



multiverse



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Data Visualisation for Stakeholder Engagement



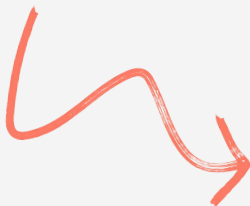
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Before we start...

- Make sure you are comfortable
- Have water and maybe a strong coffee handy
- If you need a break... take it!
- If you need a stretch – please go ahead!
- Please mute yourselves if you are not talking
- Have your video on at all times

...and let's get started!





What to expect

Data visualisations for stakeholder engagement

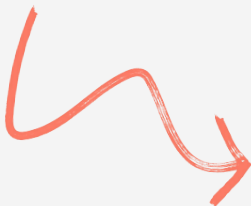
- How to identify your stakeholder's level of understanding
- How to understand the business problem they are trying to solve
- What data can or should be represented in your data visualisation
- How to select the correct visualisation to meet the business problem



How we'll get there

Data visualisations for stakeholder engagement

- Stakeholders and the A.I.M. Framework: Audience, Intent, Message
- Case Study 1 - All I need to know
- Case Study 2 - I don't know what I don't know
- Case Study 3 - Time will tell me what I need to know
- Q&A
- Get involved



...and that is it!



Stakeholders



W





Identify your stakeholders

Your Boss

Your Boss's Boss

Jane Bloggs

Experts

Finance

Legal Advisors

User

Regulatory

Administrators

Sales

Marketing

Customer

Analysts

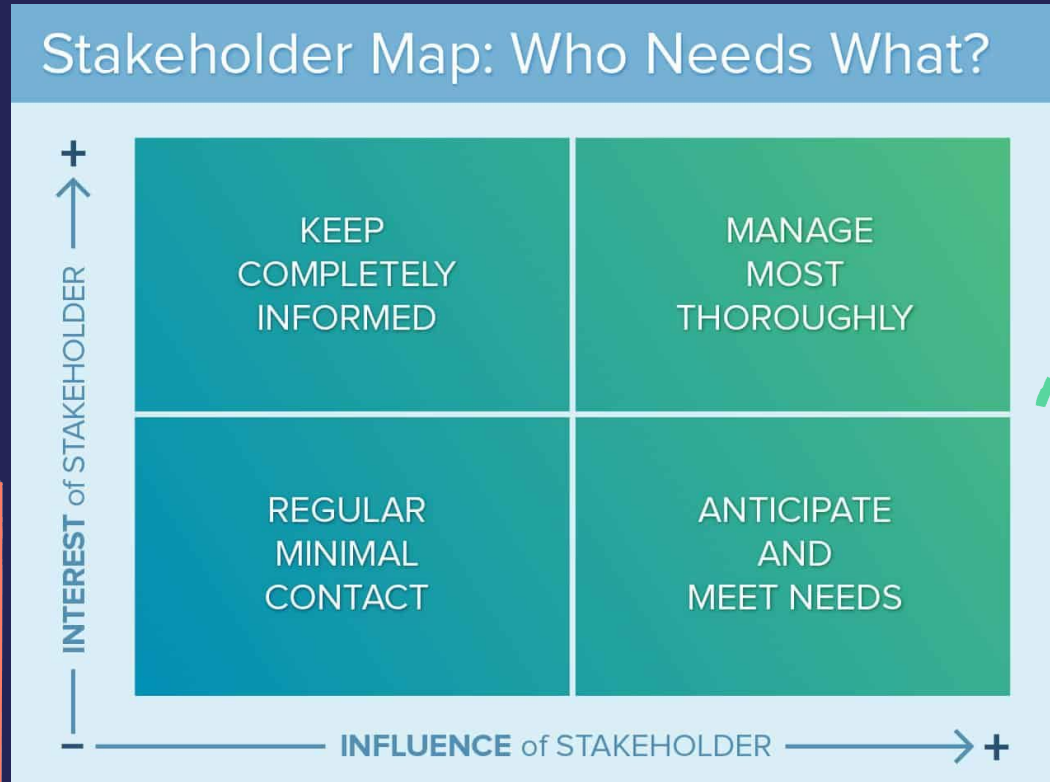
Researchers

Developers

Engineers

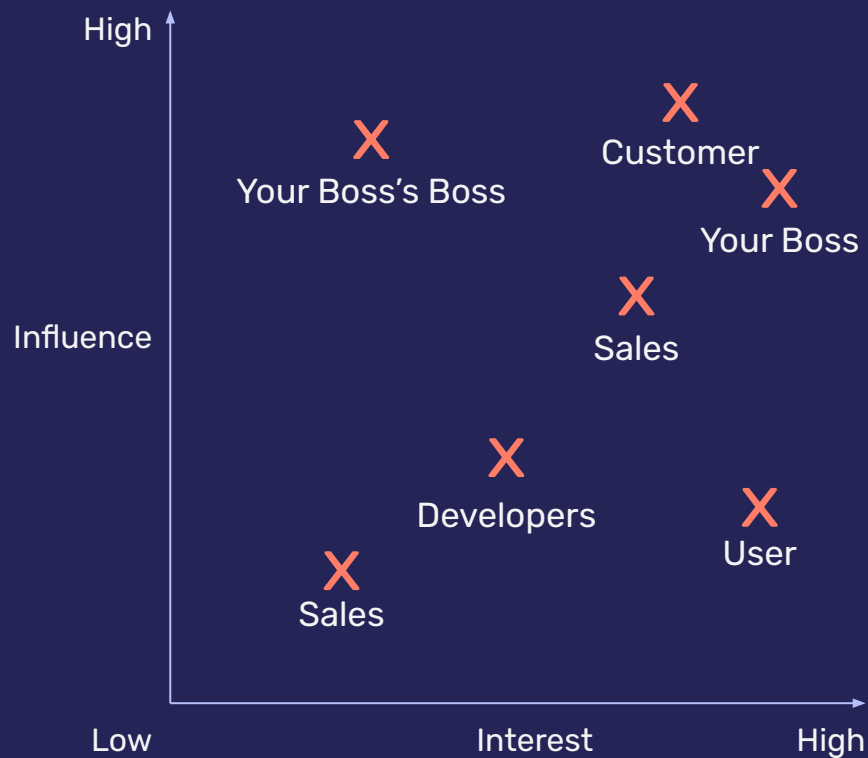


Stakeholders - Who is in the room?





Prioritise your stakeholders





Requirement Elicitation

Type	Desired Outcome	Example
Explorative	Expand on new points of view and uncovered areas	Have you thought of...?
Affective	Reveal stakeholder's feelings about something	How do you feel about...?
Reflective	Encourage elaboration	What do you think causes...?
Probing	Invite a deeper examination	Can you describe how...?
Analytical	Find root of problem	What are the causes of...?
Clarifying	Help align and avoid misunderstandings	So, you mean that...?



A.I.M. Framework

Audience:

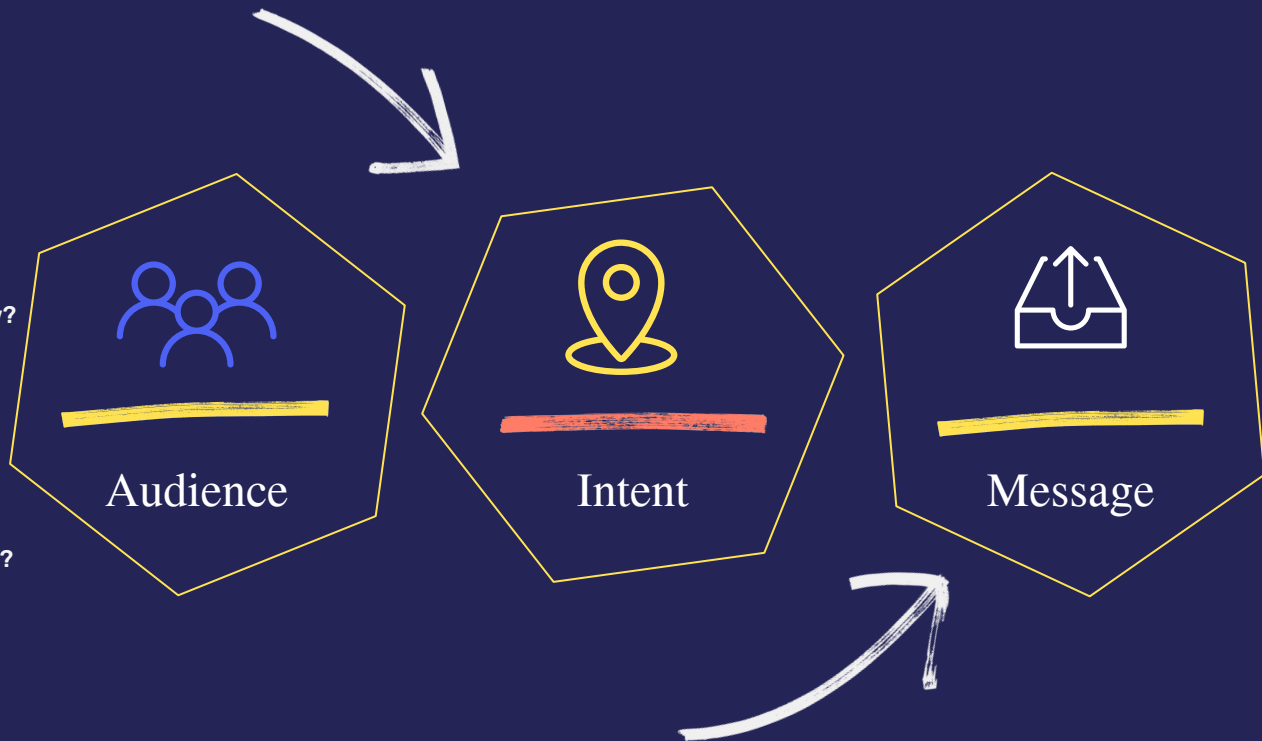
- **WHO** is in the room
- What do they care about most
- What challenges are they facing

Intent:

- **WHAT** do you want your audience to know?
- What do you want your audience to do?
- Who should complete certain actions?
- By when?

Message:

- **HOW** are you going to present your intent?
- Keep it brief, memorable, repeatable, emotional, and data-backed





Case Study 1



Your line manager has asked you to run some analysis for a **Health and Safety Officer**.

They want to understand if there are any trends in the number of incidents that happen on the factory floor.

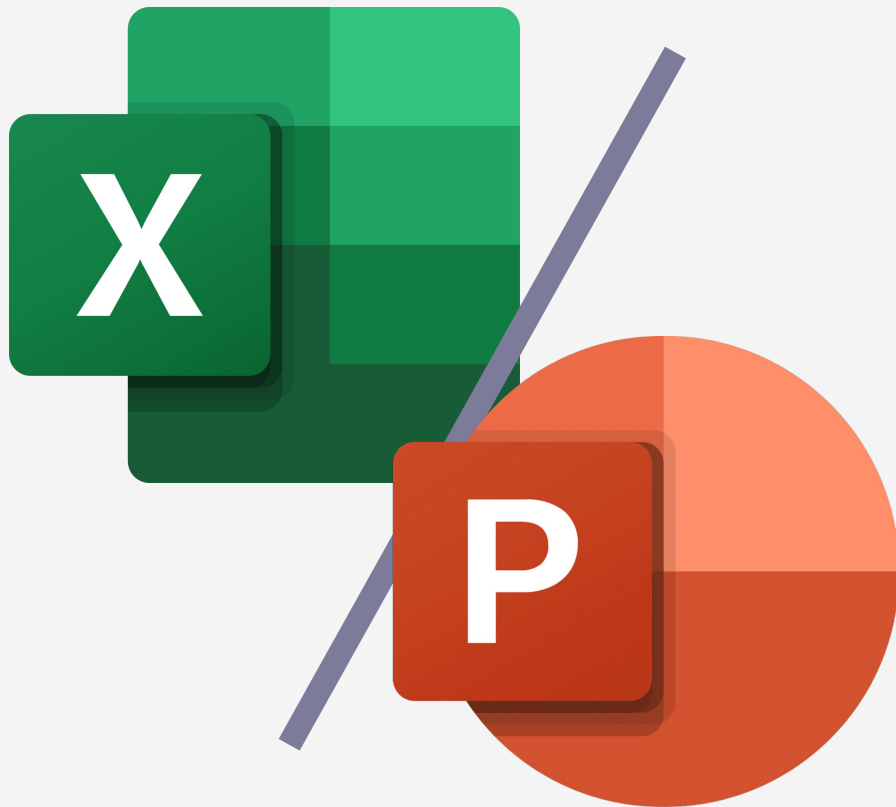
Through requirements elicitation, you realise that while they know a lot about their role; they are not incredibly data literate.

A sample of the data set looks like this:

Month	Average number of incident calls per week
Jan-19	6
Feb-19	5.5
Mar-19	6
Apr-19	6.5



→ All I need to know



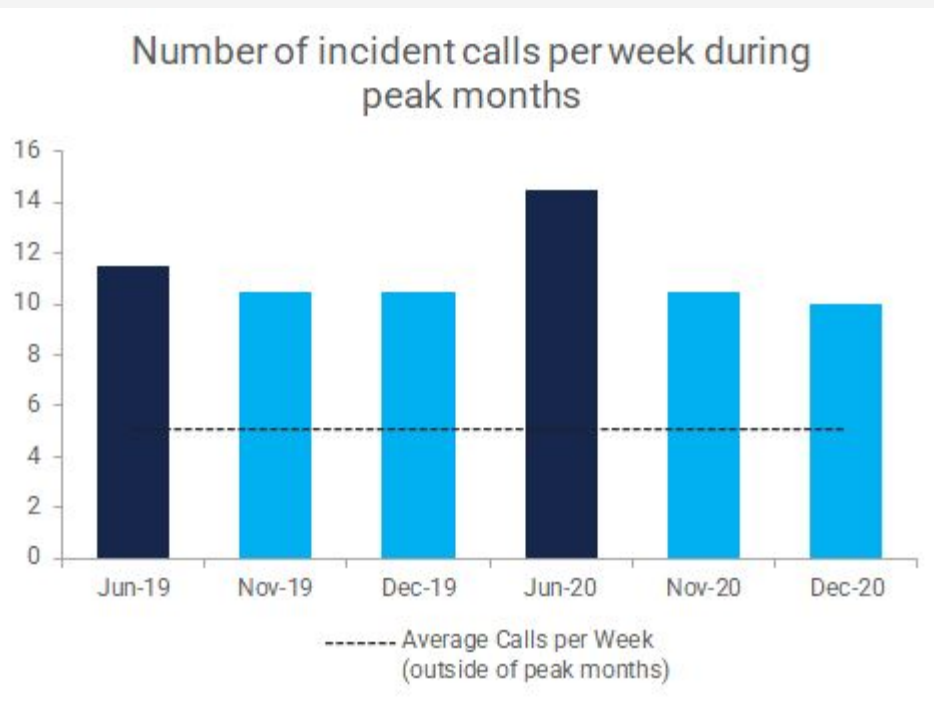
Case Study 1 - H&S Incident Calls

6.6

Current Average
Incident Calls per
Week

5.1

Outside Peak Month
Incident Calls per Week





Case Study 2



Your line manager has asked you to run some **historical** analysis for **several coach managers** at an apprenticeship firm.

They want to understand whether the OTJ if apprentices in cohorts that they are in charge of are within acceptable boundaries.

Through requirements elicitation, you realise that there is a wide range of data skills in your stakeholders. The users are mainly interested in their own cohorts; although they sometimes cover for each other so they require access to all of the cohorts data.

Due to the range in data/tech skills of the end users; they require an outpoint that they can all access.



→ I don't know what I don't know





Case Study 3



Your line manager has asked you to run some analysis for **TFL** to display to **the public**.

They want to understand whether there are any 'hotspots' in London where there have been lots of cyclist accidents.

Through requirements elicitation, you understand that the visualisation will be hosted on a website and needs to be engaging in an interactive manner.



→ Time will tell me what I need to know



<https://public.tableau.com/app/profile/lorelaferhati/viz/LondonBikeCollisions2015-2019MakeoverMondayWeek31/BikeCollisions>



Key Takeaways

- Understand your stakeholder's needs and ask questions to assess their requirements
- Utilise the A.I.M. framework (Audience-Intent-Message) to identify what form your data visualisation should take
- If you are unsure of data literacy, always keep visualisations simple



Any Questions?

Critique

Look through these tableau visualisations and state what you believe is good and what you would improve.

Think about possible audiences for the visualisations.

- <https://public.tableau.com/app/profile/keyrus/viz/PaidMediaAnalysisKeyrus/PaidMediaAnalysisOverview>
- <https://public.tableau.com/app/profile/bkornell/viz/TheWorldofRuPaul/TheWorldofRuPaul>
- <https://public.tableau.com/app/profile/adedamola8122/viz/RacialBiasinFootballCommentary/Dashboard>



Build

Use the body measurements dataset to build a visualisation to highlight individuals with abnormal measurements for a medical conference.

- <https://www.kaggle.com/saurabhshahane/body-measurements-dataset>



References

- Eye Tracking: What it teaches us about dashboard design -
 - <https://www.tableau.com/about/blog/2017/6/eye-tracking-study-5-key-learnings-data-designers-everywhere-72395>
 - <https://www.youtube.com/watch?v=wANoH-Pl0HI>
- AIM Framework
 - <https://thinkinsights.net/consulting/aim-framework/>
 - <https://open.spotify.com/show/6ll0MwobDt1JW9gYaOONEo>
- Dashboards vs Reports
 - <https://www.sisense.com/blog/dashboards-vs-reports-need/>
- Tableau: Viz of the Day
 - <https://public.tableau.com/app/discover/viz-of-the-day>



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Thank you



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