

## Advanced Topic Presentation

IMT 561 Team Fog  
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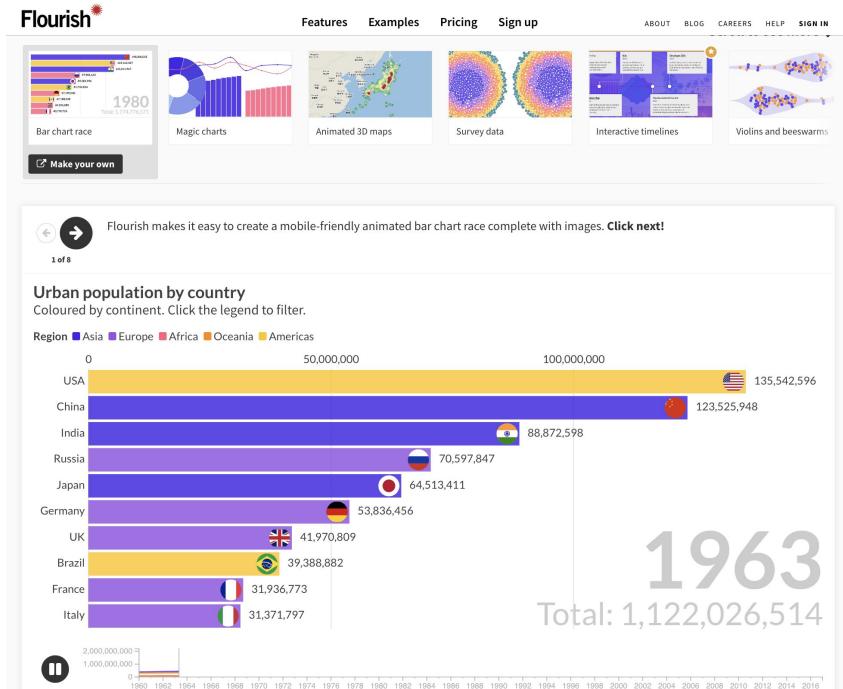
# Agenda

- 01 Intro to Tool
- 02 Key Features
- 03 Examples
- 04 Team Example

- 05 Survey Similar Tools
- 06 Tips/Tricks
- 07 Strengths/Weaknesses



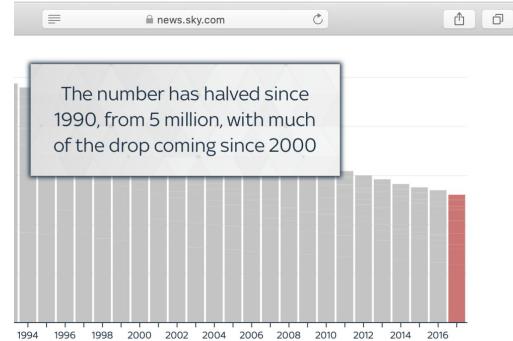
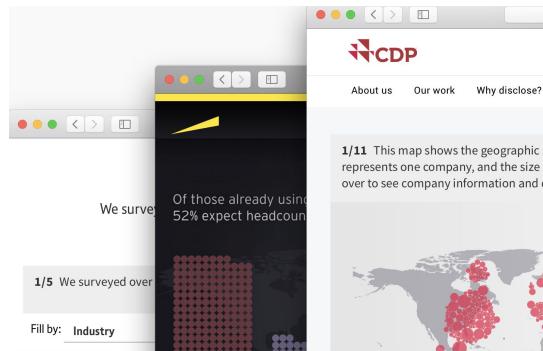
- In 2018, Flourish was founded with the purpose of making data visualization and storytelling accessible to everyone.
- Flourish makes it possible for people without coding knowledge to create more engaging visualizations, including animation, interaction, and narration, and move beyond basic charts.
- Flourish is ideal for users looking to create visuals, and graphics to be used in digital formats.
- In 2022, Flourish became part of Canva family as both the companies have similar vision.



# Key Features

Flourish\*

The screenshot shows the Flourish dashboard for a 'Free user' named @helenafree. It features a sidebar with a user icon and the text 'Free user'. Below this are two project cards: 'Projection map' (a world map with green dots) and 'Survey' (a blue circular heatmap). The main area is titled 'Projects'.



## Privacy

Flourish doesn't ask users to post their visualizations publicly. Any other user or company cannot access your personal data.

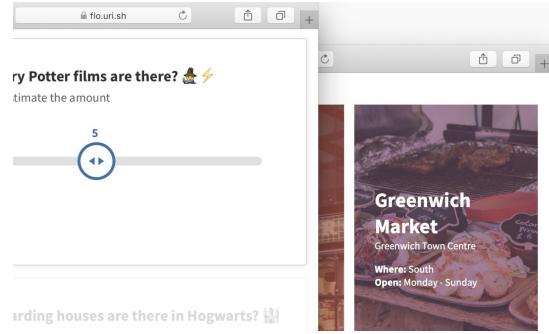
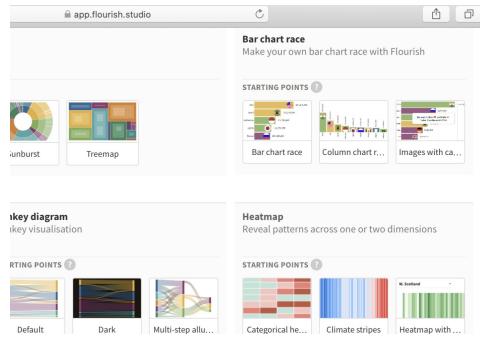
## Customized graphics & styles

Flourish offers multiple customization options to preserve the artistic freedom of users.

## Stories, not dashboards

Flourish makes storytelling more interactive by using texts & animations to share insights.

# Key Features



**Help when you  
need it**

Flourish offers how-to resources for everyone and expert advice for enterprise customers

**Nothing to install**

Flourish is a SaaS tool, hence the users can use it hassle free on browser.

**Not just  
visualizations**

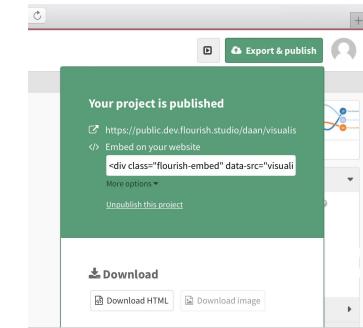
The tool is your interactive toolkit, which gives options to create everything from quizzes to carousels.

# Key Features



## All devices welcome

Flourish graphics work can be accessed across all the devices.



## Embedding done right

The tool offers seamless integration and embedding options with websites & Canva presentations

	A	B	C	D
1	Country	Year	Gender	Adjusted
2	Germany	1999	Male	28960
3	France	1999	Male	22318.4
4	Netherlands	1999	Male	25665.6
5	UK	1999	Male	28451.92
6	Germany	1999	Female	21760
7	France	1999	Female	18112
8	Netherlands	1999	Female	18552.8
9	UK	1999	Female	19122.76
10	Germany	2000	Male	29280

## Data in, magic out

Made to cater the needs of people and skill sets, it offers easy data import options, like uploading data from CSV files and directly making the visualizations.

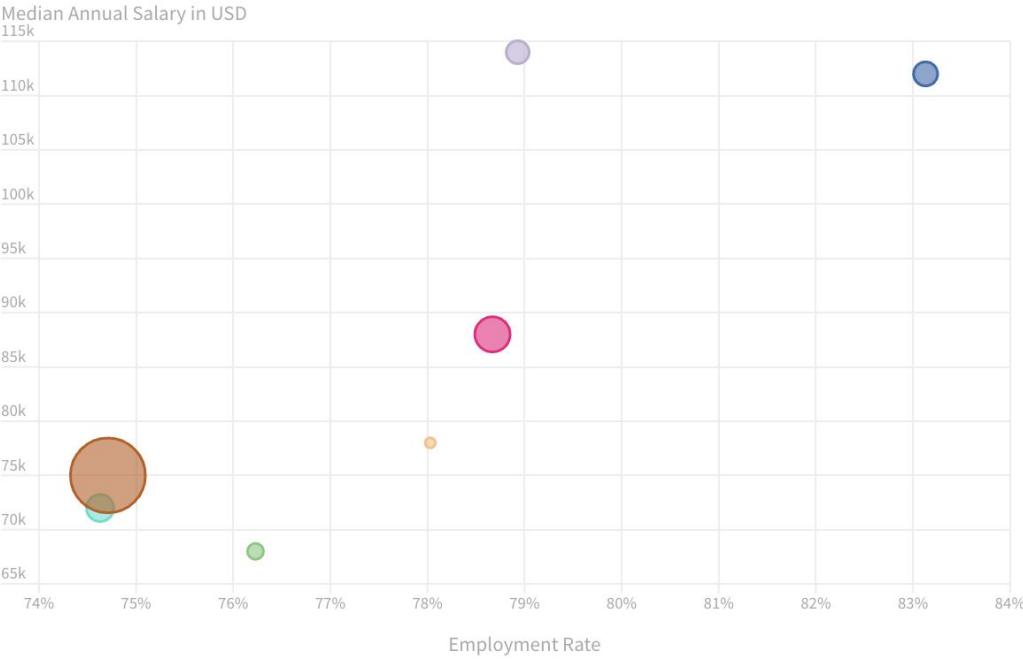
# Examples



Source: <https://youtu.be/8P9Yi3gA180>

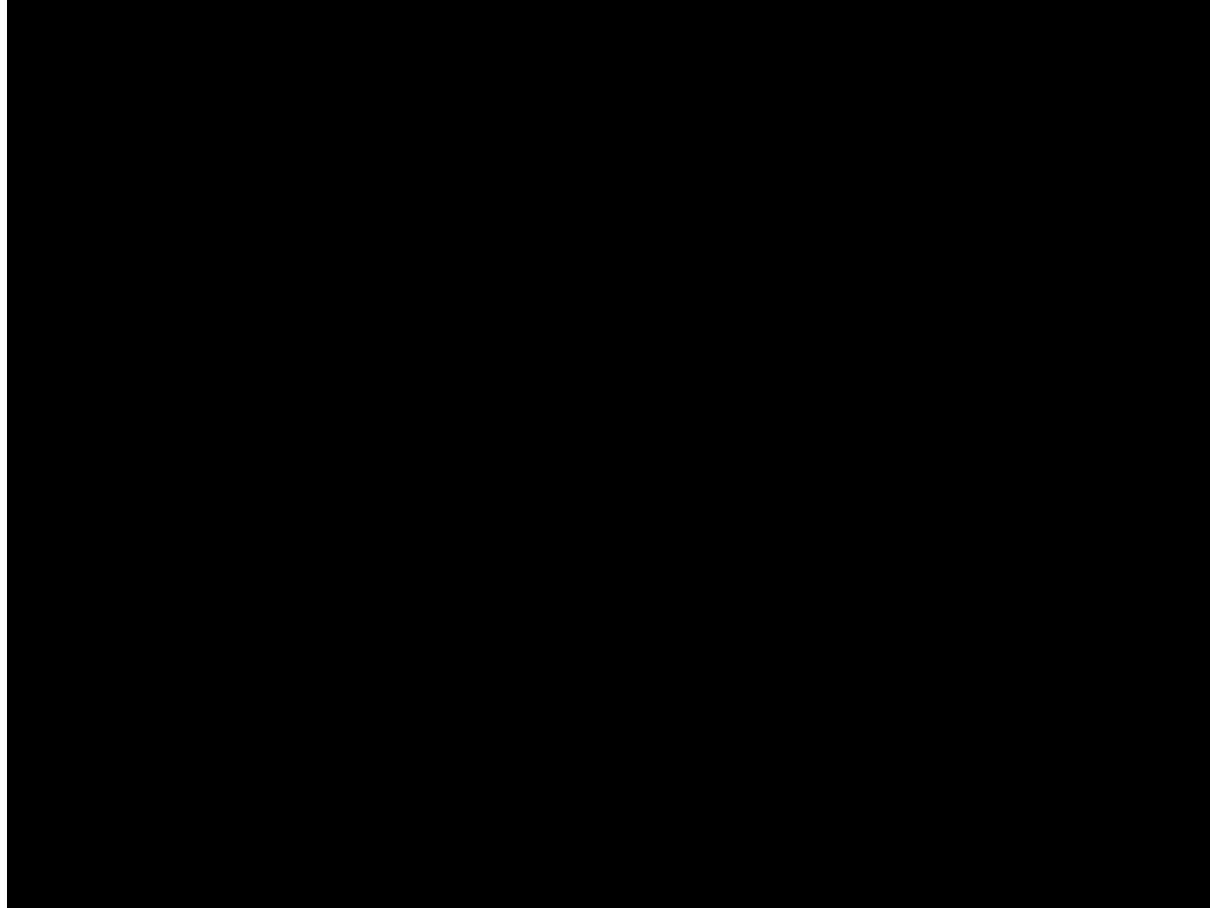
# Our Example

## Median Annual Salary, Employment Rates, and Fields of Study of Master's Graduates in US, 2021



Source: [National Center for Science and Engineering Statistics](#)

# How We Made It...



# Tips & Tricks



## 1. Help

Search the help documentation within the app and use Flourish resources



## 2. Talkie

Add audio to your visualization



## 3. Maps

GeoJSON.  
Some maps prebuild, but if have a specific map can add GeoJSON Shapes.

# 1. Help Resources

## Help Docs:

<https://flourish.studio/resources/>

The screenshot shows the Flourish Help Docs homepage with a purple header featuring the text "Your questions answered". Below the header is a search bar. The main content area is divided into several sections: "Flourish" (with icons for basics, editing data, stories, account, premium features, and SDK), "Templates" (with icons for line, bar, and pie charts, bar chart race, and projection map), and a sidebar with links for "Home", "Shorts", "Subscriptions", "Library", "History", "Your videos", "Watch later", and "Liked videos".

Source: <https://help.flourish.studio/>

## Youtube: @madewithflourish

The screenshot shows the @madewithflourish YouTube channel page. The channel has 2.51K subscribers. The "VIDEOS" tab is selected, showing a grid of video thumbnails. The first video in the grid is titled "Visualizing maps" and has a duration of 1:16:29. Other visible video titles include "Creating charts and graphs for social media", "Flourish year in review 2022", and "Five top tips for c football content -".

Source: <https://www.youtube.com/@madewithflourish/videos>

Flourish

# 1. Help Resources

## In App Search

app.flourish.studio/templates

Flourish\*

Choose a template

Show [Featured](#) Premium Favourites Mine Company

**Line, bar and pie charts**  
Basic types of chart, single or in a grid

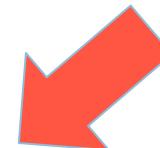
STARTING POINTS ⓘ

Area chart (proportional)  
Area chart (stacked)  
Bar chart  
Bar chart (proportional)  
Bar chart (stacked)  
Bar chart (with filter)  
Column chart  
Column chart (Likert scale)  
Column chart (grouped)  
Column chart (proportional)  
Column chart (stacked)  
Column chart (with filter)  
Donut chart  
Donut chart with filter  
Grid of column charts  
Grid of donut charts  
Line + area  
Line + column  
Line chart  
Line chart (projected)  
Line chart (searchable)  
Line chart (with highlights)  
Multiseries grid  
Pie chart  
Population pyramid  
Streamgraph  
Waterfall chart

**Projection map**  
Make data maps with region-shading and/or points. Adapt an existing example or upload your own geographic boundary file.

STARTING POINTS ⓘ

?



## 2. Talkie

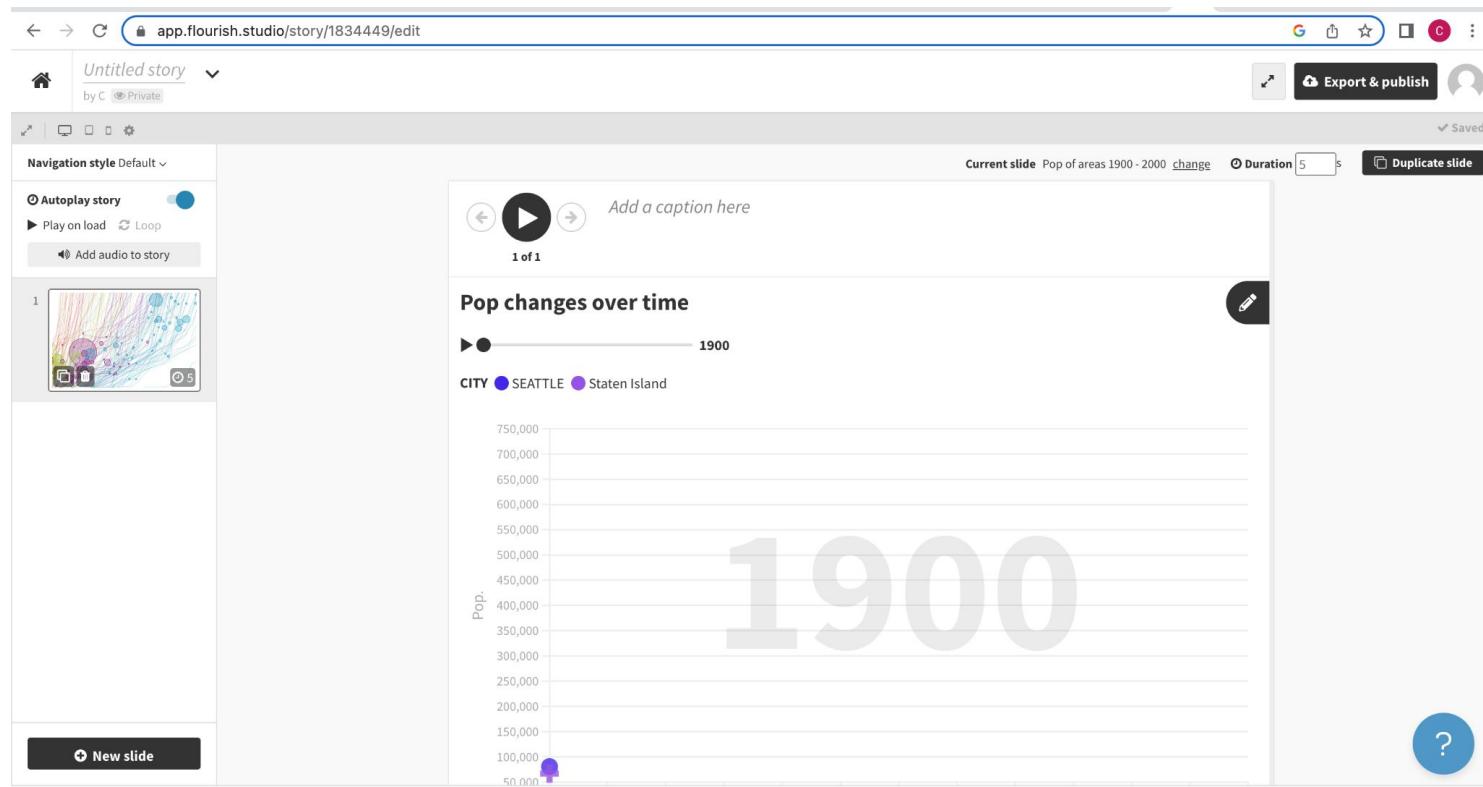
## Add Voice to Viz



Source: <https://flourish.studio/blog/accessible-chart-design/>

## 2. Talkie

# Add Voice to Viz



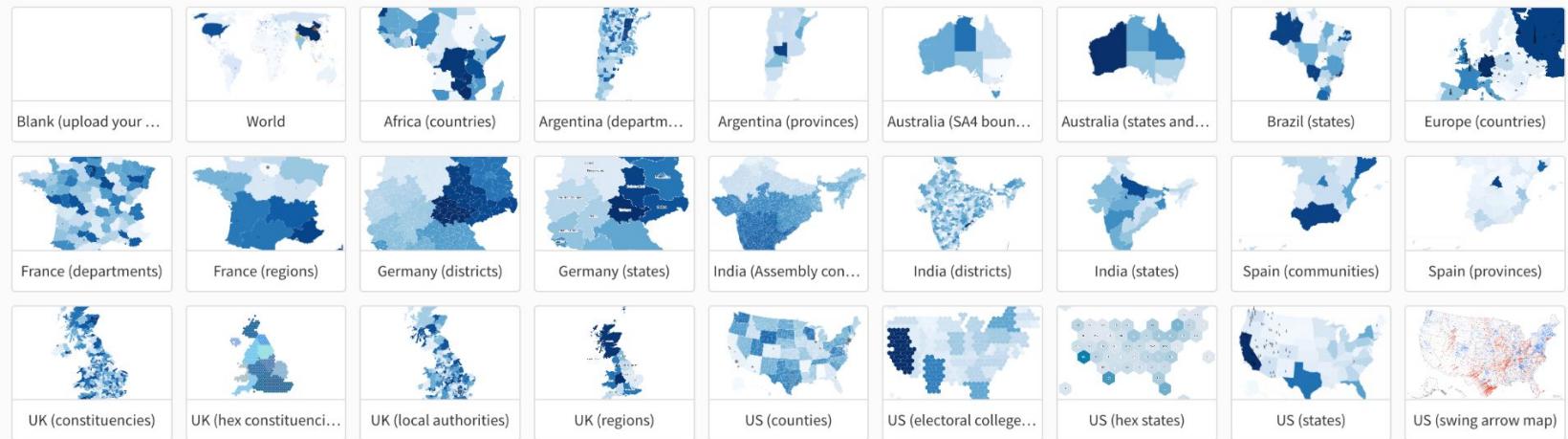
The screenshot shows the Flourish studio interface with a slide titled "Pop changes over time" for the year 1900. The slide displays a population chart for Seattle and Staten Island. A large red arrow points to the left sidebar, which contains settings for "Autoplay story". The sidebar also includes options for "Play on load" and "Loop", and a button to "Add audio to story". The main slide area shows a scatter plot with a legend indicating "CITY" (Seattle in blue, Staten Island in purple). The y-axis is labeled "Pop." and ranges from 50,000 to 750,000. The x-axis is labeled "1900". A large, semi-transparent "1900" is overlaid on the chart area.

# 3. Maps & GeoJson

## Projection map

Make data maps with region-shading and/or points. Adapt an existing example or upload your own geographic boundary file.

### STARTING POINTS



Source: <https://app.flourish.studio/templates>

# 3. Maps & GeoJson

Can download & import own GeoJson

The screenshot shows the Seattle GeoData website interface. On the left, there are three sections for different file types:

- Seattle GeoData**: File size: 543.8 KB. Message: Downloading an updated file may take some time. Download Options button.
- Shapefile**: File created: Feb 17, 2023, 12:55. File size: 468.5 KB. Message: Downloading an updated file may take some time. Download Options button.
- GeoJSON**: File created: Feb 20, 2023, 21:45. File size: 658.4 KB. Message: Downloading an updated file may take some time. Download Options button.

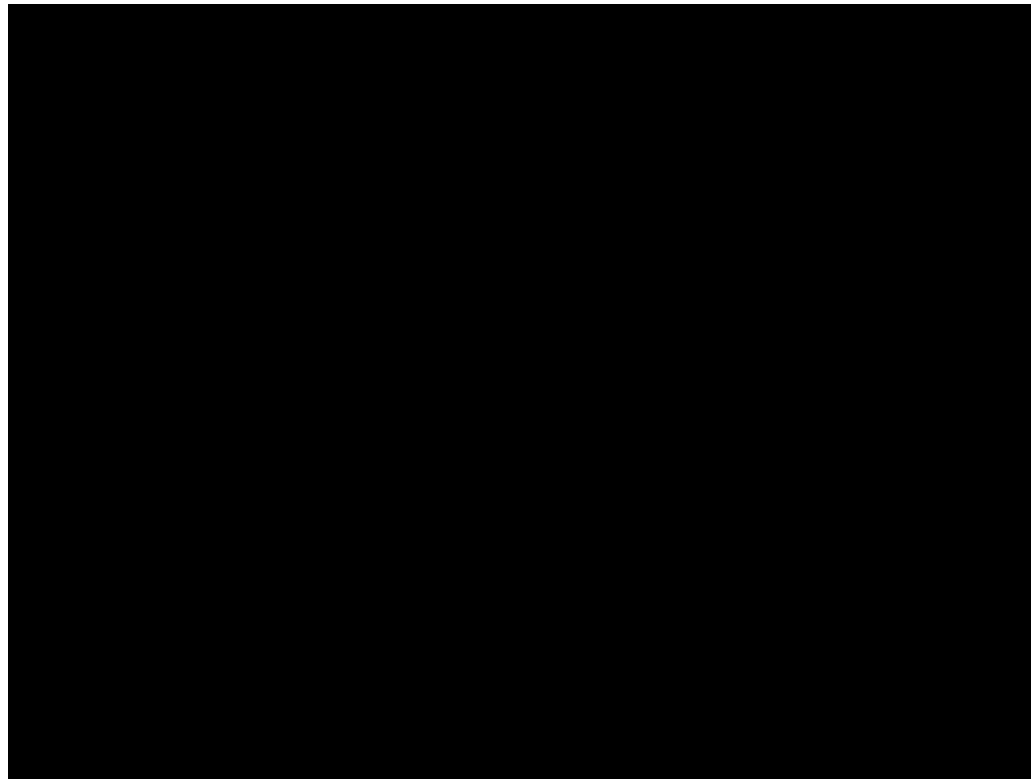
A large red arrow points from the bottom-left towards the "GeoJSON" section.

On the right is a map of Seattle and surrounding areas, including Kirkland, Mercer Island, and Elliott Bay. The map shows neighborhood boundaries in blue. A legend on the right side includes icons for search, filter, and zoom controls. At the bottom, it says "Powered by Esri".

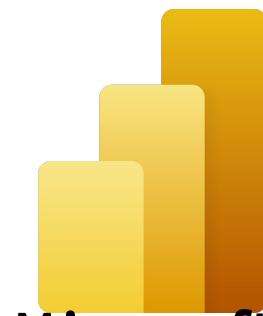
Source: <https://data.seattlecitygis.opendata.arcgis.com/datasets/city-clerk-neighborhoods/explore?location=47.614545%2C-122.336950%2C12.20>

# 3. Maps & GeoJson

Importing own GeoJson



# Similar Tools



Microsoft  
Power BI

Business Intelligence Tools

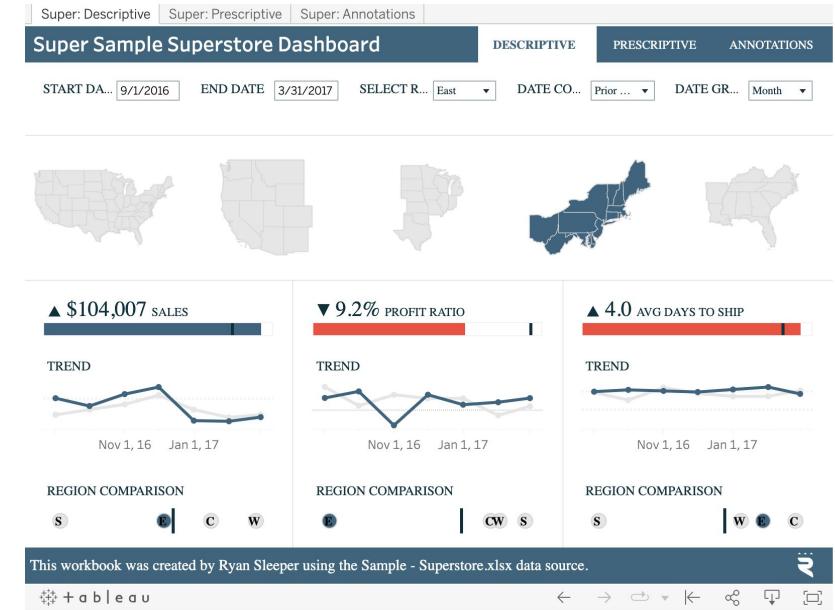
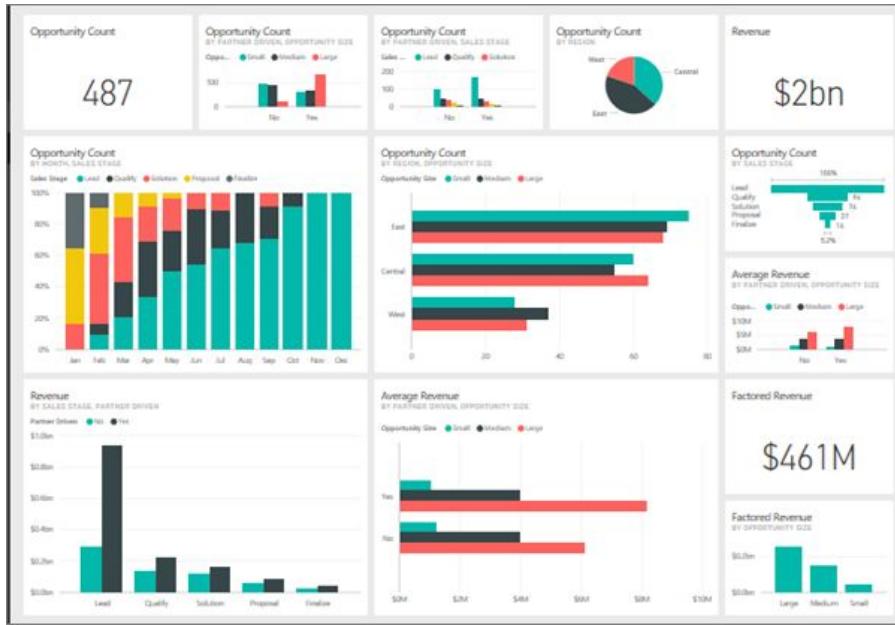
Flourish®

Datawrapper

Visualization tools

Flourish®

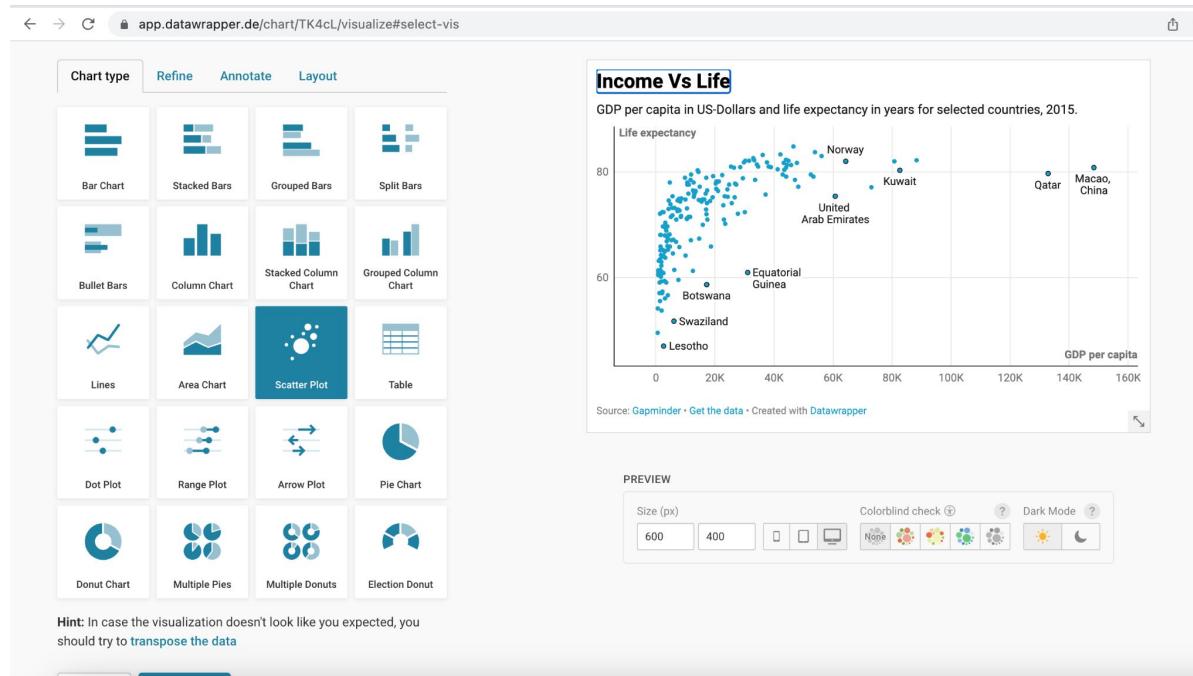
# Example of PowerBI and Tableau



<https://learn.microsoft.com/en-us/power-bi/create-reports/service-dashboards>

<https://www.tableau.com/learn/articles/business-intelligence-dashboards-examples>

# Example of Datawrapper



URL: <https://www.datawrapper.de/>

# Similar Tools



Features	Tableau	PowerBi	Flourish	Datawrapper
Community	YES	YES	NO	NO
End-End Viz	YES	YES	NO	NO
Storytelling	YES	YES*	YES	NO
Dashboards	YES	YES	NO	NO
Price	Free Version	Free Version	Free Version	Free Version

# Strengths



## Good Tool for Starters

- Built-in template library
- User-friendly features
- Detailed descriptions for templates
- Tutorials and instructions available at the Q&A section and hovering button



## Customization

- Variety of customization options for visual encoding elements
- Add interactive elements to make simple animation
- Accessibility feature (readable labels) to accommodate screenreaders



## Story-telling

- Create stories/slideshow based on your visualization
- Run multiple visualizations and animations at the same time
- Export to Canva

# Weaknesses



## Messy Data

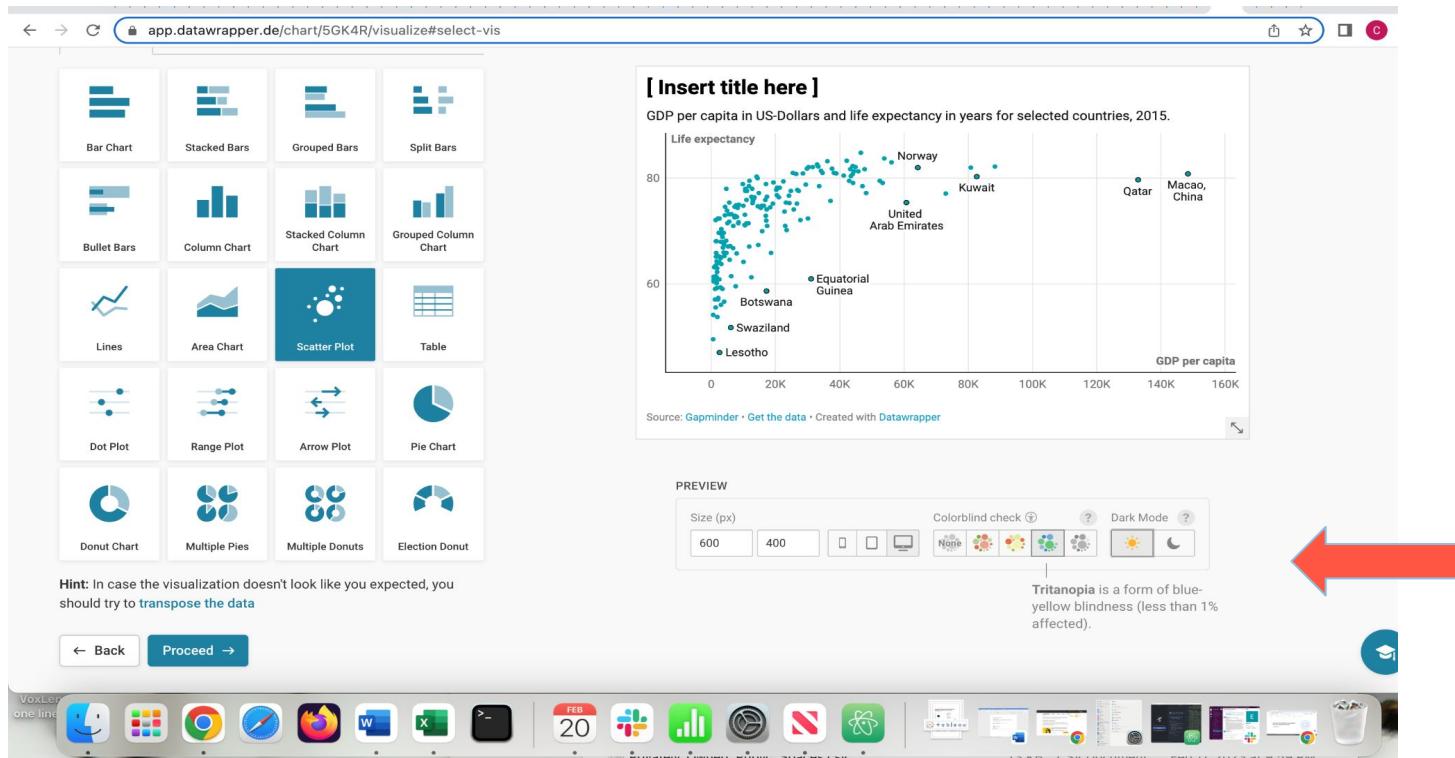
- Runs slow with big datasets
- Limited modification options to organize uploaded dataset



## Restricted by Templates

- Can not switch template easily with free version
- Hard to modify visualization when using certain templates

# Accessibility Feature Comparison



URL: <https://www.datawrapper.de/>



# Thanks!



**CREDITS:** This presentation template was created by  
[Slidesgo](#), and includes icons by [Flaticon](#), and  
infographics & images by [Freepik](#)

# References/Citations to Learn More

## Flourish

- ❑ <https://flourish.studio/>
- ❑ <https://www.androidpolice.com/what-is-flourish/>
- ❑ <https://medium.com/dslab/the-dataviz-process-part-2-exploring-the-met-with-flourish-2ca4833948f8>
- ❑ <https://flourish.studio/blog/audio-talkie-visualisation-data-stories/>
- ❑ <https://help.flourish.studio/>
- ❑ <https://help.flourish.studio/article/169-how-to-create-an-animated-map-story>
- ❑ Flourish Youtube Channel : <https://www.youtube.com/@madewithflourish/videos>
- ❑ <https://flourish.studio/blog/accessible-chart-design/>
- ❑ <https://help.flourish.studio/article/105-how-to-create-an-audio-driven-story-in-flourish>
- ❑ <https://help.flourish.studio/article/266-how-to-create-a-grid-of-charts#creating-grid-line-bar-pie>
- ❑ <https://help.flourish.studio/article/390-how-to-embed-a-flourish-visualization-in-a-canva-presentation>
- ❑ <https://help.flourish.studio/article/304-how-to-unpivot-your-data>
- ❑ <https://help.flourish.studio/article/15-share-or-embed-a-flourish-visualization#medium>
- ❑ <https://help.flourish.studio/article/118-choosing-the-right-visualization-for-your-data>
- ❑

# References/Citations to Learn More

## Flourish - Continued

- ❑ <https://app.flourish.studio/templates>
- ❑ <https://flourish.studio/resources/datasets/#geojson>
- ❑ <https://doc.arcgis.com/en/arcgis-online/reference/geojson.htm#:~:text=GeoJSON%20is%20an%20open%20standard,variety%20of%20geographic%20data%20structures.>
- ❑ [Flourish “Tea Breaks”: How to flourish at data storytelling:  
\[https://www.youtube.com/watch?v=iJDgI6\\\_mHFo\]\(https://www.youtube.com/watch?v=iJDgI6\_mHFo\)](https://flourish.studio/pricing/)
- ❑ <https://developers.flourish.studio/>
- ❑ <https://developers.flourish.studio/api/replicate-visualization/>
- ❑ [https://flourish.studio/blog/accessible-visualization-screenreader-description/ Accessibility?](https://flourish.studio/blog/accessible-visualization-screenreader-description/)
- ❑ <https://help.flourish.studio/article/304-how-to-unpivot-your-data>
- ❑ <https://flourish.studio/blog/visualizing-survey-data/>
- ❑

# References/Citations to Learn More

## Power BI

- ❑ <https://powerbi.microsoft.com/en-us/blog/tell-a-story-with-your-data-announcing-the-all-new-power-bi-integration-for-powerpoint/#:~:text=With%20storytelling%2C%20you're%20now,to%20create%20more%20relevant%20views>
- ❑ <https://learn.microsoft.com/en-us/power-bi/fundamentals/service-self-service-signup-purchase-for-power-bi>
- ❑ <https://learn.microsoft.com/en-us/power-bi/create-reports/service-dashboards>
- ❑ <https://powerbi.microsoft.com/en-ie/power-bi-visuals/>
- ❑ "Guy in a Cube"'s Storytelling with Power BI and PowerPoint: <https://www.youtube.com/watch?v=cqTa7cj5ZBw>
- ❑ <https://powerbi.microsoft.com/en-us/what-is-power-bi/>
- ❑ <https://community.powerbi.com/t5/Events/ct-p/Events>

## DataWrapper

- ❑ <https://academy.datawrapper.de/>
- ❑ <https://www.datawrapper.de/>
- ❑ <https://www.datawrapper.de/case-studies>
- ❑ <https://academy.datawrapper.de/article/29-datawrapper-pricing>

## Tableau

- ❑ <https://www.tableau.com/learn/articles/business-intelligence-dashboards-examples>
- ❑ <https://help.tableau.com/current/pro/desktop/en-us/stories.htm#:~:text=In%20Tableau%2C%20a%20story%20is,simply%20make%20a%20compelling%20case>
- ❑ <https://www.tableau.com/community>
- ❑ <https://www.tableau.com/pricing/teams-orgs>
- ❑ <https://www.tableau.com/community/events>

# Image Credits

- ❑ Datawrapper Logo: <https://www.datawrapper.de/>
- ❑ Tableau Logo:  
[https://upload.wikimedia.org/wikipedia/commons/4/4b/Tableau\\_Logo.png](https://upload.wikimedia.org/wikipedia/commons/4/4b/Tableau_Logo.png)
- ❑ Power BI Logo: [https://commons.wikimedia.org/wiki/File>New\\_Power\\_BI\\_Logo.svg](https://commons.wikimedia.org/wiki/File>New_Power_BI_Logo.svg)
- ❑ Flourish Logo: <https://flourish.studio/>
- ❑ Voice Icon: Icon by Icons8 (<https://icons8.com>)

# Additional Visualizations

- ❑ Interactivity: <https://demos.flourish.studio/namehistory/?names=>
- ❑ TreeMaps: <https://flourish.studio/visualisations/treemaps/>
- ❑ Stories:<https://flourish.studio/blog/audio-talkie-visualisation-data-stories>
- ❑ TimeMap: <https://app.flourish.studio/@flourish/time-map-world>
- ❑ Survey Data Templates: <https://app.flourish.studio/@flourish/survey>

# References/Citations to Learn More

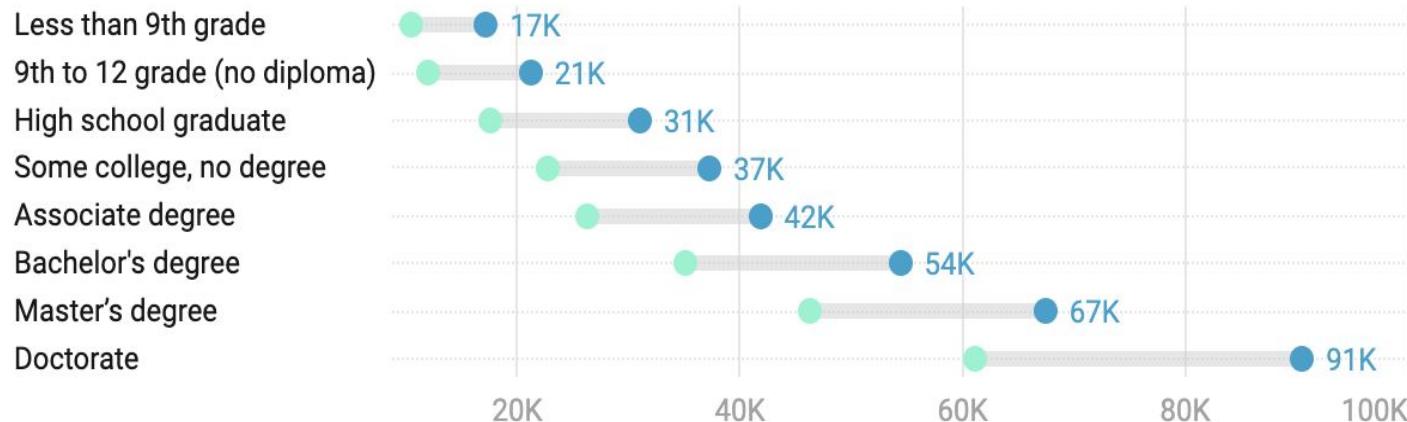
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- ❑ <https://medium.com/dslab/the-dataviz-process-part-2-exploring-the-met-with-flourish-2ca4833948f8>
- ❑ <https://flourish.studio/blog/audio-talkie-visualisation-data-stories/>
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- ❑ <https://flourish.studio/resources/datasets/#geojson>
- ❑ <https://doc.arcgis.com/en/arcgis-online/reference/geojson.htm#:~:text=GeoJSON%20is%20an%20open%20standard.variety%20of%20geographic%20data%20structures.>
- ❑ <https://flourish.studio/pricing/> Flourish “Tea Breaks”: How to flourish at data storytelling:  
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- ❑ <https://developers.flourish.studio/>
- ❑ <https://developers.flourish.studio/api/replicate-visualization/>
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- ❑ <https://help.flourish.studio/article/304-how-to-unpivot-your-data>
- ❑ <https://flourish.studio/blog/visualizing-survey-data/>

# Example of Datawrapper

## Gender Pay Gap

Median earnings of full-time workers in constant US-Dollars, 2006



Source: [US Census, 2008](#) • [Get the data](#) • Created with Datawrapper

# 1. Help Resources

## In App Search

The screenshot shows the Flourish app interface. At the top, there's a navigation bar with 'Flourish' and a sun icon, followed by 'Show', 'Featured' (which is underlined in blue), 'Premium', 'Favourites', 'Mine', and 'Company'. Below this is a section titled 'Choose a template' with a sub-section 'Line, bar and pie charts' and a note 'Basic types of chart, single or in a grid'. A grid of 18 chart templates is displayed, each with a small preview image and a label: Area chart (proportional), Area chart (stacked), Bar chart, Bar chart (proportional), Bar chart (stacked), Bar chart (with filter), Column chart, Column chart (proportional), Column chart (stacked), Donut chart, Donut chart with title, Grid of column charts, Grid of donut charts, Line chart, Line chart (projected), Line chart (searchable), Line chart (with highlights), Multiseries grid, Pie chart, and Population pyramid.

On the right side, a modal window titled 'Instant Answers' is open, showing a card for 'How to make a waterfall chart'. The card contains text about waterfall charts being useful for showing part-to-whole relationships where some components are negative. It also mentions they're also known as "floating bar" or Mario charts. A red arrow points from the text in this card to the search bar at the bottom of the modal. The search bar has the word 'waterfall' typed into it. At the bottom right of the modal is a blue circular button with a white 'X'.

Projection map

Source: <https://app.flourish.studio/templates>

# 1. Help Resources

## In App Search

Choose a template

Show [Featured](#) Premium Favourites Mine Company

**Line, bar and pie charts**  
Basic types of chart, single or in a grid

STARTING POINTS ?

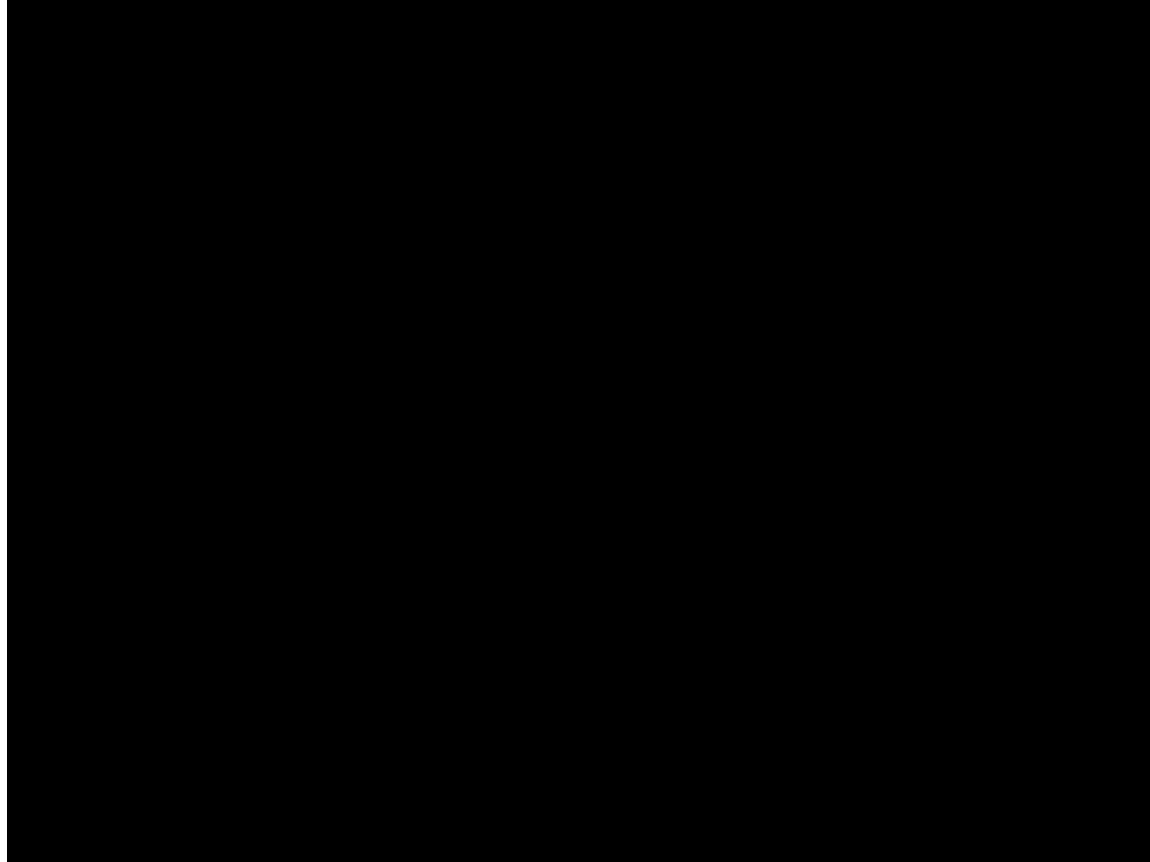
Area chart (proportional)	Area chart (stacked)	Bar chart	Bar chart (proportional)	Bar chart (stacked)	Bar chart (with filter)	Column chart	Column chart (Likert...)	Column chart (grouped)
Column chart (prop...)	Column chart (stack...)	Column chart (with ...)	Donut chart	Donut chart with ti...	Grid of column charts	Grid of donut charts	Line + area	Line + column
Line chart	Line chart (projected)	Line chart (searchable)	Line chart (with high...)	Multiseries grid	Pie chart	Population pyramid	Streamgraph	Waterfall chart

Projection map

?

## 4. Zooming in

## Storytelling



# 5. Side-by-Side

## Tile Windows Side/Side

Example window

Preview Data

Data

	A	B	C	D
1	Country	Region	Year	GDP (\$)
2	Lao PDR	East Asia & Pacific	1960	
3	Korea, Rep.	East Asia & Pacific	1960	158.2366362
4	Kiribati	East Asia & Pacific	1960	
5	Cambodia	East Asia & Pacific	1960	111.3424797
6	Macao SAR, China	East Asia & Pacific	1960	
7	Japan	East Asia & Pacific	1960	478.9953402
8	Marshall Islands	East Asia & Pacific	1960	
9	Myanmar	East Asia & Pacific	1960	
10	Mongolia	East Asia & Pacific	1960	
11	Indonesia	East Asia & Pacific	1960	
12	Northern Mariana Islands	East Asia & Pacific	1960	
13	Hong Kong SAR, China	East Asia & Pacific	1960	429.4428744
14	Maldives	East Asia & Pacific	1960	60.11111111111111

Upload data

Data

SELECT COLUMNS TO VISUALISE Auto set columns

X values D

Y values E

Name A

Color B

Size F

1960

Region: East Asia & Pacific, Europe & Central Asia, Latin America & Caribbean, Middle East & North Africa, North America, South Asia, Sub-Saharan Africa

Working Window

Preview Data

Regions Points Lines

Regions

	A	B	C	D
1	CITY	Census	Pop.	
2	SEATTLE	1900	80,671	
3	SEATTLE	1910	237,194	
4	SEATTLE	1920	315,312	
5	SEATTLE	1930	365,583	
6	SEATTLE	1940	368,302	
7	SEATTLE	1950	467,591	
8	SEATTLE	1960	557,087	
9	SEATTLE	1970	530,831	
10	SEATTLE	1980	493,846	
11	SEATTLE	1990	516,259	
12	SEATTLE	2000	563,374	

Upload data

Regions

SELECT COLUMNS TO VISUALISE Auto set columns

Geo region key C

Name A

Label B

# 6. Edit/Delete Data

## Edit Values in Flourish

Untitled visualisation ▼

by C Private

Preview Data

	Regions	Regions geometry	Points <span>▼</span>	Lines							
	A	B	C	D	E	F	G	H	I		
1	Mount Rainier	Mount Whitney	Mount Shasta	Mount Elbert	Mount Baker	San Jacinto Peak	San Gorgonio Mountain	Charleston Peak	Mount Adams		
2	WA	CA	CA	CO	WA	CA	CA	NV	WA		
3	14,410	14,491	14,162	14,433	10,781	10,804	11,499	11,915	12,276		
4	1,200	4,420	4,400	5,360	1,900	2,520	3,220	3,675	4,160		
5	13,210	10,071	9,762	9,073	8,881	8,284	8,279	8,240	8,116		
6	46.853	36.579	41.409	39.118	48.778	33.814	34.101	36.272	46.203		
7	-121.759	-118.293	-122.194	-106.445	-121.812	-116.678	-116.828	-115.694	-121.489		
8	Mount Rainier West	Mount Whitney	Mount Shasta	Mount Elbert	Mount Baker	San Jacinto Peak	San Gorgonio Mountain	Charleston Peak	Mount Adams		
9	Vernon 82 L/6 BC	Coyote Peak NM	Hollenbeck	Sylvania Canyon CA/NV	Skagit River 92 H/3 BC	Beaumont	Palmdale	Niavi Wash	Cougar Lake		
10											

Upload data ▼

Points

SELECT COLUMNS TO VIEW

Name ?

Longitude ?

Latitude ?

Color by ?

ACTIVITY LEVEL

Level 4 Low Level 3 Minimal Level 2 High



# 6. Edit/Delete Data

## Edit Values in Flourish

Untitled visualisation

by C Private

Preview Data

Regions Regions geometry Points Lines

Download as CSV

Download as...

Clear sheet

	A	B	C	D	E
1	ABC	STUSPS	NAME	2021 Population	
2	AL	Alabama	5039877		
3	AK	Alaska	732673		
4	04	AZ	Arizona	7276316	
5	05	AR	Arkansas	3025891	
6	06	CA	California	39237836	
7	08	CO	Colorado	5812069	
8	09	CT	Connecticut	3605597	
9	10	DE	Delaware	1003384	
10	11	DC	District of Columbia	670050	
11	12	FL	Florida	21781128	
12	13	GA	Georgia	10799566	
13	15	HI	Hawaii	1441553	
14	16	ID	Idaho	1900923	
15	17	IL	Illinois	12671469	
16	18	IN	Indiana	6805985	
17	19	IA	Iowa	3193079	

+ 1 more rows

Upload data

Saved

Regions

SELECT COLUMNS TO VISUALISE Auto set columns

Geo region key A

Name C

Label

Color by D

Group

Metadata for popups

Source: U.S. Census Bureau 2021 boundaries, suministral.org

Flourish

# Community

## Tableau

The screenshot shows the Tableau Community homepage. At the top, there's a dark header with navigation links for "Community", "Why Tableau", "Products", "Solutions", "Resources", "Partners", and "More". A "LOGIN" button is on the right. Below the header, a large banner says "Welcome to the Community!" with a subtext about the Tableau Community Forums being a place to get answers, collaborate, and learn. It mentions over 195k questions and 450 user groups. There's a search bar, a "ASK A QUESTION" button, and a "Newsletter" section with a link to the latest newsletter. The main content area has sections for "Join the Conversation", "Explore the Forums", "Connect with Other Users", "Product Ideas", and "Featured Topics". Each section includes a small image and a brief description.

<https://community.tableau.com/s/>

## Power BI

The screenshot shows the Microsoft Power BI Community homepage. At the top, there's a dark header with navigation links for "Overview", "Products", "Pricing", "Solutions", "Partners", "Resources", and "Community". A "Register", "Sign in", "Help", and "Go To" button are on the right. Below the header, a yellow banner says "Welcome to Microsoft Power BI Community" with a subtext about connecting, learning, and discussing with business intelligence experts. There's a search bar and a "Join the discussion" section with a table showing "Welcome to the Community! (1 Item)". The table has columns for "Type", "Title", and "Posts". One item listed is "News & Announcements" by the Microsoft Community Success Team with 554 posts. There's also a "Get Help with Power BI (0 Items)" section and a "Helpful resources" sidebar with an "Announcements" section featuring a "Power BI February 2023" update.

<https://community.powerbi.com/>

# Tips & Tricks



## 3. Zoom In

Zoom in a map to tell your story



## 4. Side-by-side

Tile your windows side by side to reference template and working slide.



## 5. Edit/Delete Data

Use the app to edit/delete template or uploaded data.

**DELETE SLIDES  
AFTER THIS**