

The Art of
DACAVIZ

DataBridge 전서연

2024



전서연

CEO @DataBridge / Founder @vizable

3X Tableau Public Ambassador

ex-Amazon Web Services Business Analyst

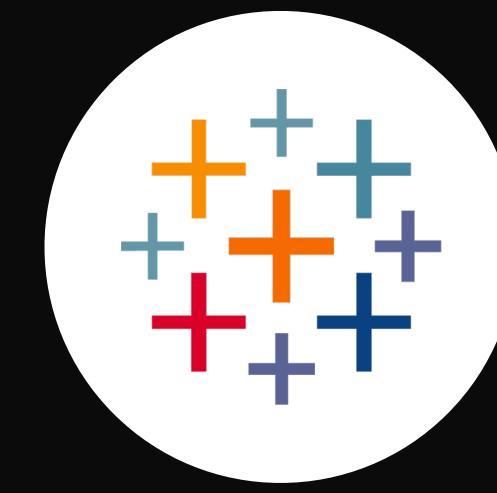
연사 소개



전서연



Amazon Web Services
Business Analyst

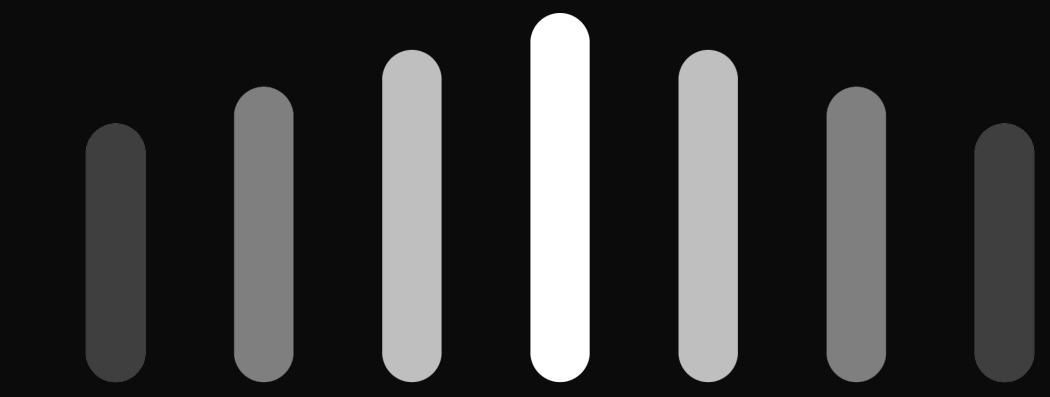


국내 최초 / 유일 글로벌
Tableau Public Ambassador



국내 최초 BI 커뮤니티
비저블 Founder

데이터브릿지



DataBridge

누구나 데이터를 쉽게 이해하고 활용할 수 있도록

주요 수상 경력



🏆 행정안전부
공공빅데이터 공모전 우승 (1위)



🏆 Tableau Software
Data Viz Contest 세계 3위



🏆 한국디자인진흥원
데이터비즈 공모전 우승 (1위)



🏆 한국기업데이터
데이터시각화 공모전 우승 (1위)



🏆 문화체육관광부
빅데이터 공모전 국립중앙도서관장상

☰ 카테고리

반값특가

앵콜 AirPods Max

신규강의특가

학습가이드

더 레드

네오아카데미

INNER CIRCLE

국비지원

미디어

이벤트



세계 3등에게 배우는 실무 밀착 데이터 시각화

01 세계 3등에게 배우는 데이터 시각화

한국인 최초로 데이터 시각화 3등한 전서연보다
시각화를 잘 가르쳐 줄 전문가는 없습니다!

02 한 번에 끝내는 데이터 시각화 AtoZ

데이터 볼 줄 모르는 사람도 따라할 수 있는
시각화,
기초부터 실무까지 완벽 커버합니다.

03 강의는 기본, 넘치는 부가혜택까지

강사님과의 질의응답, 각종 템플릿과 팔레트,
공모전 꿀팁까지 덤으로 다 가져가세요!

#데이터 분석 #데이터 시각화 #실무 프로젝트

세계 3등에게 배우는 13개 데이터 분석 프로젝트



함께한 고객사



국내 최초 비즈니스 인텔리전스 커뮤니티 “비저블”

vizable

Home 3기 모집공고 Curriculum Mentors Runway 22

국내 최초 BI 커뮤니티, 비저블

데이터 분석 / 시각화 기반
비즈니스 인텔리전스를 공부하는
대학생 & 직장인들의 스터디 플랫폼

비구름 소식지 받아보기
BI 관련 뉴스레터 / 스터디 / 컨퍼런스 / 신입모집 등
비저블과 BI에 관한 다양한 소식을 전해드려요!
7000명 이상이 비저블과 함께하고 있습니다 ❤️

Email

3기 모집 공지 보러가기

비저블 멤버 취업 기업



당근마켓



NEXON



비저블 멘토 출신 기업



신한카드



Why

01

Data Viz : 엑셀만으로는 부족한 이유 & 데이터 시각화의 필요성

What

02

Data art & Storytelling : 데이터 아트와 스토리텔링

How

03

Good Charts : 명확한 정보를 전달하는 데이터 시각화의 법칙

If

04

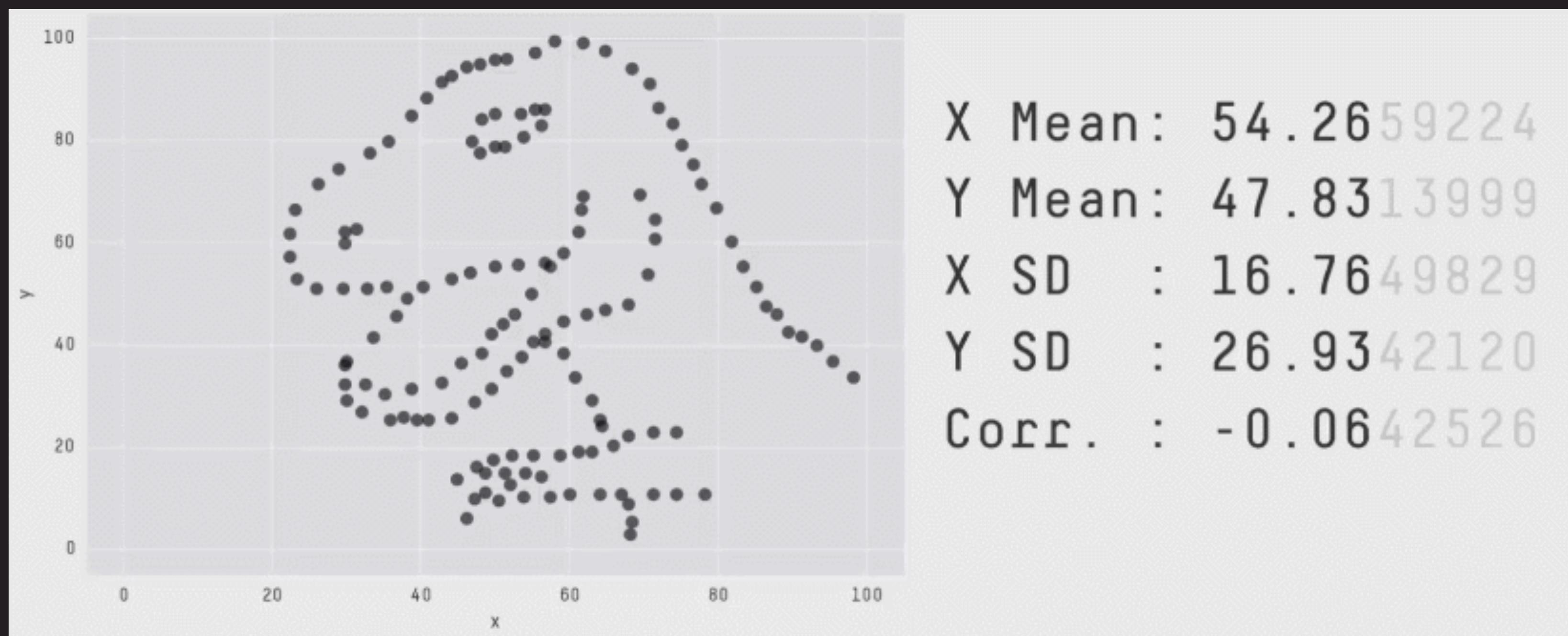
Data Carrer : 데이터 커리어 패스

Data Visualization

스프레드 시트의 한계와 데이터 시각화가 필요한 이유

데이터 시각화

데이터 시각화로 통계치만으로는 알 수 없는 인사이트 발견



데이터 시각화

56146807431345038465
3527384869796858747
38272427175768685838
37802737475676878483
8382822737475718452
6092642969804926264
86984516471395767463
631802430715697017860

여기서 4는 총 몇 개 있을까요?

데이터 시각화

56146807431345038465
3527384869796858747
38272427175768685838
37802737475676878483
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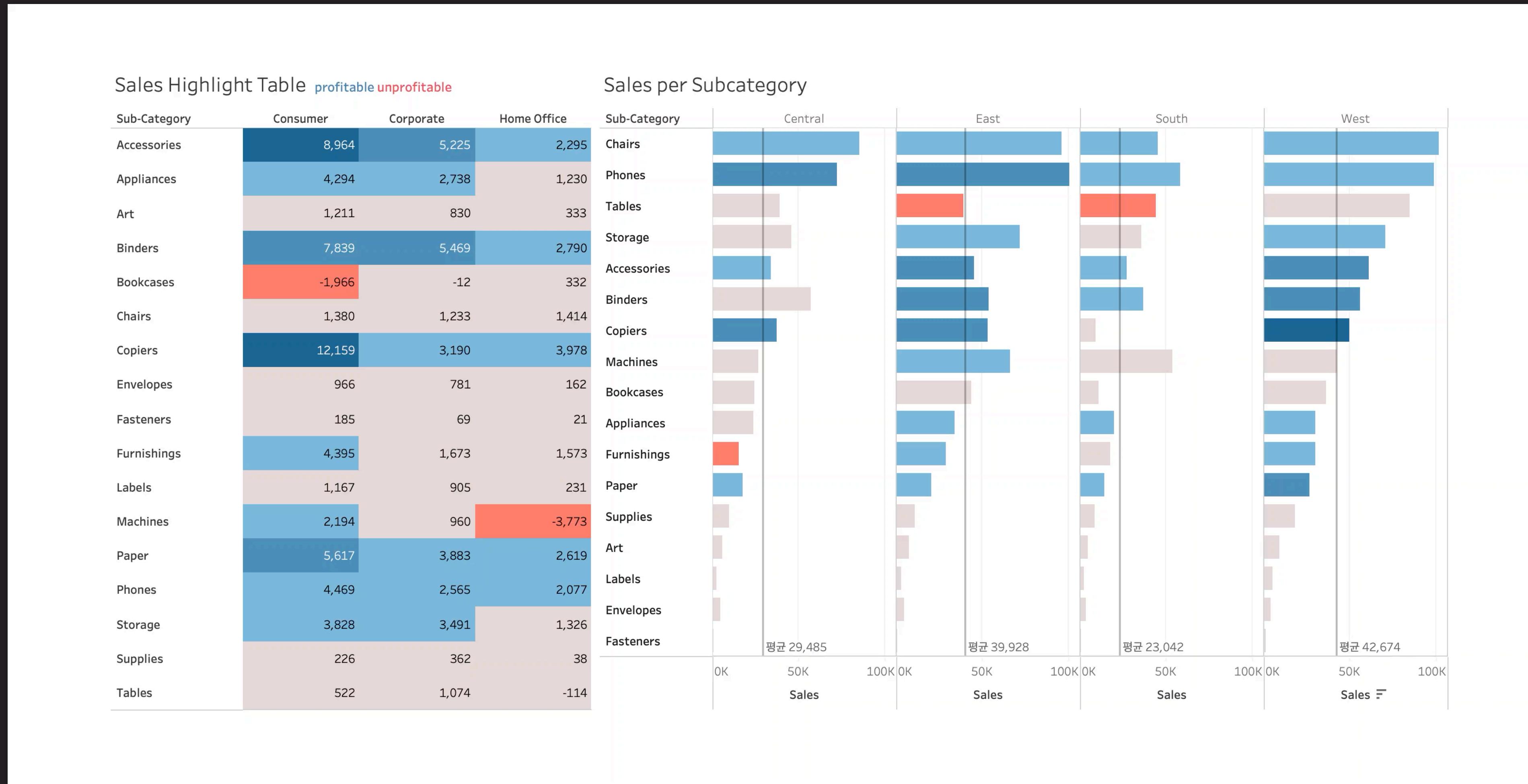
데이터 시각화

Sub-Category	Consumer	Corporate	Home Office
Accessories	8,964	5,225	2,295
Appliances	4,294	2,738	1,230
Art	1,211	830	333
Binders	7,839	5,469	2,790
Bookcases	-1,966	-12	332
Chairs	1,380	1,233	1,414
Copiers	12,159	3,190	3,978
Envelopes	966	781	162
Fasteners	185	69	21
Furnishings	4,395	1,673	1,573
Labels	1,167	905	231
Machines	2,194	960	-3,773
Paper	5,617	3,883	2,619
Phones	4,469	2,565	2,077
Storage	3,828	3,491	1,326
Supplies	226	362	38
Tables	522	1,074	-114

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데이터 시각화



데이터 시각화



쉽게 이해할 수 있게 시각적으로 표현
커뮤니케이션에 초점

보이지 않는 것을 보이게 만든다

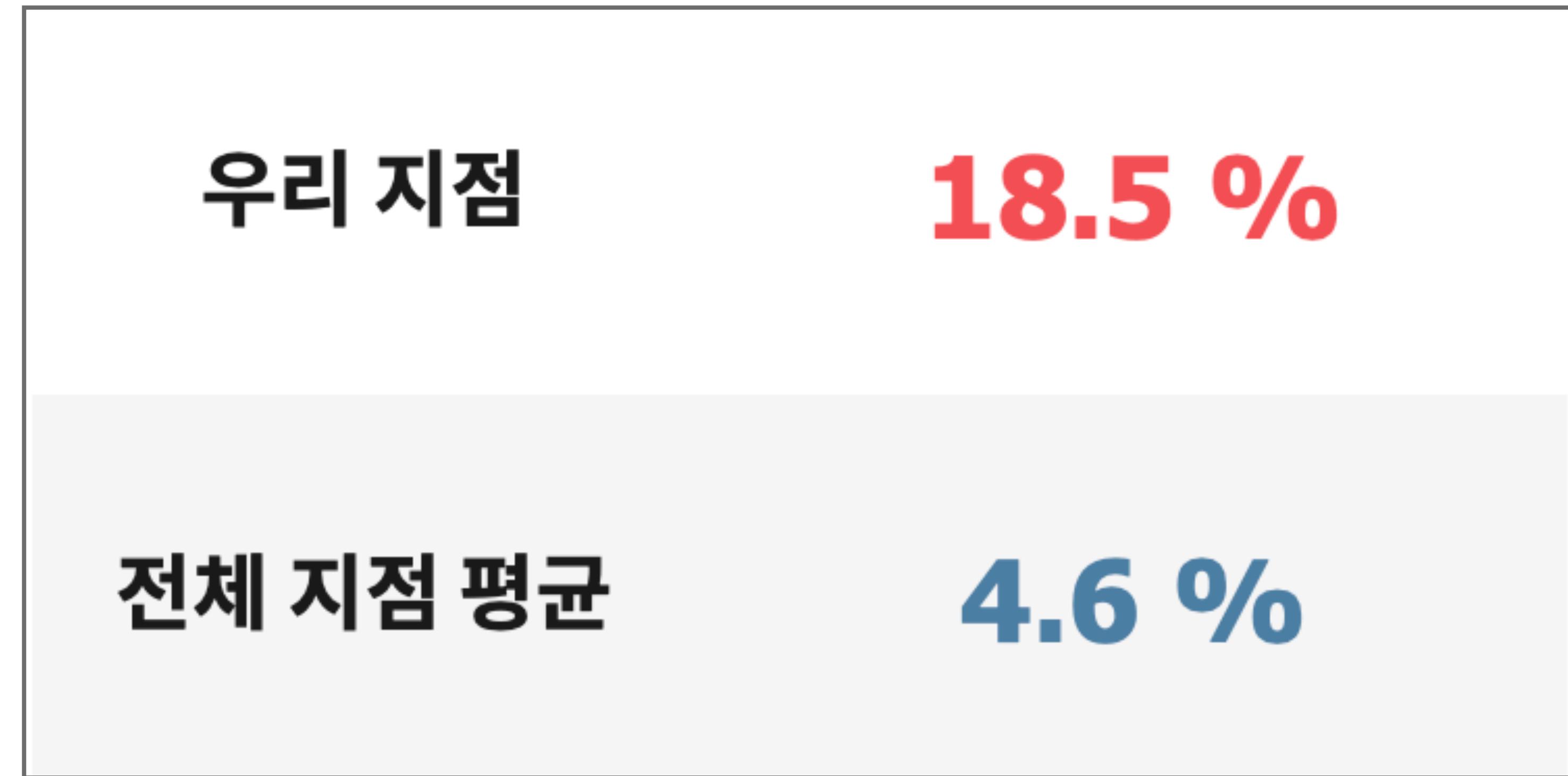
데이터 시각화

데이터 시각화의 목적

액션 가능한 인사이트를 찾고 커뮤니케이션 하는 것

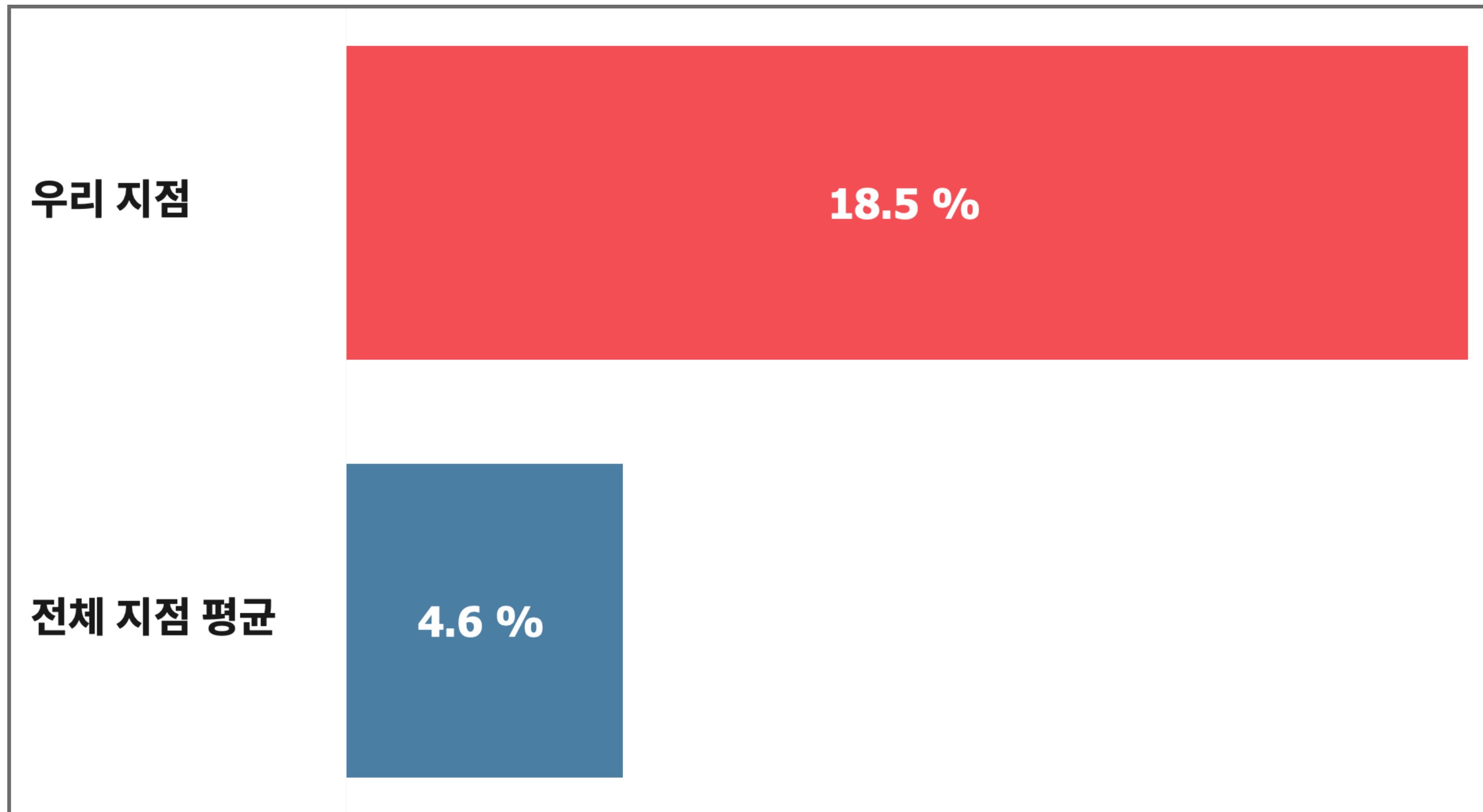
데이터 시각화로 설득하는 과정

1) Text



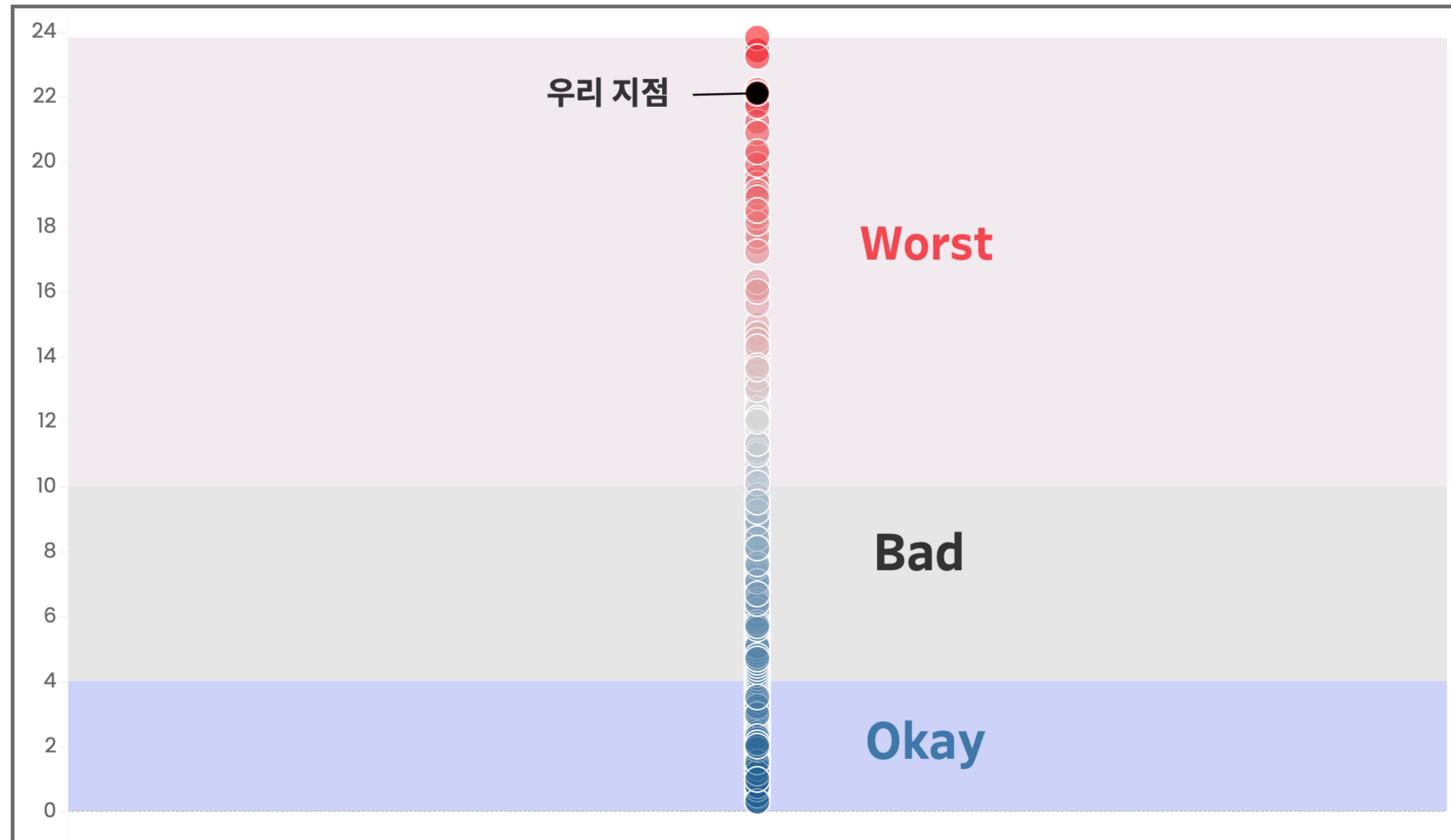
데이터 시각화로 설득하는 과정

2) Visualize



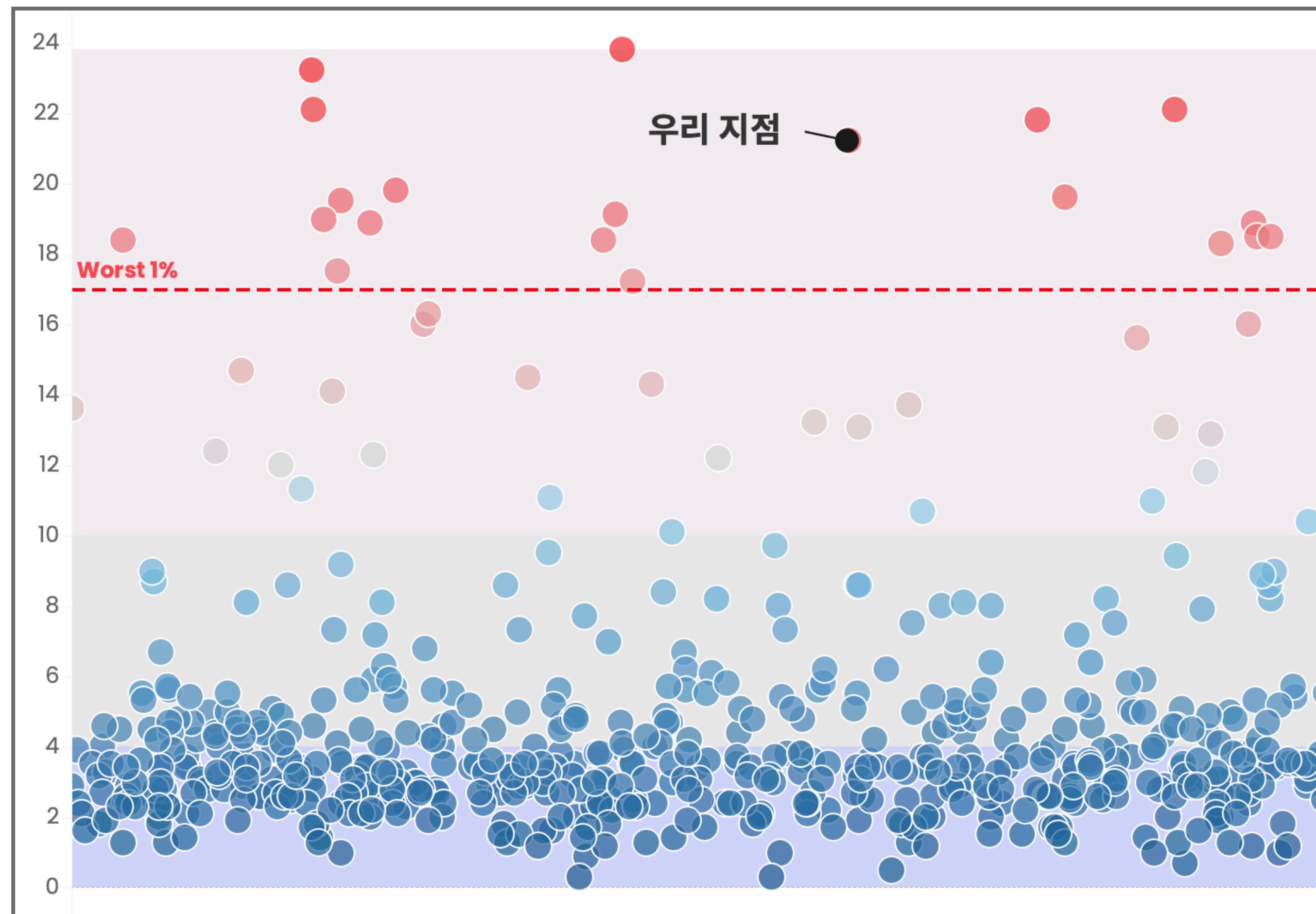
데이터 시각화로 설득하는 과정

3) Communication



데이터 시각화로 설득하는 과정

4) Persuade



고객 주문 데이터

날짜	고객	제품	구매수량	매출
2024.01.01	전서연	A	2	30,000
2024.01.02	박지민	B	10	500,000
2023.12.31	김민지	C	4	17,000
2023.12.30	이동진	D	5	200,000

데이터를 요약하는 것을 넘어

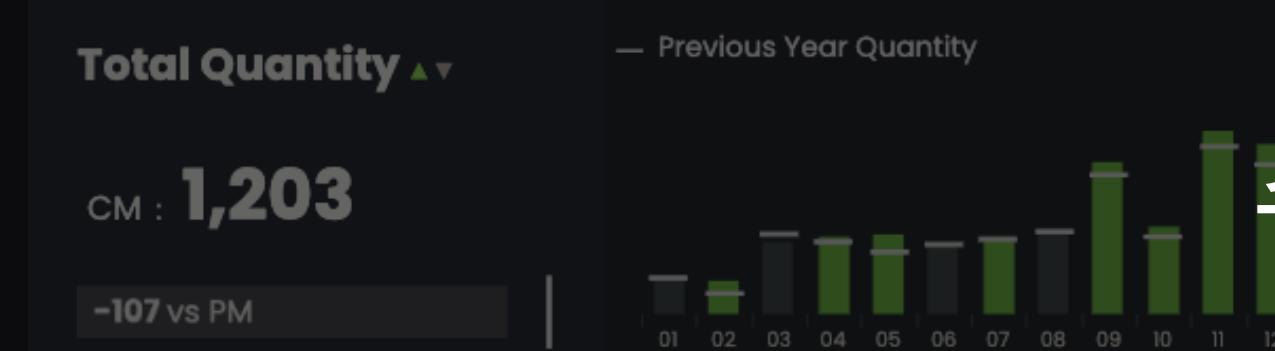
연도	월	구매수량 합계	매출 합계
2024년	1월	854	3,000만
	2월	654	2,500만
2023년	12월	790	2,800만
	11월	680	1,500만

KPI Dashboard

for Navigating Order Value Drivers

KPIs focus on comparing the **Previous Month to the Current Month** (as of the End Date) and highlighting the trend for the **Current Year** (as of the End Date).

CM : 2020.12 vs PM : 2020.11



Current Month : 2020.12

Start Date
2020. 5. 1.

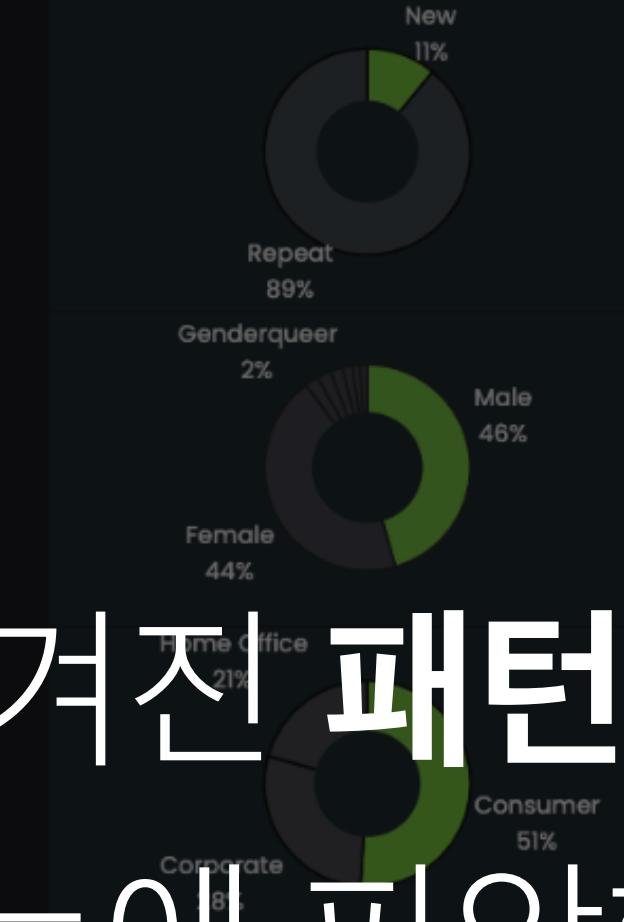
End Date
2020. 12. 31.

Category
(전체)

Sub-Category
(전체)

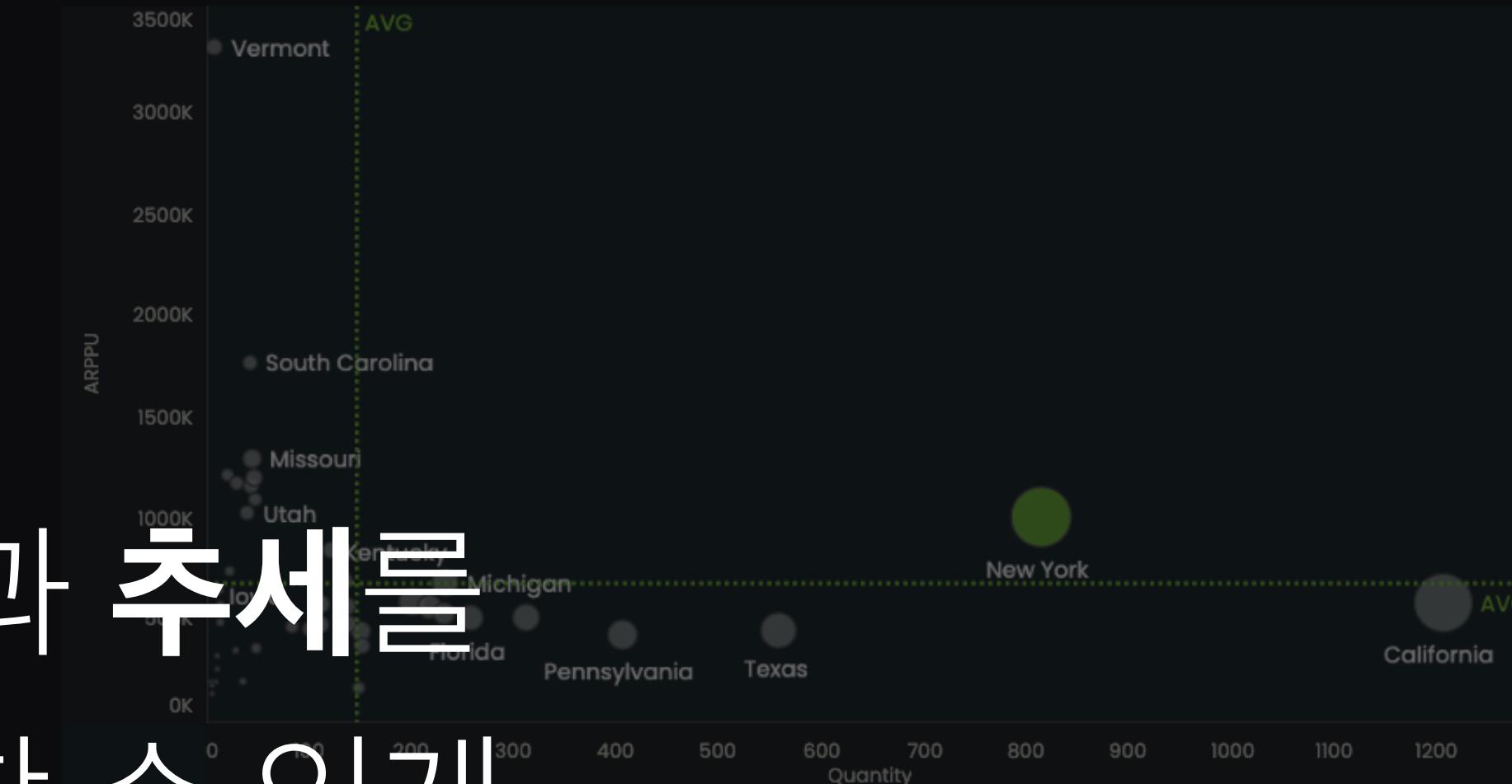
Customer Demographics

New or Repeat / Gender / Segment



Where can we find customers with high purchasing power? (circle size : Sum of Sales)

Click the circle to filter by the States !



숨겨진 패턴과 추세를
한눈에 파악할 수 있게

Which products boost spending and contribute to higher order values? ■ Highest ARPPU

		Sales	ARPPU	Customers Count	AOV	Avg Unitprice	Quantity
Technology	Copiers	24,995,200	1,785,371	14	1,666,347	64,233	44
	Machines	30,162,470	1,508,124	20	1,508,124	654,135	71
	Phones	74,166,000	612,942	121	545,338	160,342	542
	Accessories	50,731,320	429,926	118	409,124	96,171	521
Furniture	Bookcases	46,362,961	986,446	47	986,446	288,216	192
	Chairs	75,397,040	866,633	87	802,096	208,512	424
	Tables	34,461,560	801,432	43	801,432	265,170	181
	Furnishings	19,514,600	142,442	137	127,546	38,295	627
Office Supplies	Storage	49,113,640	430,821	114	389,791	97,708	562
	Appliances	21,445,740	351,570	61	345,899	98,251	260
	Binders	29,840,150	146,275	204	131,454	51,630	1,029
	Paper	15,875,620	95,636	166	84,896	19,870	878
	Envelopes	4,817,760	87,596	55	87,596	28,304	189
	Supplies	2,349,380	87,014	27	87,014	57,659	94
	Art	6,549,840	59,544	110	55,041	13,722	485
	Labels	2,657,000	49,204	54	45,034	12,839	210
	Fasteners	567,840	16,224	35	16,224	4,489	137

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CM : 2020.12 vs PM : 2020.11

Total Sales ▲▼

CM : **98,600K**

-605K vs PM

— Previous Year Sales



Total Quantity ▲▼

CM : **1,203**

-107 vs PM

— Previous Year Quantity



Total Customers ▲▼

CM : **141**

-5 vs PM

— Previous Year # of Customers



ARPPU ▲▼

CM : **699K**

19,808 vs PM

— Previous Year Avg. Revenue per Paid Users



AOV ▲▼

CM : **612K**

-15455 vs PM

— Previous Year Avg. Order Value



Current Month : 2020.12

Start Date
2020. 5. 1.

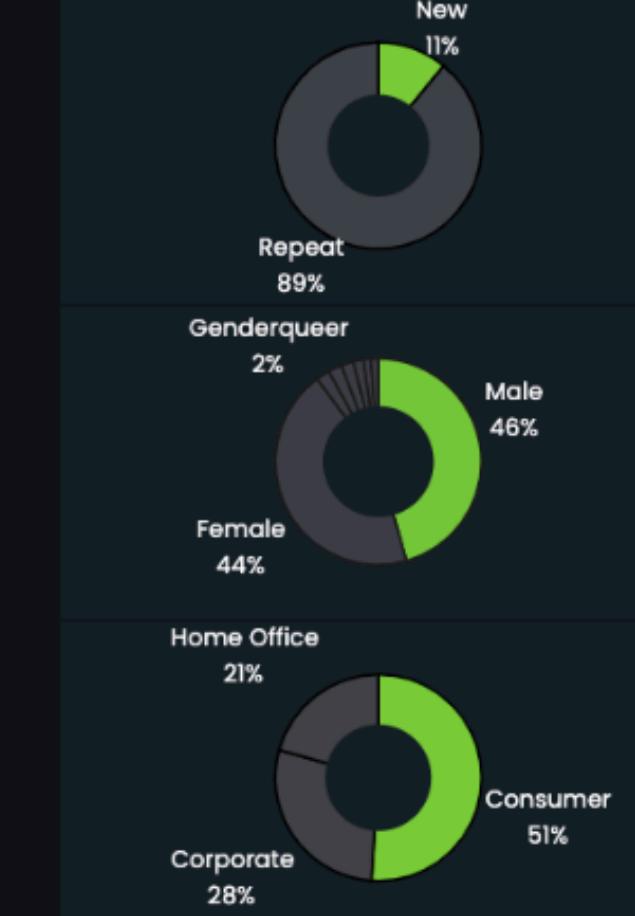
End Date
2020. 12. 31.

Category
(전체)

Sub-Category
(전체)

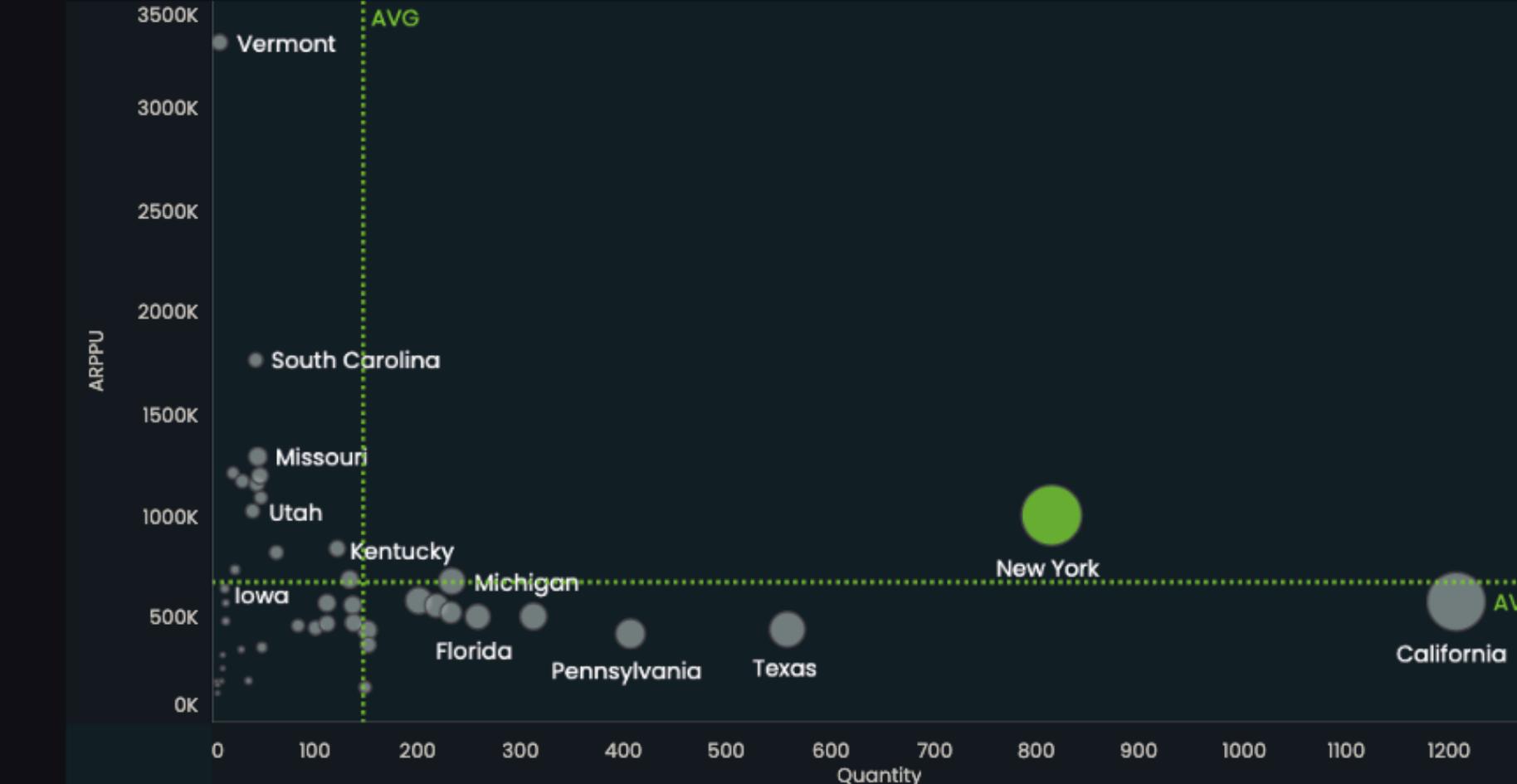
Customer Demographics

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Where can we find customers with high purchasing power? (circle size : Sum of Sales)

Click the circle to filter by the States !



Which products boost spending and contribute to higher order values? ■ Highest ARPPU

		Sales	ARPPU	Customers Count	AOV	Avg Unitprice	Quantity
Technology	Copiers	24,995,200	1,785,371	14	1,666,347	64,1233	44
	Machines	30,162,470	1,508,124	20	1,508,124	654,135	71
	Phones	74,166,000	612,942	121	545,338	160,342	542
	Accessories	50,731,320	429,926	118	409,124	96,171	521
Furniture	Bookcases	46,362,961	986,446	47	986,446	288,216	192
	Chairs	75,397,040	866,633	87	802,096	208,512	424
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Office Supplies	Storage	49,113,640	430,821	114	389,791	97,708	552
	Appliances	21,445,740	351,570	61	345,899	98,251	260
	Binders	29,840,150	146,275	204	131,454	51,630	1,029
	Paper	15,875,620	95,636	166	84,896	19,870	878
	Envelopes	4,817,760	87,596	55	87,596	28,304	189
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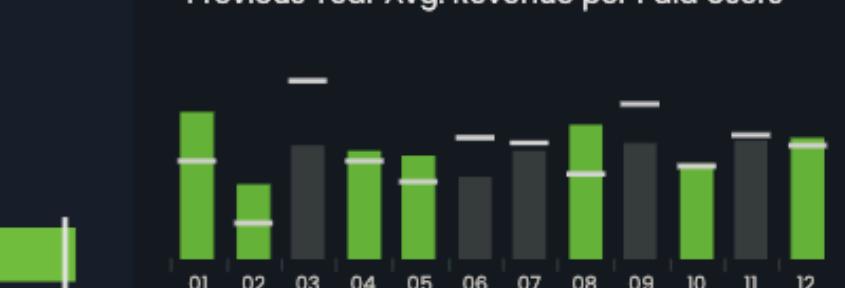


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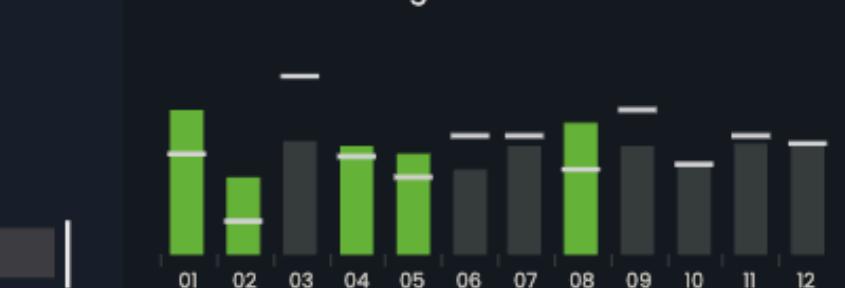


AOV ▲▼

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Current Month : 2020.12

Start Date

End Date

Category

Sub-Category

2020. 5. 1.

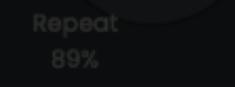
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(전체)

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전월 대비 & 전년 동월 대비
지표의 좋고 나쁨을 평가하고

What products possess the highest order value but have the highest ARPPU?

	Sales	ARPPU	Customers Count	AOV	Avg Unitprice	Quantity
Technology	Copiers	24,995,200	1,785,371	1,666,347	641,233	44
	Machines	30,162,470	1,508,124	1,508,124	654,135	71
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Designed by Seoyeon Jun @tableau_viz

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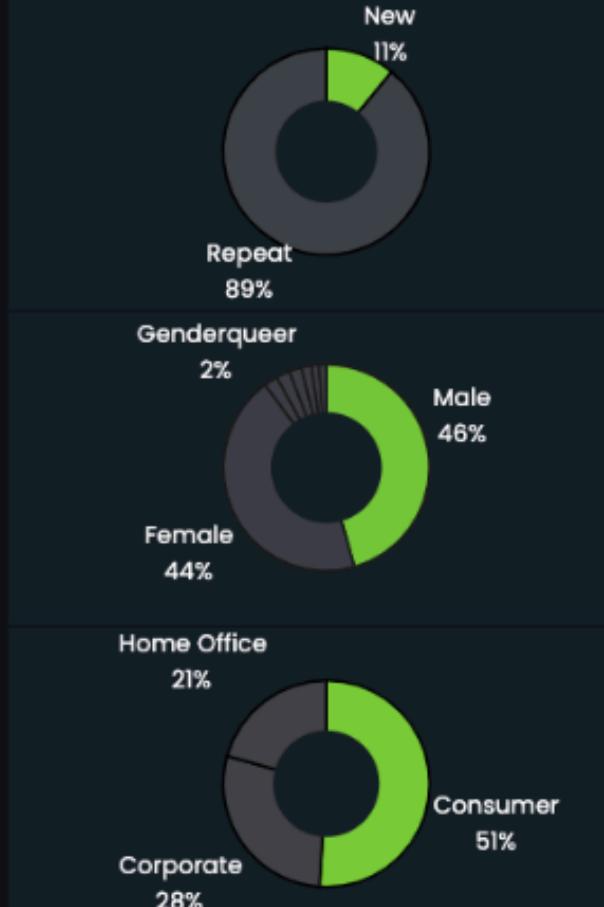
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Technology	Copiers	24,995,202	1,720	16,341	641,233	44
	Machines	30,162,470	1,240	16,341	654,135	71
	Phones	74,168,000	612,942	121	160,342	542
	Accessories	51,313,700	725,290	146	564,135	521
Furniture	Bookcases	26,290,644	1,146	16,341	641,233	102
	Chairs	75,397,040	866,633	87	208,512	424
	Tables	34,461,560	801,432	43	802,096	181
	Furnishings	19,514,600	142,442	137	127,546	627
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매출 향상을 위해 집중해야 할
타겟 마케팅 고객군을 찾고

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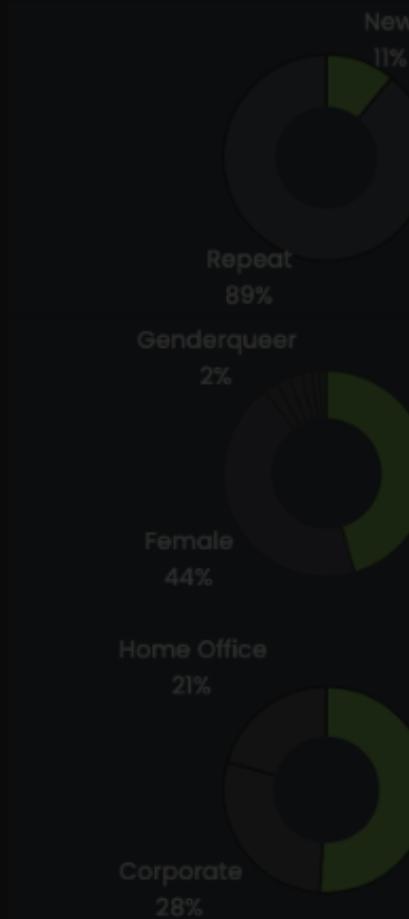
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Sub-Category
(전체)

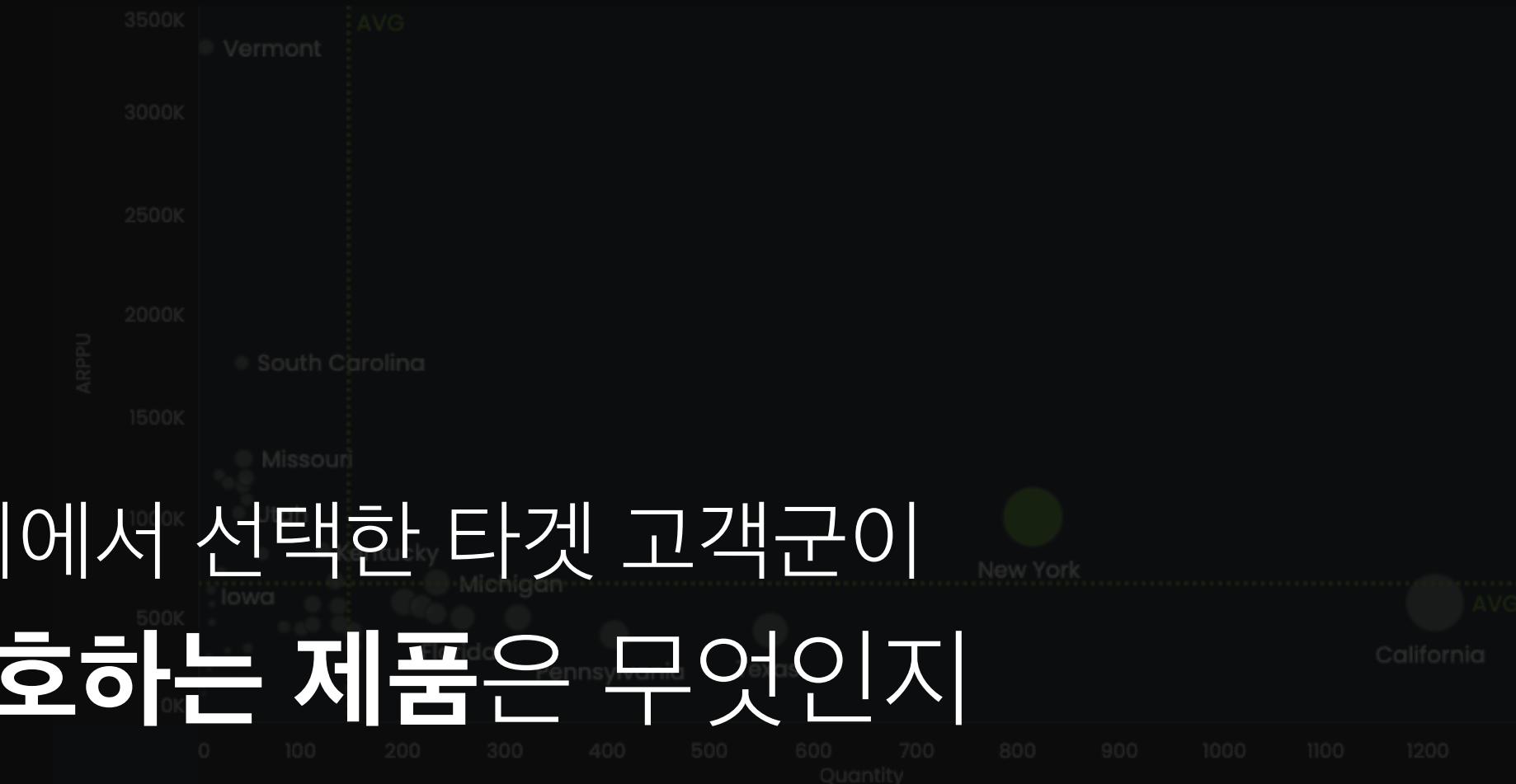
Customer Demographics

New or Repeat / Gender / Segment



Where can we find customers with high purchasing power? (circle size : Sum of Sales)

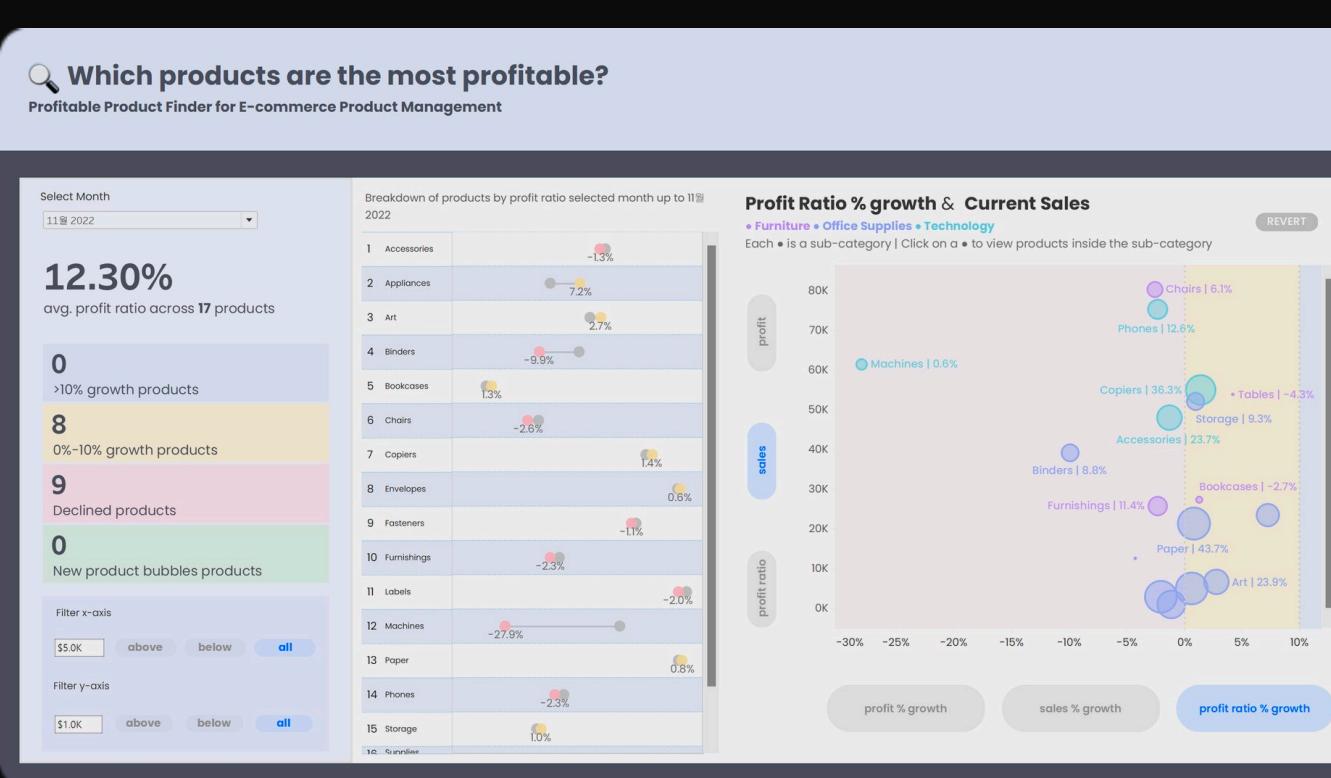
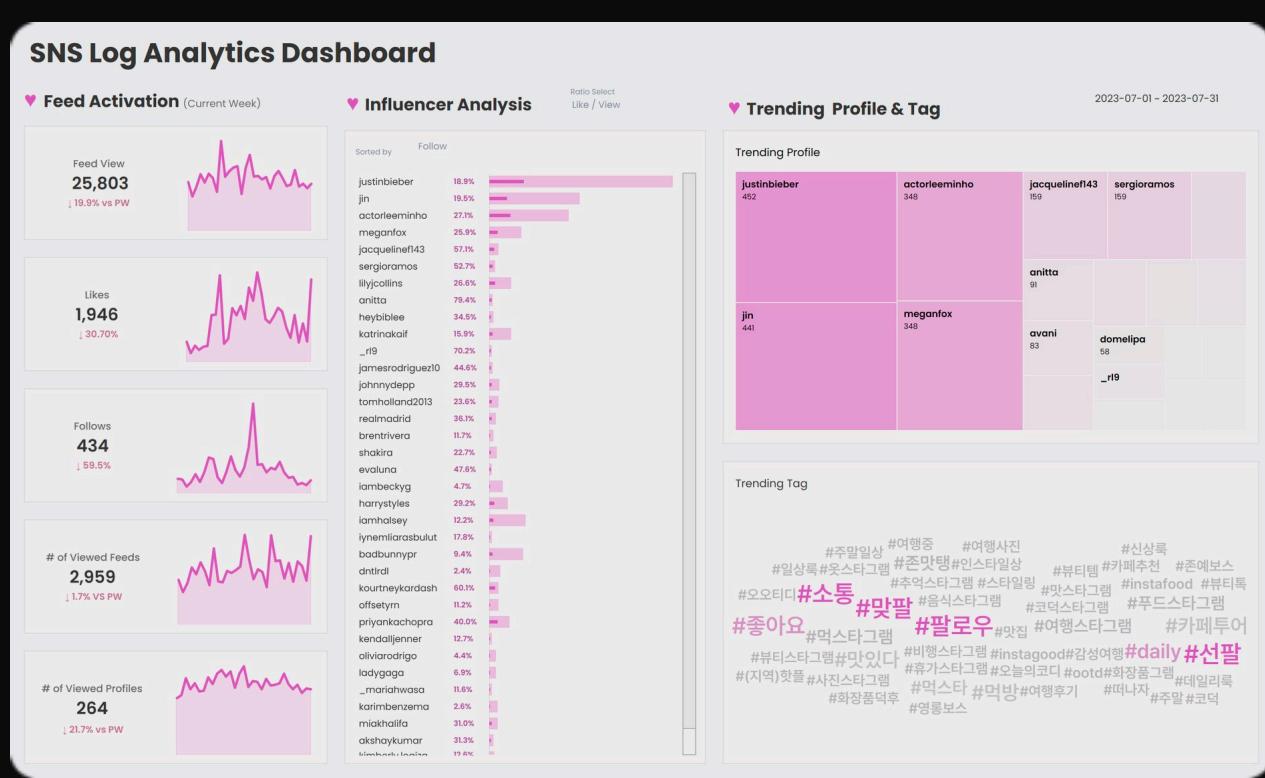
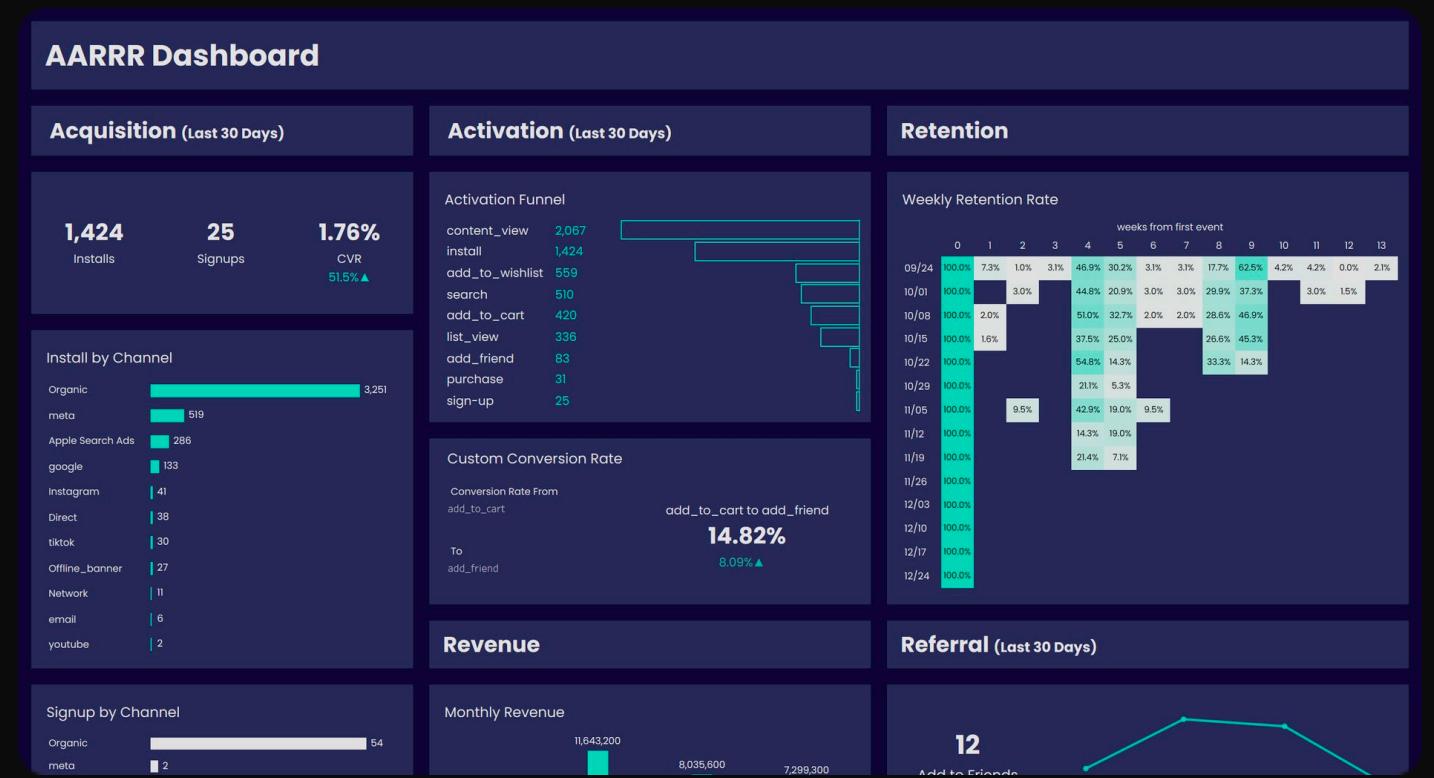
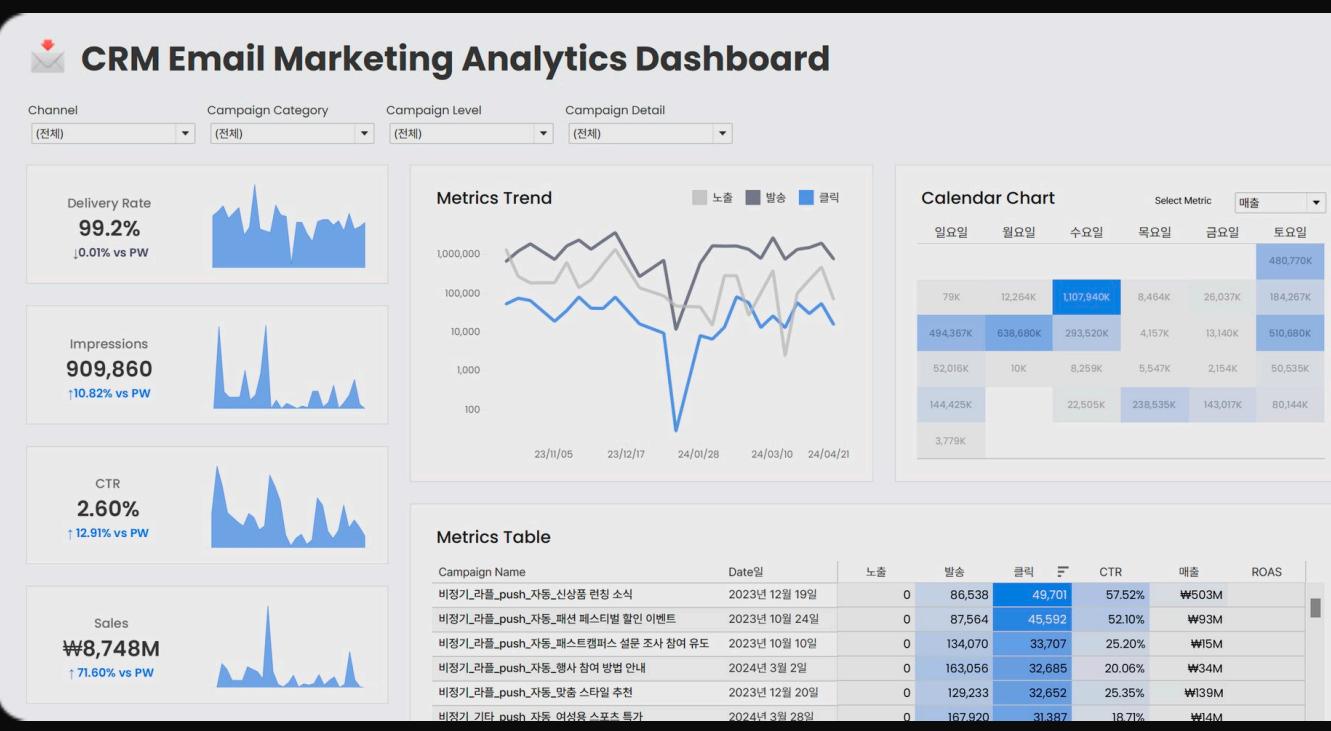
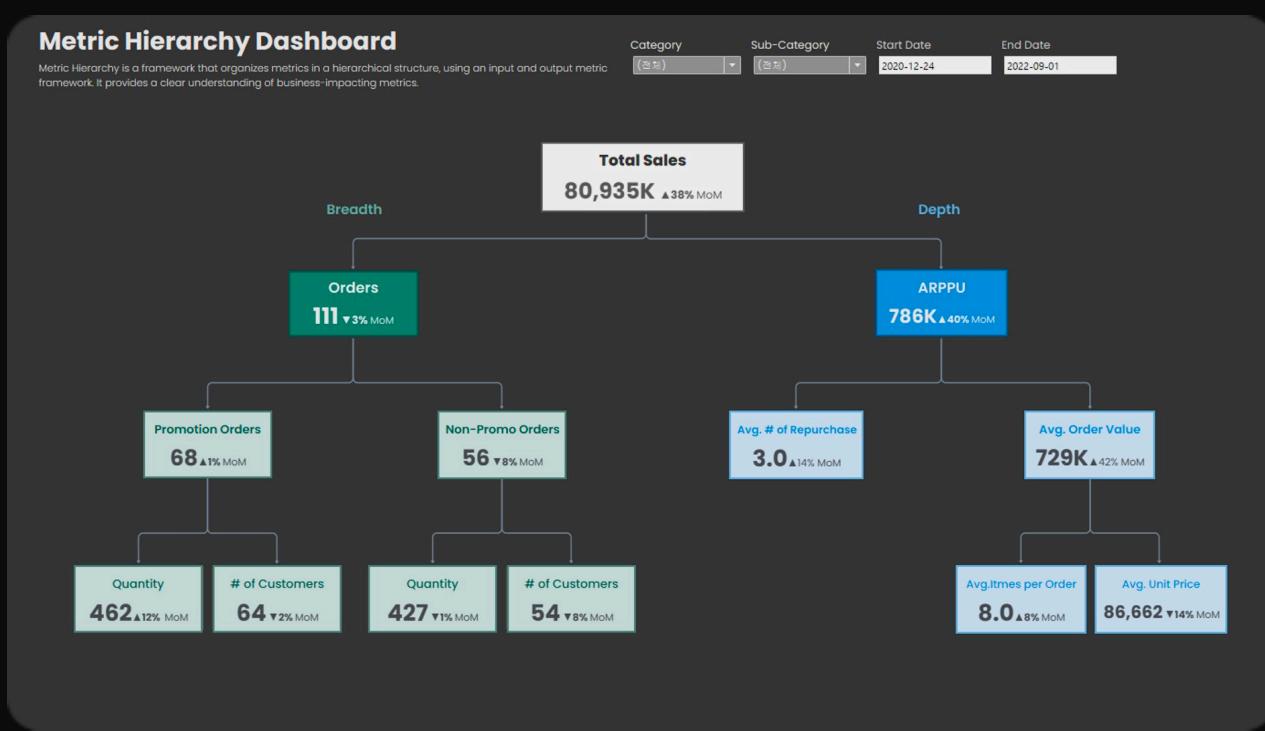
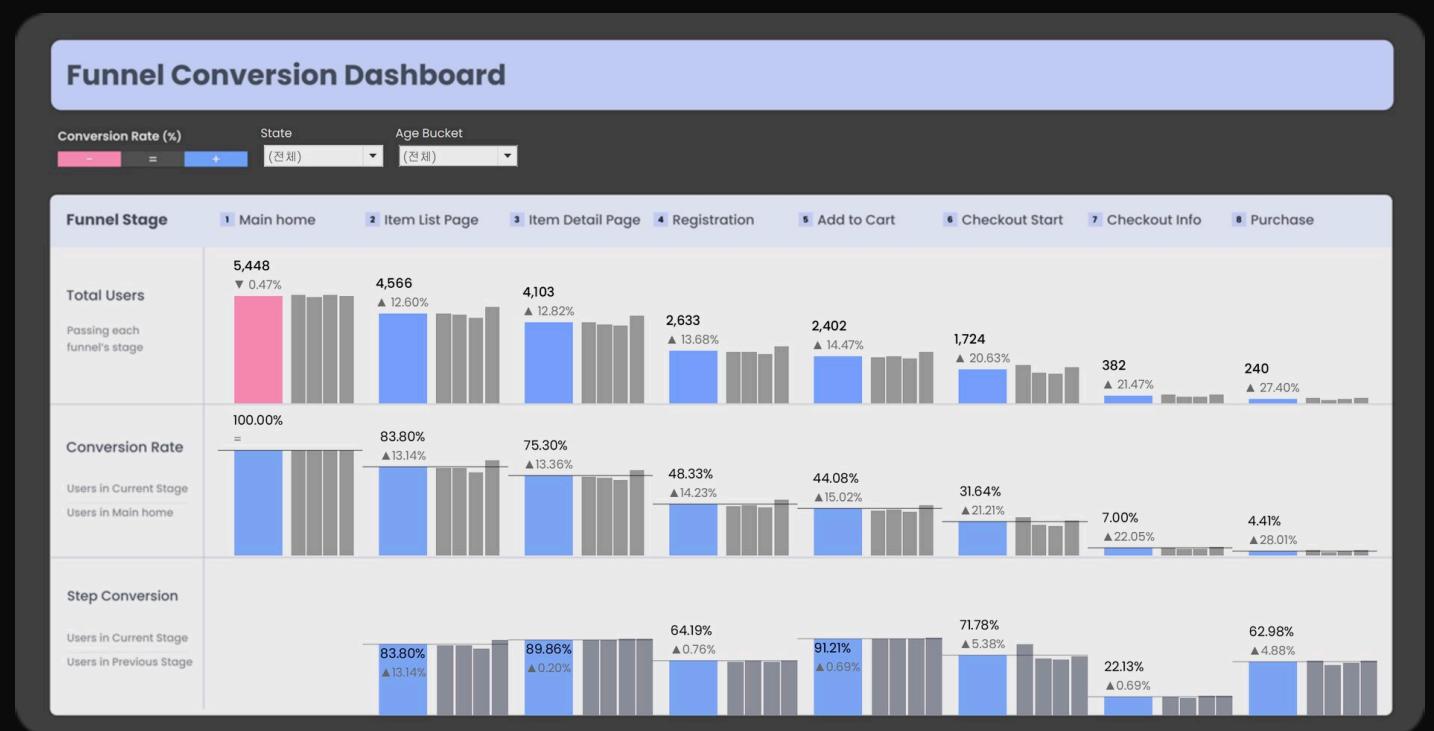
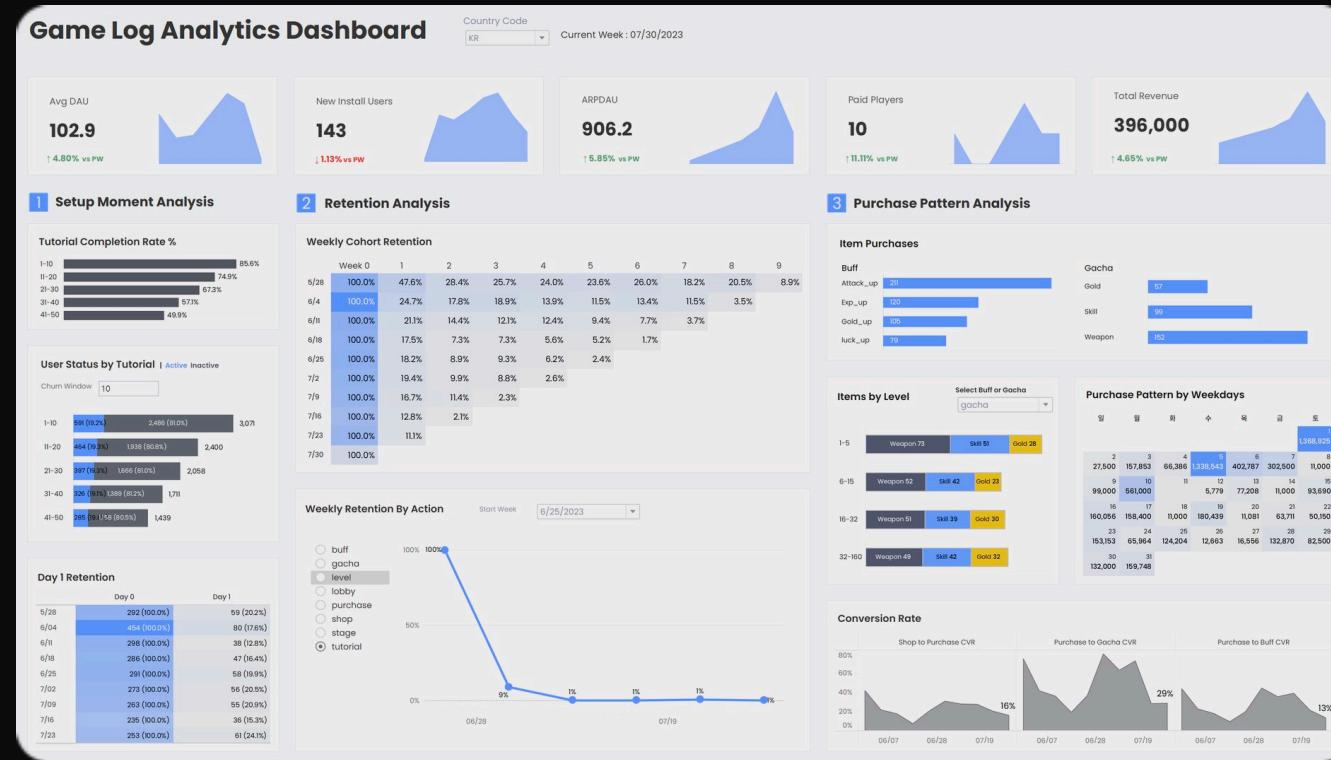
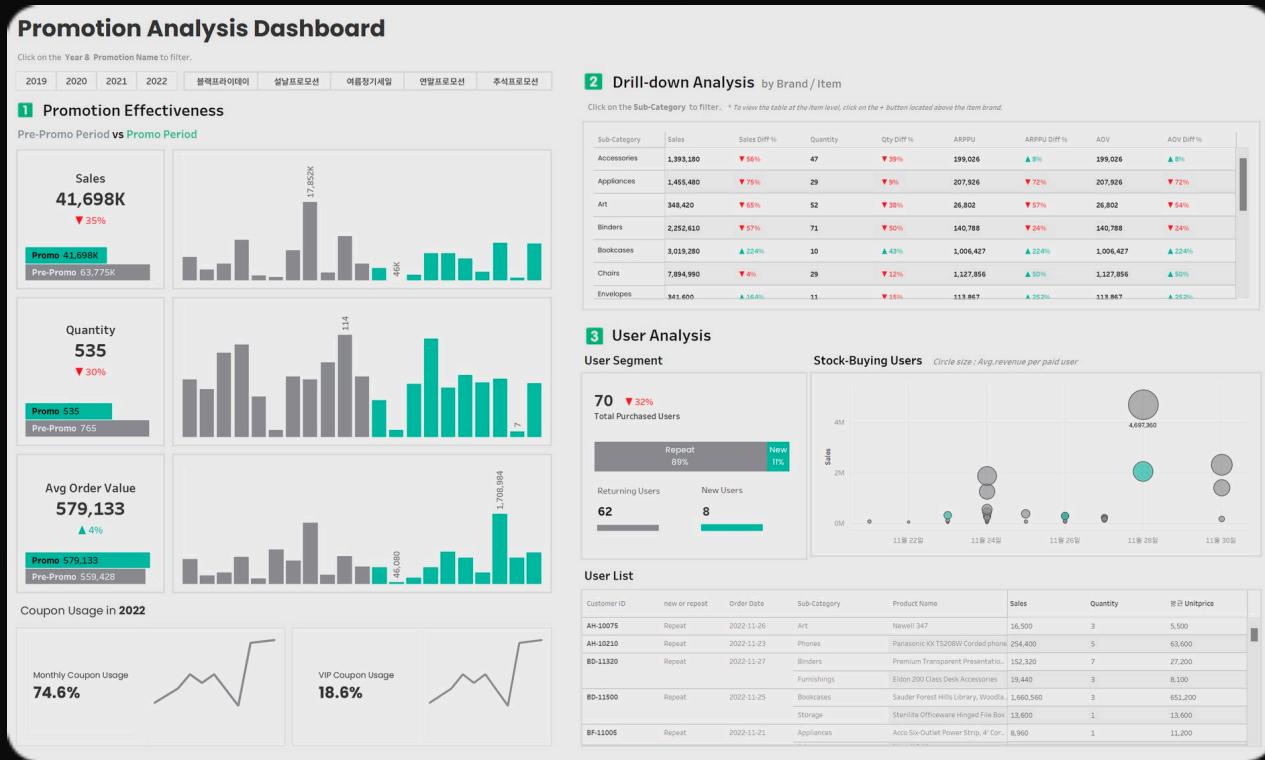
Click the circle to filter by the States !

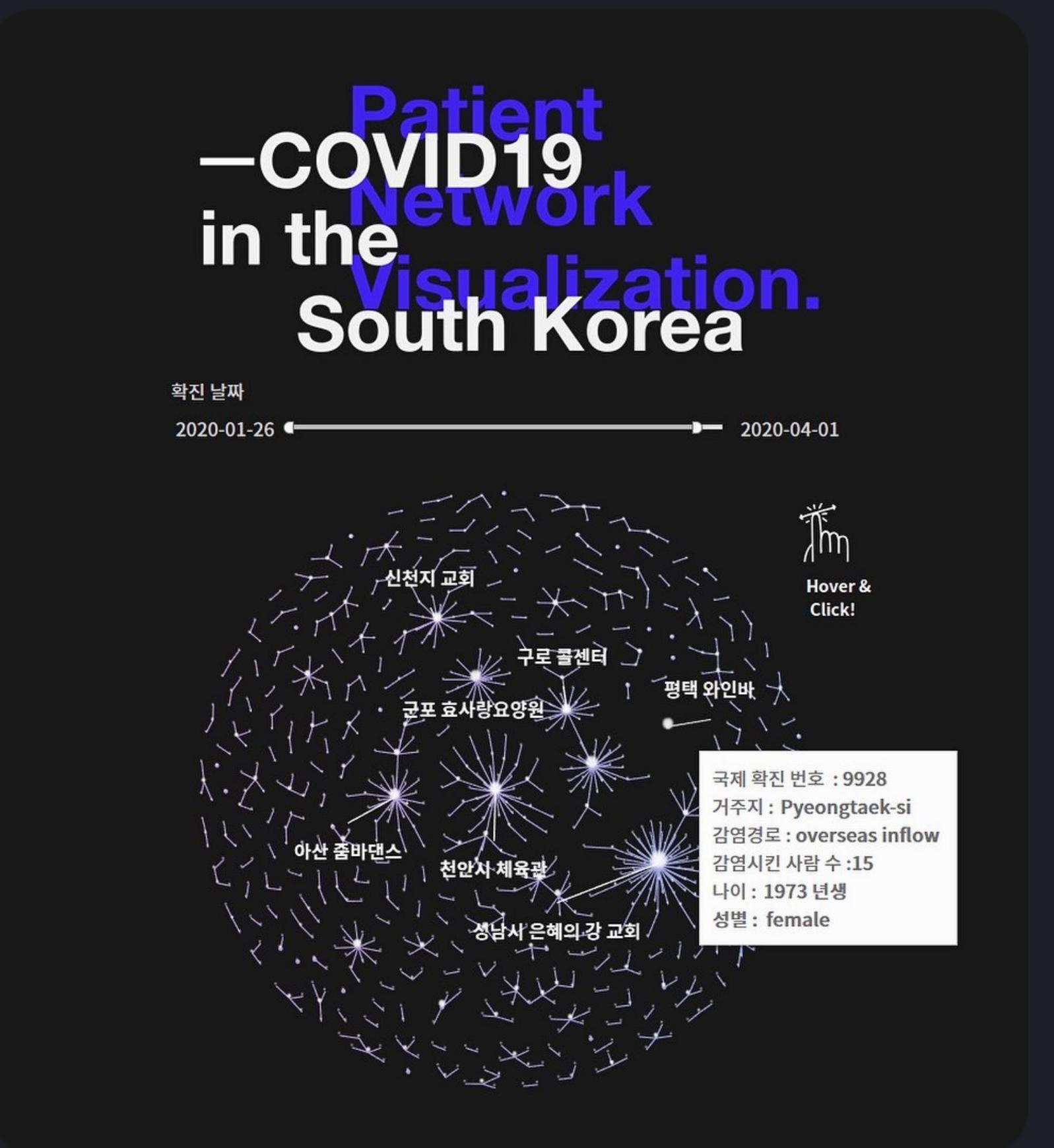
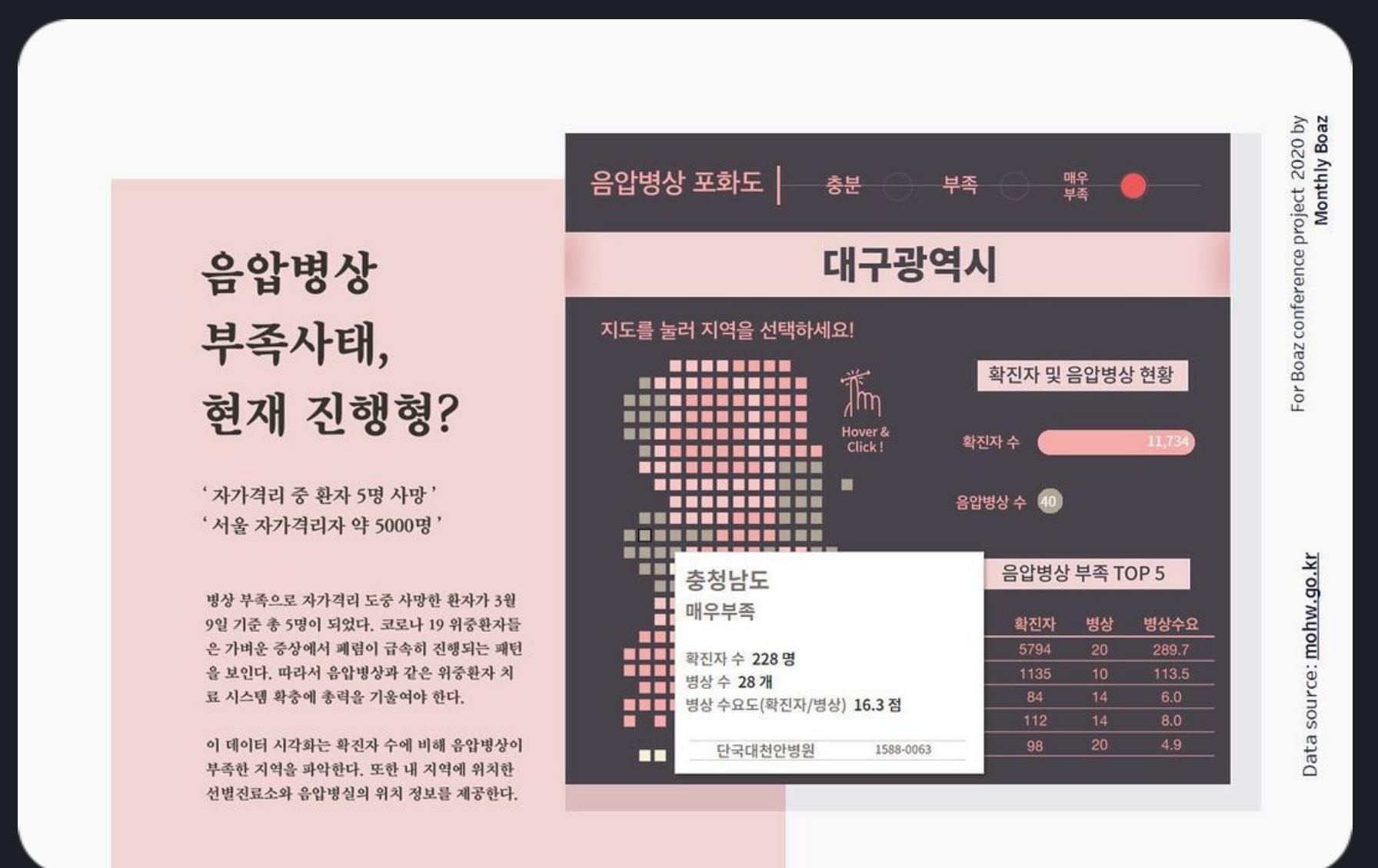
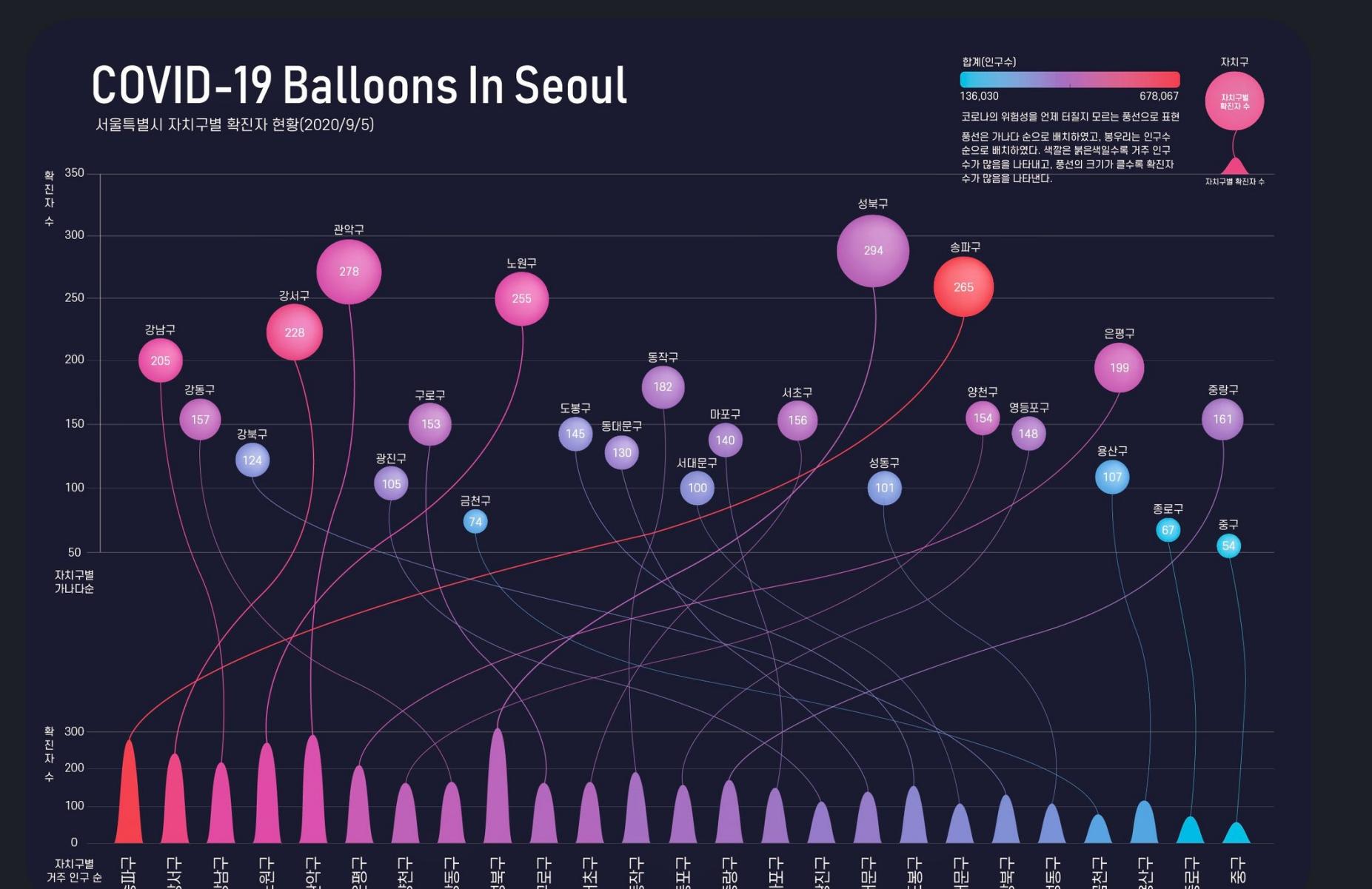
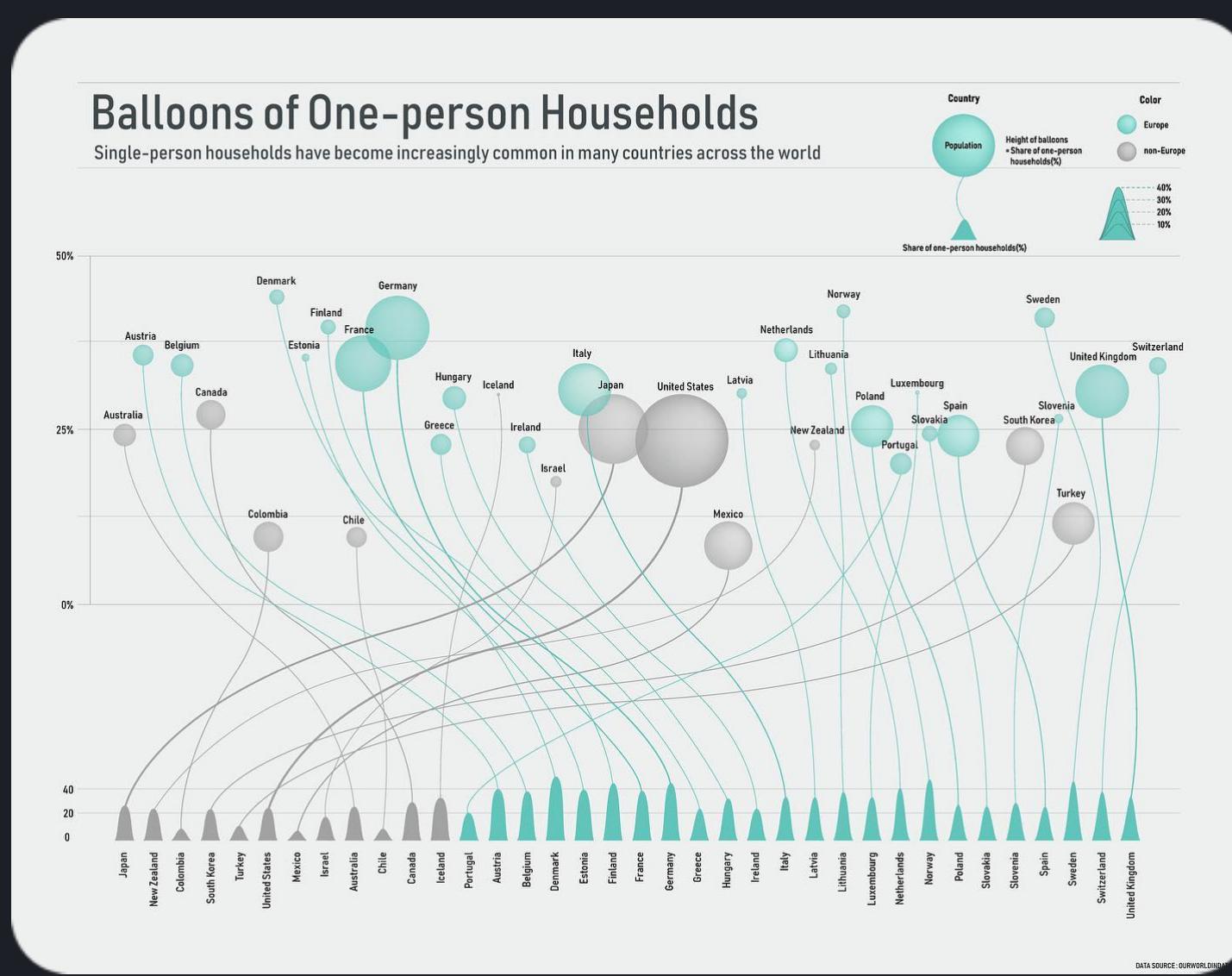
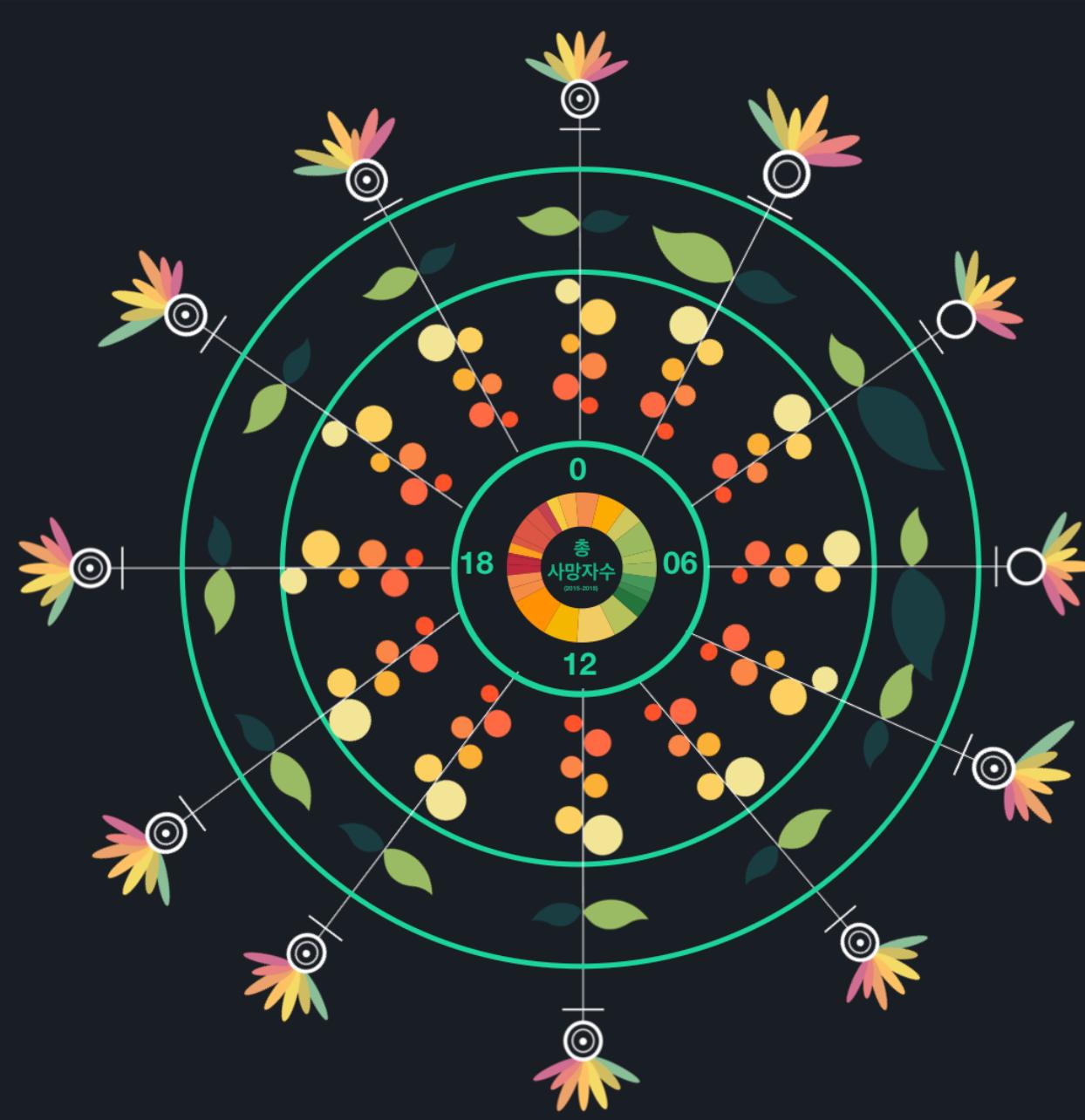


위에서 선택한 타겟 고객군이
선호하는 제품은 무엇인지?

Which products boost spending and contribute to higher order values? ■ Highest ARPPU

		Sales	ARPPU	Customers Count	AOV	Avg Unitprice	Quantity
Technology	Copiers	24,995,200	1,785,371	14	1,666,347	64,1233	44
	Machines	30,162,470	1,508,124	20	1,508,124	654,135	71
	Phones	74,166,000	612,942	121	545,338	160,342	542
	Accessories	50,731,320	429,926	118	409,124	96,71	521
Furniture	Bookcases	46,362,961	986,446	47	986,446	288,216	192
	Chairs	75,397,040	866,633	87	802,096	208,512	424
	Tables	34,461,560	801,432	43	801,432	265,170	181
	Furnishings	19,514,600	142,442	137	127,546	38,295	627
Office Supplies	Storage	49,113,640	430,821	114	389,791	97,708	552
	Appliances	21,445,740	351,570	61	345,899	98,251	260
	Binders	29,840,150	146,275	204	131,454	51,630	1,029
	Paper	15,875,620	95,636	166	84,896	19,870	878
	Envelopes	4,817,760	87,596	55	87,596	28,304	189
	Supplies	2,349,380	87,014	27	87,014	57,659	94
	Art	6,549,840	59,544	110	55,041	13,722	485
	Labels	2,657,000	49,204	54	45,034	12,839	210
	Fasteners	567,840	16,224	35	16,224	4,489	137



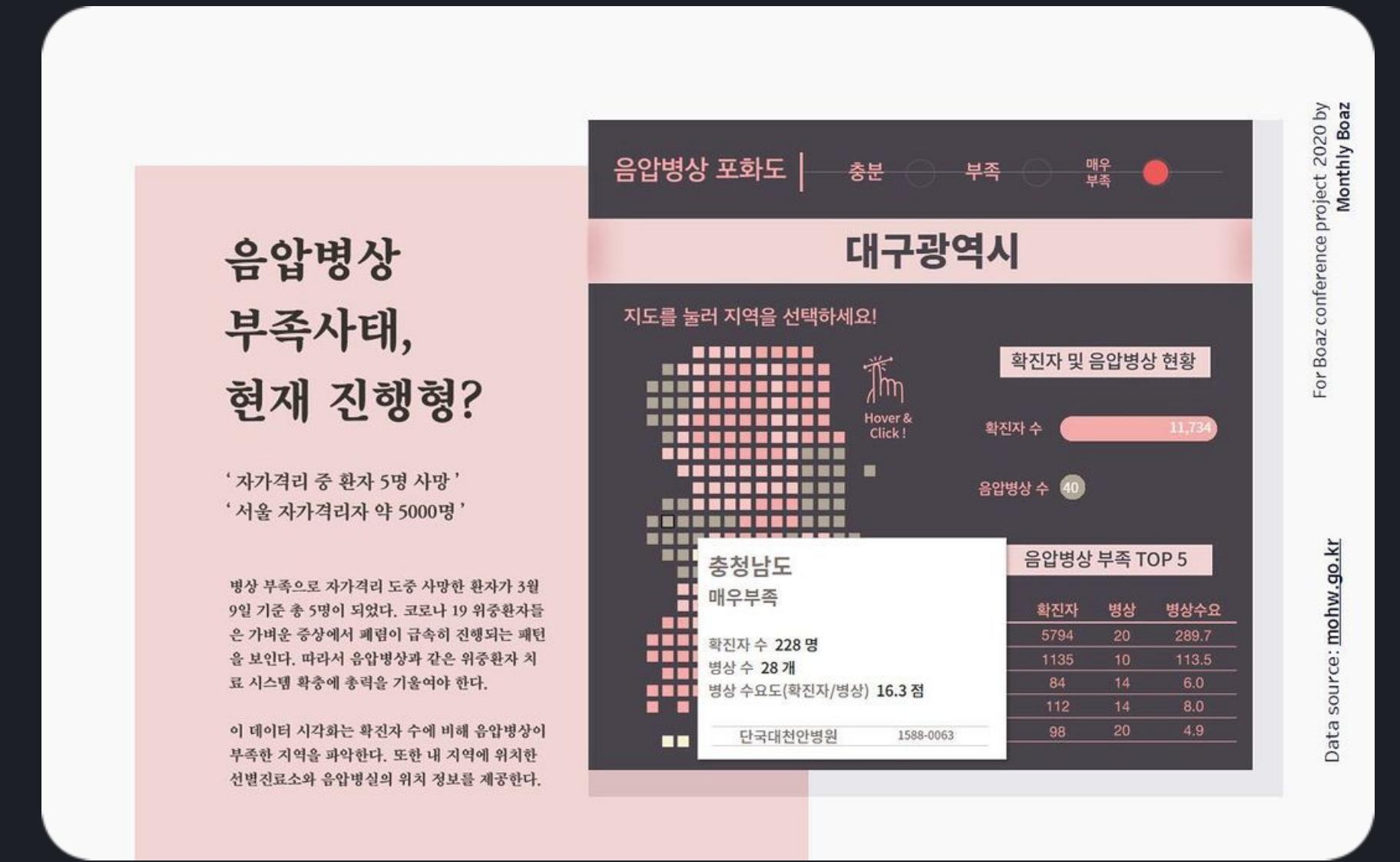
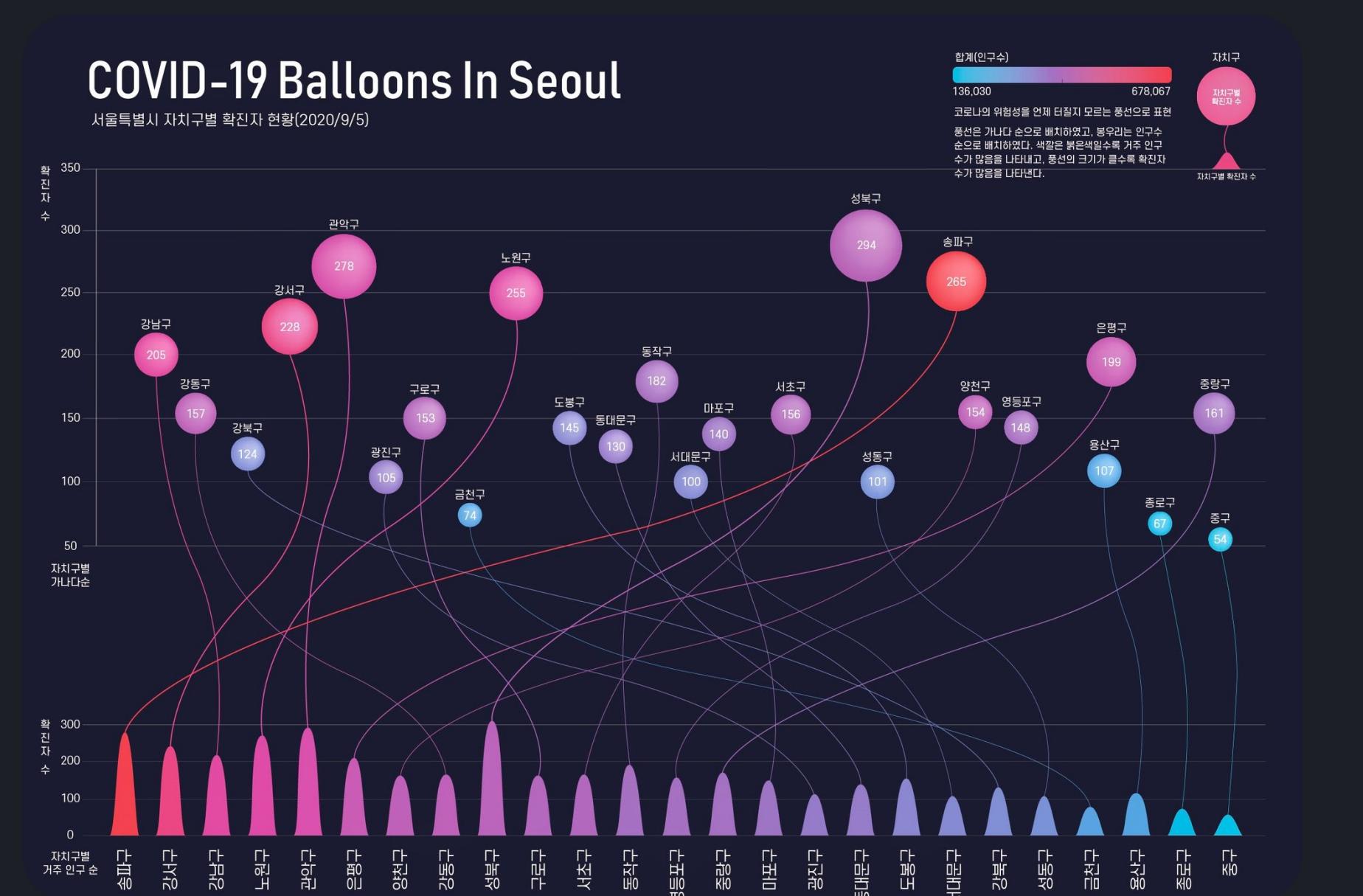
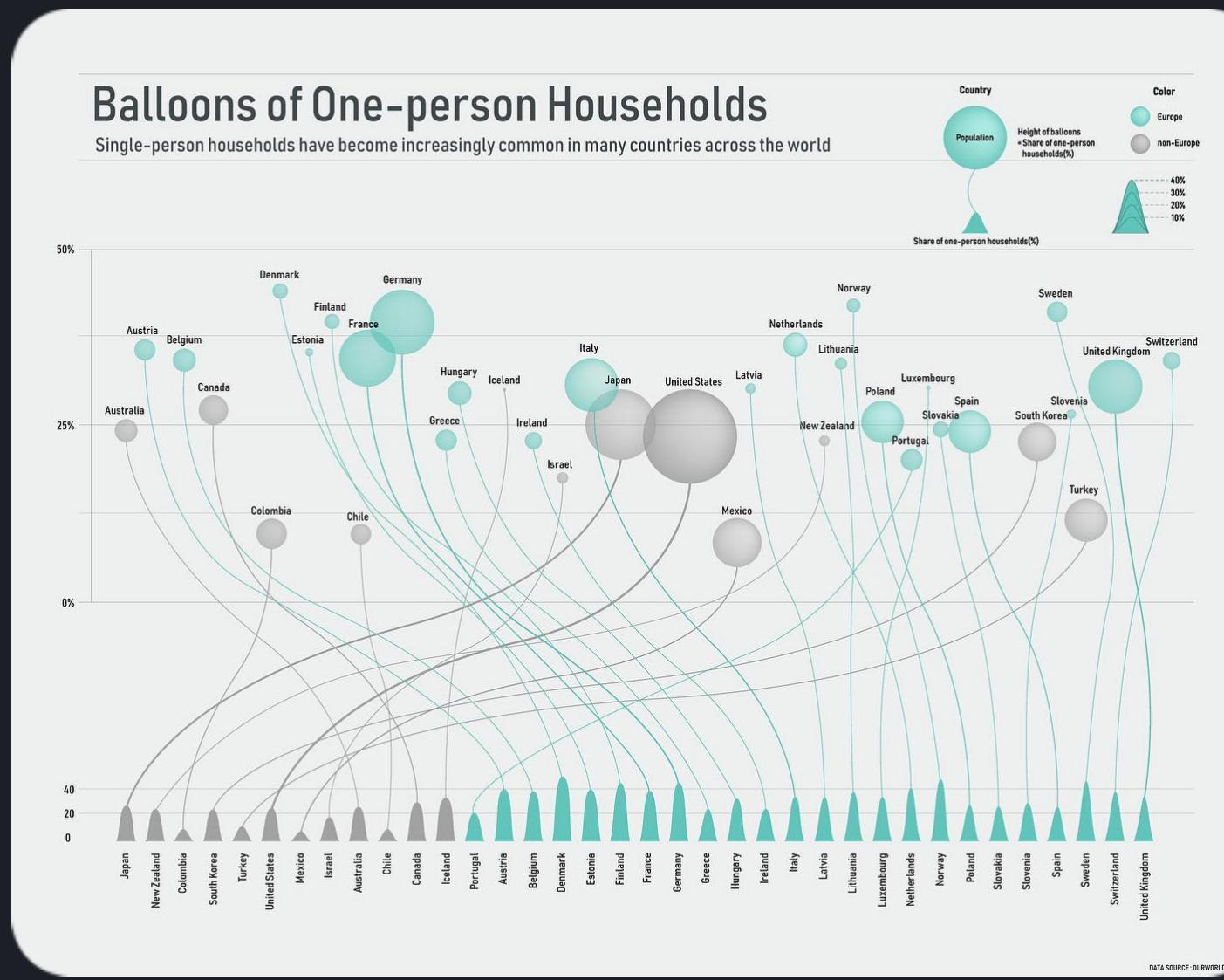
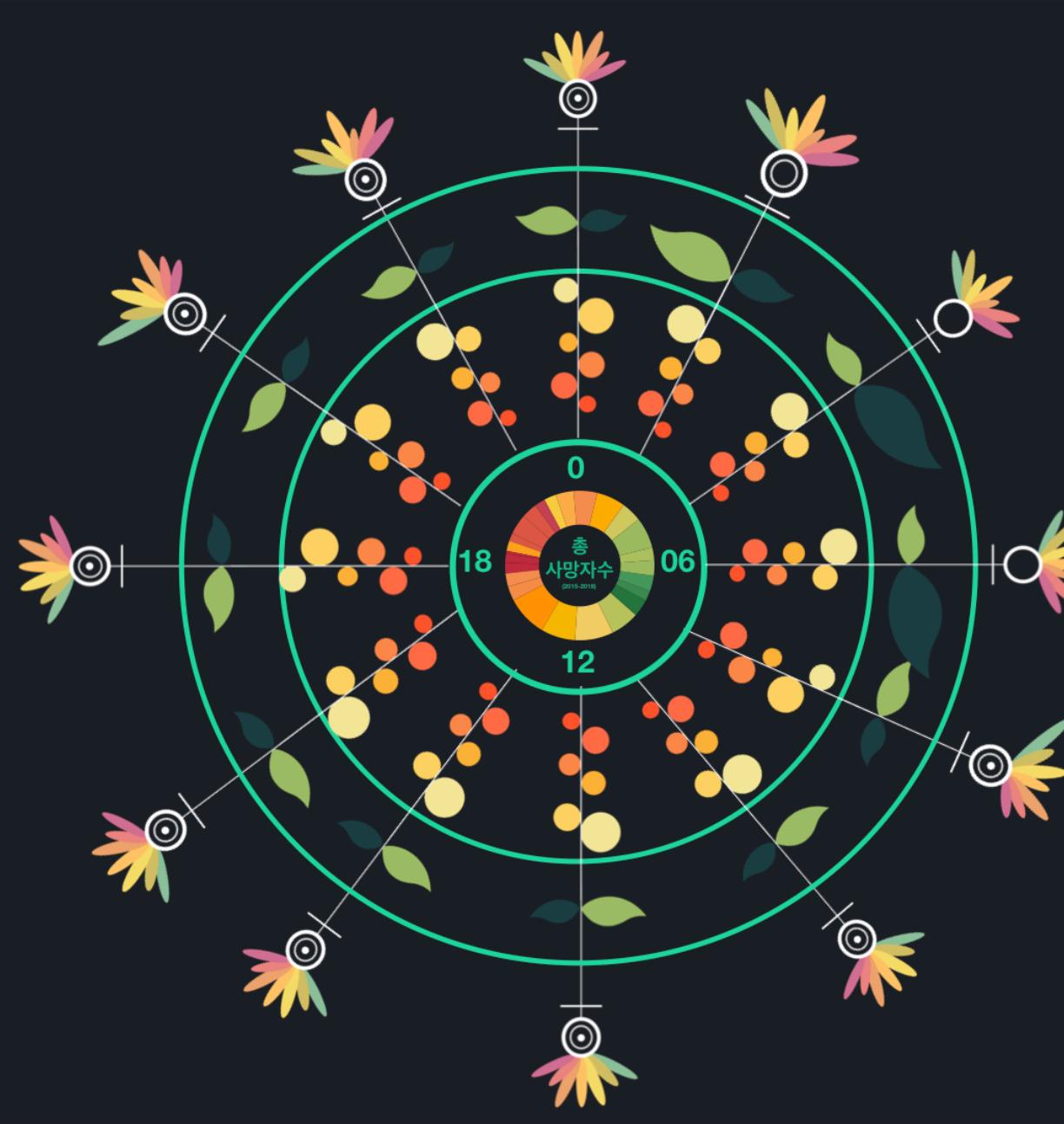


데이터 시각화의 목적은
누구나 쉽게 **인사이트**를 찾고
커뮤니케이션 할 수 있게 돋는 것

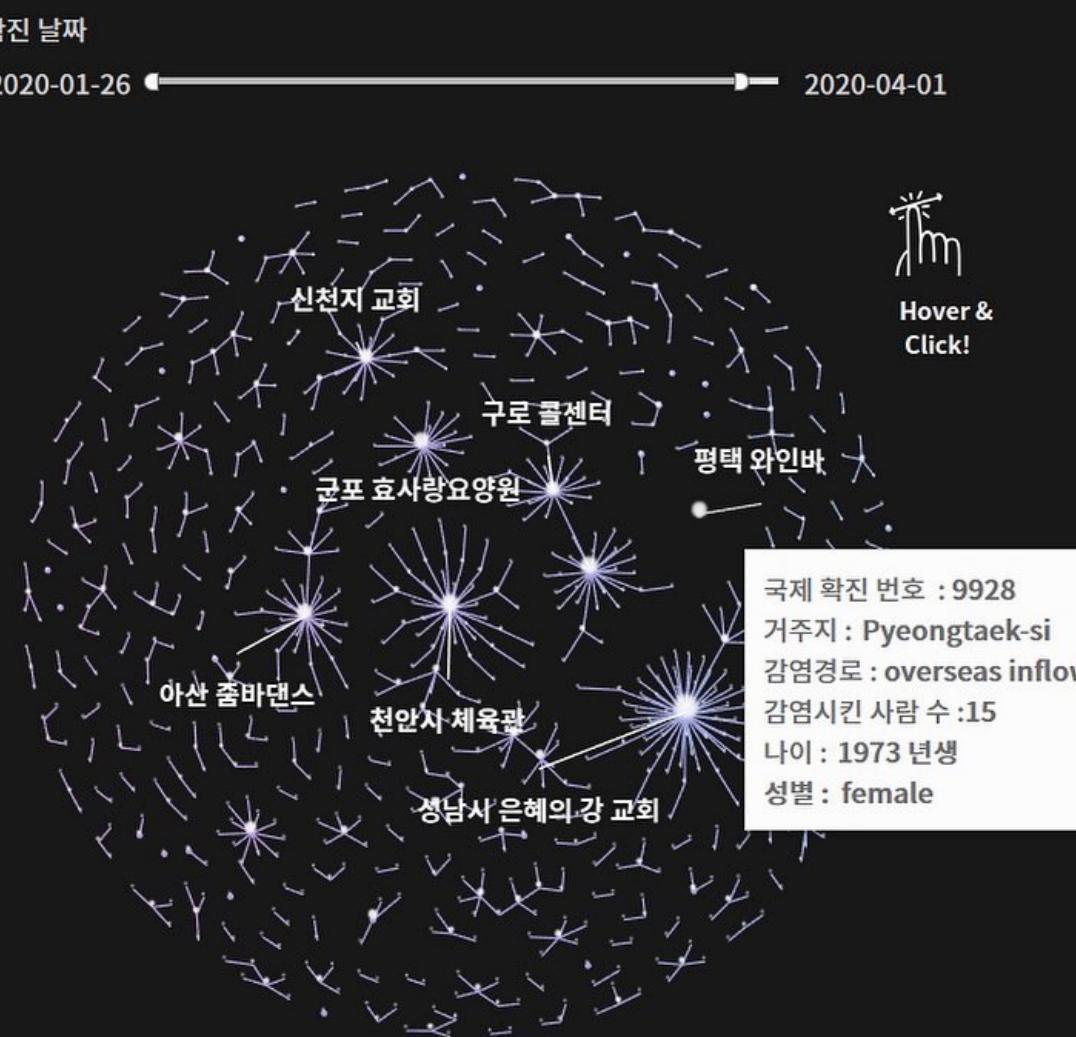


Data Art & Storytelling

데이터 아트와 스토리텔링

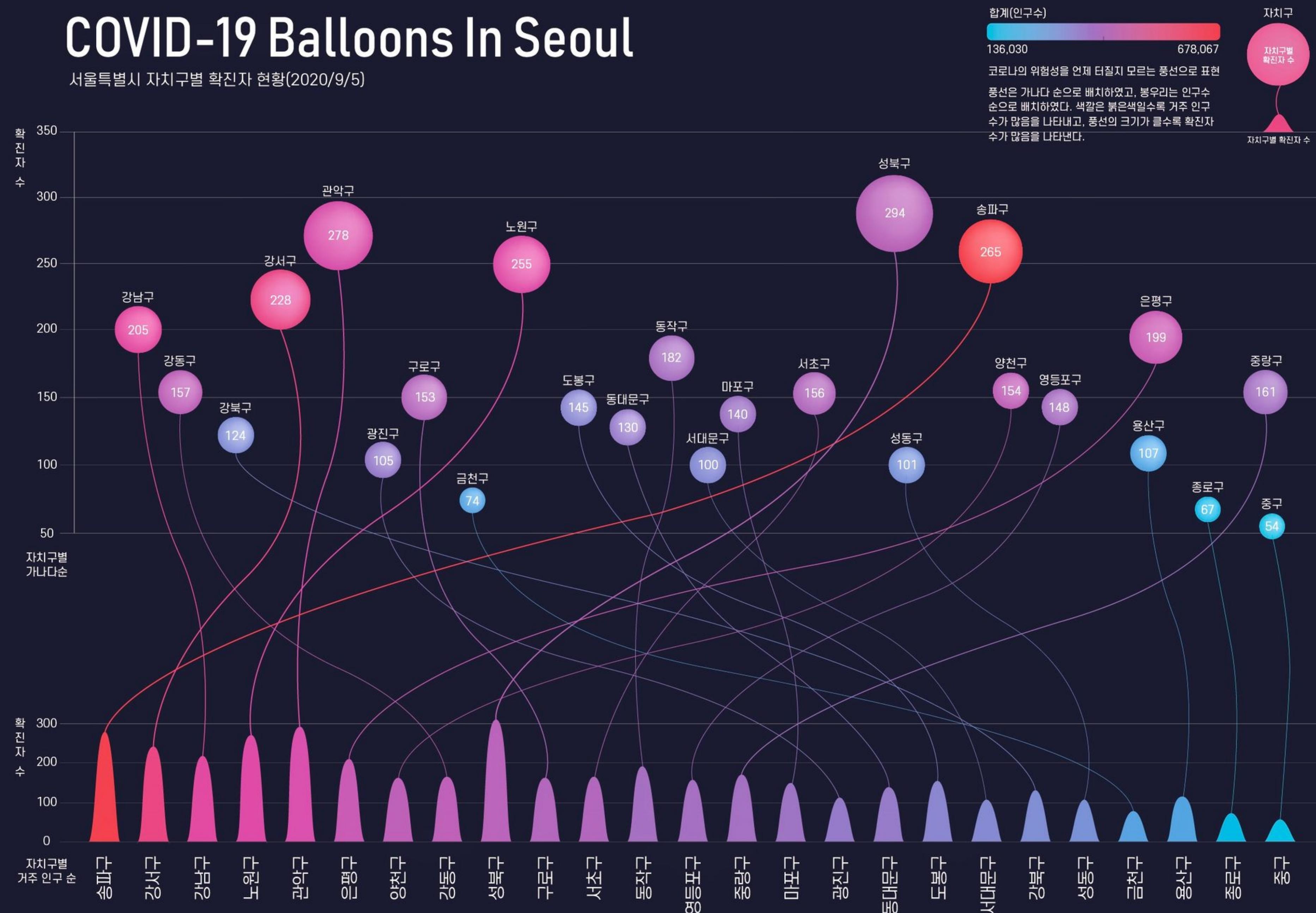


Patient Network – COVID19 in the Visualization. South Korea



COVID-19 Balloons In Seoul

서울특별시 자치구별 확진자 현황(2020/9/5)



음압병상 부족사태, 현재 진행형?

‘자가격리 중 환자 5명 사망’
‘서울 자가격리자 약 5000명’

병상 부족으로 자가격리 도중 사망한 환자가 3월 9일 기준 총 5명이 되었다. 코로나 19 위중환자를 은 가벼운 증상에서 폐렴이 급속히 진행되는 패턴을 보인다. 따라서 음압병상과 같은 위중환자 치료 시스템 확충에 총력을 기울여야 한다.

이 데이터 시각화는 확진자 수에 비해 음압병상이 부족한 지역을 파악한다. 또한 내 지역에 위치한 선별진료소와 음압병실의 위치 정보를 제공한다.



Data source: mohw.go.kr

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