Chart Choice

Many Ways to Visualize Data

Why Do We Graph Data?

learn

inspire

entertain

evoke feeling

drive action

answer a question

communicate

better understand data

make someone laugh

to be informed

to see insights

explain

experiment

explore

influence

create beaty

grab attention

inform

engage audience

Exersice

VS

Chocolate cereal: https://bit.ly/3h2Perw

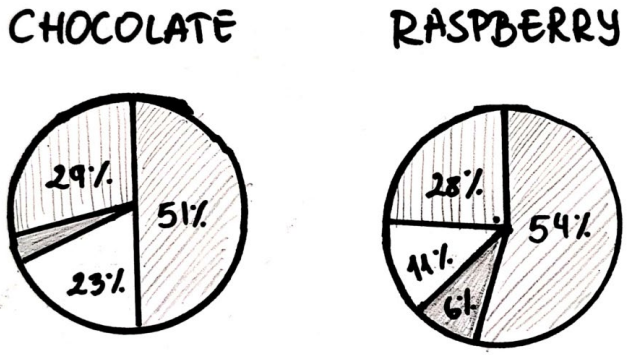
Raspberry cereal: https://www.rayher.com/en/craftideas/cereal-bowl-out-of-bamboo

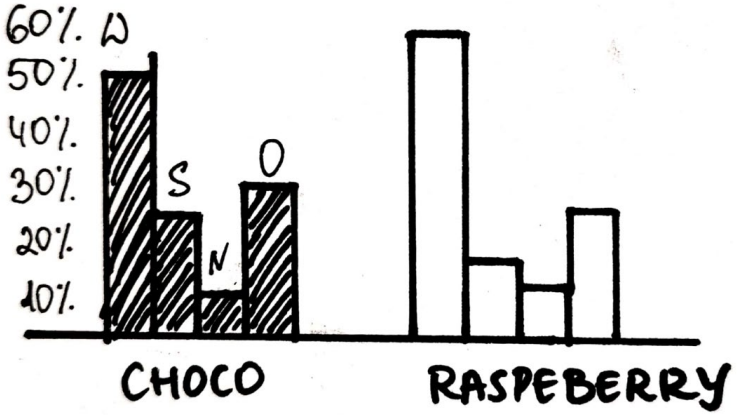
Exersice

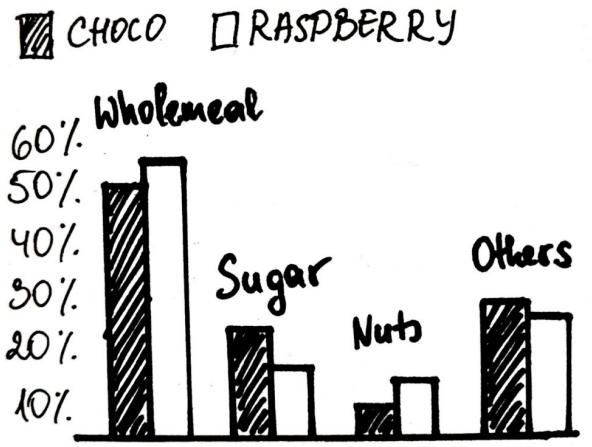
Ingredients	Chocolate Cereal	Raspberry Cereal
Wholemeal	51%	54%
Sugar	23%	11%
Nuts	3%	6%
Others	29%	28%
Total	**100%**	**100%**

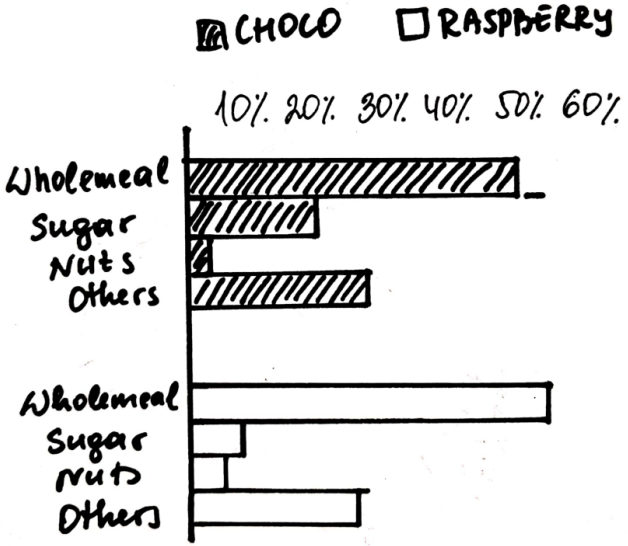
How many possible ways to visualize this data can you come up with? Sketch as many as possible graphs to show this data.

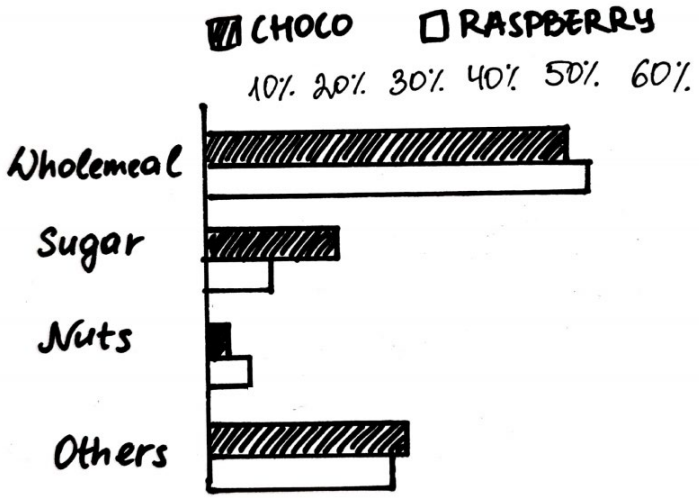
Many Ways to Visualize Data

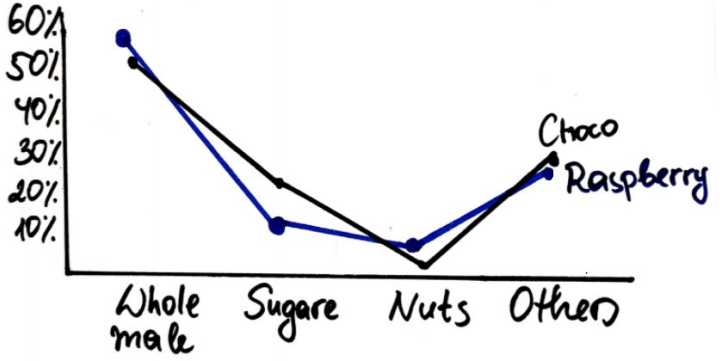












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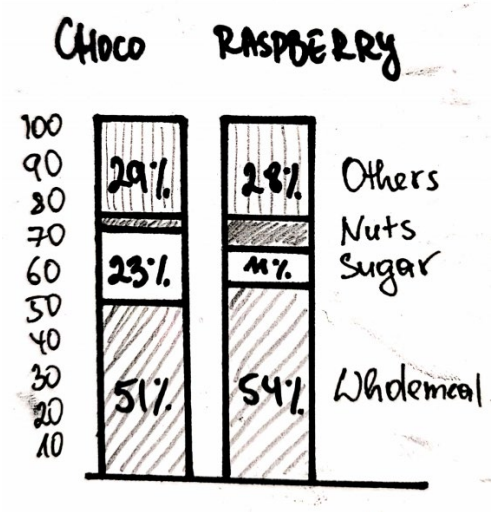

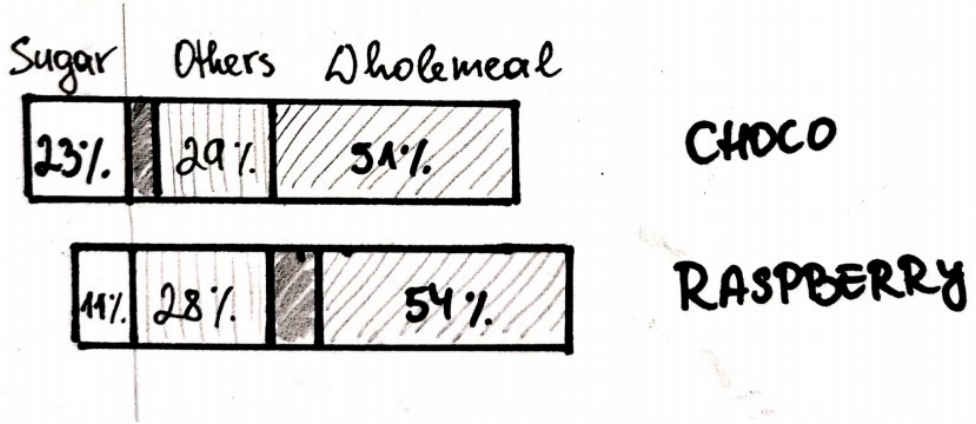

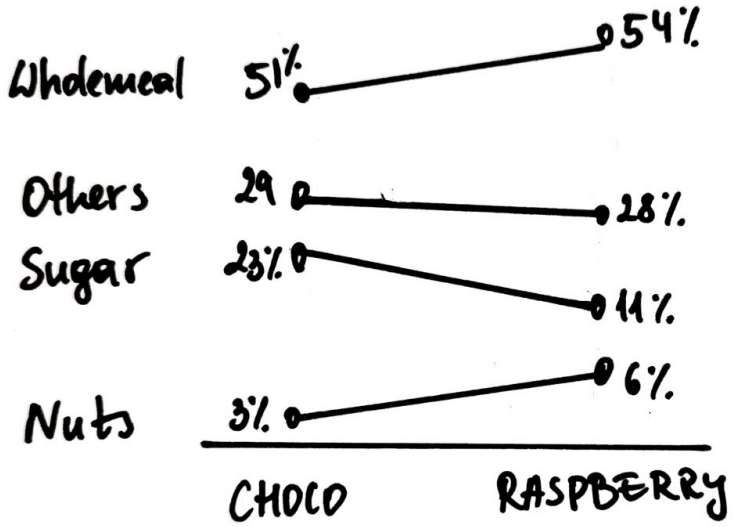

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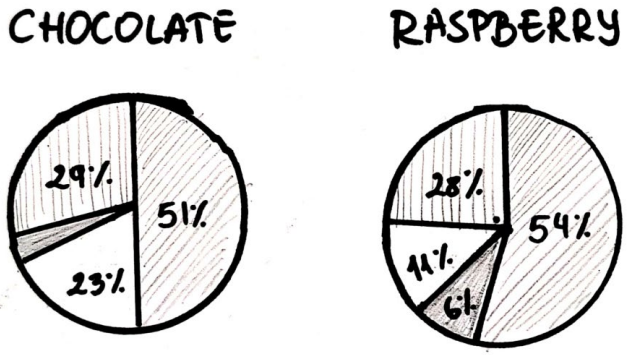
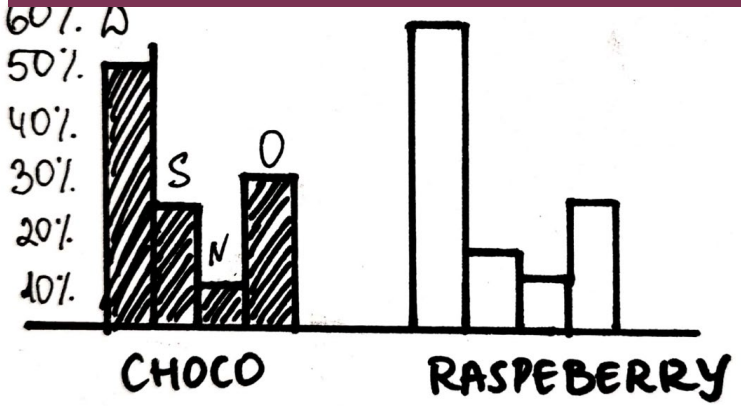
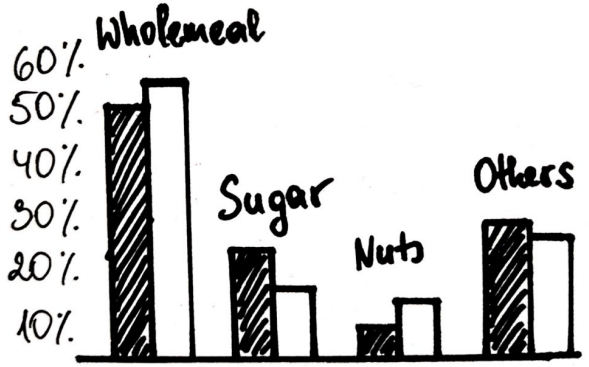
PART OF WHOLE



ABSOLUTE VALUES





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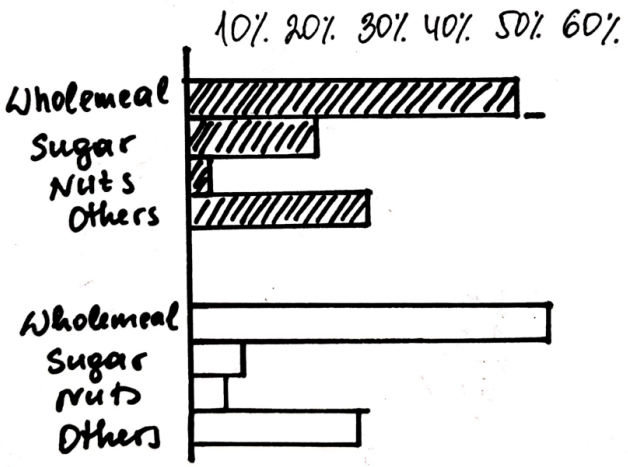
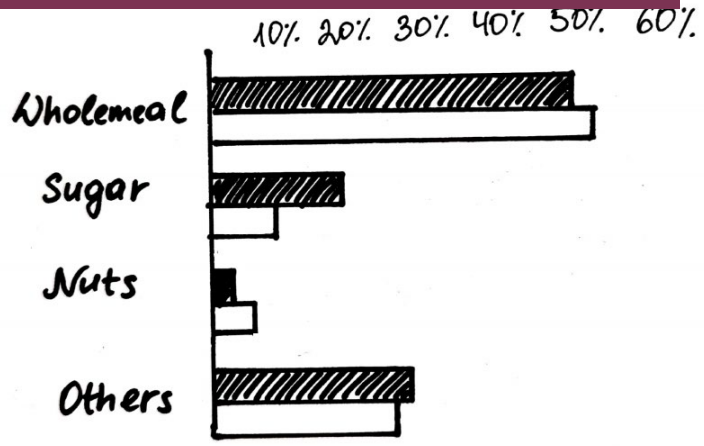
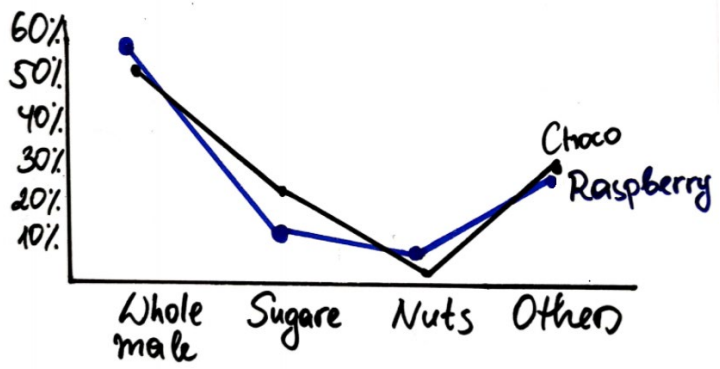




CHANGE FROM ONE POINT TO ANOTHER



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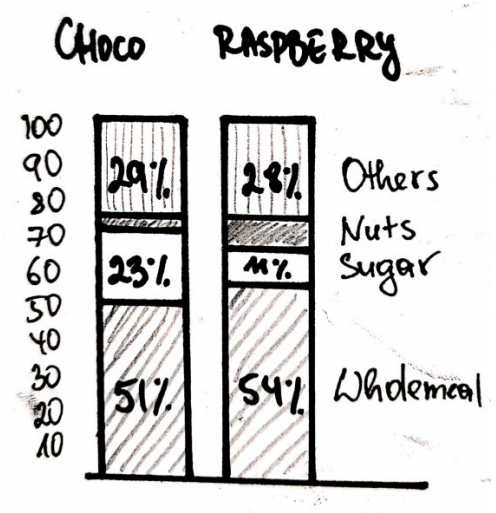
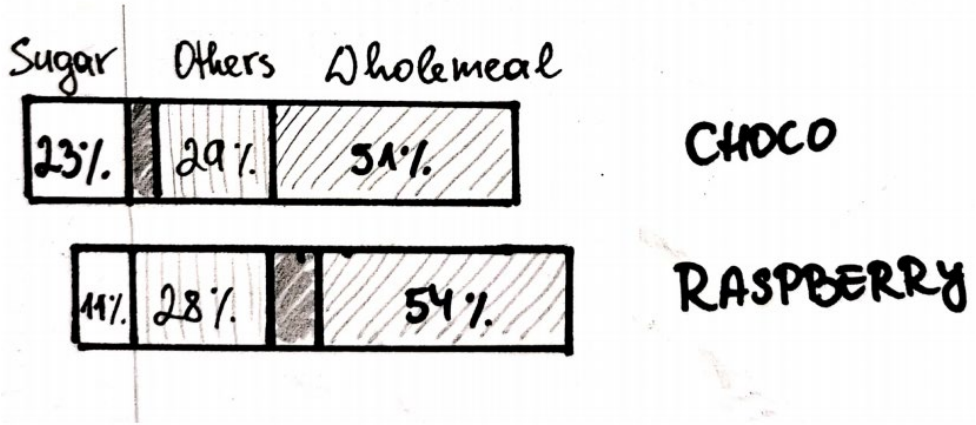
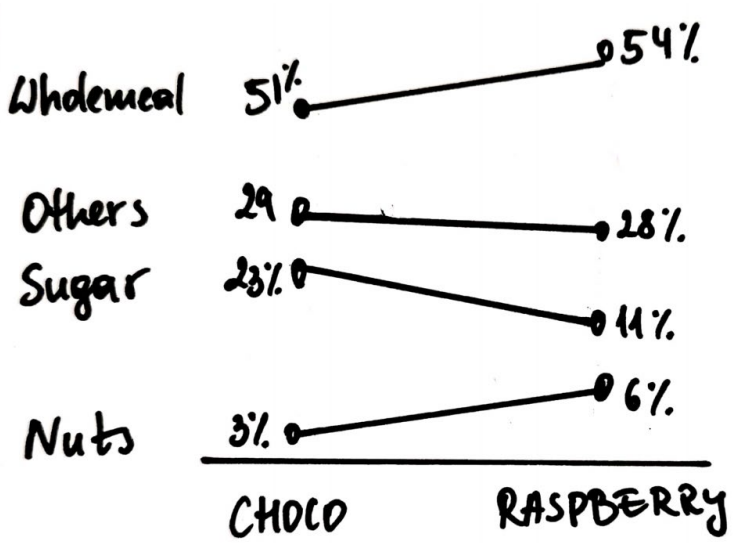
RELATIVE COMPOSITION





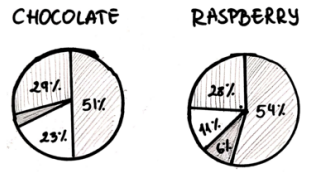
CHANGE

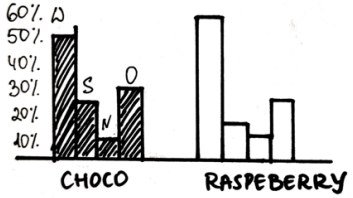


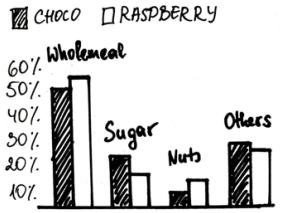
EXPLORATORY PROCESS

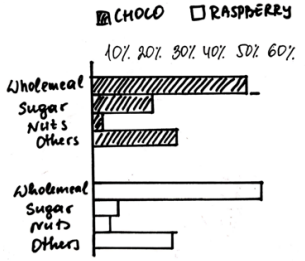
How Do You Choose an Effective Graph?

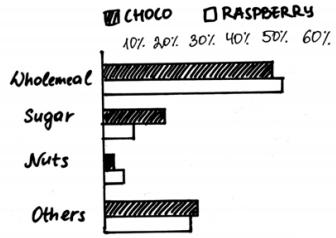
- Try first to sketch many graphs to find interesting insights.

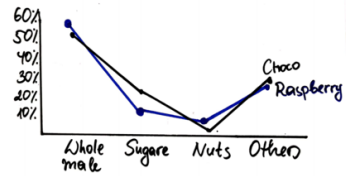












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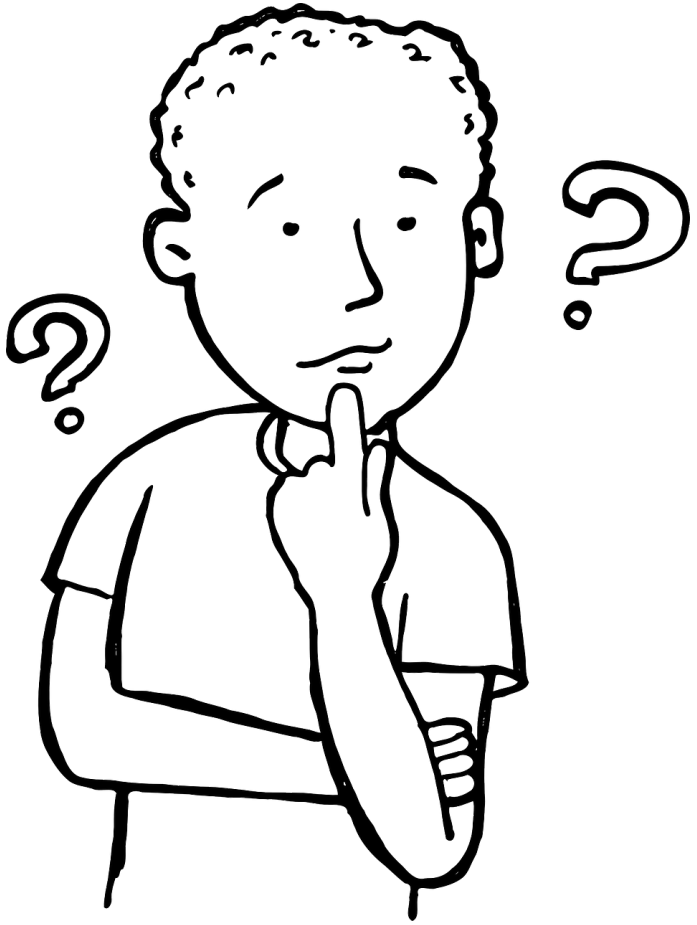

Picture source: https://pixabay.com/de/

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Own picture

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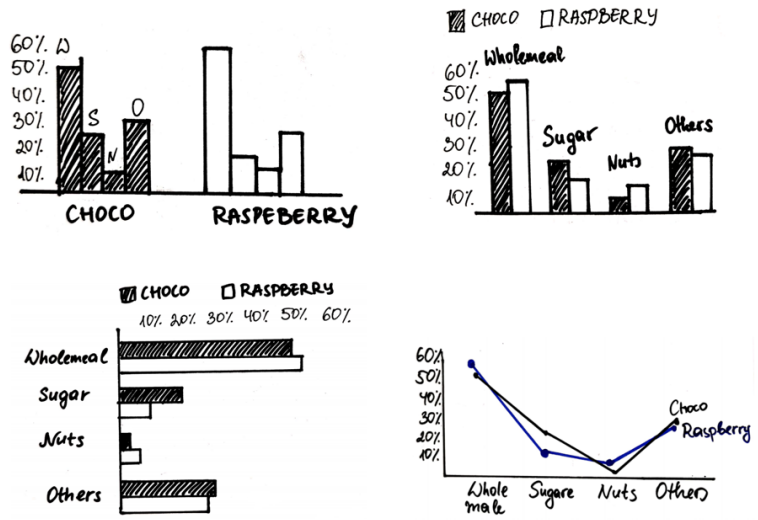

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- Take notes on how you're having to talk through the graph and note how much time you're spending talking about how to read the graph vs. being able to jump to the data and the insights.

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How Do You Choose an Effective Graph?

- Try first to sketch many graphs to find interesting insights.
- What do you want to communicate? What is your message to your audience?
- Can you find an answer to this question using one of the graphs you sketched? Does the graphic show what you want to communicate?
- Try to recreate this graph in your tool and see if the graph works.
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Magic of the Right Graph Choice

An effective chart create the magic **AHA moment** - moment of understanding or identify an interesting insight.

Be aware! The graph from your exploratoty analysis may not be the same view that's going to help you communicate that same insight to your audience.

Magic of the Right Graph Choice

Martin Parr: The Leaning Tower of Pisa, From Small World 1990

Challenge yourself!

- Download the data: https://bit.ly/3js5ioh
- Create different chart types with this data set.

- LinkedIn: Dilyana Bossenz

https://m2dot.com/m2/jobs

AWS Cloud Specialist (m/w/d)

Cloud Solution Architect (m/w/d)

Data Engineer (m/w/d)

DevOps Entwickler (m/w/d)

Senior Business Intelligence Consultant (m/w/d)

Senior System Manager DevOps (m/w/d)

Tableau Server Administrator (m/w/d)

Working Student - Content und Marketing (m/w/d)

Working Student - Software Engineering PHP (m/w/d)

Java Entwickler (m/w/d)

Junior Business Intelligence Consultant (m/w/d)

Project Manager Data Analytics (m/w/d)

Sales Assistant (m/w/d)

References

www.storytellingwithdata.com