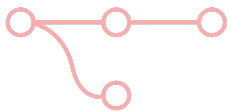




Project
Data Visualization



5 Principles of Storytelling with Data

1. The Importance of Context

Who is your audience? What do you need them to know? Understanding your audience will provide accurate context, communication and tone.

2. Choosing an Effective Visual

Less is more! Simple text, heatmap, line graph, scatterplot, bar chart - stacked, vertical, horizontal.

3. Clutter is Your Enemy

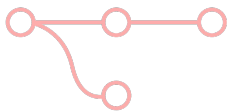
Imagine a blank slate! Everything you add to it takes up brain power on the part of your audience. Understand visual perception and make it work in your favor.

4. Focus Your Audience Attention

Learning how to use size, color and position strategically to help guide your audience to the right place.

5. Think Like a Designer

Function leads form. Firstly, figure out what the audience should be able to do with your data (function), and create a viz (form) that will allow for this.



The Importance of Context

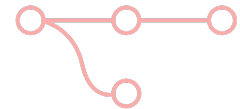
Exploratory Data Analysis

vs.

Explanatory Data Analysis

Understanding this distinction is key. Exploratory Data Analysis is performed to understand the data and finding what might be interesting to point out and highlight to others. It is like panning for gold. You might have swirl through 100 pans of gravel to find three pieces of gold. When storytelling with data, we want to show the audience the gold.

Very often, people think it is OK to show the Exploratory Analysis, to show all the gravel, when they should be taking the time to turn the data into digestible information. It is an understandable mistake to want to show the hard work that you have done. But you have to resist this urge. Focus on the gold, that is the information your audience needs to know.



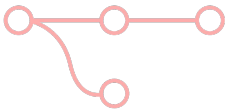
Choosing an Effective Visual

Mr Beast has

240M

subscribers on youtube

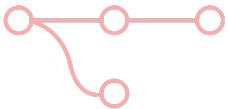
compared to 233 M subscribers last month



Choosing an Effective Visual

26%

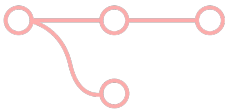
of male voters
voted for the Social Democrats
In 2018, compared to 49% in 1973



Choosing an Effective Visual

Heavy Borders

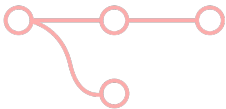
Neighbourhood	Private Room	Shared Room
Bronx	65	50
Brooklyn	77	95
Manhattan	100	84
Queens	70	50



Choosing an Effective Visual

Light Borders

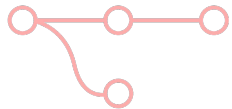
Neighbourhood	Private Room	Shared Room
Bronx	65	50
Brooklyn	77	95
Manhattan	100	84
Queens	70	50



Choosing an Effective Visual

Minimal Borders

Neighbourhood	Private Room	Shared Room
Bronx	65	50
Brooklyn	77	95
Manhattan	100	84
Queens	70	50



26%

of male voters
voted for the Social Democrats
In 2018, compared to 49% in 1973

Choosing an Effective Visual

