

1 DATASET

100

VISUALIZATION

👉 PART 6 (51st to 60th visual)



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1 dataset 100 visualizations

Can we come up with 100 visualizations from one simple dataset?

As an information design agency working with data visualization every day, we challenged ourselves to accomplish this using insightful and visually appealing visualizations.

We wanted to show the diversity and complexity of data visualization and how we can tell different stories using limited visual properties and assets.

Number of World Heritage Sites

Norway

Denmark

Sweden

2004

5

4

13

2022

8

10

15

Simple yet functional

For the challenge we chose a very simple dataset – although complex enough for interpretation. The dataset includes multiple statistical aspects such as comparison, development, distribution, etc. The dataset compares the numbers of UNESCO World Heritage Sites in Scandinavia in 2004 and 2022.

World Heritage Sites

	2004	2022
Norway	5	8
Denmark	4	10
Sweden	13	15

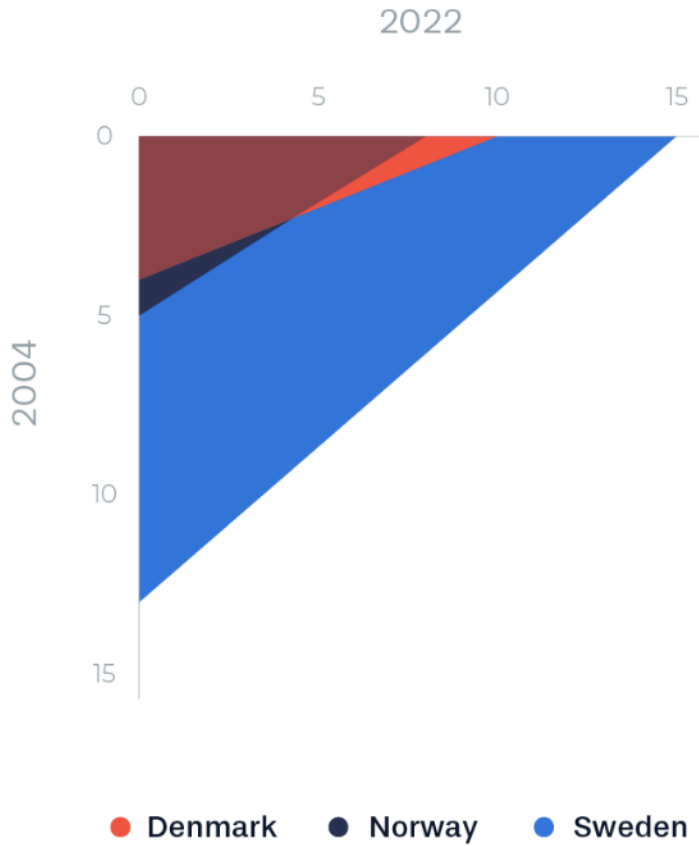
Source: <https://whc.unesco.org/en/list/>

From the dataset we deduced the total, average, perceptual change and perceptual distribution, which gave more possibilities for approaching the dataset from different perspectives. The story could be on the development of total Scandinavian national heritages or focus could be that Sweden has significantly more than the rest both then and now. Or the fact that in a few years Denmark surpassed Norway.

World Heritage Sites Additional data

	Absolute			in %		
	2004	2022	Change	2004	2022	Change
Norway	5	8	3	22.7%	24.2%	60%
Denmark	4	10	6	18.2%	30,3%	150%
Sweden	13	15	2	59.1%	45.5%	15.4%
Total	22	33	11	100%	100%	50%

Source: <https://whc.unesco.org/en/list/>

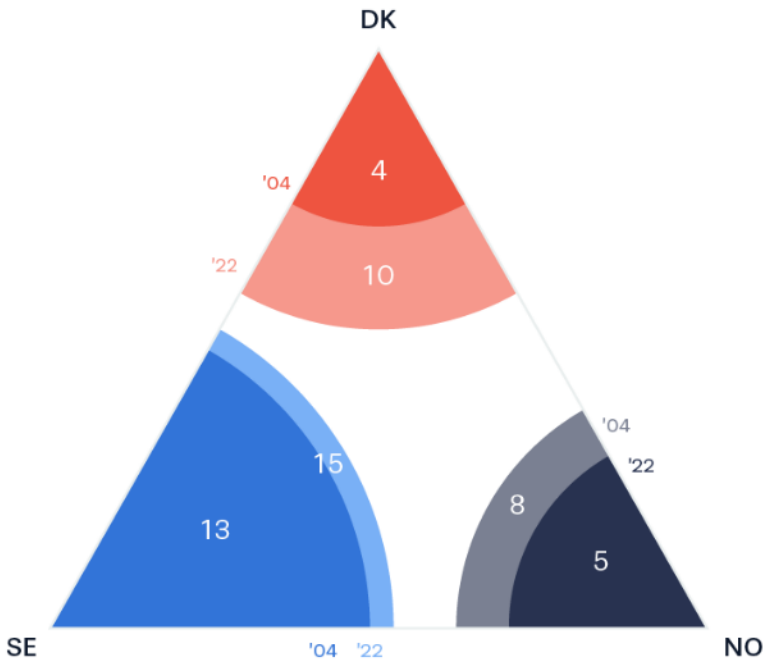


Two axes (representing 2004 and 2022) placed in a 90 degrees composition. This visualization demonstrates how Denmark surpasses Norway and the fact that Sweden is far ahead in both 2004 and 2022.

STORIES

- Sweden stayed the country with the most sites
- Denmark surpassed Norway in number of sites

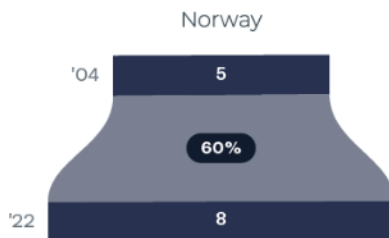
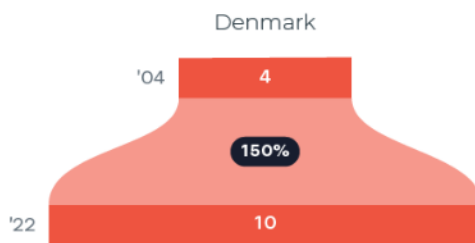
-  Denmark
-  Norway
-  Sweden



From each corner of a triangle, the values are represented by the radius of the circles.

STORIES

Denmark gained the most new sites and Sweden the fewest

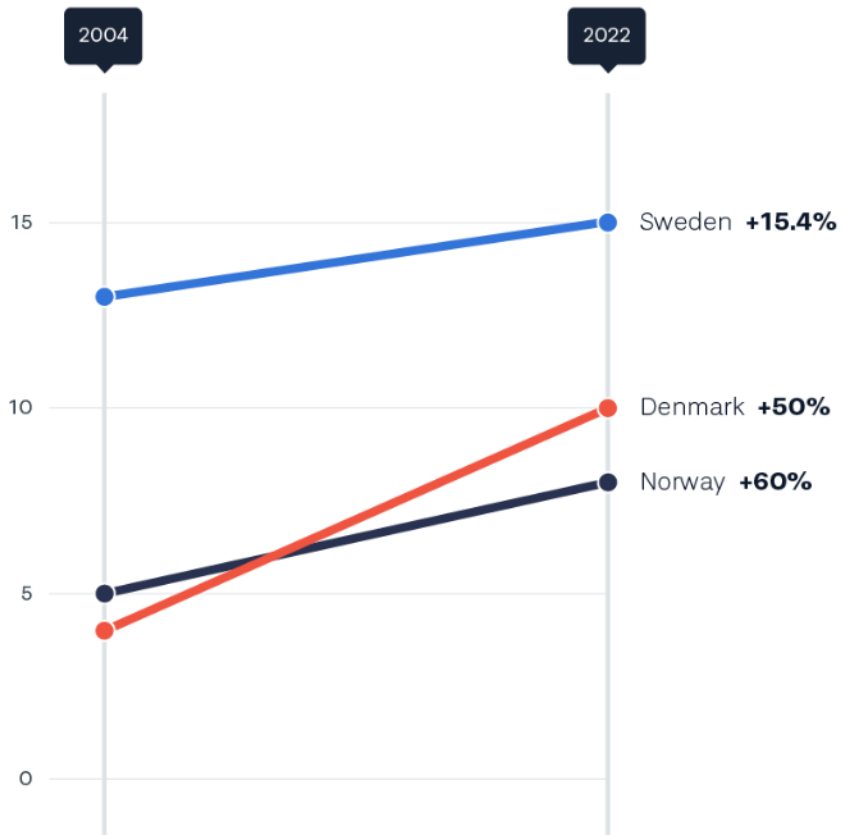


A **funnel-like** data visualization. A **bar chart** where the bars have been center-aligned and connected to highlight the change in percentage.

STORIES

Sweden stayed the country with the most sites

Denmark gained the most new sites and Sweden the fewest

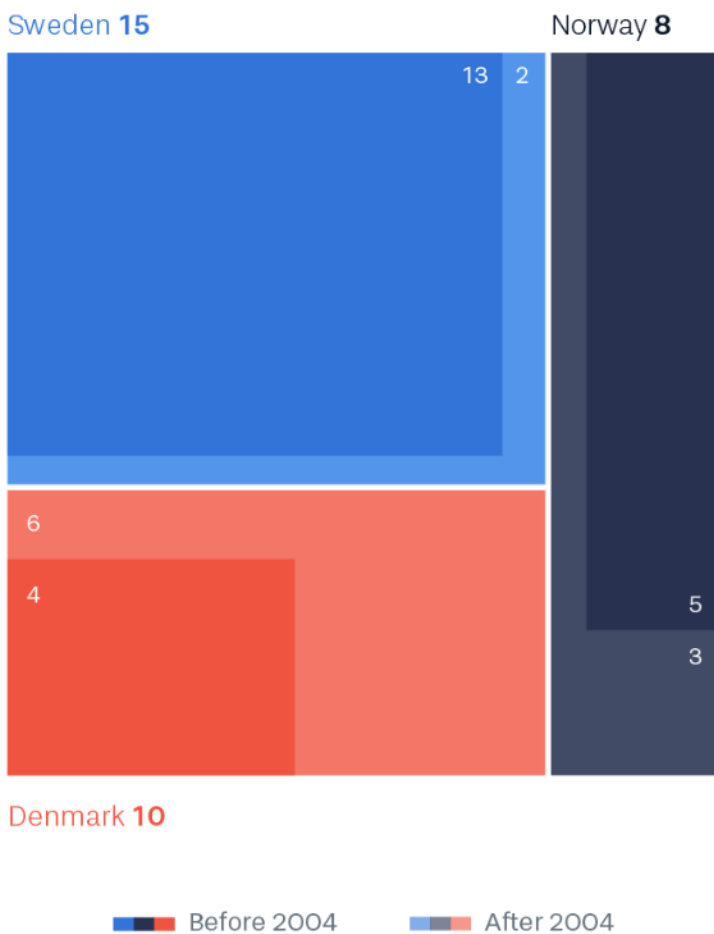


A [slope chart](#) that efficiently depicts the change in World Heritage sites from 2004 to 2022. This approach clearly shows how Denmark surpasses Norway.

STORIES

[Sweden stayed the country with the most sites](#)

[Denmark surpassed Norway in number of sites](#)

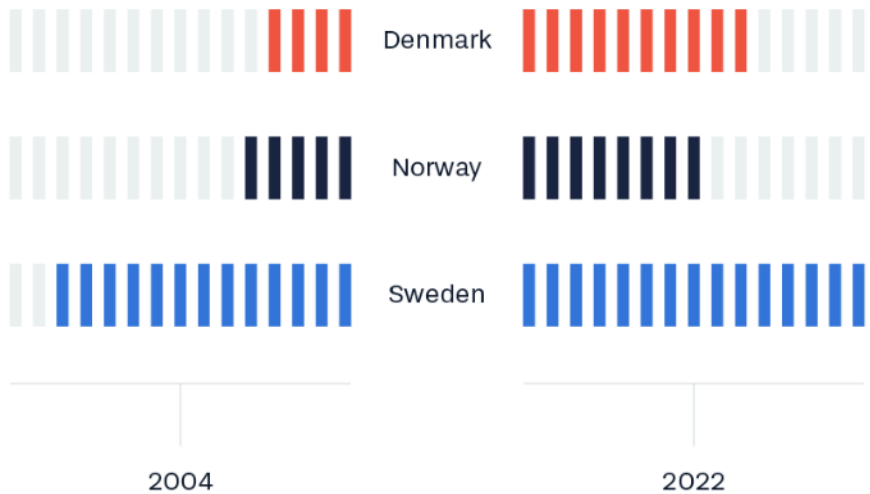


A **tree map** structure where the area represents the number of World Heritage sites for each country. The 2004 numbers are **included as a smaller area** within the 2022 area.

STORIES

Sweden stayed the country with the most sites

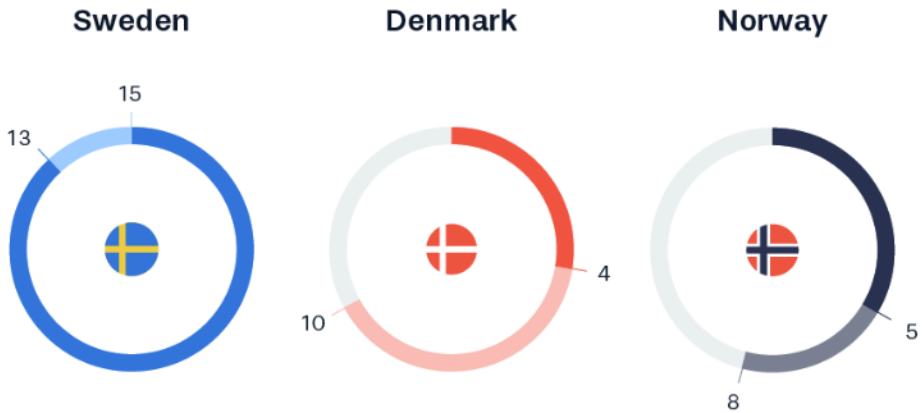
Denmark gained the most new sites and Sweden the fewest



Distribution in 2004 vs 2022 in a [butterfly-like chart](#). The chart plots the number of World Heritage sites as lines in two horizontal bars with the same X-axis in the center.

STORIES

[Sweden stayed the country with the most sites](#)

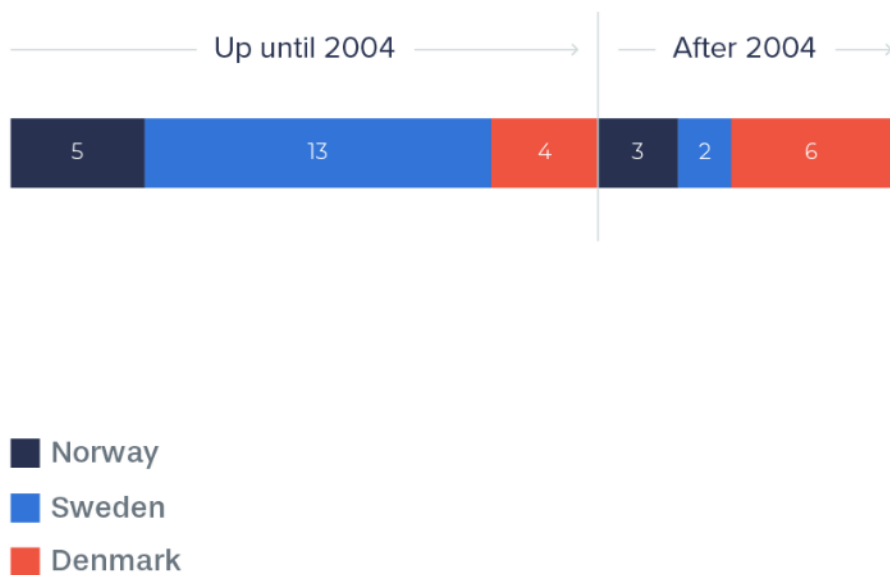


A **donut chart** for each country where the full circle represents the maximum number of World Heritage sites (15). Whereas a traditional donut chart would depict the distribution for each country, this donut chart makes all values comparable.

STORIES

Sweden stayed the country with the most sites

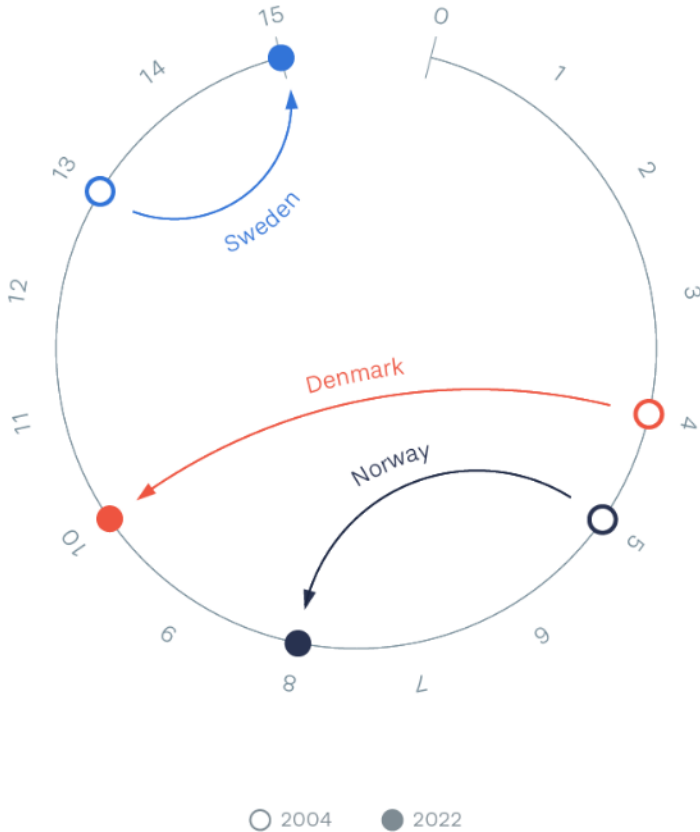
Denmark gained the most new sites and Sweden the fewest



A [stacked bar chart](#). The bars are grouped into World Heritage sites before and after 2004. This makes it possible to see the distribution of World Heritage sites before and after.

STORIES

[Scandinavia as a whole gained new sites](#)



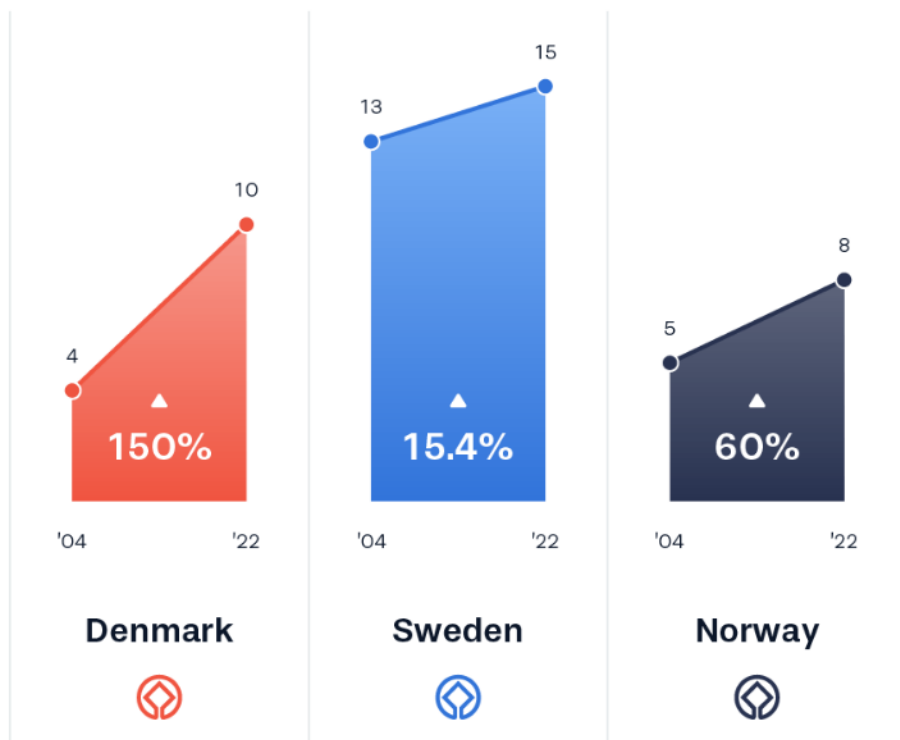
On a circular axis, the development from 2004 to 2022 is visualized as dots connected by arrows. In this case, the circular axis has no particular purpose per se, but it does make the visualization a bit more interesting.

STORIES

Sweden stayed the country with the most sites

Denmark gained the most new sites and Sweden the fewest

Denmark surpassed Norway in number of sites



The visualization is a combination of a [line graphs](#) and [bar charts](#). The upper left corner of the bar represents the height for the 2004 numbers and the current number for 2022 is in the right corner. The development in percentage is highlighted as the most important metric in this visualization.

STORIES

[Sweden stayed the country with the most sites](#)

[Denmark gained the most new sites and Sweden the fewest](#)

THANK YOU

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I will share 1 carousal per day for
next 4 days to cover the remaining
40 visuals.

Stay tuned...