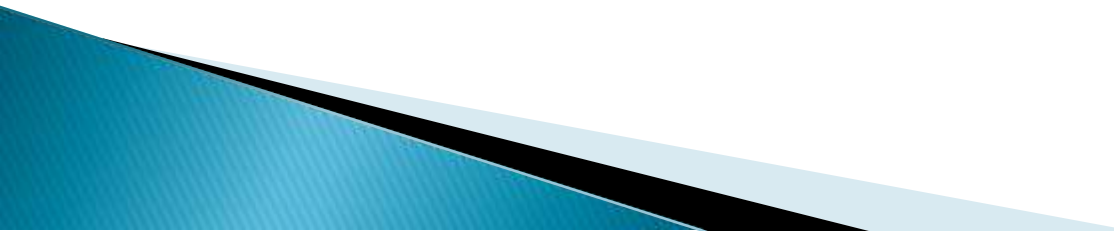


Unit 2: Presentation of Data by Diagrams and Graphs

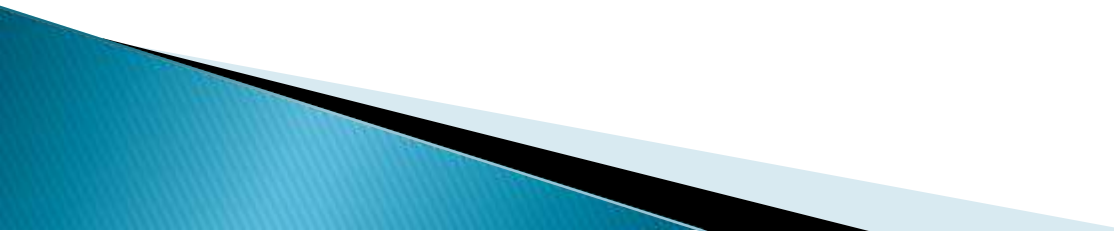
Business Statistics
Simple Explanation with Examples

BY
DR. S. P. RATHOD

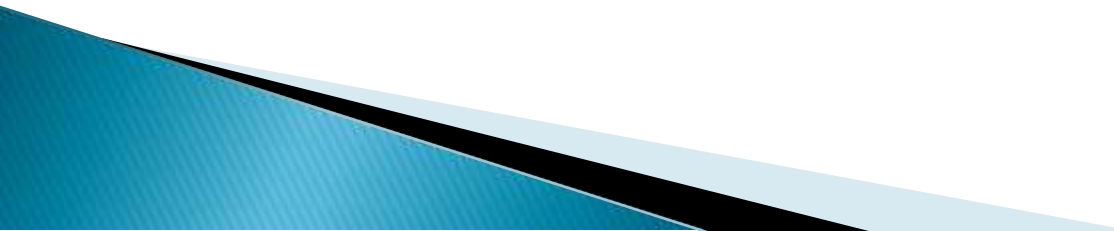
2.1 Introduction

- ▶ • Presentation of data means showing data in a simple and understandable form.
 - ▶ • Diagrams and graphs convert numerical data into visual form.
 - ▶ • They help in quick comparison and analysis.
 - ▶ • Widely used in business, economics and research.
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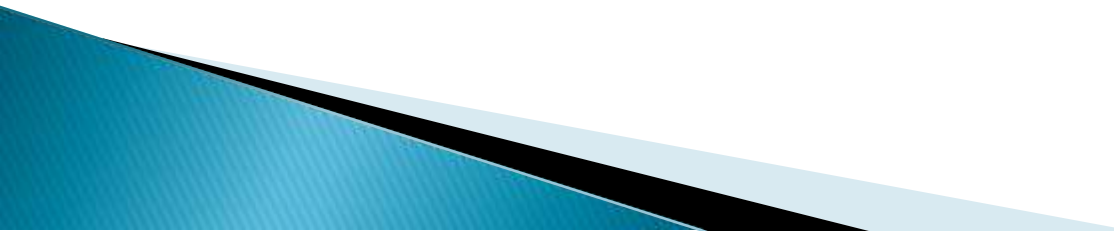
Data Presentation Techniques

- ▶ • Textual Presentation
 - ▶ • Tabular Presentation
 - ▶ • Diagrammatic Presentation
 - ▶ • Graphical Presentation
- 

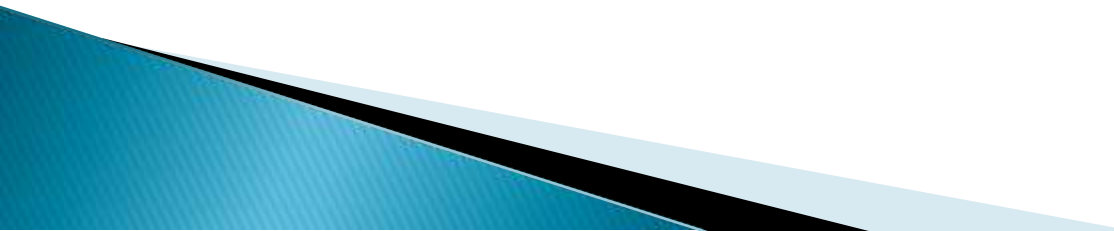
Objects of Diagrammatic Presentation

- ▶ • To simplify complex data
 - ▶ • To facilitate comparison
 - ▶ • To save time
 - ▶ • To attract attention
 - ▶ • To support decision making
- 

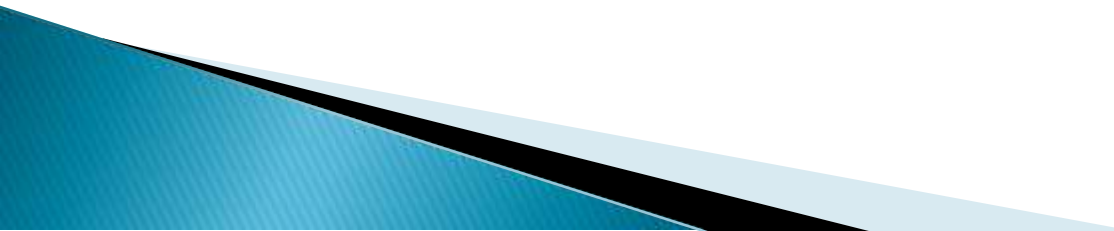
Rules of Diagrammatic Presentation

- ▶ • Proper title should be given
 - ▶ • Diagrams should be simple and clear
 - ▶ • Proper scale must be used
 - ▶ • Neatness and accuracy are essential
 - ▶ • Source of data should be mentioned
- 

Importance of Diagrammatic Presentation

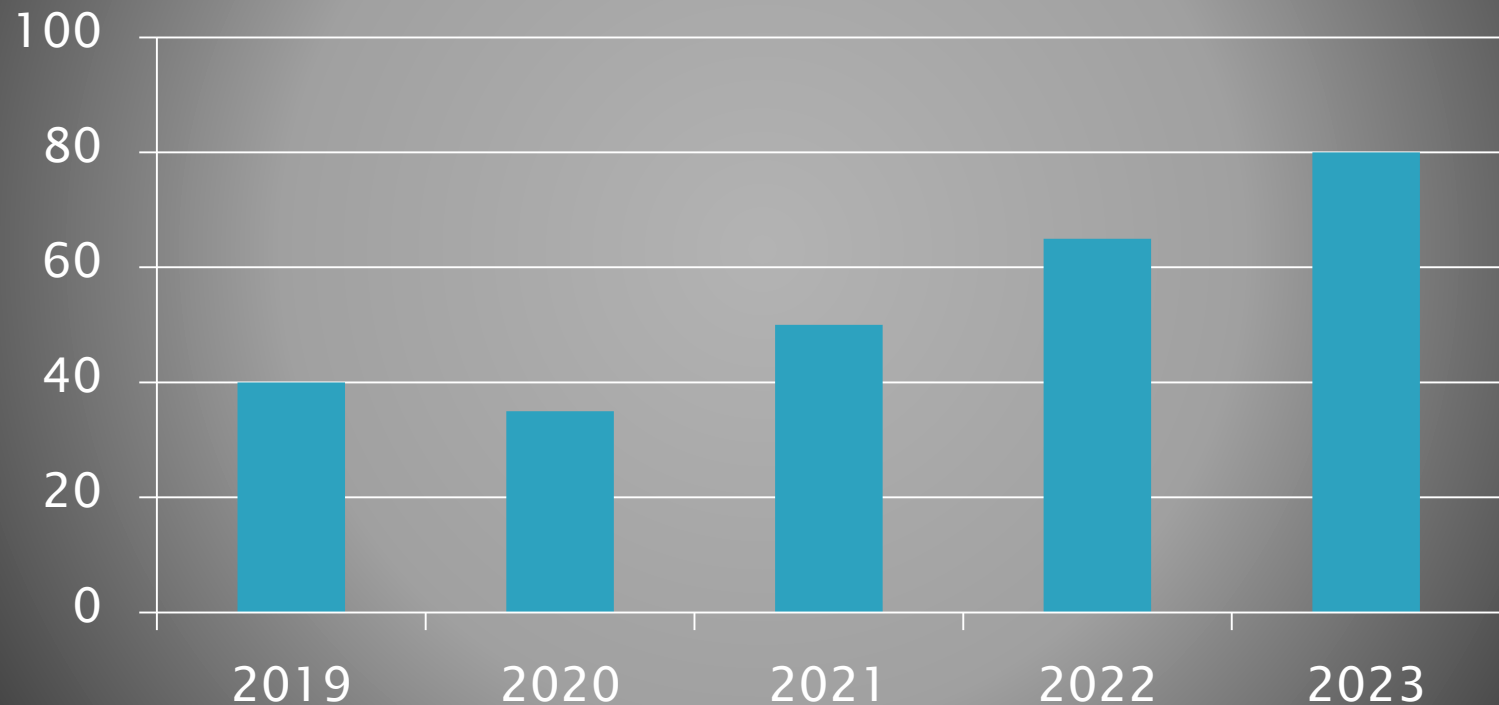
- ▶ • Easy to understand
 - ▶ • Useful for illiterate persons
 - ▶ • Helps quick decision making
 - ▶ • Attractive and effective presentation
- 

Types of Diagrams

- ▶ • One Dimensional Diagrams (Bar Diagrams)
 - ▶ • Two Dimensional Diagrams (Area Diagrams)
 - ▶ • Three Dimensional Diagrams (Volume Diagrams)
 - ▶ • Pie Diagram
 - ▶ • Pictograms
- 

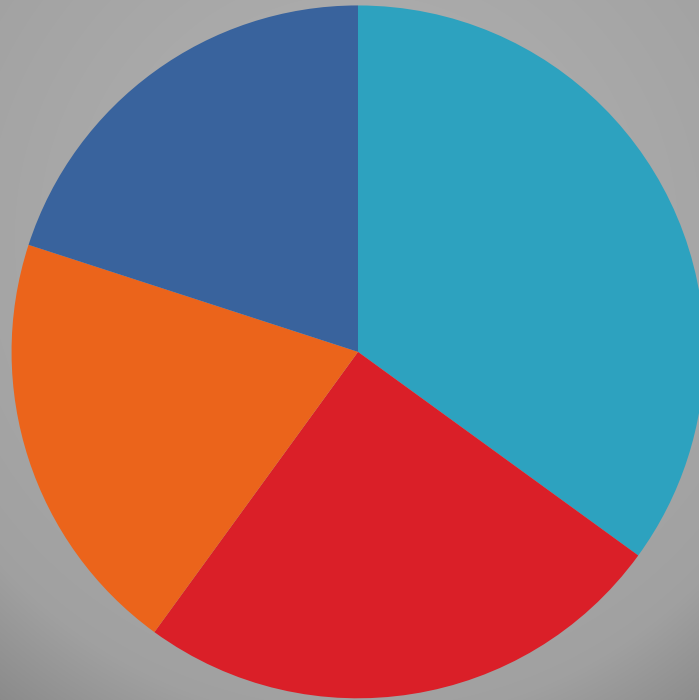
Simple Bar Diagram – Sales of Company (₹ in Lakhs)

Example

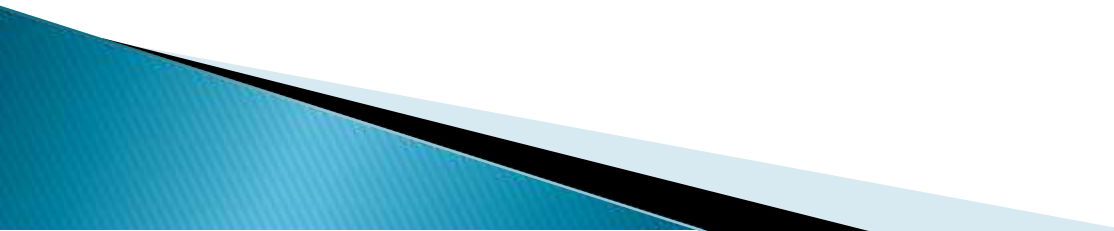


Pie Diagram – Market Share (%)

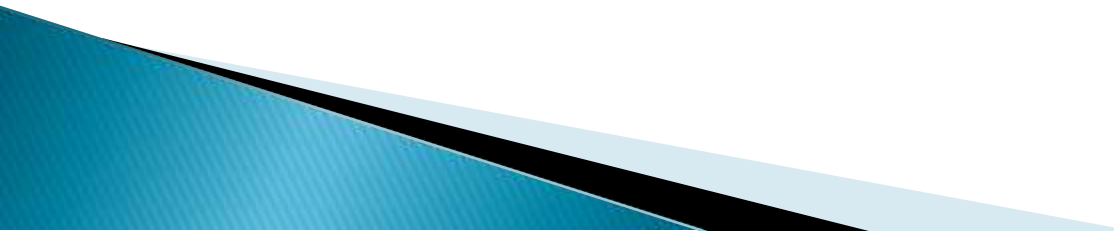
Example



Limitations of Diagrams

- ▶ • Lack of accuracy
 - ▶ • Not suitable for large data
 - ▶ • Can mislead if scale is improper
 - ▶ • Not useful for further analysis
- 

2.3 Graphs – Introduction

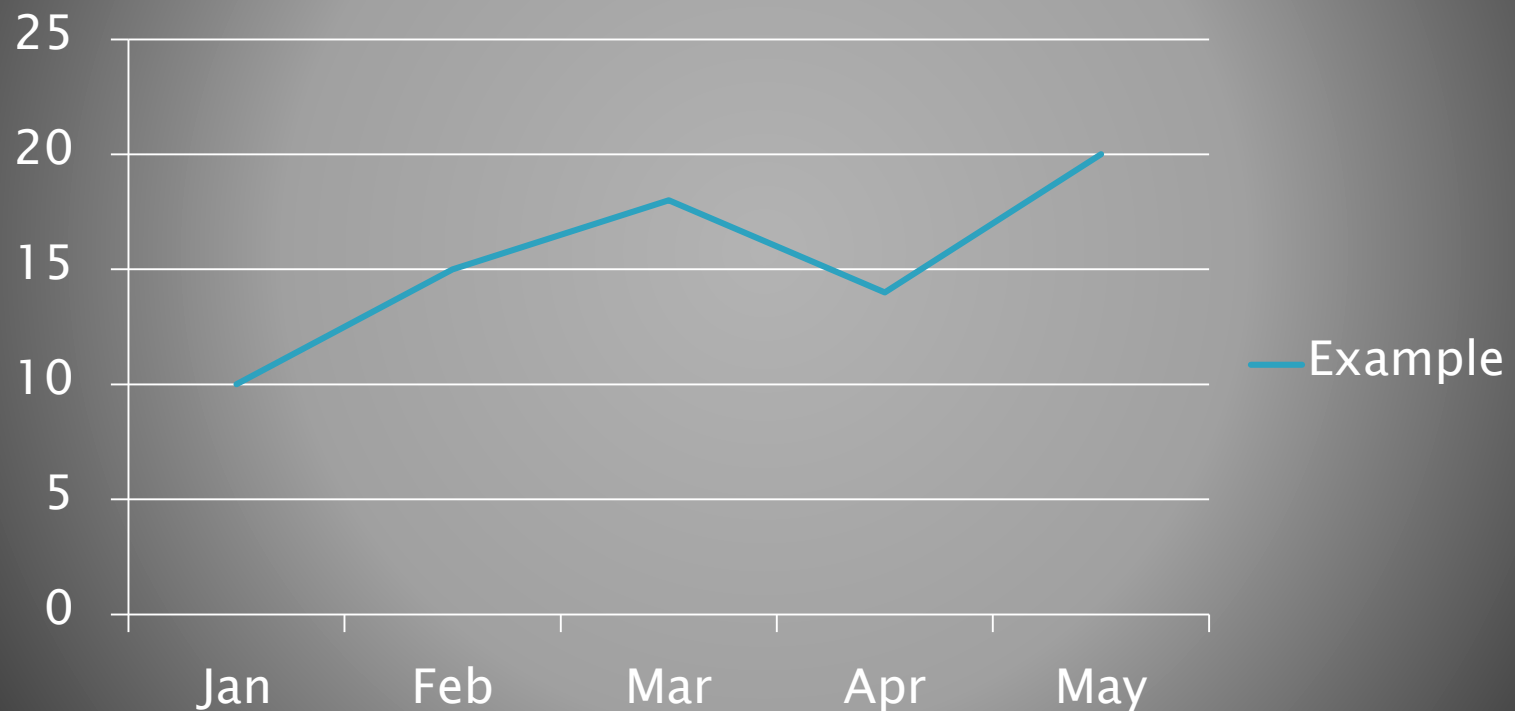
- ▶ • Graphs present data on graph paper using axes.
 - ▶ • X-axis shows independent variable
 - ▶ • Y-axis shows dependent variable
 - ▶ • More precise than diagrams
- 

Types of Graphs

- ▶ • Line Graph
 - ▶ • Histogram
 - ▶ • Frequency Polygon
 - ▶ • Ogive (Cumulative Frequency Curve)
- 

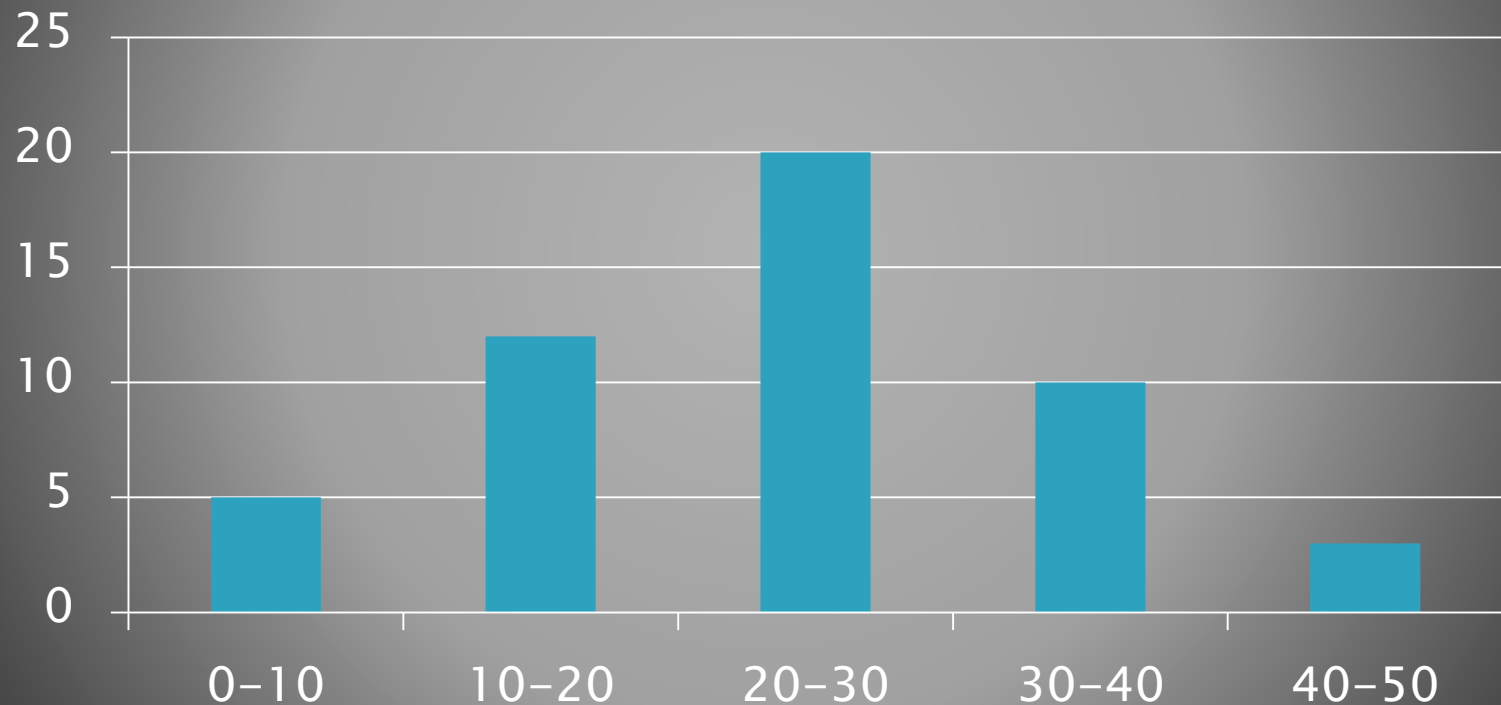
Line Graph – Profit Trend (₹ in Lakhs)

Example



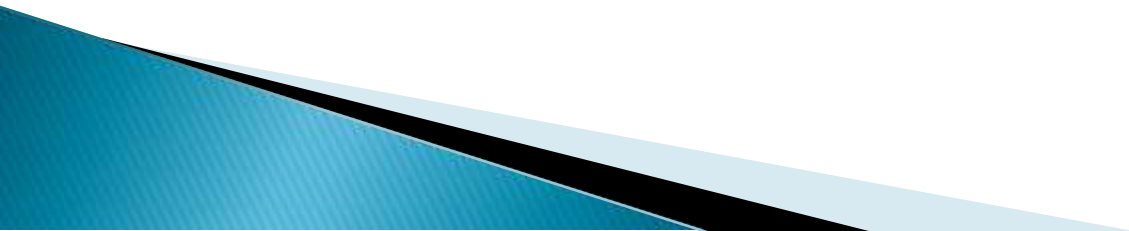
Histogram – Distribution of Students Marks

Example



Uses of Graphs

- ▶ • Shows trend and growth
- ▶ • Helps in forecasting
- ▶ • Easy comparison over time
- ▶ • Widely used in business reports



Conclusion

- ▶ • Diagrams and graphs simplify data presentation
 - ▶ • Diagrams are attractive and simple
 - ▶ • Graphs are accurate and analytical
 - ▶ • Both are essential tools of business statistics
- 