

Introduction to Data Visualization with Excel

Follow along at: <http://bit.ly/excel-data-viz>

See the code at: <http://bit.ly/data-viz-code>

Key Questions

- Why do we visualize data?
- What are some things to keep in mind when visualizing your data?
- How do we make the basic charts in Excel?

Visualizing Data

Chart Types - As you prepare your graphics, it is important to choose a chart which best suits your data.

Data Types	Type of Charts	Notes
Categorical/ Qualitative	Bar Chart, Pie Chart, Tree Map	
Numerical/ Quantitative	Bar Chart, Pie Chart, Dot Plot	
Numerical/ Quantitative: Continuous	Line Chart	

Key Elements to Consider When Designing a Visualization:

Type of Chart	
Amount of Data	
Title	
Use of Color	
Data-Ink Ratio	

Creating the basic charts in Excel

Chart Type	How-to
Bar Chart	
Pie Chart	
Donut Chart	
Horizontal Bar Chart	
Grouped Column Chart	
Stacked Column Chart	
Line Chart	
Dot Plot	

Your Notes

Resources

- Edward Tufte, The Visual Display of Quantitative Information
- Tamara Munzner, Visualization Analysis and Design
- Color Harmony Compendium
- Isabel Meirelles, Design for Information
- [www.flowingData.com](http://www.flowingdata.com)
- https://junkcharts.typepad.com/junk_charts/
- <http://www.visualisingdata.com/>

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<http://www.datapolitan.com>

About Datapolitan

For over 5 years, Datapolitan has worked to empower public sector clients with the skills, techniques, concepts, and mindsets necessary to make data meaningful and actionable to effectively manage their resources and realize operational value from the information they collect. We do this through a range of consulting and training services for local government agencies and nonprofit organizations, customized to their strategic vision and operational needs.

About Evaluation + Learning Consulting

Evaluation + Learning Consulting is a boutique management firm that helps to strengthen its clients' initiatives by cultivating a learning and data-driven culture. As a certified NYC Minority and Women-Owned Business Enterprise (MWBE), we are committed to supporting initiatives in reaching maximum impact with a keen eye to diverse, equitable, and inclusive practices. We include stakeholders in every step along the way, growing internal capacity for evaluation and organizational development. Our expertise in evaluation, organizational development, and adult learning poise us as the premier partner for creating lasting organizational change.