

Visualizing & Presenting Data

Learning objectives

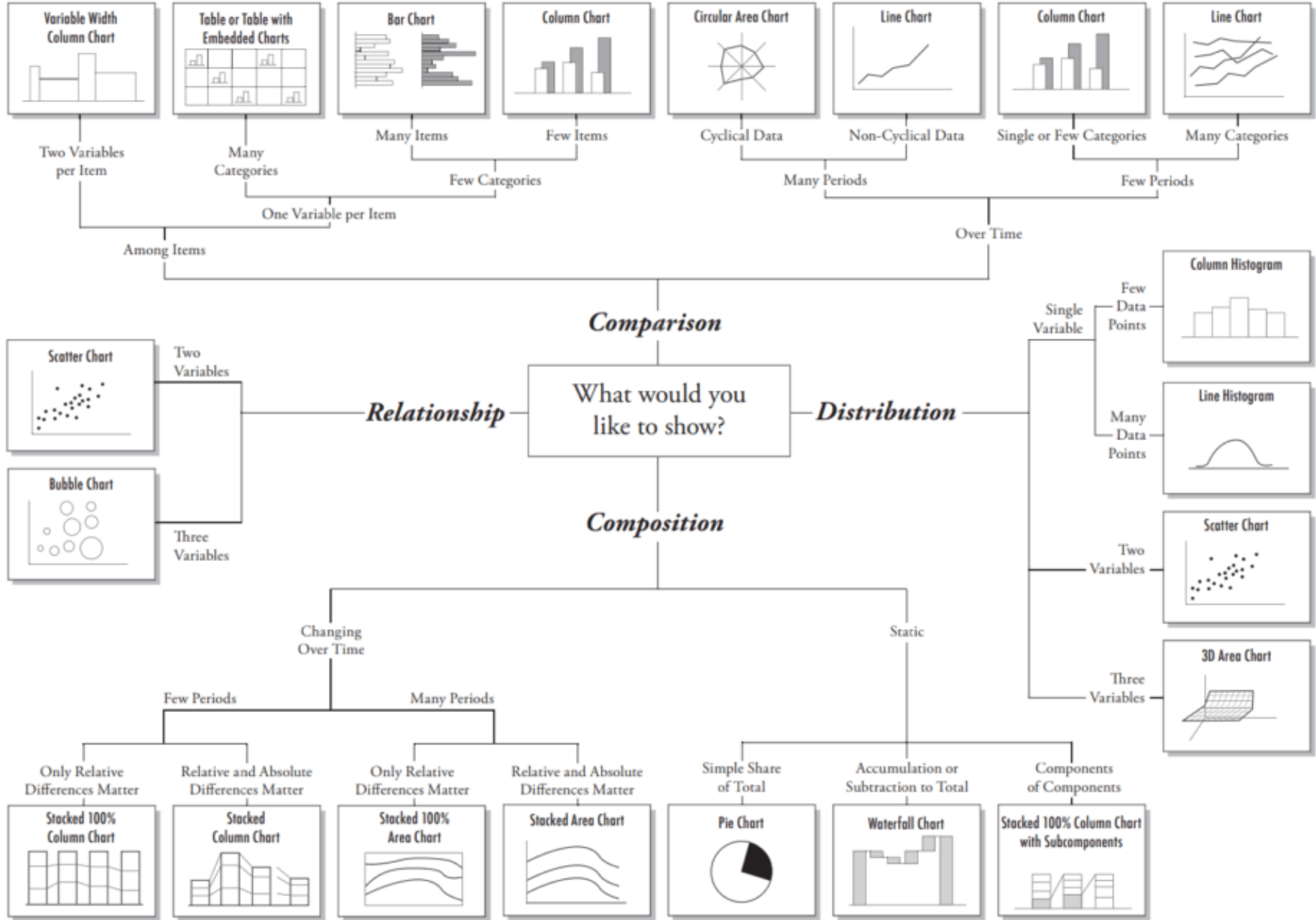
- Explore common visualization types.
- Learn how to format visuals using [Tableau](#).
- Grasp the basics of Data Storytelling.

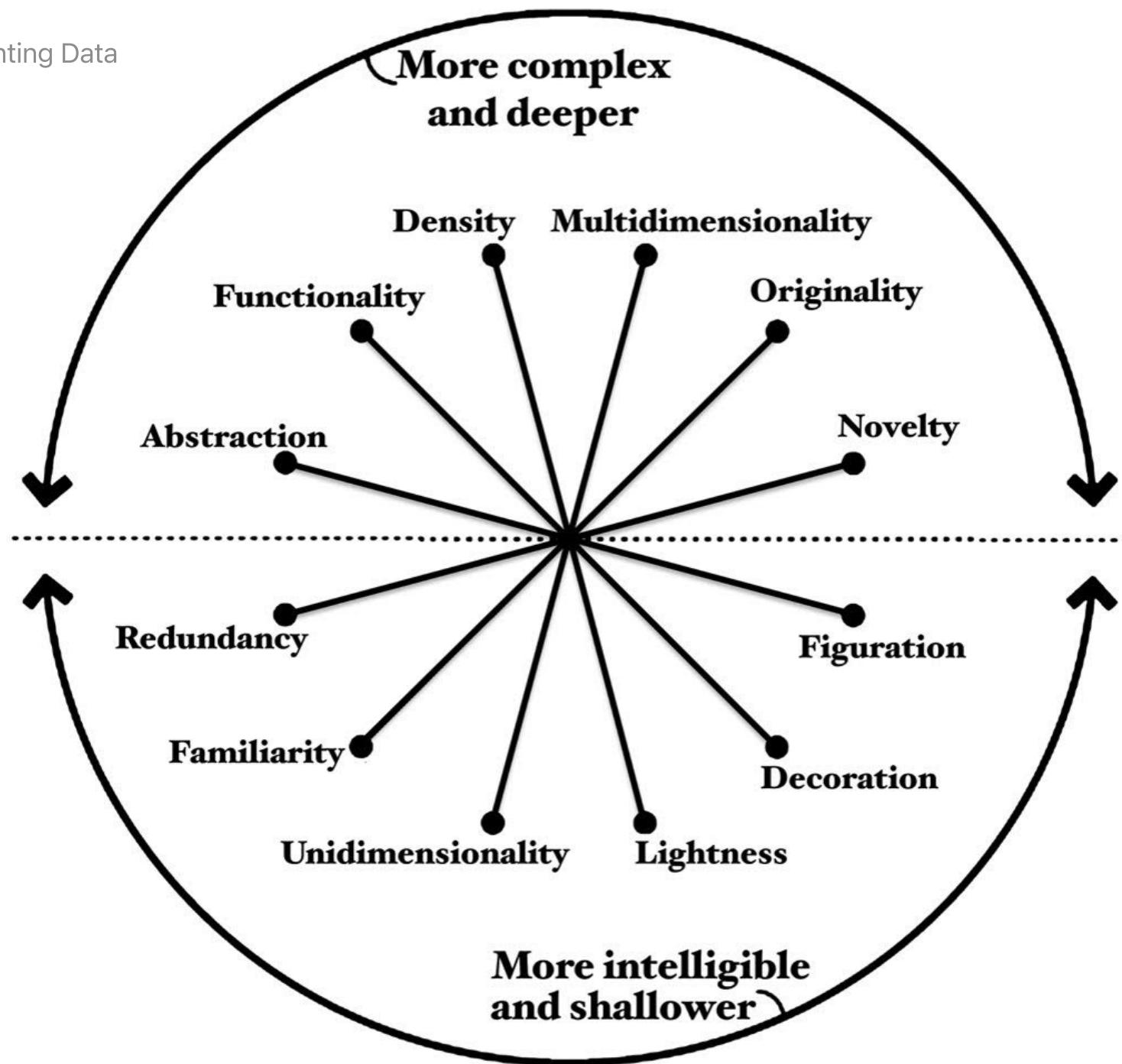
Beyond the Show Me

You are not limited to 24 types of graphs. Every possible graph you can imagine is just a scatterplot with dots and lines.



Chart Suggestions—A Thought-Starter



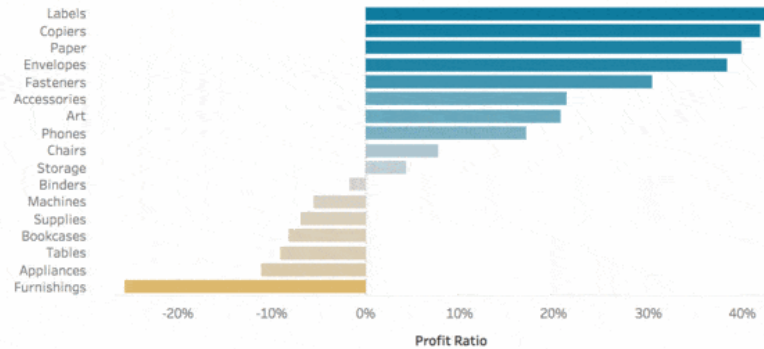


Deviation

Emphasise variations (+/-) from a fixed reference point. Typically the reference point is zero but it can also be a target or a long-term average. Can also be used to show sentiment (positive/neutral/negative).

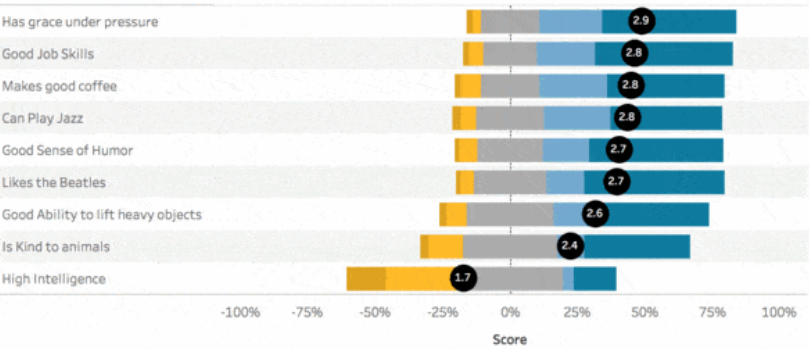
Diverging Bar

A simple standard bar chart that can handle both negative and positive magnitude values



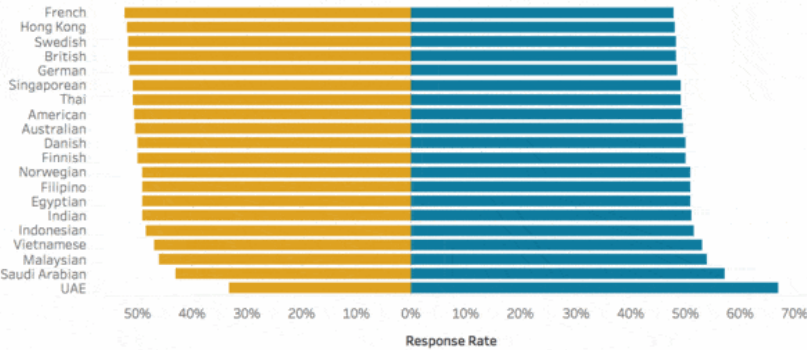
Diverging Stacked Bar

Perfect for presenting survey results which involve sentiment (e.g., disagree/neutral/agree)



Spine Chart

Splits a single value into 2 contrasting components (e.g., Male/Female)



Surplus/Deficit Filled Line

The shaded area of these charts allows a balance to be shown – either against a baseline or between two series.

