

OVERVIEW OF THE DATA VISUALIZATION PROCESS

- Data Prep & Understanding
- Data Exploration
- Design Strategy
- Visualization Design & Information Mapping
- Presentation

WHAT GOES INTO A DATA VISUALIZATION

1 | Source Data

Metadata : header columns, data type, amount of data

Data source context, subset selection

2 | Intention

What is the purpose of this data visualization?

What question is it answering and to whom?

How should this visualization be read and in what order?

3 | Visual Logic

Basics: Title, Axis, Scale, Legend + data elements

Visual Hierarchy : What should be standing out first? What can be de-emphasized?

4 | Interaction

Where do people encounter this visualization and how should they interact with it?

What kind of behavior does the visualization medium allow and encourage?

5 | Takeaway

What key learnings should the reader be persuaded of or want to learn more about?

Does the data visualization inspire decisions or actions?

DATA VISUALIZATION NOTE SHEET

1 | Source Data

2 | Intention

3 | Visual Logic

4 | Interaction

5 | Takeaway

Data Viz Activity

1 |

2 |

3 |

4 |

5 |