

# Why dynamically visualizing relationships in data matters

Franz's CEO, [Jans Aasman](#), recently wrote the following article for InfoWorld.



*The ability to visualize data, their relationships to one another and connections to business objectives gives organizations the power to uncover insights that would otherwise elude them.*

*Data visualizations have pervaded nearly every aspect of today's data landscape. Initially conceived of as a means of best presenting analytics results, data visualizations have evolved to affect everything from drag-and-drop approaches to data preparation to visual mechanisms for issuing queries. The ability to visualize data, their relationships to one another and connections to business objectives is central to the notion of data exploration, in which users manipulate these graphical representations for greater understanding of data's overall meaning. Data visualizations are vital for exploring knowledge graphs, which determine relationships between even seemingly unrelated datasets to indicate their relevance to specific tasks.*