

Communicating Results

Govern for America

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Welcome Back!

Quick Agenda

1. Review last session: Data Visualization

- Bar Charts & Scatter Plots
- Colors
- Tool Tips
- Size
- Creating copies of sheets

2. Data Mining vs. External Communication

- Analysis vs. Reporting
- Dashboards
- Story Boards

3. Presenting Ethically

LET'S GRAB OUR DATA!

Same data as before. I'll pop it into the Zoom chat.

Review of last session.

Let's recreate a few visualizations from last time (and maybe a new one).

Plot One

1. Create a Line Chart
2. Change the axis to not include zero
3. Copy sheet and change it to a bar chart
4. Change the axis TO include zero
5. Change measure from continuous to discrete
6. Copy sheet and include state as a color
7. Sort state by population

I'm Curious, though... in 2016, what was the breakdown of zip code population?

Does anyone know any one-dimensional data graphics?

Plot Two

1. Add column as a row and select Histogram
2. Add a filter for 2016
3. Explain the distribution
4. Change y axis to logarithmic

Last for Today

Can you create a line chart of three zipcodes that are interesting to you? Show how the population has changed over time.

Turning the plots into a dashboard

Let's create our first dashboard using the charts we've created.

Turning the plots into a story board

Similar to a dashboard, but allows you to control the "story" and more naturally add corresponding text.

Lying with Statistics

"Figures often beguile me, particularly when I have the arranging of them myself; in which case the remark attributed to [then British Prime Minister, Benjamin] Disraeli would often apply with justice and force: 'There are three kinds of lies: lies, damned lies, and statistics.'" -

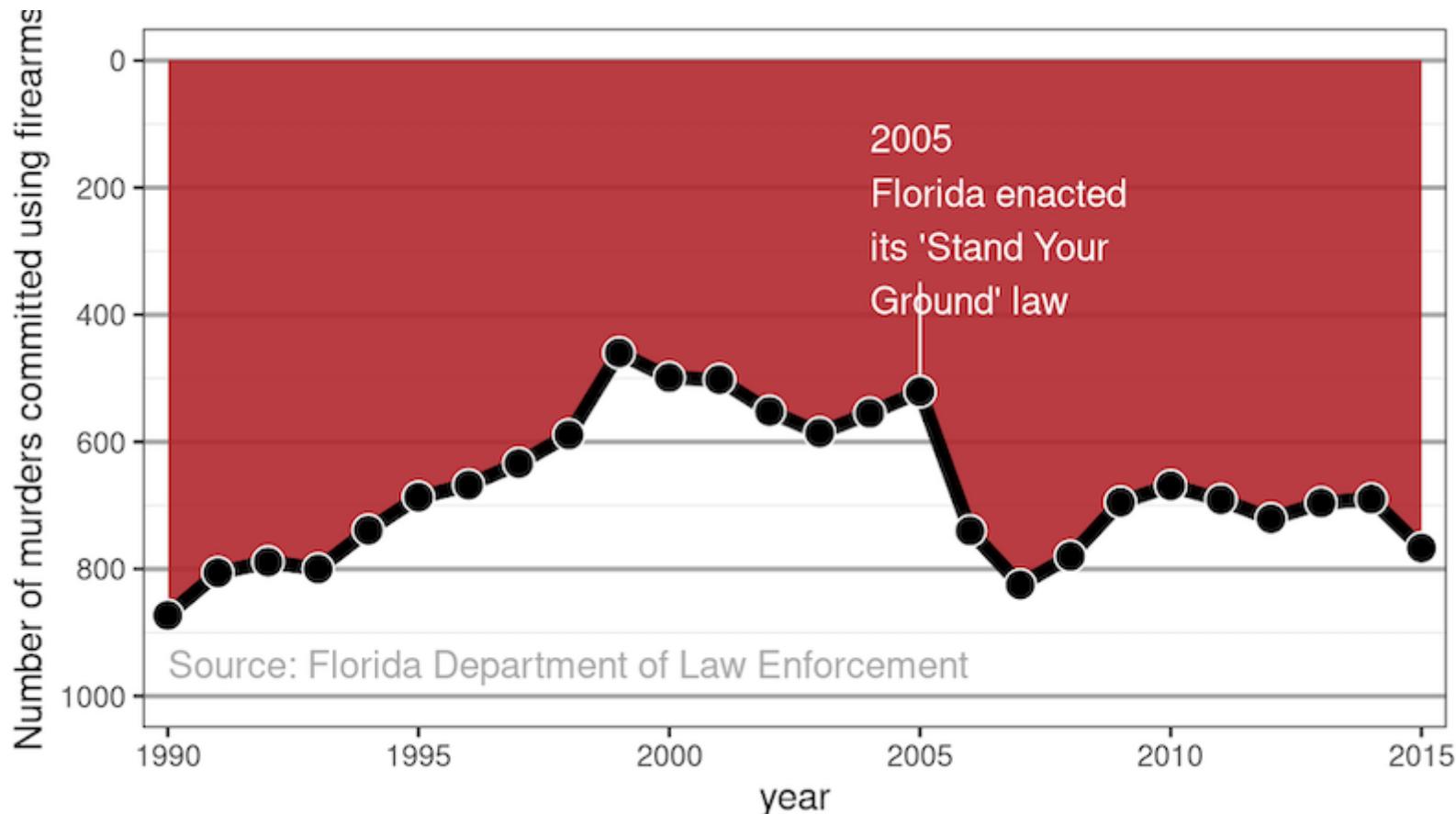
Mark Twain, 1907

**Data Visualization can often be Manipulated
for Purpose**

Consider the following line chart. What conclusion do you draw?

Take a Closer Look at the y-axis

What is really happening?





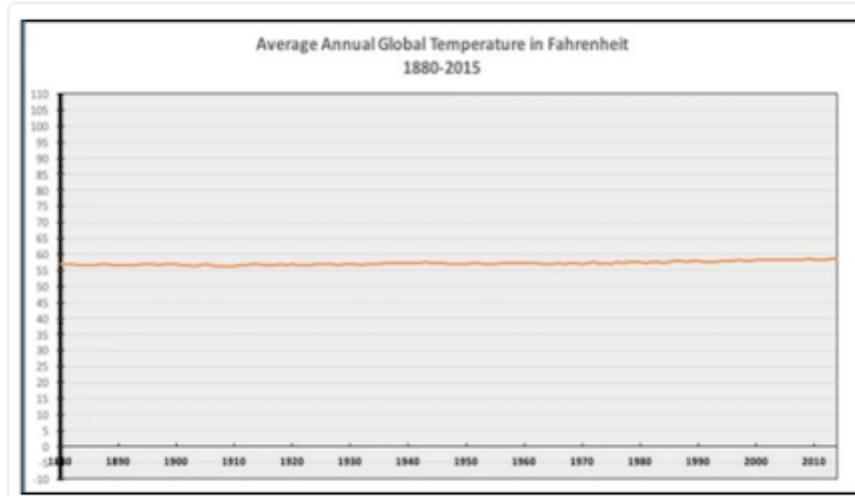


National Review
@NRO

Follow

The only #climatechange chart you need to see.
natl.re/wPKpro

(h/t [@powerlineUS](#))



RETWEETS
413

LIKES
318



1:36 PM - 14 Dec 2015



...

Everything Looks Small from Far Away

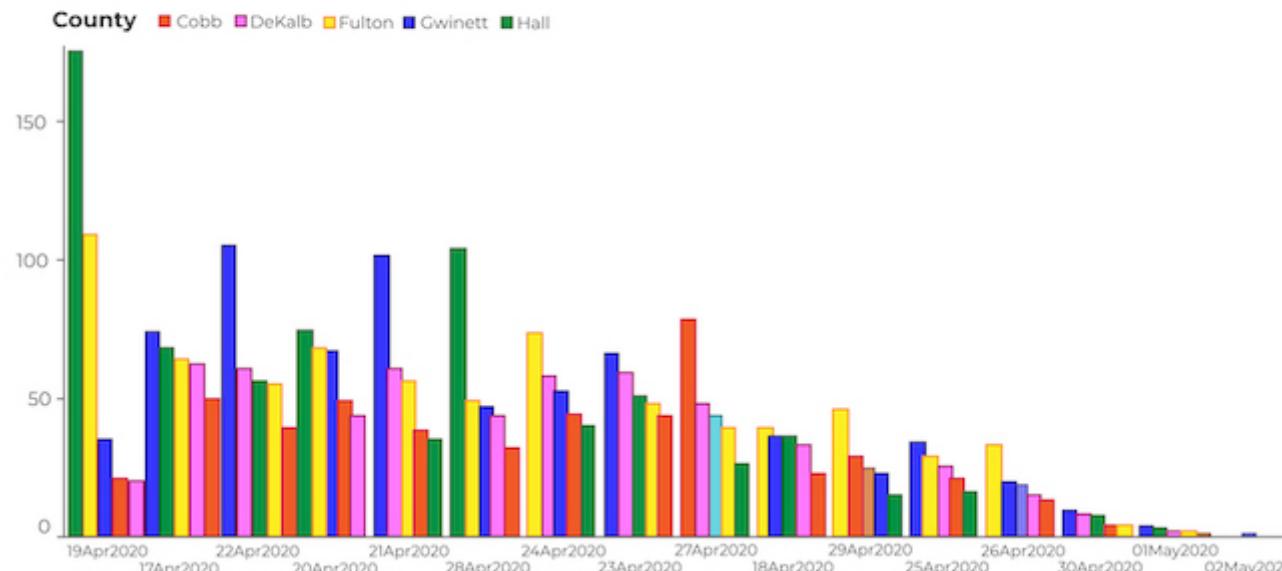


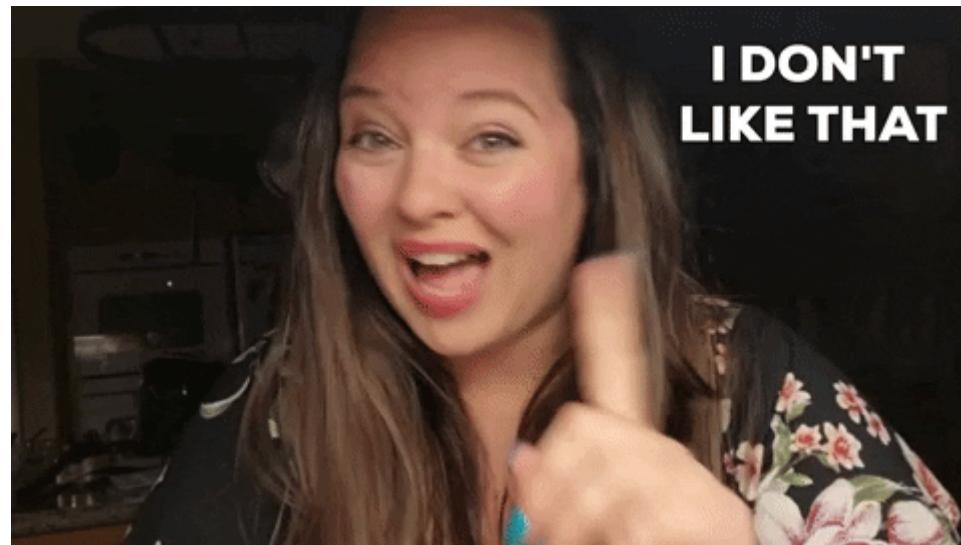
COVID is Getting Better?

Look at the dates closely...

Top 5 Counties with the Greatest Number of Confirmed COVID-19 (*Reproduction of Figure*)

The chart below represents the most impacted counties over the past 15 days and the number of cases over time. The table below also represents the number of deaths and hospitalizations in each of those impacted counties.





I DON'T
LIKE THAT