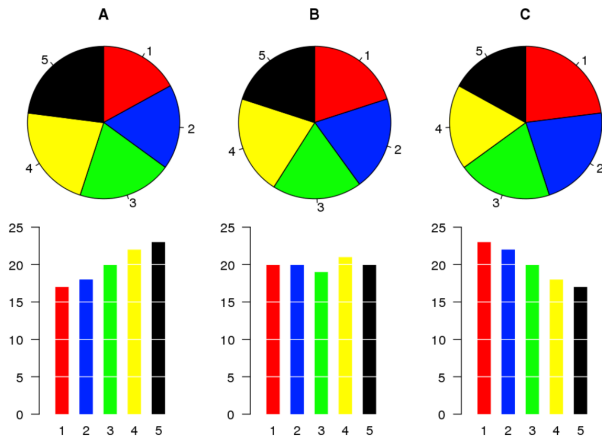
Grafico a linee fuorviante senza scala



Attenzione alle categorie

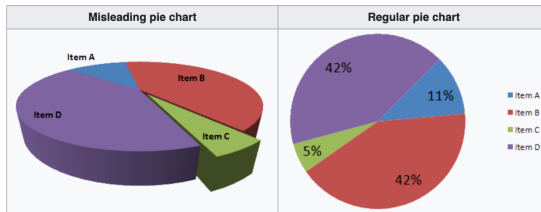
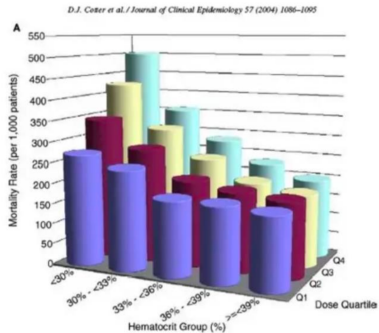


Perchè il grafico a torta non è (quasi) mai una buona scelta

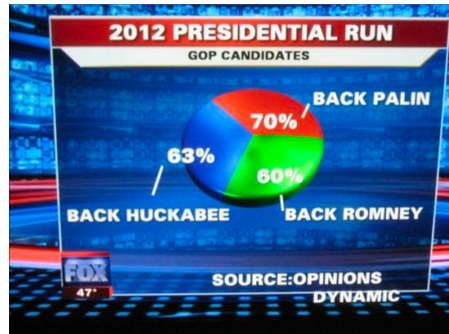
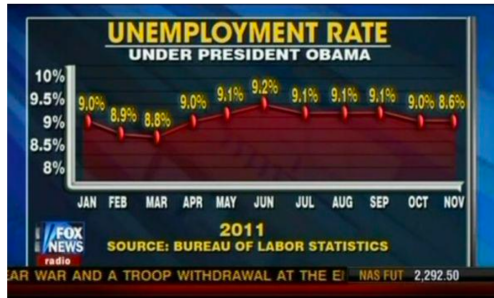


Tre serie di percentuali, tracciate sia come grafici a torta che a barre. Il confronto dei dati sui grafici a barre è generalmente molto più semplice.

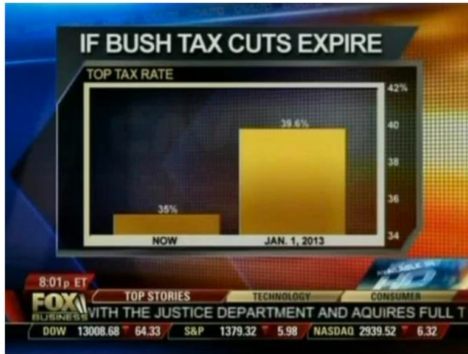
Perchè i grafici 3d non sono mai una buona scelta



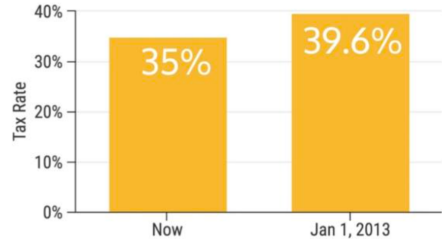
Esempi reali



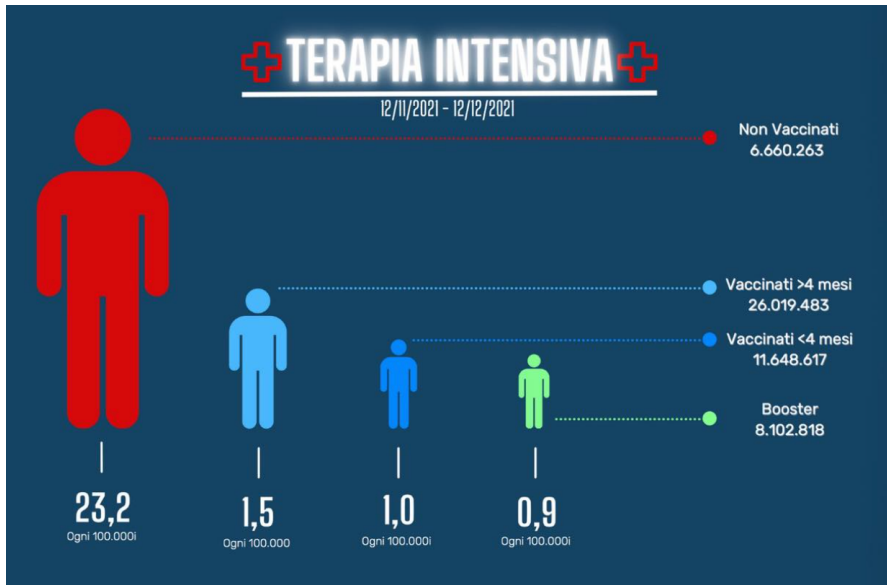
Esempi reali



If Bush Tax Cuts Expire

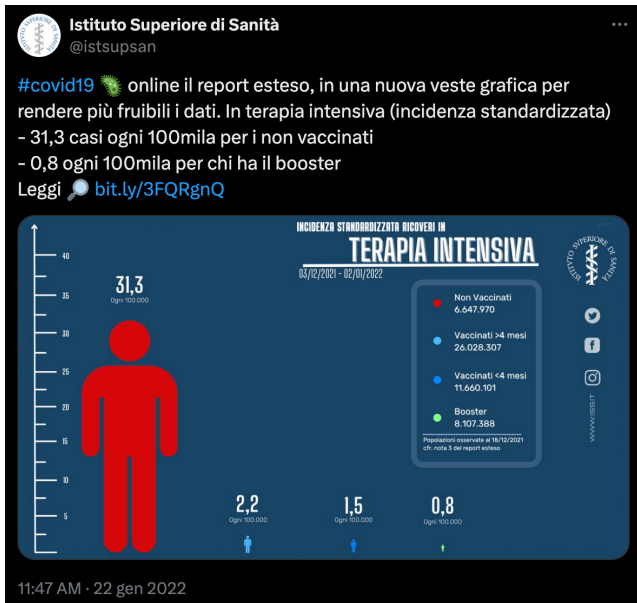


Esempi reali

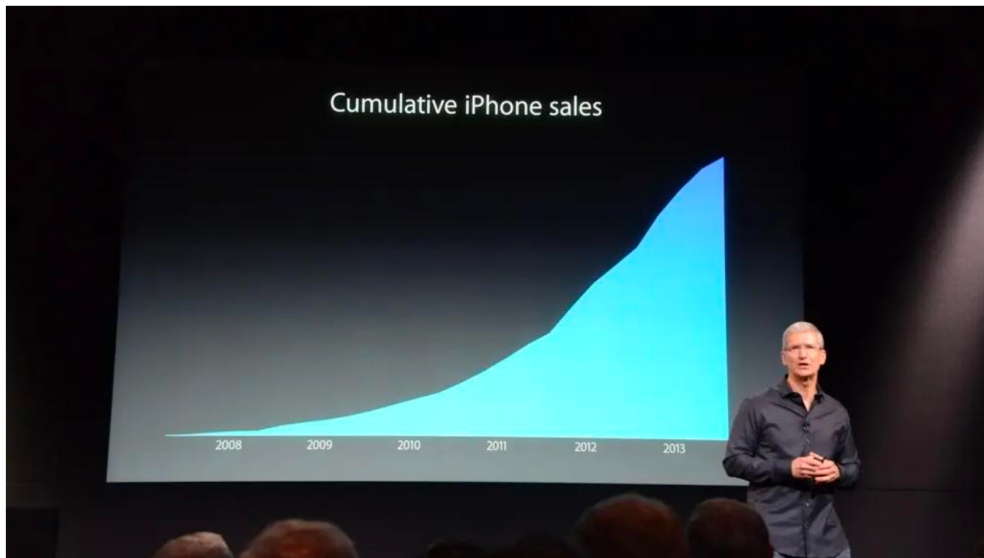


www.iss.it

Esempi reali



Esempi reali



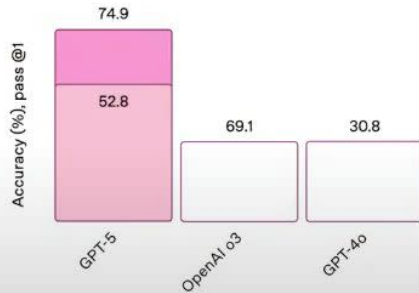
Esempi reali

Academic

SWE-bench Verified

Software engineering

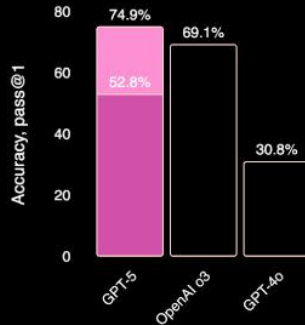
Without thinking With thinking



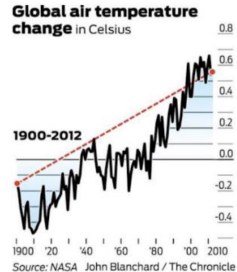
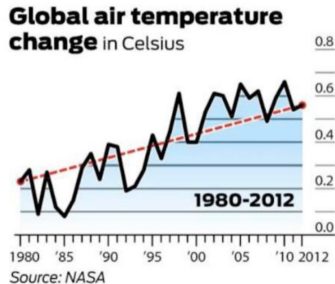
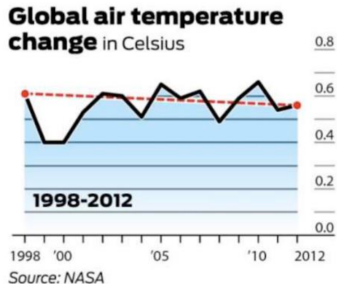
SWE-bench Verified (n=477) Software engineering



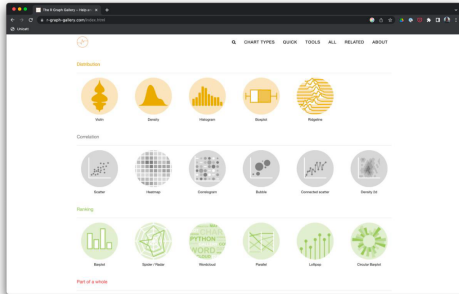
With thinking
Without thinking



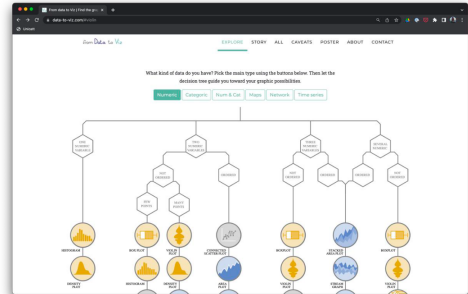
Esempi reali



Fonti utili



<https://r-graph-gallery.com/>



<https://www.data-to-viz.com/>