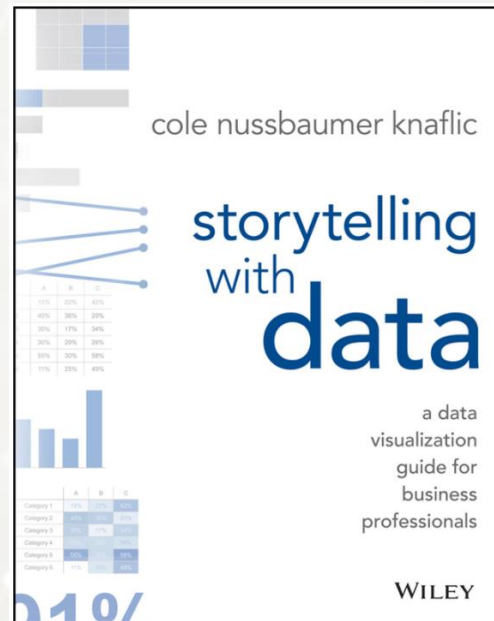
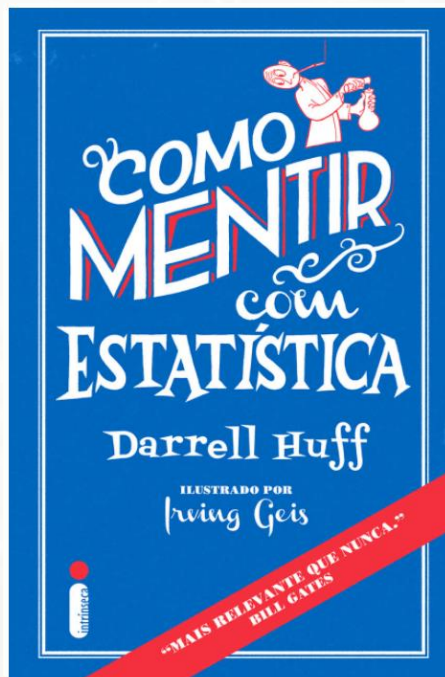




Storytelling com dados

LET'S CODE

Referências



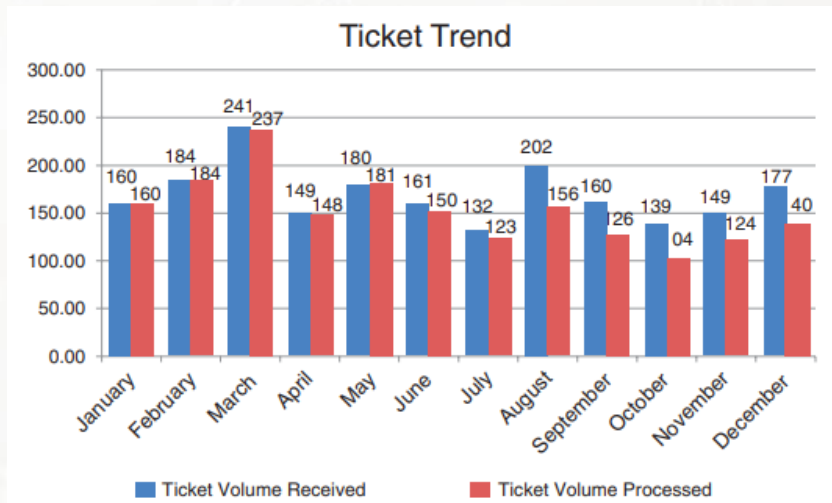
| O que é Storytelling?

Quais parâmetros adotar em uma **análise crítica**?

Qual a **melhor forma** de fazer sua apresentação?

Quais ferramentas você pode usar para que todos te **compreendam melhor**?

Onde queremos chegar

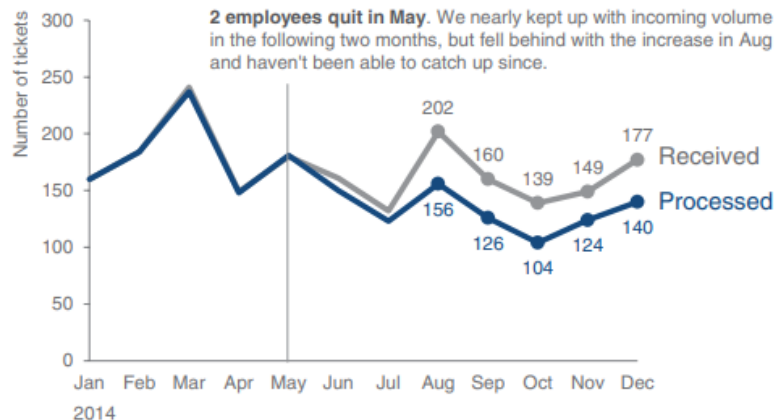


Antes

Please approve the hire of 2 FTEs

to backfill those who quit in the past year

Ticket volume over time



Data source: XYZ Dashboard, as of 12/31/2014 | A detailed analysis on tickets processed per person and time to resolve issues was undertaken to inform this request and can be provided if needed.

Depois

| O contexto importa

Conheça seu público

Para uma comunicação eficiente do conteúdo “saiba com quem está falando”.

Estabeleça uma conexão

Passe **credibilidade** aos ouvintes informando como teve acesso aos dados e quem você é.

O contexto importa

Storyboard

Estruture as ideias que serão comunicadas



| Escolha um visual eficaz – texto simples

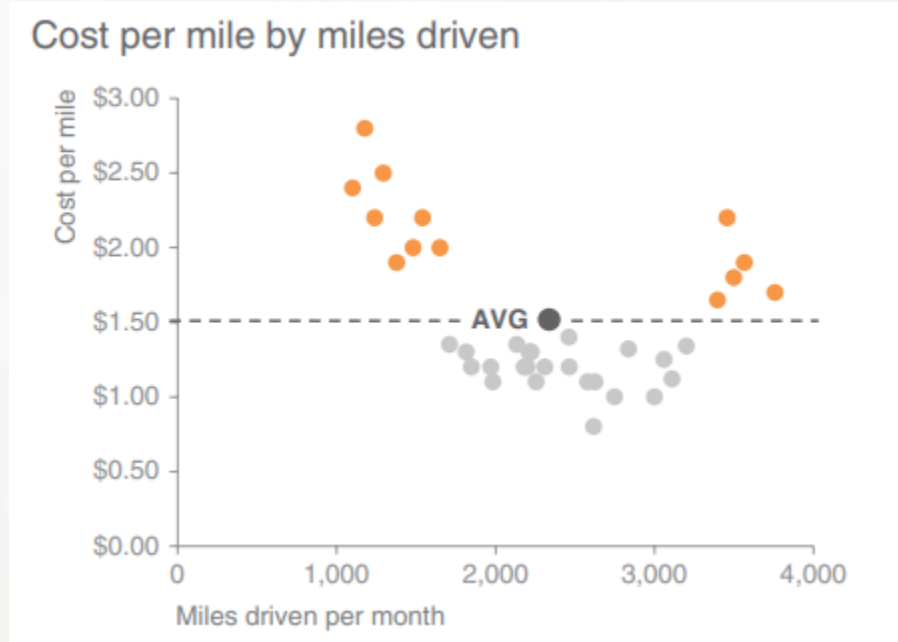
20%

dos filhos tinham

mães que trabalhavam em casa

em 2012, comparados a 41% em 1970

| Escolha um visual eficaz – gráfico de dispersão



Escolha um visual eficaz – tabelas

Heavy borders

Group	Metric A	Metric B	Metric C
Group 1	\$X.X	Y%	Z,ZZZ
Group 2	\$X.X	Y%	Z,ZZZ
Group 3	\$X.X	Y%	Z,ZZZ
Group 4	\$X.X	Y%	Z,ZZZ
Group 5	\$X.X	Y%	Z,ZZZ

Light borders

Group	Metric A	Metric B	Metric C
Group 1	\$X.X	Y%	Z,ZZZ
Group 2	\$X.X	Y%	Z,ZZZ
Group 3	\$X.X	Y%	Z,ZZZ
Group 4	\$X.X	Y%	Z,ZZZ
Group 5	\$X.X	Y%	Z,ZZZ

Minimal borders

Group	Metric A	Metric B	Metric C
Group 1	\$X.X	Y%	Z,ZZZ
Group 2	\$X.X	Y%	Z,ZZZ
Group 3	\$X.X	Y%	Z,ZZZ
Group 4	\$X.X	Y%	Z,ZZZ
Group 5	\$X.X	Y%	Z,ZZZ

Table

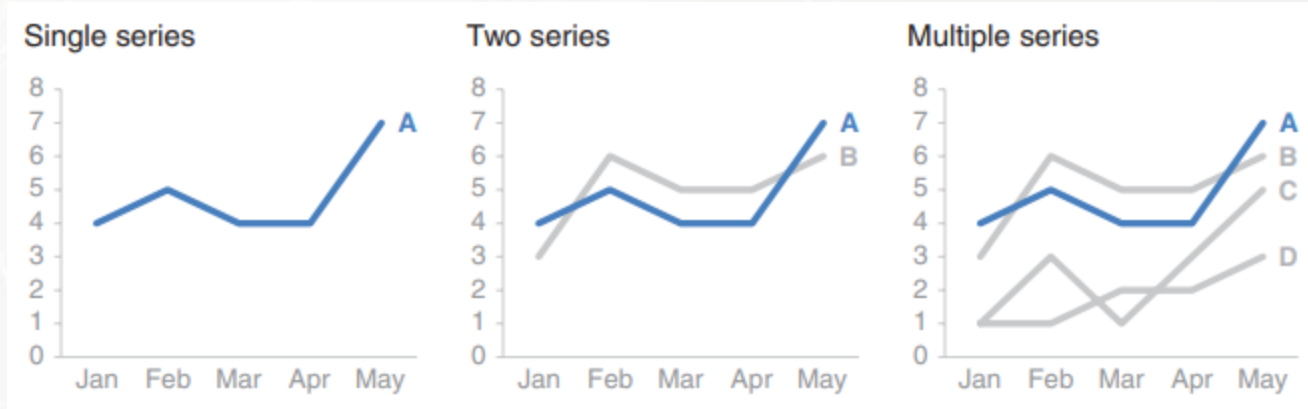
	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

Heatmap

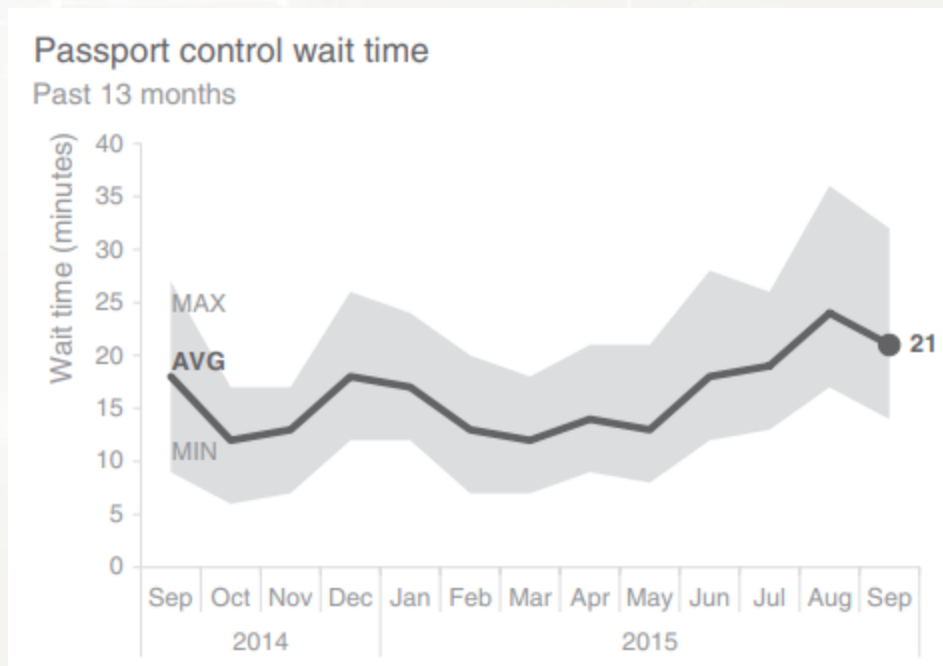
LOW-HIGH

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

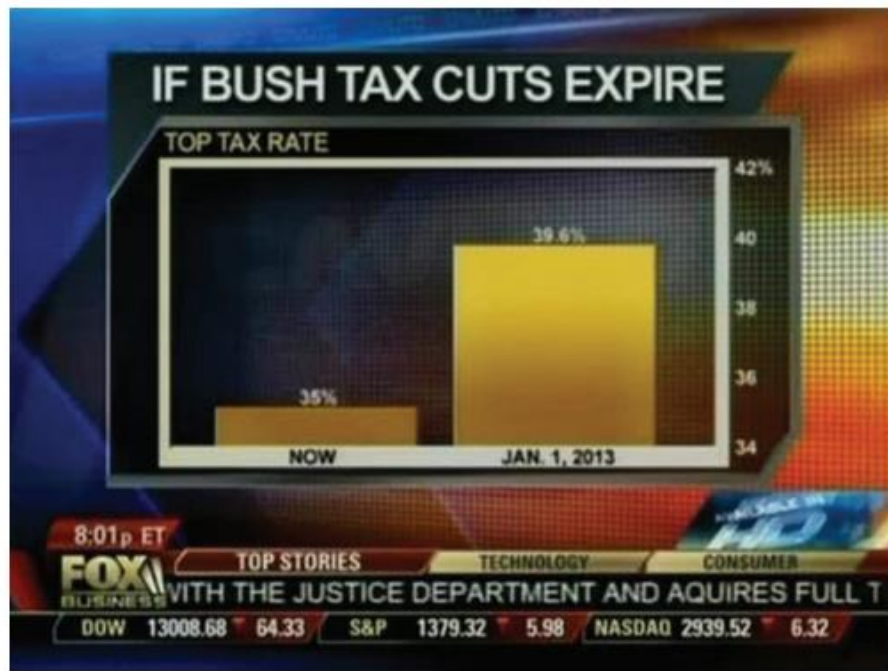
Escolha um visual eficaz – linhas



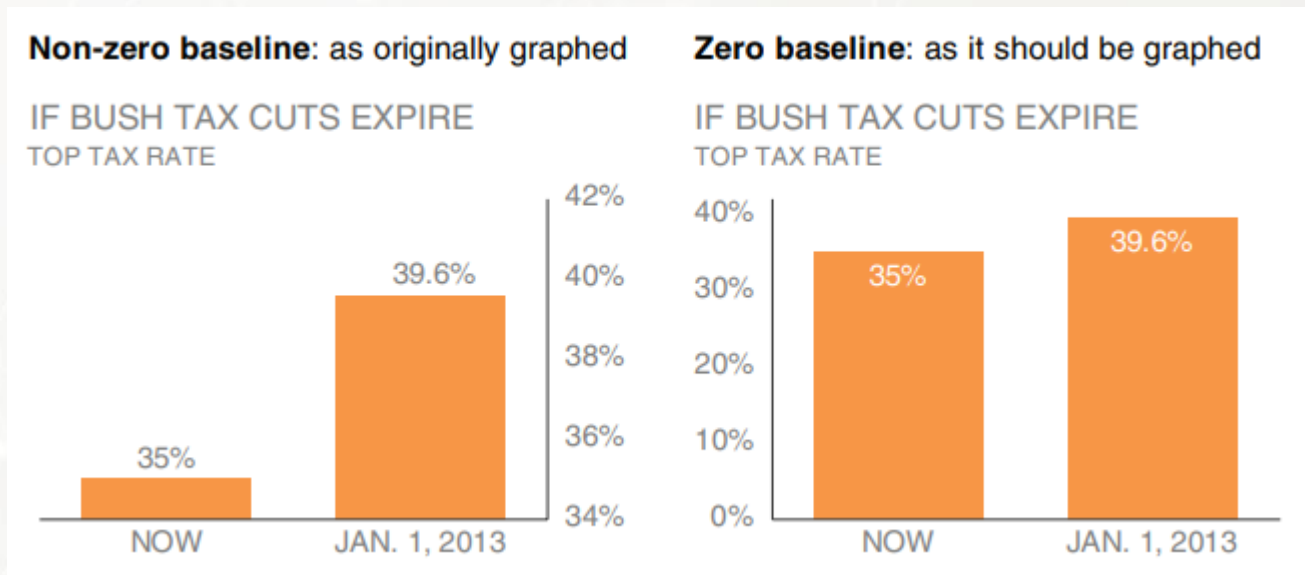
| Escolha um visual eficaz – linhas



Escolha um visual eficaz – barras



Escolha um visual eficaz – barras

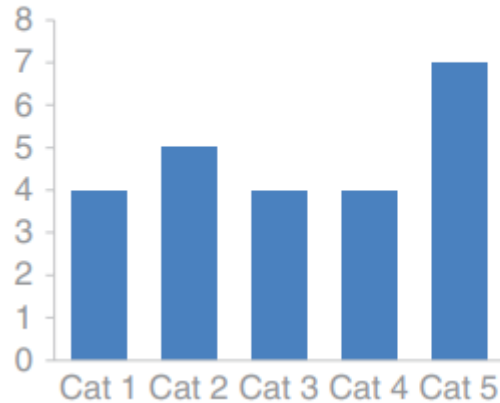


Escolha um visual eficaz – barras

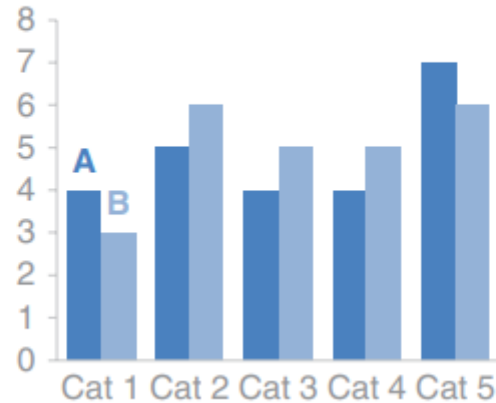


Escolha um visual eficaz – barras

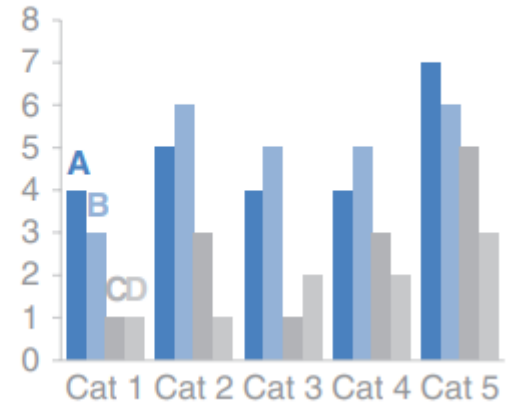
Single series



Two series

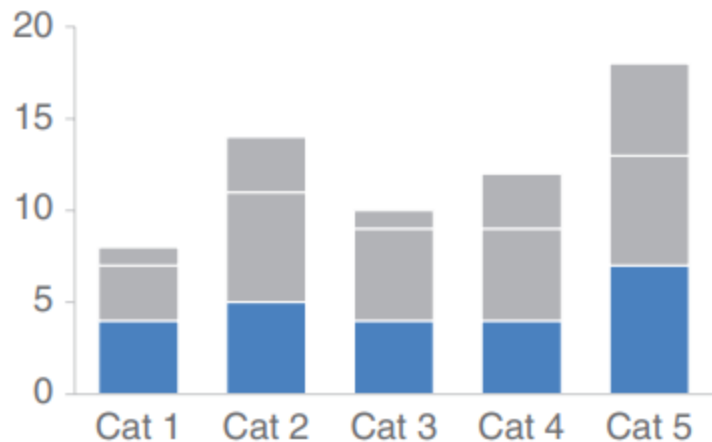


Multiple series

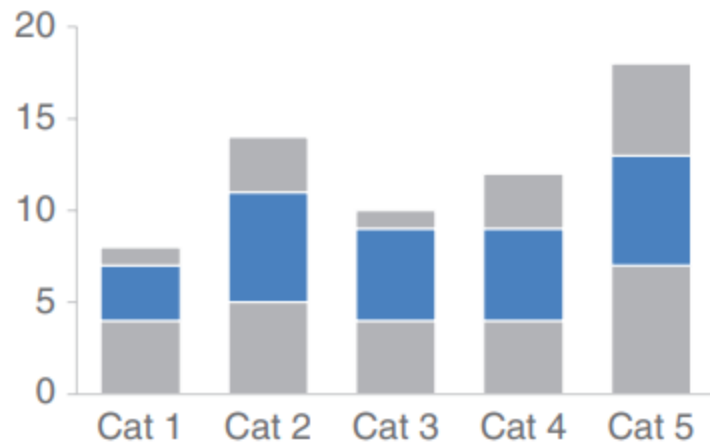


| Escolha um visual eficaz – barras

Comparing **these** is easy



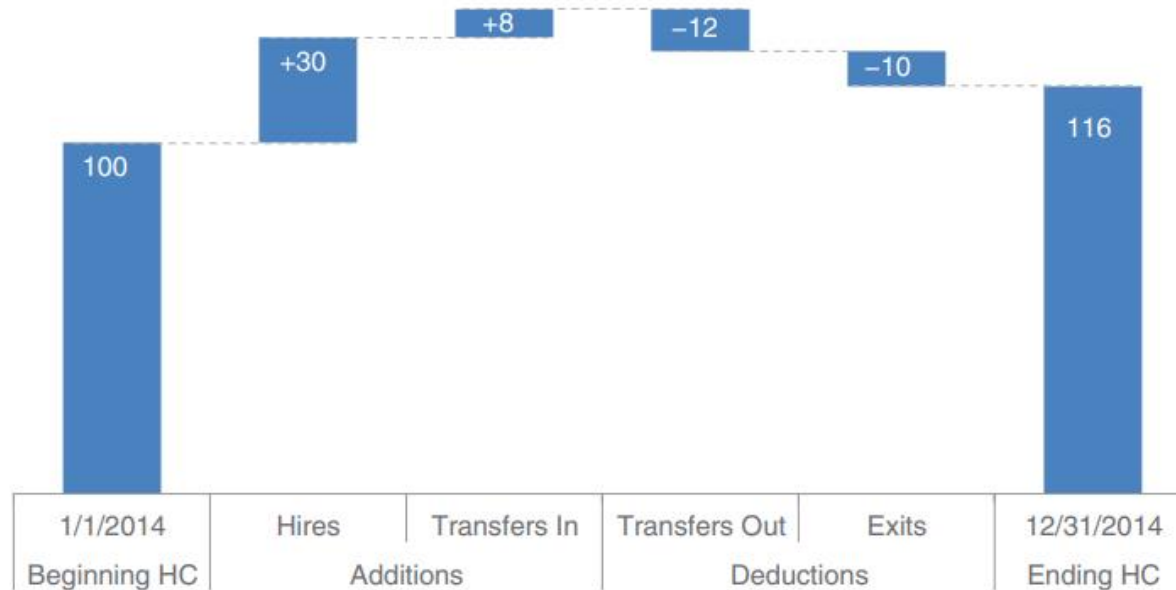
Comparing **these** is hard



Escolha um visual eficaz – barras

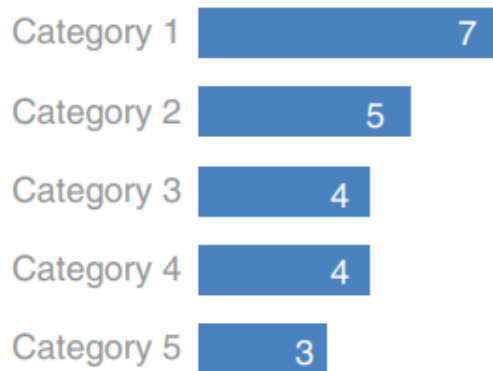
2014 Headcount math

Though more employees transferred out of the team than transferred in, aggressive hiring means overall headcount (HC) increased 16% over the course of the year.

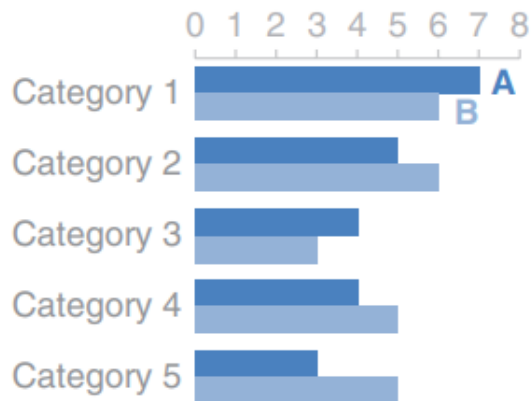


Escolha um visual eficaz – barras

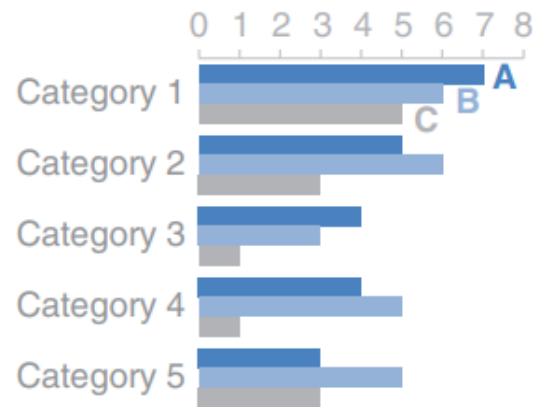
Single series



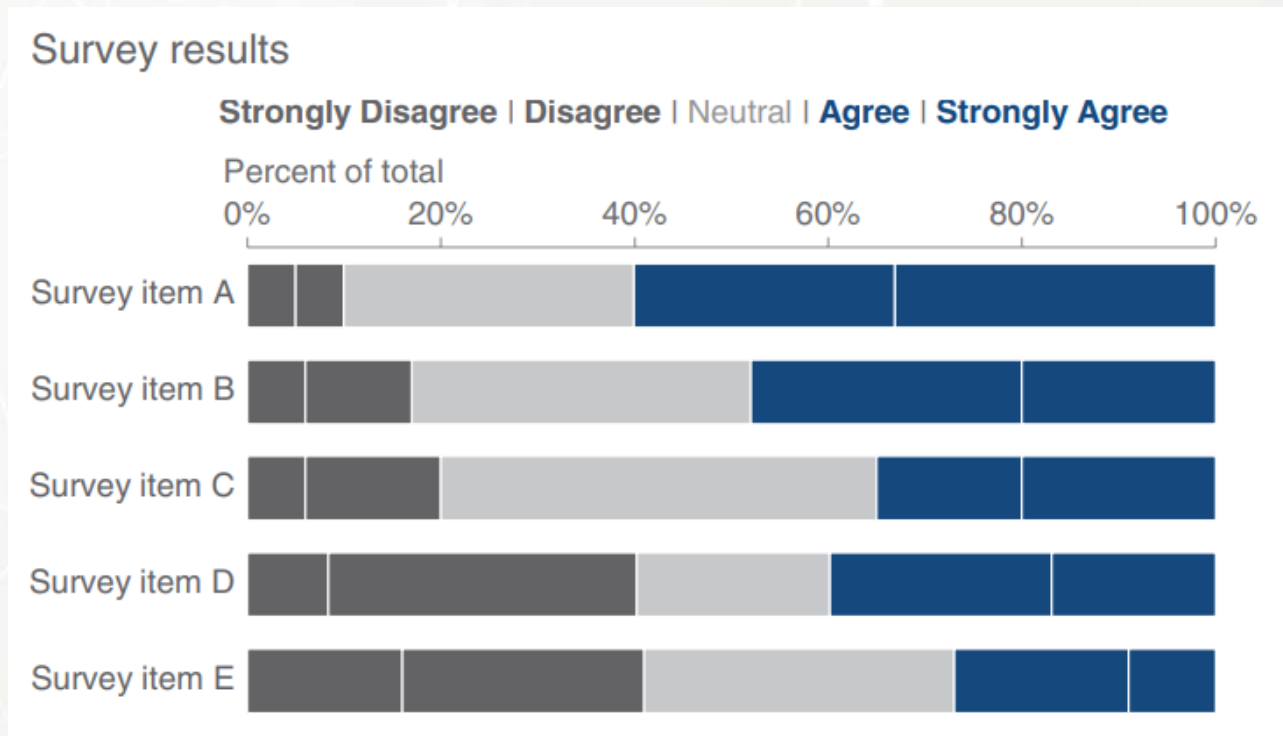
Two series



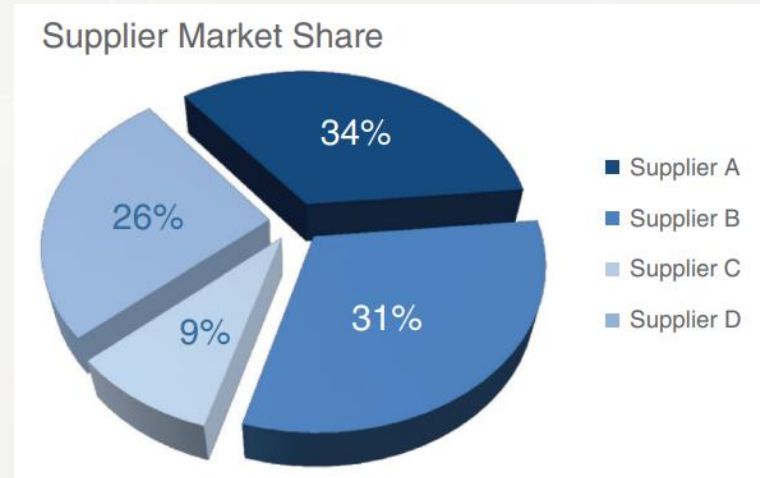
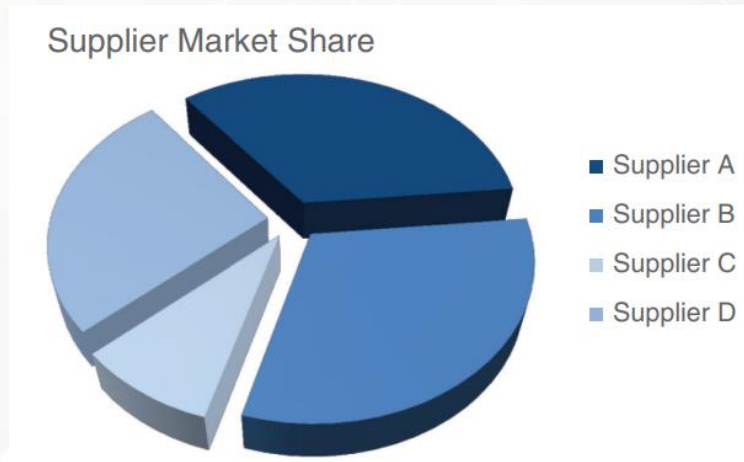
Multiple series



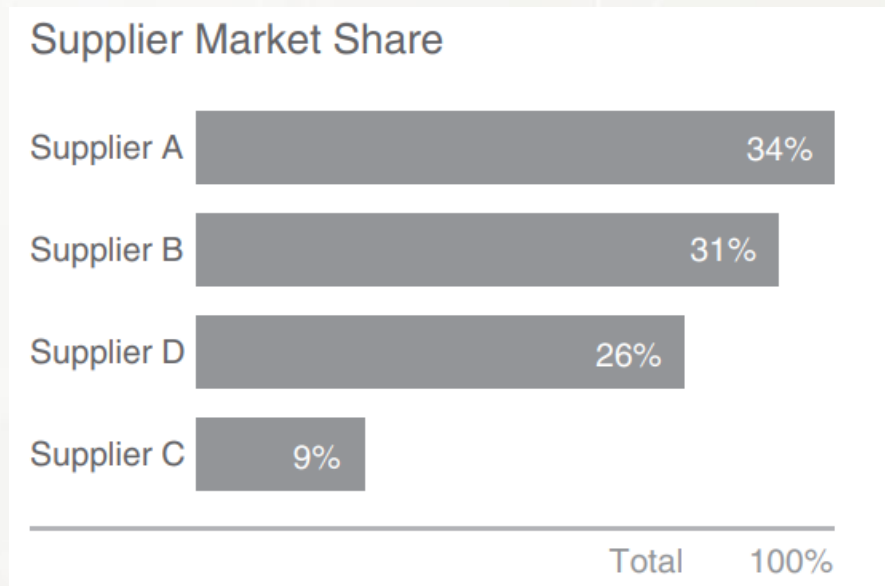
| Escolha um visual eficaz – barras



| Escolha um visual eficaz – pizza



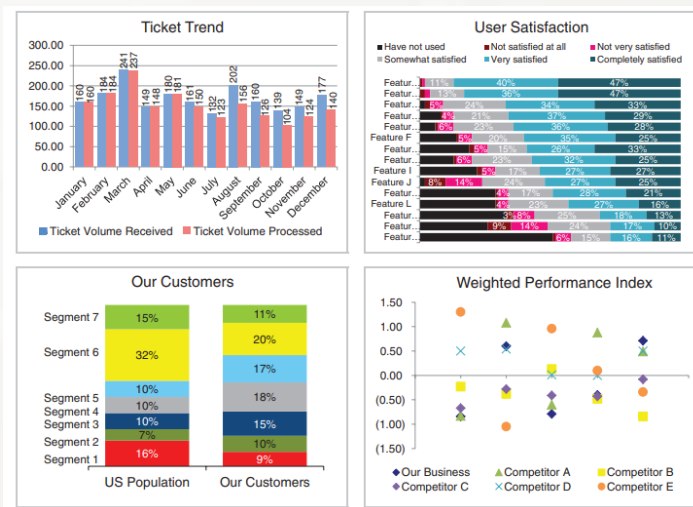
| Escolha um visual eficaz – pizza



A saturação é sua inimiga

Carga cognitiva extrínseca

Excesso de informações que são conflitantes entre si e expressas por meio de **cores fortes** e desarmonizadas.



| Princípios de Gestalt

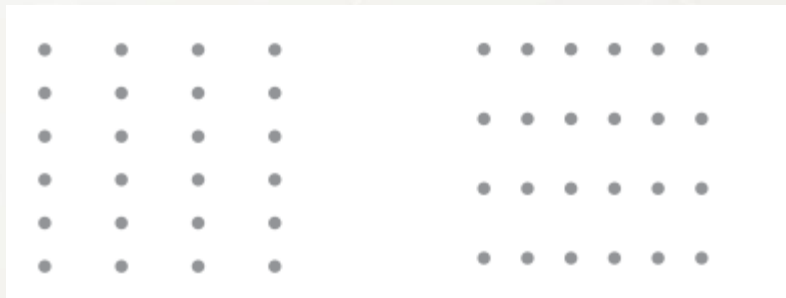
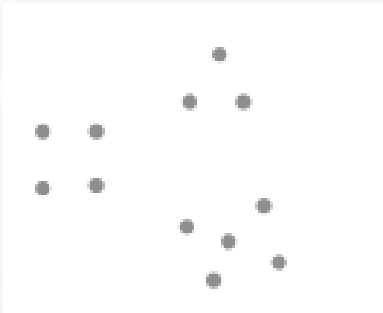
Sinais e distrações

Sinal é a principal **informação** a ser passada, enquanto a **saturação** são **distrações** visuais.

| Princípios de Gestalt

Proximidade

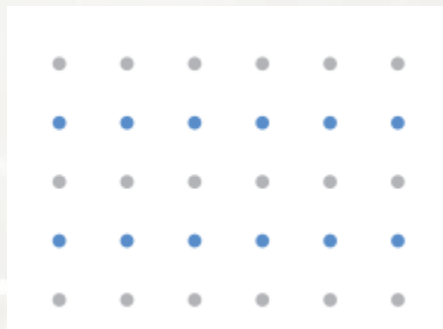
Formação de **grupos**



| Princípios de Gestalt

Similaridade

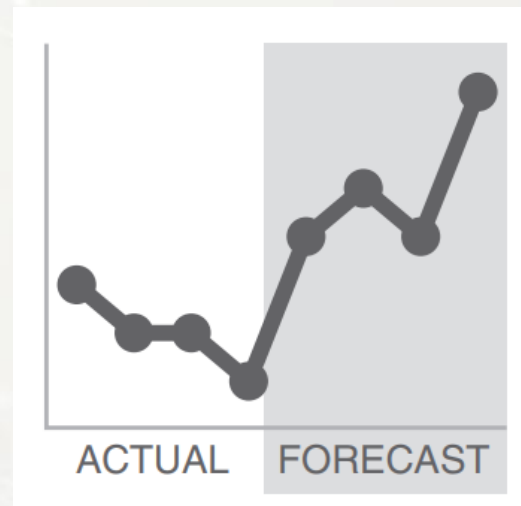
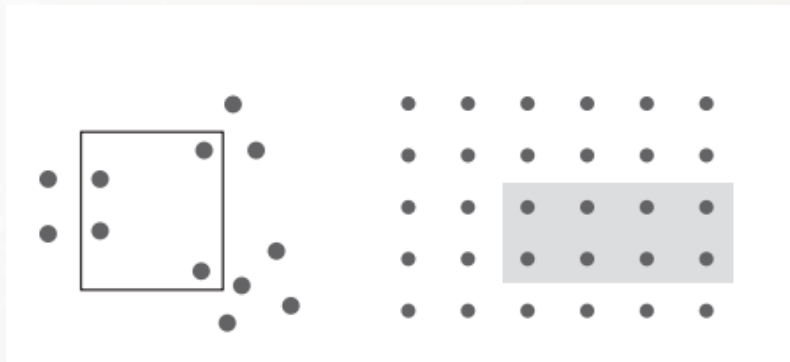
Conexão entre elementos de mesma **forma** e/ou **cor**
e/ou **tamanho**



| Princípios de Gestalt

Acercamento

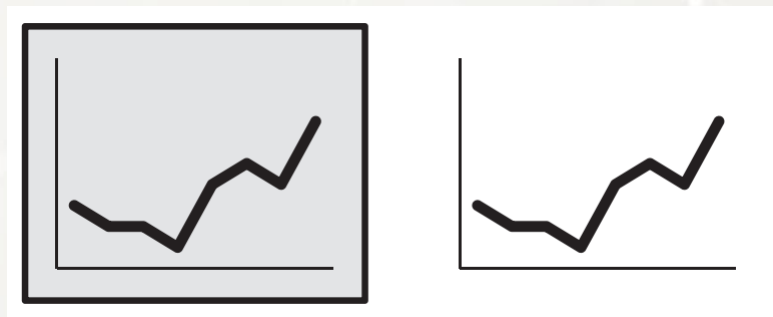
Delimitação de região



| Princípios de Gestalt

Fechamento

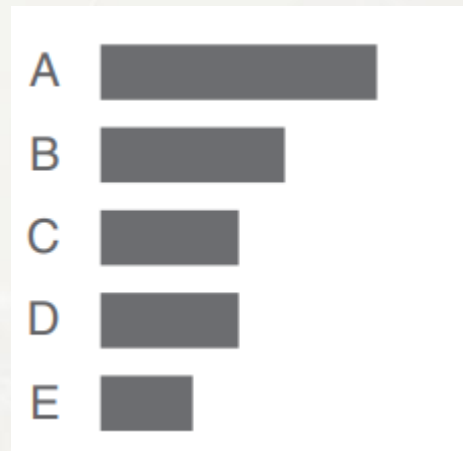
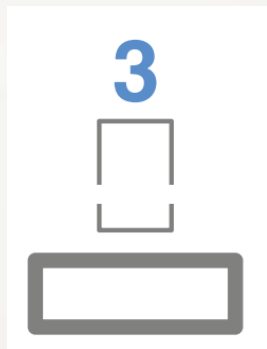
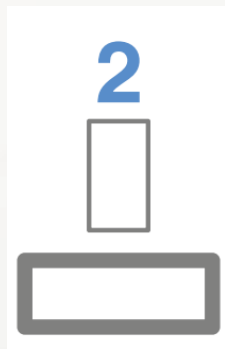
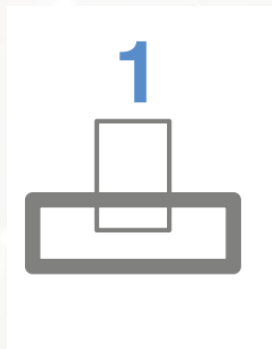
Figuras simples conhecidas



| Princípios de Gestalt

Continuidade

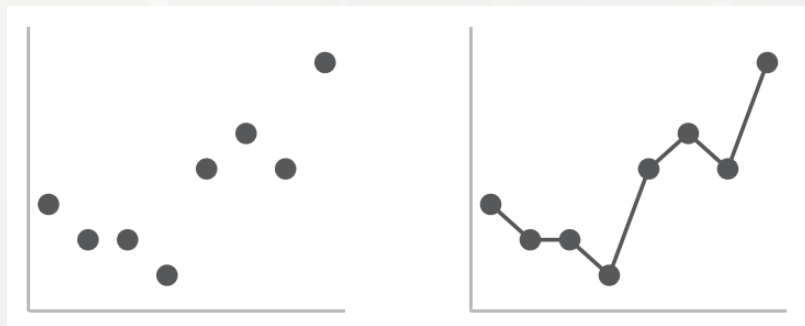
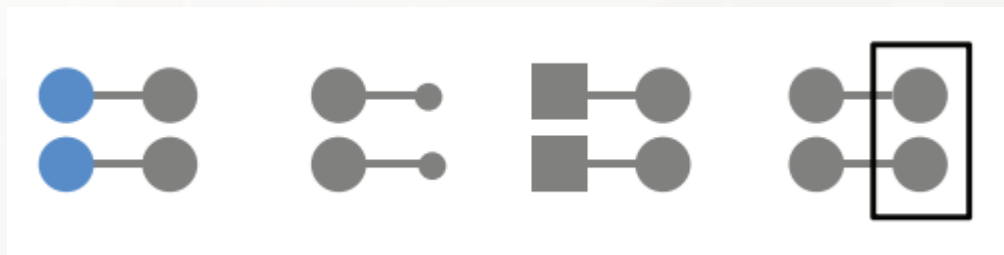
Estética de **alinhamento** que demonstra **progressão**,
evolução



| Princípios de Gestalt

Conexão

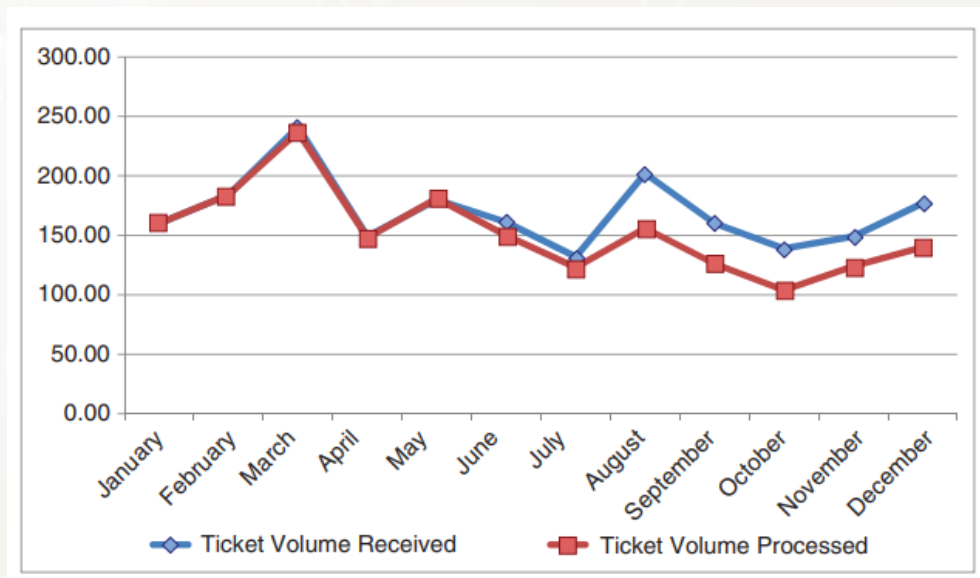
Ligação de elementos por linhas



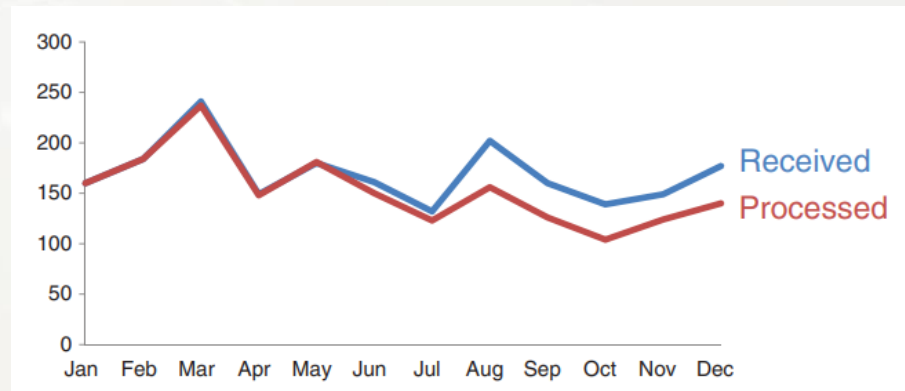
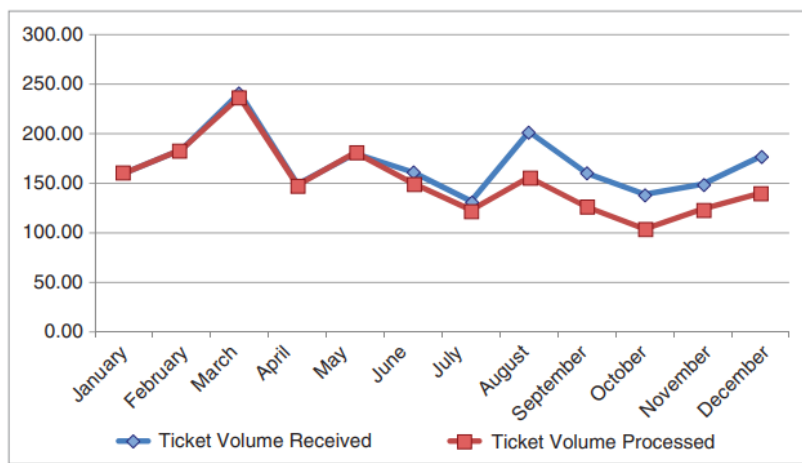
L >
< C

Avaliando visualizações

Como melhorar?

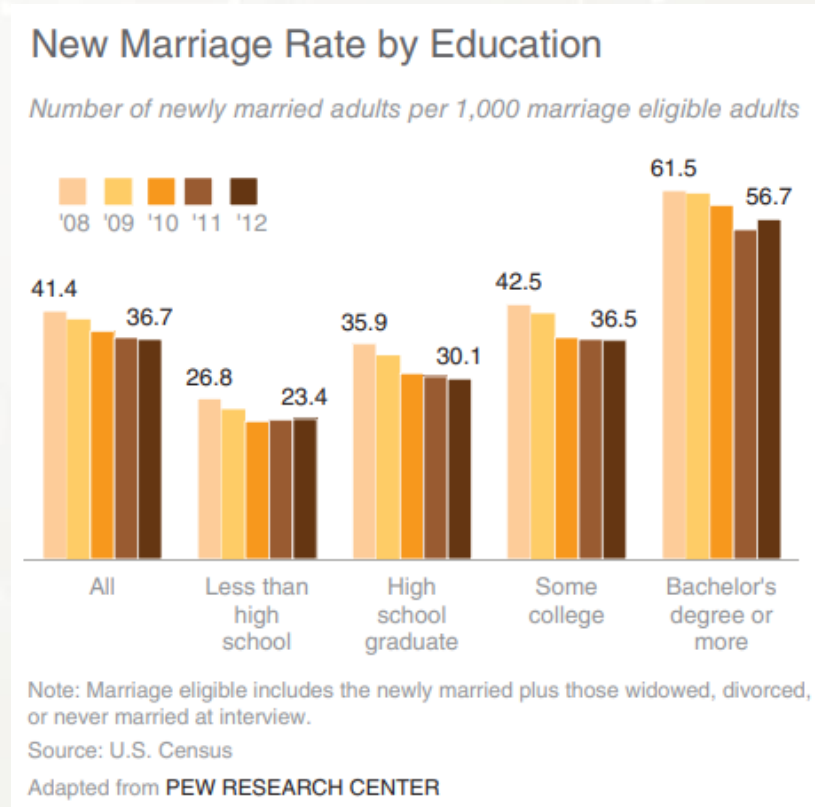


Avaliando visualizações



Avaliando visualizações

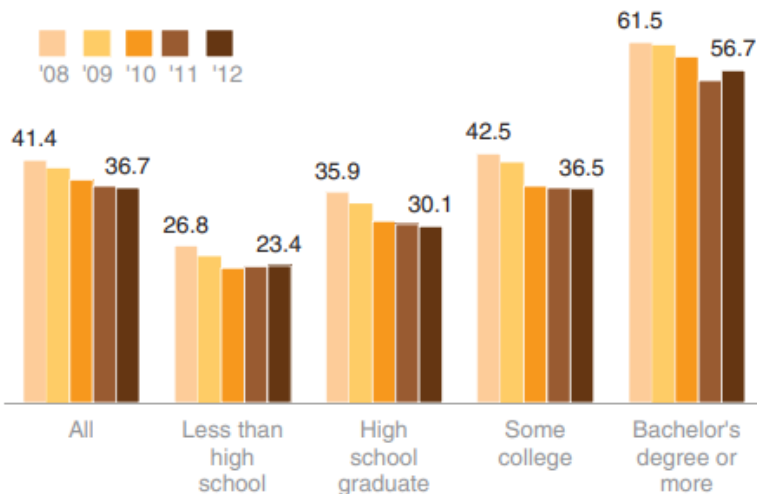
Como melhorar?



Avaliando visualizações

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



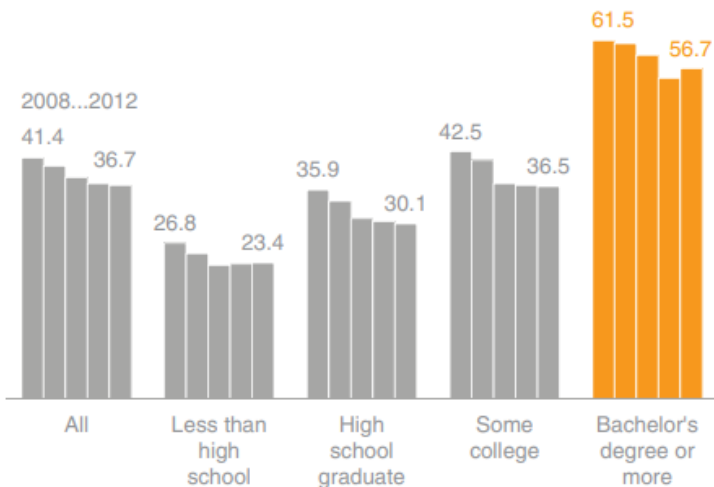
Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

Source: U.S. Census

Adapted from PEW RESEARCH CENTER

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

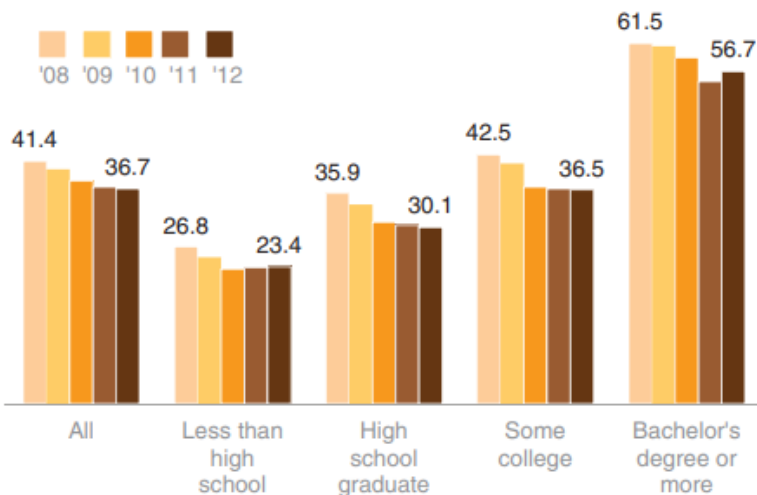
Source: U.S. Census

Adapted from PEW RESEARCH CENTER

Avaliando visualizações

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



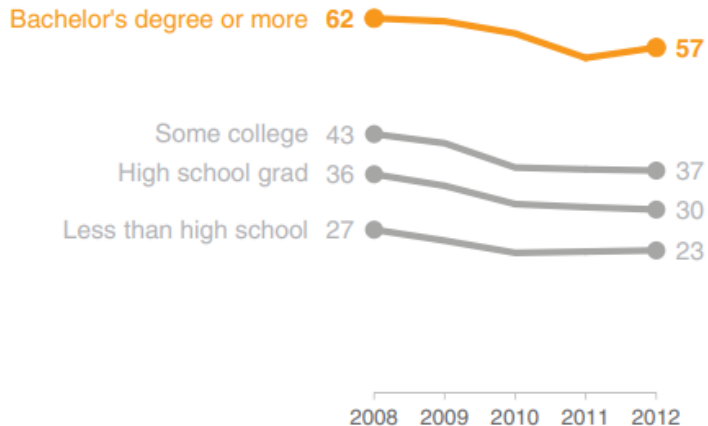
Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

Source: U.S. Census

Adapted from PEW RESEARCH CENTER

New marriage rate by education

Number of newly married adults per 1,000 marriage eligible adults



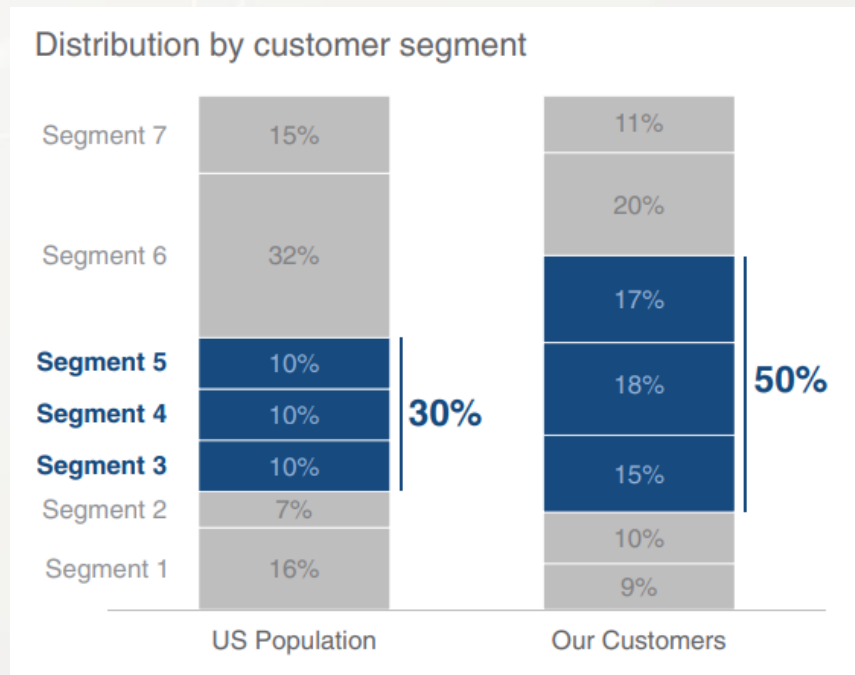
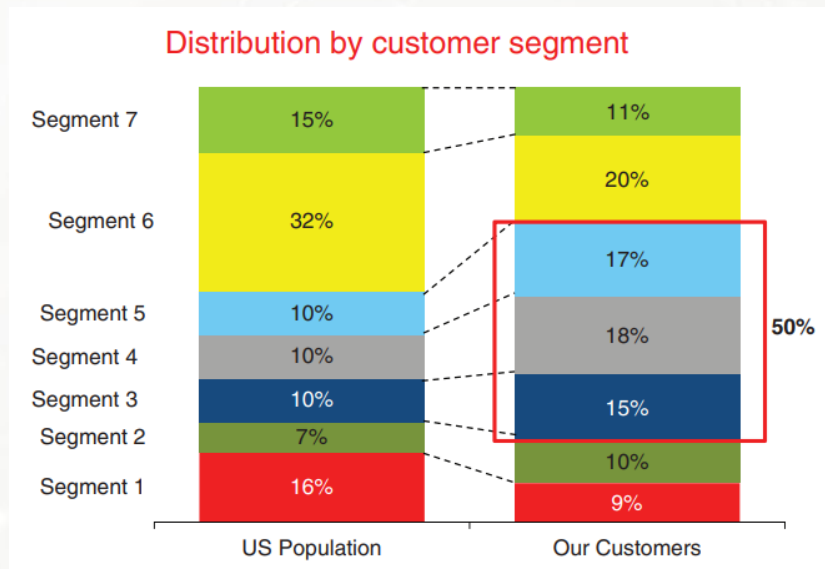
Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

Source: U.S. Census

Adapted from PEW RESEARCH CENTER

Avaliando visualizações

Como melhorar?




A light gray background with a subtle network pattern of white dots connected by thin white lines, forming a complex web of polygons.

Obrigada(o)!

LET'S CODE

Av. Faria Lima, 1306
4º e 9º andares

(11) 2609-3807 
contato@letscode.com.br 