



Exploring Data Visualization Practices and Challenges in the Sri Lankan Apparel Industry

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Abstract

The study examines the practices and challenges involved in visualizing data within the Sri Lankan apparel industry and the major companies it comprises. The research identifies the main problems and factors that influence the choice and acquisition of data visualization tools. A descriptive research design was applied and collected data through a survey, and interviews with the employees at various organizational levels were then carried out. Of the practices that are usually conducted, the study highlighted actual data visualization practices, the types of tools used, and the effectiveness felt and seen from the use of the tools. Significant challenges are usually associated with data quality, the technology used, and a lack of expertise. The tools mentioned are usually applied differently depending on the organizational entity, and the study recommends full organizational training and the adoption of more holistic approaches to data management. Practical implications suggest that increases in data literacy and the infusion of a data-driven culture have quite a bit to contribute to improving decision-making and operational efficiencies. Such recommendations would involve carrying out impact analyses in a longitudinal manner, performing studies to assess the comparative effectiveness of tools, and other qualitative investigations into user experience.

Key words: Adoption, Apparel industry, Challenges, Data visualization, Sri Lanka,