

INTRODUCTION TO DATA VISUALISATION

Noah Omri Levin, Senior Media Manager

HELLO!

NOAH OMRI LEVIN



- Senior Media Manager @ 
- Husband & Father of Three
- Lover of Data & Behavior
- Outdoors When I'm Not Indoors
- Student and Teacher of Ancient Ethics & Philosophy

SEARCH DISCOVERY



**שָׁלוּם עֲלֵיכֶם
מִהוּמַיִץ**

INTRODUCTION TO DATA VISUALIZATION

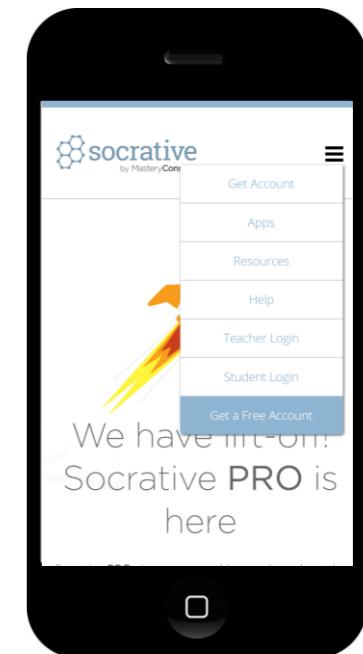
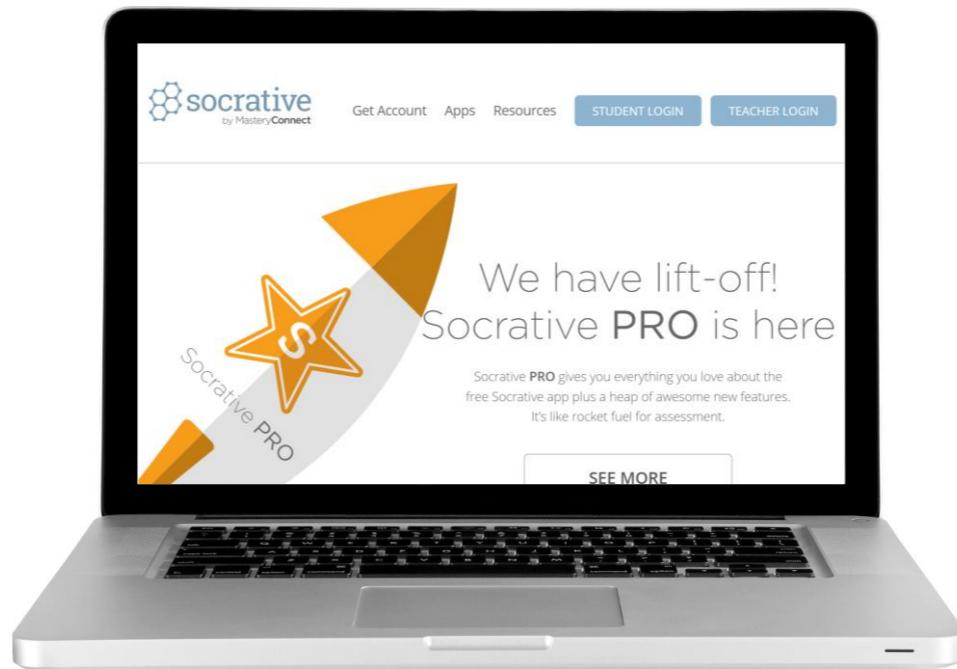
INSTRUCTIONS

INSTRUCTIONS

bit.ly/2bNktGx

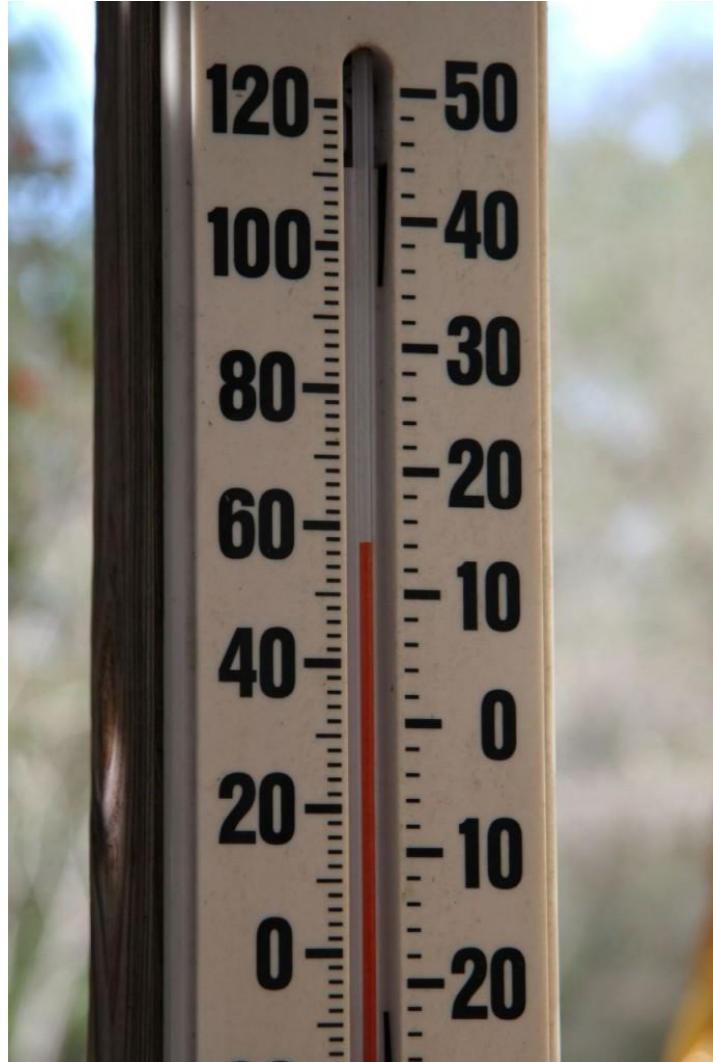
- › Visit Socrative.com
- › Click “Student Login”
- › Join my room: NOAHLEVIN

- › Download the presentation:
[\[DRIVE FOLDER\]](#)

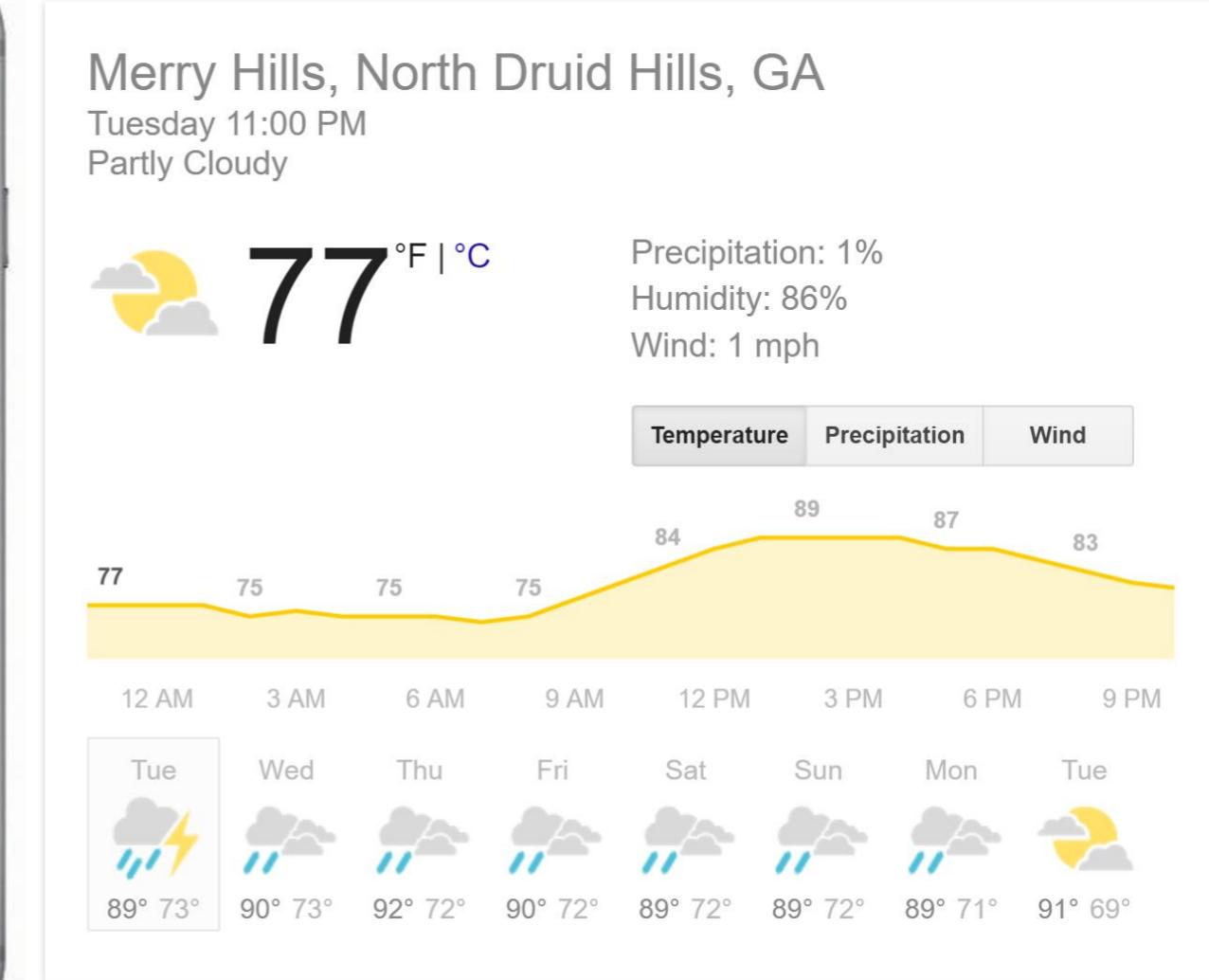
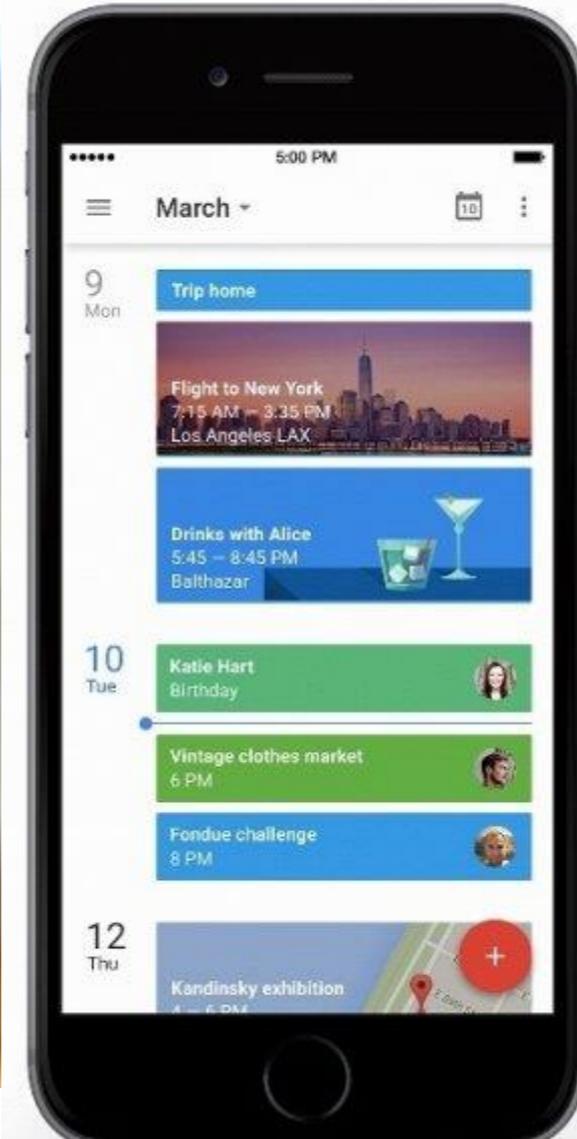


INTRODUCTION TO DATA VISUALIZATION

EXAMPLES OF DATA VISUALIZATION WE USE EVERY DAY



Thermometer by Jay Williams

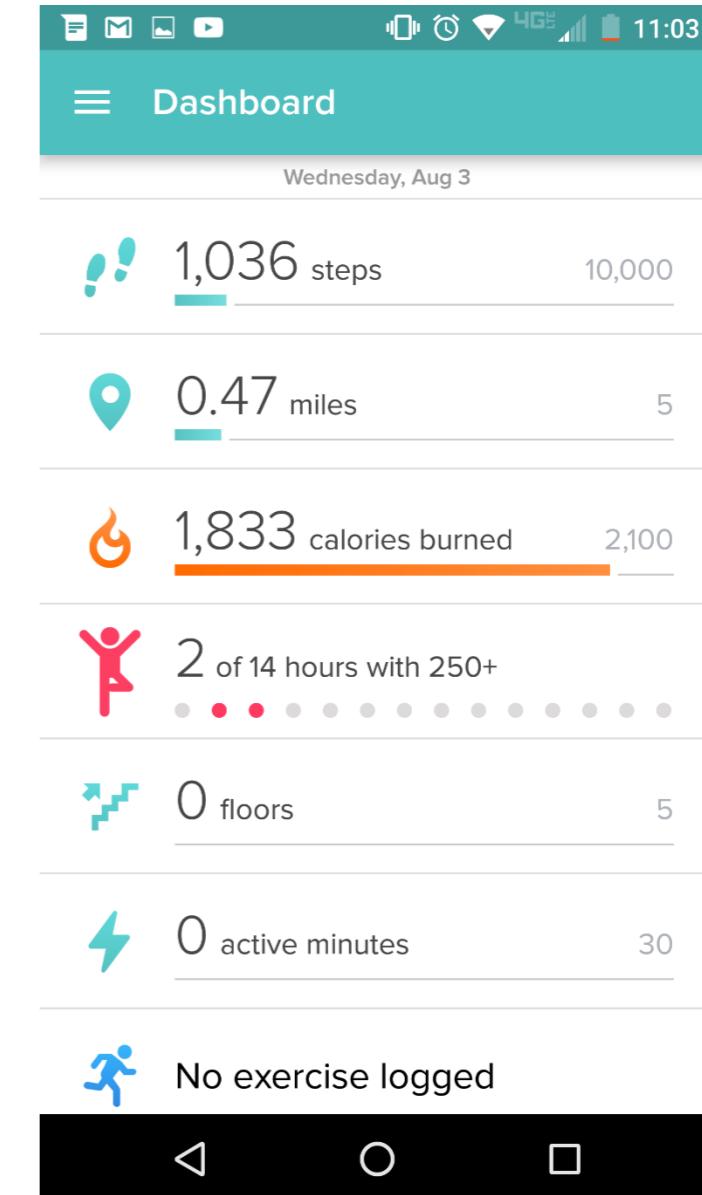
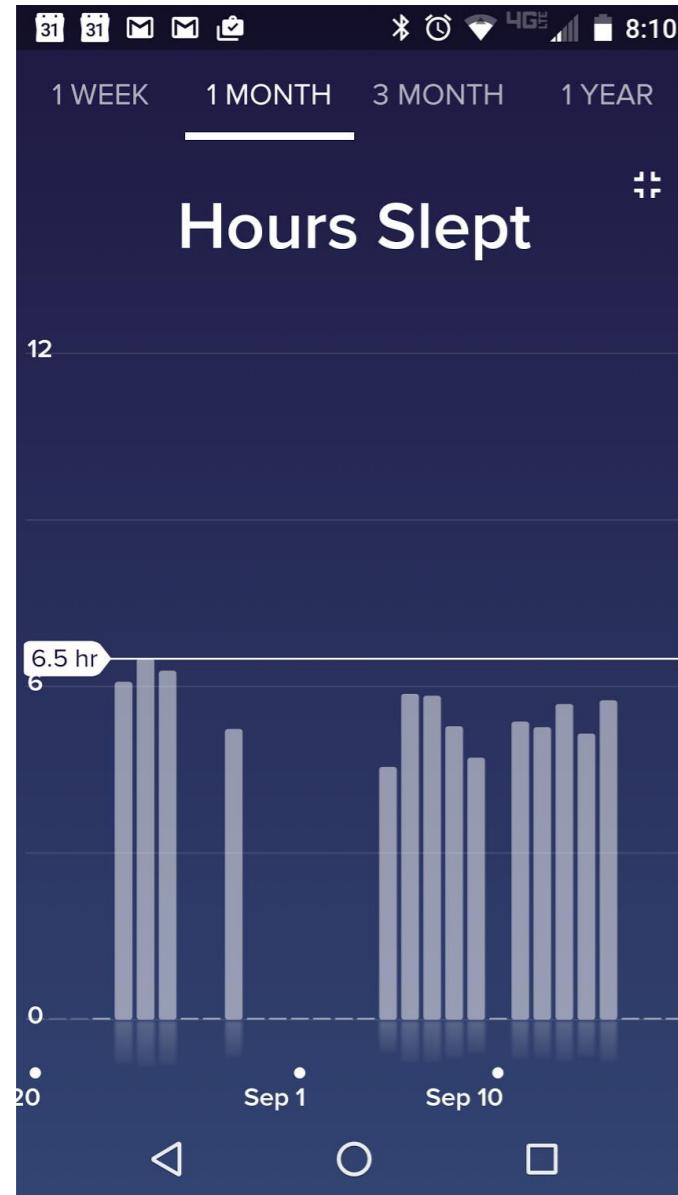


More on [weather.com](#)

Feedback

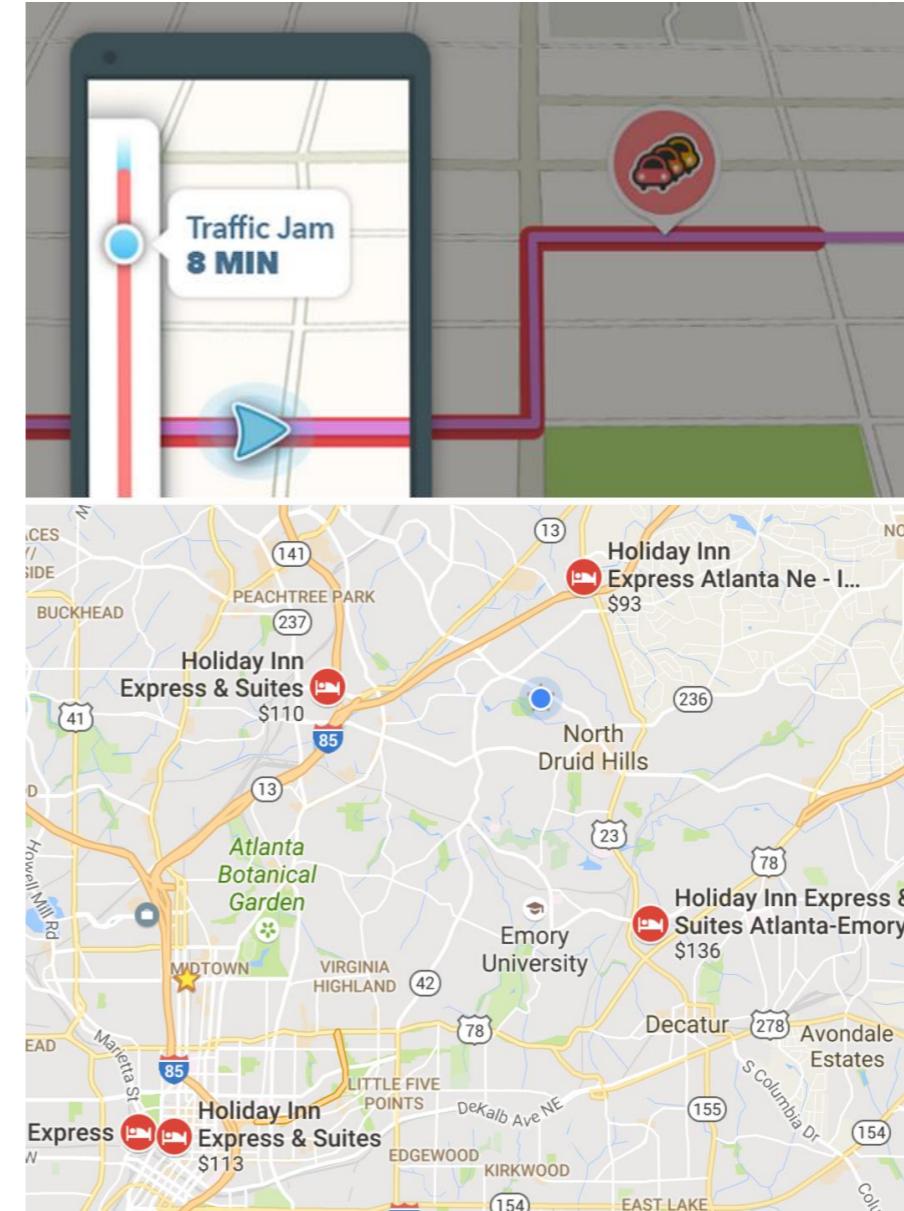
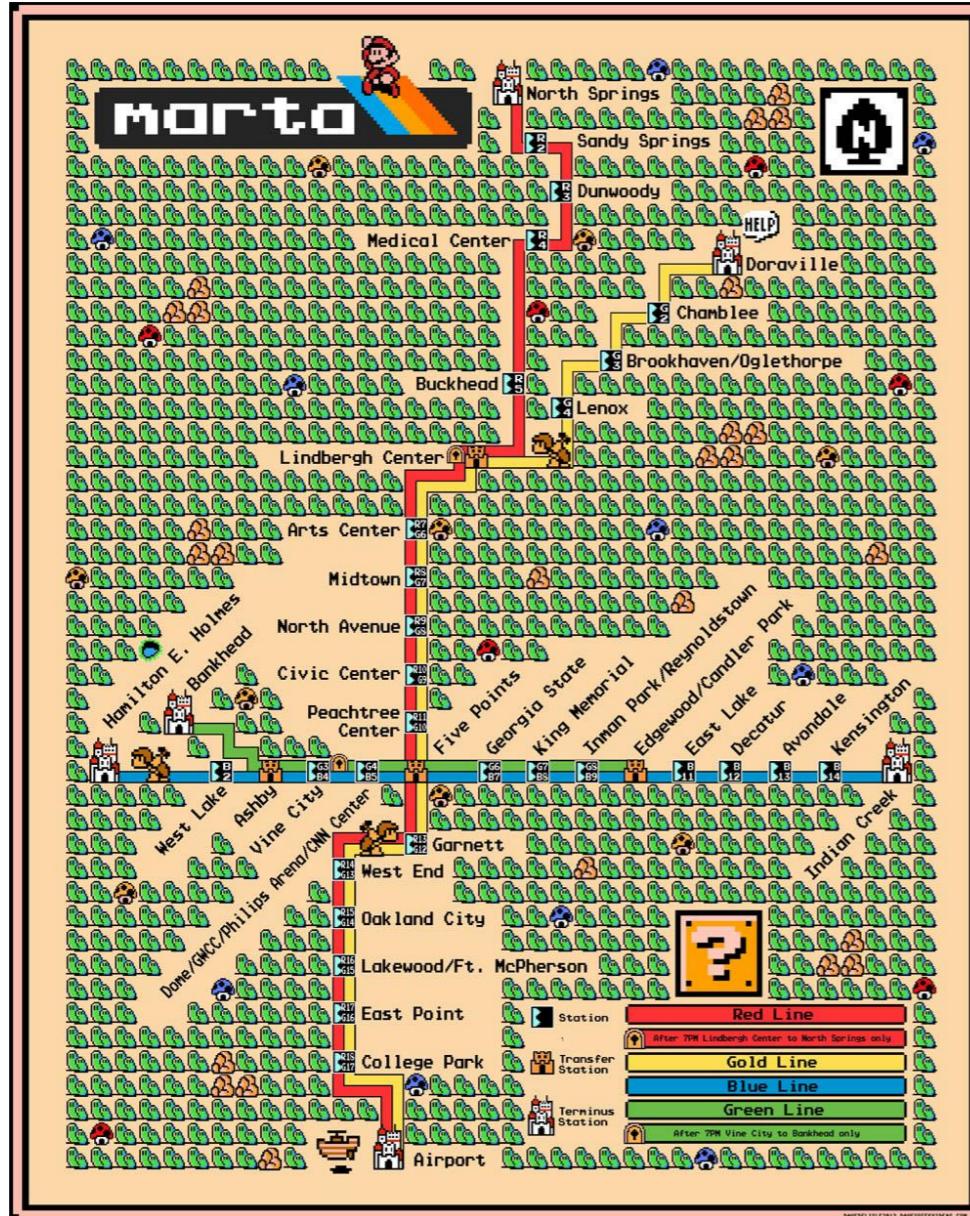
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EXAMPLES OF DATA VISUALIZATION WE USE EVERY DAY



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EXAMPLES OF DATA VISUALIZATION WE USE EVERY DAY



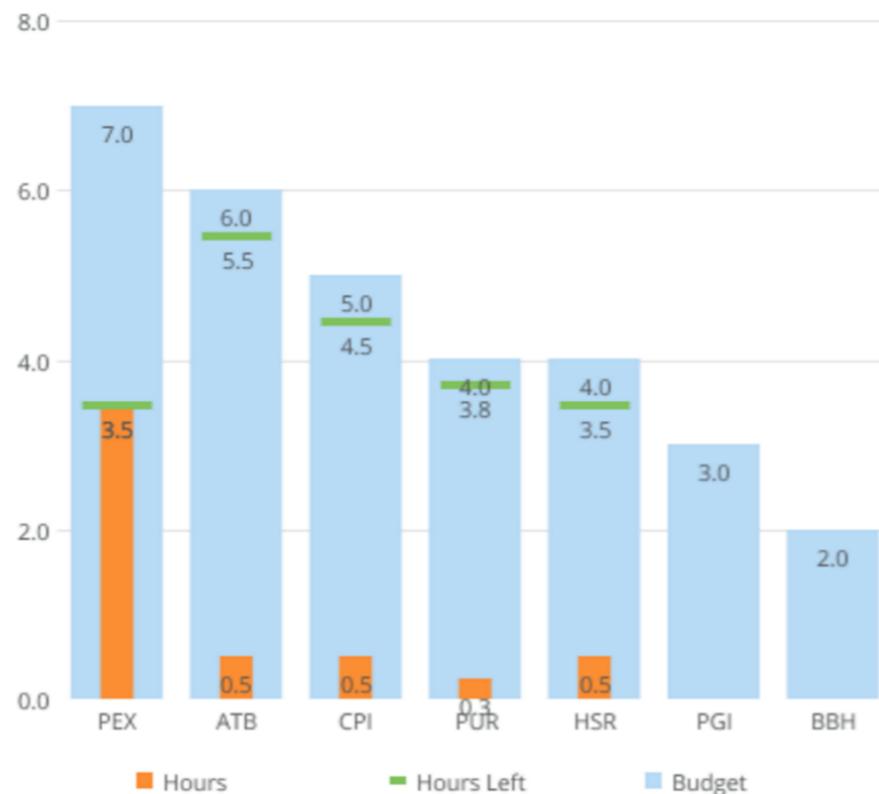
INTRODUCTION TO DATA VISUALIZATION

EXAMPLES OF DATA VISUALIZATION I USE IN MY CAREER

Omri Hours Left

25.8

Hours Left



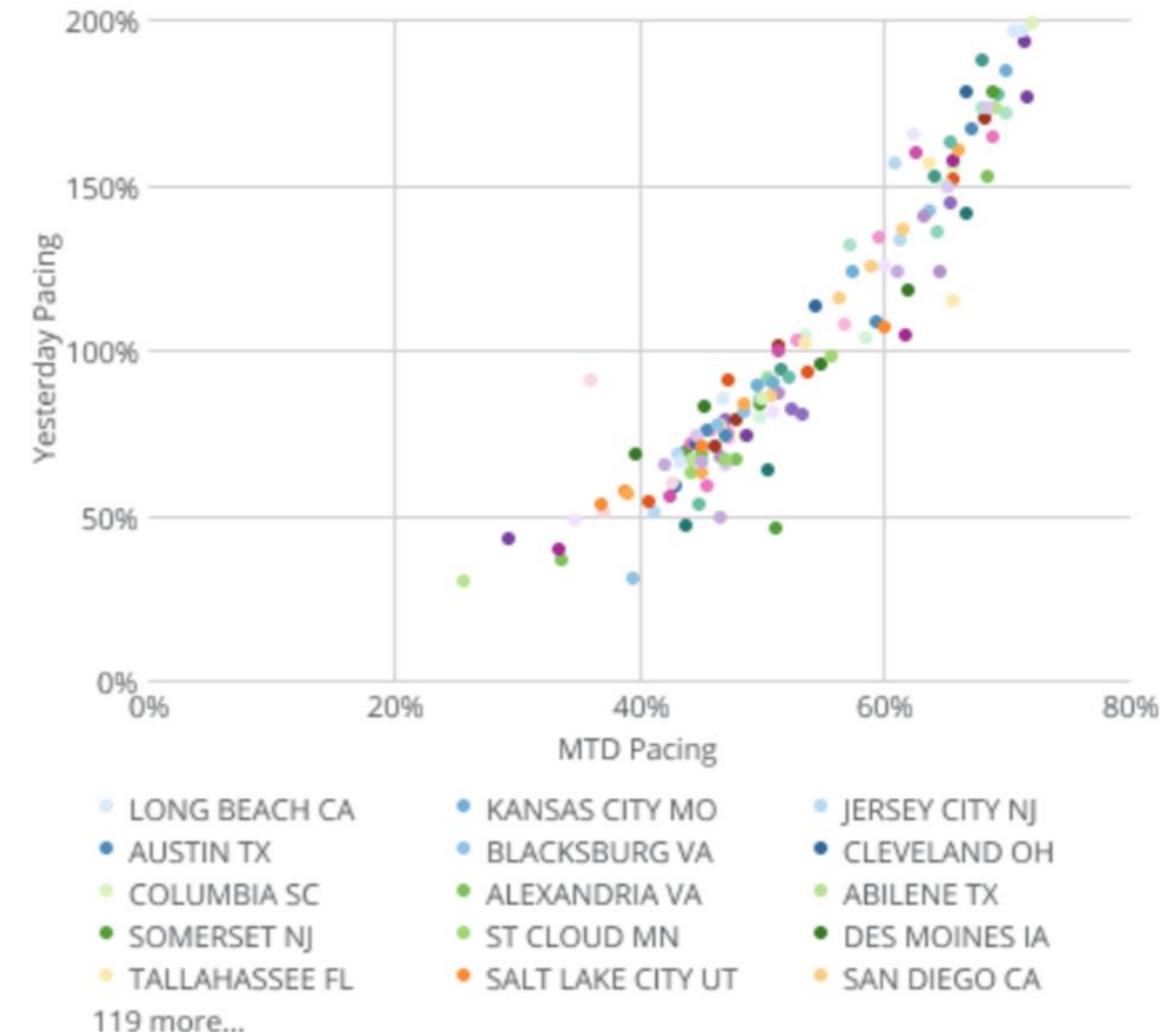
Omri Levin



23



0



119 more...

INTRODUCTION TO DATA VISUALIZATION

What do you currently do professionally or as a student?

Why do you want to learn about Data Visualization?

Name one visualization you used today.

Name one visualization you use in your current career.

INTRODUCTION TO DATA VISUALIZATION

WHY IS EFFECTIVE DATA VISUALIZATION IMPORTANT?

INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

LOOKING AT THIS, WHAT ARE YOU THINKING ABOUT?

720349656089226535931140790070
322302076958689027429003358787
115045223998424533087922668417
382319480046553364246202505406
711172160430997890121737608183
566145635519888049583302306957
749597705315240714467203496560
892265359311407900703223020769
586890274290033587871150452239
984245330879226684173823194800
465533642462025054067111721604
309978901217376081835661456355

INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

HOW ABOUT NOW?

720349656089226535931140790070
322302076958689027429003358787
115045223998424533087922668417
382319480046553364246202505406
711172160430997890121737608183
566145635519888049583302306957
749597705315240714467203496560
892265359311407900703223020769
586890274290033587871150452239
984245330879226684173823194800
465533642462025054067111721604
309978901217376081835661456355

INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

HOW MANY 7'S DO YOU SEE?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 6 | 1 | 2 | 6 | 6 | 9 | 6 | 2 | 2 | 3 |
| 3 | 1 | 6 | 1 | 3 | 7 | 5 | 1 | 3 | 5 |
| 8 | 2 | 2 | 6 | 7 | 5 | 6 | 1 | 3 | 3 |
| 7 | 3 | 6 | 7 | 5 | 7 | 4 | 6 | 7 | 6 |
| 5 | 3 | 6 | 5 | 7 | 6 | 1 | 7 | 1 | 6 |
| 3 | 9 | 9 | 4 | 7 | 8 | 9 | 8 | 2 | 8 |
| 5 | 5 | 3 | 6 | 5 | 2 | 1 | 3 | 8 | 7 |
| 6 | 7 | 3 | 1 | 9 | 6 | 2 | 9 | 5 | 7 |
| 2 | 8 | 8 | 1 | 3 | 7 | 7 | 6 | 9 | 4 |

INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

HOW MANY 7'S DO YOU SEE?

| | | | | | | | | | |
|----------|----------|---|----------|----------|----------|----------|----------|----------|----------|
| 6 | 1 | 2 | 6 | 6 | 9 | 6 | 2 | 2 | 3 |
| 3 | 1 | 6 | 1 | 3 | 7 | 5 | 1 | 3 | 5 |
| 8 | 2 | 2 | 6 | 7 | 5 | 6 | 1 | 3 | 3 |
| 7 | 3 | 6 | 7 | 5 | 7 | 4 | 6 | 7 | 6 |
| 5 | 3 | 6 | 5 | 7 | 6 | 1 | 7 | 1 | 6 |
| 3 | 9 | 9 | 4 | 7 | 8 | 9 | 8 | 2 | 8 |
| 5 | 5 | 3 | 6 | 5 | 2 | 1 | 3 | 8 | 7 |
| 6 | 7 | 3 | 1 | 9 | 6 | 2 | 9 | 5 | 7 |
| 2 | 8 | 8 | 1 | 3 | 7 | 7 | 6 | 9 | 4 |

INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

HOW MANY 7'S DO YOU SEE?

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 7 | 7 | 2 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 3 | 1 | 6 | 1 | 7 | 7 | 5 | 1 | 3 | 7 | |
| 8 | 2 | 2 | 6 | 7 | 7 | 6 | 1 | 3 | 3 | |
| 6 | 3 | 6 | 6 | 5 | 9 | 4 | 6 | 2 | 6 | |
| 5 | 3 | 6 | 5 | 6 | 6 | 1 | 2 | 1 | 6 | |
| 3 | 9 | 9 | 4 | 3 | 8 | 9 | 8 | 2 | 8 | |
| 5 | 5 | 3 | 6 | 5 | 2 | 1 | 3 | 8 | 3 | |
| 6 | 1 | 3 | 1 | 9 | 6 | 2 | 9 | 5 | 5 | |
| 2 | 8 | 8 | 1 | 3 | 5 | 6 | 6 | 9 | 4 | |

INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

EFFECTIVE VISUALIZATIONS MAKE BUSINESS DECISIONS...

- Easier
- Faster
- Accurate
- Impactful

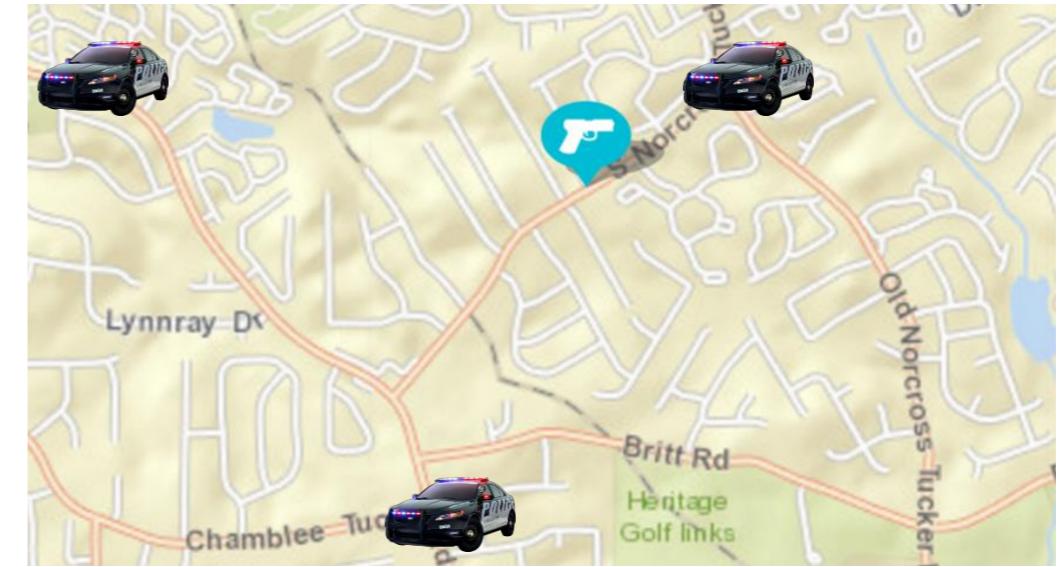
INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

VS.

“10-53 Man down,
please send back up.
We’re at the corner of
S NORCROSS
TUCKER RD NW &
BRANCH DR NW”

“10-53 Man...”



“Got it, the closest
back up is on its way”

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THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

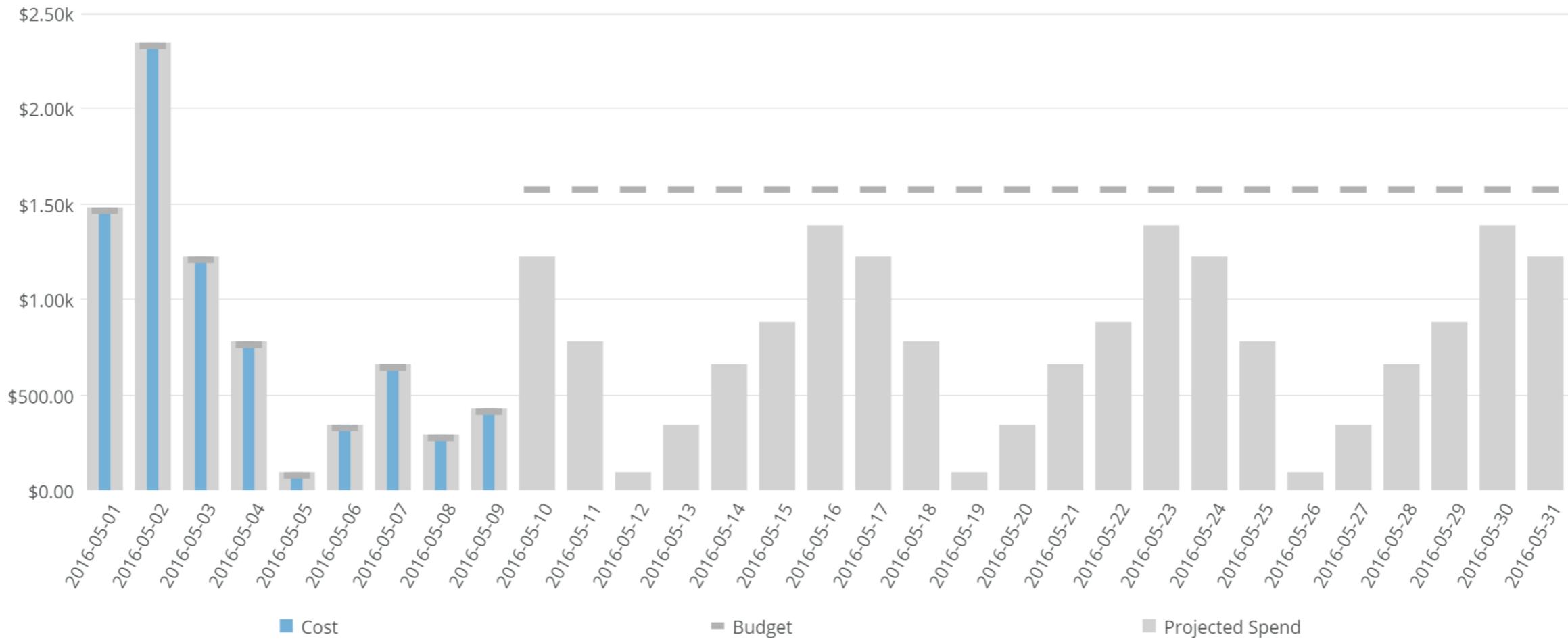
“A fire has broke out in exam room 7 on the Oncology floor”



INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

\$7,650 MTD Cost



INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

EFFECTIVE VISUALIZATIONS MAKE BUSINESS DECISIONS...

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INTRODUCTION TO DATA VISUALIZATION

AGENDA

- › Further describe the business value in visualizing data
- › Identify different types of data visualizations and how to use them effectively
- › Explain the key steps in preparing and building a data visualization
- › Practice using data visualization methodology with a real data set to uncover business insights

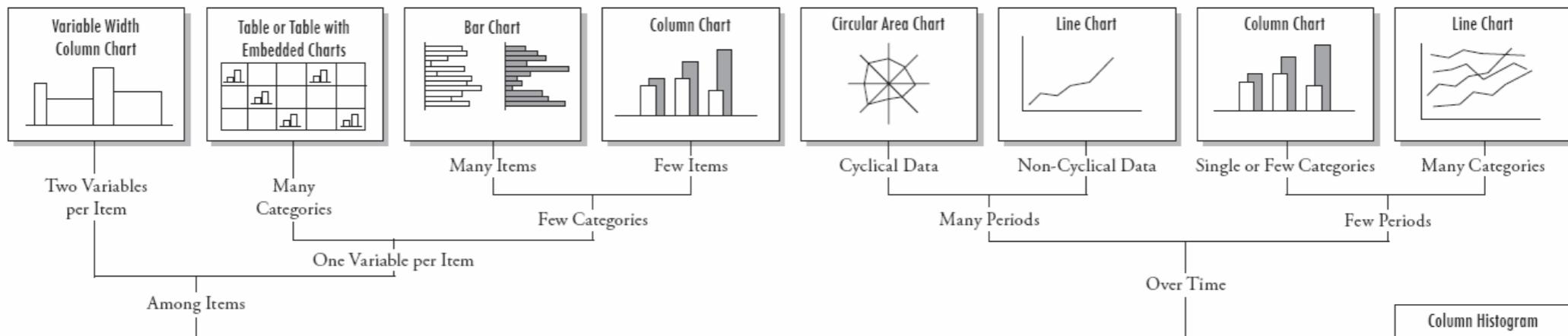
INTRODUCTION TO DATA VISUALIZATION

First, let's make sure we grasped the importance of this class:

How do effective data visualizations drive business value?

INTRODUCTION TO DATA VISUALIZATION

COMMON TYPES OF DATA VISUALIZATION FOR BUSINESS



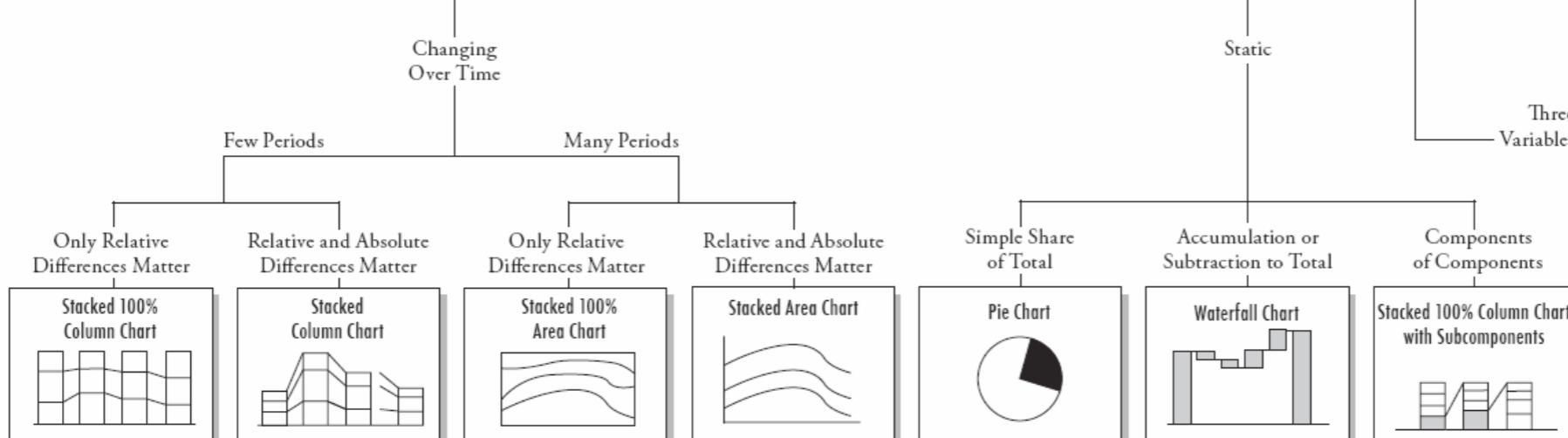
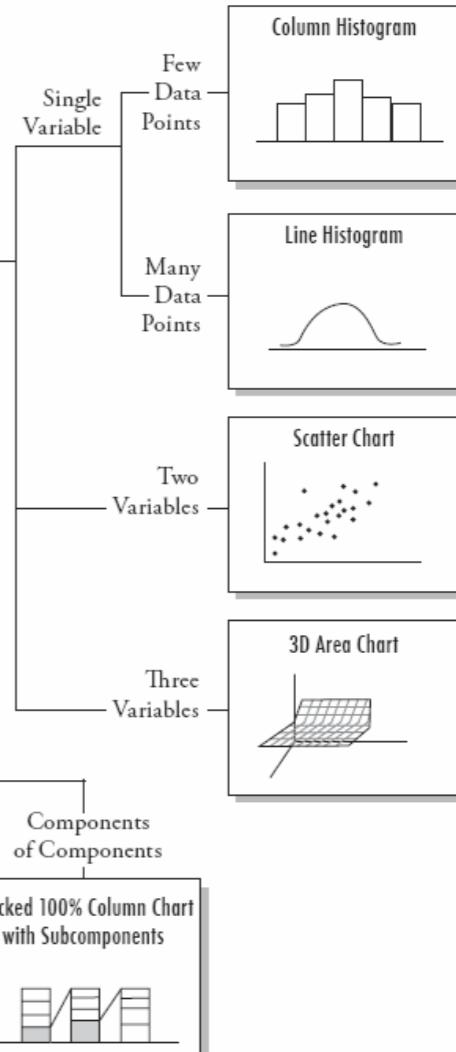
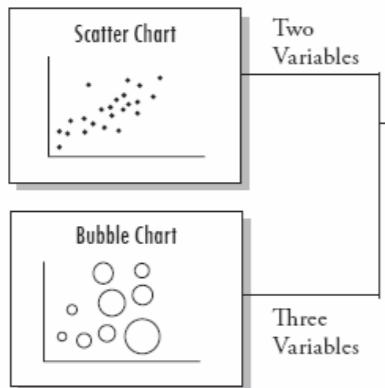
Comparison

What would you like to show?

Relationship

Distribution

Composition



INTRODUCTION TO DATA VISUALIZATION

BEST PRACTICES

Your goal is to tell a clear story to drive an effective business decision

- › The *less busy* the better
- › *Sorting* helps people digest information quickly
- › *Highlight* the story you are trying to tell
- › Use the *right visualization* for the data

INTRODUCTION TO DATA VISUALIZATION

TYPES OF DATA VISUALIZATION FOR BUSINESS

COMPARATIVE

Commonly used:

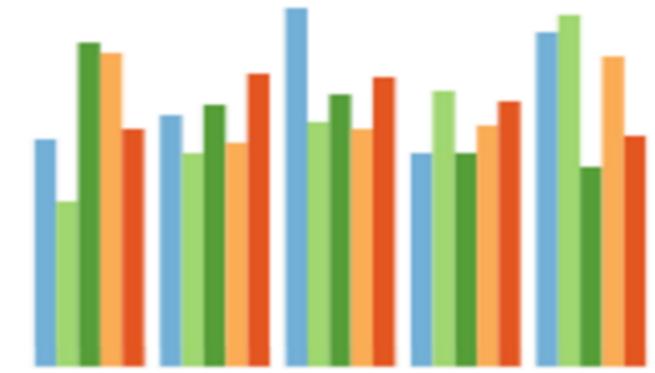
Bar



Stacked Bar



Grouped Bar

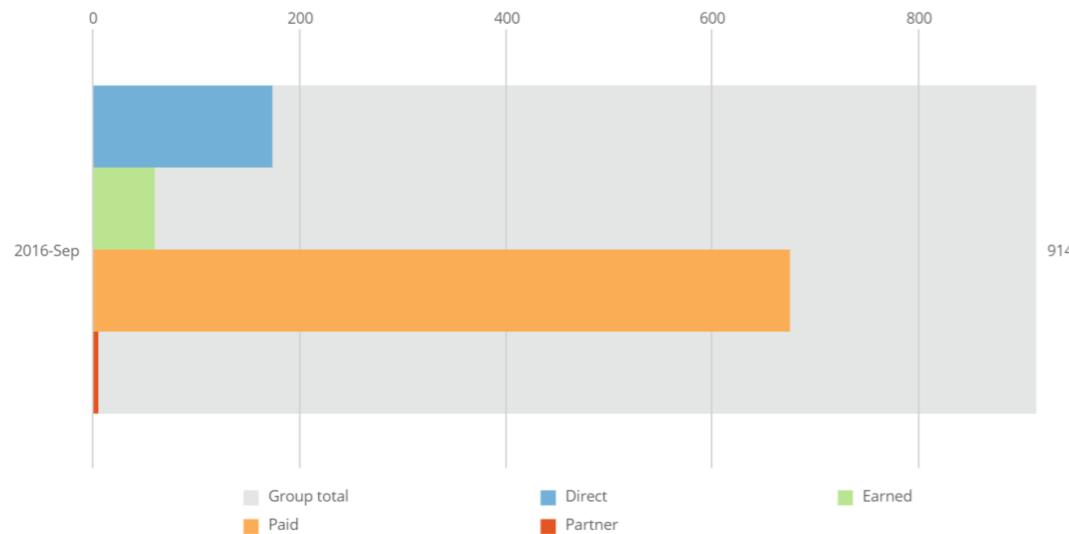


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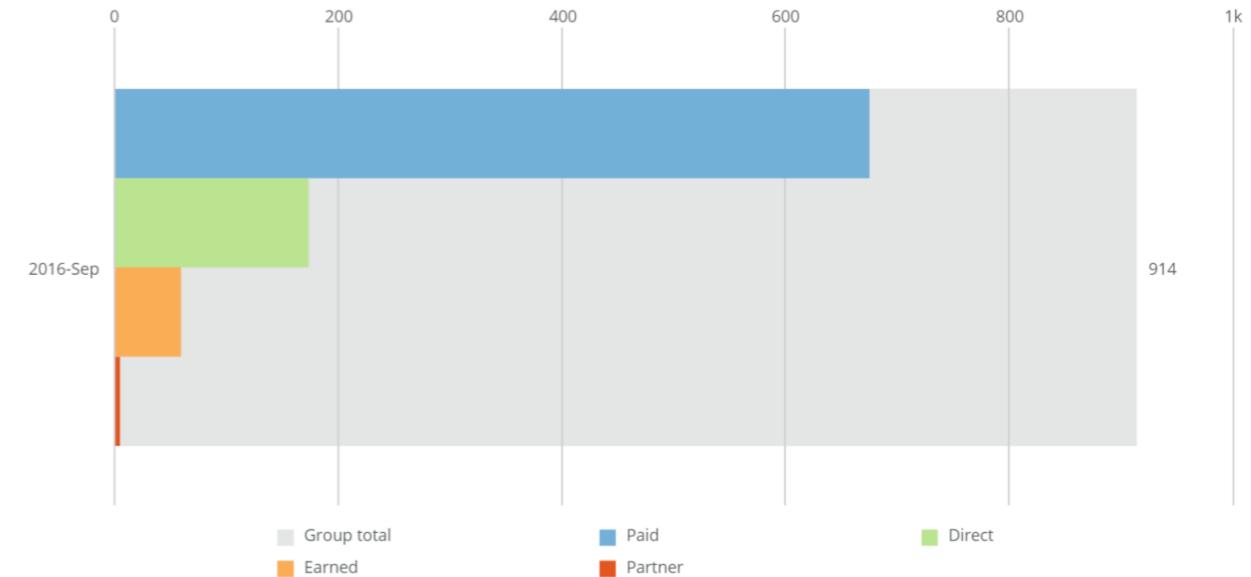
COMPARATIVE CHART BEST PRACTICES

WHICH ONE IS MORE EFFECTIVE?

A



B

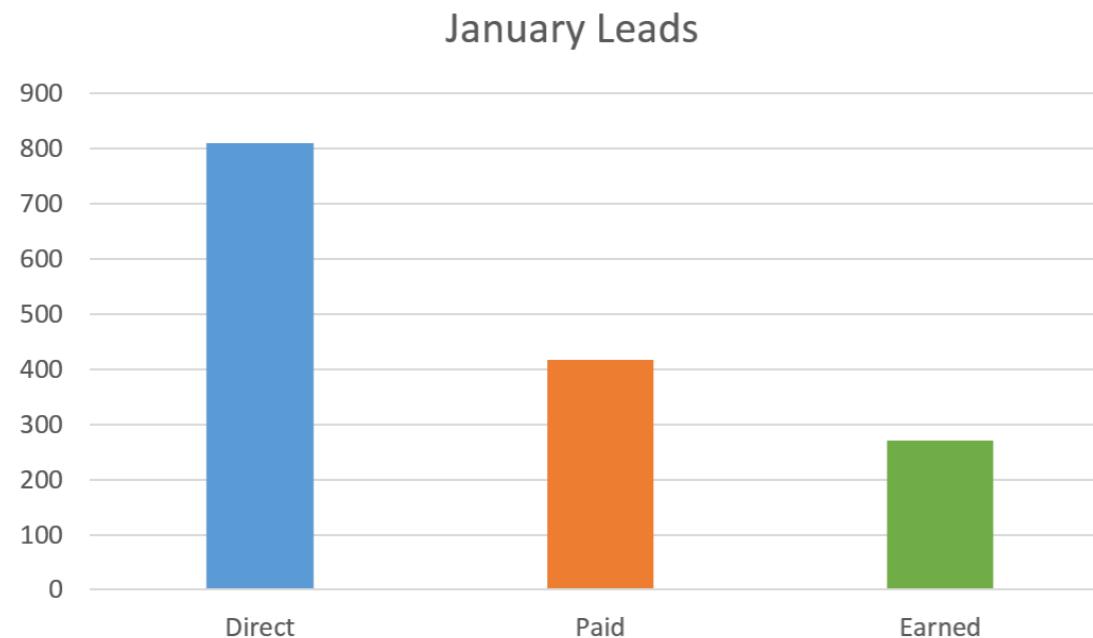


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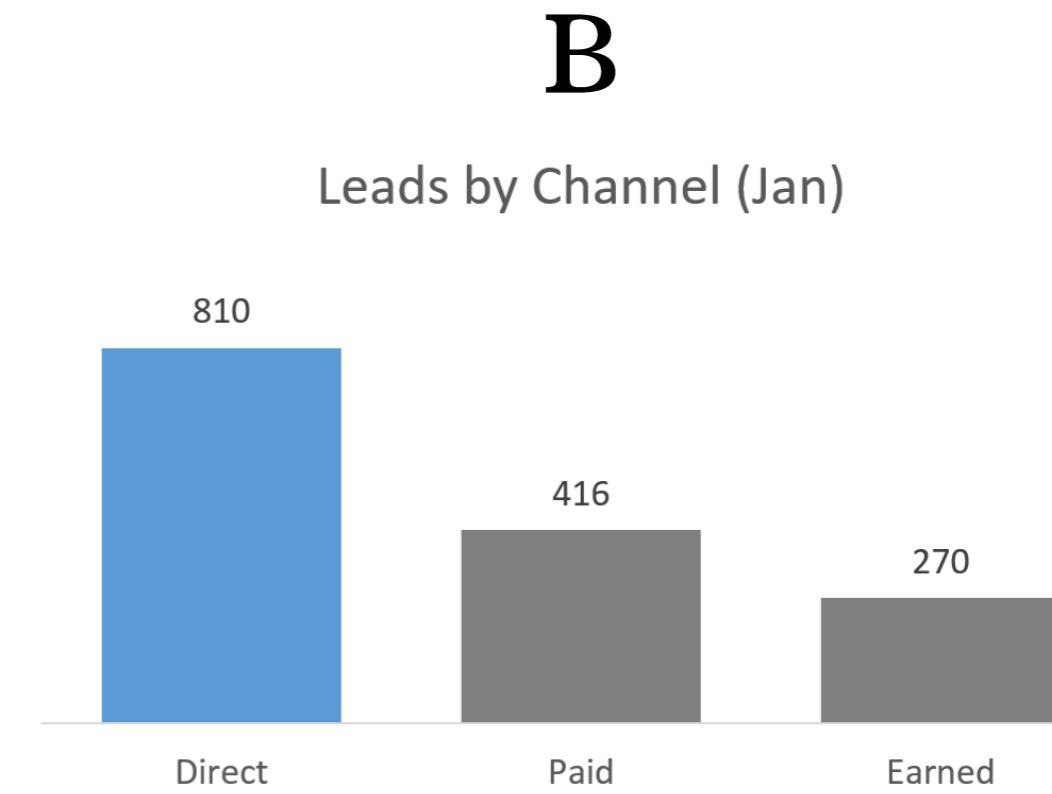
COMPARATIVE CHART BEST PRACTICES

WHICH ONE IS MORE EFFECTIVE?

A



B

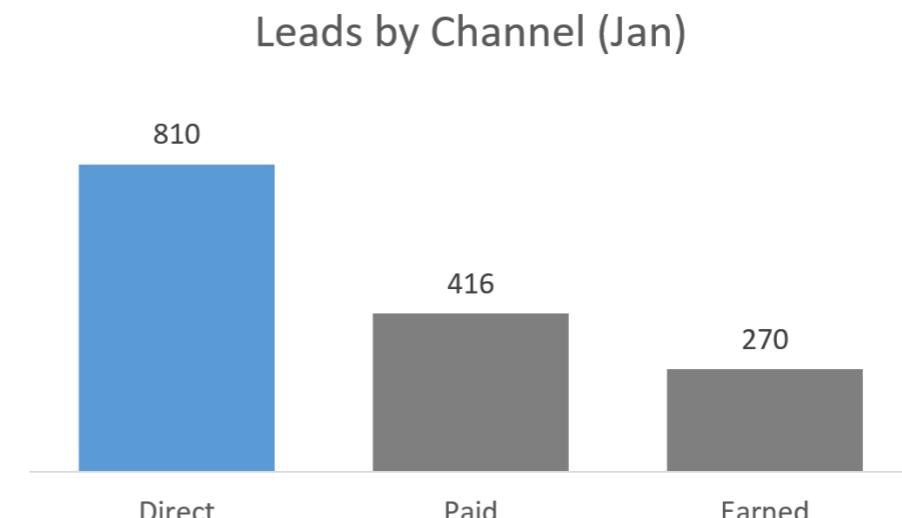
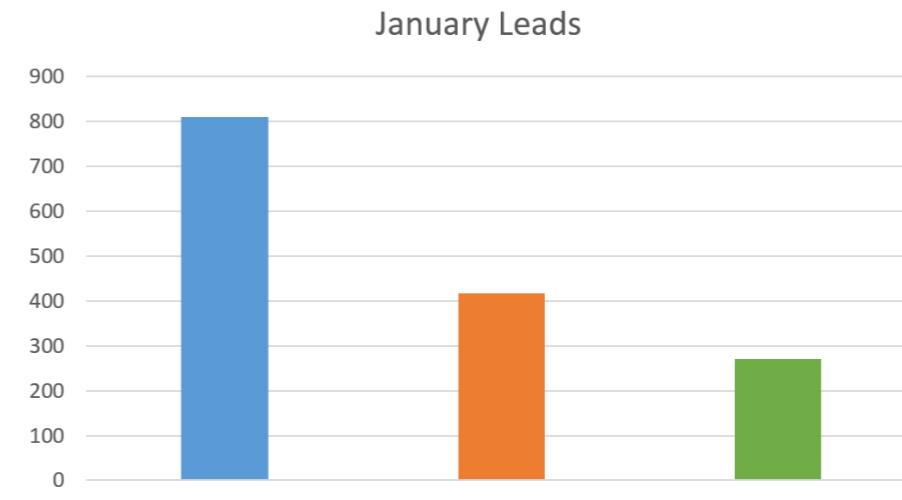


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COMPARATIVE CHART BEST PRACTICES

NAME THE IMPROVEMENTS

- Strategic Use of Color
- Data labels vs axis
- Title describes the story
- Larger text
- Wider bars

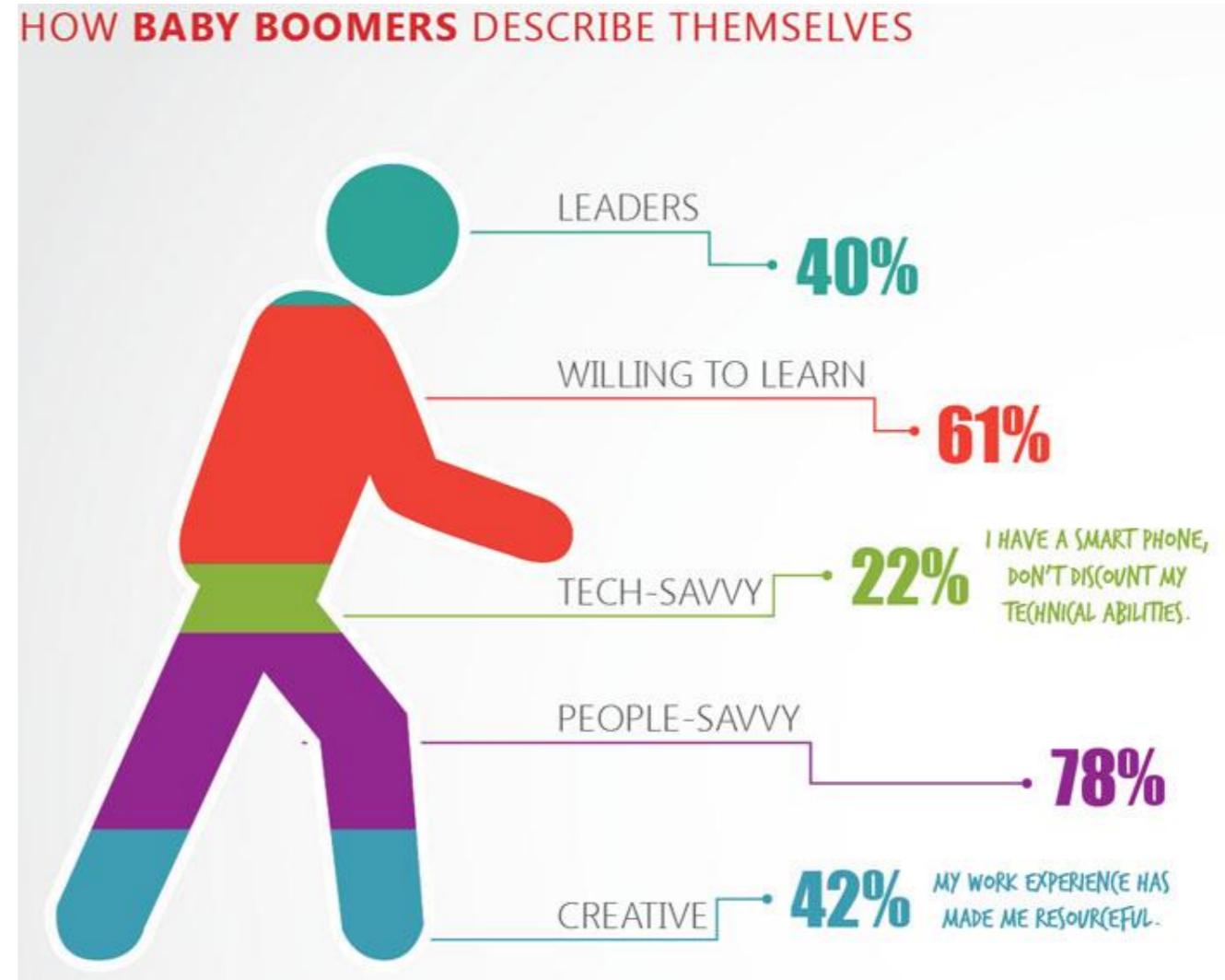


INTRODUCTION TO DATA VISUALIZATION

COMPARATIVE CHART BEST PRACTICES

WHAT'S WRONG WITH THIS VISUALIZATION?

- › Unsorted
- › Numbers don't add up
- › Proportions don't match numbers
- › Story isn't clear
- › Image is irrelevant to descriptions



INTRODUCTION TO DATA VISUALIZATION

TYPES OF DATA VISUALIZATION FOR BUSINESS

TREND

Commonly used:

Line



Multi-Line



Vertical Bar

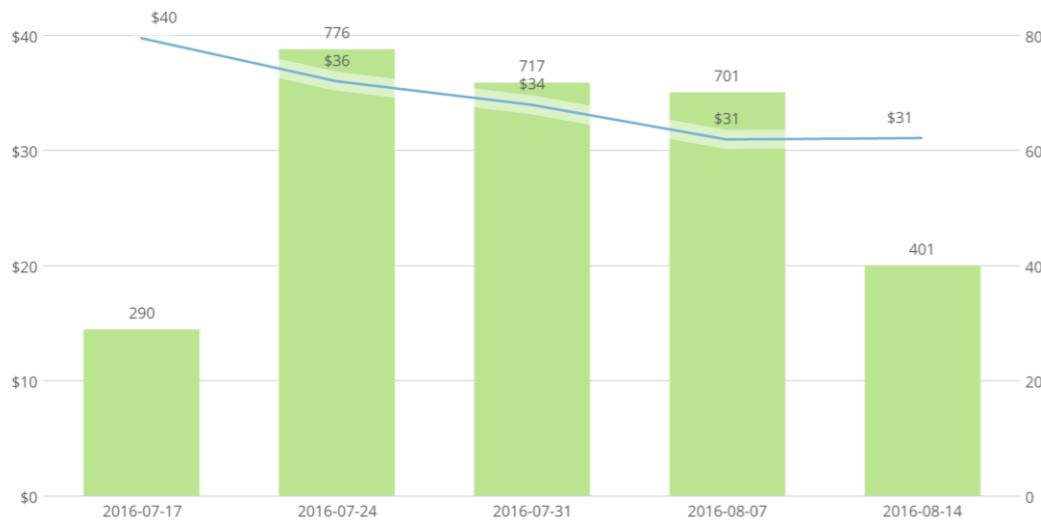


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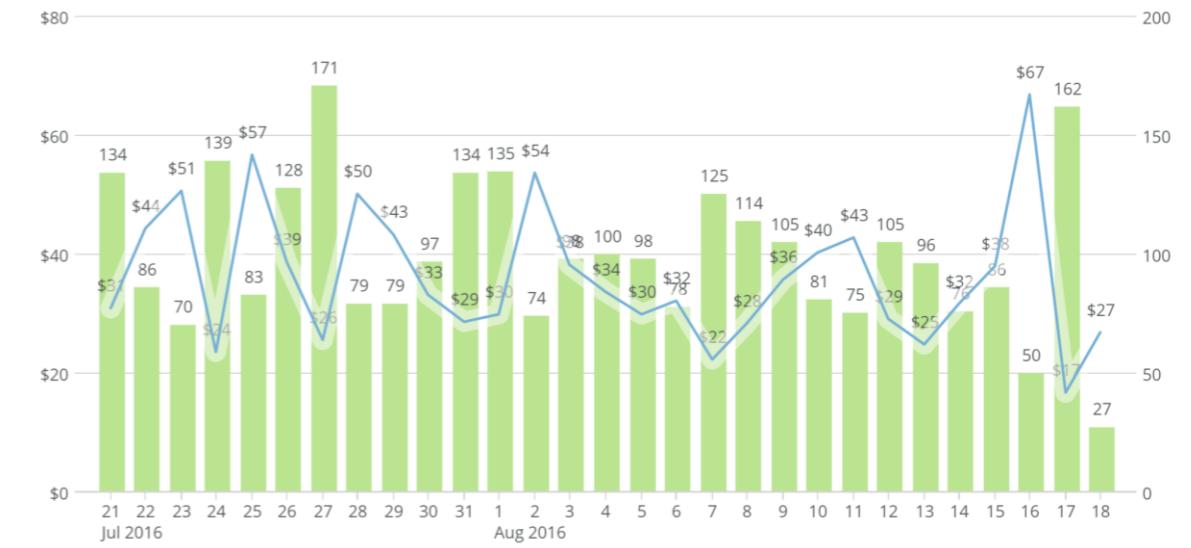
TREND CHART BEST PRACTICES

WHICH ONE TELLS A BETTER STORY?

A



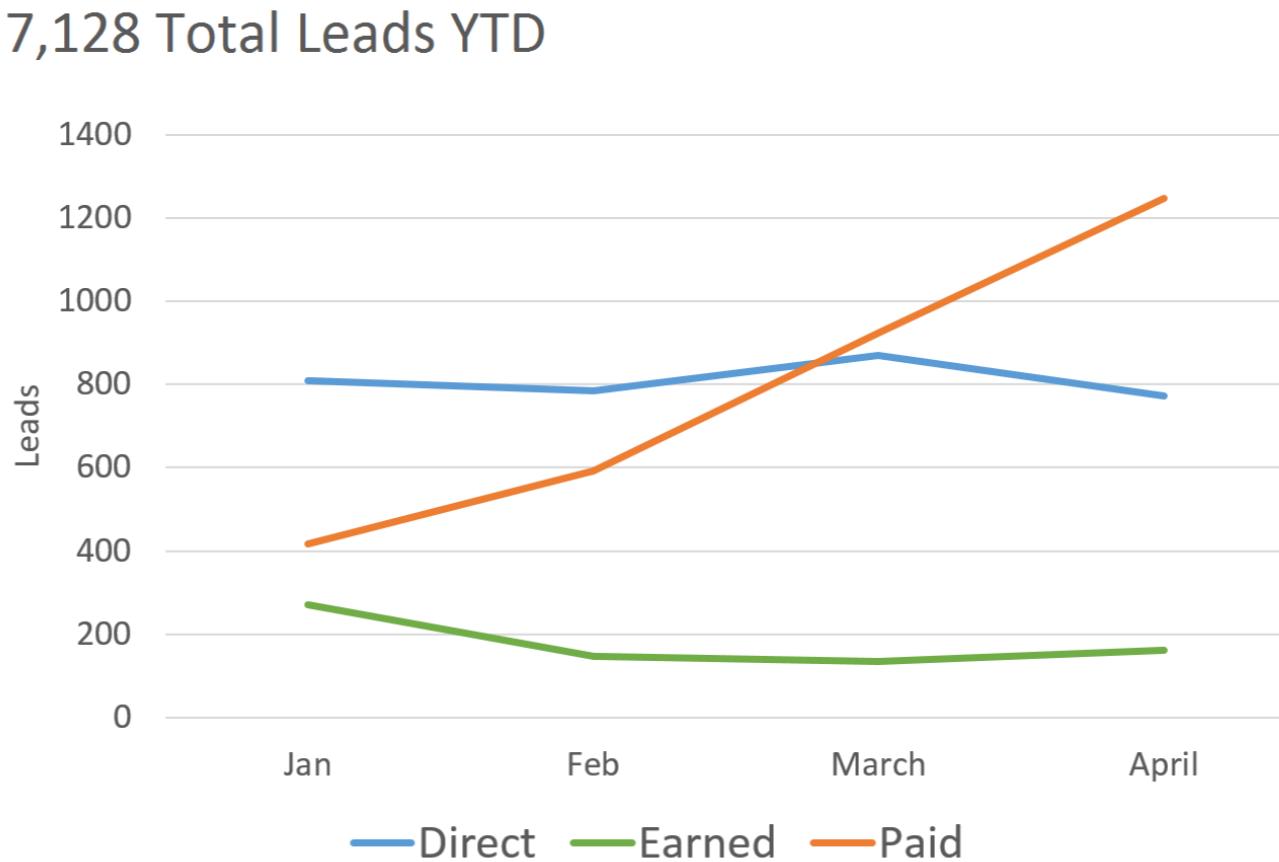
B



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TREND CHART BEST PRACTICES

THE SUMMARY NUMBER

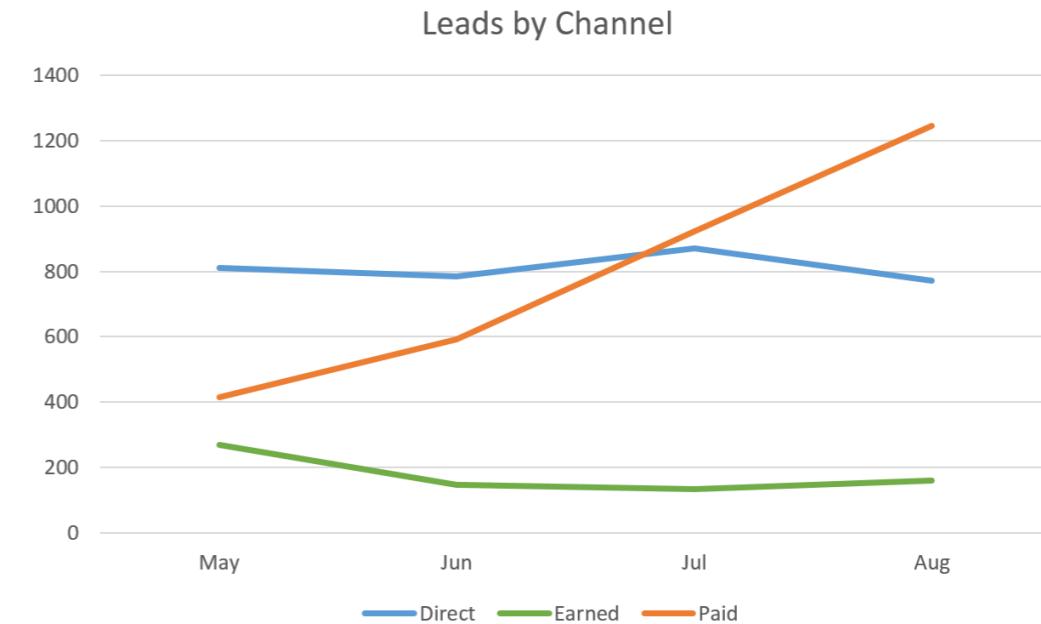
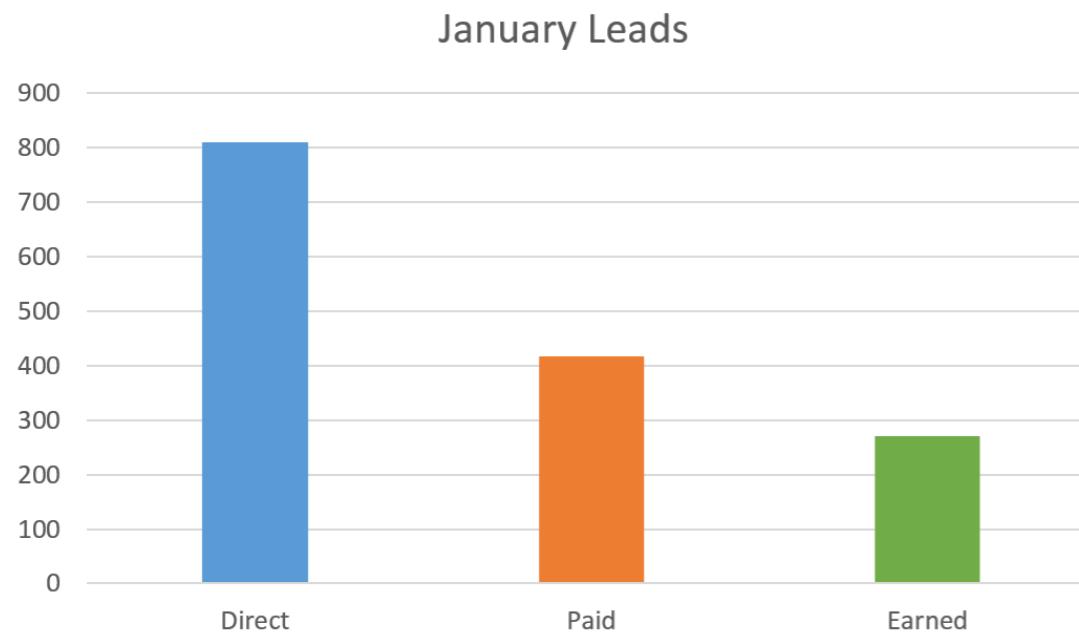


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TREND CHART BEST PRACTICES

USE COLOR CONSISTENTLY

Once you are using color, try to keep their associations consistent

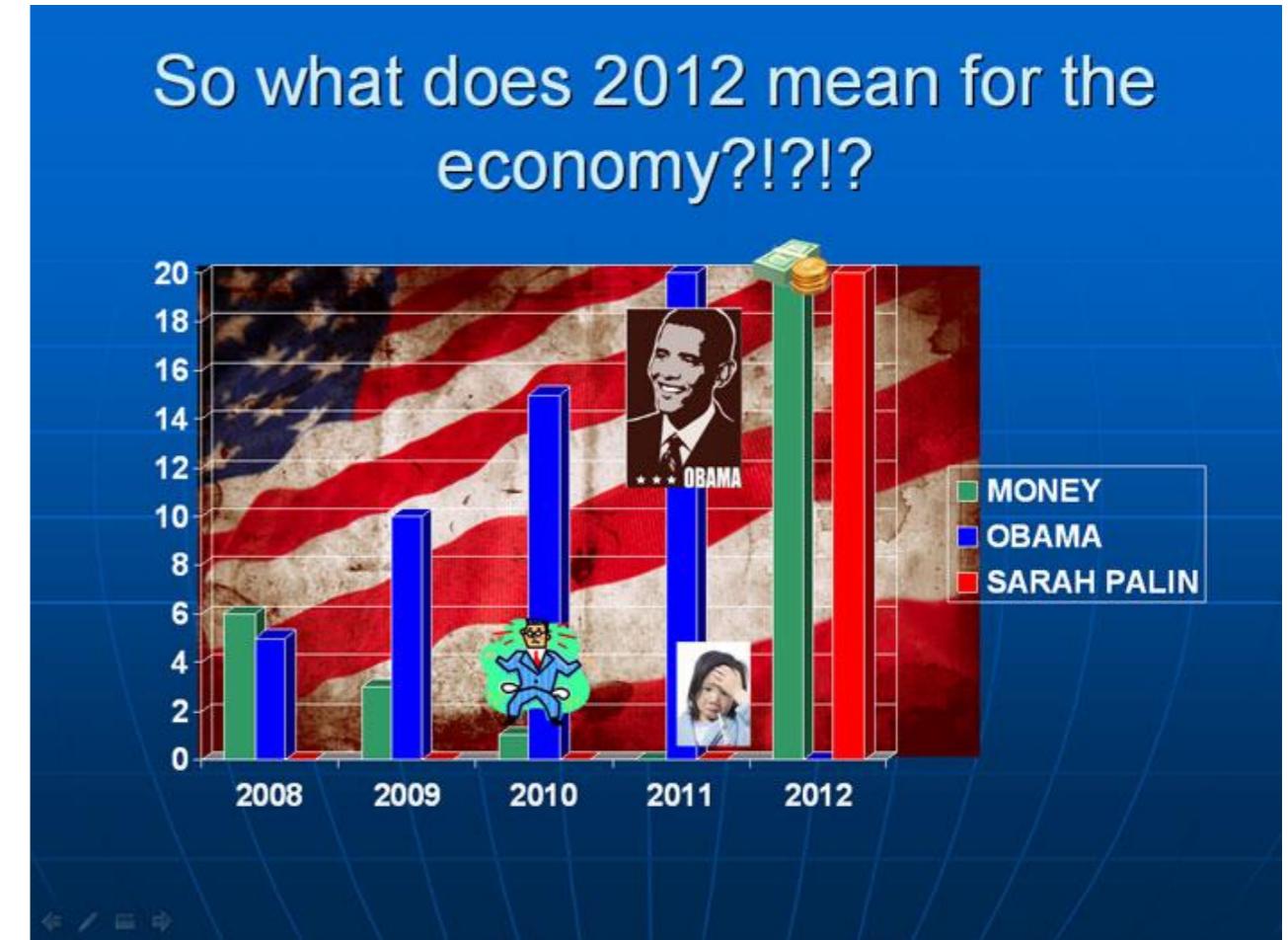


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TREND CHART BEST PRACTICES

WHAT'S WRONG WITH THIS VISUALIZATION?

- › Images & lines are distracting
- › Categories are not comparable
- › Story isn't immediately clear
- › Y axis isn't labelled
- › The whole thing basically makes no sense



INTRODUCTION TO DATA VISUALIZATION

TYPES OF DATA VISUALIZATION FOR BUSINESS

RELATIONSHIP

Commonly used:

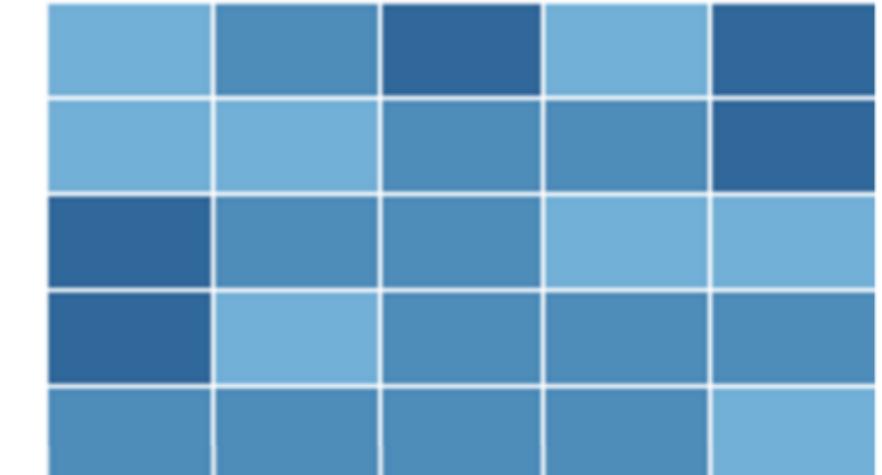
Scatter



Bubble



Heat Map

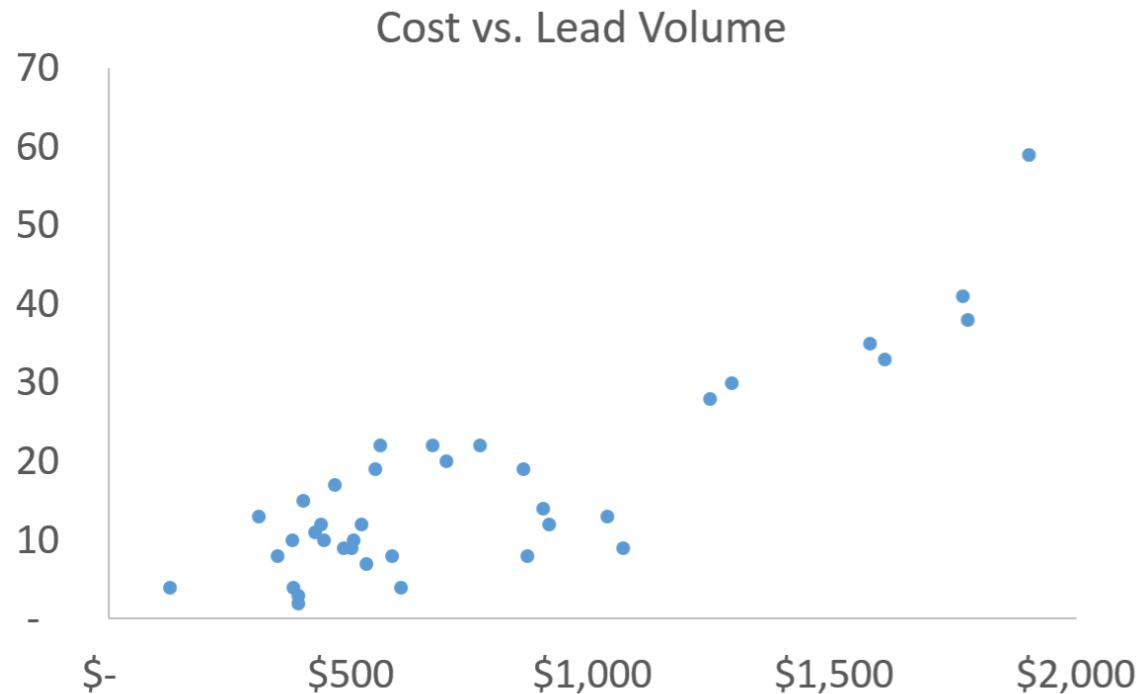


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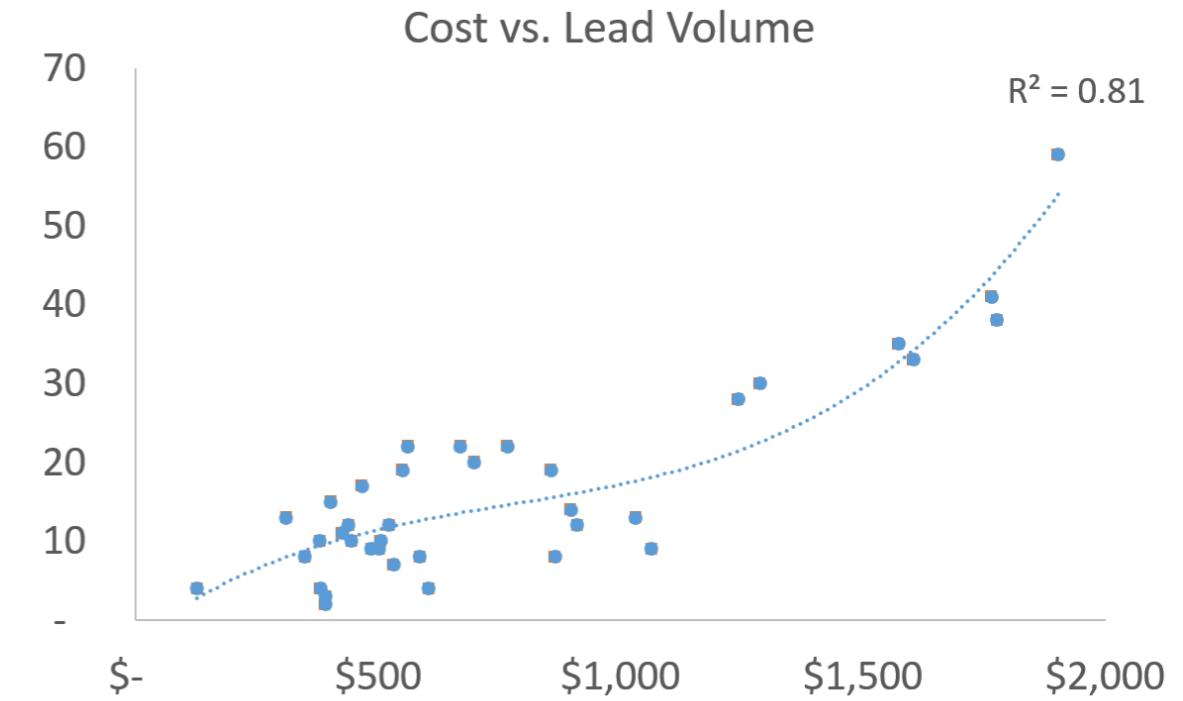
RELATIONSHIP CHART BEST PRACTICES

WHICH ONE TELLS A CLEARER STORY?

A



B



INTRODUCTION TO DATA VISUALIZATION

TYPES OF DATA VISUALIZATION FOR BUSINESS

COMPOSITION

Commonly used:



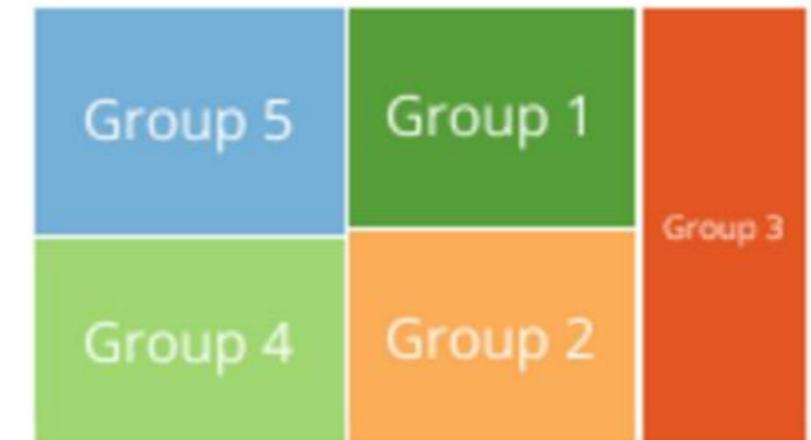
Funnel



Area



Tree Map

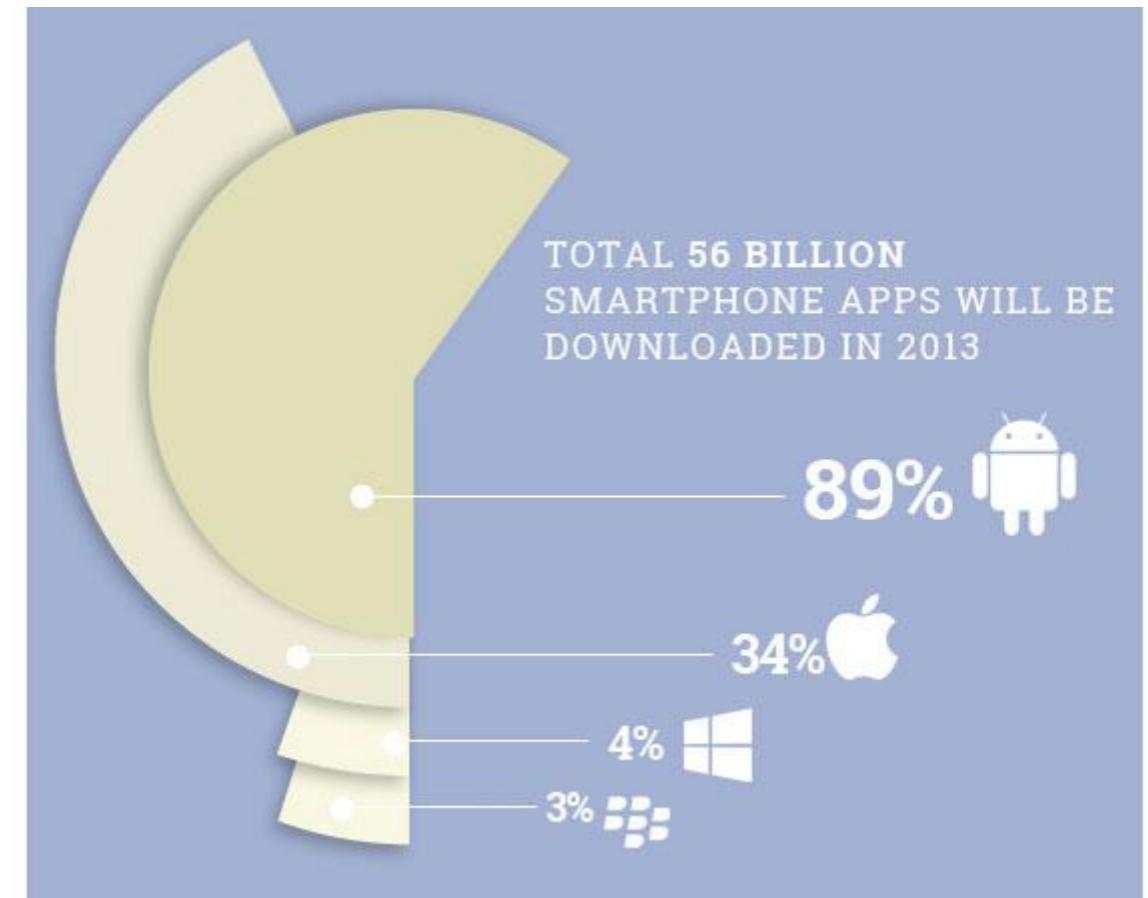


INTRODUCTION TO DATA VISUALIZATION

COMPOSITION BEST PRACTICES

WHY DOES EVERYONE HATE PIE CHARTS?

- › They take up a lot of space
- › Our brains have more difficulty reading angles
- › Hard to fit labels
- › Often used to misrepresent data
- › There are better alternatives



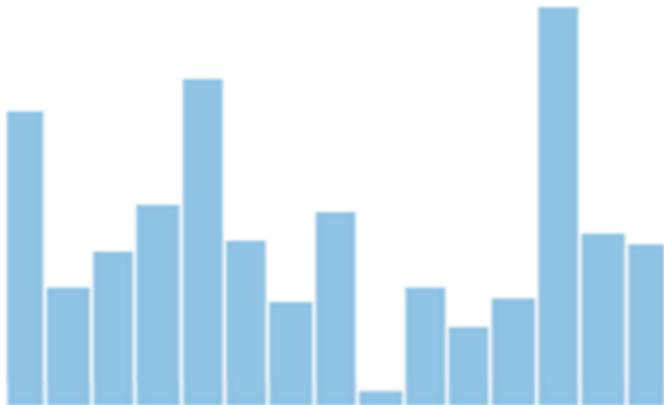
INTRODUCTION TO DATA VISUALIZATION

TYPES OF DATA VISUALIZATION FOR BUSINESS

DISTRIBUTION/GEOGRAPHIC

Commonly used:

Histogram



Scatter



Map

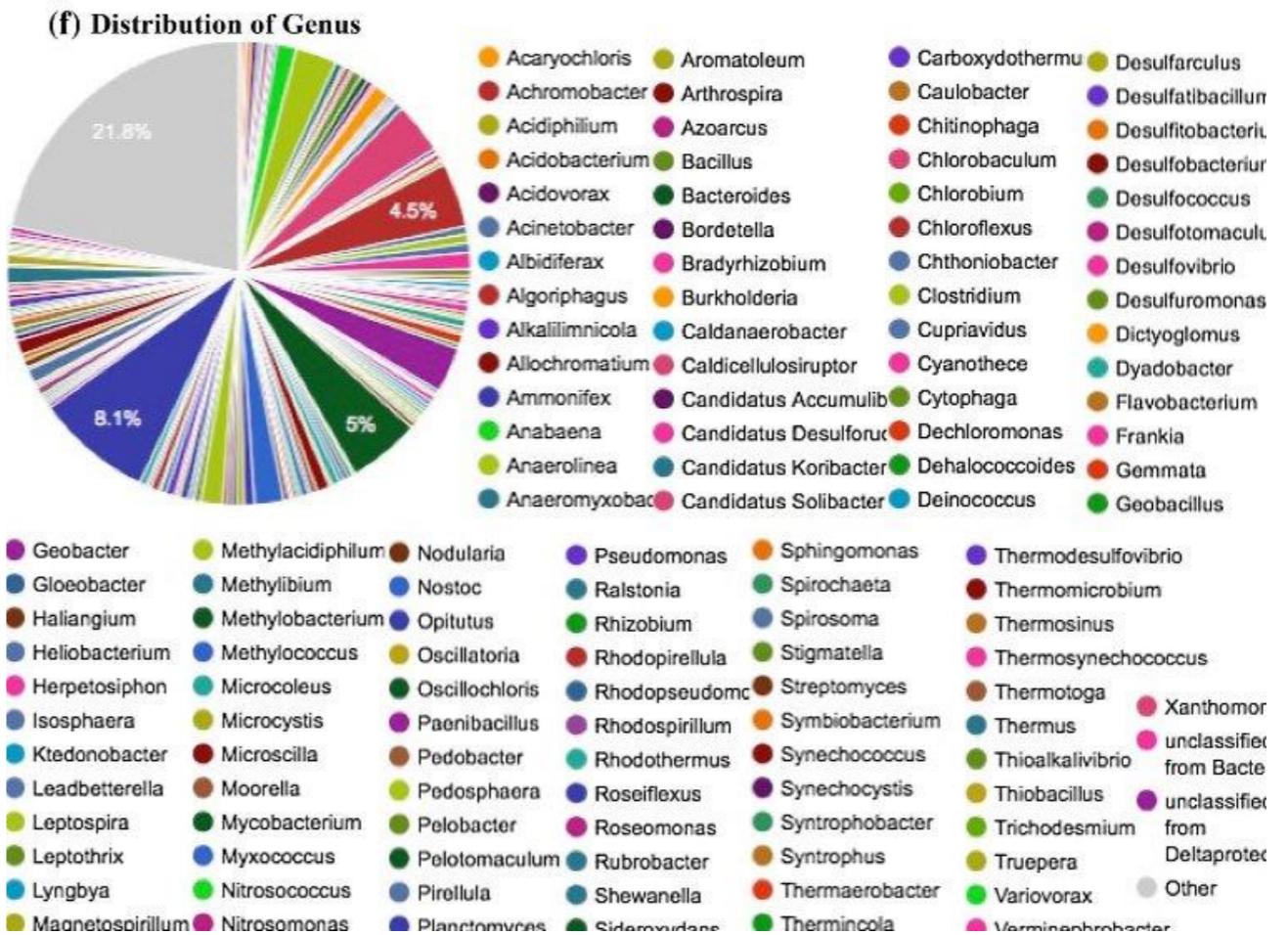


INTRODUCTION TO DATA VISUALIZATION

TYPES OF DATA VISUALIZATION FOR BUSINESS

WHAT'S WRONG WITH THIS VISUALIZATION?

- › Clearly too busy
- › It doesn't tell a distribution story
- › Can you figure out what gray represents...?
- › Other...

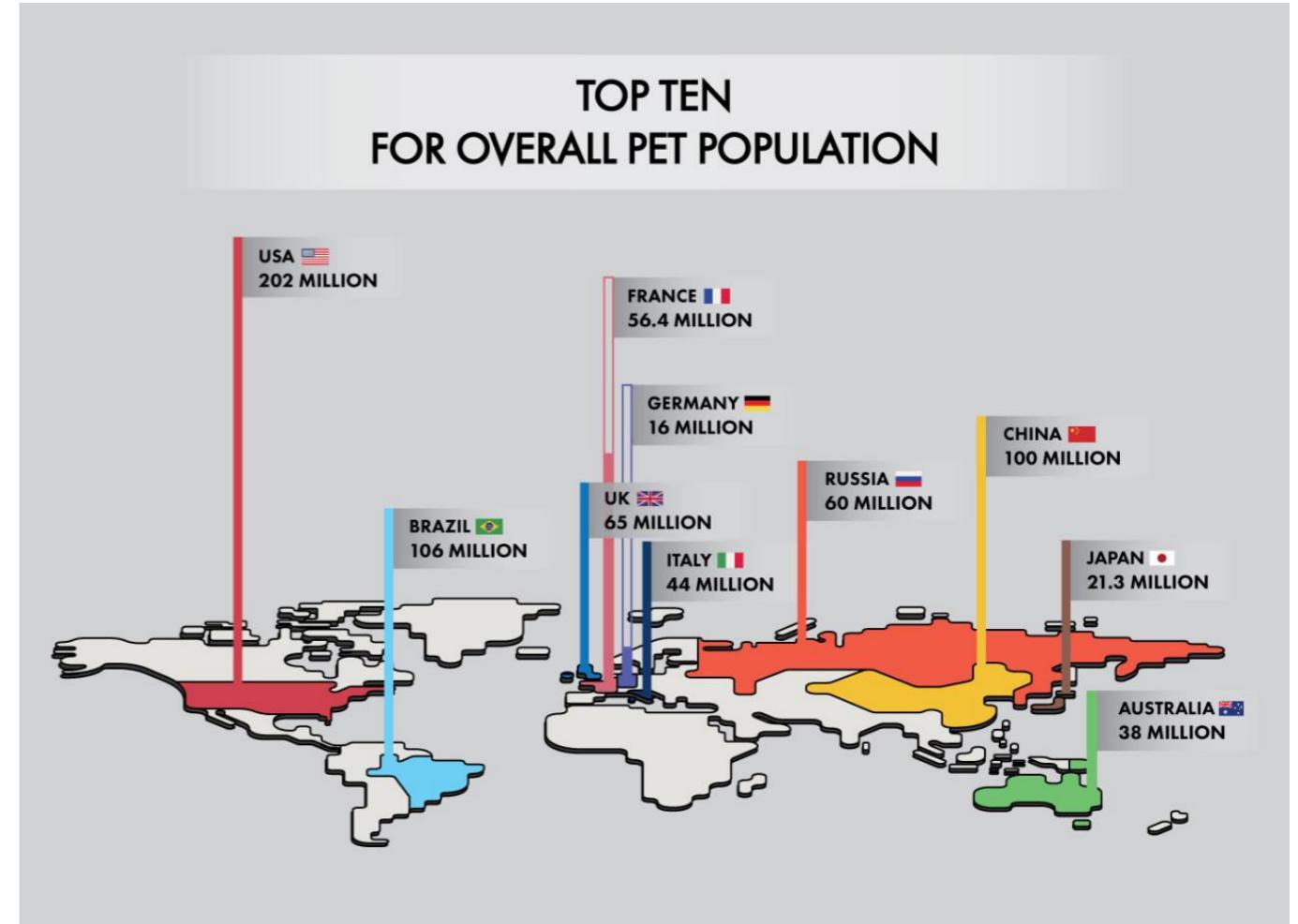


INTRODUCTION TO DATA VISUALIZATION

TYPES OF DATA VISUALIZATION FOR BUSINESS

WHAT'S WRONG WITH THIS VISUALIZATION?

- › No way to compare countries
- › Highest and lowest are not immediately obvious
- › Graphic doesn't tell the story without the addition of bars



INTRODUCTION TO DATA VISUALIZATION

BEST PRACTICES

Your goal is to tell a clear story to drive an effective business decision

- › The *less busy* the better
- › *Sorting* helps people digest information quickly
- › *Highlight* the story you are trying to tell
- › Use the *right visualization* for the data

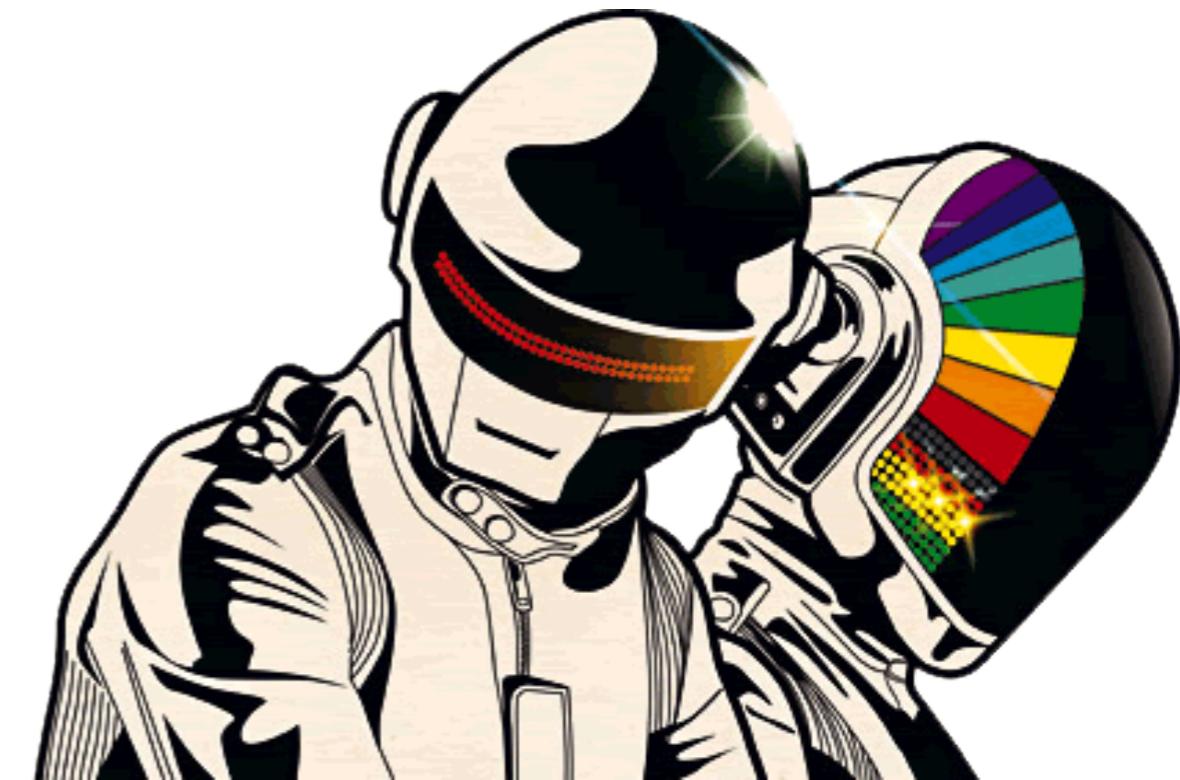
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PREPARING THE DATA TO TELL YOUR STORY

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KEY STEPS IN PREPARING & BUILDING A DATA VISUALIZATION

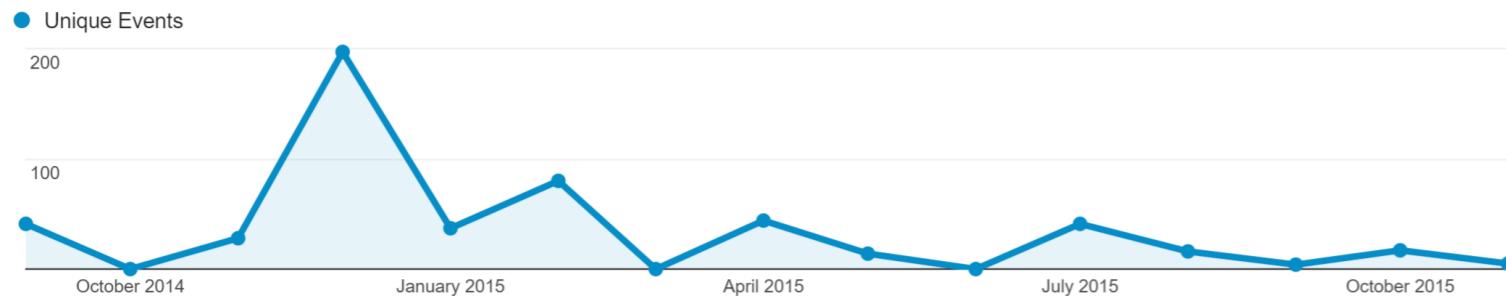
- › Choose the right data for your audience
- › Get the data into your tool of choice (Extract)
- › Clean it, Join it, Calc it, Make us, Harder, Better... (Transform)
- › Visualize the final table(s) (Load)



INTRODUCTION TO DATA VISUALIZATION

CHOOSE MEANINGFUL DATA

There's a spike in events in December & February!

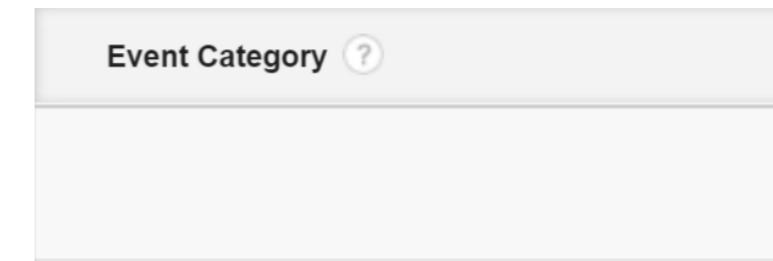


Dude you're in the Kegalytics profile again...



A screenshot of a Twitter profile for 'Kegalytics'. The profile picture is a stylized illustration of a keg with an arrow pointing to it. The bio reads 'MADE BY SEARCH DISCOVERY'. The stats show 699 tweets, 1 following, and 37 followers. A recent tweet from @kegalytics says: 'Just poured 11.12oz of Highland Gaelic Ale.' with a timestamp of 4 hours ago.

It's associated with interesting Event Categories...



1. Left Hand
2. Monday Night Brewing
3. New Belgium
4. Starr Hill
5. Lazy Magnolia
6. Terrapin
7. New Holland Brewing Company
8. Clown Shoes Brewery
9. Monday Night

INTRODUCTION TO DATA VISUALIZATION

ALIGN YOUR STORY TO YOUR AUDIENCE

- › Who is going to use this visualization?
- › Does this story drive a business decision for this audience?

INTRODUCTION TO DATA VISUALIZATION

EXTRACT THE DATA

Common tools:



Excel



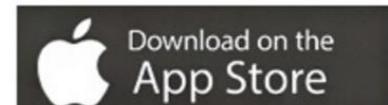
Google Sheets



SQL



← This app!



Or this GA Class!



How on Earth do
I learn SQL???

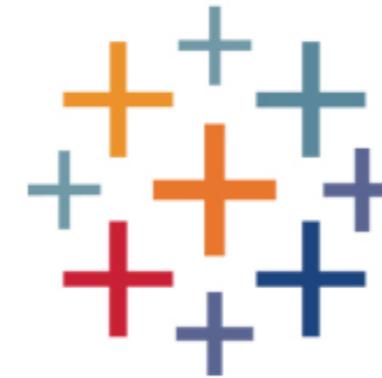
INTRODUCTION TO DATA VISUALIZATION

EXTRACT & TRANSFORM THE DATA

Advanced tools:



Domo



Tableau



Both have
free trials!

INTRODUCTION TO DATA VISUALIZATION

KEEP YOUR DATA CLEAN

- What is the minimum viable dataset needed to tell this story?

| day_entry_id | day_entry | day_entry_spent_at | day_entry | day_entry | day_entry | day_entry | day_entry | day_entry | day_entry | day_entry | day_ent | | |
|--------------|--------------|--------------------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|---------|-------|----|
| 431155322 | \N | 2/20/2016 | 0.5 | 555025 | 1781696 | 1164272 | 2016-02-22 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 430410092 | Timesheet: | 2/21/2016 | 0.5 | 782547 | 1781696 | 1164272 | 2016-02-22 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 430586709 | \N | 2/22/2016 | 2 | 1155082 | 1781696 | 1164272 | 2016-02-22 | 2016-03-10 | FALSE | \N | TRUE | FALSE | \N |
| 430686982 | \N | 2/22/2016 | 1 | 657164 | 1781696 | 1168179 | 2016-02-22 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 430687068 | daily stand | 2/22/2016 | 0.75 | 657164 | 1781696 | 1168179 | 2016-02-22 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 430687170 | reporting c | 2/22/2016 | 0.87 | 657164 | 1781696 | 1168179 | 2016-02-22 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 430938342 | drive issue: | 2/22/2016 | 0.75 | 1006221 | 1781696 | 1164272 | 2016-02-22 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 431747859 | on boardin | 2/22/2016 | 8 | 1211652 | 1781696 | 1164272 | 2016-02-24 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 432633420 | \N | 2/22/2016 | 0.75 | 1209898 | 1781696 | 1168179 | 2016-02-26 | 2016-03-01 | FALSE | \N | TRUE | FALSE | \N |
| 432922214 | creating joi | 2/22/2016 | 0.25 | 1074430 | 1781696 | 1164272 | 2016-02-26 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 432925662 | redo janua | 2/22/2016 | 1 | 1074430 | 1781696 | 1164272 | 2016-02-26 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 432996546 | \N | 2/22/2016 | 1.5 | 1020443 | 1781696 | 1164272 | 2016-02-27 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 433145288 | Forecasting | 2/22/2016 | 3.25 | 782547 | 1781696 | 1164272 | 2016-02-25 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 433459944 | \N | 2/22/2016 | 1.5 | 555025 | 1781696 | 1164272 | 2016-02-25 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 433597229 | \N | 2/22/2016 | 2 | 993095 | 1781696 | 4442413 | 2016-02-25 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 431161502 | \N | 2/23/2016 | 0.32 | 1155085 | 1781696 | 1164272 | 2016-02-23 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 431172310 | \N | 2/23/2016 | 1 | 657164 | 1781696 | 1168179 | 2016-02-23 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 431249295 | content dis | 2/23/2016 | 0.5 | 657164 | 1781696 | 1168179 | 2016-02-23 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 431376223 | phone call | 2/23/2016 | 0.25 | 1006221 | 1781696 | 1164272 | 2016-02-23 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 431382794 | Team meet | 2/23/2016 | 0.5 | 886816 | 1781696 | 1164272 | 2016-02-23 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 431397707 | google driv | 2/23/2016 | 0.5 | 1006221 | 1781696 | 1164272 | 2016-02-23 | 2016-02-29 | FALSE | \N | TRUE | FALSE | \N |
| 431467278 | team call | 2/23/2016 | 0.5 | 841977 | 1781696 | 1164272 | 2016-02-24 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 431472567 | computer i | 2/23/2016 | 3 | 796255 | 1781696 | 1164272 | 2016-02-24 | 2016-03-10 | FALSE | \N | TRUE | FALSE | \N |
| 431621757 | team meet | 2/23/2016 | 0.5 | 1000085 | 1781696 | 1164272 | 2016-02-24 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 431621891 | youtube vi | 2/23/2016 | 1 | 1000085 | 1781696 | 1164272 | 2016-02-24 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 431748675 | On boardir | 2/23/2016 | 8 | 1211652 | 1781696 | 1164272 | 2016-02-24 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 432633915 | \N | 2/23/2016 | 1 | 1209898 | 1781696 | 1168179 | 2016-02-26 | 2016-03-01 | FALSE | \N | TRUE | FALSE | \N |
| 432917813 | attask cons | 2/23/2016 | 1.5 | 1074430 | 1781696 | 1164272 | 2016-02-26 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 432920817 | buying plan | 2/23/2016 | 1 | 1074430 | 1781696 | 1164272 | 2016-02-26 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 432963767 | weekly tea | 2/23/2016 | 0.5 | 582077 | 1781696 | 1164272 | 2016-02-27 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |
| 432996547 | \N | 2/23/2016 | 1.25 | 1020443 | 1781696 | 1164272 | 2016-02-27 | 2016-03-04 | FALSE | \N | TRUE | FALSE | \N |

VS.

| Date | Hours | User ID | Project ID |
|-----------|-------|---------|------------|
| 2/20/2016 | 0.5 | 555025 | 1781696 |
| 2/21/2016 | 0.5 | 782547 | 1781696 |
| 2/22/2016 | 2 | 1155082 | 1781696 |
| 2/22/2016 | 1 | 657164 | 1781696 |
| 2/22/2016 | 0.75 | 657164 | 1781696 |
| 2/22/2016 | 0.87 | 657164 | 1781696 |
| 2/22/2016 | 0.75 | 1006221 | 1781696 |
| 2/22/2016 | 8 | 1211652 | 1781696 |
| 2/22/2016 | 0.75 | 1209898 | 1781696 |
| 2/22/2016 | 0.25 | 1074430 | 1781696 |
| 2/22/2016 | 1 | 1074430 | 1781696 |
| 2/22/2016 | 1.5 | 1020443 | 1781696 |
| 2/22/2016 | 3.25 | 782547 | 1781696 |
| 2/22/2016 | 1.5 | 555025 | 1781696 |
| 2/22/2016 | 2 | 993095 | 1781696 |
| 2/23/2016 | 0.33 | 1155085 | 1781696 |

INTRODUCTION TO DATA VISUALIZATION

TRANSFORM THE DATA TO SERVE YOU

Excel Transformation Processes

- › Functions
- › Pivoting
- › Grouping
- › And the Shortcuts that will save your life [[MY CHEAT SHEET](#)]

INTRODUCTION TO DATA VISUALIZATION

TRANSFORM THE DATA TO SERVE YOU

MY FAVORITE EXCEL FUNCTIONS

- › VLOOKUP
- › LEFT, RIGHT, MID
- › SUM, SUMIF, AVERAGE
- › TRIM
- › IF, IFERROR, IFS
- › UPPER/LOWER
- › CONCATENATE, &
- › CEILING
- › COUNT, COUNTIF
- › VALUE
- › MONTH, DAY, WEEK, WEEKDAY
- › LEN

INTRODUCTION TO DATA VISUALIZATION

TRANSFORM THE DATA TO SERVE YOU

WHAT IS A PIVOT TABLE?

The Pivot Table is a *powerful tool* included in most spreadsheet and business intelligence software. They help us *efficiently* perform a wide array of activities on our data including: filtering, sorting, counting, totaling and averaging.

INTRODUCTION TO DATA VISUALIZATION

TRANSFORM THE DATA TO SERVE YOU

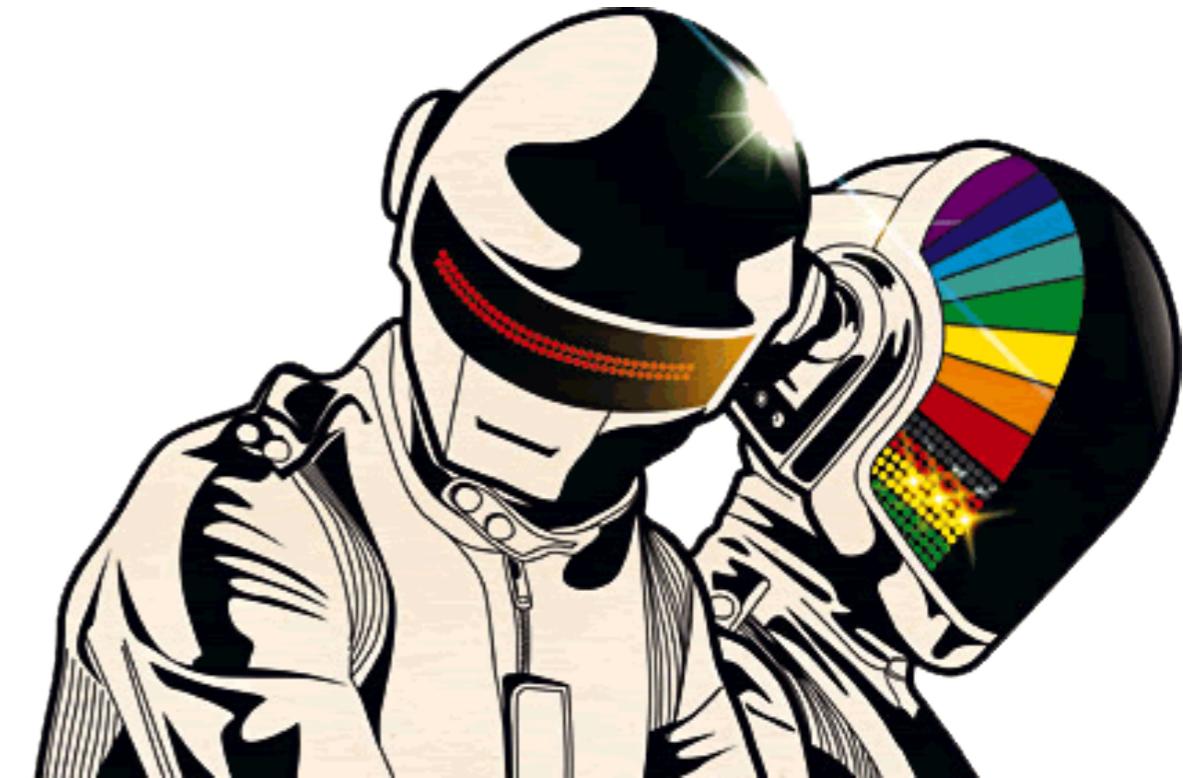
WHAT IS A GROUPING?

Grouping, also referred to as segmentation, labeling or setting dimensions, is a way to create “roll-up” categories for your data to help simplify your analysis and story.

INTRODUCTION TO DATA VISUALIZATION

KEY STEPS IN PREPARING & BUILDING A DATA VISUALIZATION

- › Choose the right data for your audience
- › Get the data into your tool of choice (Extract)
- › Clean it, Join it, Calc it, Make us, Harder, Better... (Transform)
- › Visualize the final table(s) (Load)



INTRODUCTION TO DATA VISUALIZATION

BREAK TIME!

INTRODUCTION TO DATA VISUALIZATION

DOWN HERE ITS OUR TIME ITS OUR TIME DOWN HERE



INTRODUCTION TO DATA VISUALIZATION

GUIDED PRACTICE

Instructions

- › Download this file [[PAID MEDIA DATA](#)]
- › Open in Excel
- › Follow along with me!

INTRODUCTION TO DATA VISUALIZATION

**ONLY THE BEGINNING
OF YOUR TRAINING
YOU HAVE COMPLETED**



INTRODUCTION TO DATA VISUALIZATION

INDEPENDENT PRACTICE

Instructions

- › Visit the resource folder in Google Drive [[RESOURCE LINK](#)]
- › Choose your destiny
- › Submit song requests via Socrative.com
- › I'll help you along!

INTRODUCTION TO DATA VISUALIZATION

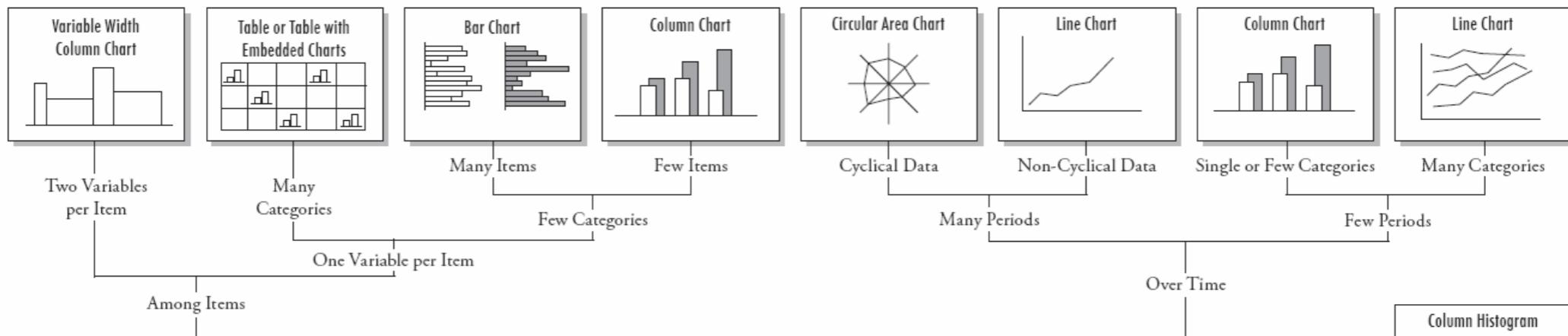
RECAP

INTRODUCTION TO DATA VISUALIZATION

THE IMPORTANCE OF EFFECTIVE DATA VISUALIZATION

EFFECTIVE VISUALIZATIONS MAKE BUSINESS DECISIONS...

- Easier
- Faster
- Accurate
- Impactful



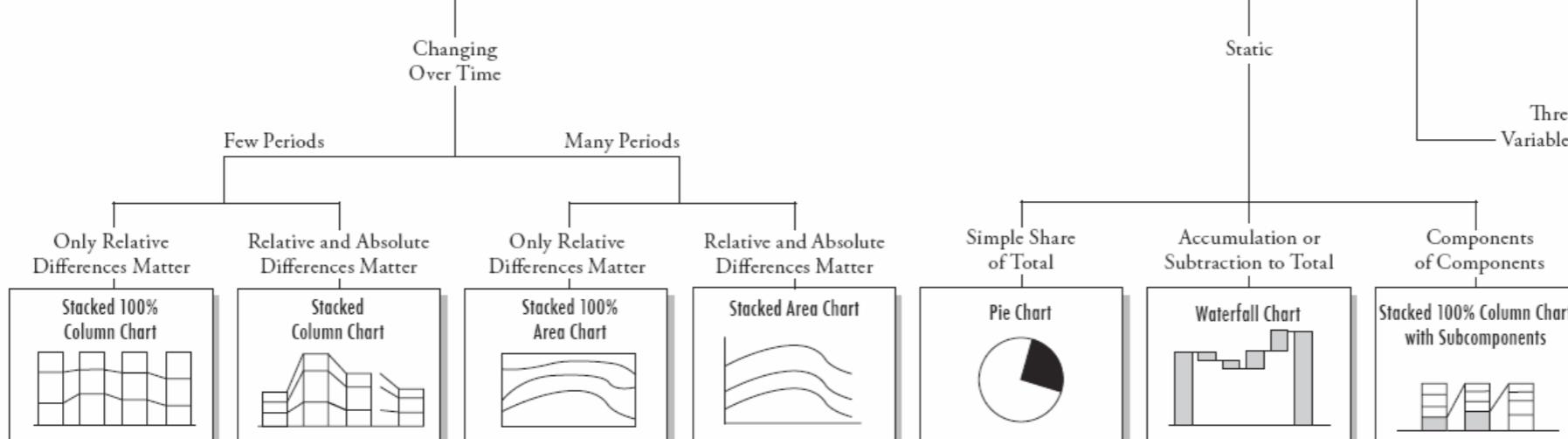
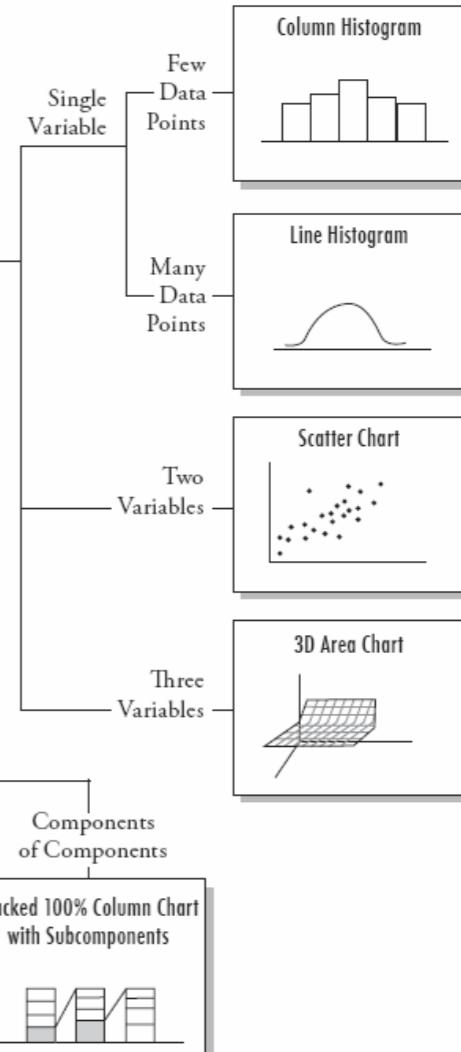
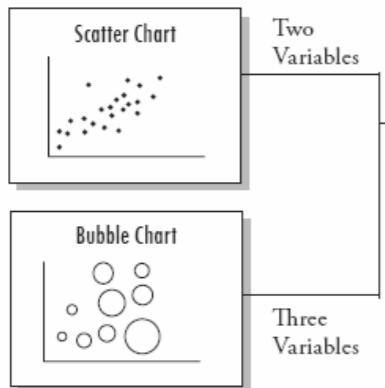
Comparison

What would you
like to show?

Relationship

Distribution

Composition



INTRODUCTION TO DATA VISUALIZATION

KEY STEPS IN PREPARING & BUILDING A DATA VISUALIZATION

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INTRODUCTION TO DATA VISUALIZATION

BEST PRACTICES

- › The *less busy* the better
- › *Sorting* helps people digest information quickly
- › *Highlight* the story you are trying to tell
- › Use the *right visualization* for the data

INTRODUCTION TO DATA VISUALIZATION

UNCOVER BUSINESS INSIGHTS FROM A REAL DATASET

**WELL DONE
YOU DID IT!**



INTRODUCTION TO DATA VISUALIZATION

Q&A

THANKS!

NOAH OMRI LEVIN

Don't Be a Stranger:

- › Levin.Omri@gmail.com
- › [Facebook.com/levin.omri](https://www.facebook.com/levin.omri)
- › [LinkedIn.com/in/NoahOmriLevin](https://www.linkedin.com/in/NoahOmriLevin)
- › [@OmriLevin](https://twitter.com/OmriLevin)