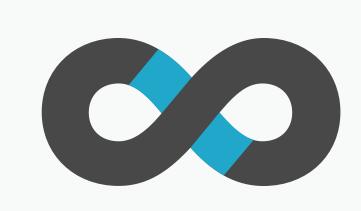# Picture This!
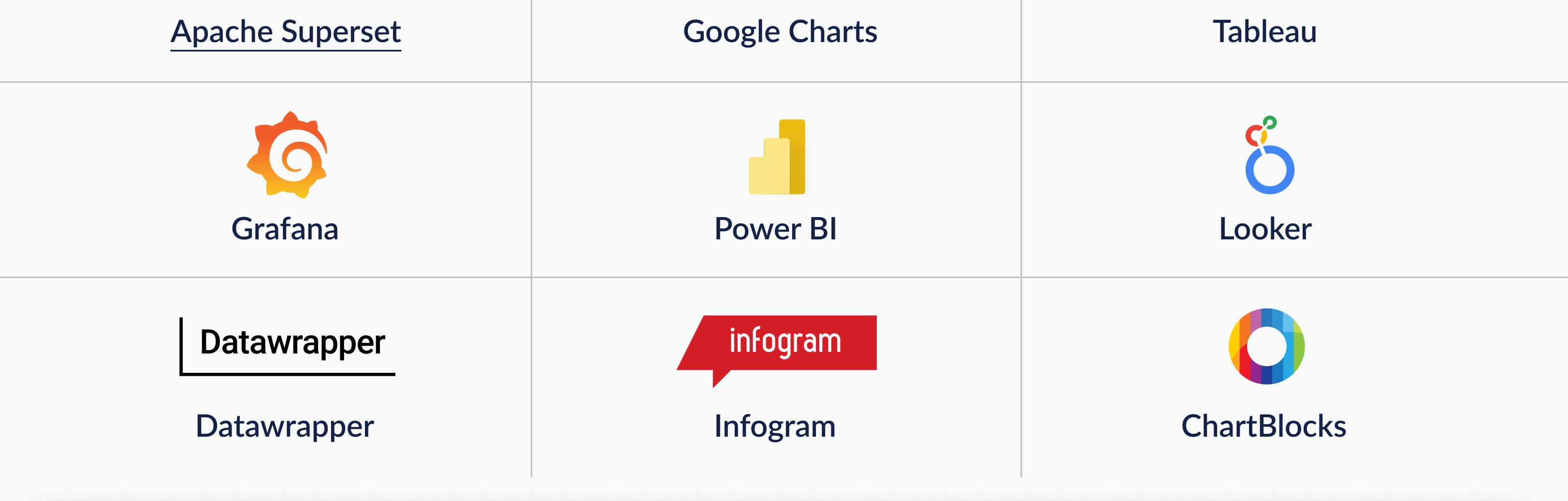## Business Growth Using Data Visualization

- The global data visualization market size is expanding at a CAGR of 9.69% between 2023 and 2028.[1]
- North America is expected to remain the market's leading dominant player during this forecast period.[1]
- APAC is expected to experience significant growth due to the region's accelerated economic and technological advancements.[2]

Commonly Used Data Visualization Tools and Platforms

Apache Superset	Google Charts	Tableau
Grafana	Power BI	Looker
Datawrapper	Infogram	ChartBlocks

- The global market for data visualization tools was estimated at $5.9 billion in 2021 and is anticipated to reach $10.2 billion by 2026 at a CAGR of 11.6%.[2]

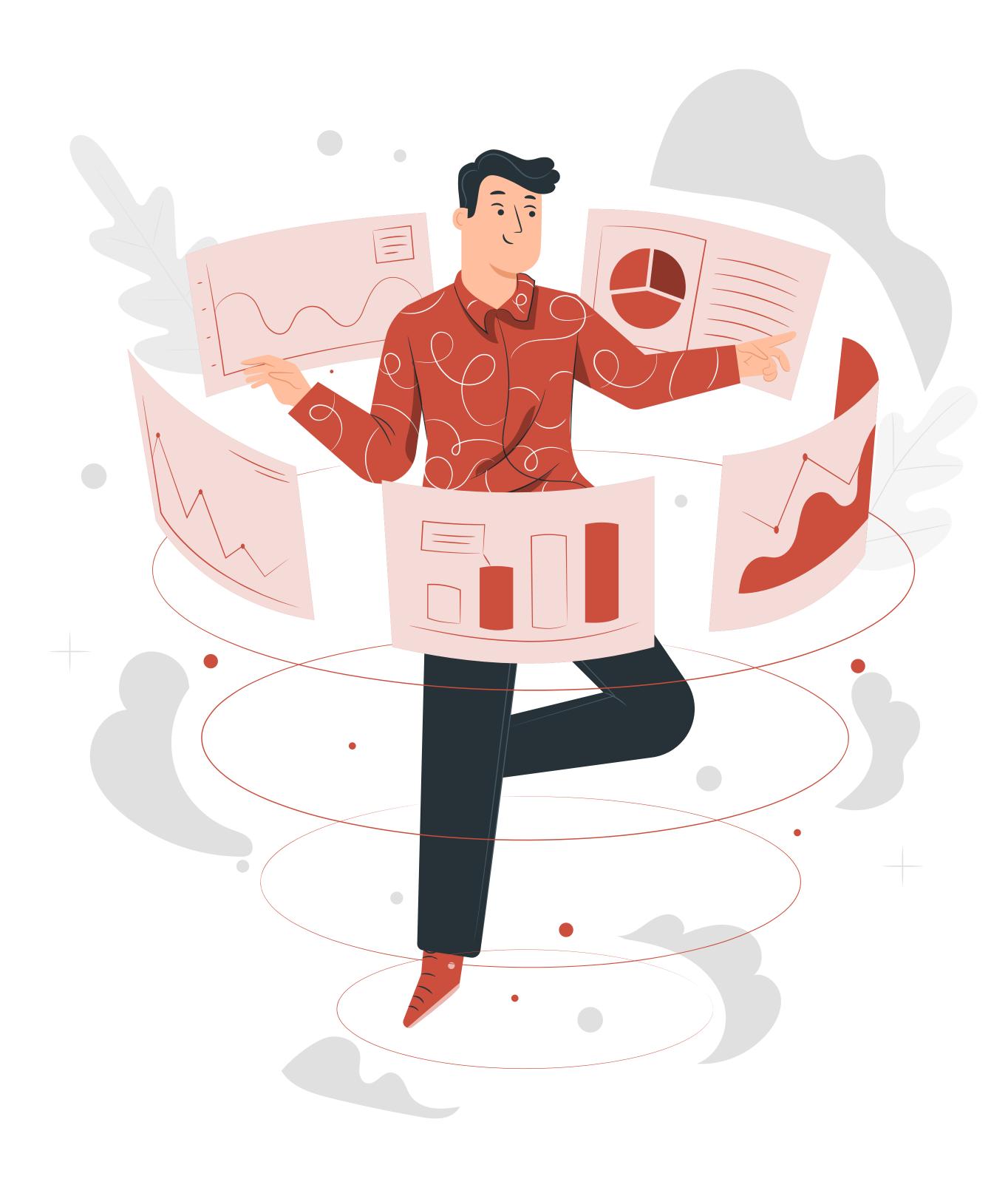## Why Should Businesses Deploy Data Visualization?

For Effective Data Storytelling

- The art of data storytelling involves efficient communication of insights from a dataset through narratives and data visualizations.
- 93% of businesses worldwide agree that decisions made as a result of insightful data storytelling have the potential to boost revenues.[4]
- 71% of executives worldwide believe that data storytelling skills are of utmost importance when reporting results to the C-suite or other stakeholders.[4]
- Data visualization is a tactic that helps in adding information to a compelling data-driven story. It offers visual data to support your narrative by presenting context, focusing on critical insights, and providing a signal for action.

To Enable Data Democratization

- Data democratization enables users and decision-makers within an organization to obtain and interpret data without requiring IT or external intervention.
- They can use data visualization tools to create visuals that communicate business decisions to stakeholders and employees.
- Open-source, low-code technologies will facilitate users and decision-makers to collaborate, create simplified visuals of data and insights, and make more data-driven decisions.

For Real-Time Interactive Data Exploration

- Data exploration makes it possible to comprehend a dataset more thoroughly, which enables subsequent ease in navigation and use of the data.
- The improved change in real-time data's transformative impact is 2.3x times when it is made a strategic priority across the entire organization.[5]
- Real-time data visualization is important in industries such as retail, healthcare, and logistics for patient or customer relationship management, and it significantly speeds up the analysis of massive data.
- Data visualization tools help bring data from various sources and organize and curate it while spotting trends and outliers.[6]

Partner With Latentview Analytics to Build a Data-Driven Organization

LatentView Analytics will help your organization build business intelligence, enable data democratization and ensure data literacy across your teams. Our data engineering experts and world-class data analysts will equip your business to make data-driven decisions for immediate and long-term success.

Abbreviations: t-SNE - t-Distributed Stochastic Neighbor Embedding