

TEMA #09 CASOS DE ESTUDIO

TEMA #10 REFLEXIONES FINALES

- Storytelling Data V
- Viernes 19 de Julio de 2024
- Juan Domingo Ortín





QUALITICIIAL DATA

DATA ANALYSIS

DATA SSCIENN WITH QIALITYIE DATA ANALYSS

DATA SCIENCE

QUUATTIIV

TEXCY

QUINDIATIV

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A vibrant, top-down illustration of a cluttered desk. The desk surface is blue. Various items are scattered across it: a laptop with a keyboard visible, several sheets of paper with charts (bar graphs, pie charts, line graphs), a calculator, pens, pencils, a coffee cup, a smartphone, a clipboard, a spiral notebook, and a small trash can. A person's hands, wearing an orange long-sleeved shirt, are visible at the bottom, holding a pen and writing on a document. The overall style is modern and colorful.

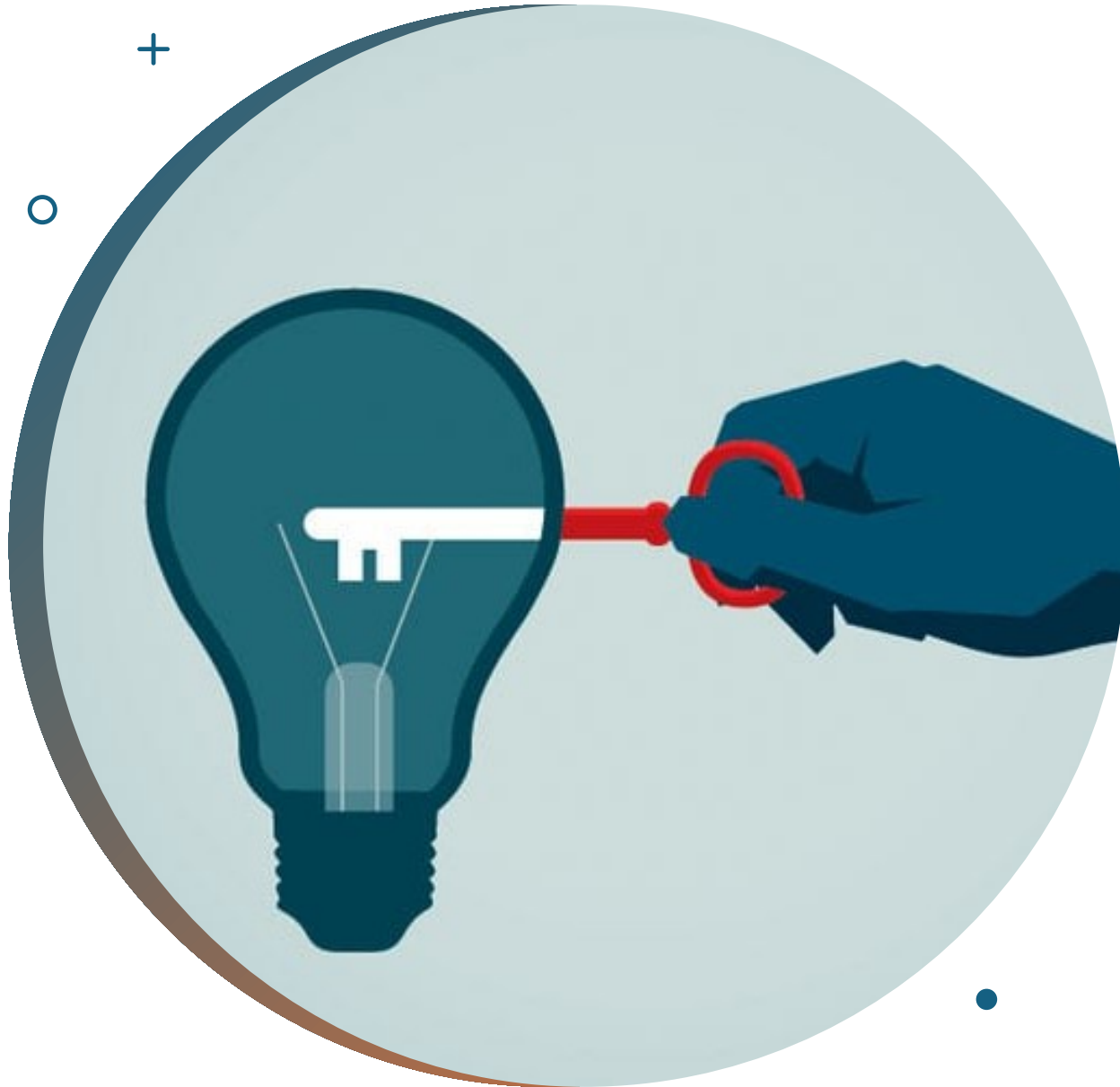
TEMA #09 CASOS DE ESTUDIO



Sumario

Tema #09 Casos de Estudio

- **Casos prácticos > Estrategias > Retos +comunes > Comunicación datos**
 - Consideraciones sobre el **color** con **fondo oscuro**
 - Aprovechar la **animación** en las presentaciones visuales
 - Establecer la **lógica** en el **orden**
 - **Estrategias** para evitar el gráfico espagueti
 - **Alternativas** a los gráficos circulares



*Mirar notas al final
"Notes"

**Transiciones

Caso de Estudio 1

Consideraciones sobre el color sobre fondo oscuro

Survey Results: Team X

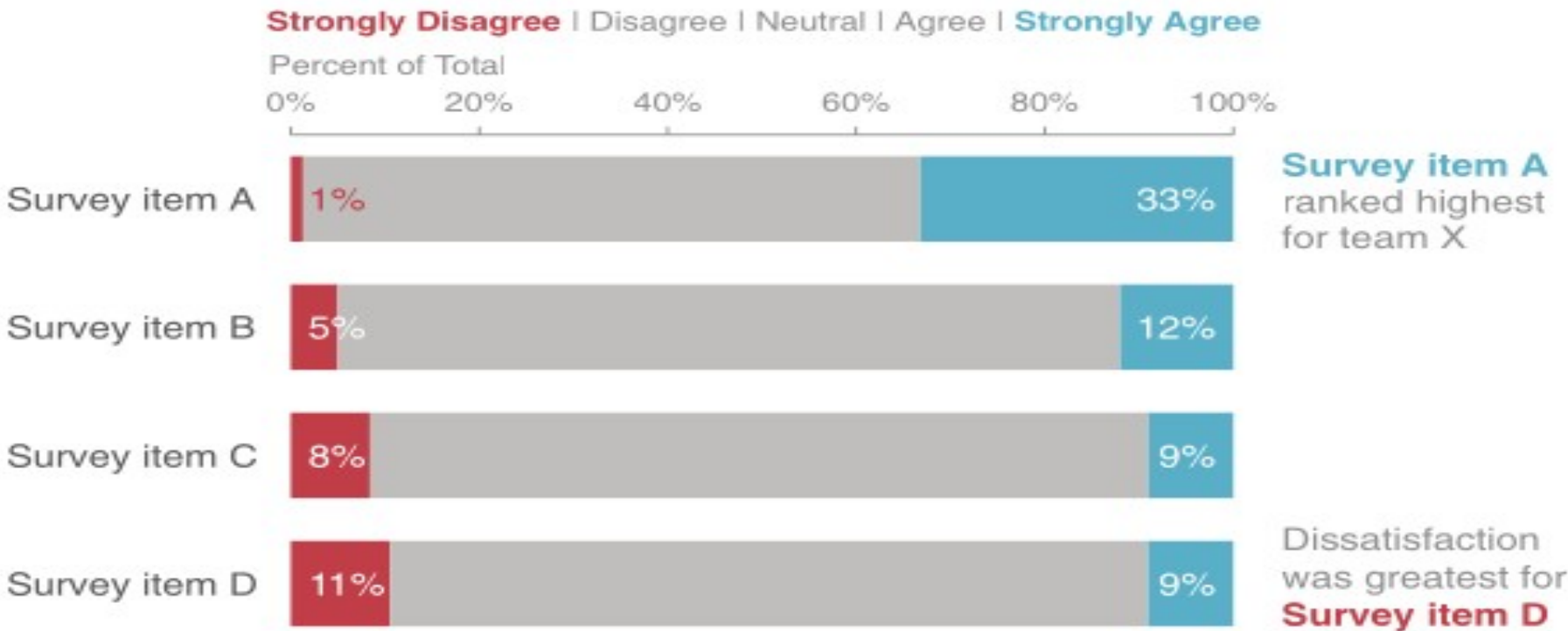


FIGURE 9.2 Initial makeover on white background

Caso de Estudio 1

Consideraciones sobre el color sobre fondo oscuro II

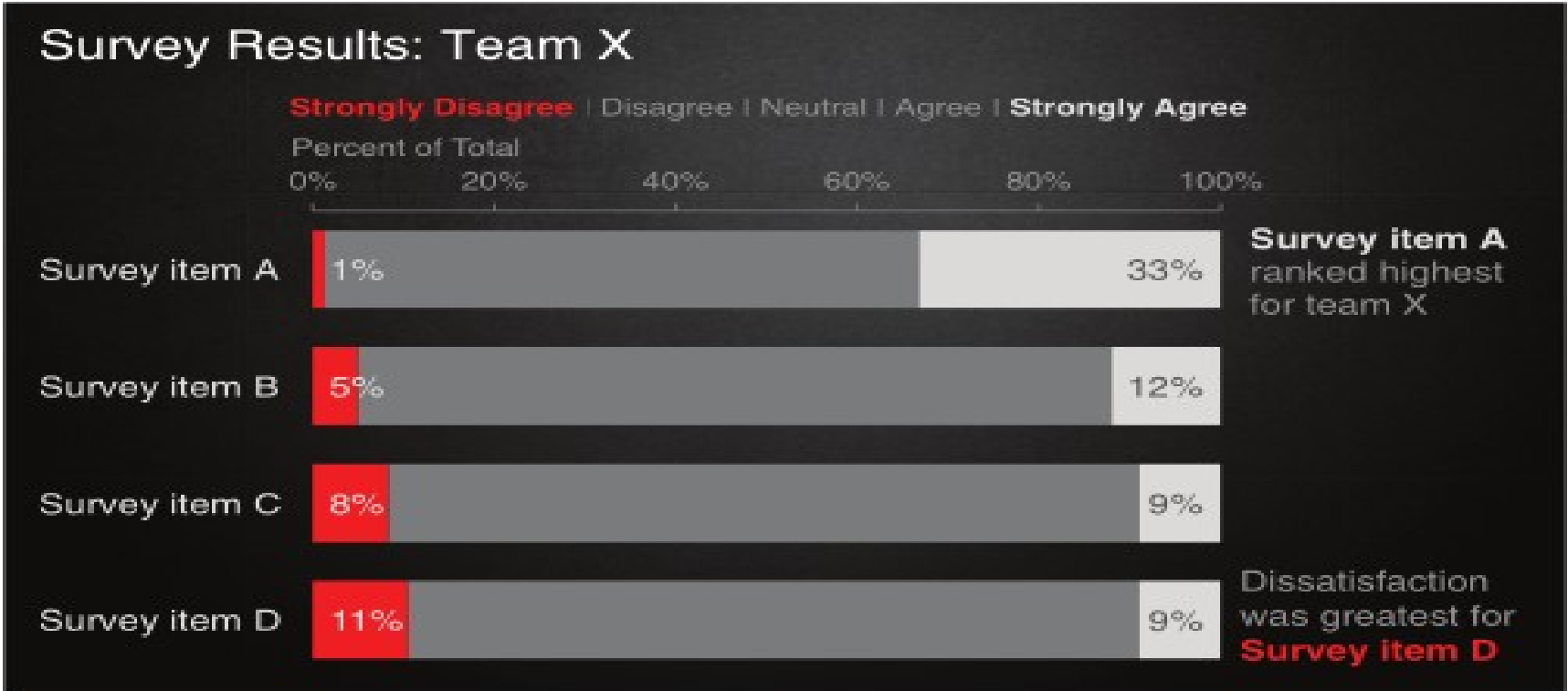


FIGURE 9.3 Remake on dark background

Caso de Estudio 2

Aprovechar la Animación en las Presentaciones Visuales

Moonville: active users over time



Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

FIGURE 9.4 Original graph

Caso práctico 2

Aprovechar la Animación en las Presentaciones Visuales II

Moonville: active users over time



Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

FIGURE 9.5

Caso de Estudio 2

Aprovechar la Animación en las Presentaciones Visuales III

Moonville: active users over time



Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

FIGURE 9.6

Caso de Estudio 2

Aprovechar la Animación en las Presentaciones Visuales IV

Moonville: active users over time



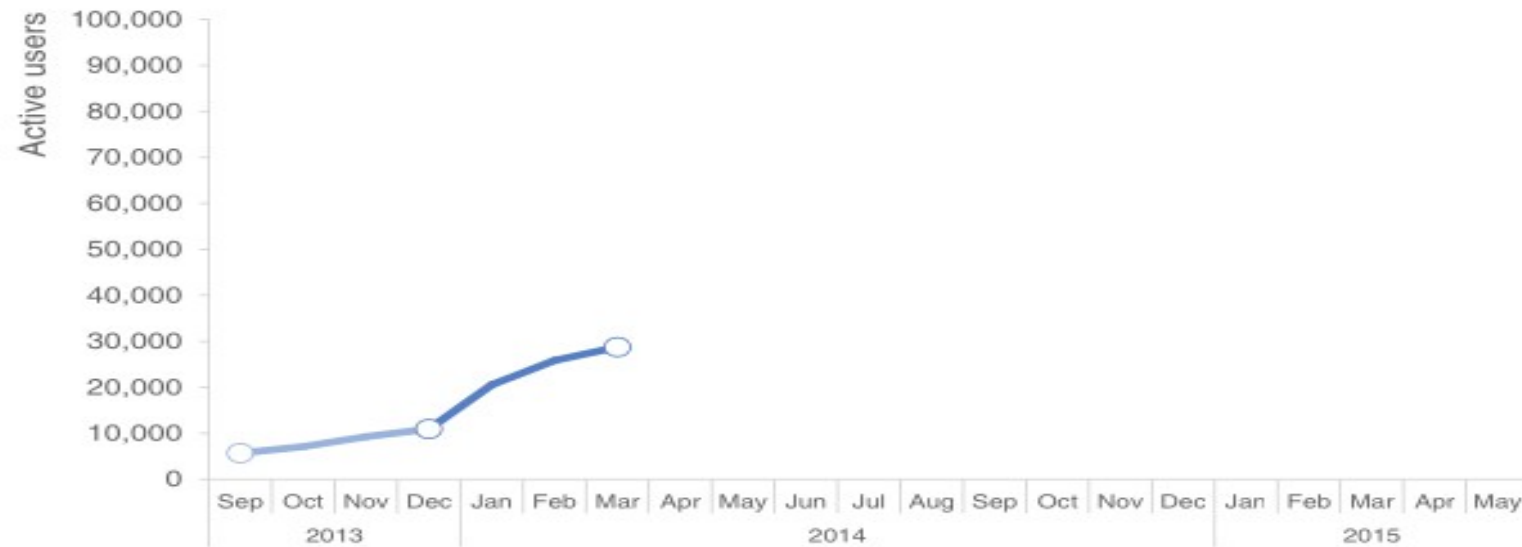
Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

FIGURE 9.7

Caso de Estudio 2

Aprovechar la Animación en las Presentaciones Visuales V

Moonville: active users over time



Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

FIGURE 9.8

Caso de Estudio 2

Aprovechar la Animación en las Presentaciones Visuales VI

Moonville: active users over time



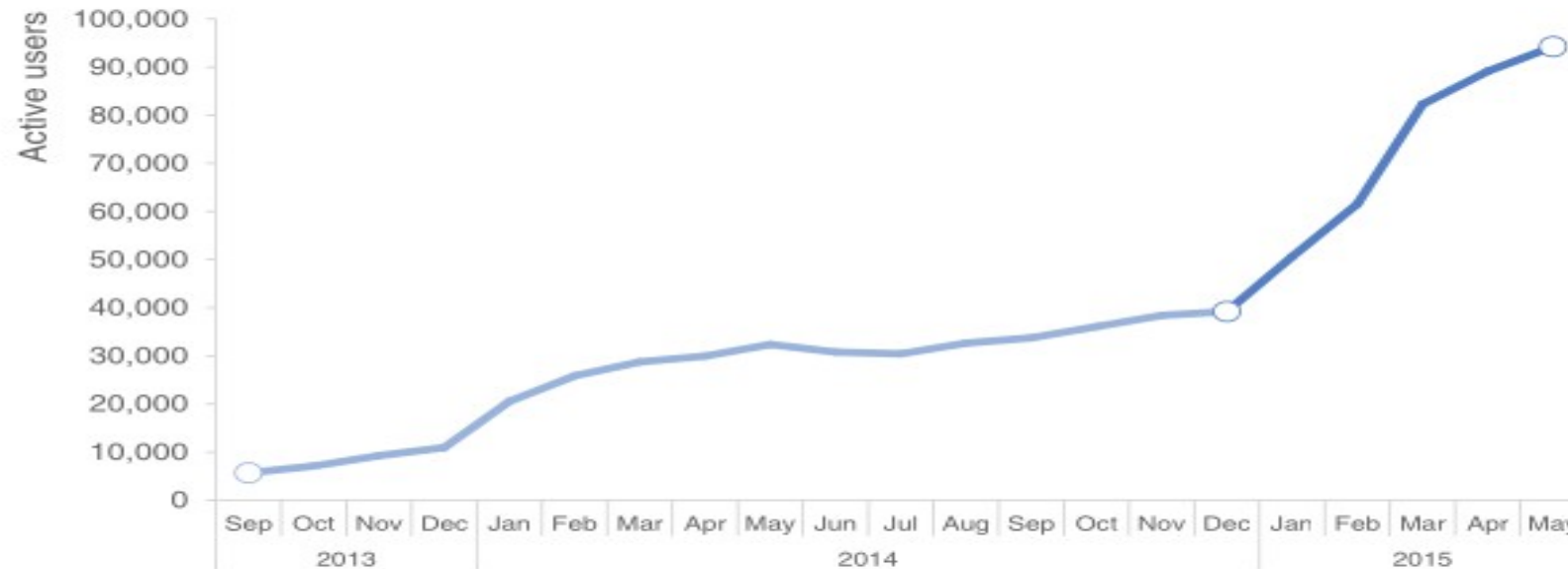
Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

FIGURE 9.9

Caso de Estudio 2

Aprovechar la Animación en las Presentaciones Visuales VII

Moonville: active users over time



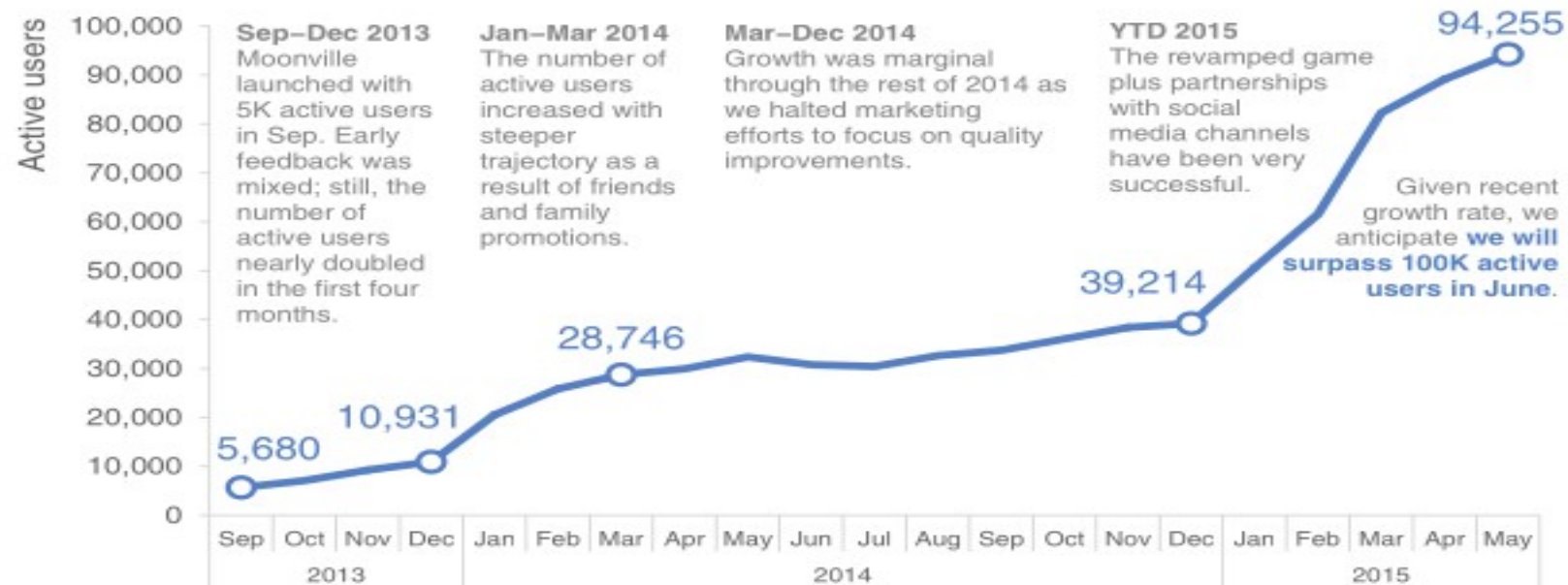
Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

FIGURE 9.10

Caso de Estudio 2

Aprovechar la Animación en las Presentaciones Visuales VIII

Moonville: active users over time



Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

FIGURE 9.11

CASO DE ESTUDIO 3

La Lógica en Orden

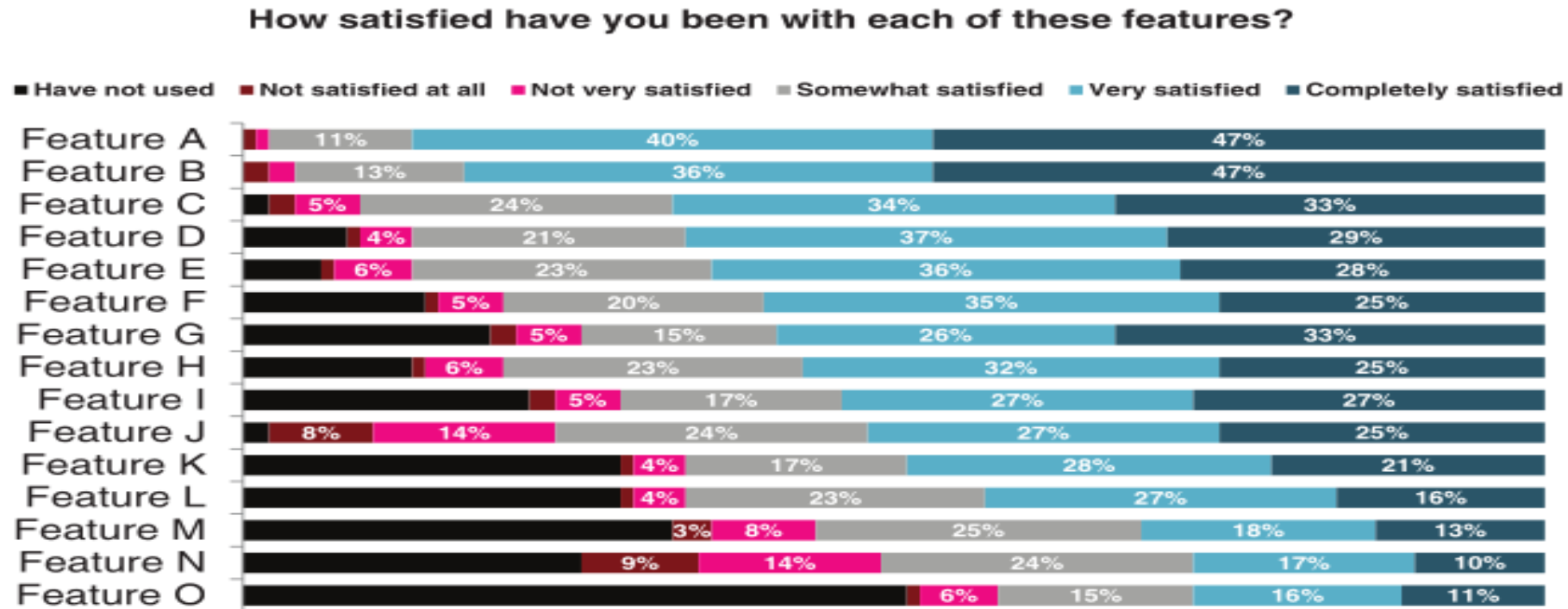


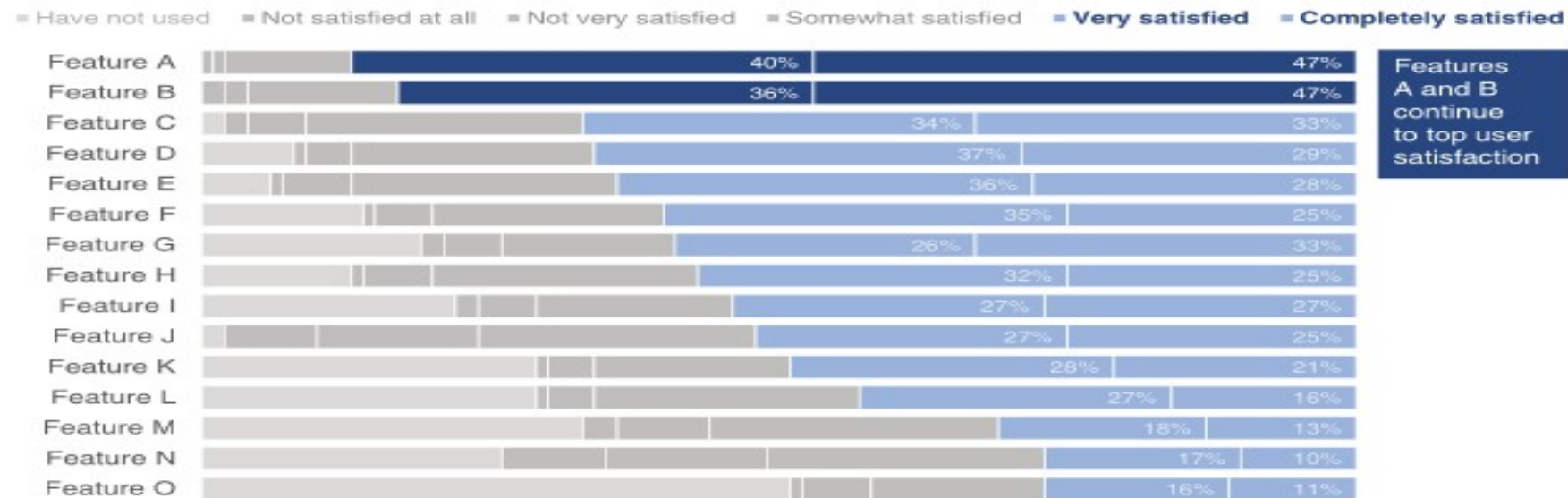
FIGURE 9.12 User satisfaction, original graph

CASO DE ESTUDIO 3

La Lógica en Orden II

User satisfaction varies greatly by feature

Product X User Satisfaction: Features



Features A and B continue to top user satisfaction

Responses based on survey question "How satisfied have you been with each of these features?".
Need more details here to help put this data into context: How many people completed survey? What proportion of users does this represent?
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

FIGURE 9.17 Satisfaction

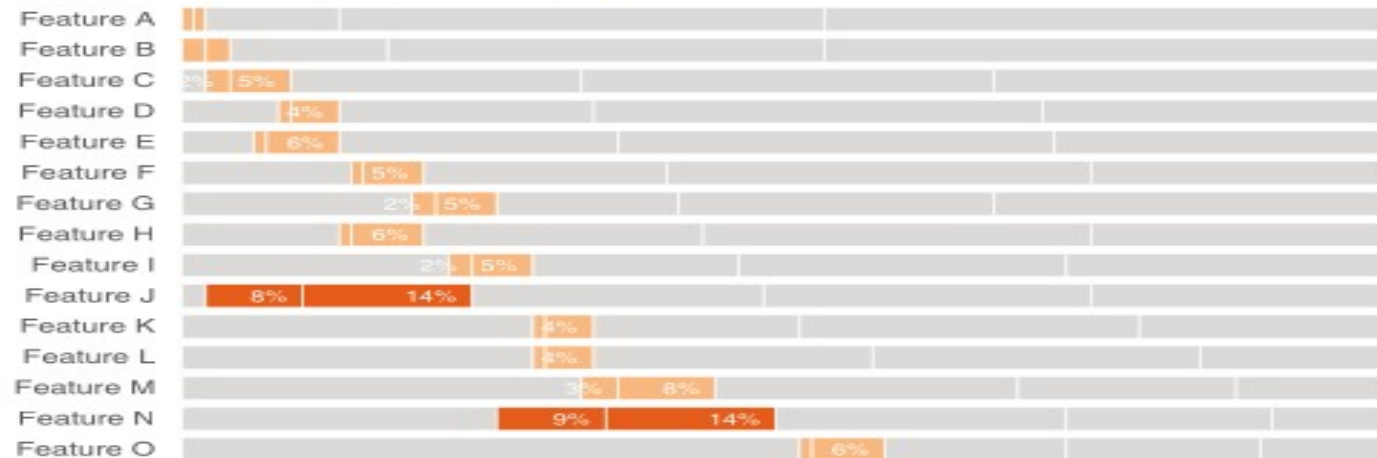
CASO DE ESTUDIO 3

La Lógica en Orden III

User satisfaction varies greatly by feature

Product X User Satisfaction: **Features**

■ Have not used ■ Not satisfied at all ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied ■ Completely satisfied



Users are least satisfied with Features J and N; what improvements can we make here for a better user experience?

Responses based on survey question "How satisfied have you been with each of these features?".

Need more details here to help put this data into context: How many people completed survey? What proportion of users does this represent?

Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

FIGURE 9.18 Dissatisfaction

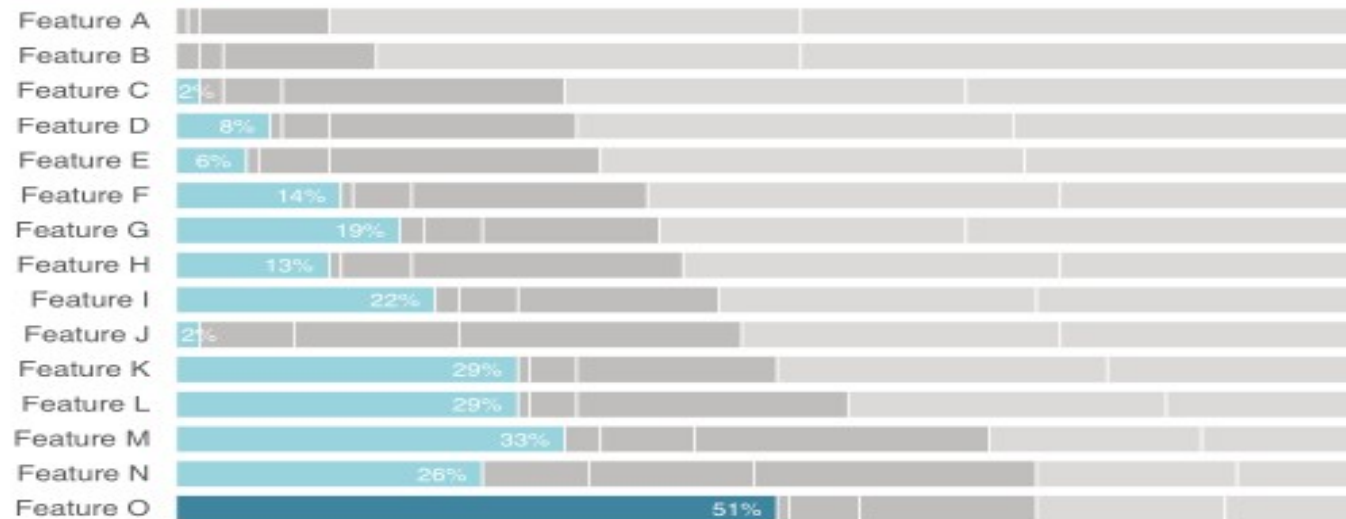
CASO DE ESTUDIO 3

La Lógica en Orden IV

User satisfaction varies greatly by feature

Product X User Satisfaction: **Features**

■ Have not used ■ Not satisfied at all ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied ■ Completely satisfied



Feature O is least used. What steps can we proactively take with existing users to increase utilization?

Responses based on survey question "How satisfied have you been with each of these features?".

Need more details here to help put this data into context: How many people completed survey? What proportion of users does this represent?

Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

FIGURE 9.19 Unused features

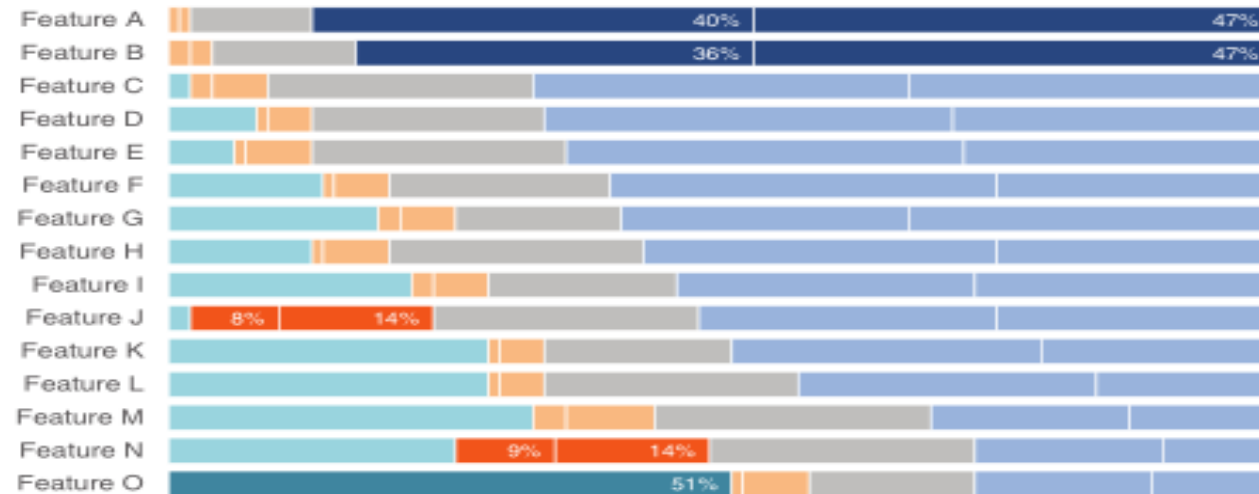
CASO DE ESTUDIO 3

La Lógica en Orden V

User satisfaction varies greatly by feature

Product X User Satisfaction: **Features**

■ Have not used ■ Not satisfied at all ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied ■ Completely satisfied



Features A and B continue to top user satisfaction

Users are least satisfied with Features J and N; what improvements can we make here for a better user experience?

Feature O is least used. What steps can we proactively take with existing users to increase utilization?

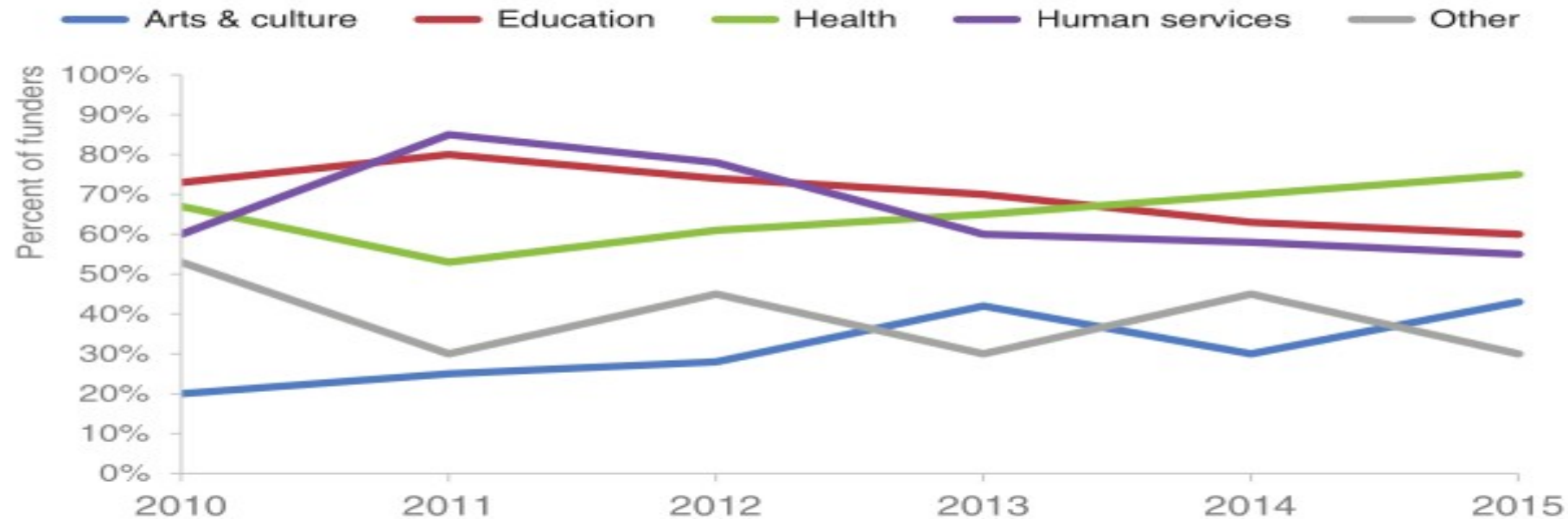
Responses based on survey question "How satisfied have you been with each of these features?".
Need more details here to help put this data into context: How many people completed survey? What proportion of users does this represent?
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

FIGURE 9.20 Comprehensive visual

CASO DE ESTUDIO 4

Estrategias para Evitar el Grafico de Spaghetti

Types of non-profits supported by area funders

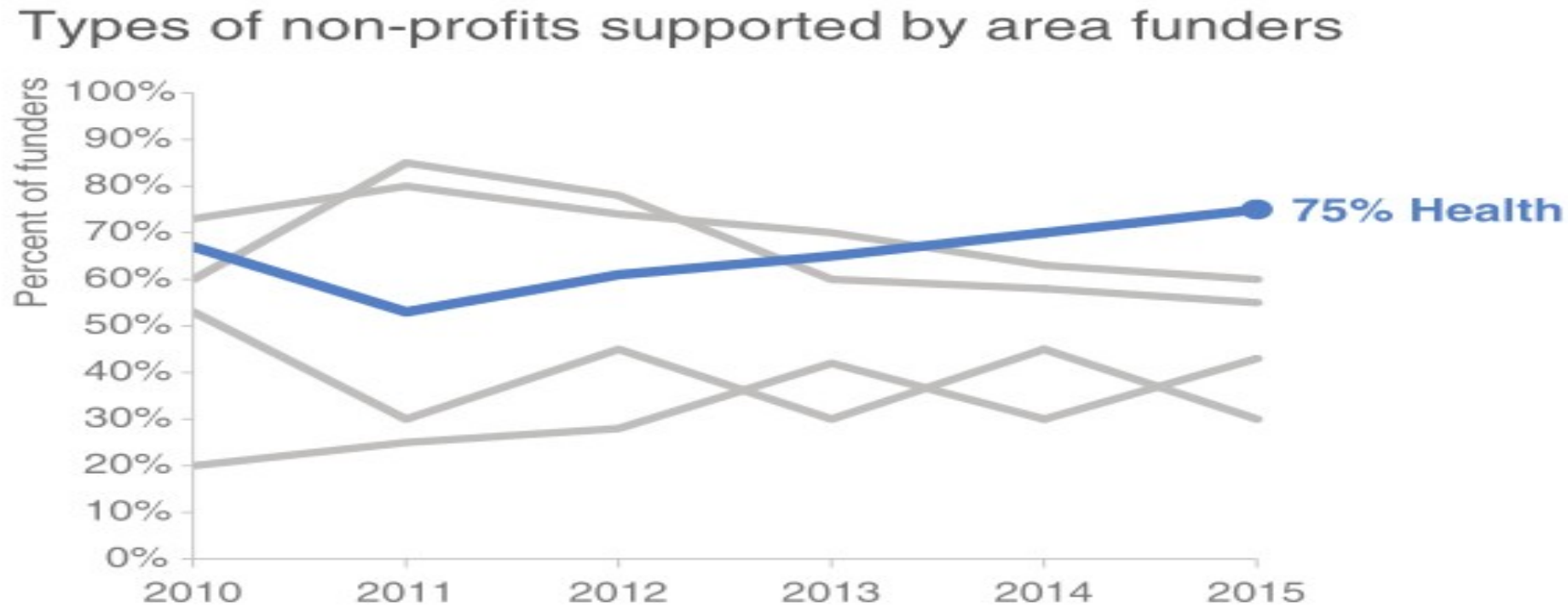


Data is self-reported by funders; percents sum to greater than 100 because respondents can make multiple selections.

FIGURE 9.21 The spaghetti graph

CASO DE ESTUDIO 4

Estrategias para Evitar el Grafico de Spaghetti II



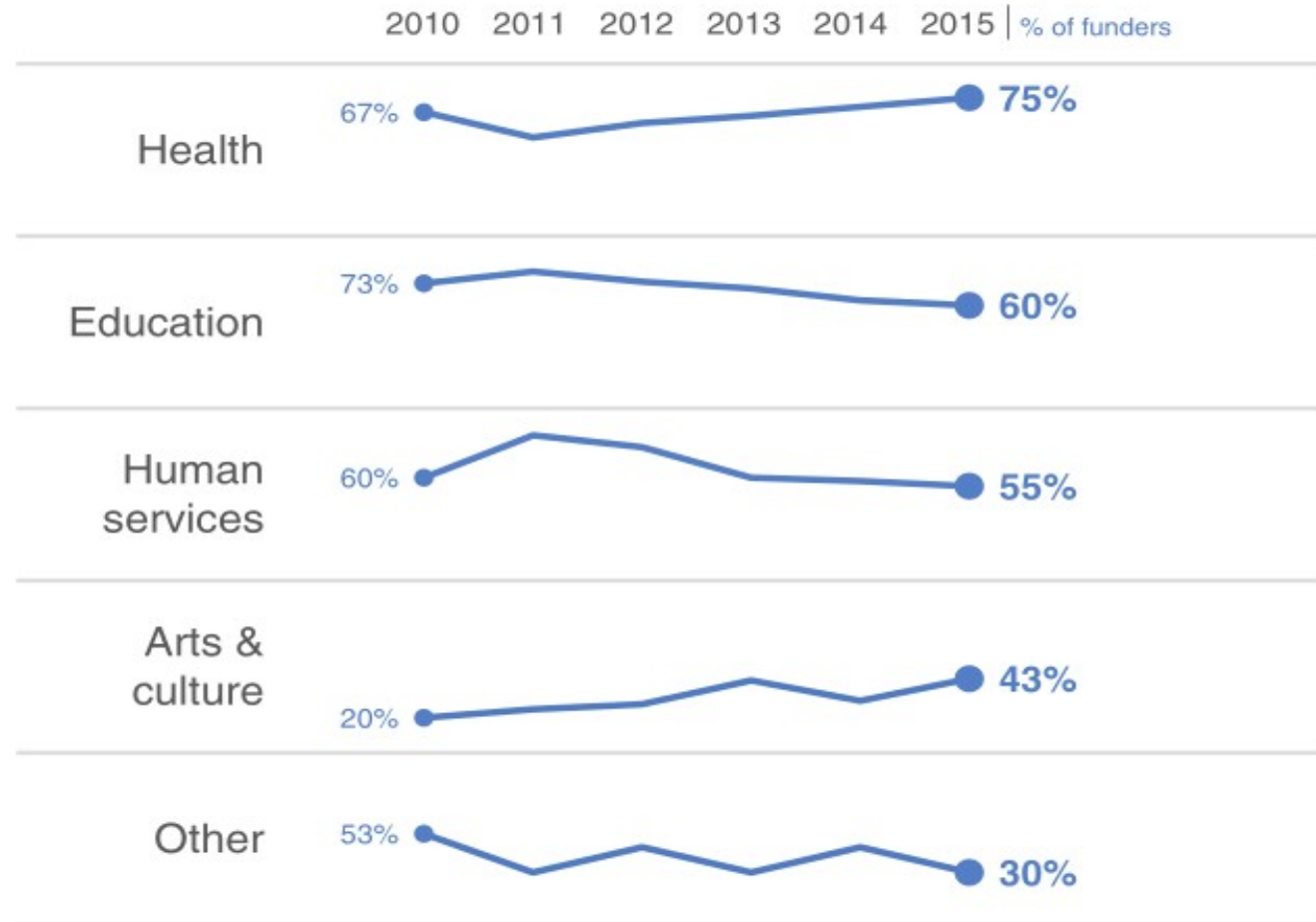
Data is self-reported by funders; percents sum to greater than 100 because respondents can make multiple selections.

FIGURE 9.22 Emphasize a single line

CASO DE ESTUDIO 4

Estrategias para Evitar el Grafico de Spaghetti III

Types of non-profits supported by area funders



Data is self-reported by funders; percents sum to greater than 100 because respondents can make multiple selections.

FIGURE 9.24 Pull the lines apart vertically

CASO DE ESTUDIO 4

Estrategias para Evitar el Grafico de Spaghetti IV



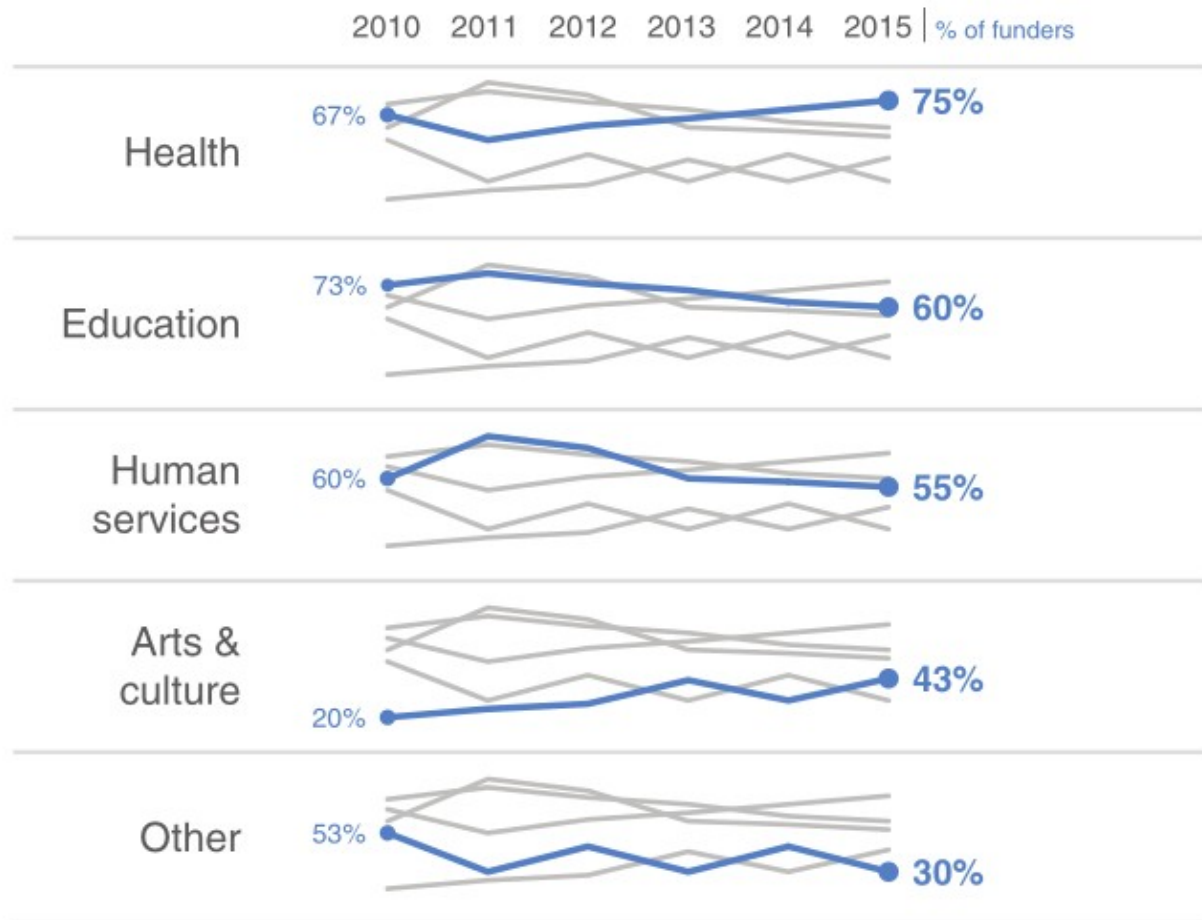
Data is self-reported by funders; percents sum to greater than 100 because respondents can make multiple selections.

FIGURE 9.25 Pull the lines apart horizontally

CASO DE ESTUDIO 4

Estrategias para Evitar el Grafico de Spaghetti V

Types of non-profits supported by area funders



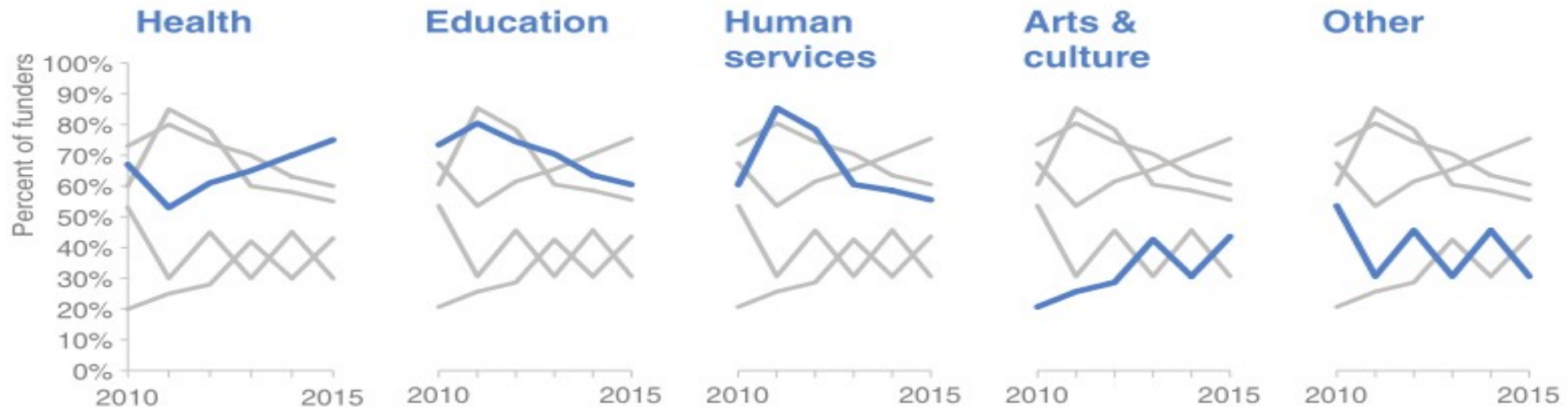
Data is self-reported by funders; percents sum to greater than 100 because respondents can make multiple selections.

FIGURE 9.26 Combined approach, with vertical separation

CASO DE ESTUDIO 4

Estrategias para Evitar el Grafico de Spaghetti VI

Types of non-profits supported by area funders



Data is self-reported by funders; percents sum to greater than 100 because respondents can make multiple selections.

FIGURE 9.27 Combined approach, with horizontal separation



Conclusiones Caso de Estudio 4 [spaghetti VII]

- La solución que mejor funcione variará según la situación
 - ¿Necesito todas las categorías?
 - ¿Necesito todos los años?

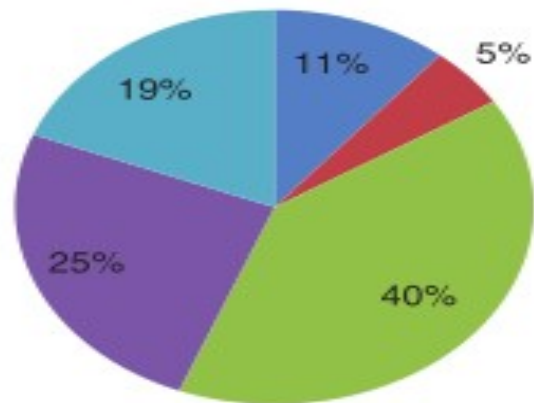
Caso de Estudio 5

Alternativas a las Tartas / Donuts

Survey results: summer learning program on science

**PRE: How do you feel
about doing science?**

■ Bored ■ Not great ■ OK ■ Kind of interested ■ Excited



**POST: How do you feel
about doing science?**

■ Bored ■ Not great ■ OK ■ Kind of interested ■ Excited

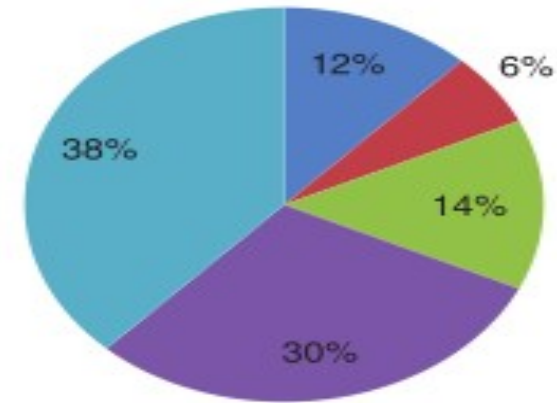


FIGURE 9.28 Original visual

Caso de Estudio 5

Alternativas a las Tartas / Donuts II

Pilot program was a success

After the pilot program,

68%

of kids expressed interest towards science,
compared to 44% going into the program.

Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

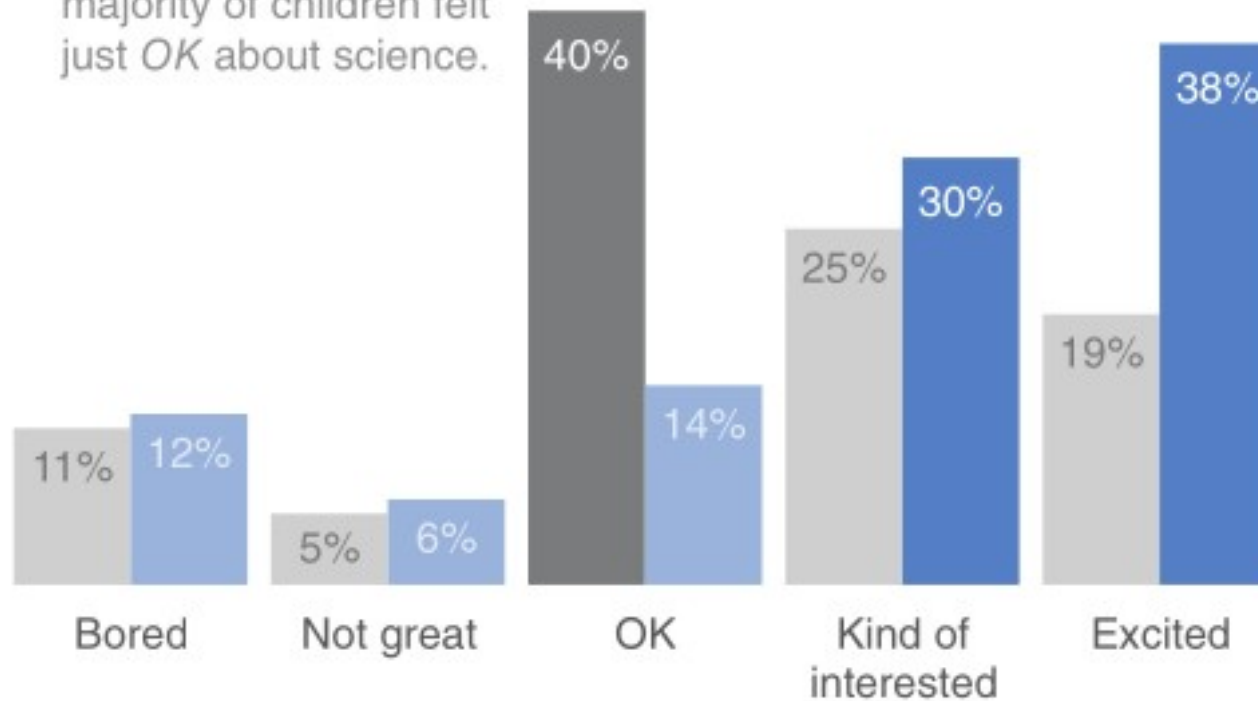
FIGURE 9.29 Show the numbers directly

Caso de Estudio 5

Alternativas a las Tartas / Donuts III

How do you feel about science?

BEFORE program, the majority of children felt just *OK* about science.



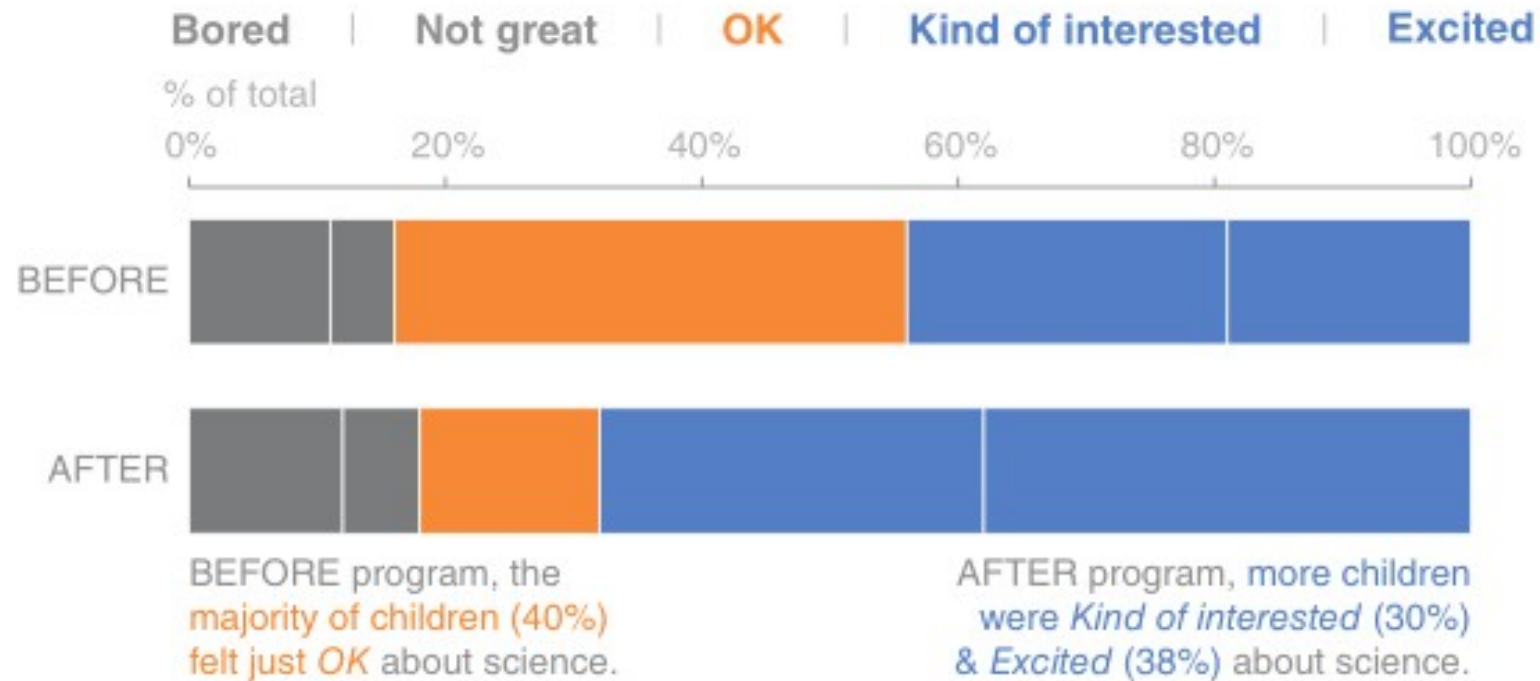
AFTER program, more children were *Kind of interested* & *Excited* about science.

Caso de Estudio 5

Alternativas a las Tartas / Donuts IV

Pilot program was a success

How do you feel about science?

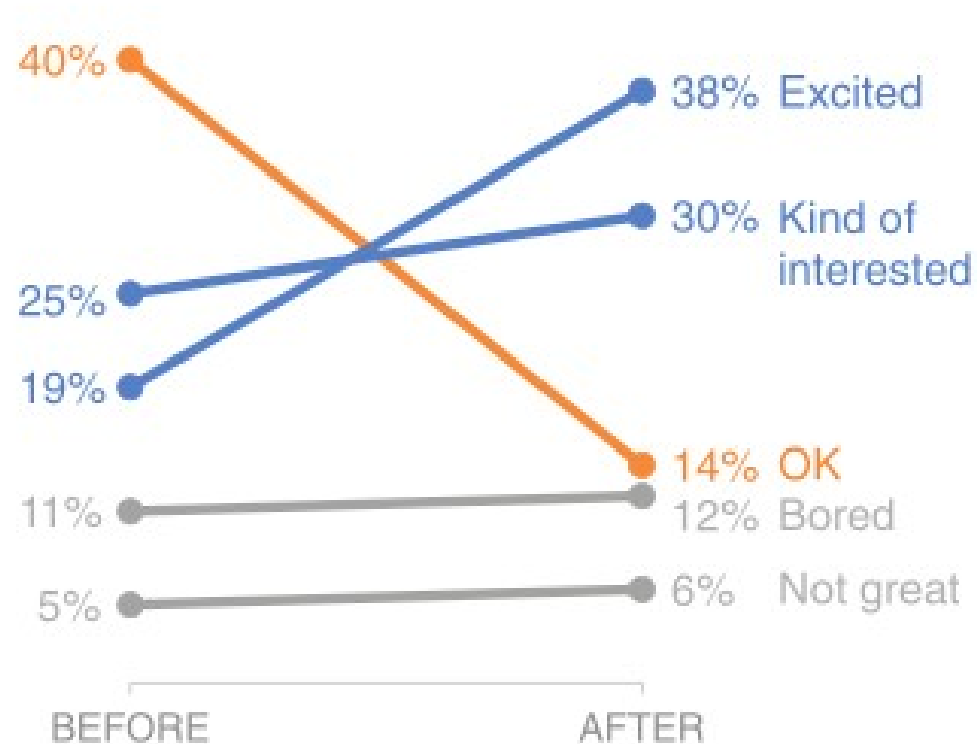


Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

Caso de Estudio 5

Alternativas a las Tartas / Donuts V

How do you feel about science?



BEFORE program, the majority of children felt just *OK* about science.

AFTER program, more children were *Kind of interested* & *Excited* about science.

Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

Conclusiones

No hay único camino

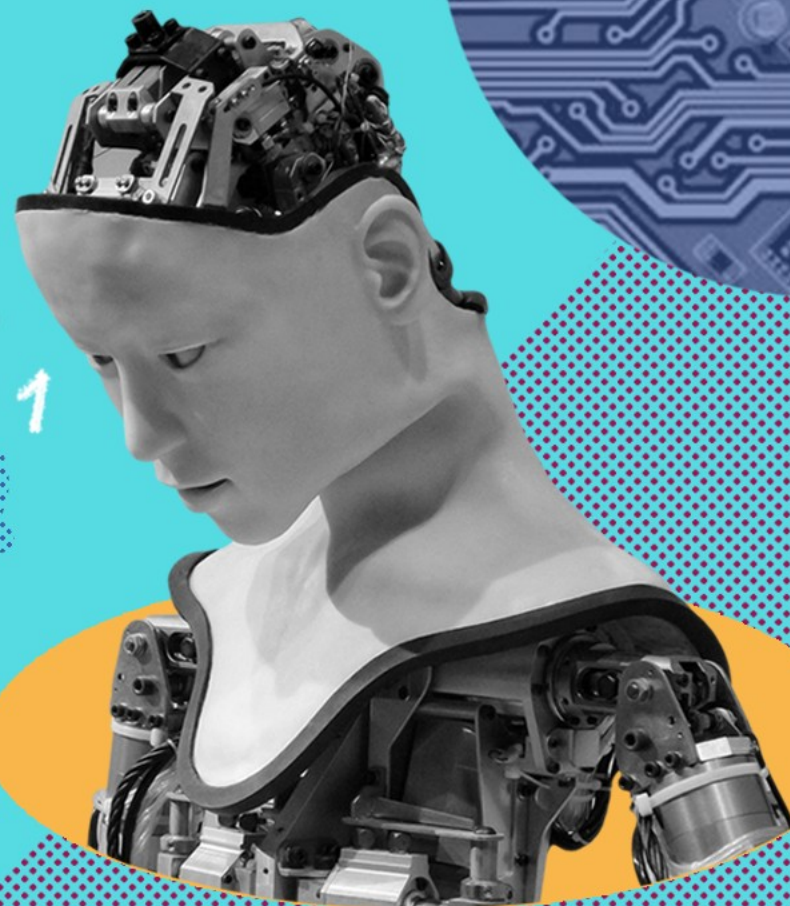
Duda

- Público
 - ¿Qué necesita que sepan o hagan?
 - ¿Qué historia quiere contarles?





0 1 1 0 0 1 0
1 0 1 0 1 0
1 0 1 0 1 0
1 0 1 0 1 0
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1 0 1 0 1 0
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1 0 1 0 1 0
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Tema #10

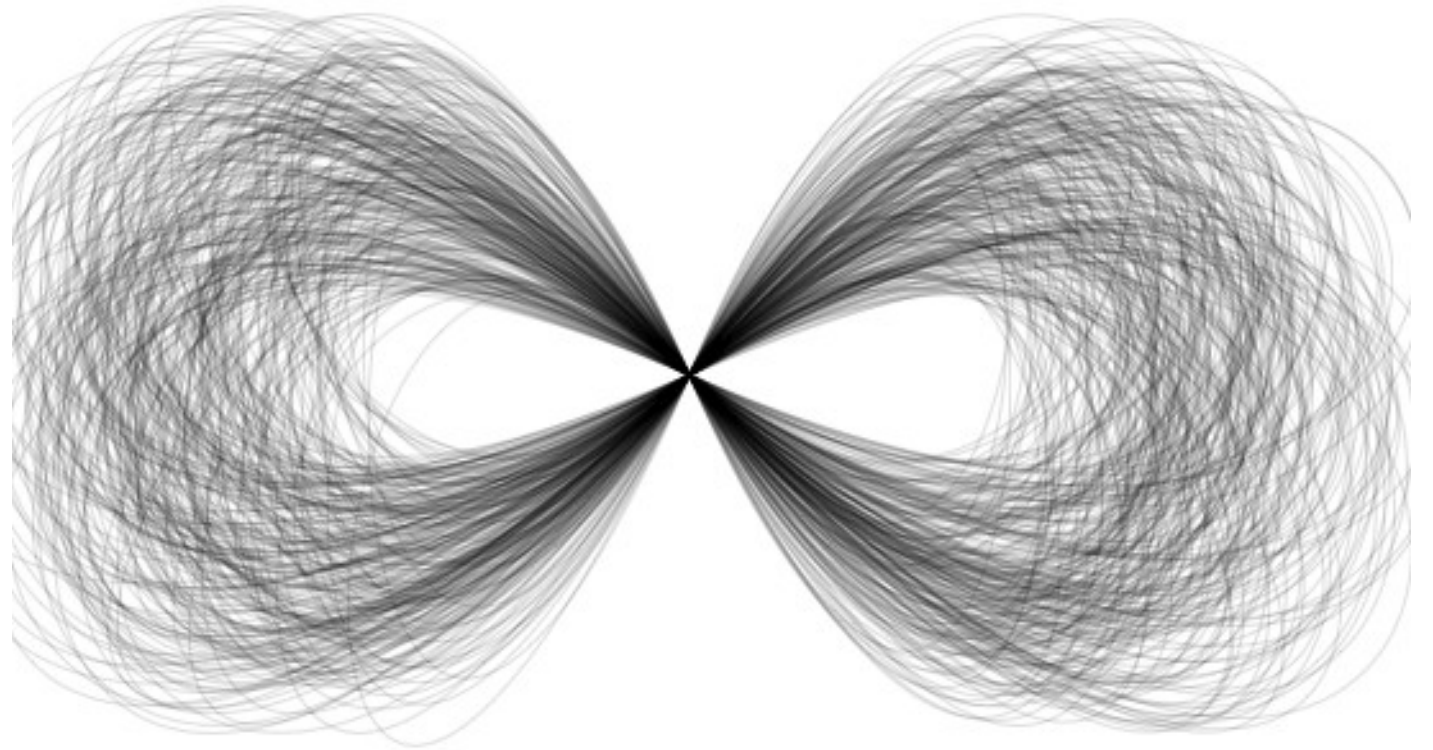
Reflexiones Finales

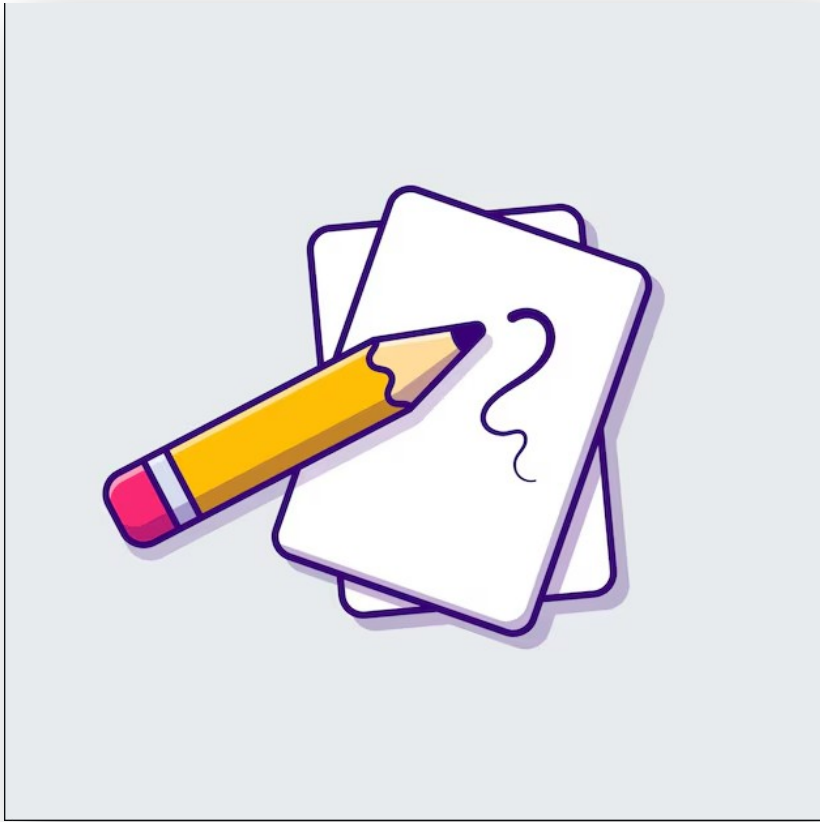


Sumario

Tema #10 Reflexiones Finales

- ¿Qué hacer a partir de ahora?
 - Practicar > Aprender
 - Conocer herramientas
 - Iterar
 - Buscar feedback
 - Divertirse



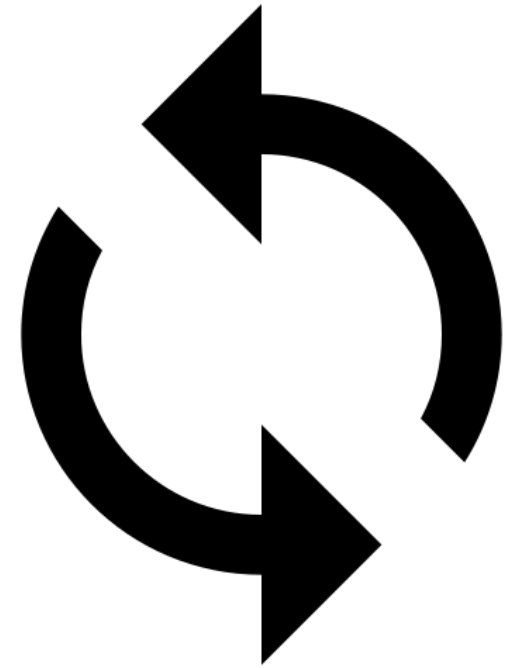


Consejo nº 1
Aprenda Bien sus Herramientas

Consejo nº 2

Iterar y Buscar Opiniones

- No proceso lineal
- Primeras ideas >> Iteraciones >> Solución final
- Papel en blanco
- Versión A gráfico >> Copia B con un cambio
- Buscar opiniones
- Tiempo para iterar



Consejo nº 3

Dedica Tiempo a contar Historias con Datos

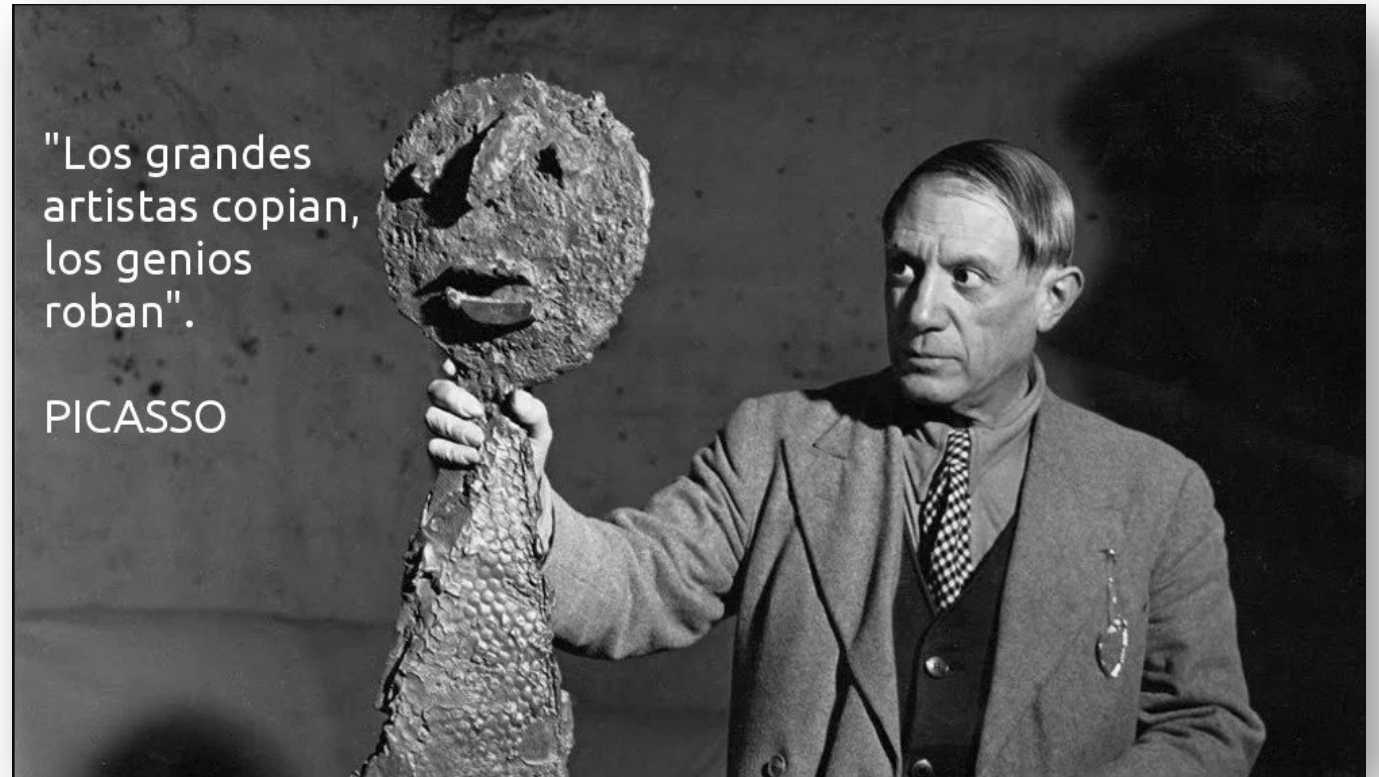


- Nuestras **herramientas no conocen la historia** que queremos contar
 - Comunicación
 - **++Dedicación ++Transmisión ideas ++Acción**

Consejo nº 4

Inspírese con Buenos Ejemplos

- ¿Cómo podrías adaptar el enfoque de otro para tu propio uso?
- Biblioteca visual para inspiración
- **Imitar == bueno**



[illegible]

- Juega papel **importante**
- Datos >> **Belleza**
- Nuevos enfoques >> **Ensayo-Error**
- Desarrollar **estilo personal**
 - Fuente
 - Minimalismo
 - Colores
 - Elementos gráficos

Como Crear Competencia en Narrativa con Datos en su Equipo

- Perfeccionar a todos
- Invierta en expertos internos
- Externalice
- Enfoque combinado



Recapitulación

Un rápido vistazo a todo lo que hemos visto



Comprenda el contexto



Elija una presentación visual adecuada



Elimine el desorden



Guíe la atención del público



Piense como un diseñador



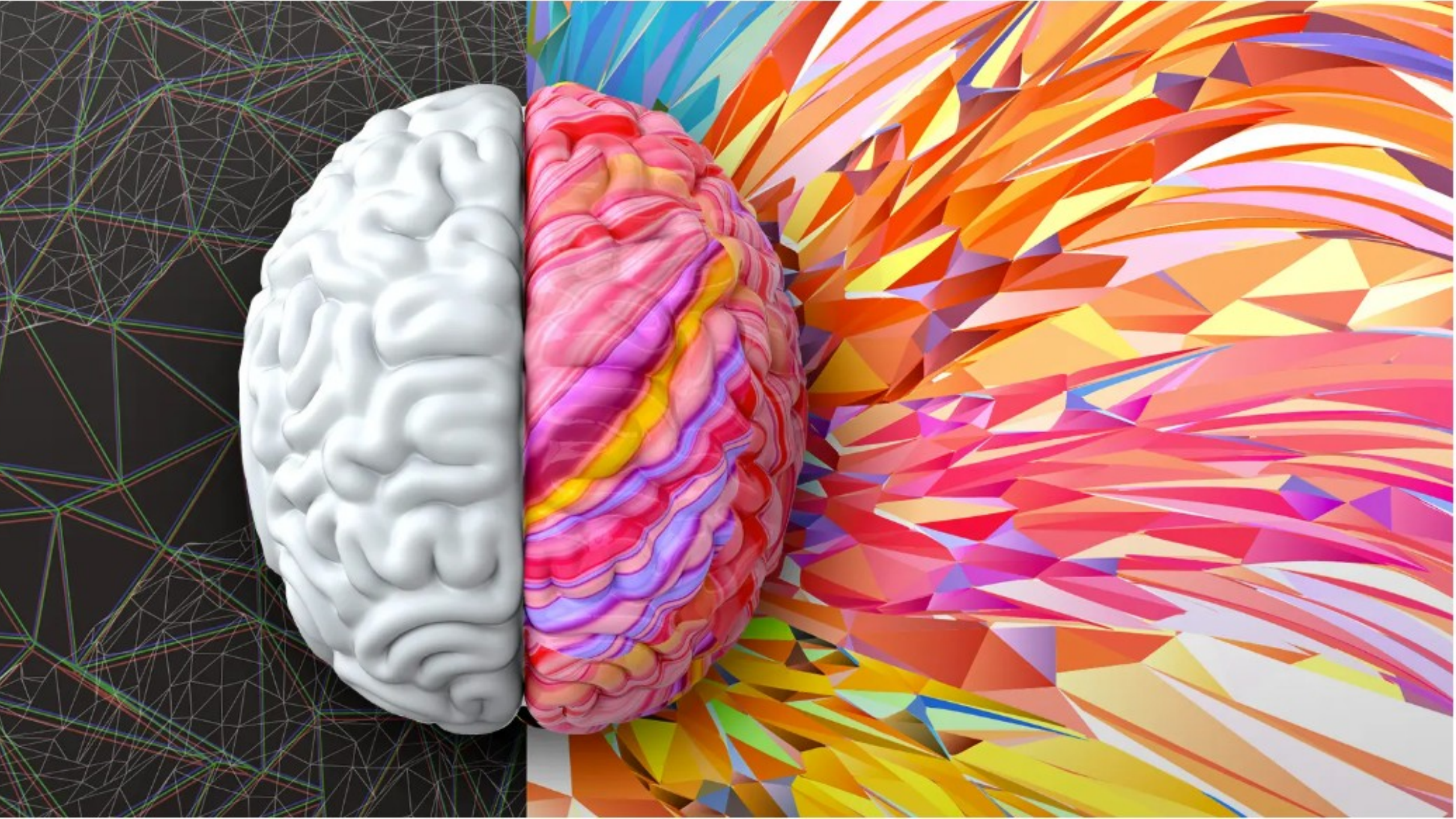
Cuente una historia



Conclusiones

- Nueva perspectiva en la visualización datos
- Hay una historia en los datos
- Mejorar la toma de decisiones
- Motivar al público a actuar
- Mostrar datos >><<
Transmitir información





FIN

