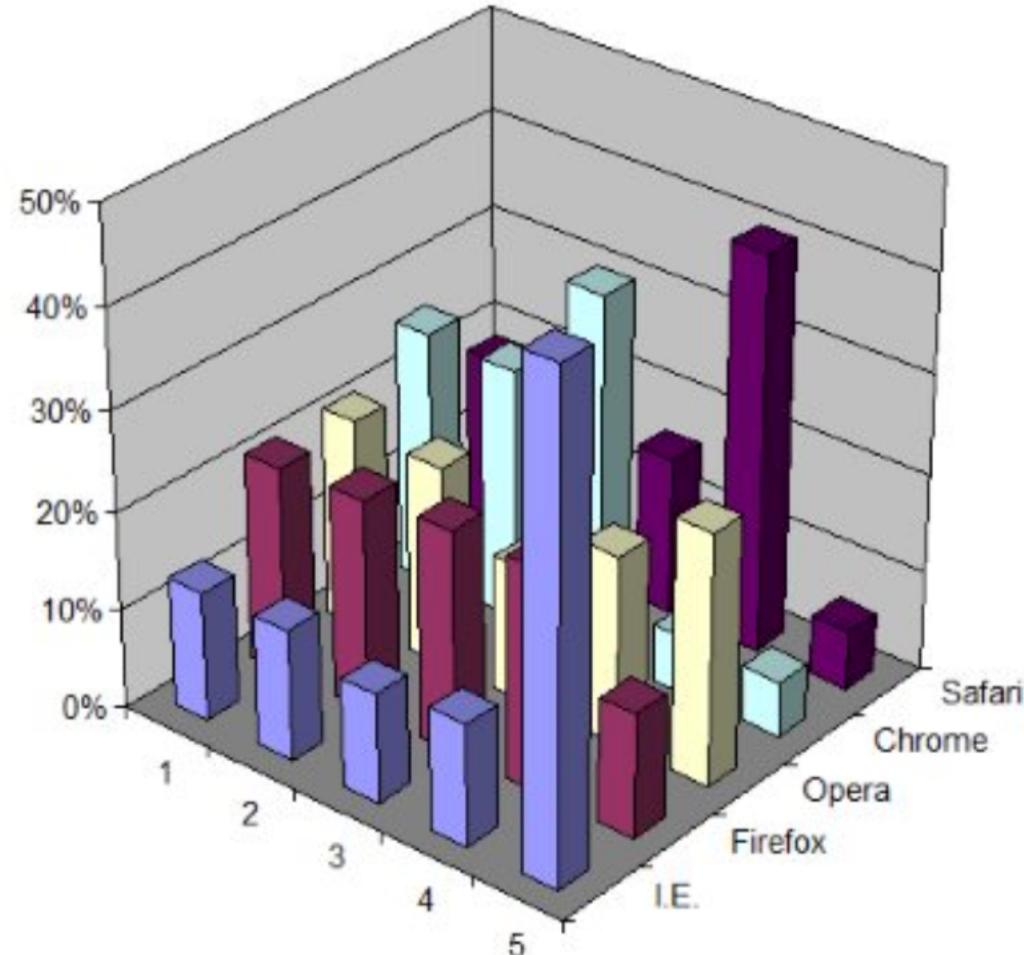
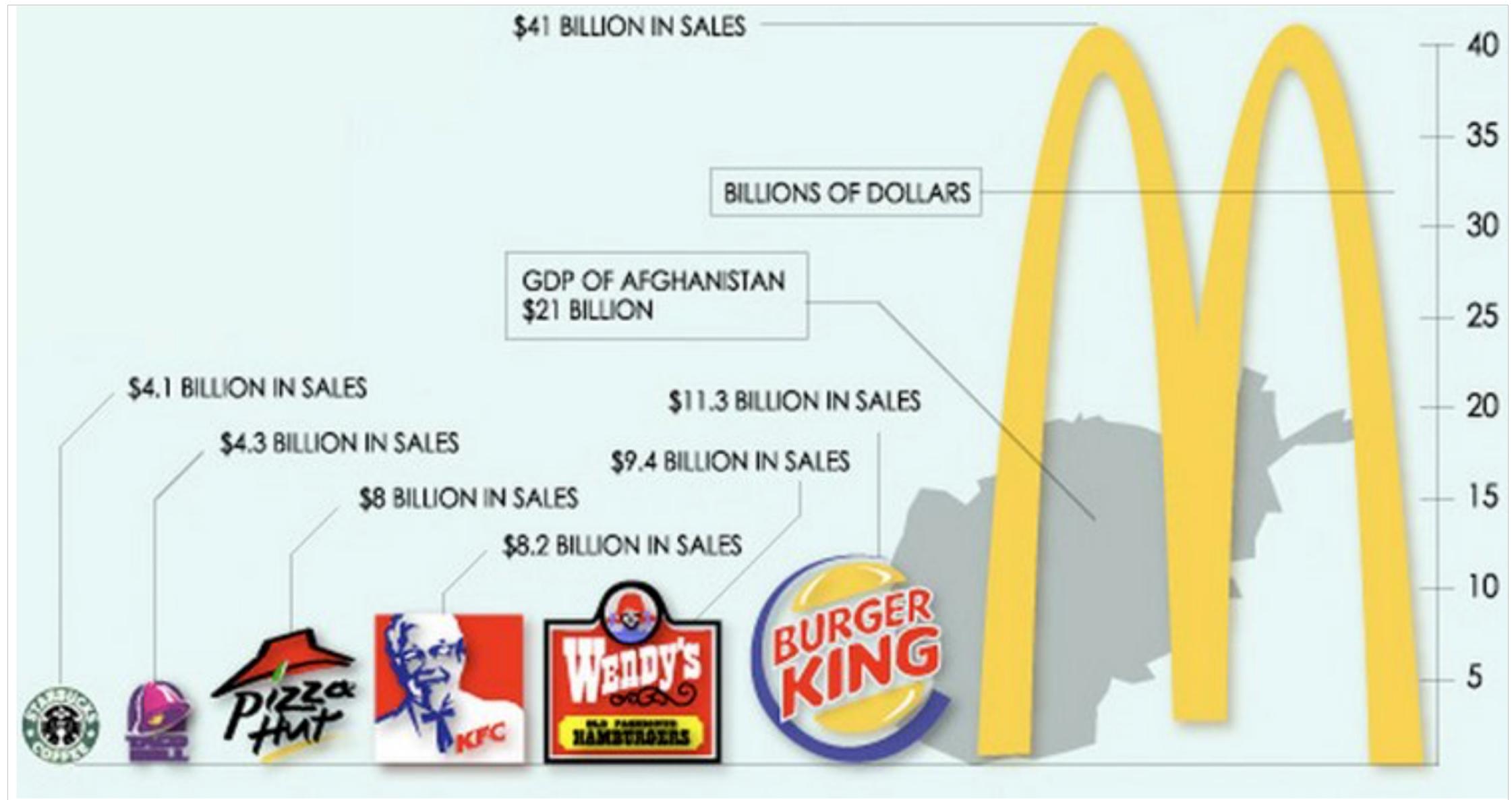


AGENDA

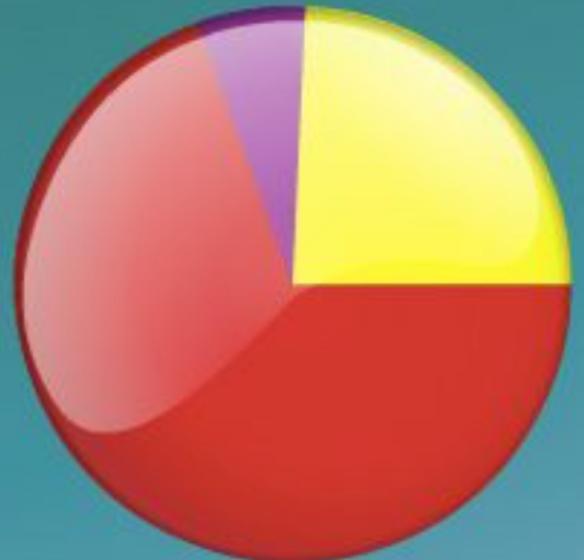
- Review LA #1 & Questions
- Lecture on Chapter 1





Billing by Region - \$\$ YTD

2004



2005



- Americas
- Asia Pacific
- EMEA

CH. I THE IMPORTANCE OF CONTEXT

FEBRUARY 5TH, 2019

“Success in data viz does not start with visualization, [it starts] with understanding the context.”

EXPLORATORY VS. EXPLANATORY ANALYSIS

EXPLORATORY

Screenshot of a spreadsheet titled "hospital" showing a dataset of 100x7. The columns are labeled 1 through 7: LastName, Sex, Age, Weight, Smoker, BloodPressure, and Trials.

| | 1 LastName | 2 Sex | 3 Age | 4 Weight | 5 Smoker | 6 BloodPressure | 7 Trials |
|------------|------------|--------|-------|----------|----------|-----------------|---------------|
| 1 YPL-320 | 'SMITH' | Male | 38 | 176 | 1 | 124 | 93 18 |
| 2 GLI-532 | 'JOHNSON' | Male | 43 | 163 | 0 | 109 | 77 [11,13,22] |
| 3 PNI-258 | 'WILLIAMS' | Female | 38 | 131 | 0 | 125 | 83 [] |
| 4 MII-579 | 'JONES' | Female | 40 | 133 | 0 | 117 | 75 [6,12] |
| 5 XLK-030 | 'BROWN' | Female | 49 | 119 | 0 | 122 | 80 [14,23] |
| 6 TFP-518 | 'DAVIS' | Female | 46 | 142 | 0 | 121 | 70 19 |
| 7 LPD-746 | 'MILLER' | Female | 33 | 142 | 1 | 130 | 88 13 |
| 8 ATA-945 | 'WILSON' | Male | 40 | 180 | 0 | 115 | 82 [] |
| 9 VNL-702 | 'MOORE' | Male | 28 | 183 | 0 | 115 | 78 2 |
| 10 LQW-768 | 'TAYLOR' | Female | 31 | 132 | 0 | 118 | 86 11 |

EXPLANATORY



WHO? WHAT? HOW?

THE FIRST 3 QUESTIONS YOU MUST ASK YOURSELF WHEN COMMUNICATING DATA

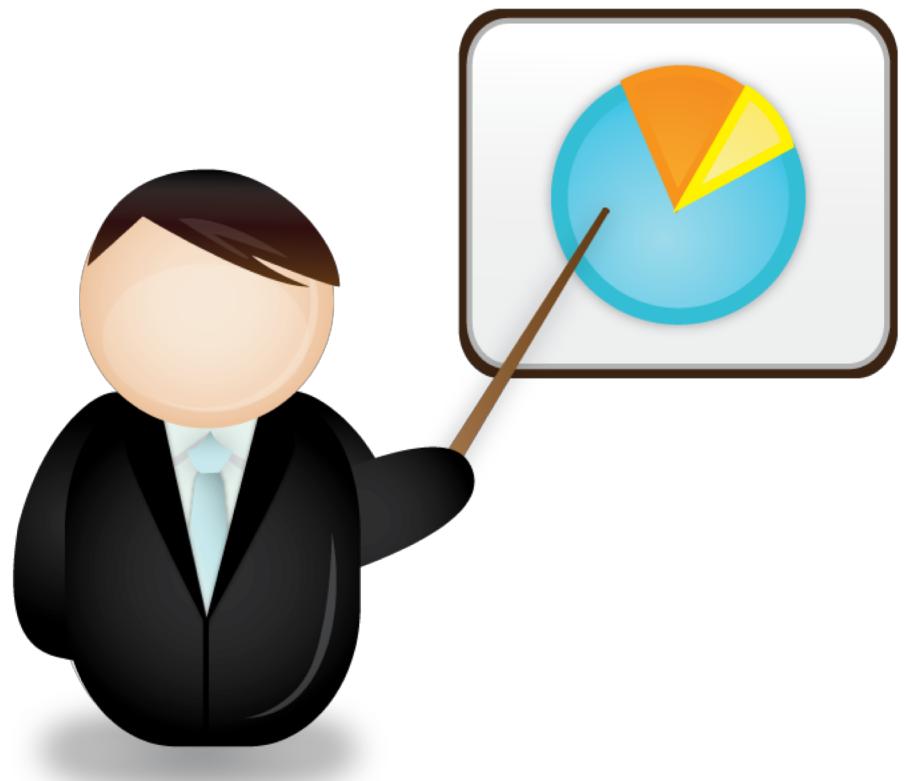
WHO – YOUR AUDIENCE

- Be specific
- Identify your stakeholders
- The more you know about your audience, the better position you will be to communicate to them



WHO – YOU

- Your relationship to the audience
- Your goal
- Your credibility



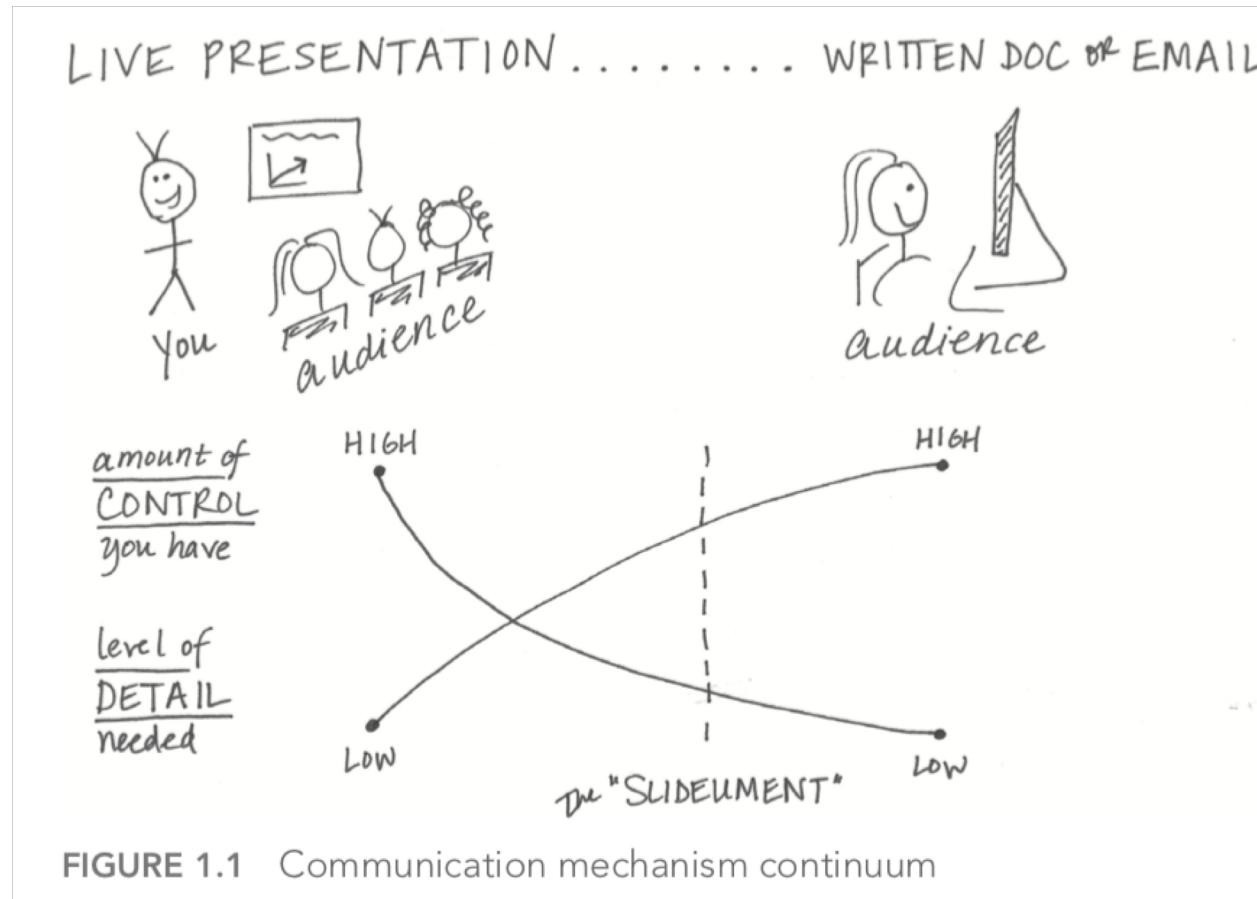
WHAT - ACTION

- What do you need audience to know or do?
- Highlight the right information
- Why should they care?

WHAT - MECHANISM

- What method will you communicate in?
- How much control do you have over your audience?
 - Live Presentation
 - Email
 - Report
 - Book

WHAT - MECHANISM



WHAT - TONE

- What is the message and the tone you are trying to get across?
- Effects on the design of your visuals
 - Font
 - Spacing
 - Color Scheme
 - Verbiage

HOW

- What data is available?
- How can I present it?
- How does it support my message?

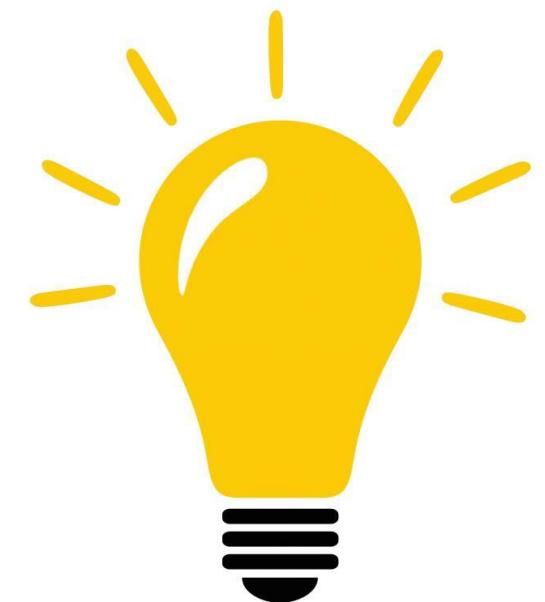


You are a education analyst in the math department and are researching a pilot program on mathematics that was claimed to be an unpopular subject. You surveyed students at a university before the program to gauge their liking to the subject. After the pilot program, you surveyed the students again and realized that their liking towards math, improved. You believe you have data to show a great success story and would like to continue helping students becoming better in math.

EXAMPLE – WHO, WHAT, HOW

THE BIG IDEA

- 3-Minute Story
- Big Idea
- Storyboarding



CONCLUSION



You are an Data Analyst for the SJSU Media Team. You work with the journalists and PR team at SJSU. You recently did a study on the number of students and the amount of financial aid each student receives. You believe the data you have is significant enough to tell a story. In your groups, determine a W-W-H for a possible scenario.

GROUP EXCERCISE – WHO,WHAT, HOW