

## Module 4:

# Infographics for Broad Communication

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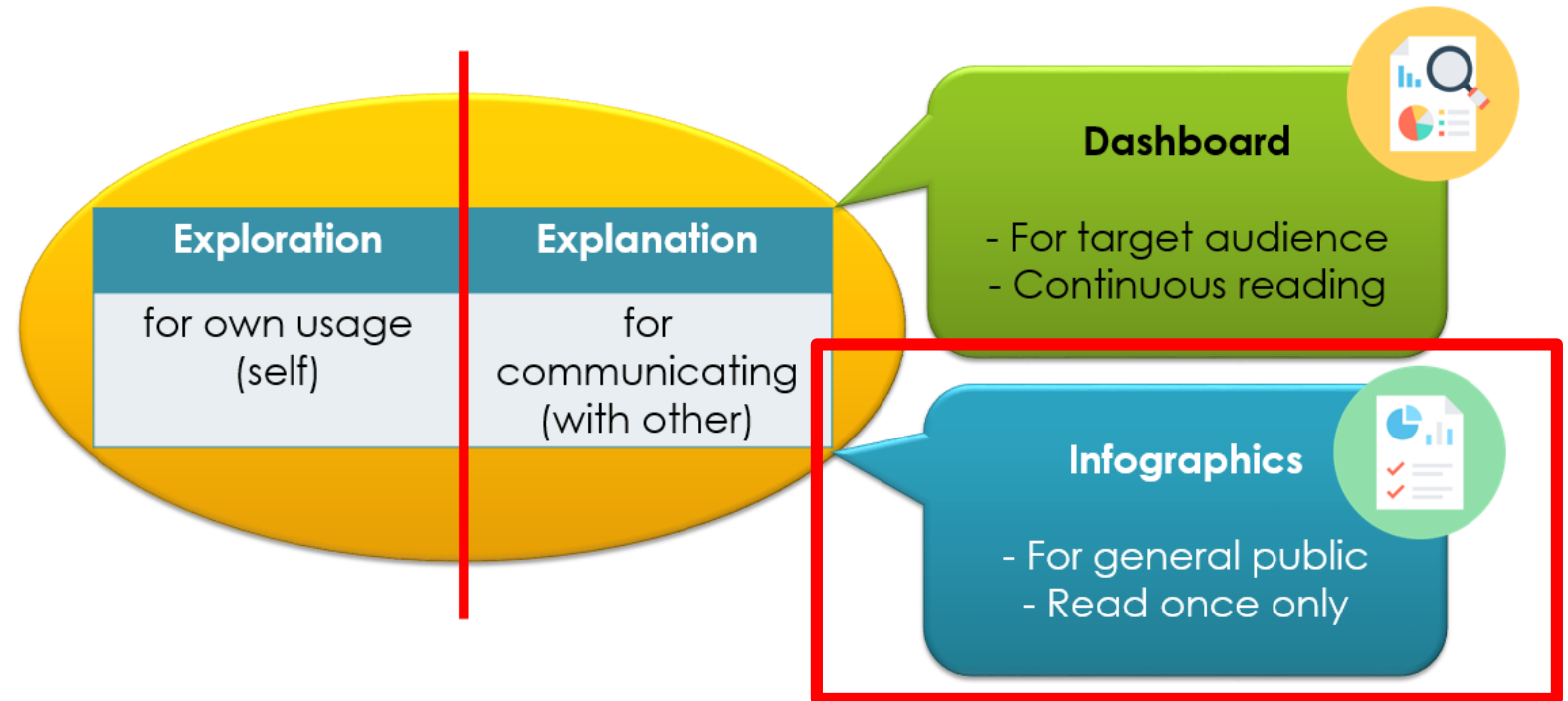
Institute of Systems Science  
National University of Singapore



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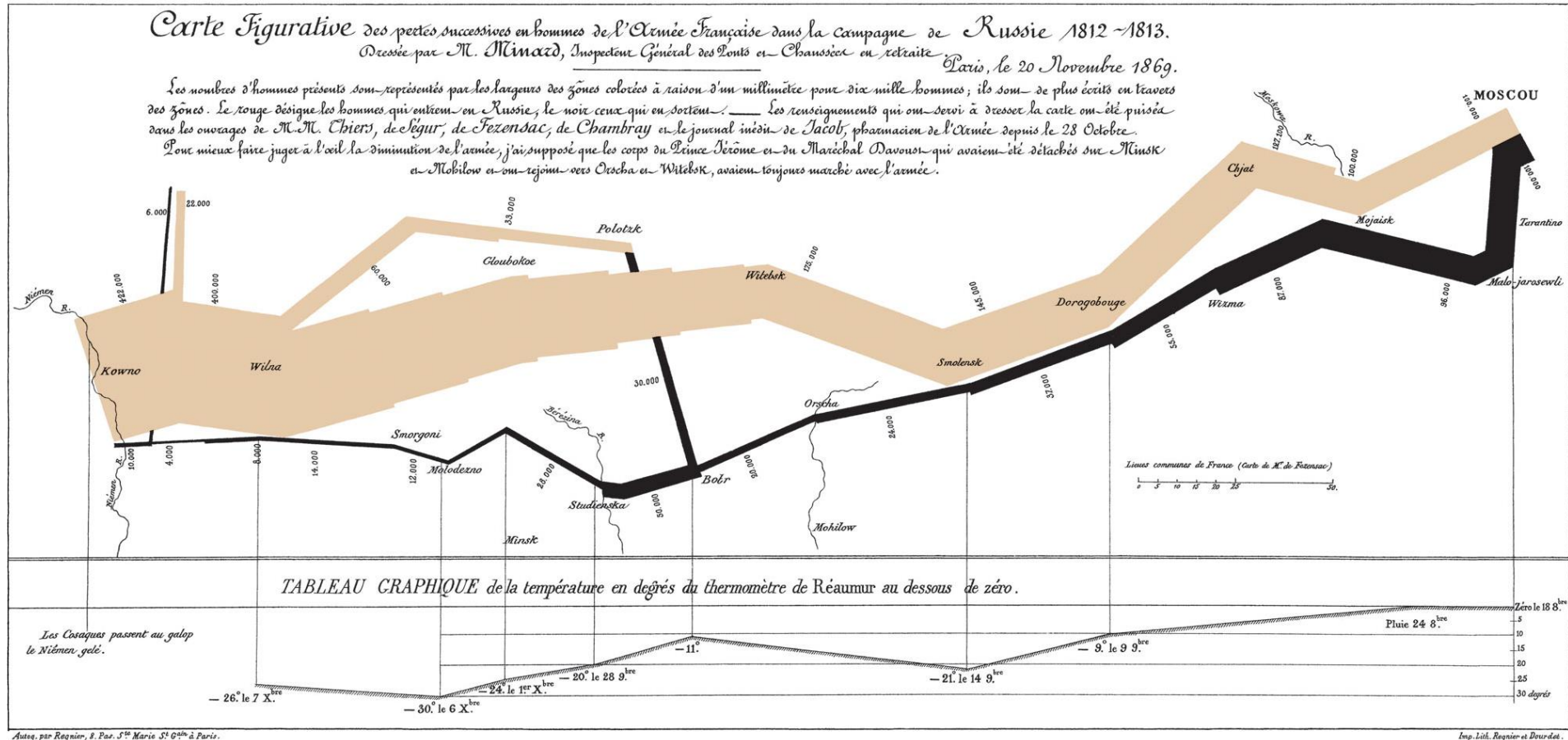
# Introduction

- Information Graphics  
= Infographics
- Characteristics of  
Infographics
- Purpose of  
Infographics



# Narrative Graphics of Space and Time

Enhance explanatory power of time-series  
Add spatial dimensions to the design of graphics



# London Cholera Map

John Snow 1854



## Data Maps : Pioneer Maps for Healthcare

Use of map to chart patterns of disease using dot map  
Plotted the location of deaths from cholera in central London for September 1854  
By Dr. John Snow

# Unlocking the Power of Infographics



Fun,  
informative,  
memorable

Diverse and  
nontechnical  
audience

External/Public  
communication

Chartjunk, pictograms,color,  
contrast – prominent in  
infographics

Justin Beegel, Infographics for Dummies, John Wiley & Sons, Inc. 2014.

# Promotional



## Promoting with brand infographics

Promoting or explaining services/products

Explaining sales or internal survey data

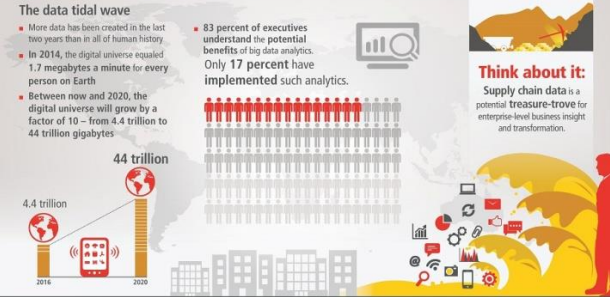
Establishing your company as a thought leader



1 The holy grail of future business:  
Harnessing the power of data-driven insight

The emerging field of **supply chain data science** has the potential to **transform global companies** and **reinvent their supply chains** from reactive to predictive

2 What's happening now?



3 STAGES OF MATURITY:  
Crawl, Walk, RUN

Reaching a 'predictive' state is a journey, with distinct stages: Crawl, Walk, RUN

"Crawl and Walk" is today. It is the descriptive supply chain. Organizations use descriptive information and data analytics to help them understand what is happening and REACT.

It's like running your business by looking in the rearview mirror.

Leading companies are aggressively pursuing the "RUN" stage – the predictive supply chain.

New tools enable them to spot trends sooner, be more agile, make better decisions, reduce costs and capture advantage.

4 The power of predictive

The big opportunity of the predictive supply chain lies in using the analytical output to inform the strategic direction of the entire enterprise and realize sustained value from this intelligence.



5 What will it take to realize this vision?

Insight, collaboration & coordination on an entirely new level.

A 360° control tower view of the entire extended supply chain.

Super connected...internally and externally – people, machines and devices

6 A bigger end game

"This is about having a smarter enterprise. The end game objective is far bigger than just operational improvement. Ultimately, it's about creating profit, growth and value on a sustained basis."

# DHL Infographics

1 The holy grail of future business:  
Harnessing the power of data-driven insight



The emerging field of **supply chain data science** has the potential to **transform global companies** and **reinvent their supply chains** from reactive to predictive

# Informational



Educating with **informational** editorial infographics



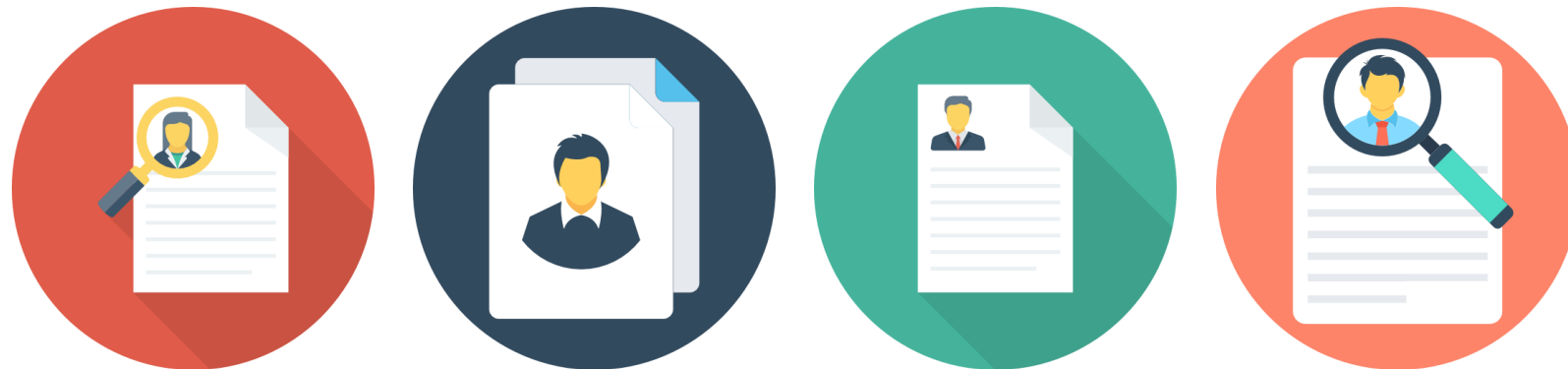


# The Growth of Artificial Intelligence in e-commerce

Artificial Intelligence (AI) is altering the way e-commerce stores operate as it offers new ways of analyzing Big Data, helping retailers to engage with their customers on a new level and create better customer experiences.



# Visual Resume



# Walter White, PhD

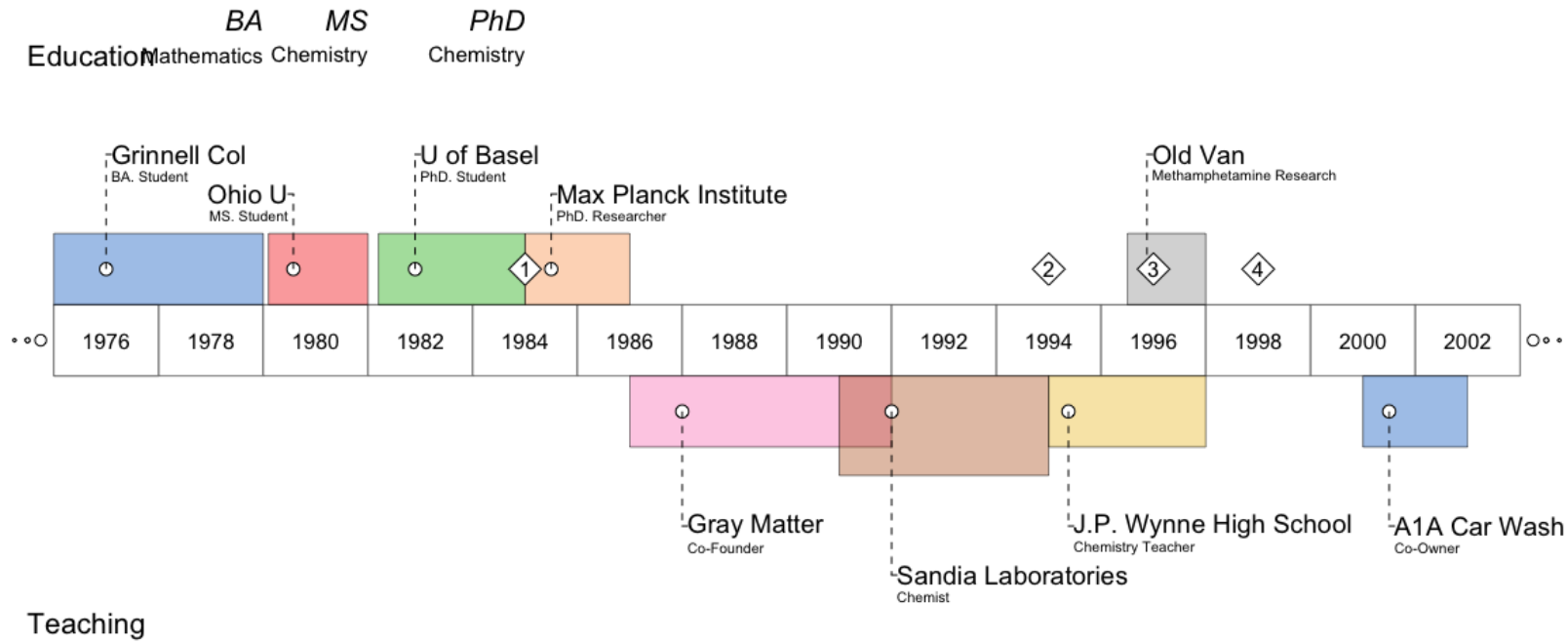
Chemistry, Cooking, Pizza

www.lospolloshermanos.com

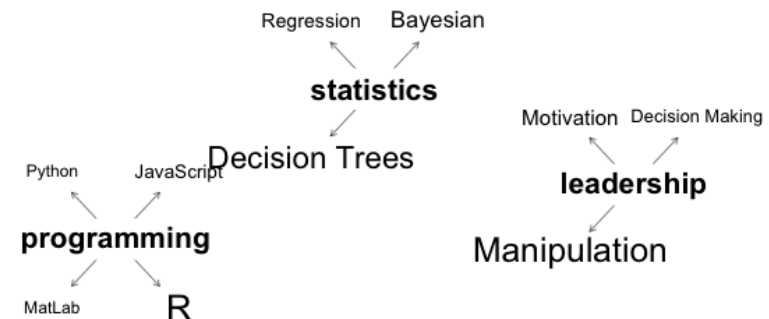
TheOneWhoKnocks@gmail.com

\*Built with love in R using the InfoResume package: [www.ndphillips.github.io/inforesume](http://www.ndphillips.github.io/inforesume)

Full Resume: [www.ndphillips.github.io](http://www.ndphillips.github.io)



## Teaching



- 1 Contributed to Nobel Prize winning experiment.
- 2 Honorary mention for best Chemistry teacher of the year.
- 3 Created Blue Sky, the most potent methamphetamine ever produced.
- 4 Made first \$1,000,000.
- 5 White, W., & Pinkman, J. (2012). Blue Sky: A method of [...]. Journal of Psychopharmaceutical Substances, 1(1),.

# Andre C. Avanesian



LinkedIn

**Profile:** Proven leader with a passion for analytics, data visualization, and streamlining reporting/processes. Ability to drive decision making through effectively highlighting business insights from data to executives as well as other key internal and external stakeholders. Strong business and technical acumen providing the skills necessary to bridge the gap between technological capabilities and business needs.

## Education

BA, Applied Economics  
Minor, Computer Information Systems



California State University, Los Angeles  
2007

MBA, Finance



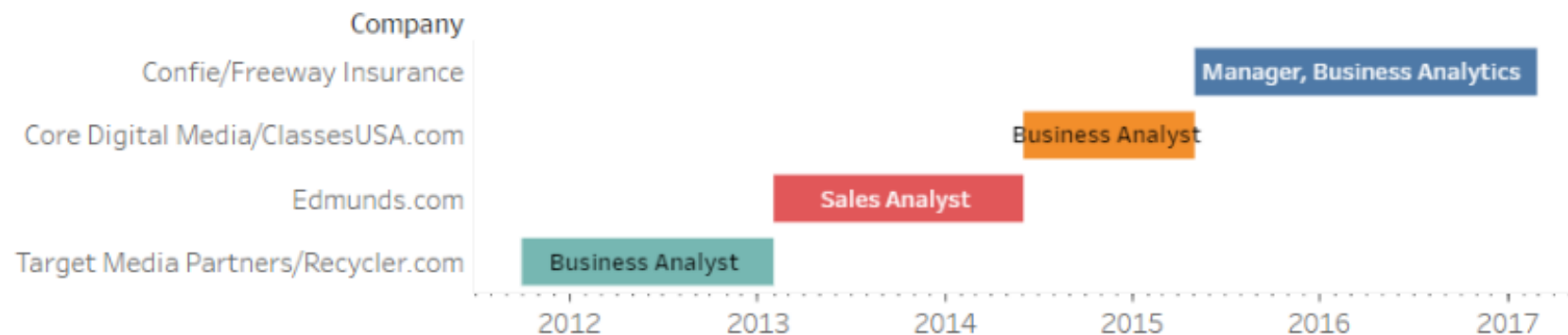
California State University, Fullerton  
2011

Certificate, Business Intelligence:  
Techniques for Decision Making  
(In progress)



University of Washington  
2017

## Work Experience Timeline



### Filter by Skill

- ☒ All
- ☐ Management
- ☐ Tableau
- ☐ Data Visualization
- ☐ SQL
- ☐ Analytics
- ☐ Business Intelligence
- ☐ Regression Analysis
- ☐ HTML & CSS

Company	Position	Accomplishments & Responsibilities
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# EVA WALSH

Data Specialist with 5 years of experience in digital marketing, data interpretation, and campaign analytics.

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+1-515-555-0135 • erw@mail.com • Des Moines, WA



## CAREER TIMELINE



2010

*Digital Strategist, Avana Inc.*  
Managed SEO for online marketing campaigns in B2B and B2C markets.

2009

*Ashcrest University of Technology*  
Graduated with a bachelor's degree in New Media



2012

*Senior SEO Manager, AI Media*  
Managed 5-member SEO team; increasing revenue by 15% and search traffic growth by 33%

2011

*Lead SEO Manager, Avana Inc.*  
Promoted within a year to oversee multiple SEO operations



2014

*Data Scientist, TechNews*  
Analyzed and interpreted real time ad-market data; creating benchmark for future placements.

2013

*Senior Data Analyst, JetFlip*  
Collected and compiled traffic data; written summary presented to management team and client monthly.



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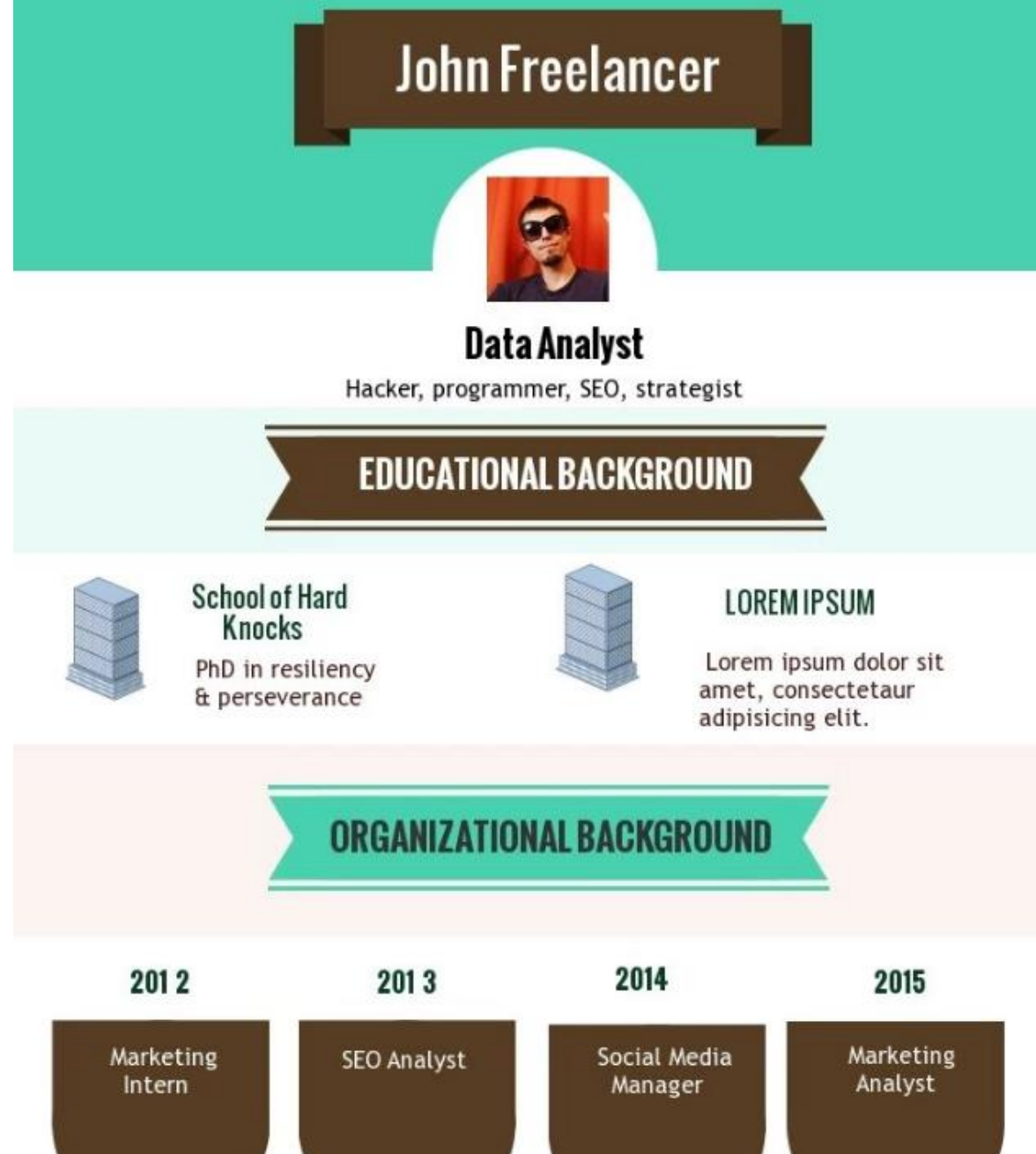
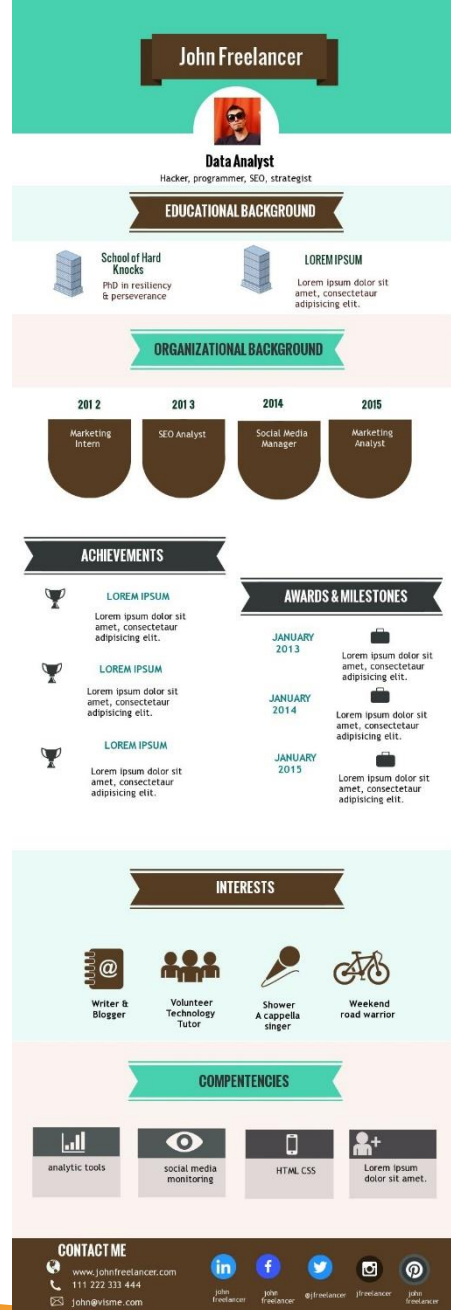
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# Summary

- The main purpose of infographics for broad communication
  - As compared to Dashboard
- Visual Resume

