

# Data Visualization and Data Storytelling

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# Class objectives

## UPON COMPLETION YOU WILL HAVE


A good understanding of the **basic concepts** of Data Visualization

Knowledge to perform **data acquisition, preparation and analysis**

Full understanding of visual perception

Experience on selecting the most impactful **visual elements**

A good understanding of the concepts of story telling and data visualization interactivity





# HELLO!



## I am Emmanuel Génard

Emmanuel has been in various Technical pre-sales and consulting roles (Solution Architect, IT Architect, Data Scientist, ...) target at customers and Business Partners. He has been working for IBM for more than 17+ years delivering solution design, architecture design, doing business development, technology assessment and proof of concepts, education and technology influencer.

Emmanuel has 17+ years of experience with large Retail accounts and 5 years experience dealing with Government Agencies on topics such as:

- Public Safety
- Smarter Cities
- Customs and Border Management

With a strong focus on data management, advanced data analysis and data visualization, Emmanuel is a mix of data engineer and data scientist.

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# Agenda

November 24th , 2017

Fundamentals and Big Ideas	08:30 – 09:05	Introduction
	09:05 – 10:30	What is Data Visualization and Why use it?
	10:30 – 10:45	Coffee Break
	10:45 – 10:55	What's your own definition of Data Visualization?
	10:55 – 11:20	Let's talk Data Science and Exploratory Visualization
	11:20 – 11:40	Nobel Prices & Laureates - Obesity vs. Education Challenge
	11:40 – 12:30	Working with Data
	Lunch break	
	13:30 – 13:50	Tools
	13:50 – 14:20	Data Lab
Design Principles and Visual Elements	14:20 – 15:30	Visual Encoding
	15:30 – 15:45	Coffee Break
	15:45 – 16:00	Visual Encoding
	16:00 – 17:20	Work on a DataViz – Work on your Data
	17:20 – 17:30	Day Wrap-up & Conclusion

# Agenda

	November 25th , 2017	
Data Storytelling	08:30 – 08:40	Day one recap – Day two objectives
	08:40 – 09:00	What is Data Storytelling?
	09:00 – 10:00	Narrative Structure and Storyboarding
	10:00 – 10:30	Get your headline and Storyboard
	10:30 – 10:45	Coffee Break
	10:45 – 11:20	Interactivity
	11:20 – 12:00	Pulling it all together
	12:00 – 12:30	Working with Data and Exploratory Visualization
Evaluation	Lunch break	
	13:30 – 14:30	Finalize your Group work
	14:30 – 14:45	Coffee Break
	14:45 – 16:20	Group work Evaluation – <b>Timed presentation</b>
	16:20 – 16:30	Wrap-up & Conclusion



# Evaluation

You'll be evaluated throughout the course in several ways:

- » **Participation**
- » **Personal work:** quizz, challenges
- » **Group work:**

Groups of 3 to 4

Identify a topic and a 'Business Question'

Gather and prepare your data

**Sketch/Mockup** a Data Visualization

Build a story

Timed-presentation in front of audience

Your audience will listen to you, eventually ask questions **once timer** is elapsed.

## Bonus

Implement your Data Visualization in a Tool of your choice (Tableau Software)





# THANKS!

## Any questions?

You can find me at

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