Data Storytelling

itsmecevi.github.io
widyaanalytic.com

Outline…

- Data Visualization vs Data Storytelling
- FGD Hans Rosling
- Konsep utama data storytelling (Edward Tufte's Rules)
- Best Practices
- Hands-On Tableau

Outline…

- Data Visualization-> Charts

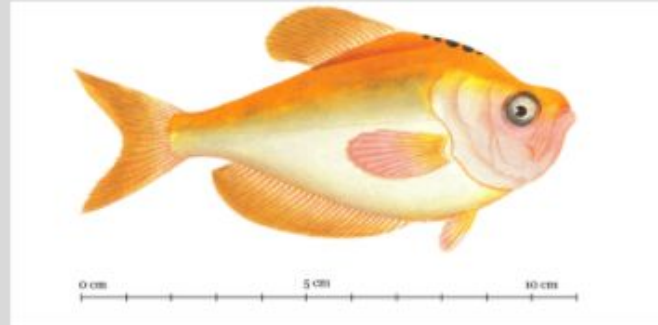- Data Storytelling-> Charts + Narrative + Context

FGD Hans Rosling…

https://www.youtube.com/watch?v=jbkSRLYSojo&t=59s

Diskusi tentang kesimpulan (insight) dari video yang telah ditonton. Pada sesi ini membuktikan bahwa serumit dan sebesar apapun datanya, membuat narasi dari sebuah data akan mempermudah memahami data.
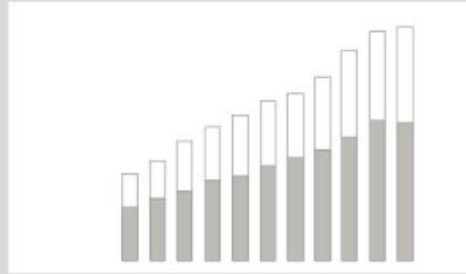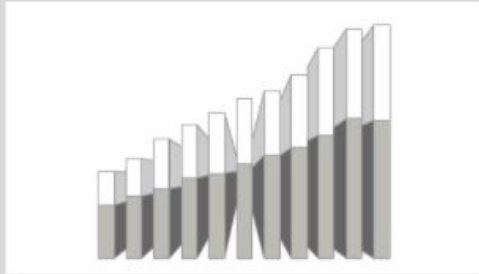
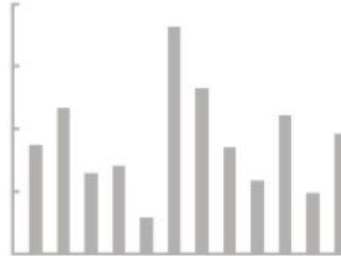# 10 Tufte Rules…

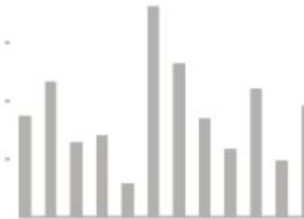
1: Show Your Data

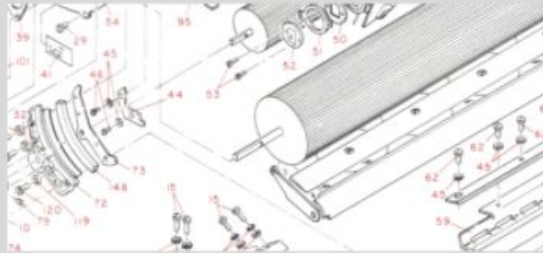# 10 Tufte Rules…

10 Tufte Rules…

3: Avoid Chartjunk

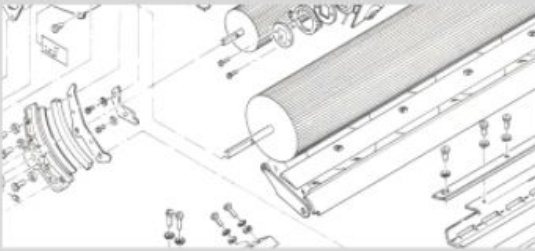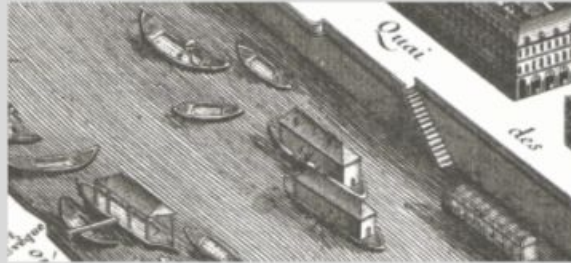# 10 Tufte Rules…

4 : Utilize Data-ink

10 Tufte Rules…

5: Use Labels

10 Tufte Rules…

6: Utilize
Micro/Macro

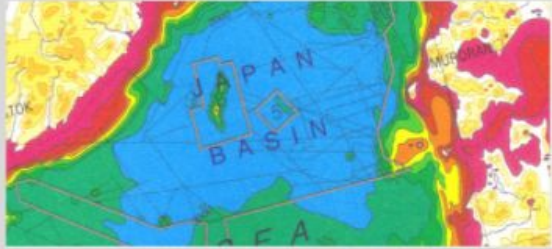# 10 Tufte Rules…

7: *Separate Layers*

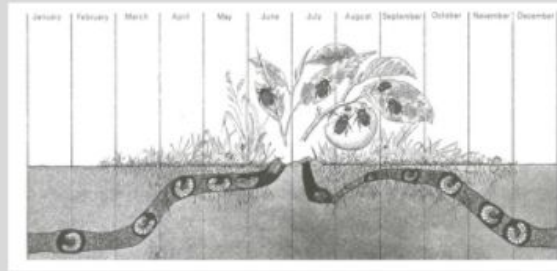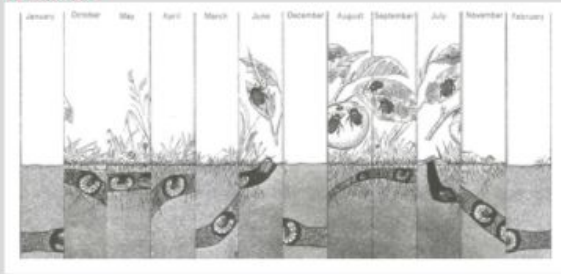# 10 Tufte Rules…

8: Use Multiples

10 Tufte Rules…

9: *Utilize Color*

10 Tufte Rules…

10: Understand Narrative

Best Practices…

1. Change over time

2. Drill Down

3. Zoom Out

4. Contrast

5. Intersections

6. Factors

7. Outliers

Best Practices…

1. Change over time

Change Over Time

What it does: Uses a chronology to illustrate a trend.
Discussions it starts: Why did this happen, or why does it keep happening? What can we do prevent or make this happen?
Example: https://public.tableau.com/de-de/gallery/arsenal-injury-crisis
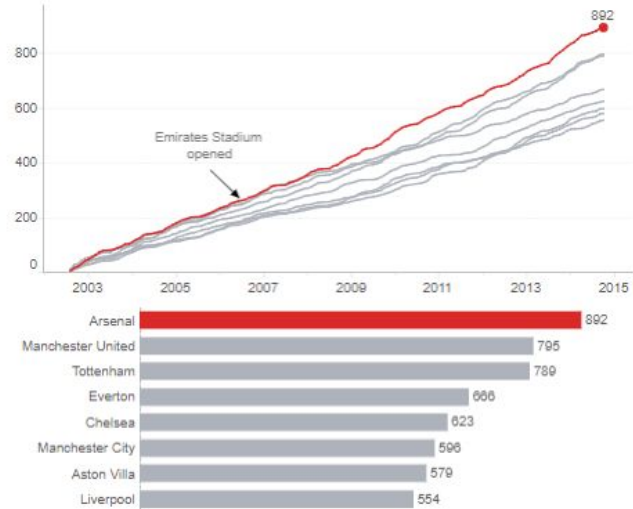

Arsenal's Injury Crisis
Players have suffered nearly 900 injuries in 12 years and Arsene Wenger has admitted he does not understand why
* Study only includes teams that have been in the EPL every year since the 2002-03 season through 12 October 2014
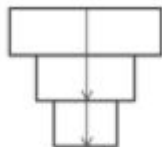
| Arsenal have been accumulating injuries at a staggering rate | Season after season Arsenal dominate the injury table | Meanwhile, Arsenal's rivals suffer much fewer injuries | Arsenal have had 440 hamstring, knee, foot & ankle injuries | Perhaps the pitch at Emirates Stadium is to blame | Arsenal have had 4 players with 10 or more injuries |

Cumulative injuries suffered since July 2002

892

Emirates Stadium opened

Arsenal	892
Manchester United	795
Tottenham	789
Everton	666
Chelsea	623
Manchester City	596
Aston Villa	579
Liverpool	554

16

Best Practices…

2. Drill Down

Drill Down

What it does: Sets context so that your audience better understands what's going on in a particular category.
Discussions it starts: Why is this person, place or thing different? How does the performance of this person, place, or thing compare?
Example: https://public.tableau.com/de-de/gallery/visualizing-simpsons
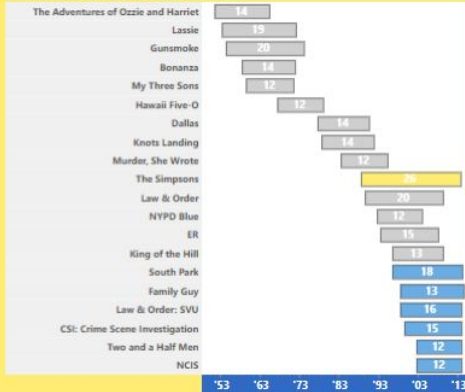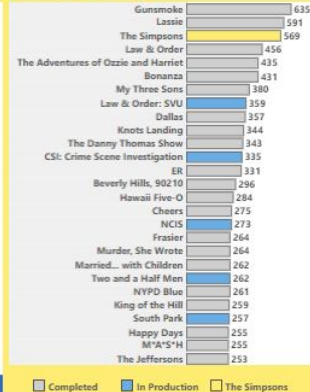
Best Practices…

3. Zoom Out
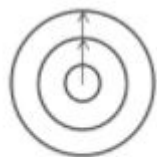
Zoom Out

What it does: Describes how something your audience cares about relates to the bigger picture.
Discussion it starts: How does something you care about compare to the bigger picture? What effect does one area have on the bigger picture?
Example: https://public.tableau.com/de-de/gallery/vancouver-cyclists
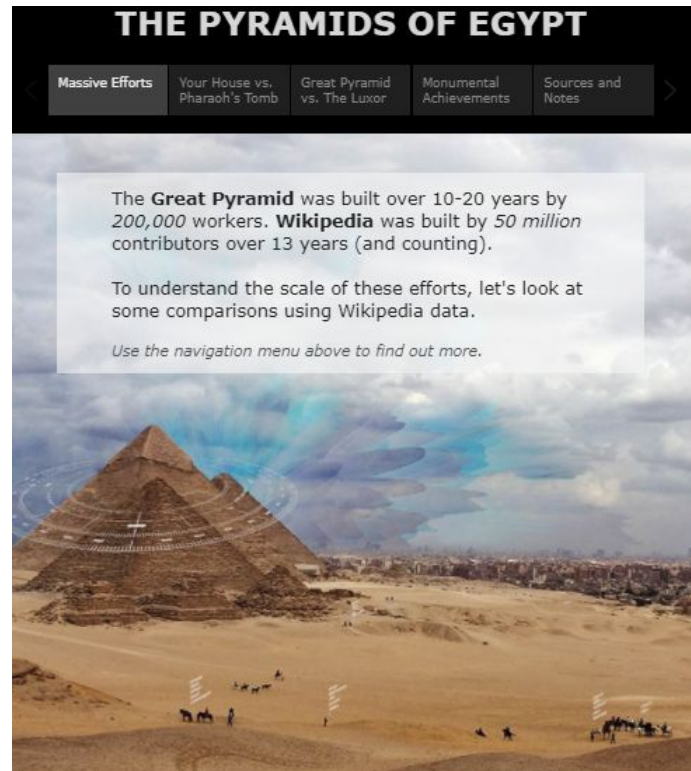
Best Practices...

4. Contrast

Contrast

What it does: Shows how two or more subjects differ.
Discussions it starts: Why are these items different? How can we make A perform like B? Which area should we focus on and which area is doing fine?
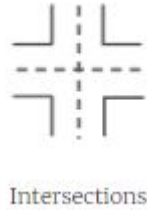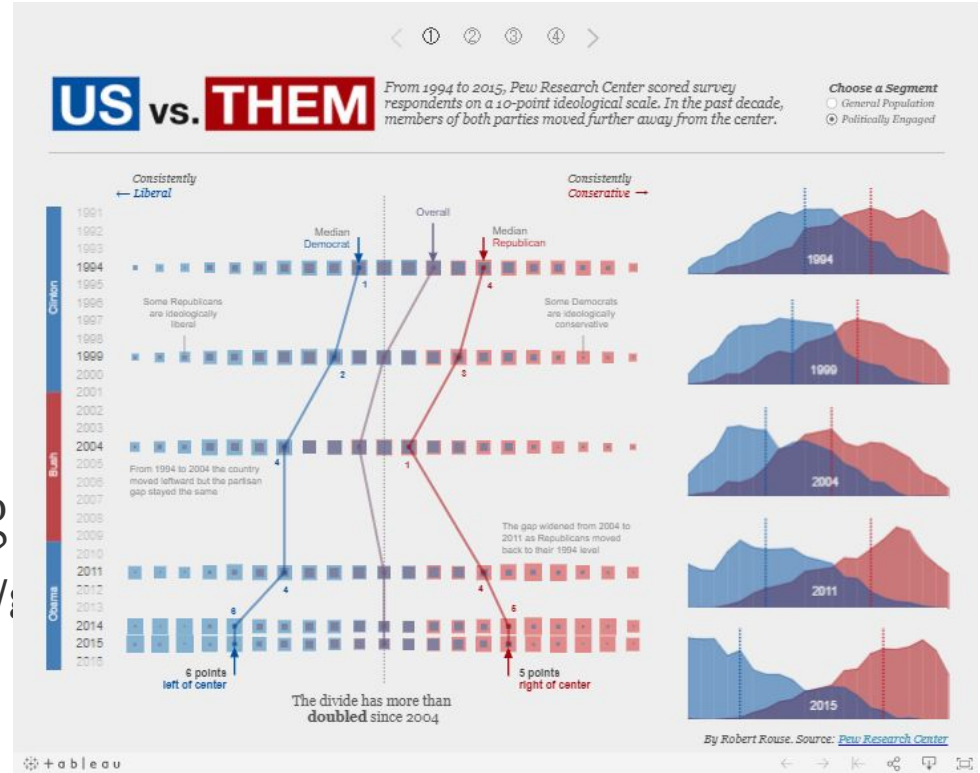**Example**:
https://public.tableau.com/de-de/gallery/pyramids-egypt

Best Practices…
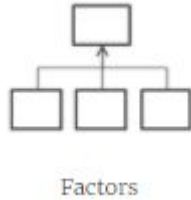
5. Intersections

Intersections

What it does: Highlights important shifts when one category overtakes another.
Discussions it starts: What causes these shifts? Are these shifts good or bad? How do these shifts affect other aspects of our plan?
Example:https://public.tableau.com/en-us/gallery/political-polarization-us
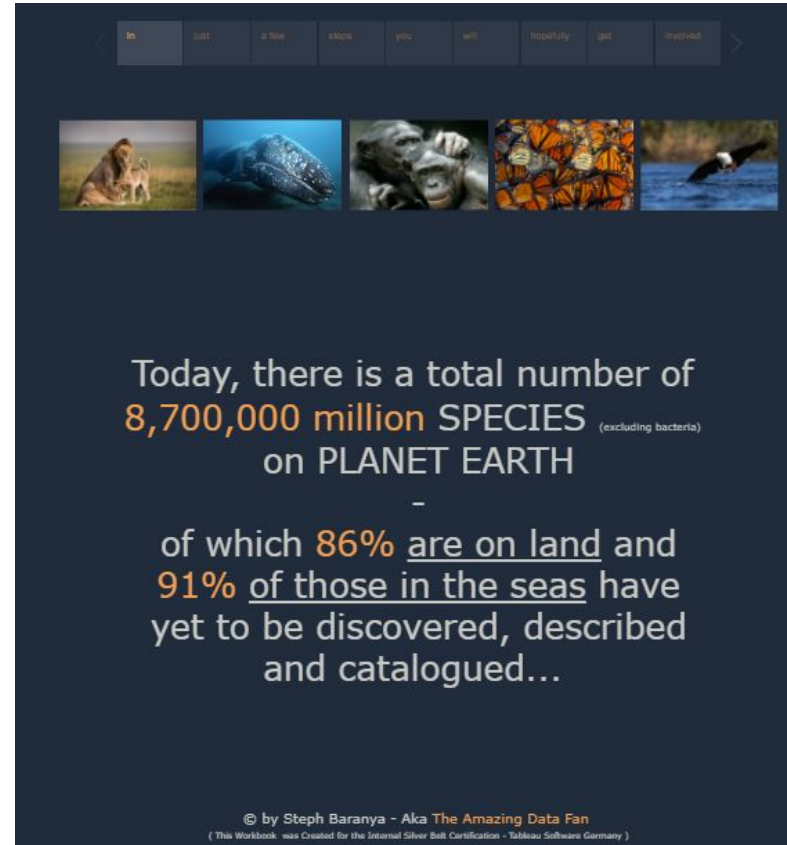
Best Practices...

6. Factors

Factors

What it does: Explains a subject by dividing it into types or categories.
Discussions it starts: Is there a particular category we should focus on more? How much do these items affect the metric we care about?
Example:
https://public.tableau.com/profile/steph.baranya#!/vizhome/PlanetEarth_____/Injustafewstepsyouwillhopefullygetinvolved
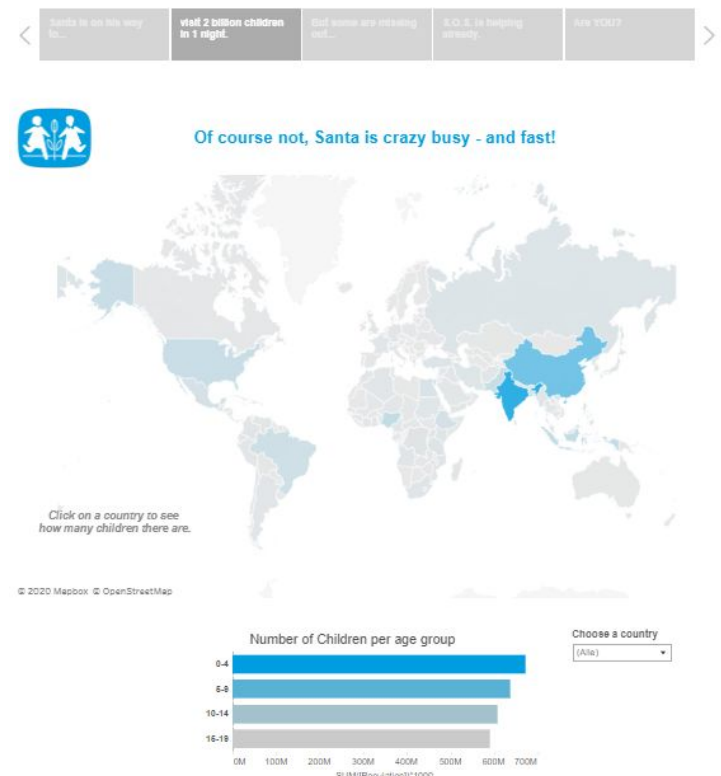
Best Practices...

7. Outliers

Outliers

What it does: Shows anomalies or where things are exceptionally different.
Discussions it starts: Why is this item different?
Example:https://public.tableau.com/profile/steph.baranya#!/vizhome/AdultVersion_final/SOSChildrensVillagesX-MasCampaignSantaGetInvolvedDonate

Thanks
Q&A

Referensi

https://trello.com/b/fCiyw9I4/references