

Damjan Vlastelica CV (dashboard version)

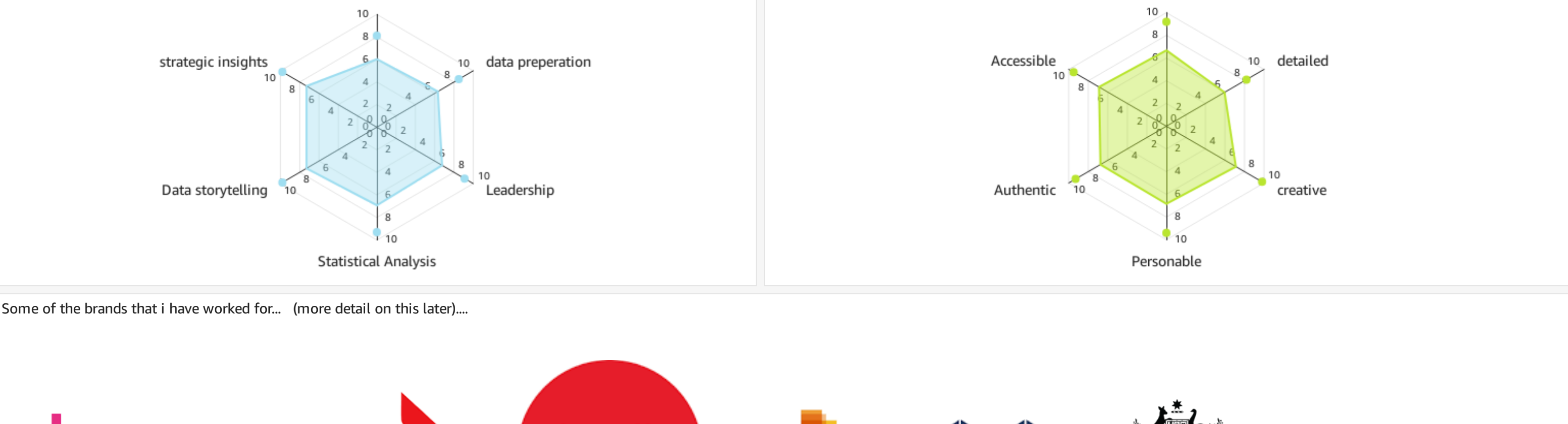
Helping organisations mature their Data and Analytics capabilities | Strategic Insights | Commercial focus | Lifelong Learner | Growing interest in crypto & DeFi

Making Art. Telling Stories. Solving Problems. Mostly through analysis and visualisation of large sets of data. Currently working to assist one of Australia's most iconic companies to launch new businesses & leverage their data assets. Looking to make the world an incrementally better and more interesting place through the use of actionable, ethical and insightful data insights.

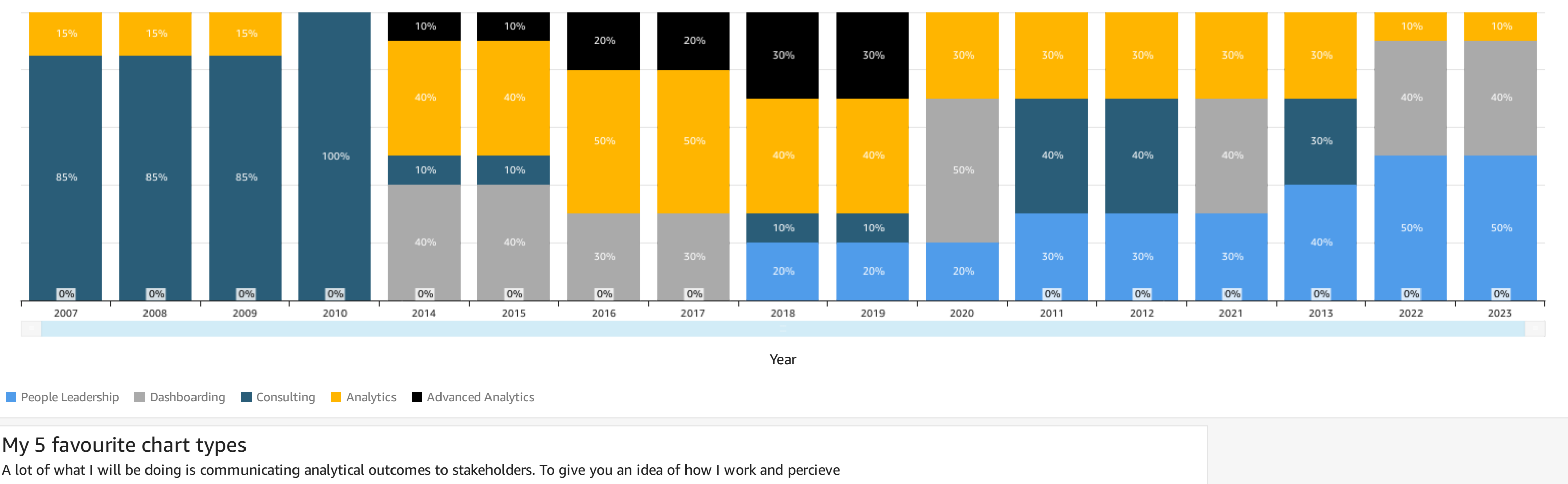
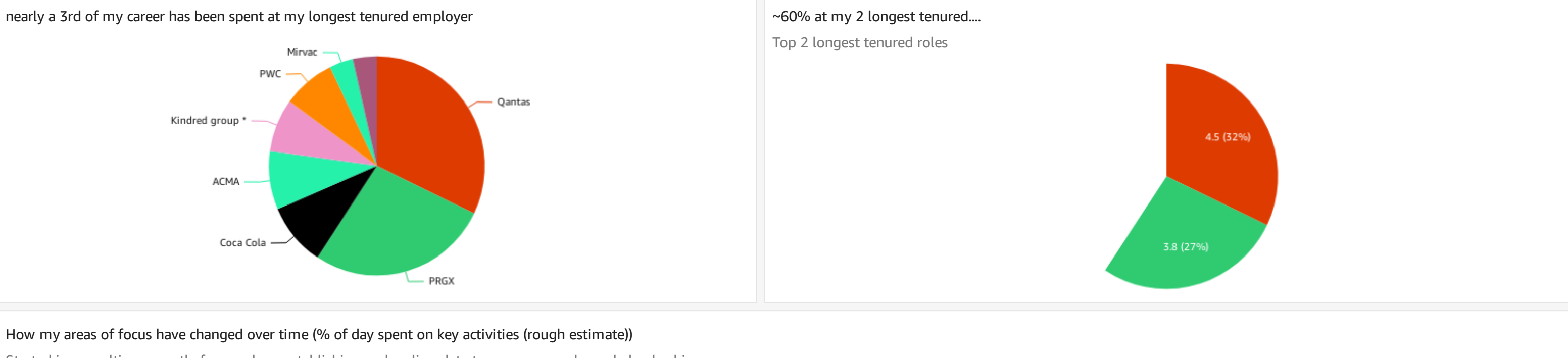
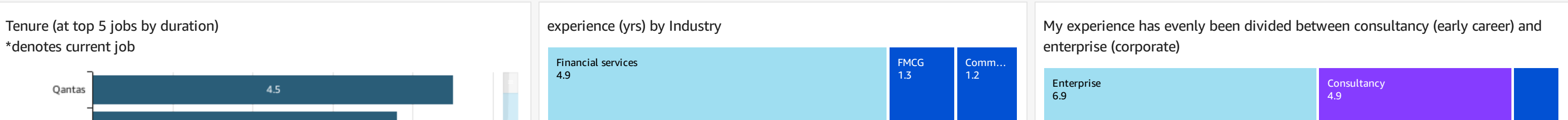
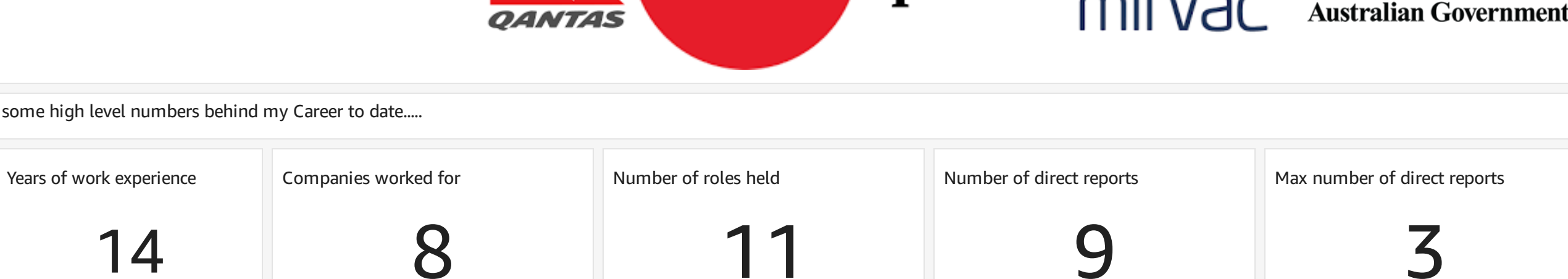
Key achievements:

- management of entire NSW based team and delivery of all NSW based projects for NASDAQ listed data consultancy
- creation of CEO level reporting suite , visualizing key organisational KPIs and capturing data for global beverage conglomerate
- end to end creation of data capability for new verticals / businesses within Australia's largest employer

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Some of the brands that i have worked for... (more detail on this later)...



My 5 favourite chart types

A lot of what I will be doing is communicating analytical outcomes to stakeholders. To give you an idea of how I work and perceive These are 5 of my favorite charts to do so (in no particular order).....

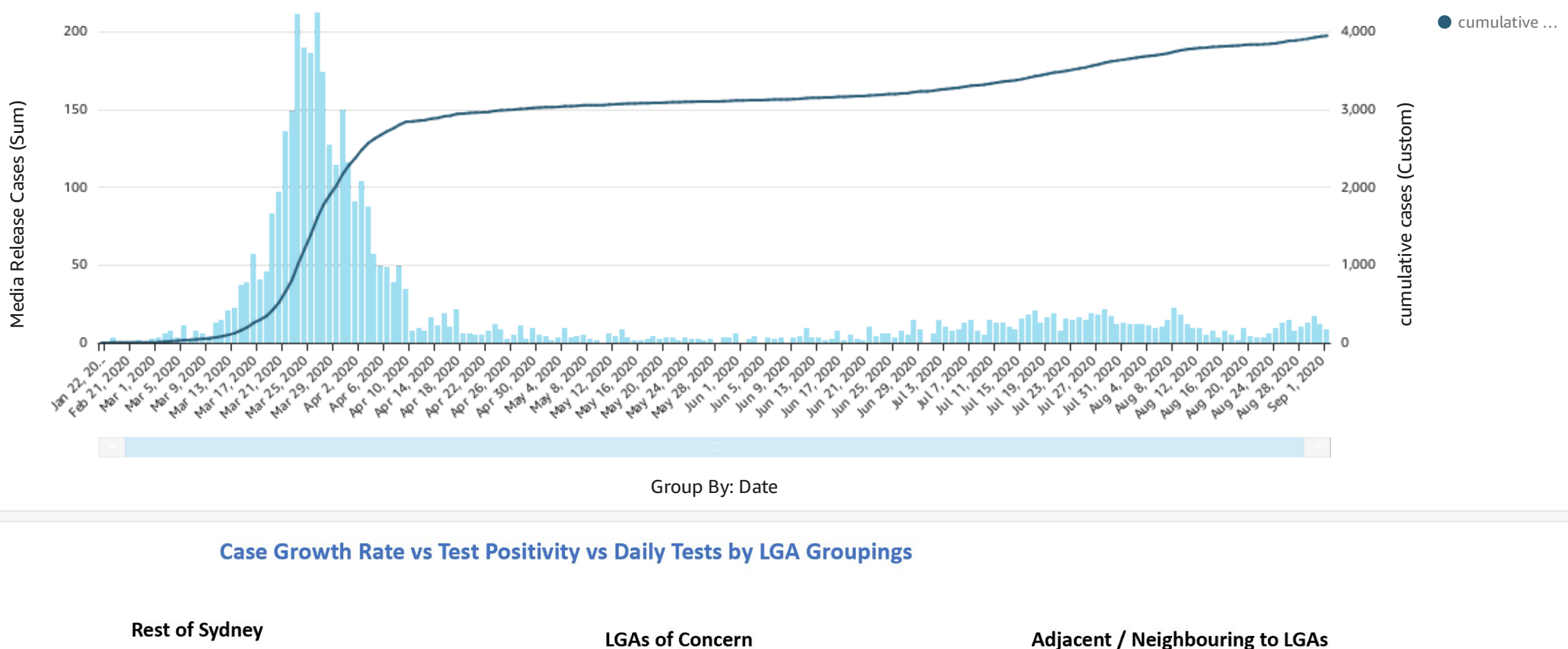
1. Combination charts

Sure simplicity is usually better, but getting two measures side by side, can make for a great comparison and provide additional context to a single chart.

These charts were commonly used during the Covid epidemic where they would usually show daily case numbers (bar) and cumulative cases (line).

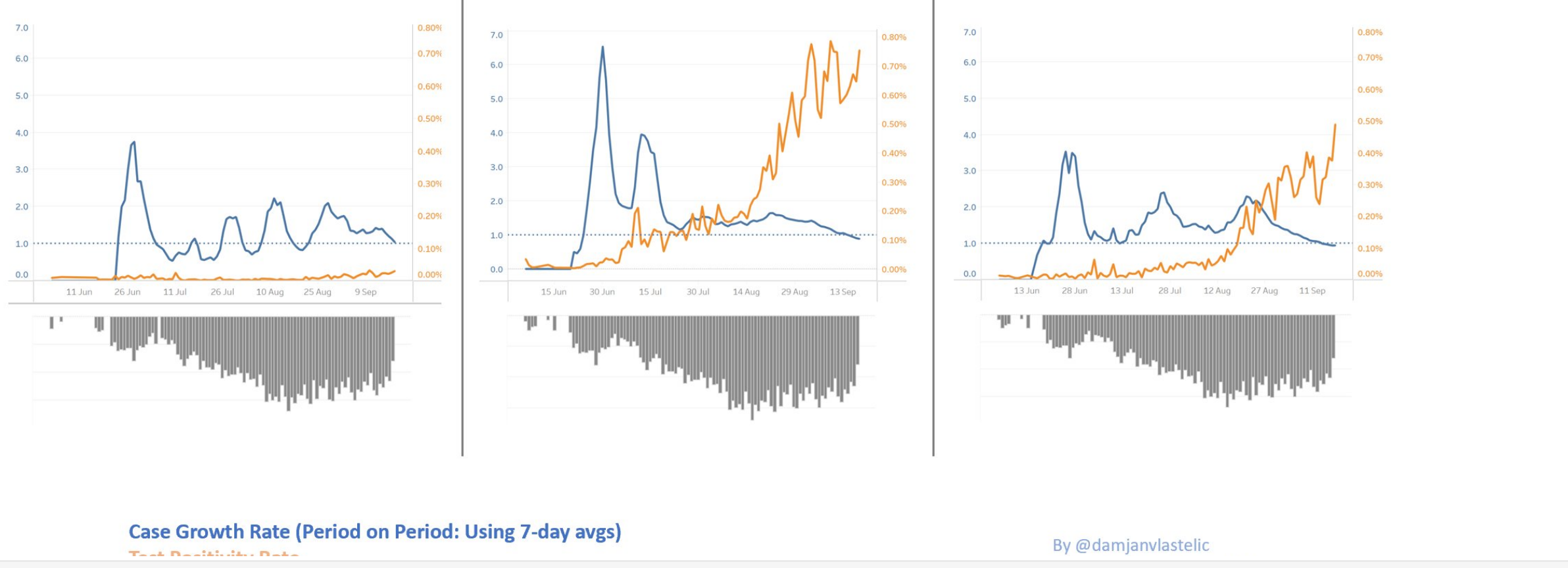
Combination charts are also excellent for annotating important highlights within the data.

Chart: bar + line
Data source: NSW Health



1. Combination charts (cont'd)

Inverting a chart (see to right) can also add to the effect of communicating the outcomes of a combination chart. The chart to the right also utilizes annotation and small multiples to look at the interplay between Covid case growth rate, test positivity rate, and the number of daily tests and the difference between said measures in different parts of Sydney (organized by how many Covid cases they had at that point in time)

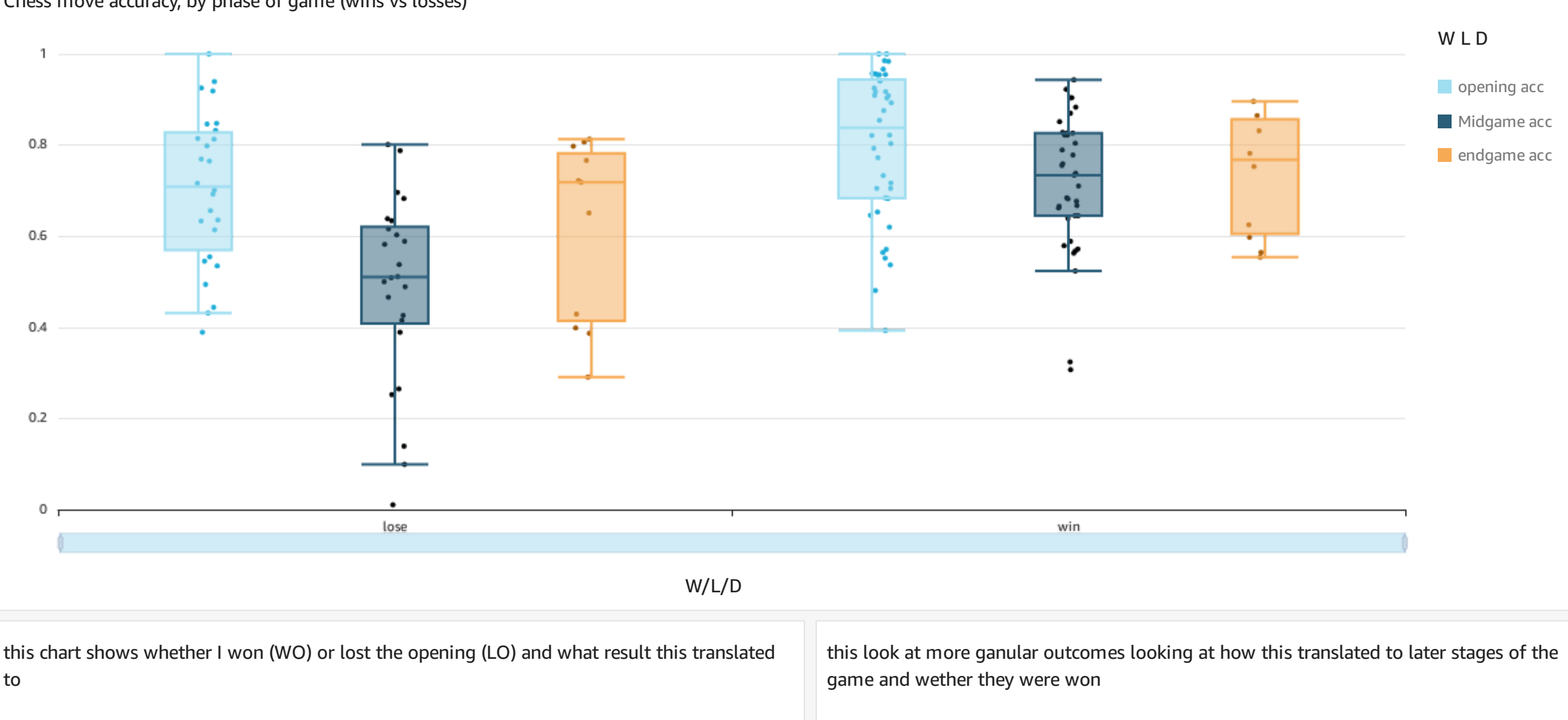


2. Box plots

Box plots give you all your key statistical information in a single glance. They allow you to also quickly identify outliers and investigate them accordingly. When broken up (as in this example) by a categorical field they can also yield important insights into differences in certain populations.

The chart on the right shows the accuracy of my moves as determined against the most powerful chess engine (stockfish) in games that I won vs those that I lost on data scraped from chess.com

Chart: Box plot
source: chess.com

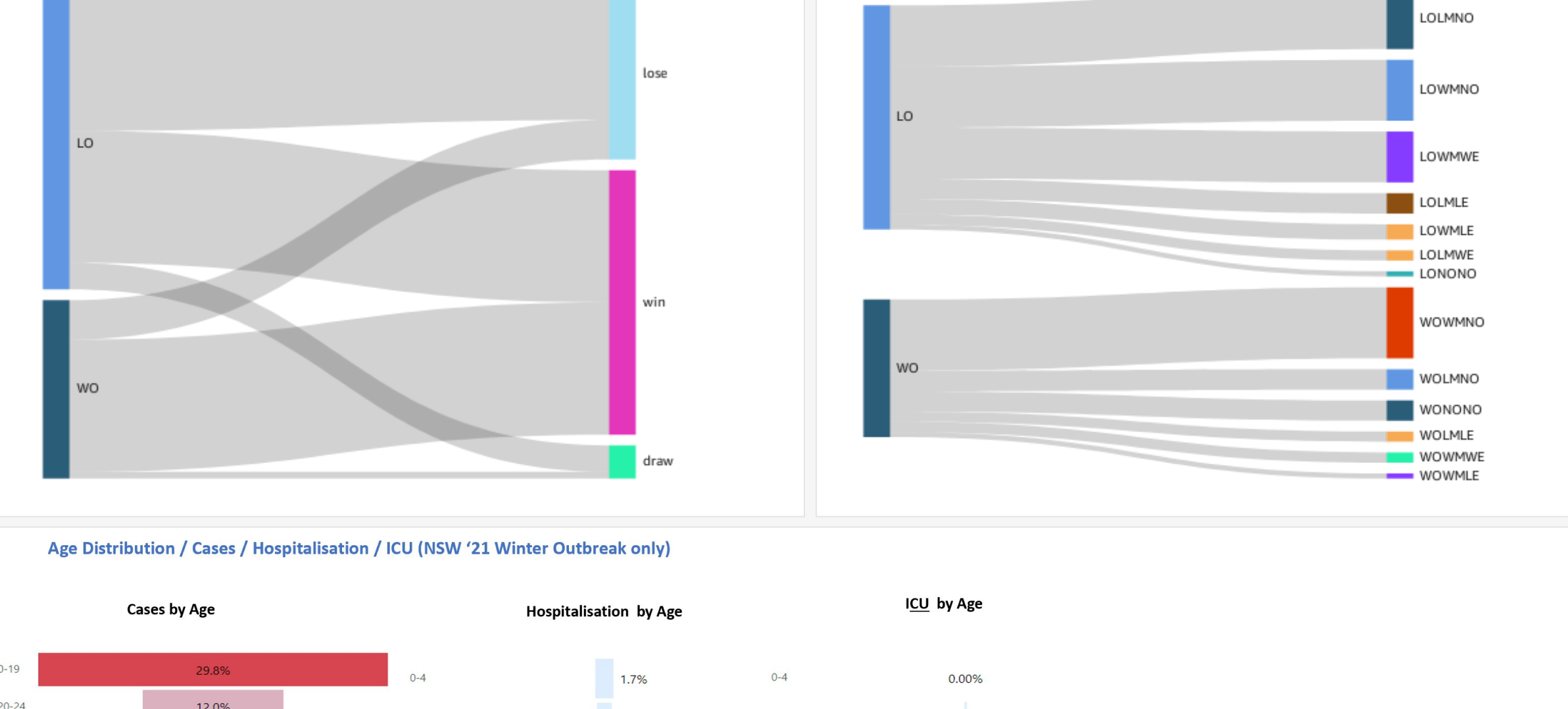


3. Sankey charts

OK, I admit Sankey charts can at times be complex and when done badly they can be a dog's breakfast, however, they can be a great way of illustrating path dependence and breaking down how certain outcomes were achieved. In the following example, we are still using my chess.com data, but here I am looking at whether winning the opening phase of the game translates to winning the game (or conversely losing or settling for a draw). Acronyms are important to understand what is going on in this chart, here I wrote a case statement to look at the opening, middle and end-game accuracy of my opponent and myself.

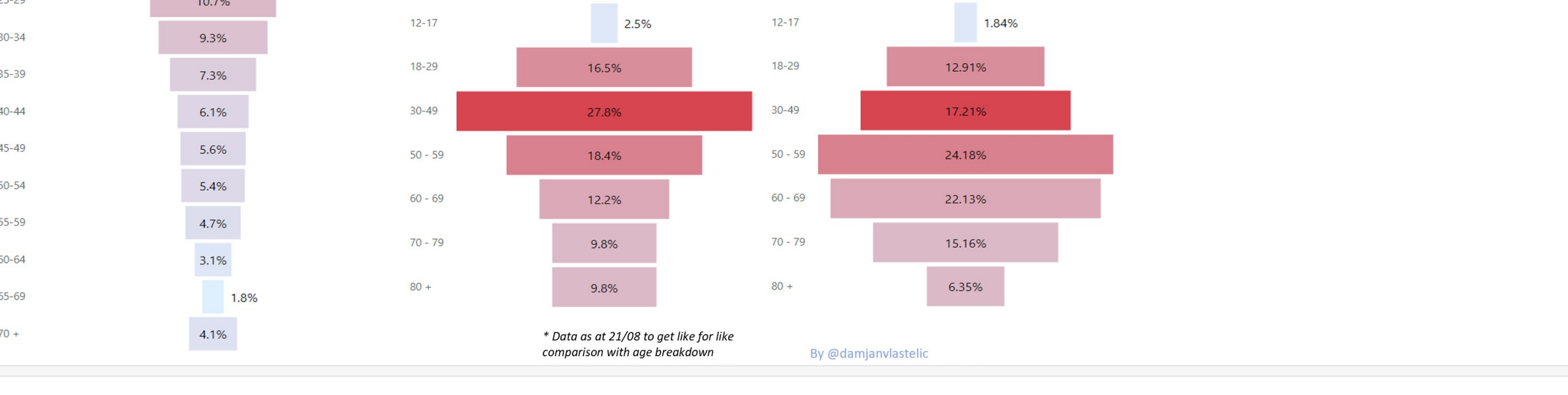
If my Opening game accuracy is greater than my opponents I denoted it as won opening (WO), conversely I denoted it as lost opening (LO). The same logic applies for winning middle (WM) or conversely losing end games (LE) which are featured in the far right Sankey.

Chart: Sankey



4. Funnel Charts

There is rarely a business area that doesn't have a need to use funnel charts to illustrate a particular trend. However funnel charts aren't just for illustrating conversion in the example to the right sorting by pre-binned age brackets, I was able to use a funnel chart to visualize the difference between outcomes by age for various COVID-related outcomes using data provided by NSW Health.

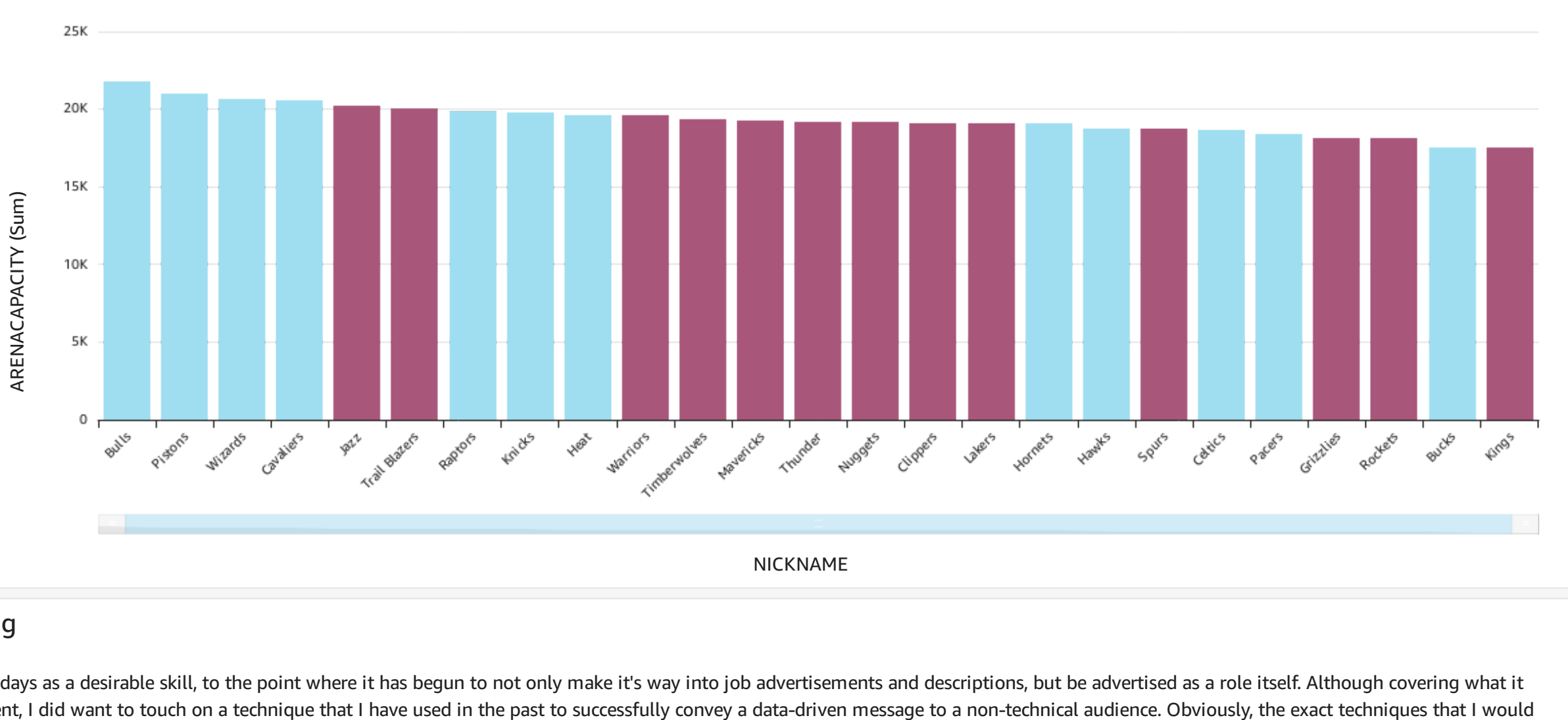


5. The humble bar chart

Often bar charts are the simplest way to illustrate an insight. Their functionality can be extended by adding an appropriate sort or coloring to highlight important differences.

Bar charts are the charts that I find myself using the most, switching up between vertical and horizontal to add variation.

The fairly simple example to the right is NBA teams sorted by arena capacity from highest and lowest and colored depending on what conference the team in question plays for - to show that the highest capacity arenas reside in the Eastern markets



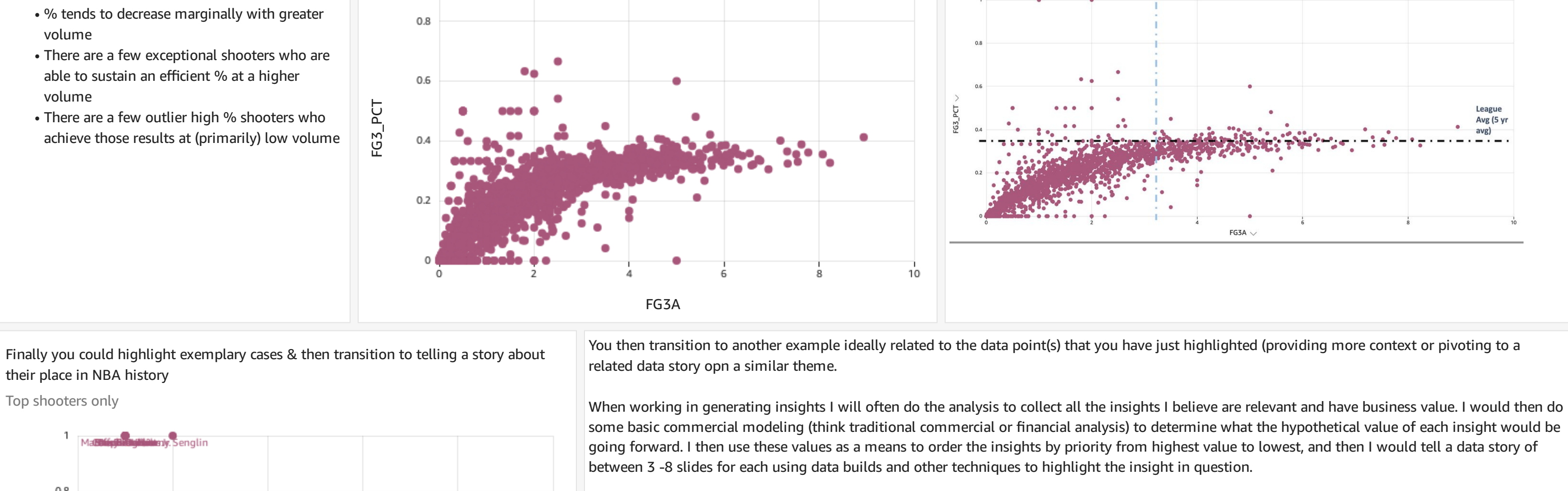
Finally a quick note on data storytelling

I see the term data storyteller thrown around a lot these days as a desirable skill, to the point where it has begun to not only make it's way into job advertisements and descriptions, but be advertised as a role itself. Although covering what it means to me would be beyond the scope of this document, I did want to touch on a technique that I have used in the past to successfully convey a data-driven message to a non-technical audience. Obviously, the exact techniques that I would use are largely dependent on the stakeholders in question, but this technique (data builds) has worked multiple times and is in my opinion underutilized in the profession.

Essentially a data build uses two or more views of the same chart to walk the stakeholders through the insights housed within a particular piece of analysis. In this way you used different views of the same chart to 'build' out a particular story about a particular insight and to make sure that the outcomes are clearly understood by the stakeholders. Good data storytelling should

- Reveal patterns, trends, and findings from an unbiased viewpoint.
- Provide context, interpret results, and articulate insights.
- Streamline data so your audience can process information.
- Improve audience engagement.

Perhaps the best way to illustrate this is through an example.



Finally you could highlight exemplary cases & then transition to telling a story about their place in NBA history

