

Effective Data Visualizations!?



Talk at Django Vienna meetup.

What is a good visualization? 🤔

It tells your story effectively! ✨

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But we always try that anyway... 🙄

Do we, really? 🧐

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Let's ask a different questions.

How can we improve? 

How can we support our process? 

How can we adjust our habits? 

Effective Data Visualizations? 🤔

Question-based Visualizations! 💬

A principled approach to crafting graphs.

A set of resources.

Common Approach

1. Dig around in the data
2. Produce some charts
3. Publish visualizations via report/dashboard/web/*

I did that often enough.

Question-based Approach

1. Don't look at the data
2. Explicitly identify and express **questions of interest**
3. Craft visualizations that **answer exactly that** question

Consequences:

- **Alignment** on purpose of visualization **before** it is produced
- **Understanding** of the purpose of visualization **after** it is produced

I know.

It's obvious.

Yet, there are so many bad visualizations out there...

Because sometimes, there are moments of weakness.

That's okay.

Three Laws of Effective Visual Communication

1. Have a **clear purpose**
2. **Show** the data **clearly**
3. Make the **message obvious**

Consequence:

- Clear **intention facilitates** better **feedback** to improve if needed

Resources and Reading

- [Website](#)
 - Tutorial
- [Overview paper](#)
- [Cheat sheet](#)

Demo

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Discussion

Q & A

Feedback

Thank you for your attention! 🎈

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