

# GRAPHIC PRESENTATION

## INTRODUCTION

Understanding different data trends is made quicker and simpler with the use of graphic presentations. Additionally, it makes comparing two more scenarios easier.

## THE BENEFITS OF VISUAL PRESENTATION

- 1. Beautiful and impressive:** Graphs are invariably more beautiful and striking than tables of figures. Graphs can make a truth easy to understand that the average person finds difficult. Consequently, the adage "A picture is worth a thousand words" is true.
- 2. Data presentation that is clear and simple:** Graphs make complex data easier to see and comprehend. It saves the statistician's and the observer's time and effort.
- 3. Helpful for comparison:** Graphs make it simple to compare two or more phenomena.
- 4. Positional average location:** Graphs offer averages such as median, mode, quartiles, etc. as a way to find specific positional averages
- 5. No mathematical background is necessary:** The graphs are quite straightforward and easy to grasp, so there isn't any technical expertise required. Even someone with no background in mathematics can understand it with ease.
- 6. Useful for Predictions:** Graphs provide a more accurate means of predicting trends that may emerge in the near future.
- 7. Universal utility:** Graphs are useful in all fields these days, including commerce, economics, government agencies, advertising, etc.

### *Kinked Line*

We can begin the X-axis at zero, just as we have discussed starting the Y-axis at zero. We employ 'Kinked Line' to shorten the distance on the horizontal axis (X-axis) between 'zero' and the 'minimum value'.

## TYPES OF GRAPH

**1. Distribution of Frequencies Graphs:** The frequency distribution graphs that are most frequently seen are:

- (i) Line Frequency Graph:** These graphs show discrete series, where the Y-axis represents the corresponding frequency and the X-axis represents the measured values of the variables.
- (ii) Histogram:** A histogram is a graph of a frequency distribution where the Y-axis represents

the individual frequencies and the X-axis represents class intervals.

(iii) **Frequency Polygon:** This is an additional technique for graphing a frequency distribution.

(iv) **Frequency Curve:** A frequency curve is a figure that is created when a smooth curve connects the vertices of a frequency polygon.

(v) **Ogive or Cumulative Frequency Curve:** An ogive, or cumulative frequency curve, is a graph that is created by plotting a cumulative frequency distribution.

**2. Different Time Series Graph Types:** Two types of time series graphs are possible:

(i) **One Variable Graph:** Time is measured along the X-axis and the variable's value is plotted on the Y-axis when only one variable is to be displayed. A straight line connects the different time points, which are shown against the appropriate values.

(ii) **A minimum of two variables Graph:** It is advisable to utilize distinct line types, such as dotted, broken, or thick lines, if two or more values are displayed on the same graph. The variables might be specified in the same units or separate units when more than one is to be plotted on the same graph.

## **THE RESTRICTIONS OF VISUAL PRESENTATION**

The following are Graphical Presentation's limitations:

1. **Limited Application:** The public's understanding of quantitative data is their primary goal. Graphic presentations are not very useful to specialists.

2. **Misuse is possible:** A minor difficulty or scale measurement error could result in a significant alteration to the graph's shape. As a result, it may produce false findings. Biased people can even utilize it to provide incorrect information.

3. **Subjective:** The nature of graphs is subjective. From person to person, their meaning differs.

4. **Lack of Accuracy:** Data accuracy is not disclosed via graphs. They merely display data fluctuations. As a result, it is impossible to assess the data's accuracy using them.



**CSC**

**Commerce Study Centre**