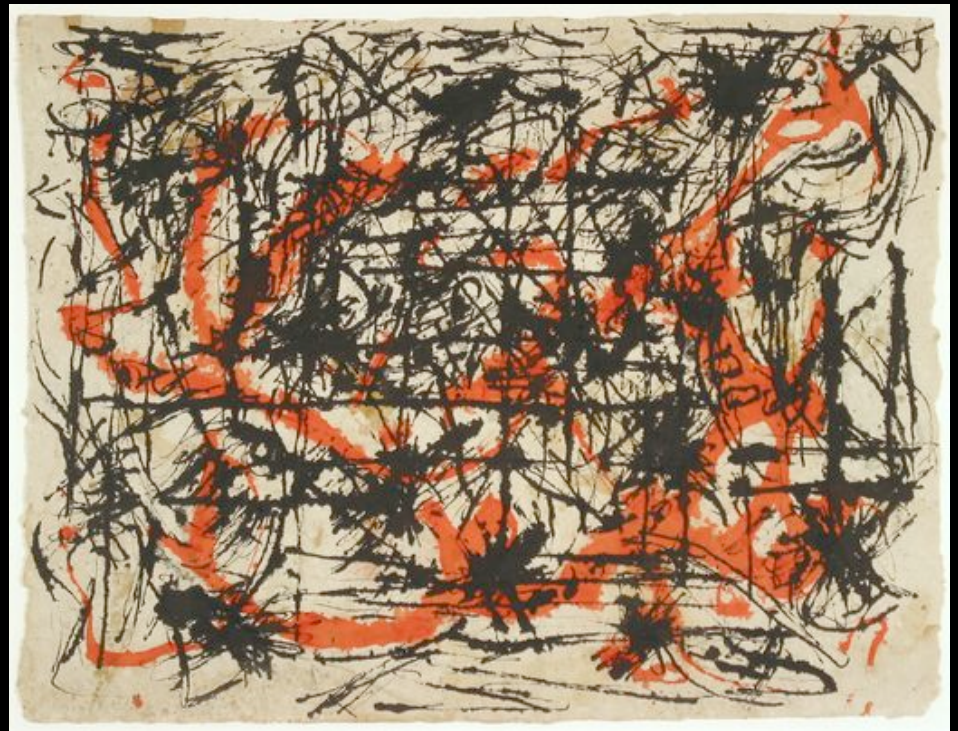


# Visualization: Beyond the RSS Lava Lamp

J.C. Herz - [jnhq@yahoo.com](mailto:jnhq@yahoo.com)



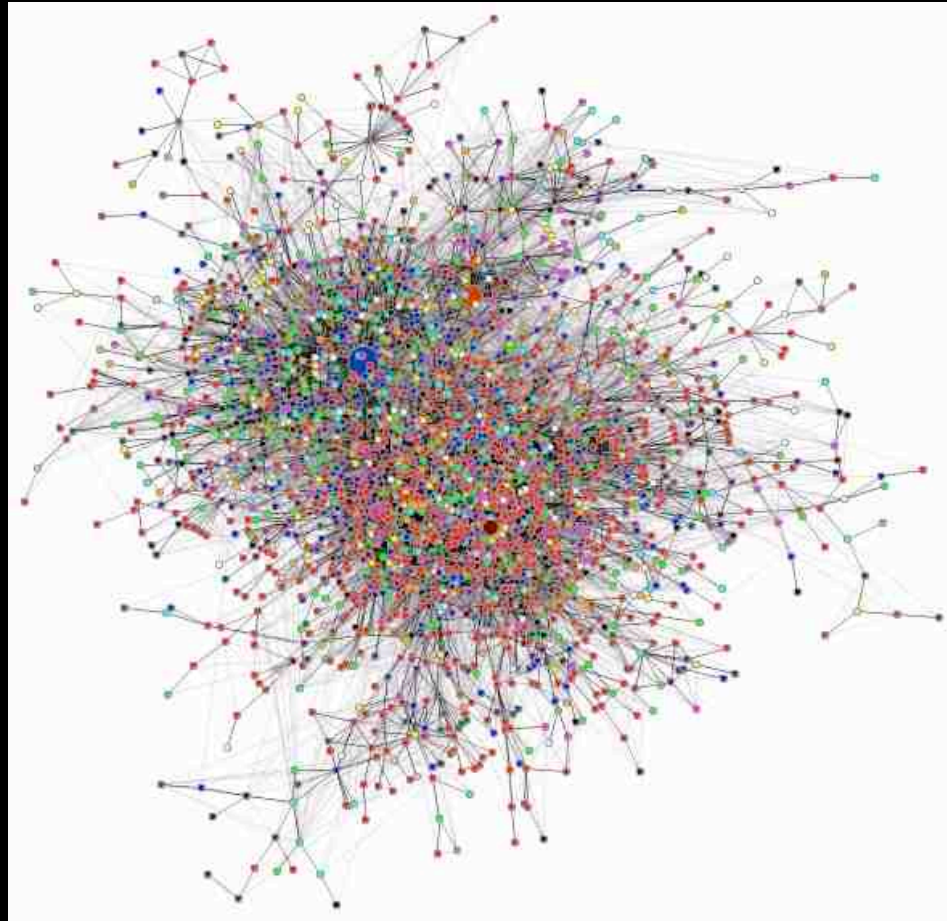
# What's the Purpose?



# The Myth of Show Me Everything, Right Now

- Tactical Precision + Strategic Sloppiness
- What Really Matters?
- What's Actionable?
- If you don't know, there's a good chance that visualization will mostly function as office decor
- Especially if the data set is large and highly dimensional

# Winnowing is Not the Answer

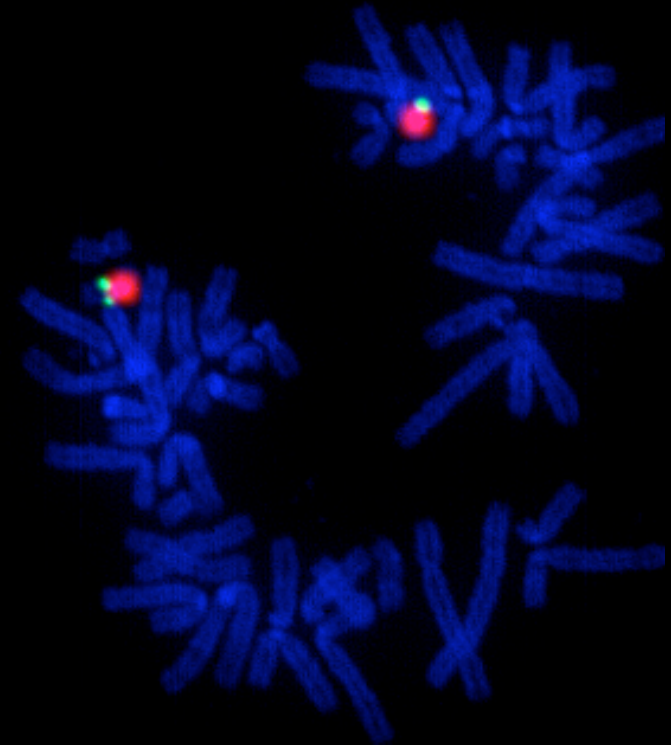


What's the  
Question?

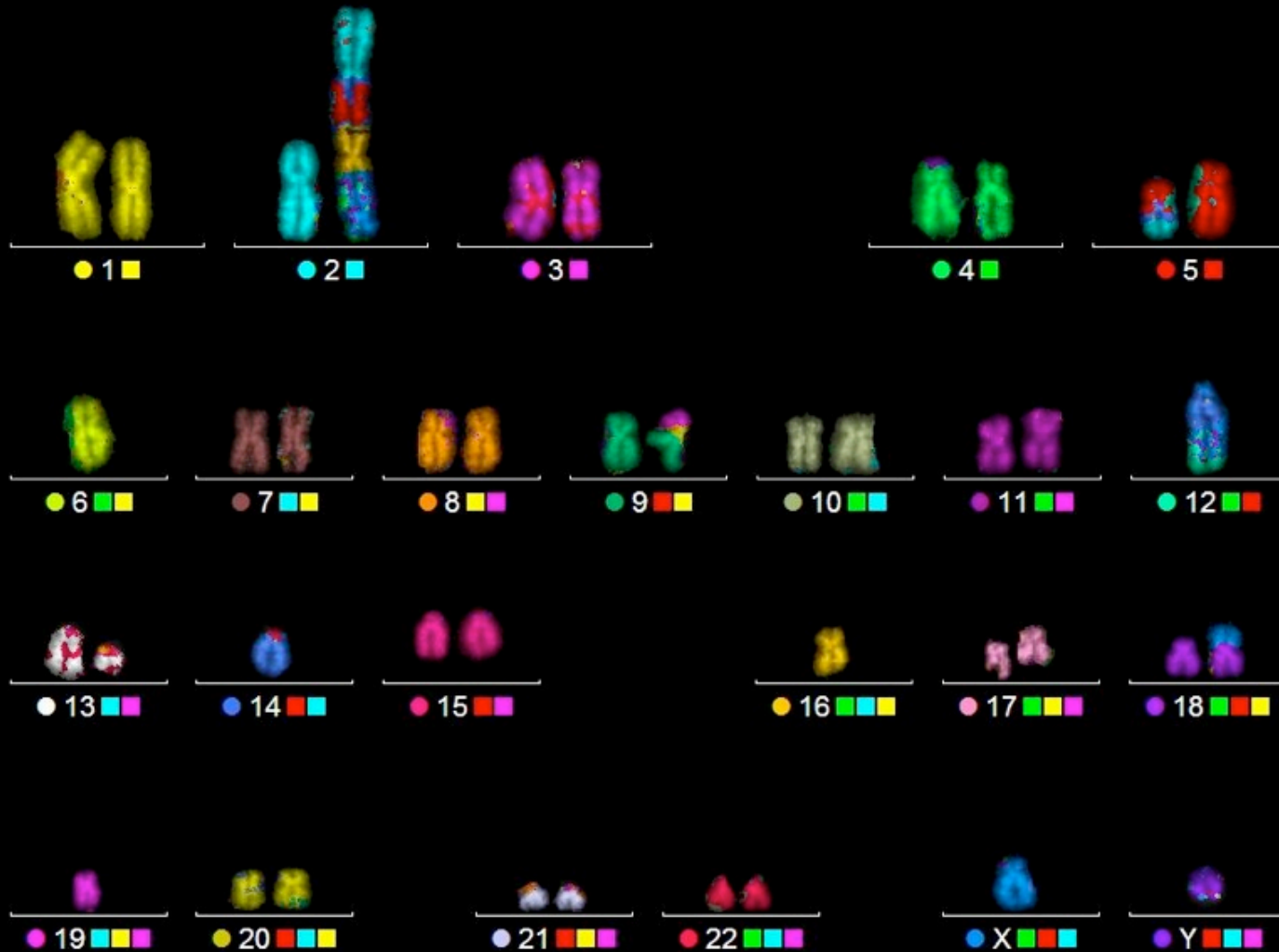
How do you  
ask new  
questions?



# Narrative vs. Hypothesis Generation & Testing



# Consequences



# Scale & Resolution

- Broad vs. Deep: Trend Analysis or Targeting
- Amount of Data: How Much Do You Need?
- Static vs. Dynamic: Alerts? About What?
- Speed of Data: Pipette or Firehose?
- Lumpiness of Data
- Dimensionality of Data
  - Highly Dimensional Data Demands Choices
  - Combinations of Relationships

# Not Interchangeable



Demo

For Link to Demo:  
E-Mail Me  
[jnhq@yahoo.com](mailto:jnhq@yahoo.com)

