



Northwestern
University

Introduction to Data Visualization & Data Storytelling

Week 1



*How excited are
you?*



AGENDA



- Introductions
- Syllabus
- Assignment #1
- Discussion
- Exercise



*Let's get to
know each other!*

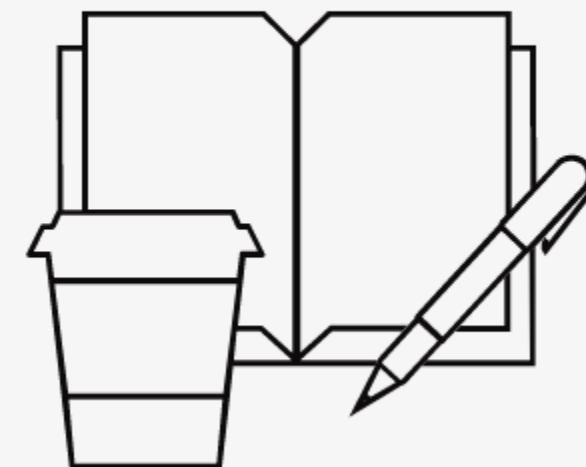


Let's get to know each other!

- Name
- Ideal job
- Hobbies
- Tell us something surprising about you!



Syllabus



POLL

*Rate your data
visualization skills*



Assignment #1



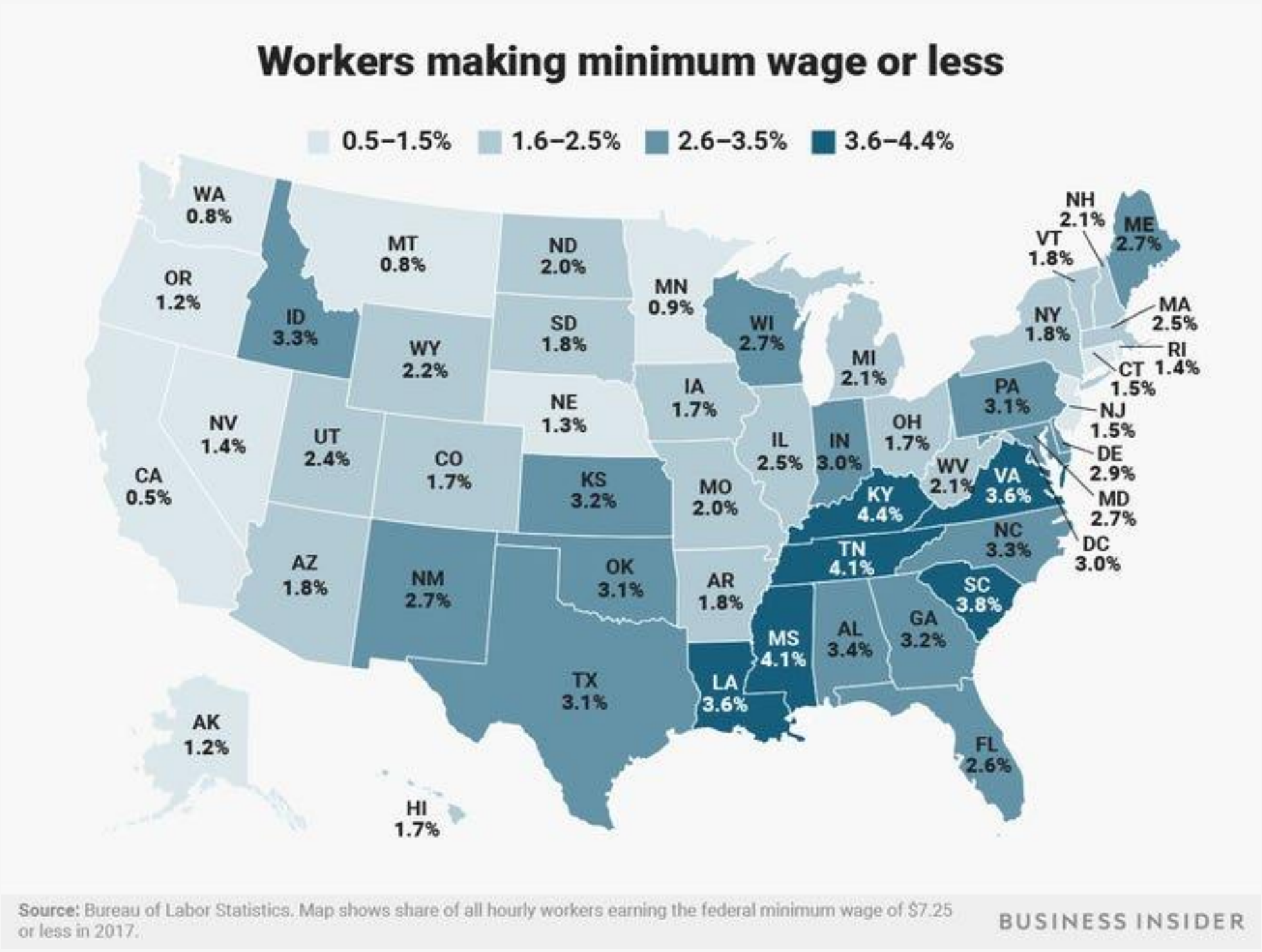


EXERCISE



HOW WOULD YOU APPLY TO 3Cs TO THE FOLLOWING CHART?

WRITE DOWN YOUR THOUGHTS PRIOR TO CLASS.



Source: <https://www.businessinsider.com/federal-minimum-wage-workers-map-2018-10?r=US&IR=T>

How to apply this in practice?



3Cs



CLEAN

no gridlines, no diagonal text, no clutter



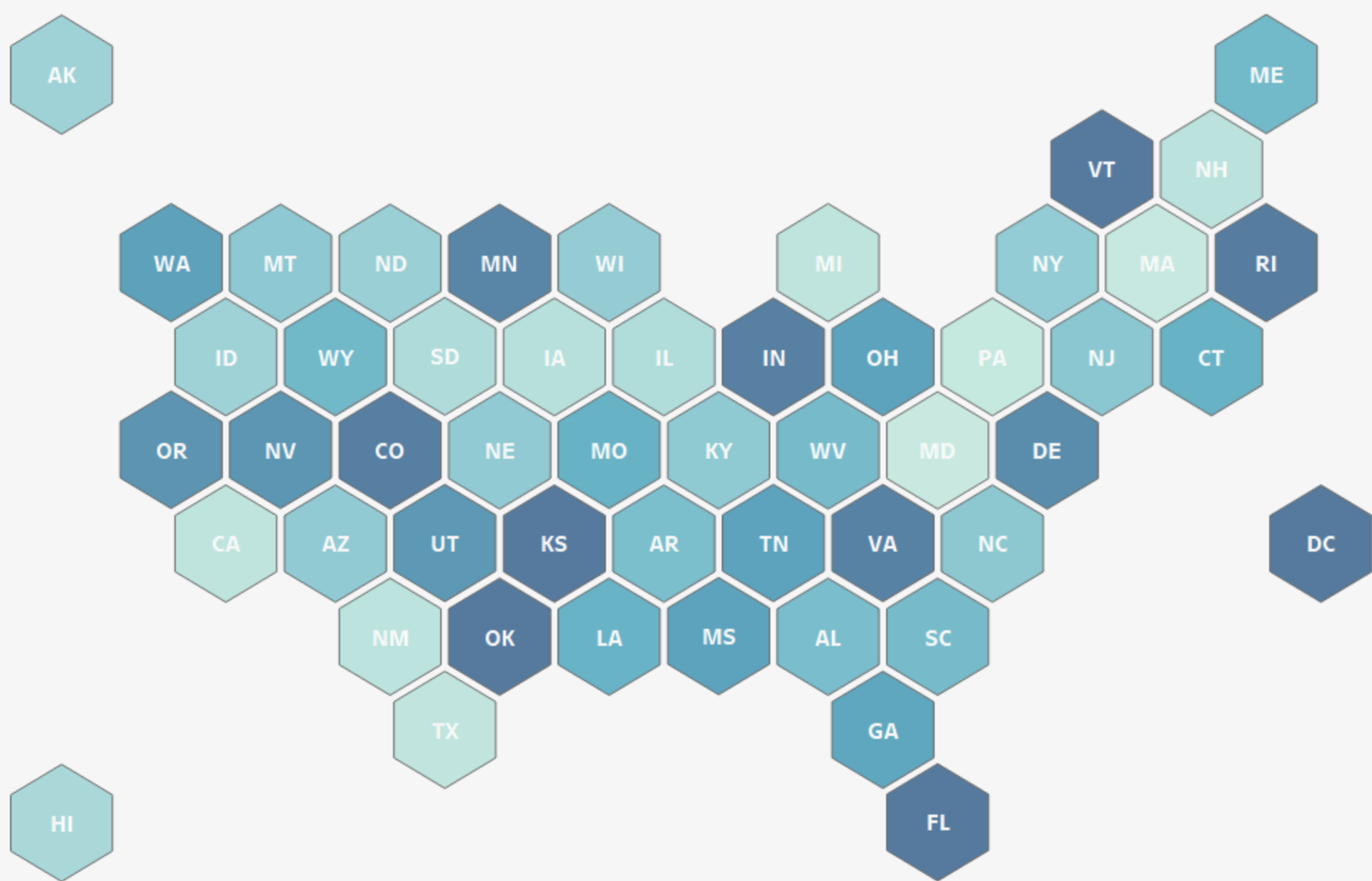
CLEAR

color use, context, appropriate chart, no misleading info



CONCISE

no redundancy



Source: https://www.flerlagetwins.com/2018/11/what-hex-brief-history-of-hex_68.html



EXERCISE

1. You work for a Congresswoman. She's trying to understand the trends in business formation across the US
2. Look at the data and try to find key insights – **write them down**
3. Draw 3 charts that highlight the insights. **Be creative and insightful!**
4. Ask your peer for **feedback and what chart they prefer (and why!)**
5. Visualize this chart in **Tableau**
6. **Let's discuss**

WHAT DID
YOU LEARN?

