

# Communicating Results

Govern for America

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October 19, 2022

# 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!

New data! I'll pop it into the Zoom chat. Download all of these to the same directory.

# Something new - multiple datasets

Let's join some data in Tableau.

# **Review of last session.**

Let's create a few visualizations.

# Plot One

1. Create a Line Chart - total hits per year
2. Change the axis to not include zero

# Plot Two

1. Copy sheet and change it to a bar chart - total HR per year
2. Change the axis TO include zero
3. Change measure from continuous to discrete

# Plot Three

1. Copy sheet and include team as a color
2. Sort team by HR

**I'm Curious, though... in 2021, what was the breakdown of hits per team?**

Does anyone know any one-dimensional data graphics?

# Plot Four

1. Add column as a row and select Histogram
2. Add a filter for 2021
3. Explain the distribution

# 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.'" -

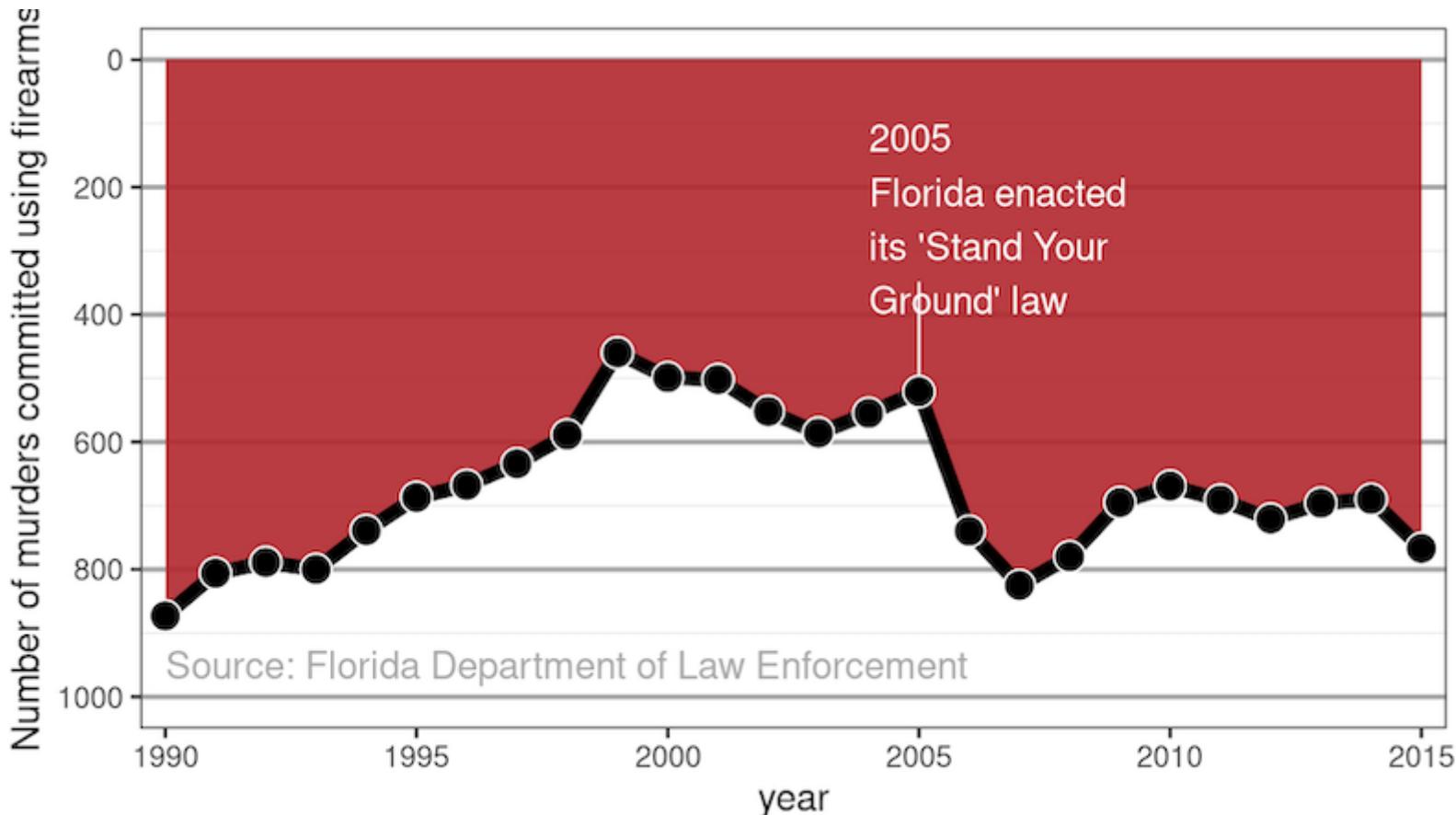
Mark Twain, 1907

**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?





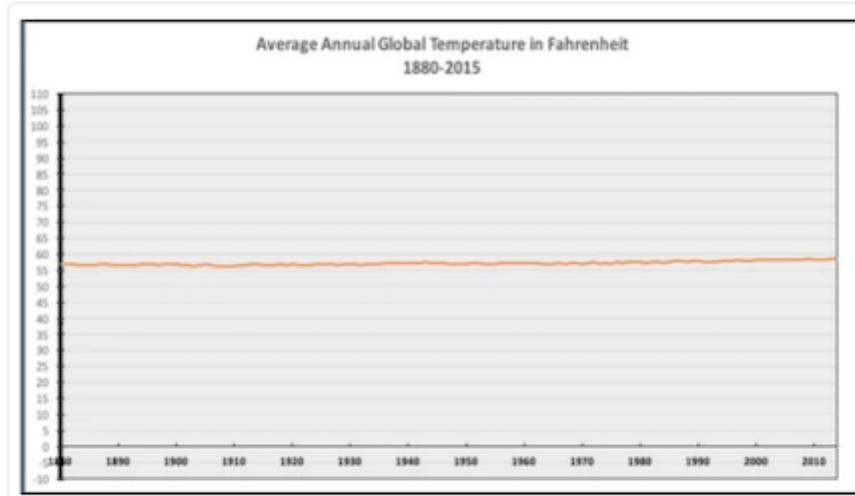


National Review @NRO

Follow

The only #climatechange chart you need to see.  
[natl.re/wPKpro](http://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.

