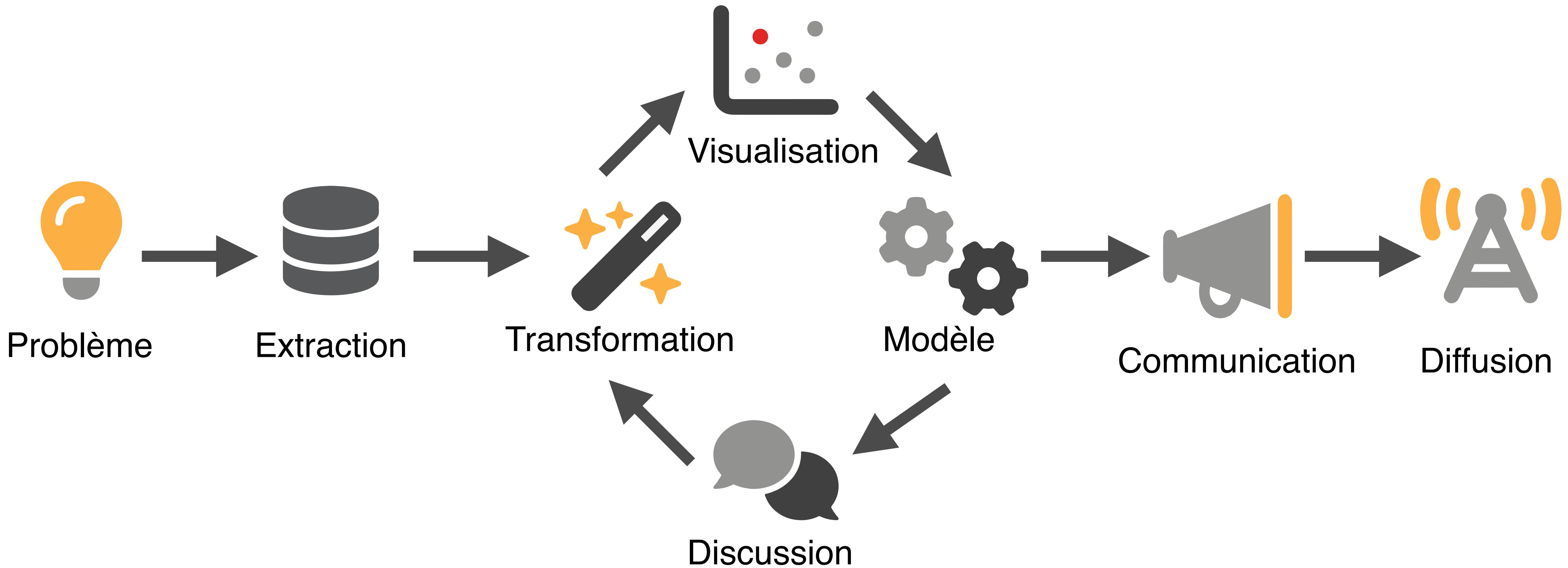


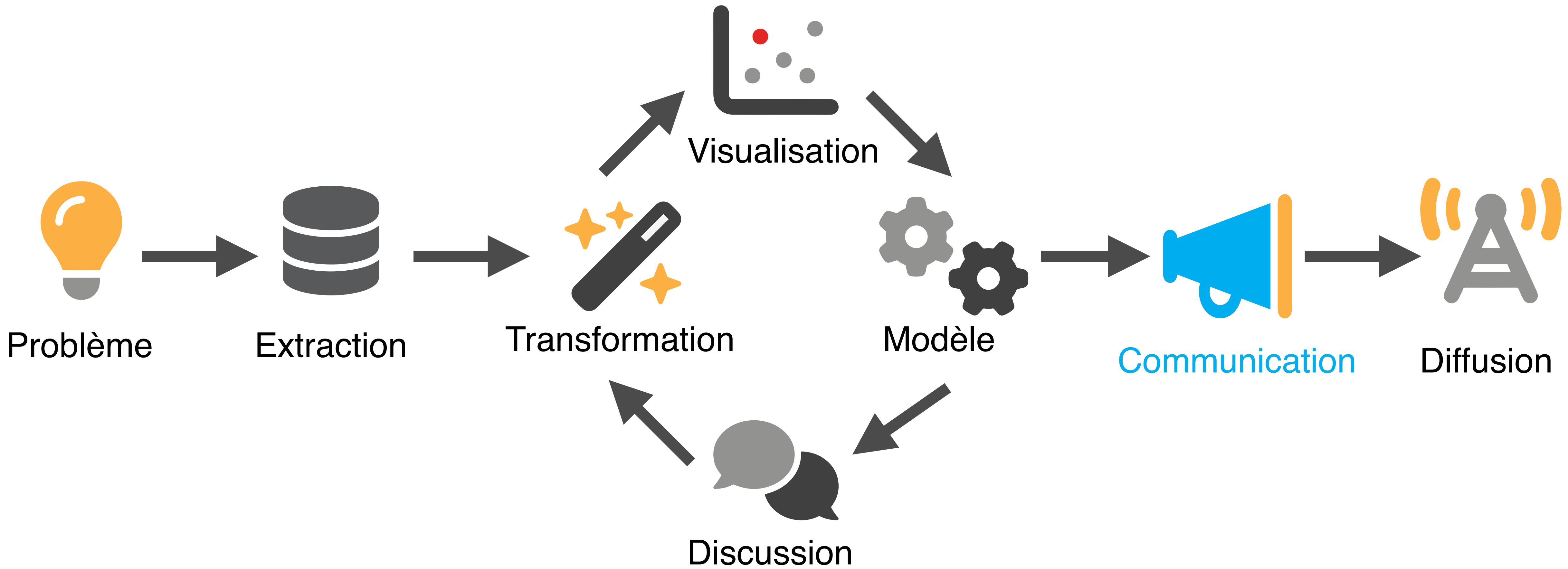
Data visualisation:
Communiquer
Efficacement avec la data

Présenté par
Kevin Rosamont

Projet Analytique



Projet Analytique



Communication

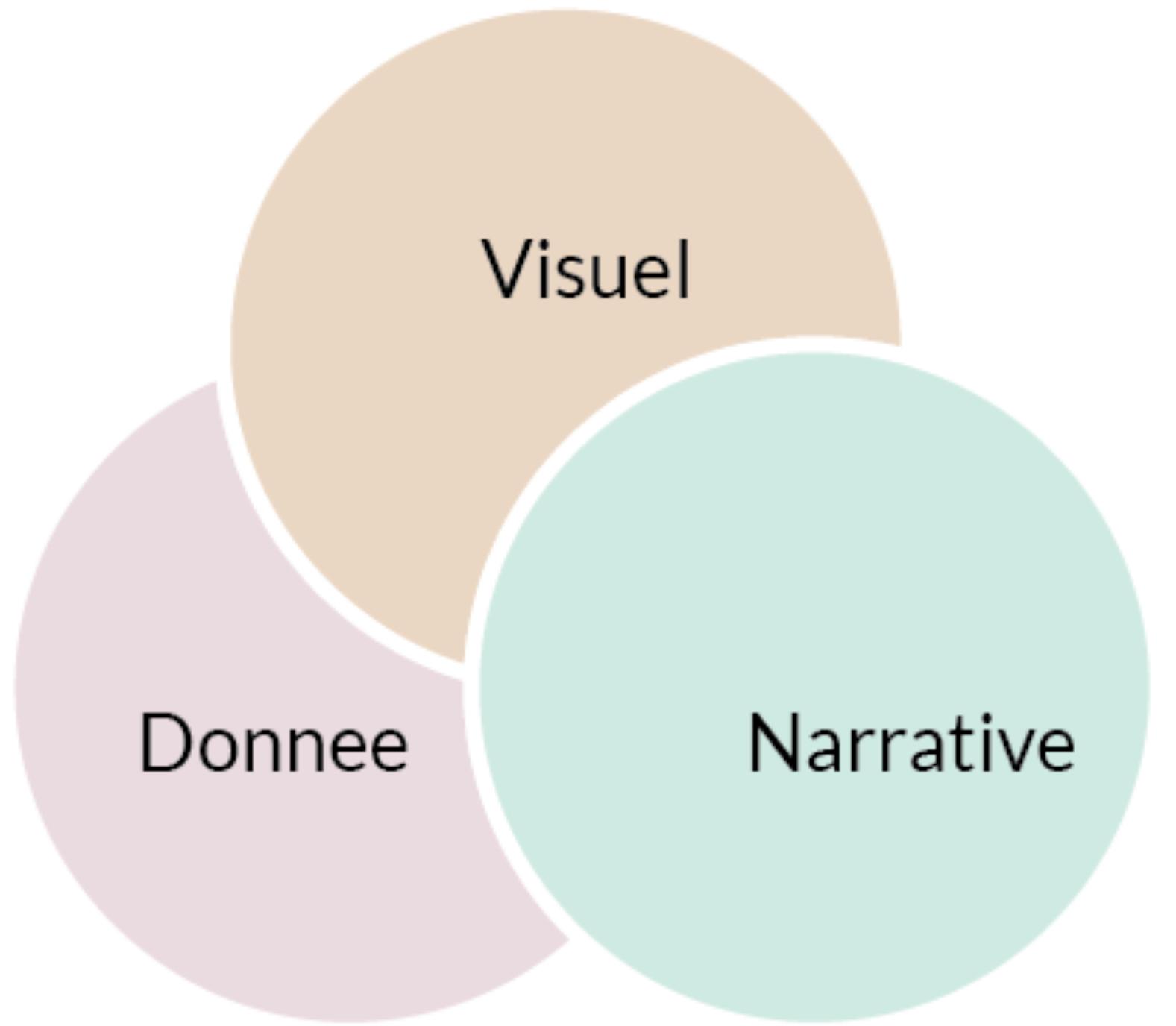
+

Data

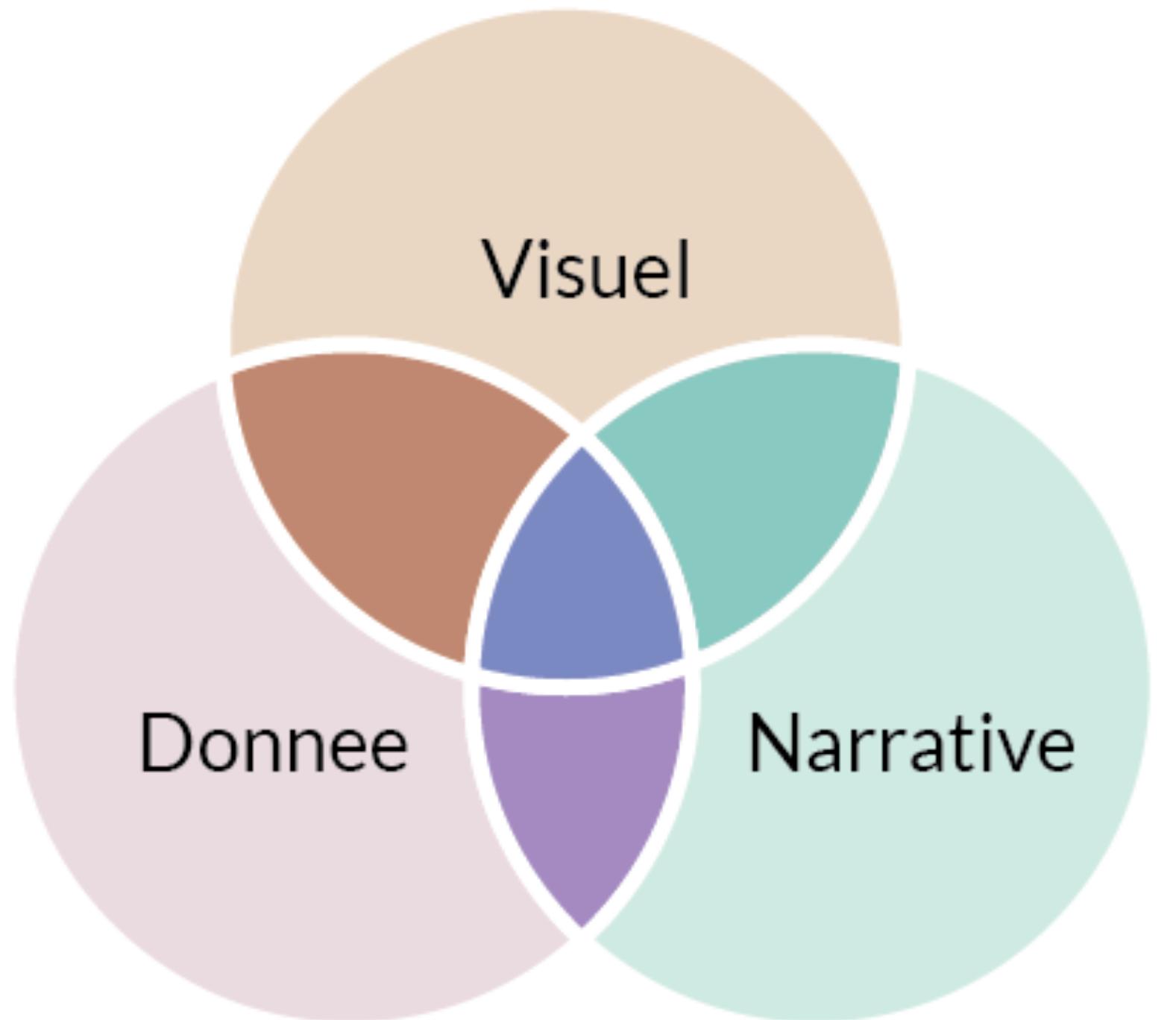
=

Presque Data Storytelling

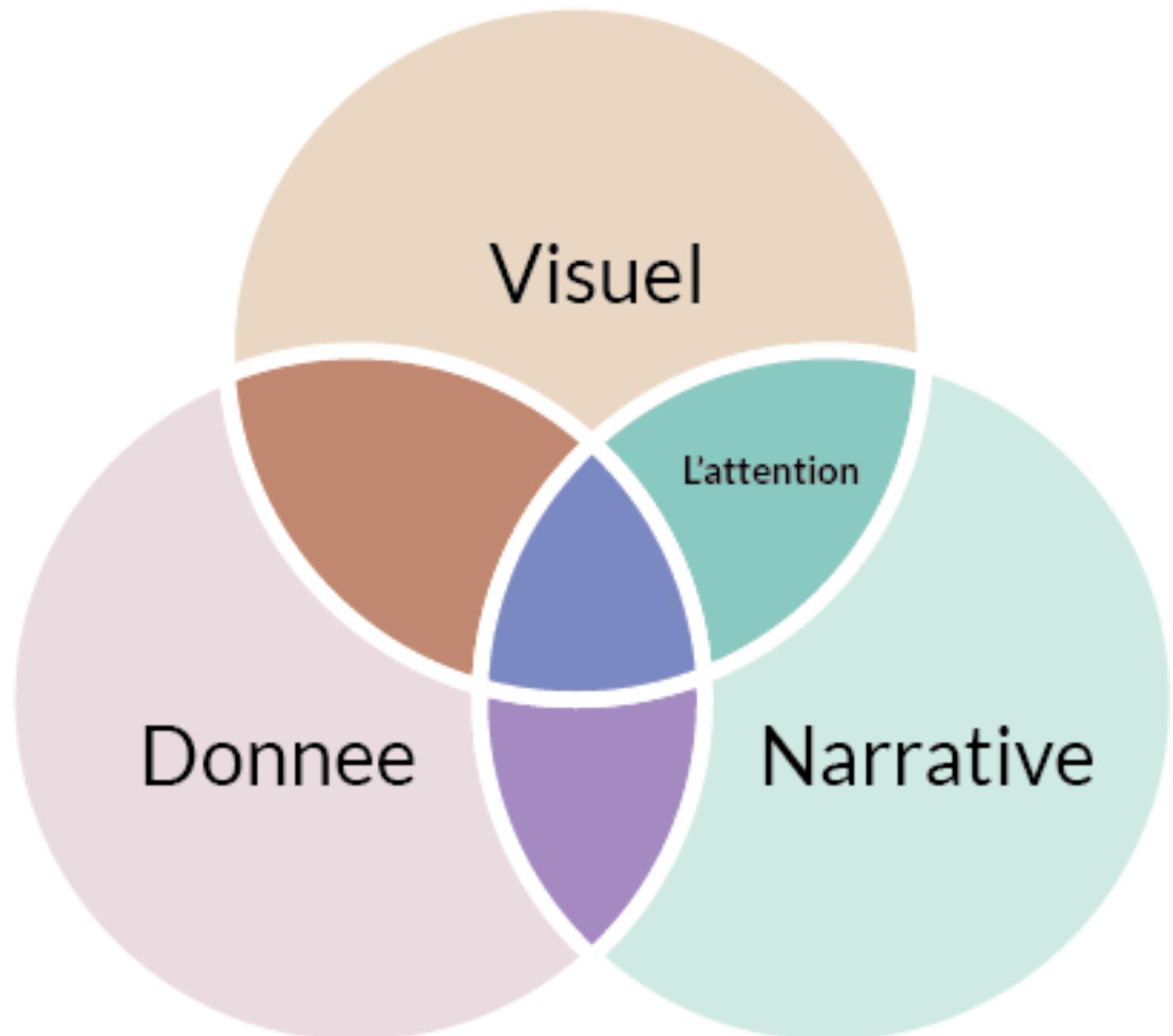
Data Storytelling



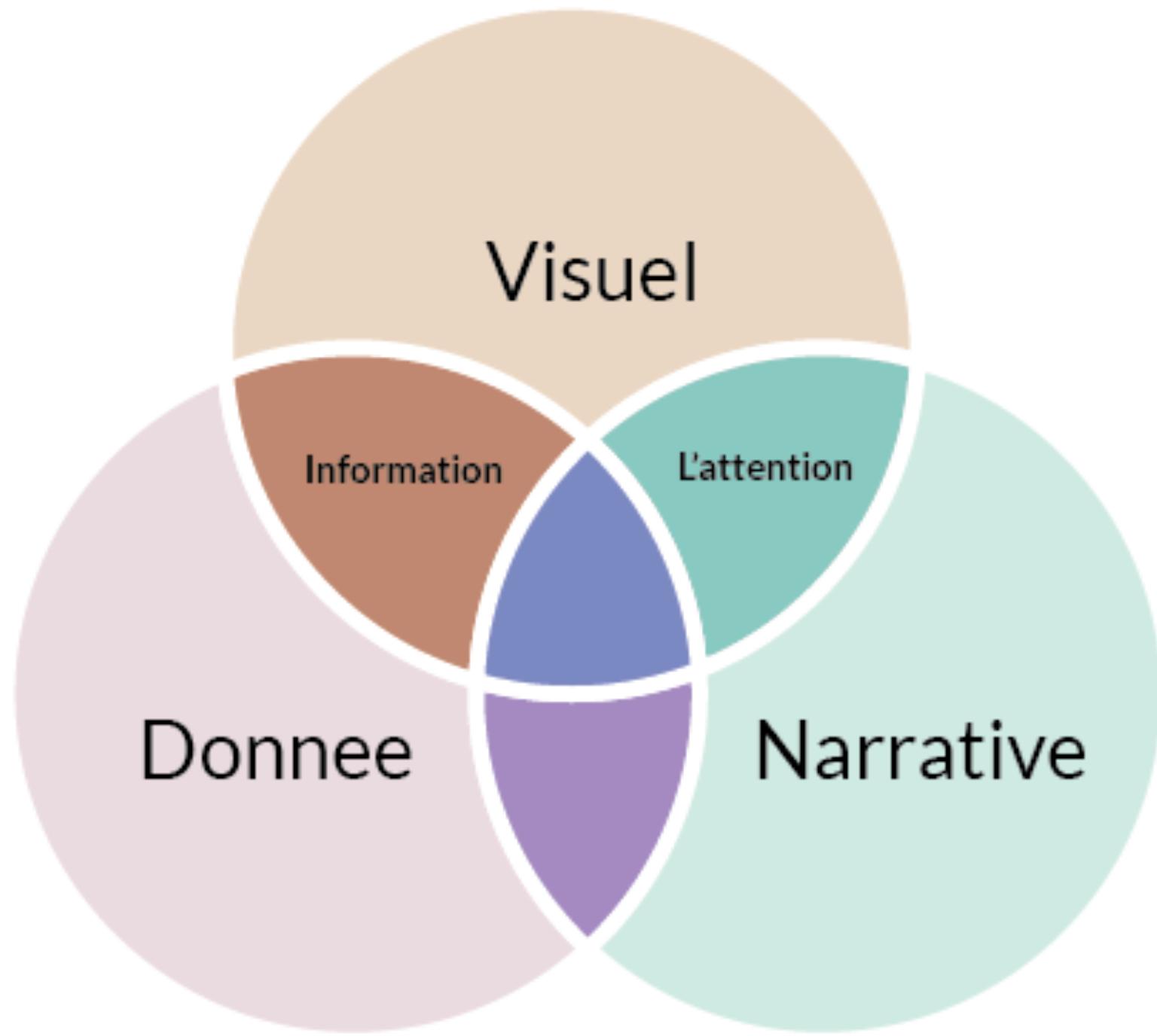
Data Storytelling



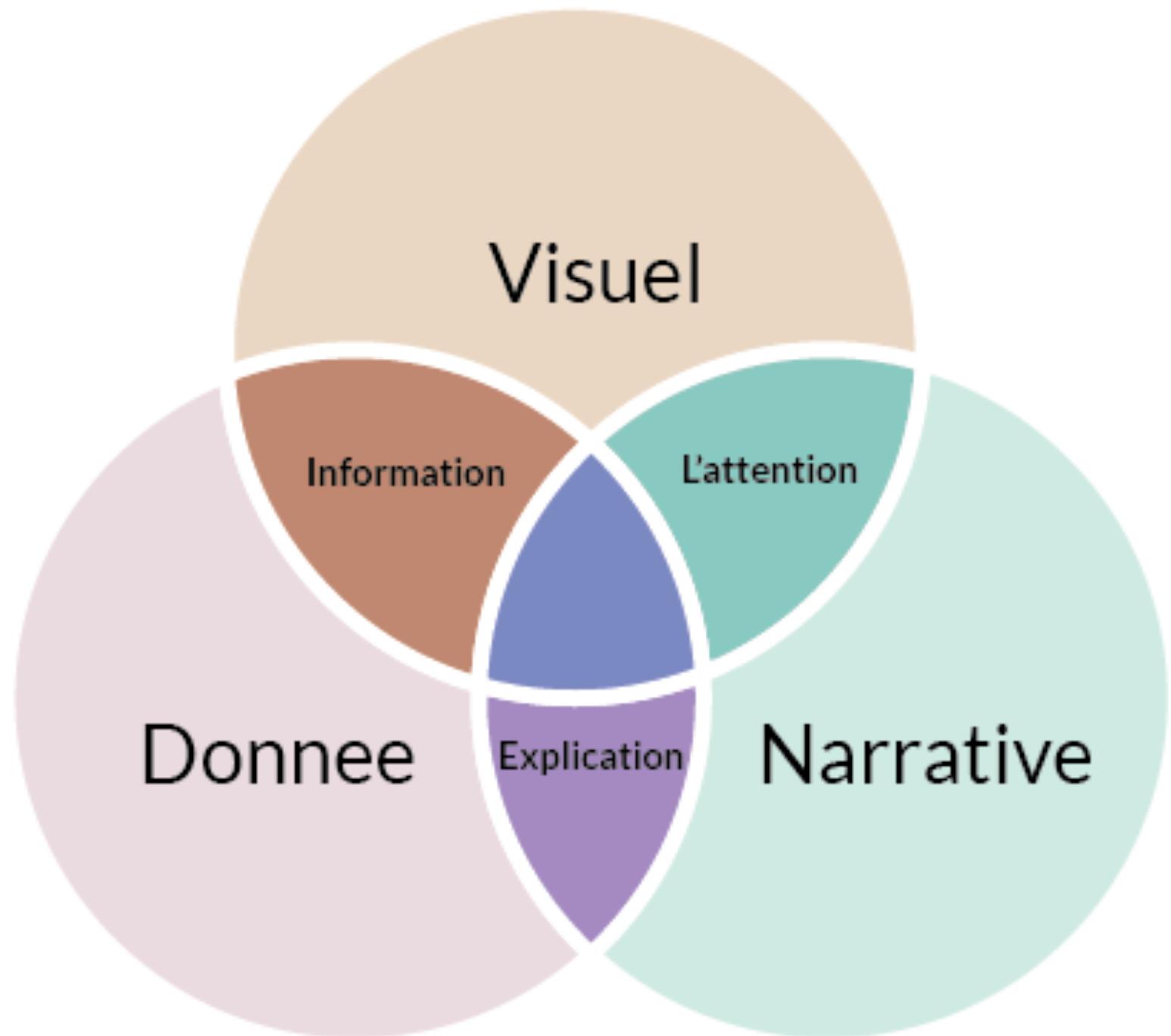
Data Storytelling



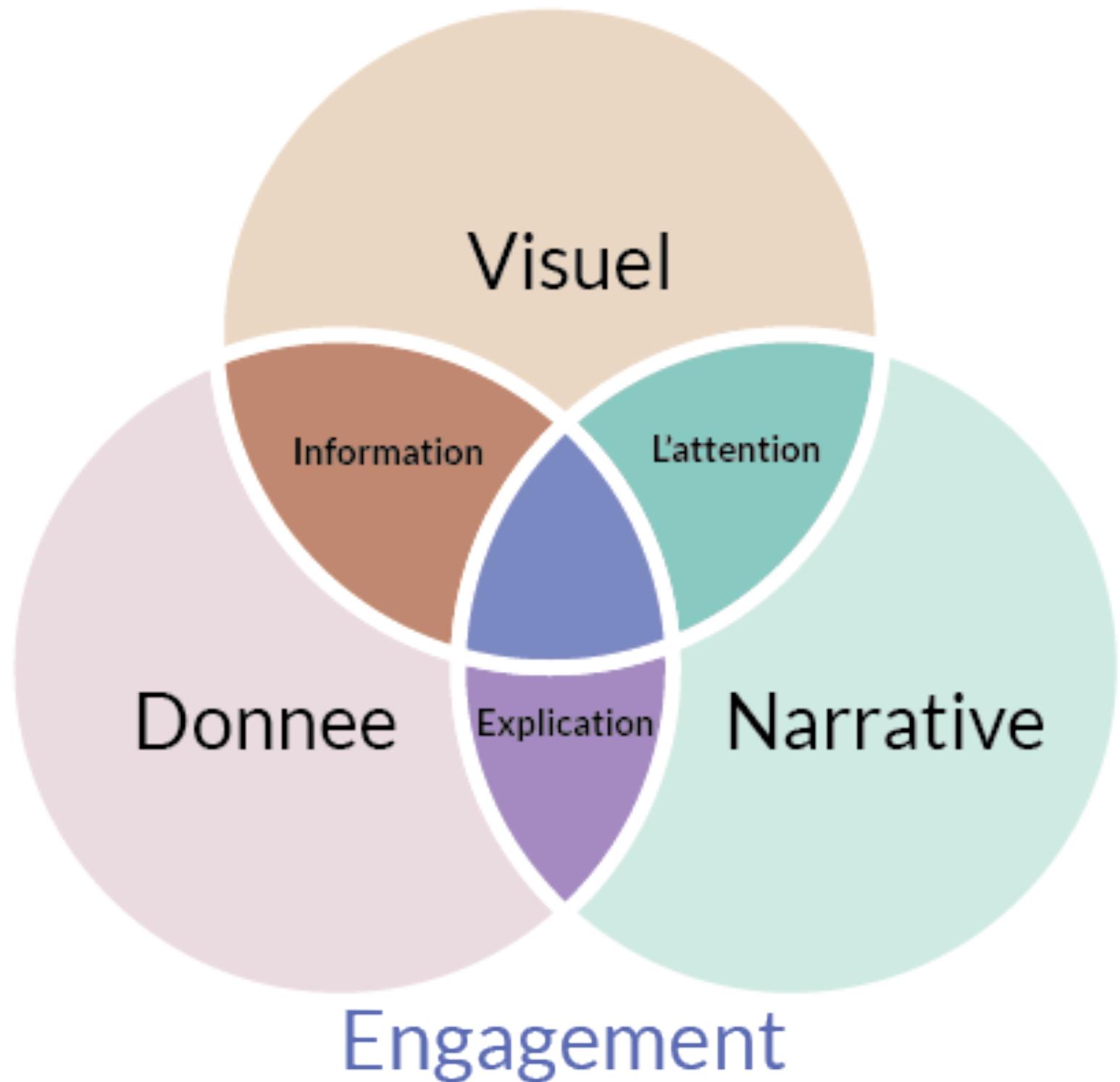
Data Storytelling



Data Storytelling



Data Storytelling



Ce que nous verrons

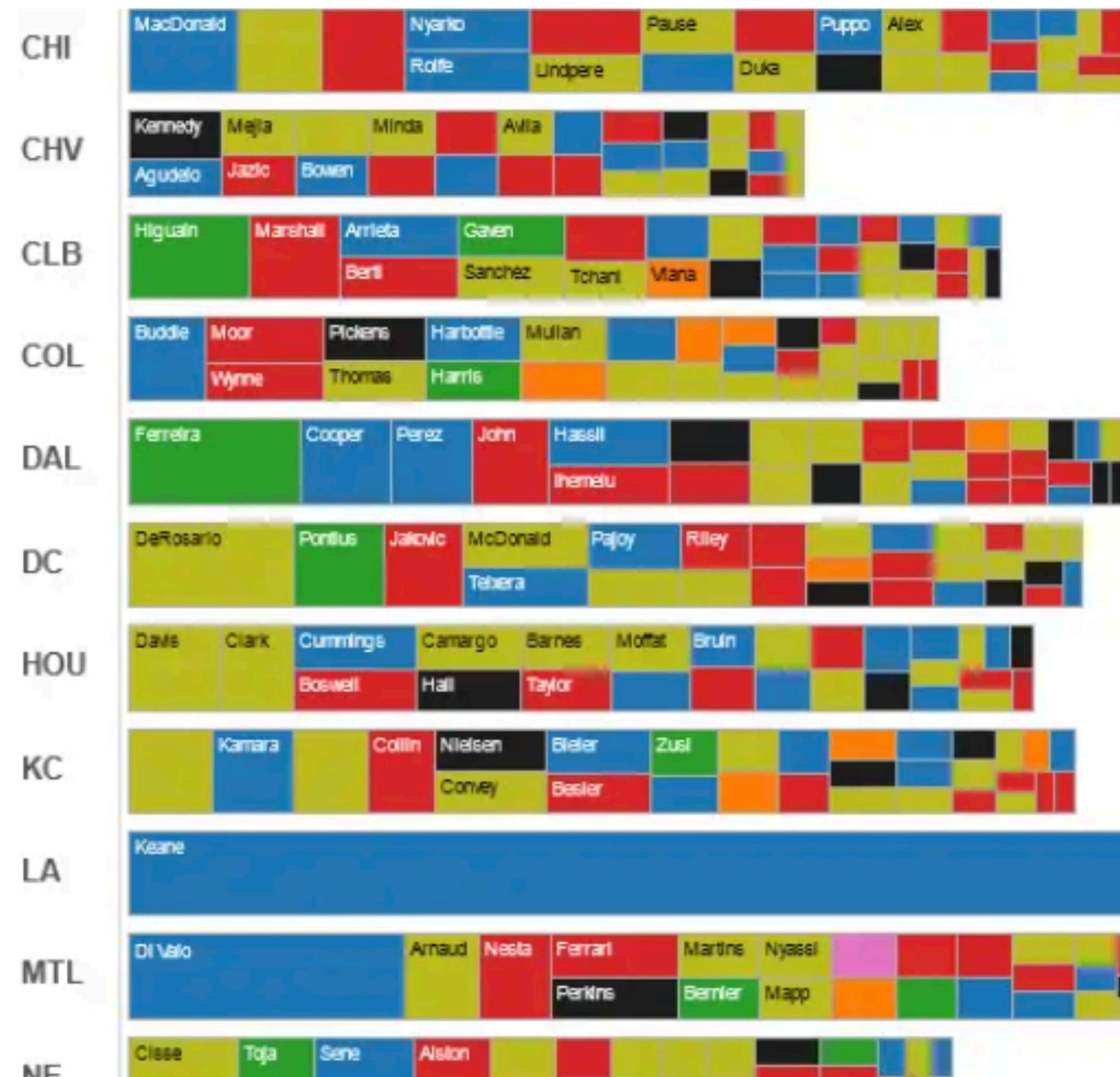
Donnée

Narratif

Visuel

Comment créer des visuels de qualité

Est-ce un visuel pour une présentation?



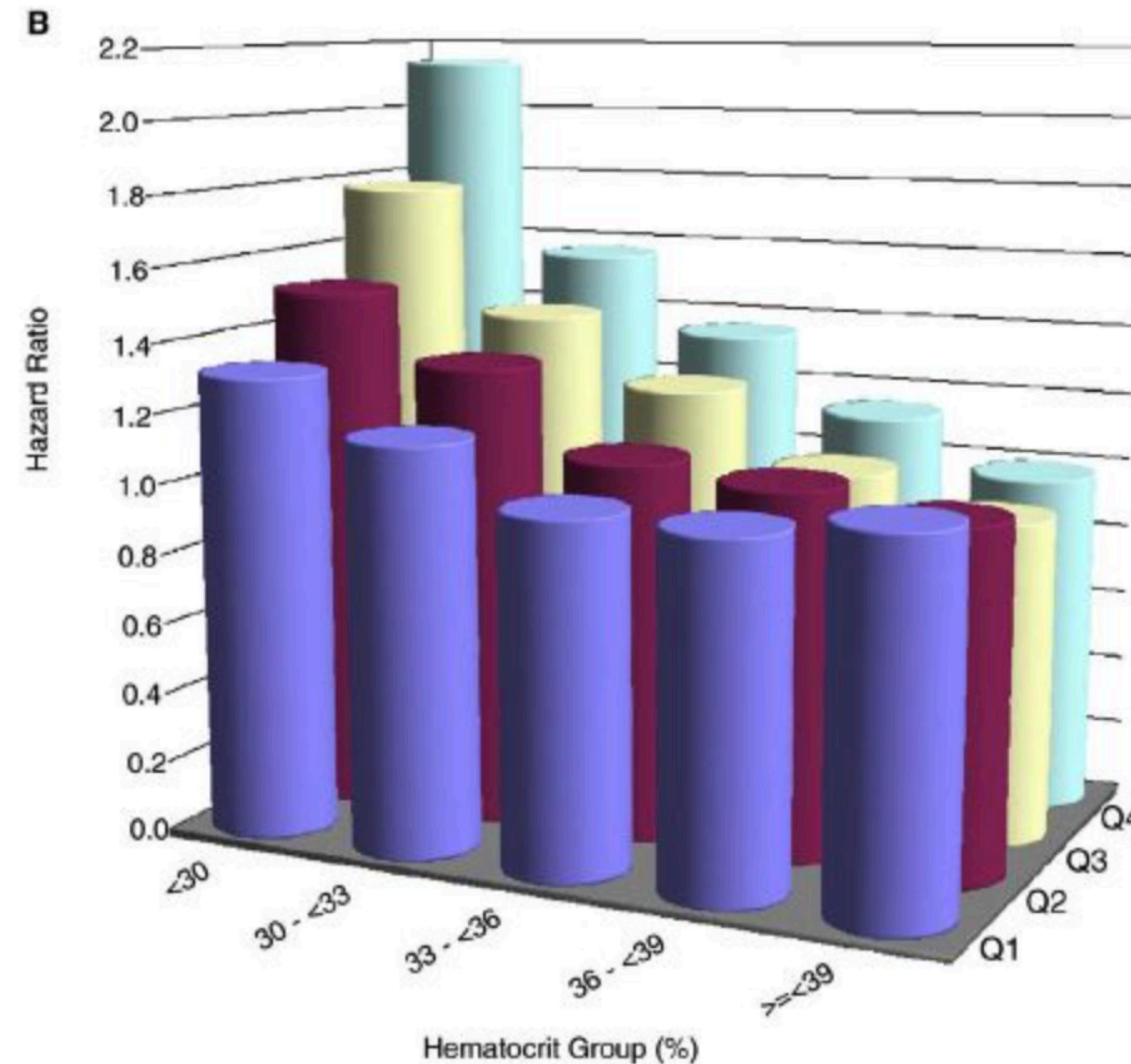
MLS Salaries per May 1, 2013 MLS Players Union Release

Main graph driven by Base Salary

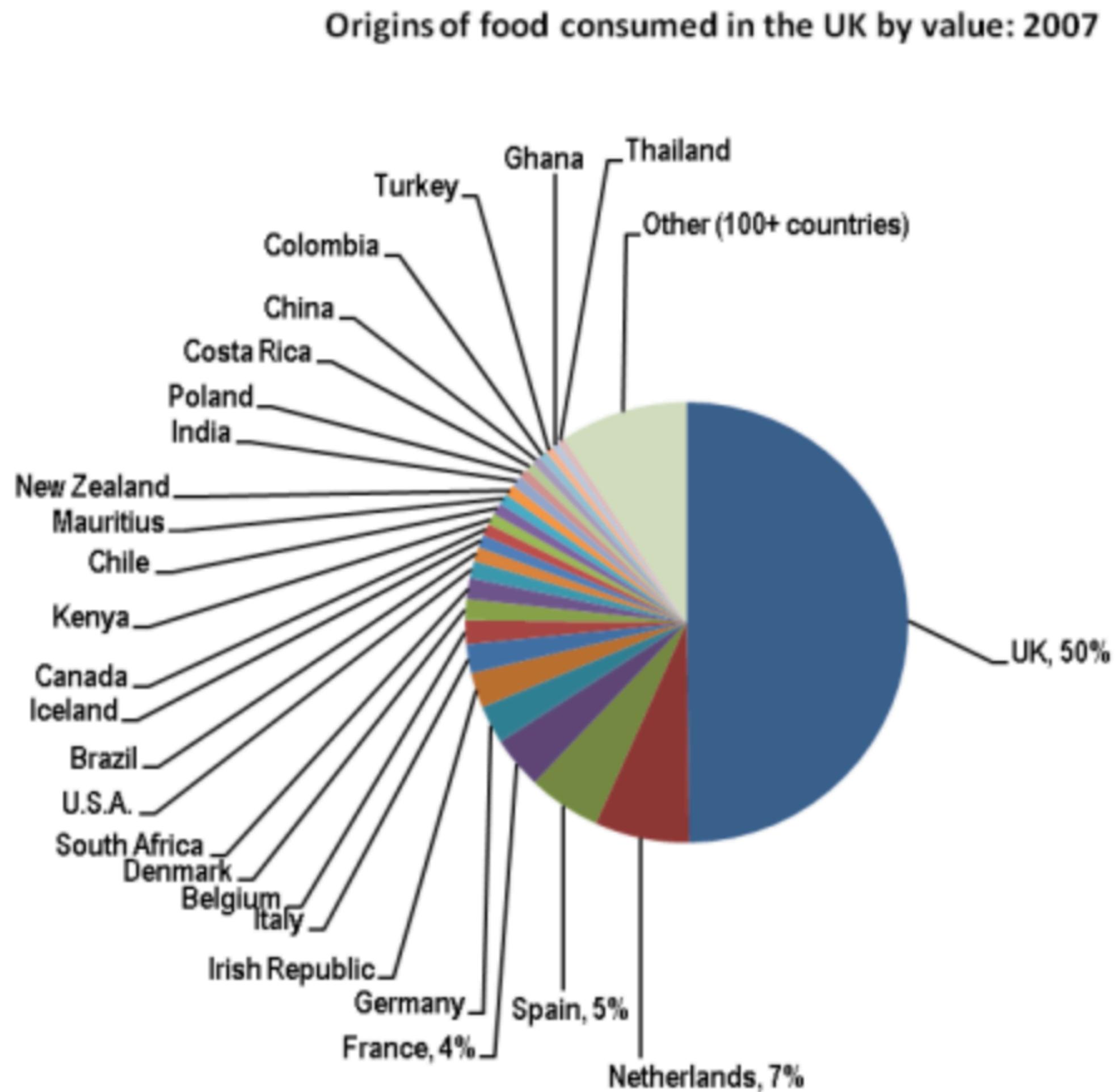
Smaller graph is driven by estimated salary cap cost of top 20 highest-paid, non-Generation-Adidas players on each club. Maximum of \$365,750 with adjustments for lower-paid DPs, and Youth DPs. This is still only an estimate of cap usage.

It has been noted by MLS clubs that this data (both individual salaries & positions) can be a bit inaccurate.
If you like these visualizations, please follow me on Twitter [@SoccerStatHunt](#)
created using Tableau Public

Est-ce un visuel pour une présentation?



Est-ce un visuel pour une présentation?



Visuel de qualité

Visuel adapté

Epurer le contenu

Mise en avant d'un phénomène

Titre engagent

Visuel de qualité

Visuel adapté

Epurer le contenu

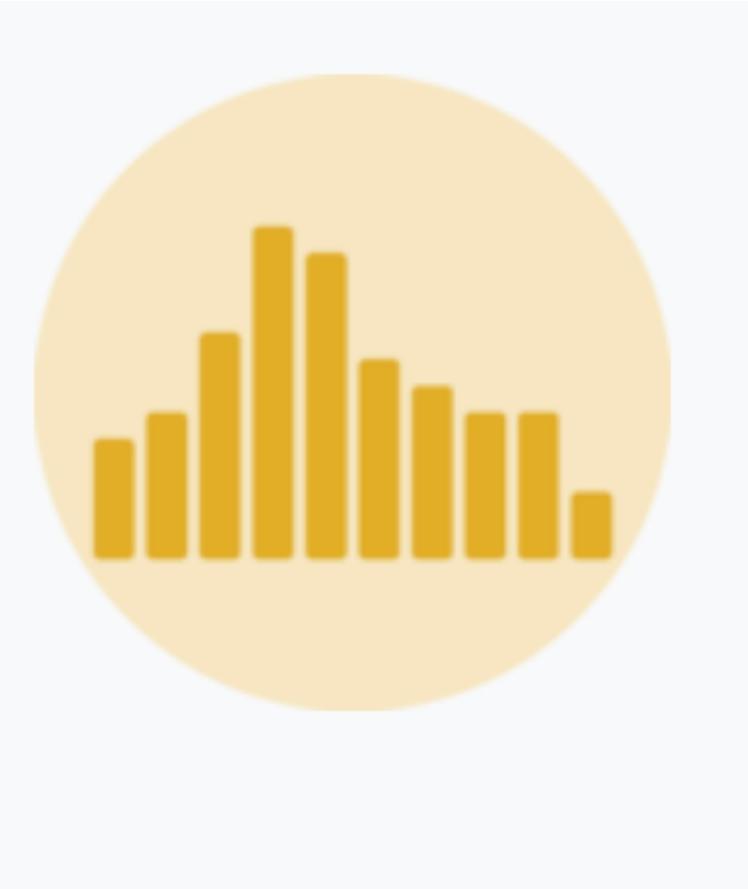
Mise en avant d'un phénomène

Titre engageant

Visuel adapté



Scatter plot



Bar chart

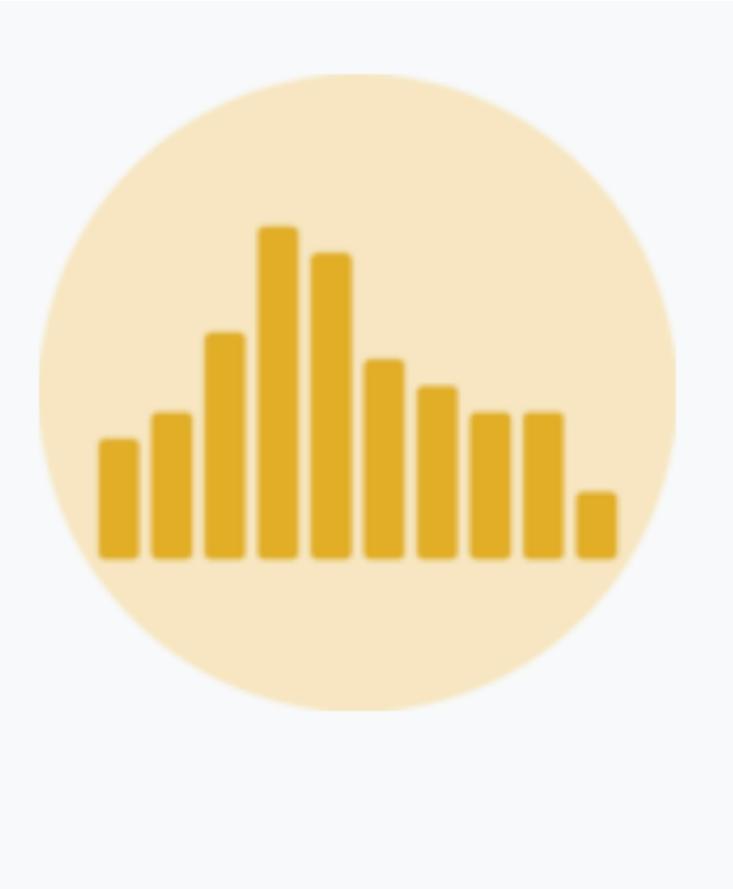


Line chart

Visuel adapté



Scatter plot



Bar chart



Line chart

Visuel adapté

Scatter plot

Quel type de données?

2 variables continues

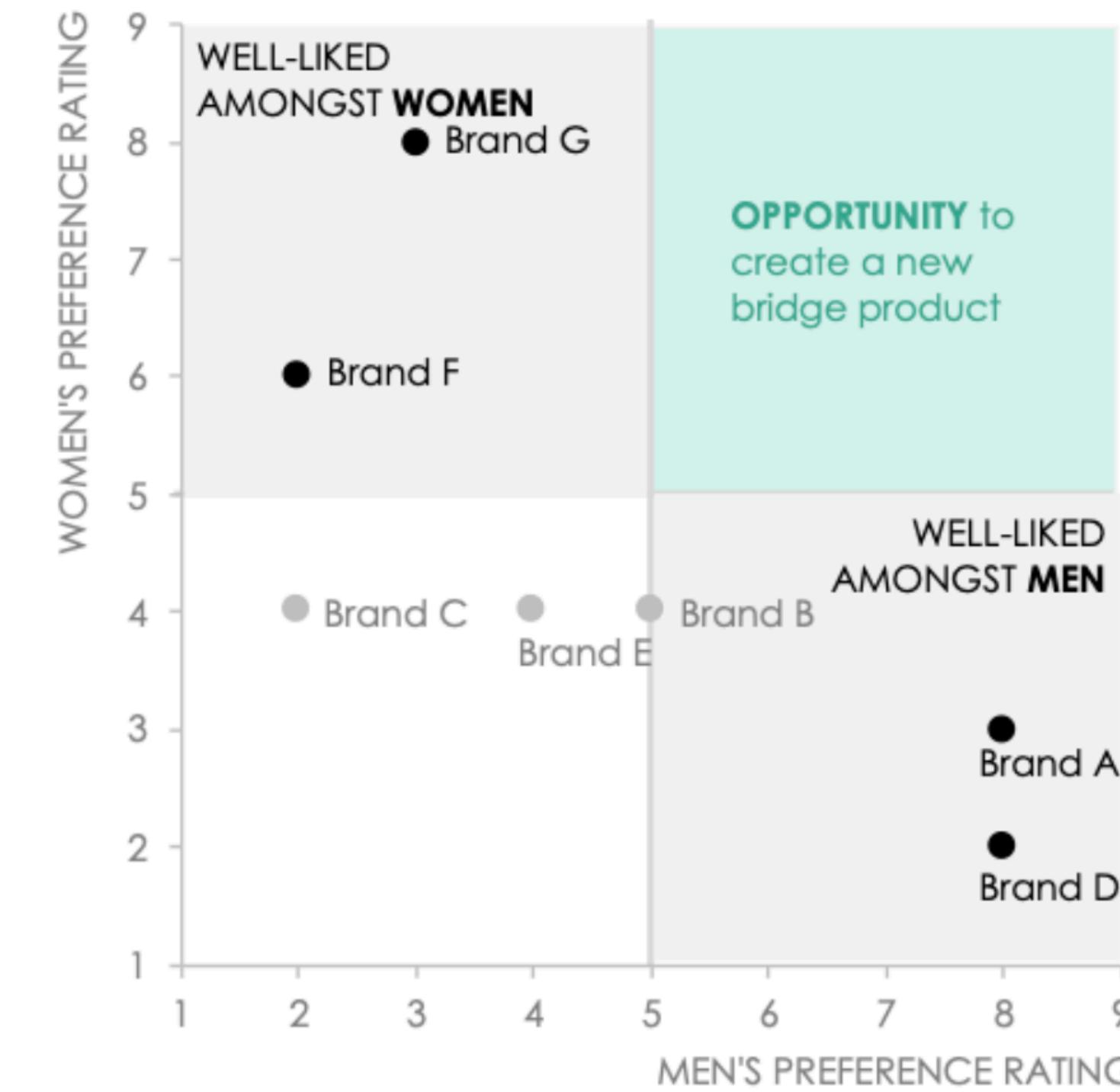
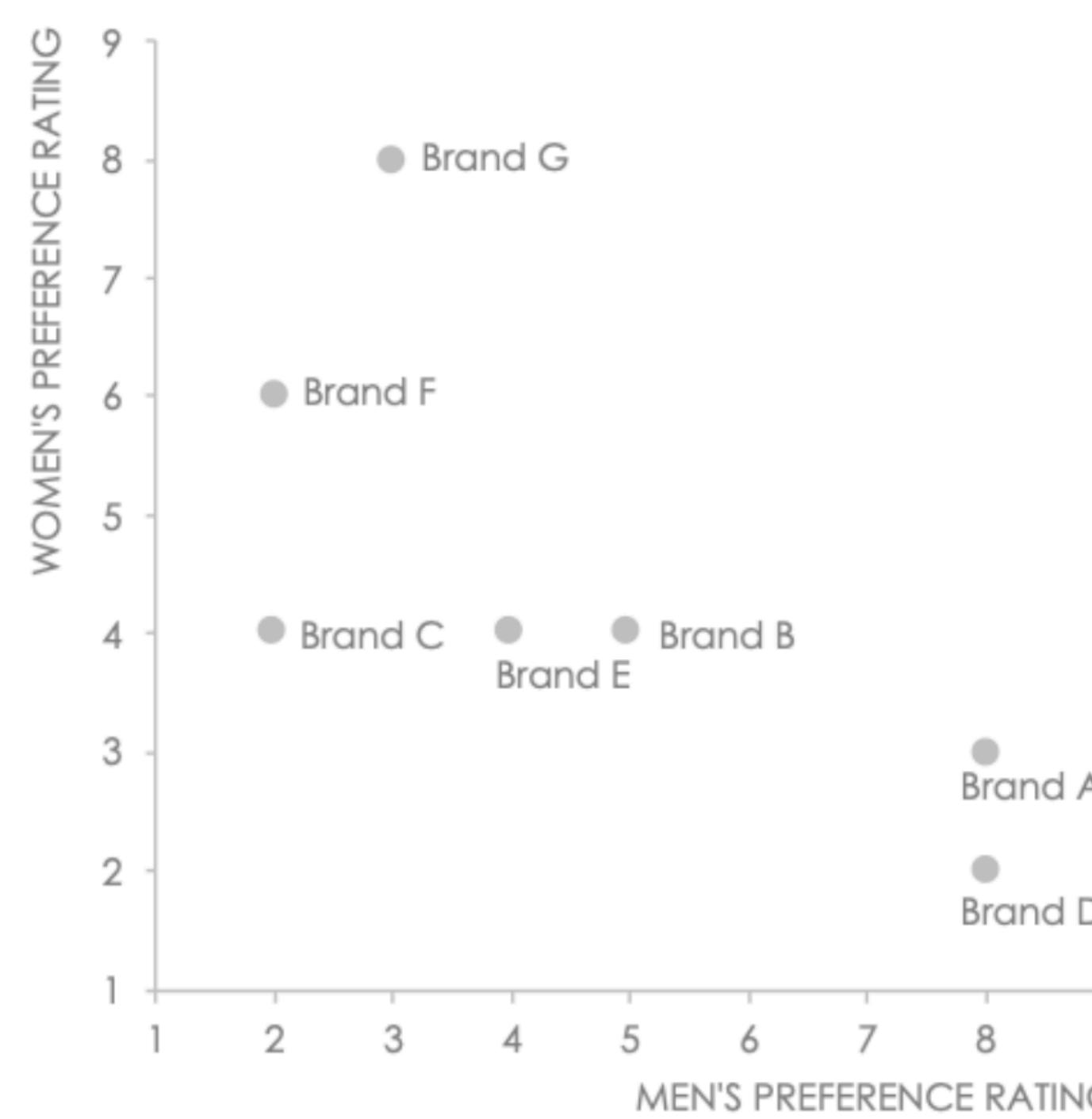
Quand l'utilise t'on?

Pour montrer une tendance, visualiser des groupes

Visuel adapté

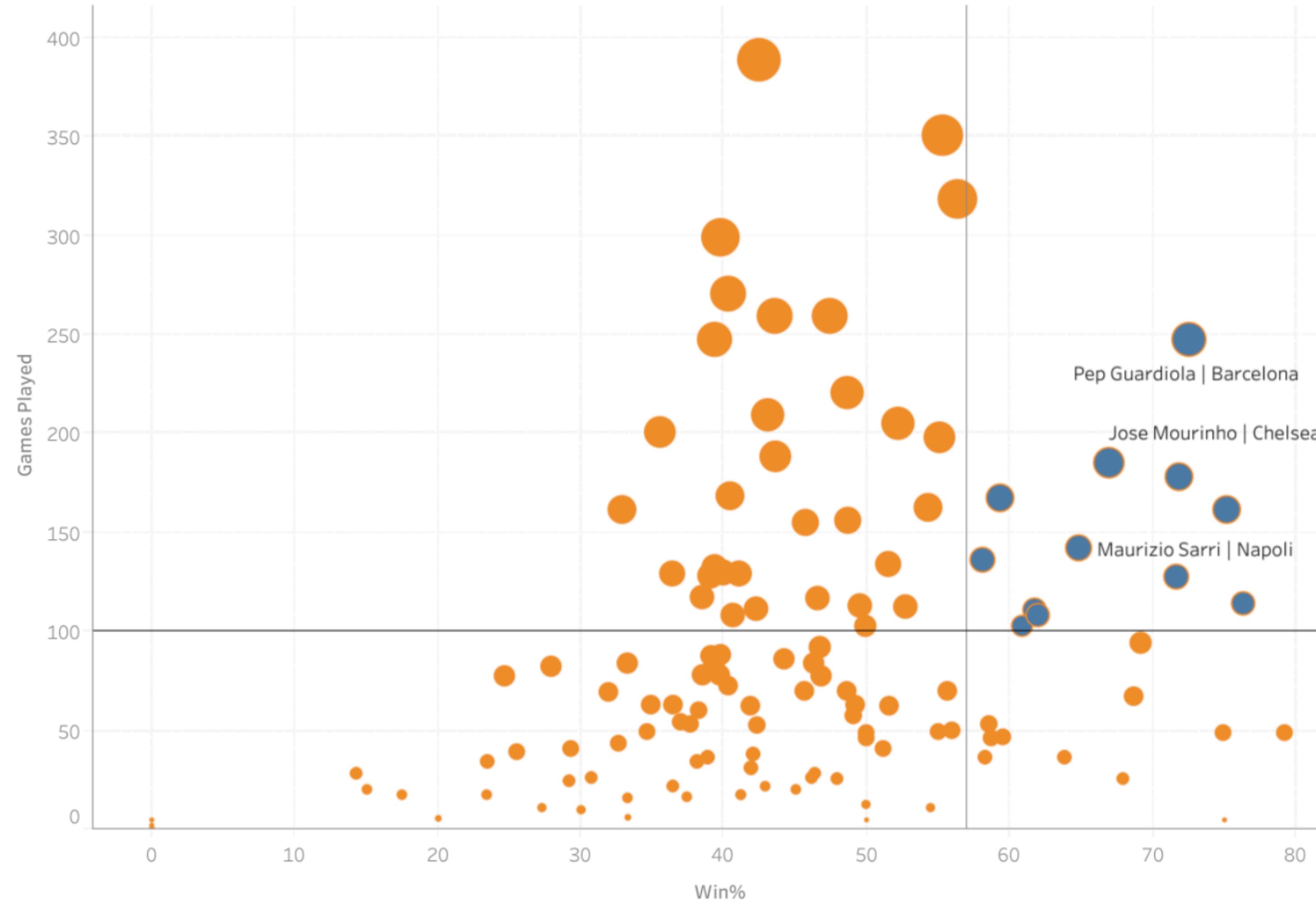
Scatter plot

Sneakers is polarizing between men and women



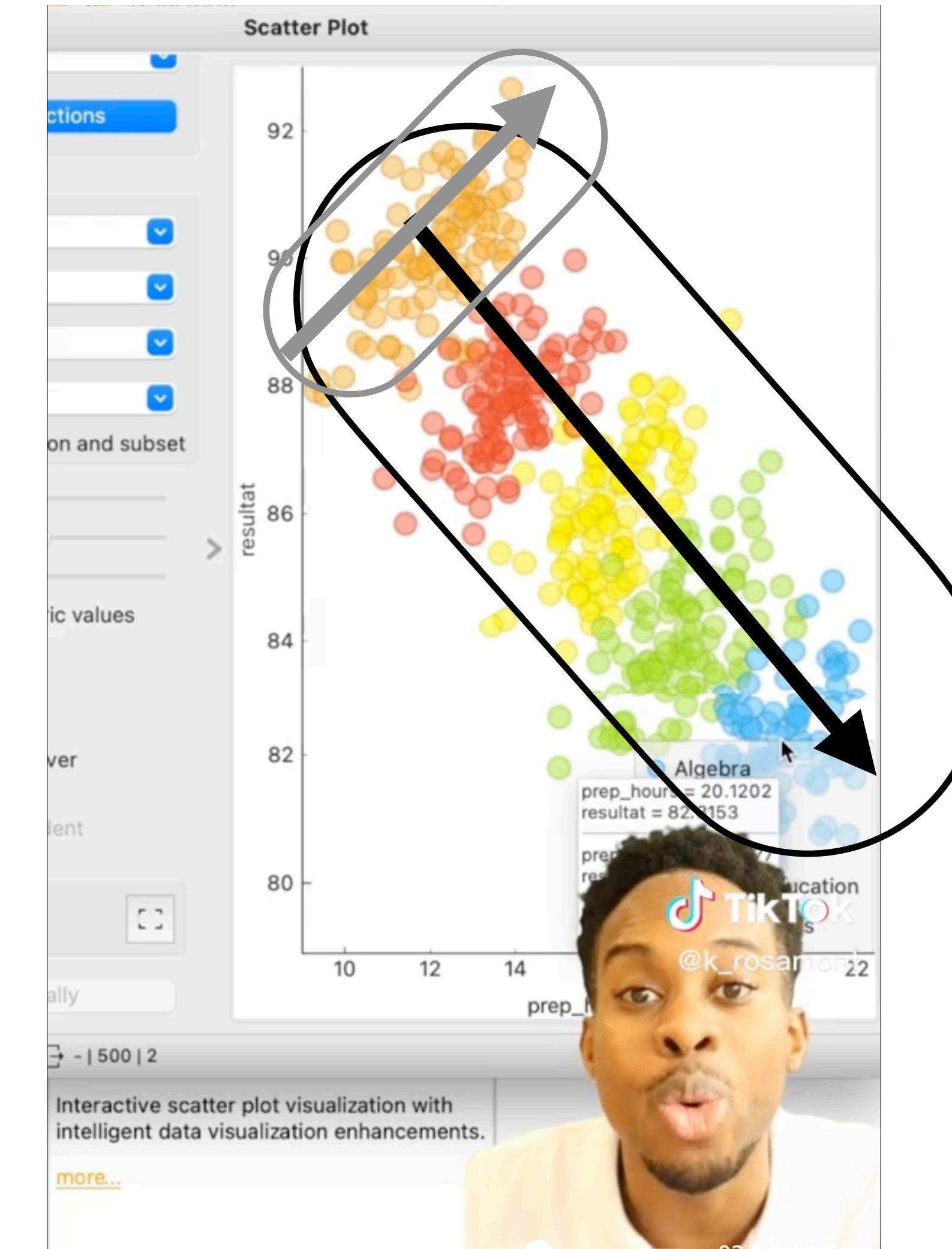
Visuel adapté

Longevity or Success | Who has the **Magic Combination?**



Visuel adapté

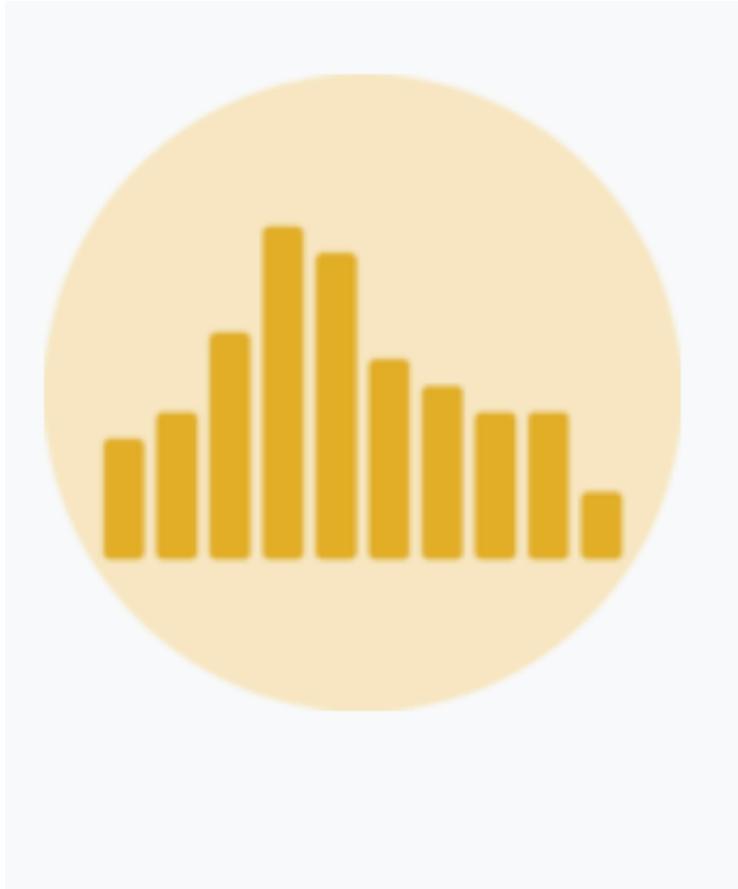
Mise en évidence
du paradoxe de Simpsons
@k_rosamont



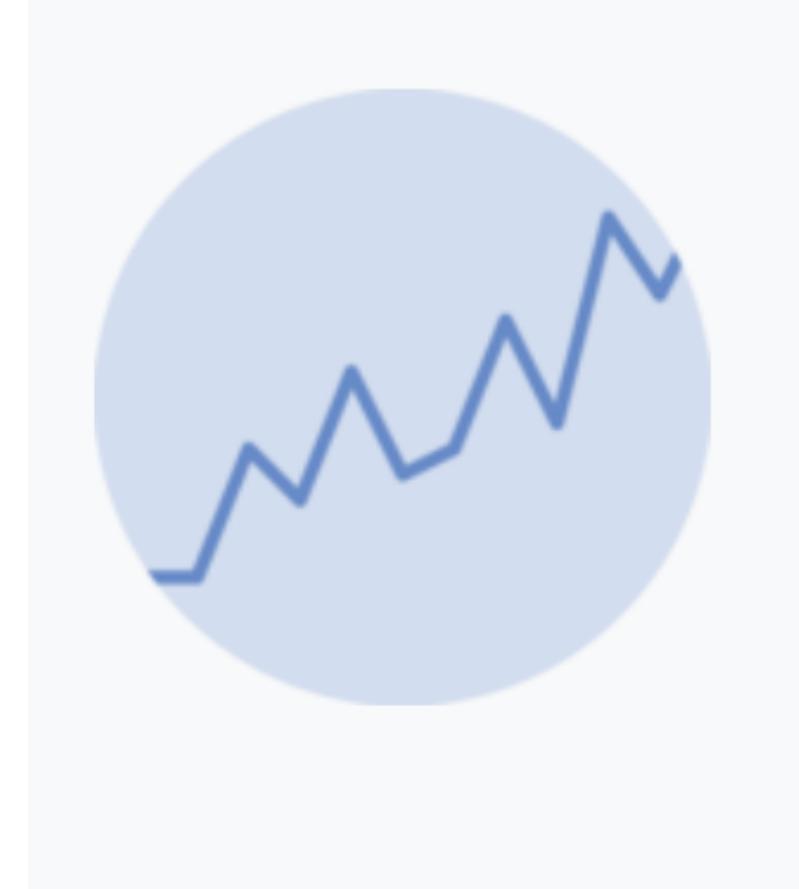
Visuel adapté



Scatter plot



Bar chart



Line chart

Visuel adapté

Bar chart

Quel type de données?

Une variable catégorielle et une continue

Quand l'utilise t'on?

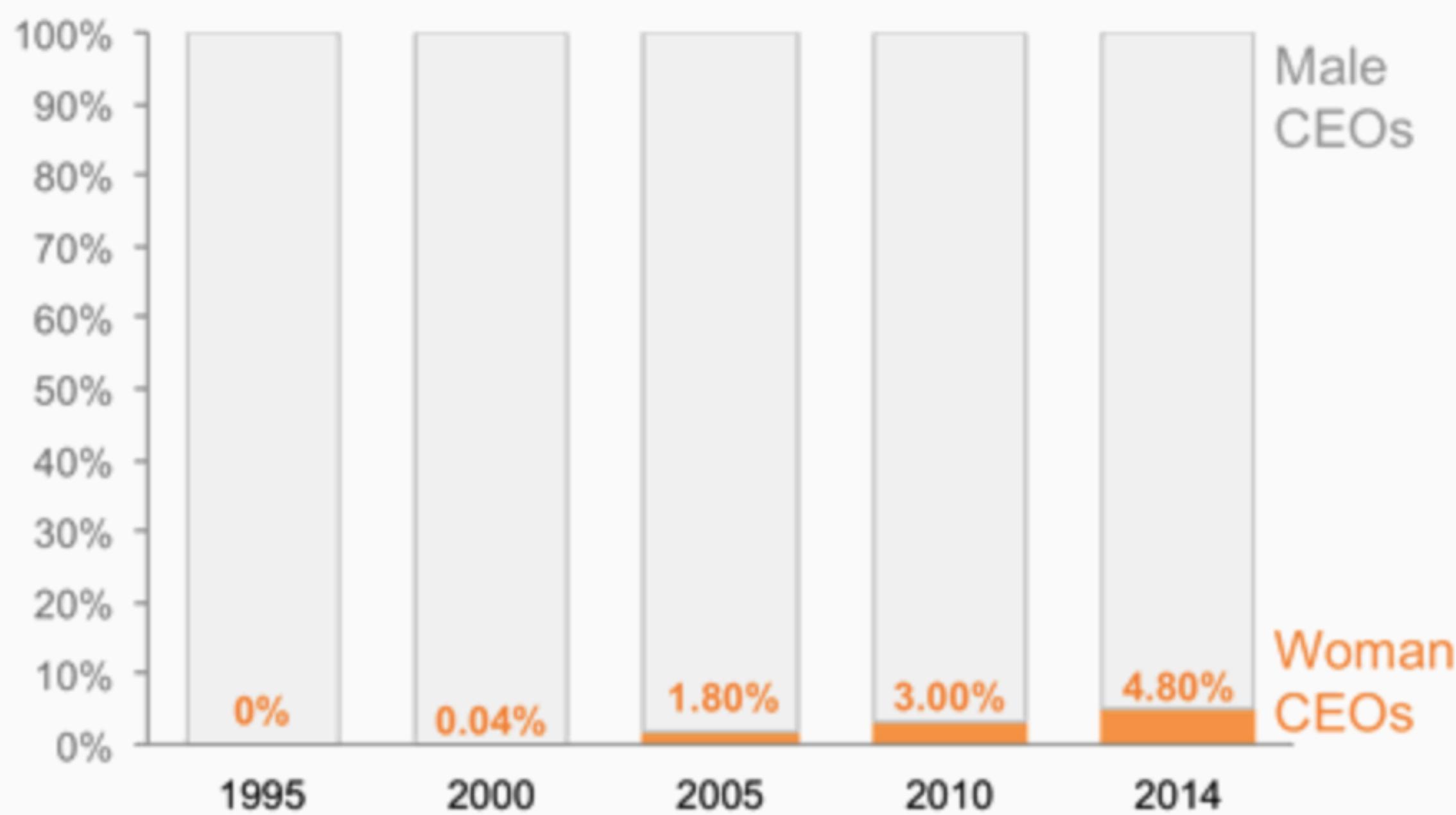
Voir des proportions, distributions

Visuel adapté

Bar chart

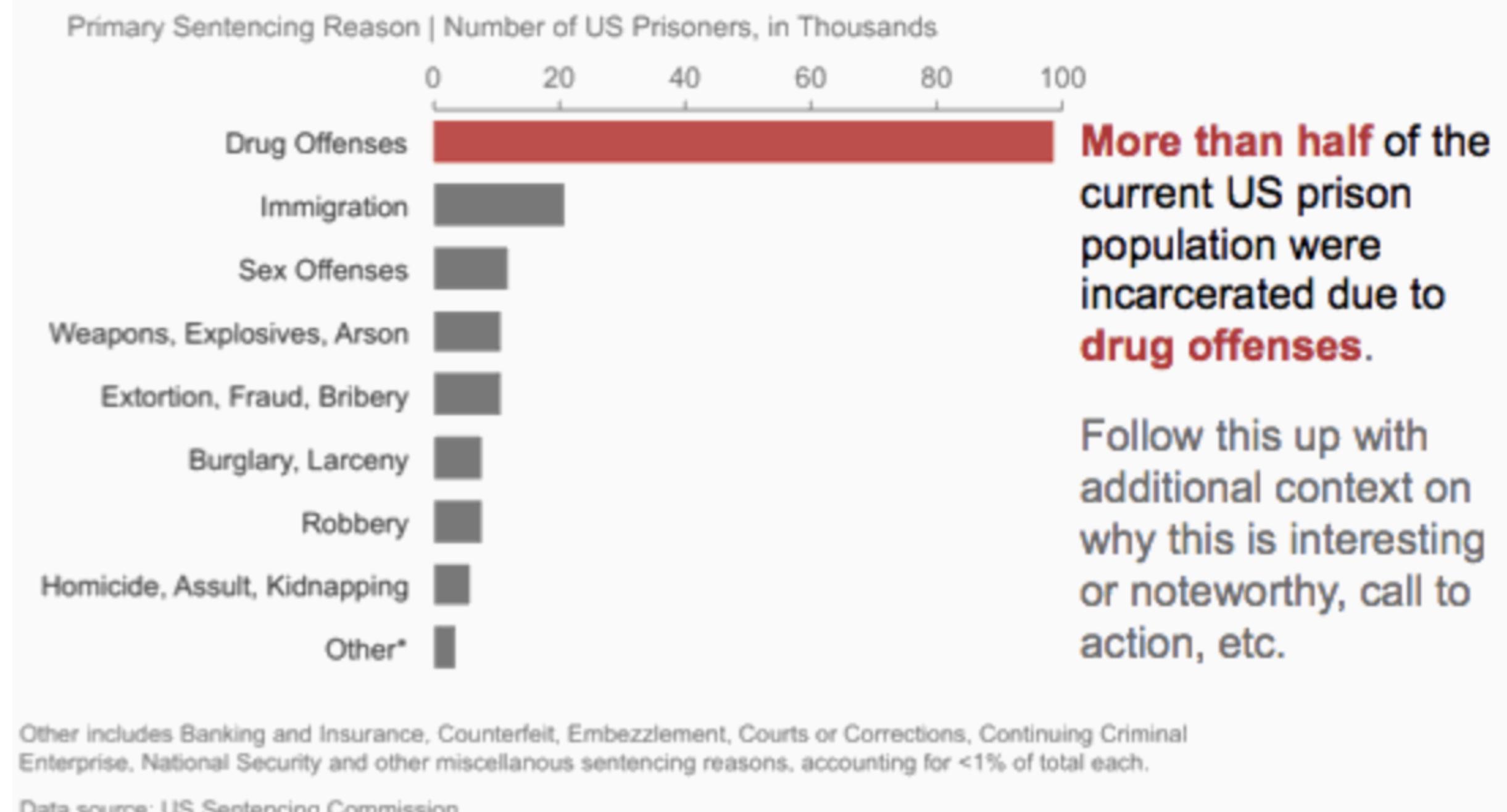
Female CEOs: the past 20 years

% of Fortune 500 CEOs who are women



US Prison Population by Primary Sentencing Reason

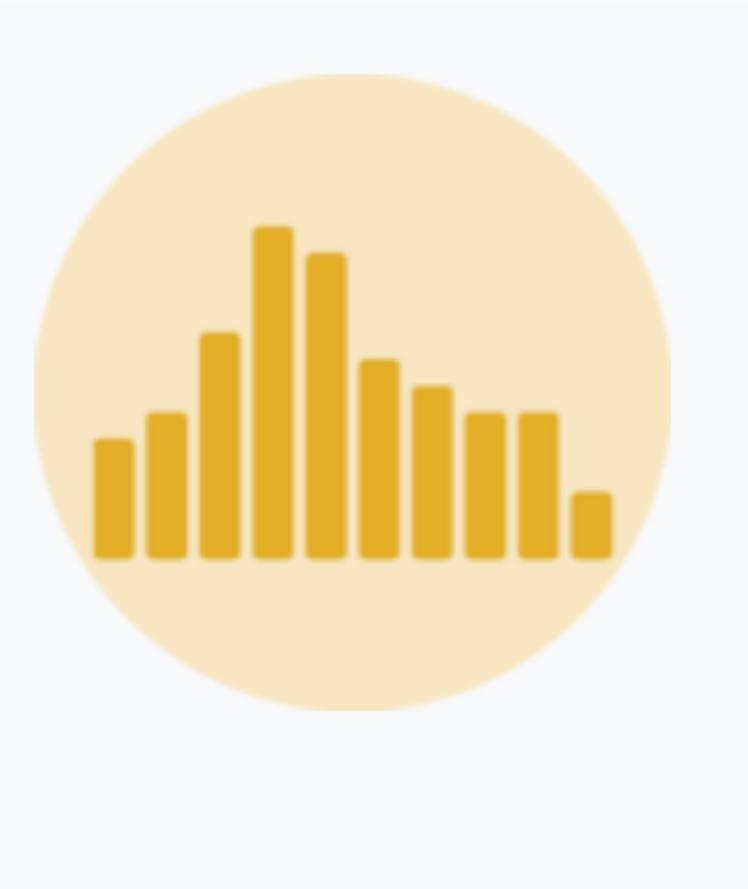
As of January 25, 2014



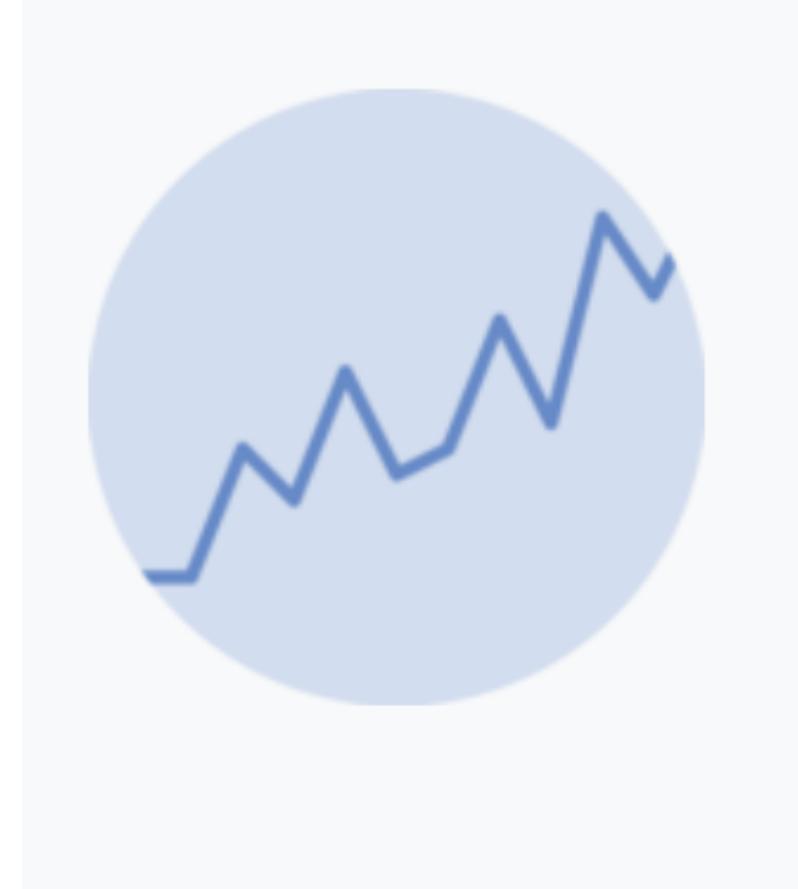
Visuel adapté



Scatter plot



Bar chart



Line chart

Visuel adapté

Line chart

Quel type de données?

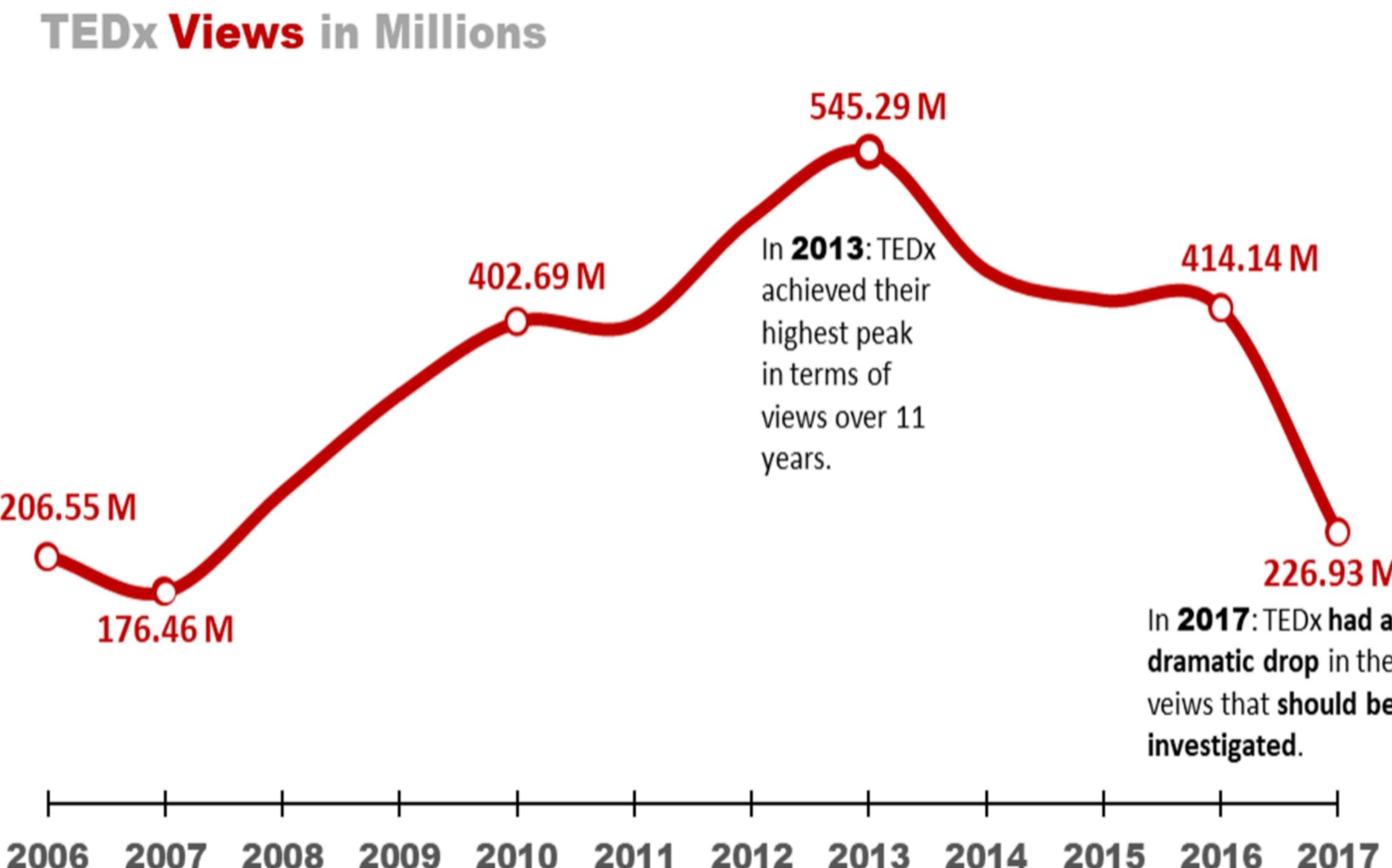
2 variables continues

Quand l'utilise t'on?

Voir des évolutions

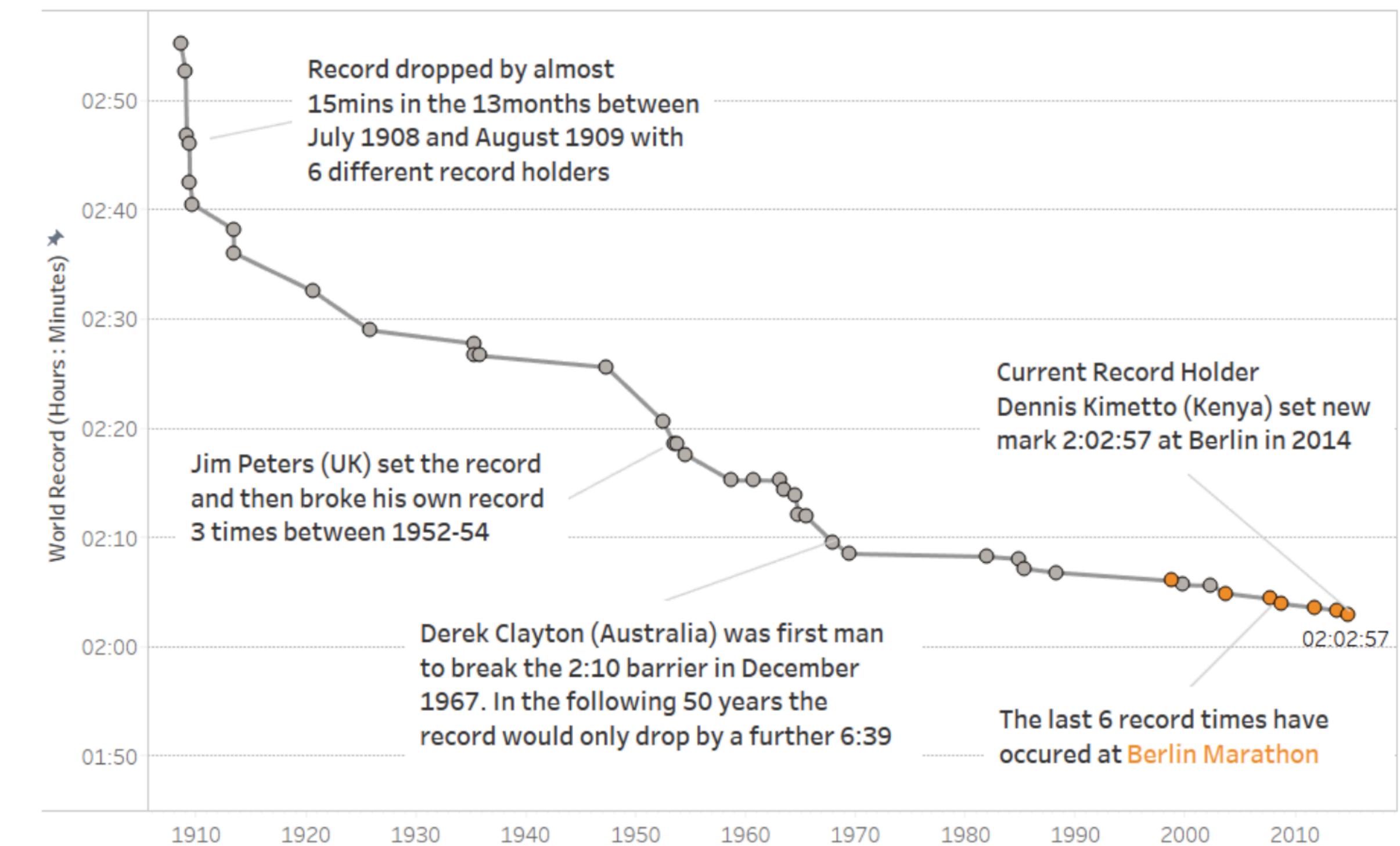
Visuel adapté

Line chart



Progression of Men's Marathon World Record

Tracking the IAAF Men's Marathon World Record progression since its inception in 1908 through today's time.



Note: Uses only IAAF sanctioned times so does not count Eliud Kipchog's time of 2:00:25 in the Breaking2 event as this was not an official attempt.

Designed by @alimotion for #SWDchallenge
Source: https://en.wikipedia.org/wiki/Marathon_world_record_progression

Visuel de qualité

Visuel adapté

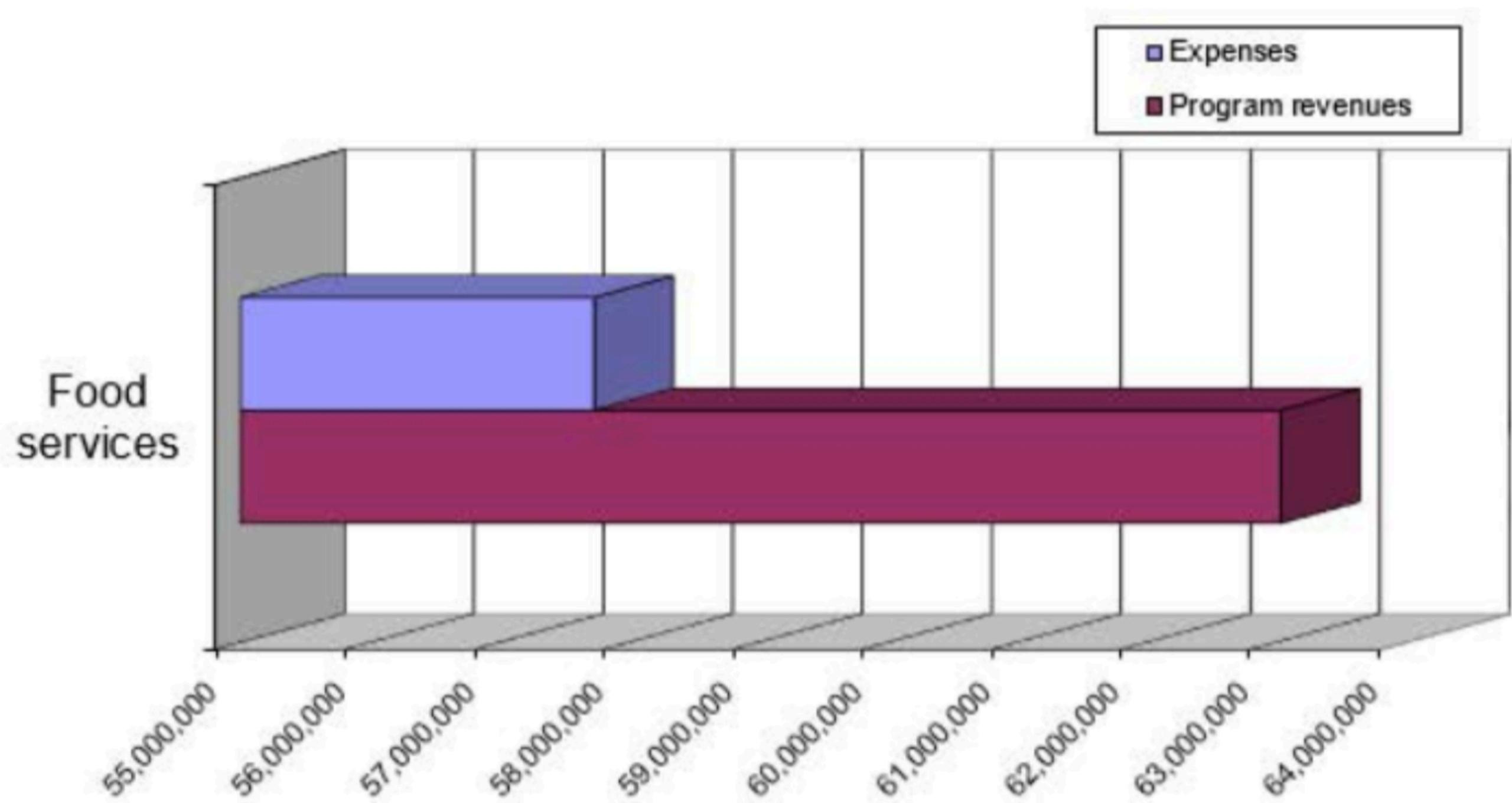
Epurer le contenu

Mise en avant d'un phénomène

Titre engagent

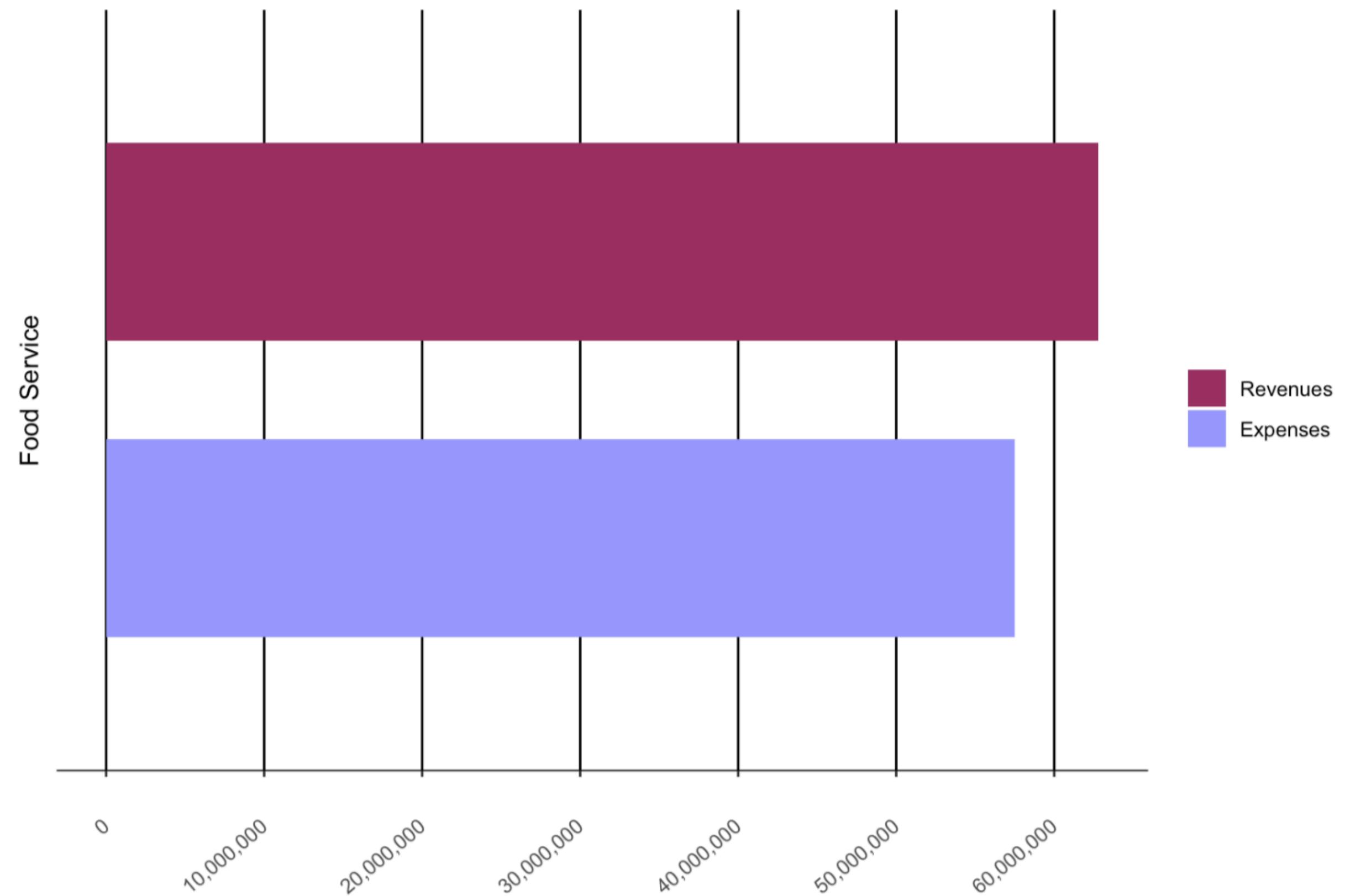
Epurer le contenu

**Program Revenues and Expenses - Primary Activity
Business-type Activities**



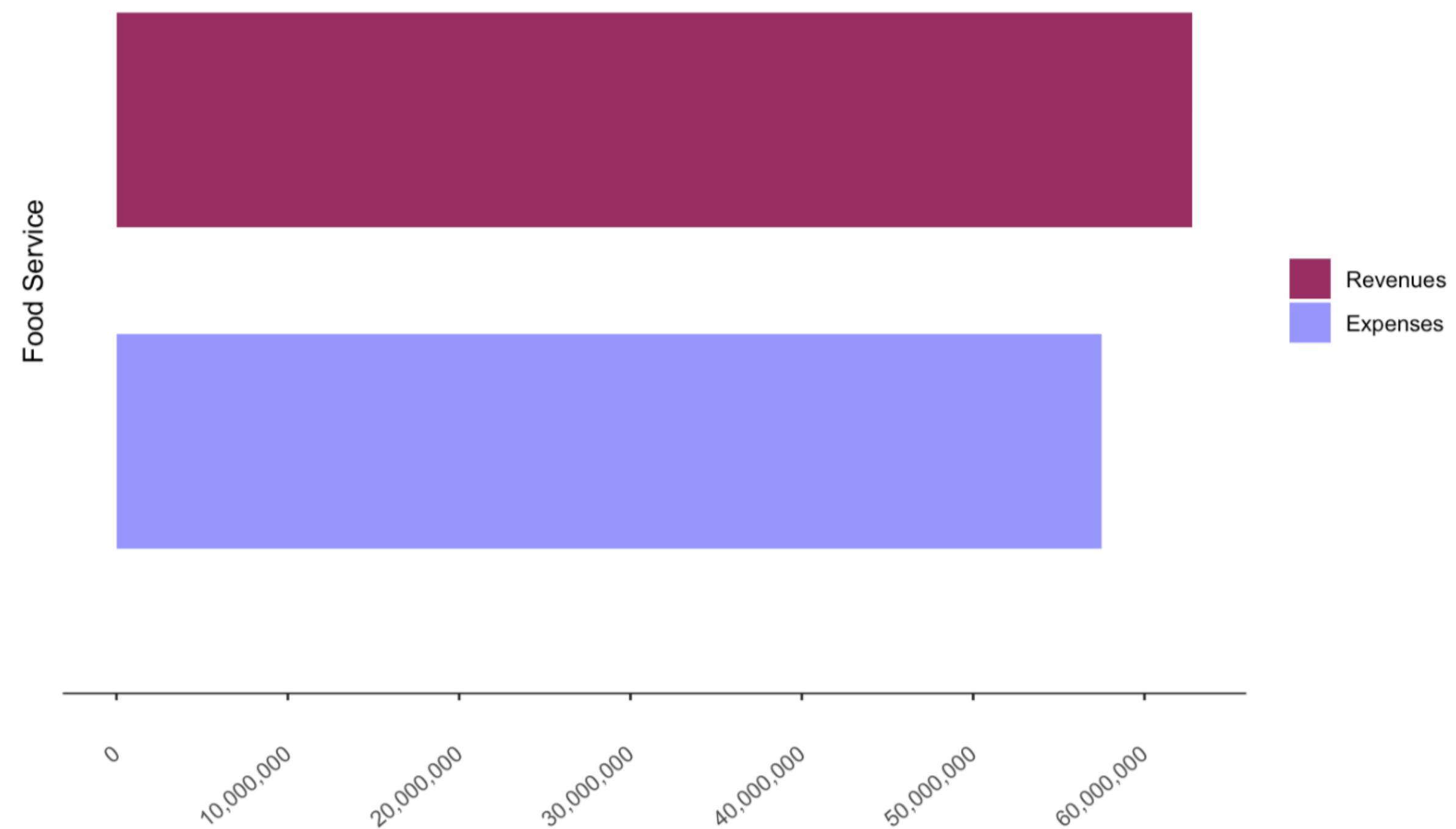
Epurer le contenu

Program Revenues and Expenses - Primary Activity
Business-type Activities



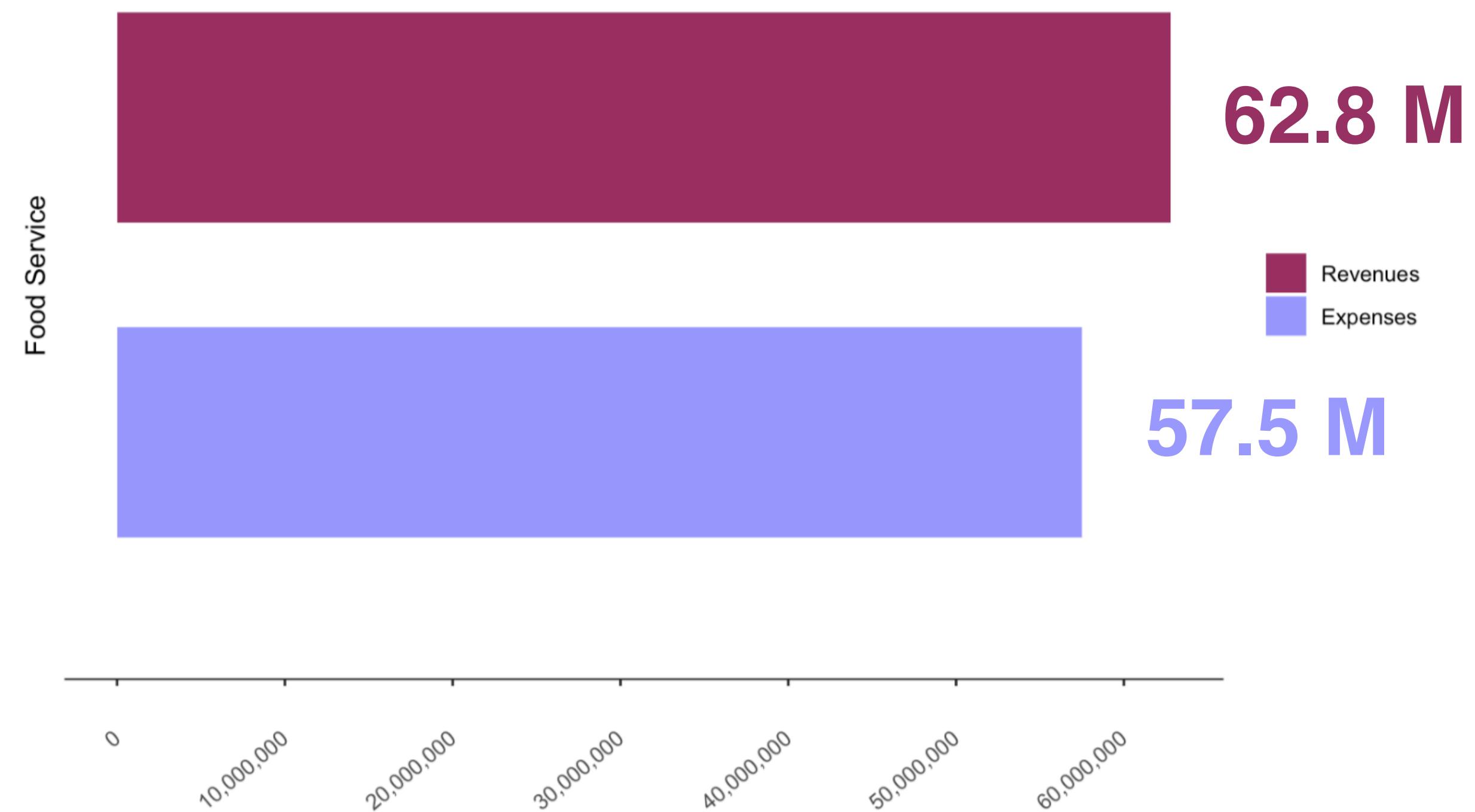
Epurer le contenu

Program Revenues and Expenses - Primary Activity
Business-type Activities



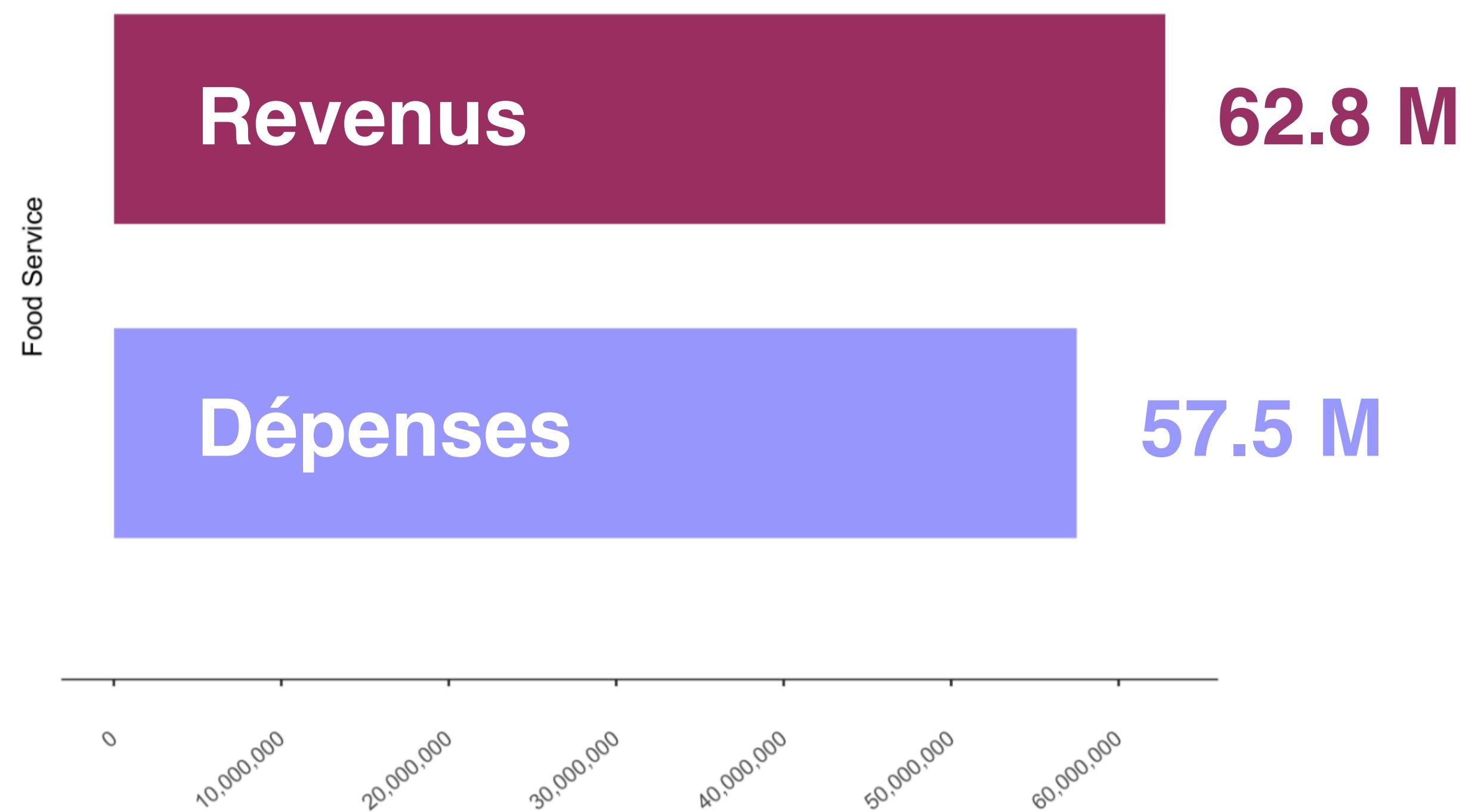
Epurer le contenu

Program Revenues and Expenses - Primary Activity
Business-type Activities



Epurer le contenu

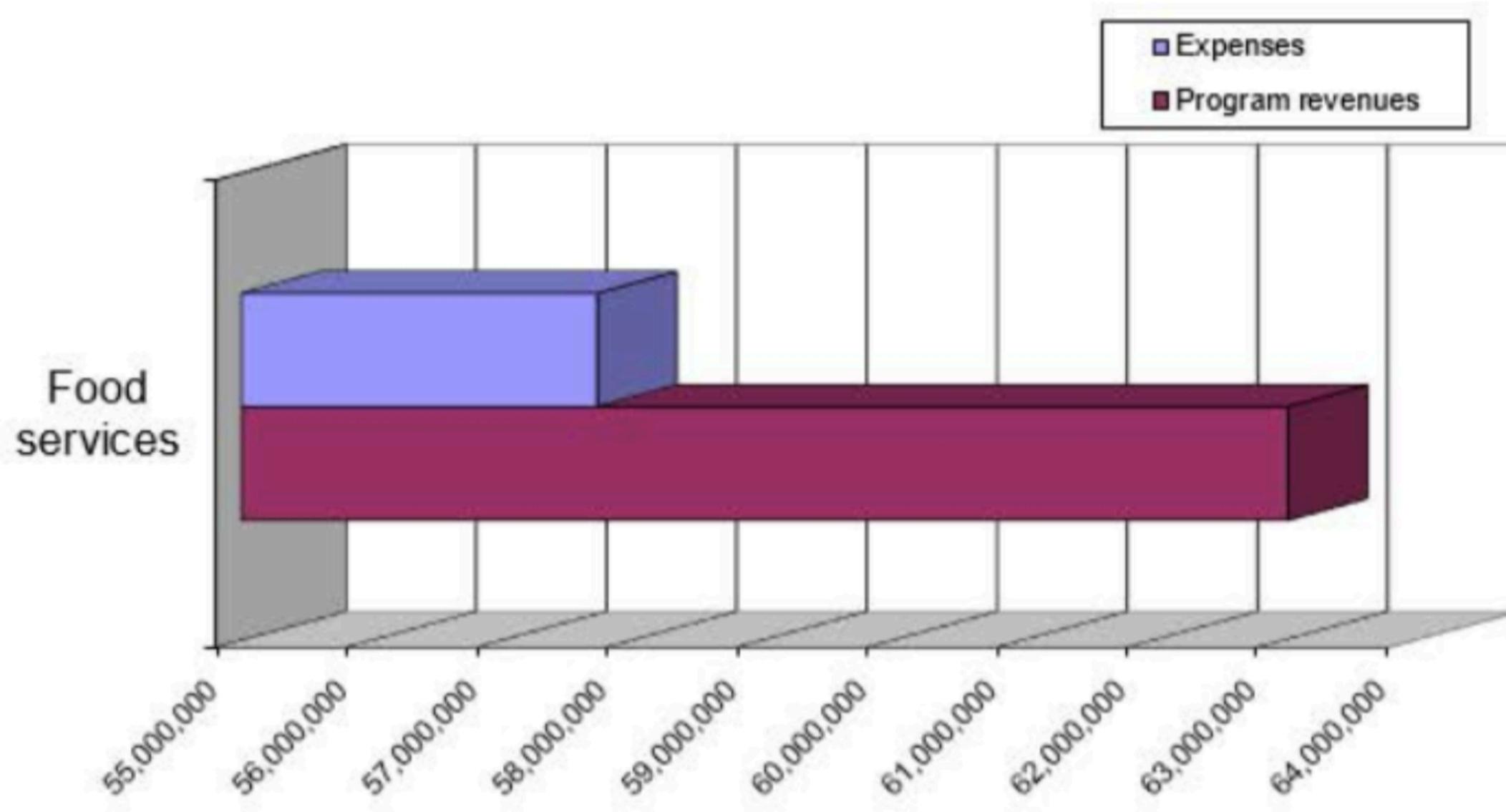
Program Revenues and Expenses - Primary Activity
Business-type Activities



Epurer le contenu

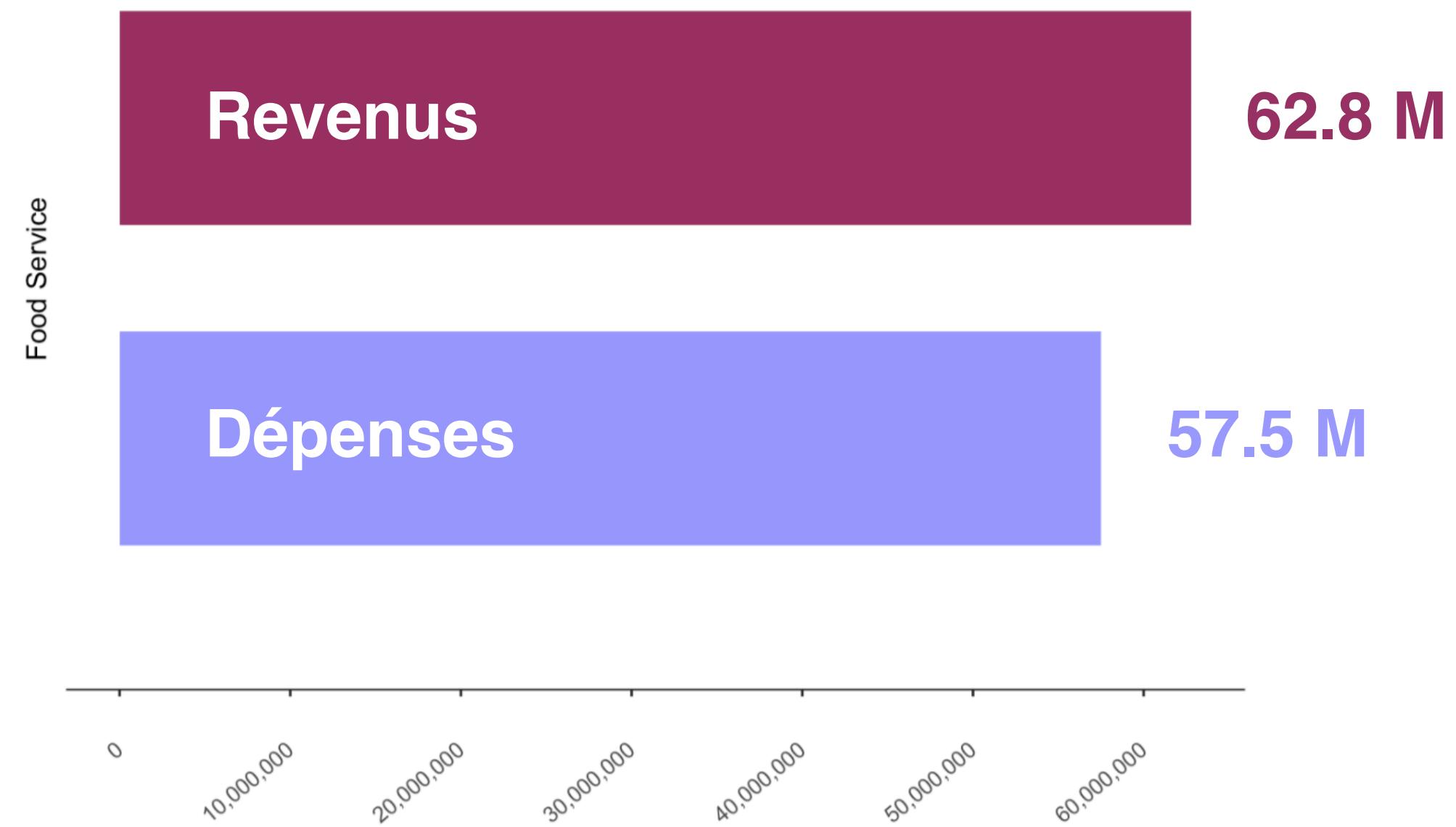
Avant

**Program Revenues and Expenses - Primary Activity
Business-type Activities**



Après

**Program Revenues and Expenses - Primary Activity
Business-type Activities**



Pour épurer un graphique

Enlever la 3d

Enlever la grille

Mettre en évidence les métriques et la légende

Visuel de qualité

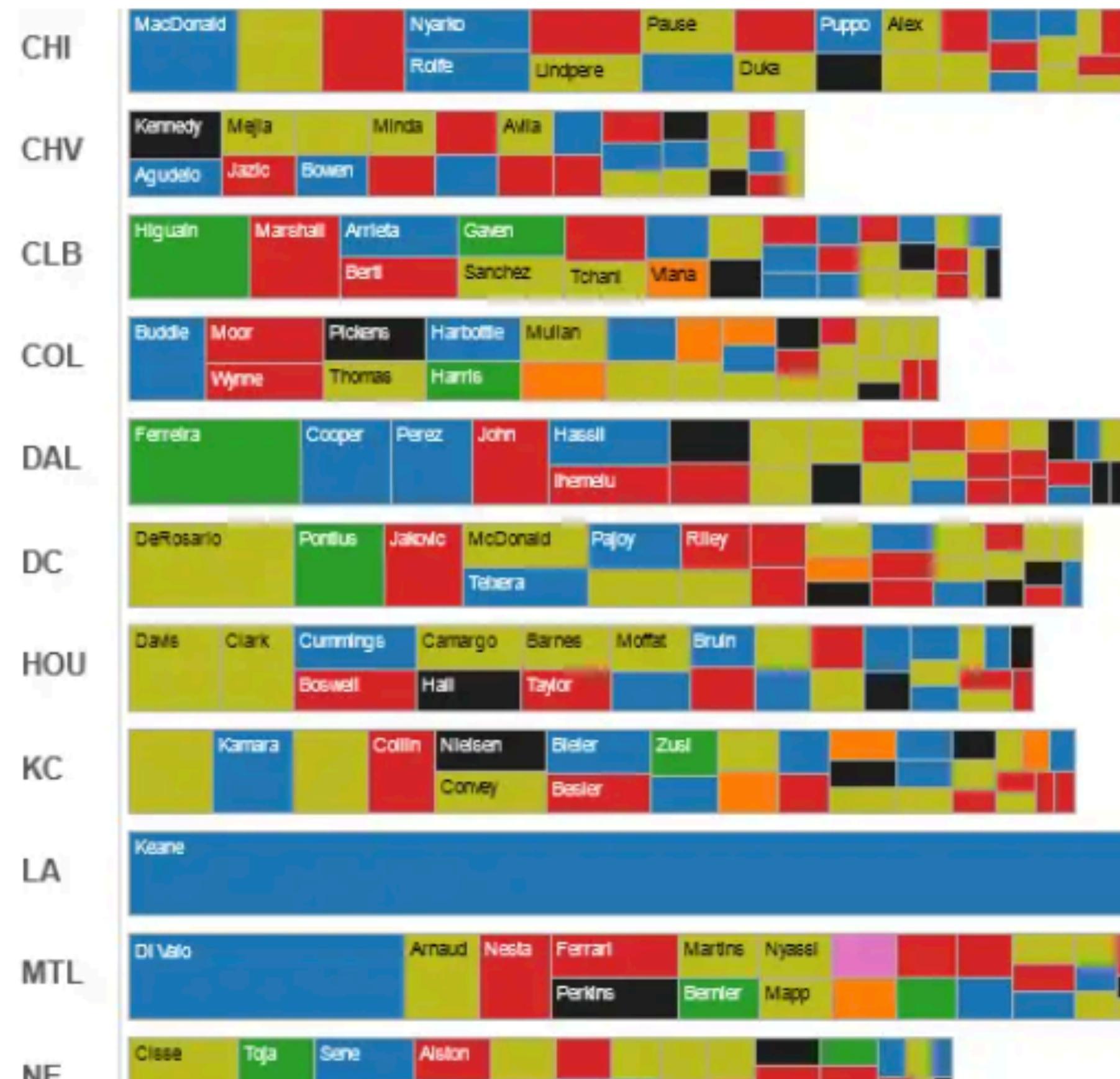
Visuel adapté

Epurer le contenu

Mise en avant d'un phénomène

Titre engageant

Mise en avant d'un phénomène



MLS Salaries per May 1, 2013 MLS Players Union Release

Main graph driven by Base Salary

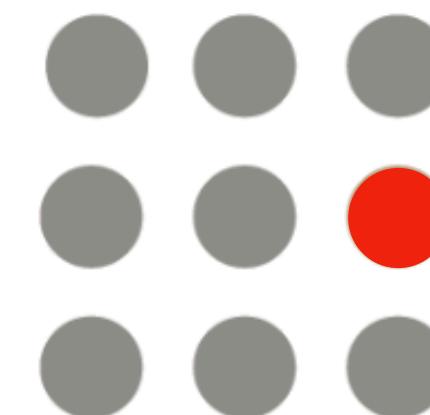
Smaller graph is driven by estimated salary cap cost of top 20 highest-paid, non-Generation-Adidas players on each club. Maximum of \$365,750 with adjustments for lower-paid DPs, and Youth DPs. This is still only an estimate of cap usage.

It has been noted by MLS clubs that this data (both individual salaries & positions) can be a bit inaccurate.
If you like these visualizations, please follow me on Twitter [@SoccerStatHunt](#)
created using Tableau Public

Ordonner les barres



Utiliser les attributs pre-attentifs



Couleur



Groupe



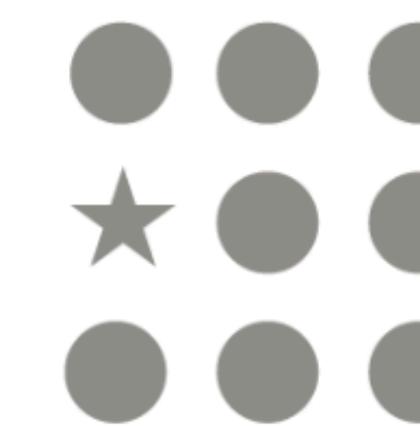
Position



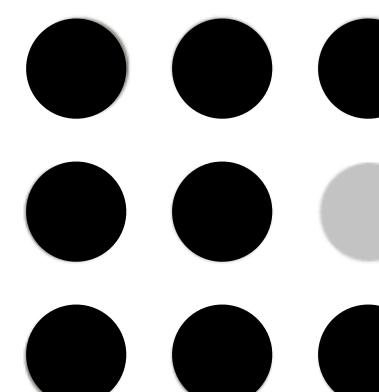
Taille



Epaisseur



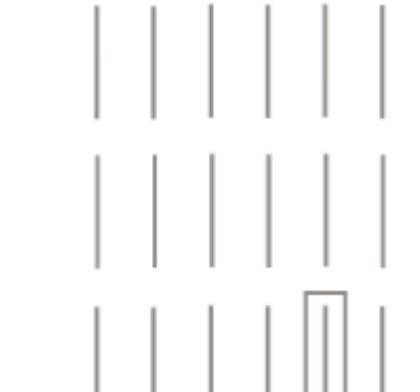
Forme



Intensité



Orientation



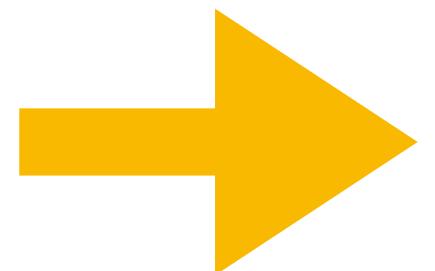
Encadrement



Les utiliser avec
parcimonie

En analysant un graph

2 personnes regardent le même graph

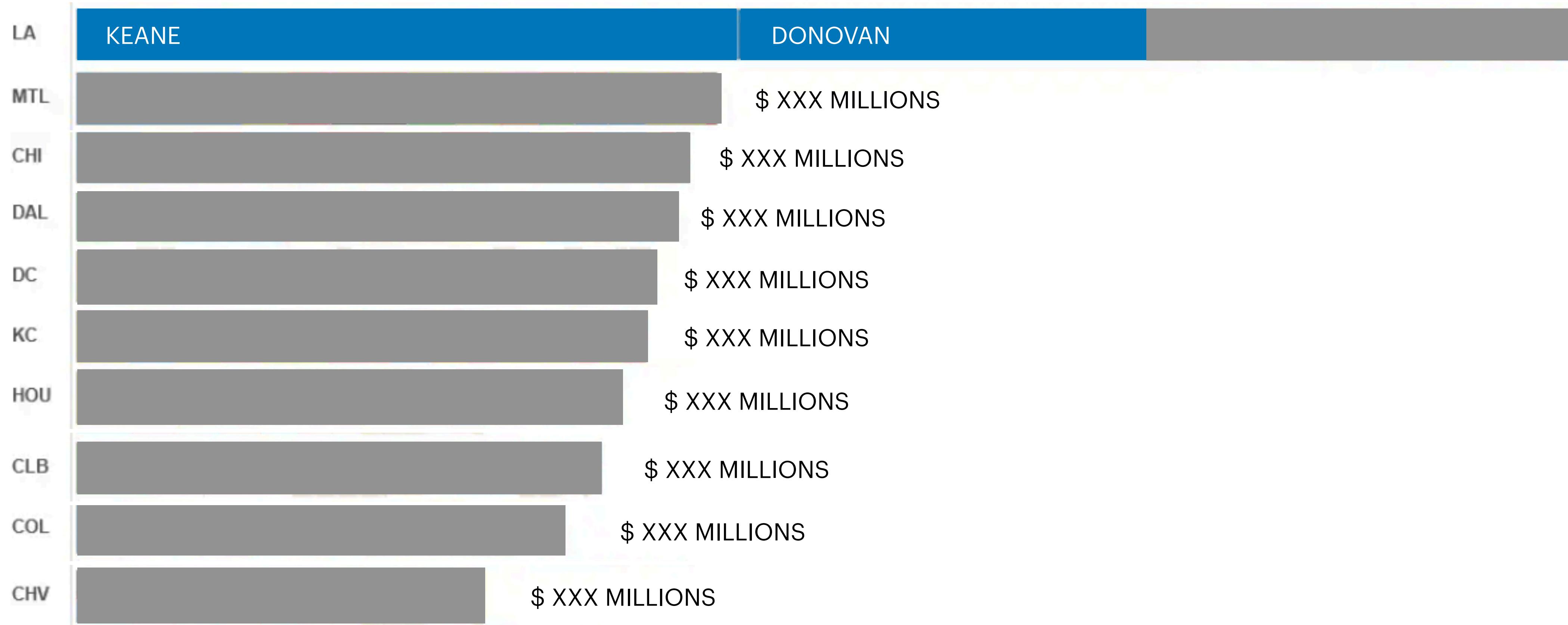


2 conclusions différentes

Phénomène mis en avant



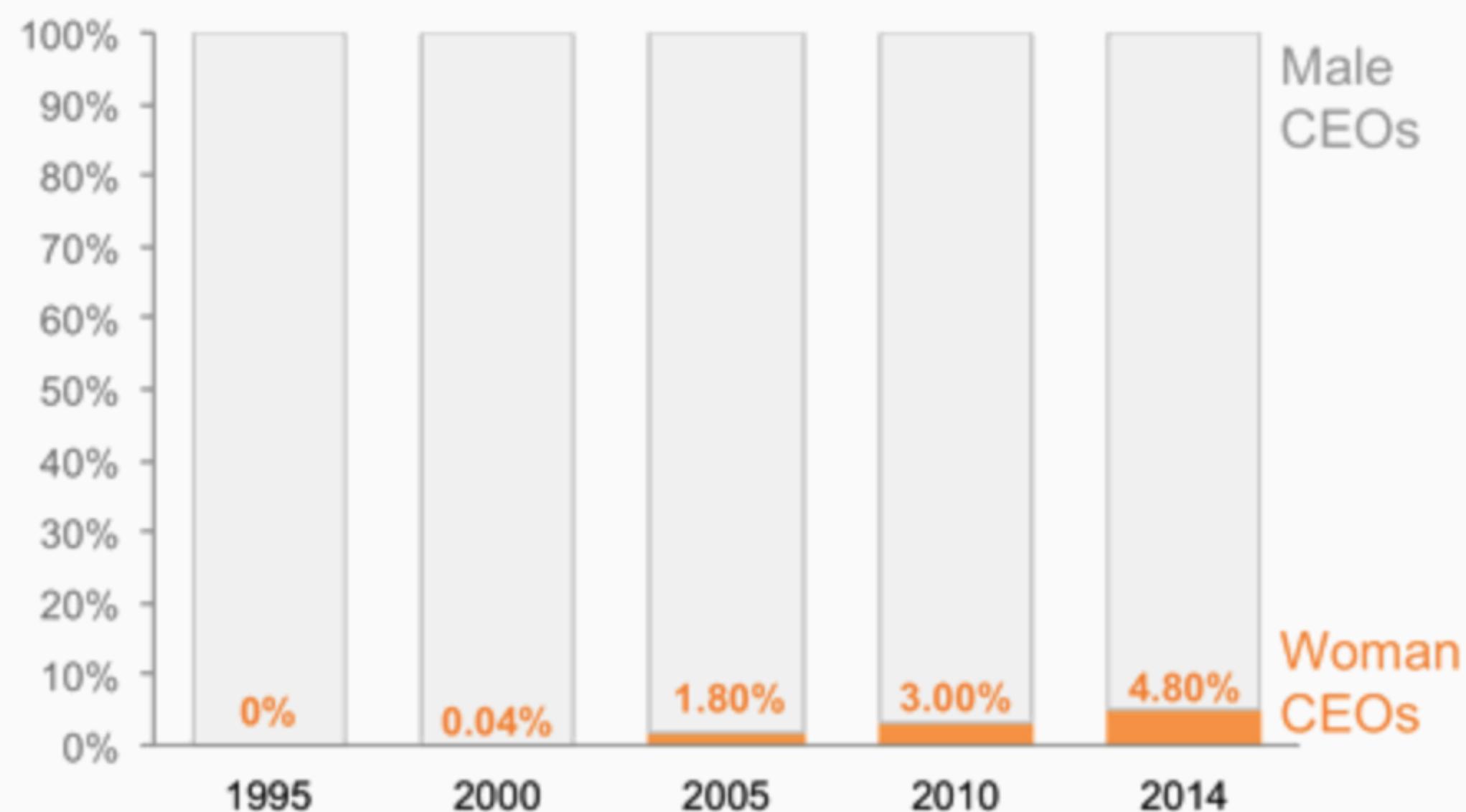
Opposition de couleur



Visuel adapté

Female CEOs: the past 20 years

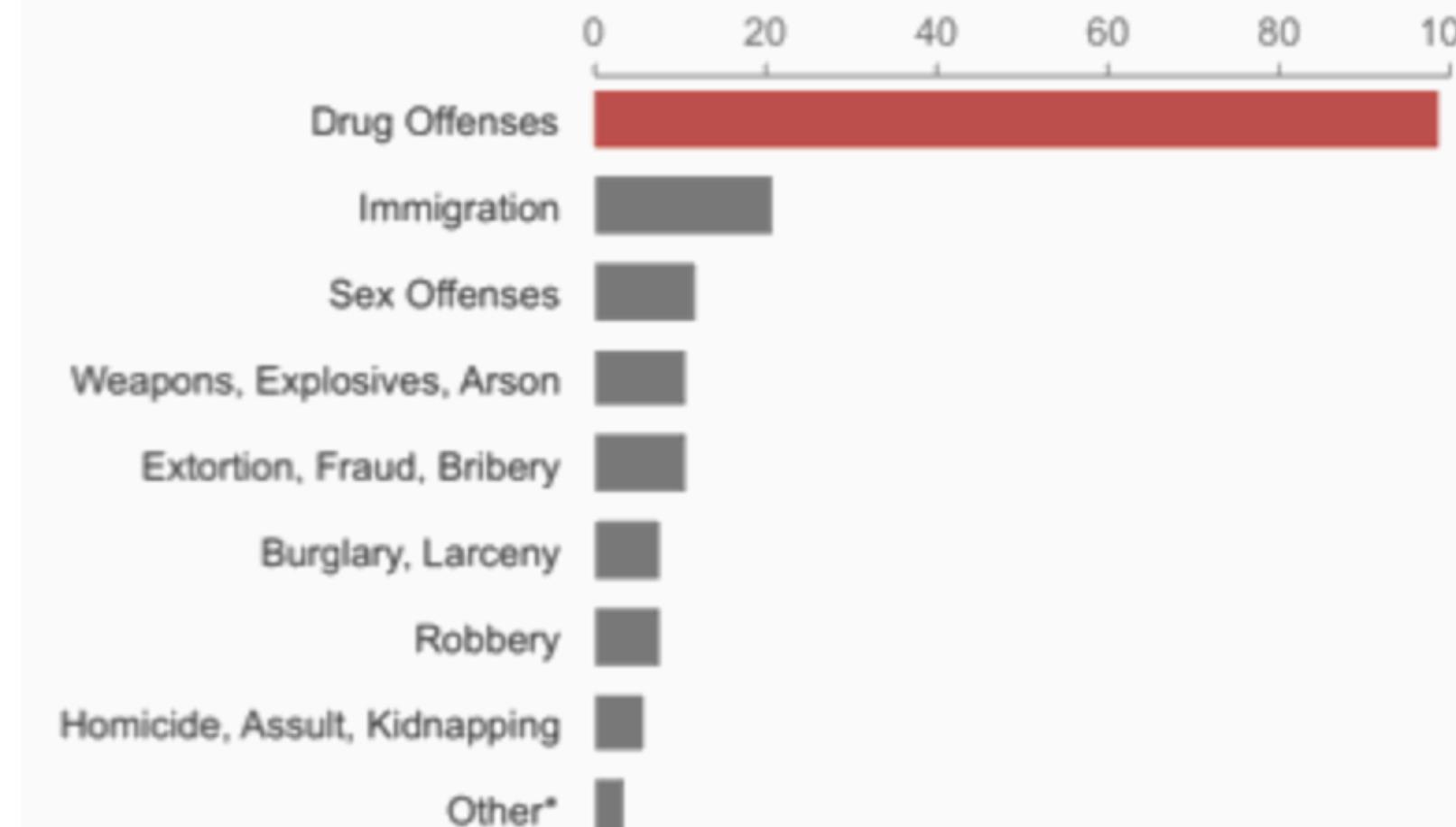
% of Fortune 500 CEOs who are women



US Prison Population by Primary Sentencing Reason

As of January 25, 2014

Primary Sentencing Reason | Number of US Prisoners, in Thousands



More than half of the current US prison population were incarcerated due to drug offenses.

Follow this up with additional context on why this is interesting or noteworthy, call to action, etc.

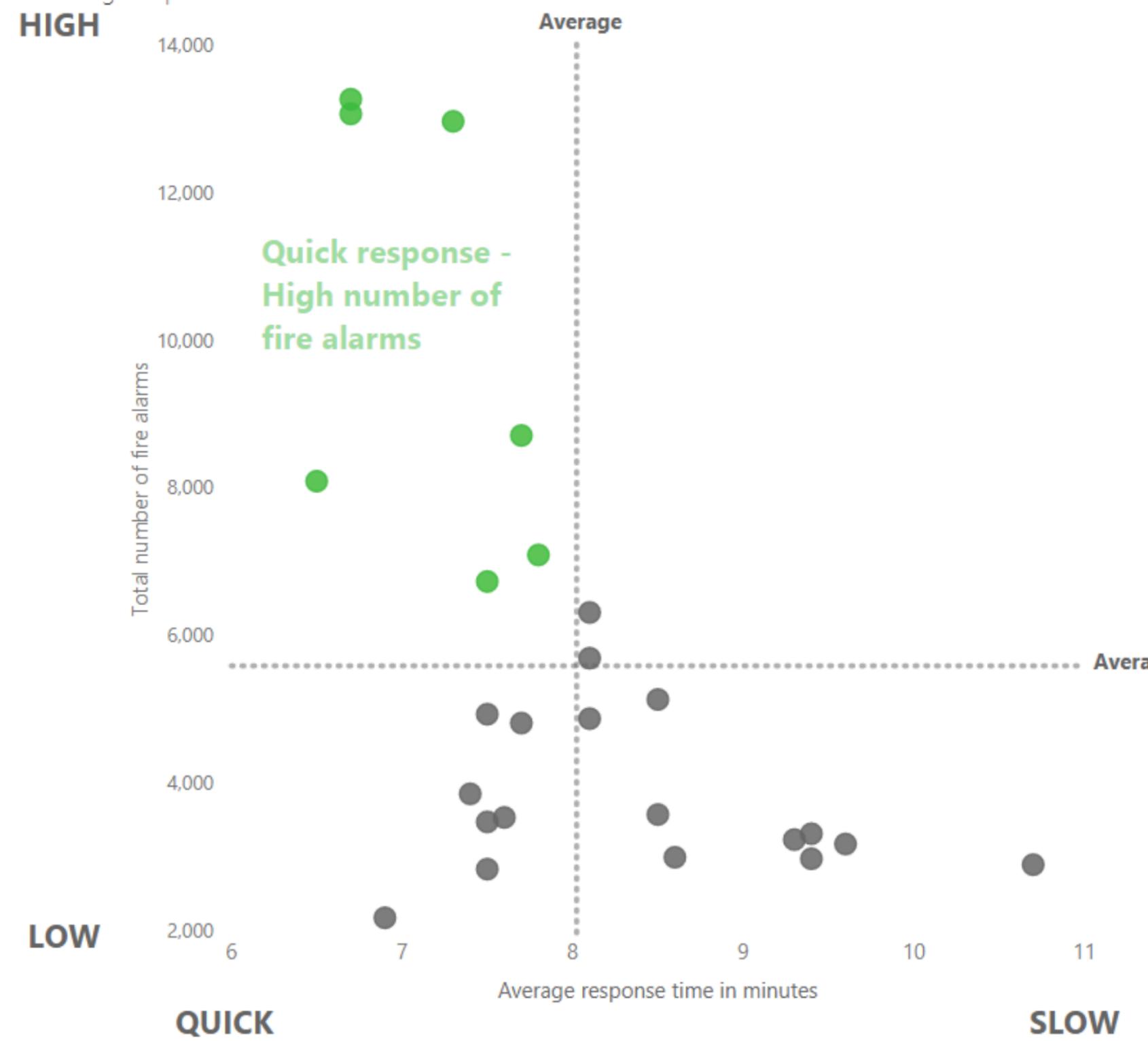
Other includes Banking and Insurance, Counterfeit, Embezzlement, Courts or Corrections, Continuing Criminal Enterprise, National Security and other miscellaneous sentencing reasons, accounting for <1% of total each.

Data source: US Sentencing Commission

Visuel adapté

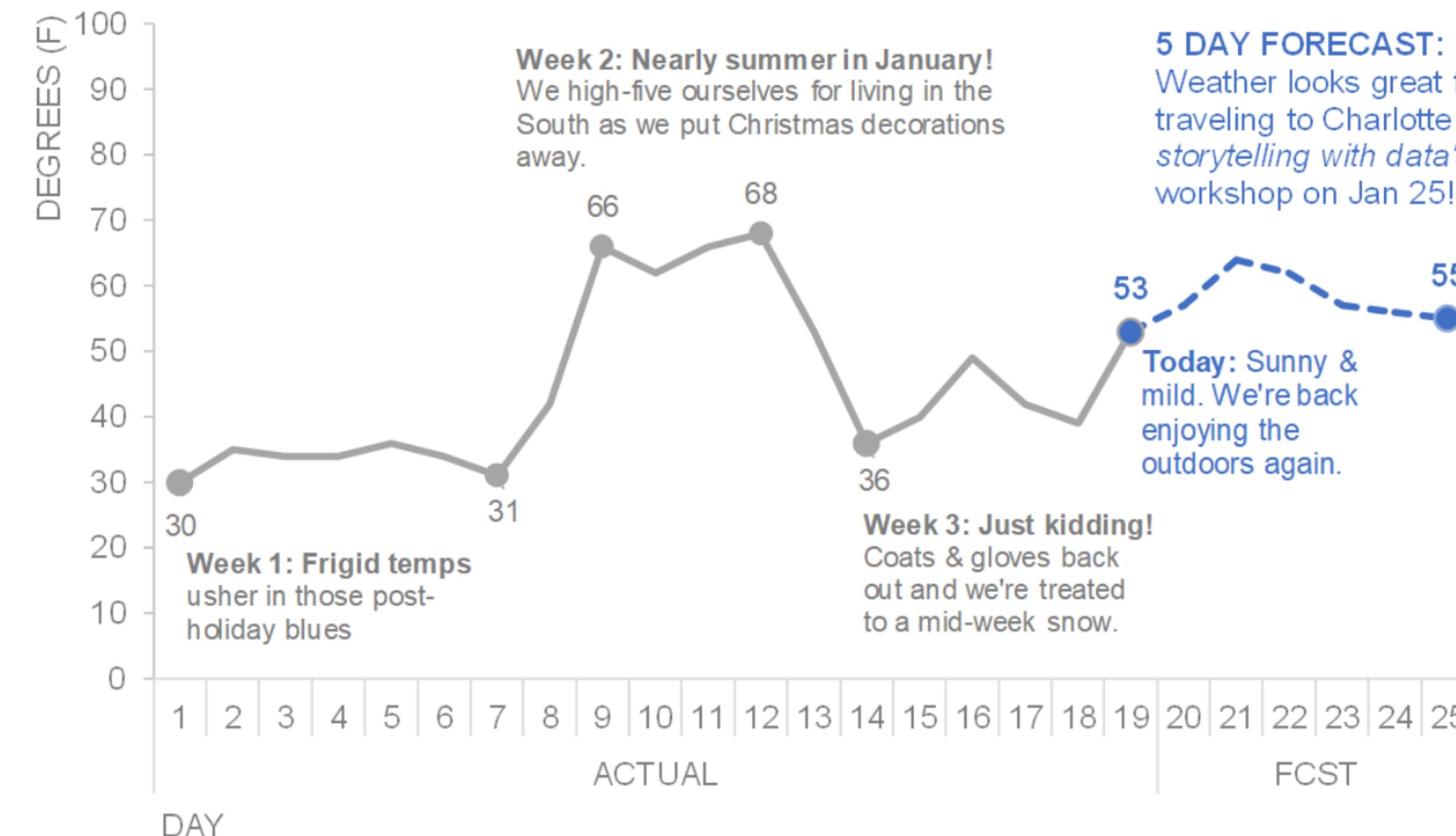
What are the top performing safety regions within The Netherlands?

In 2017 the safety regions **Kennemerland, Utrecht, Midden- en West-Brabant, Hollands-Midden, Haaglanden, Rotterdam-Rijnmond and Amsterdam-Amstelland** showed the best performance looking at the average response time and total number of fire alarms handled.



January temperature trends in Charlotte

Daily high recorded in Jan 2018 (source: WeatherUnderground)



Visuel de qualité

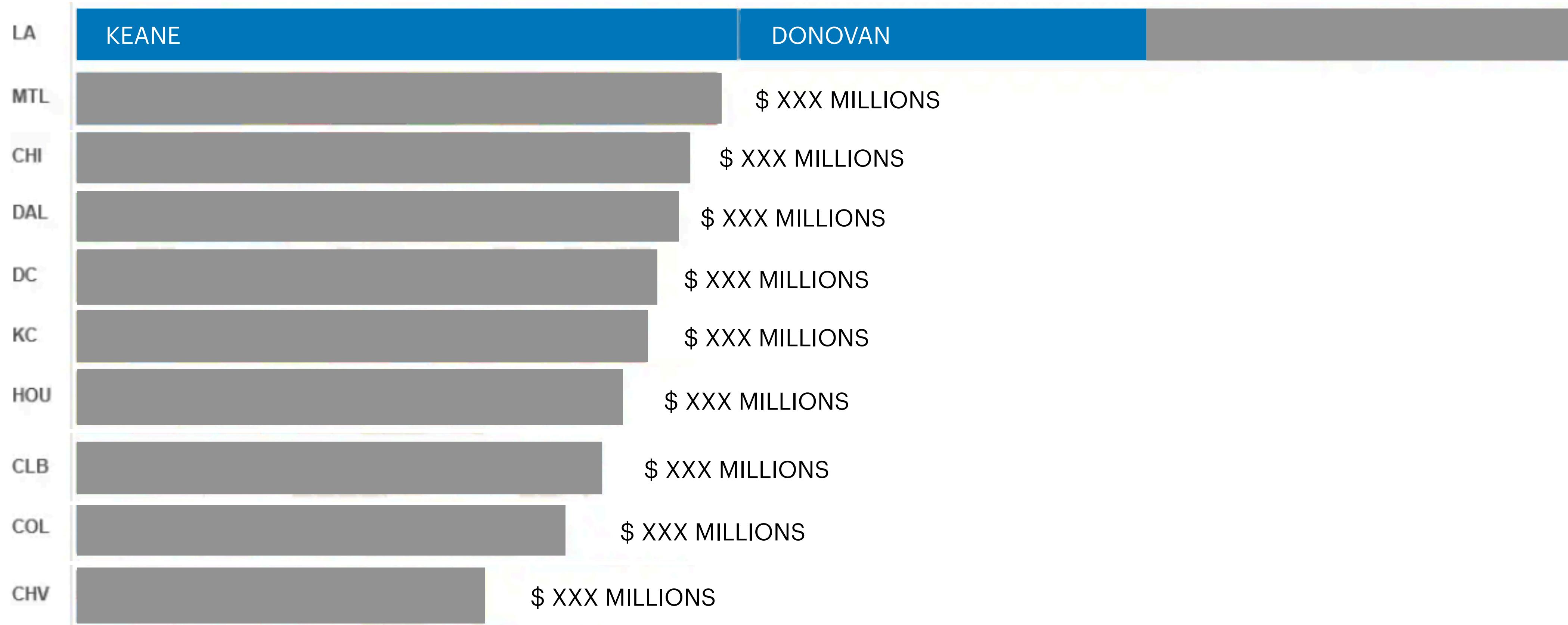
Visuel adapté

Epurer le contenu

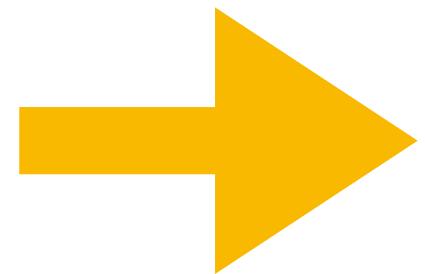
Mise en avant d'un phénomène

Titre engagent

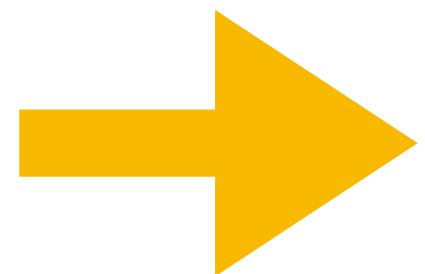
Opposition de couleur



Sans titre



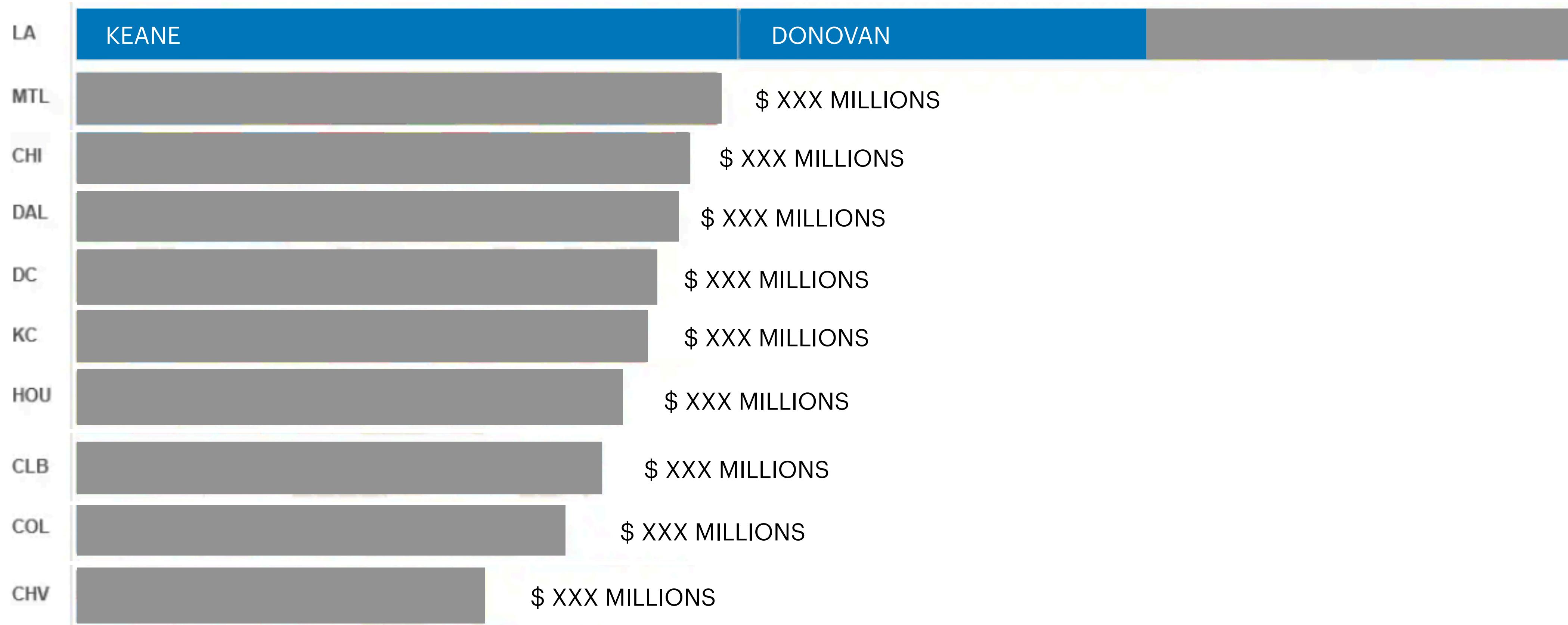
Dur de comprendre le sujet du graph



L'attention n'est pas sur
le phénomène mis en avant

Titre descriptif

MLS Salaries per team - May 1, 2013



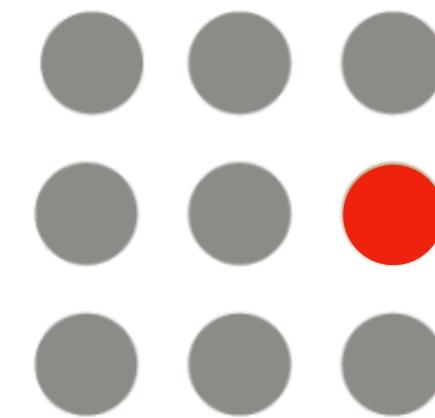
Quel est un bon titre?

Titre qui est lié au phénomène mis en avant

Comment mettre un phénomène en avant?

Utiliser le titre et les attributs pré-attentifs

Utiliser les attributs pré-attentifs



Couleur



Groupe



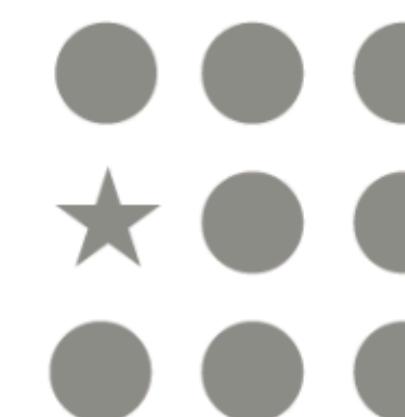
Position



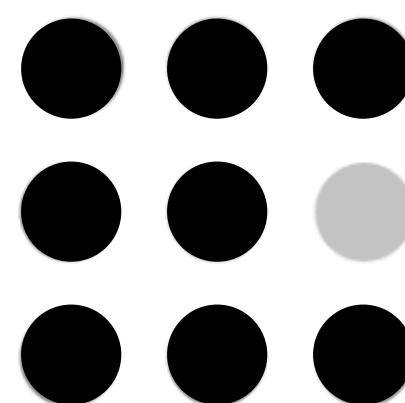
Taille



Epaisseur



Forme



Intensité



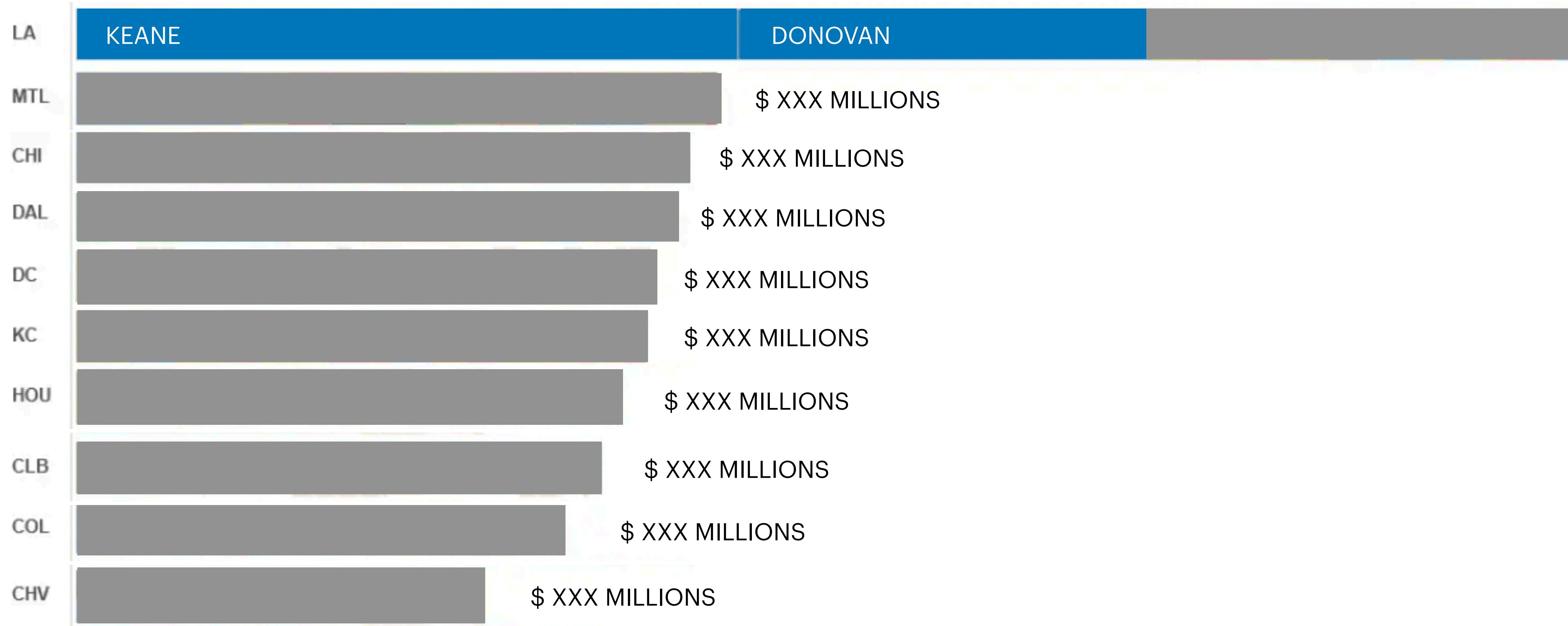
Orientation



Encadrement

Exemple de titre

Keane et Donovan représentent un salaire supérieur à la masse salariale des autres équipes



Datasets

Datasets

<https://github.com/MainakRepositor/Datasets>

Soccer:

<https://www.kaggle.com/datasets/crawford/us-major-league-soccer-salaries>

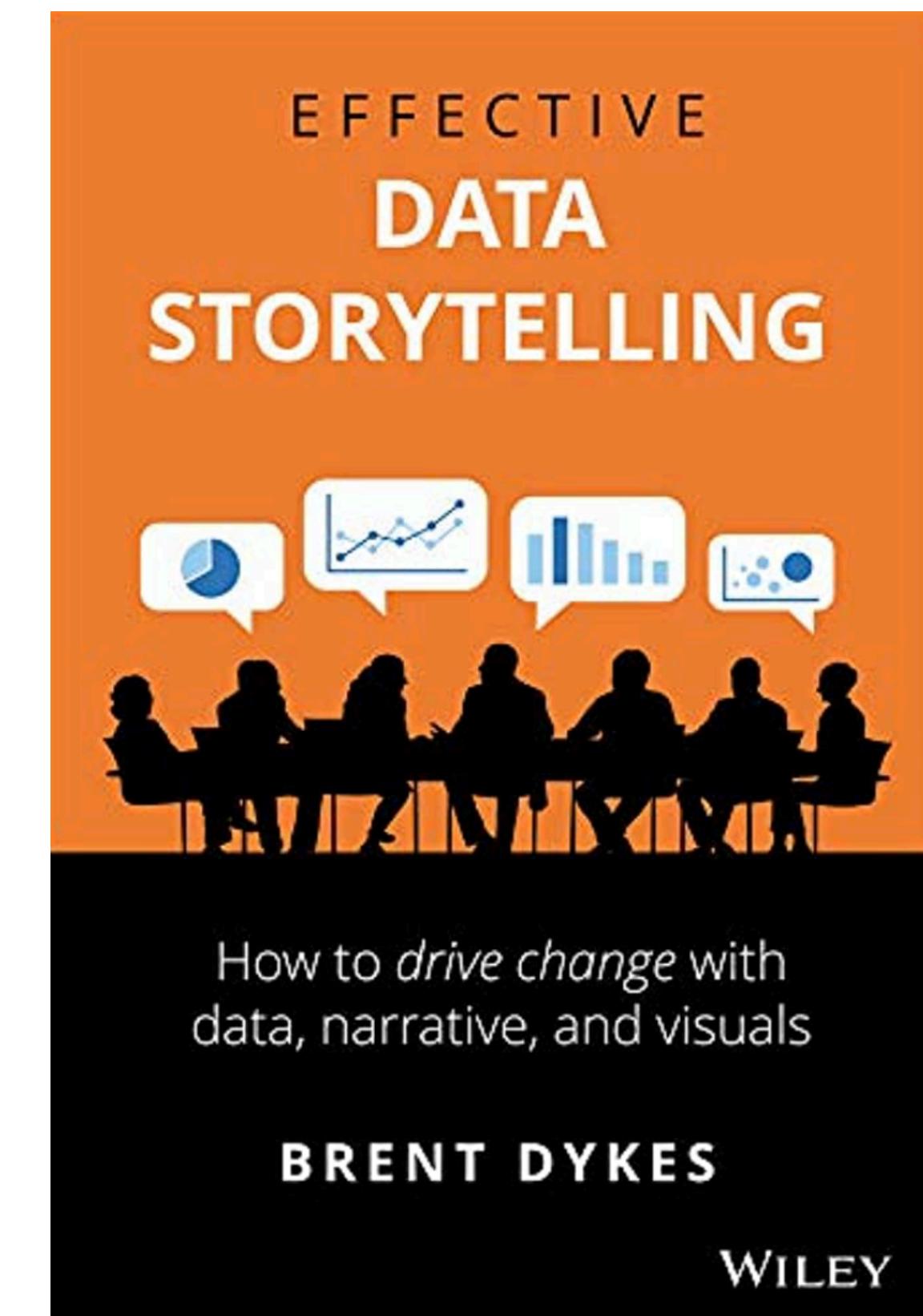
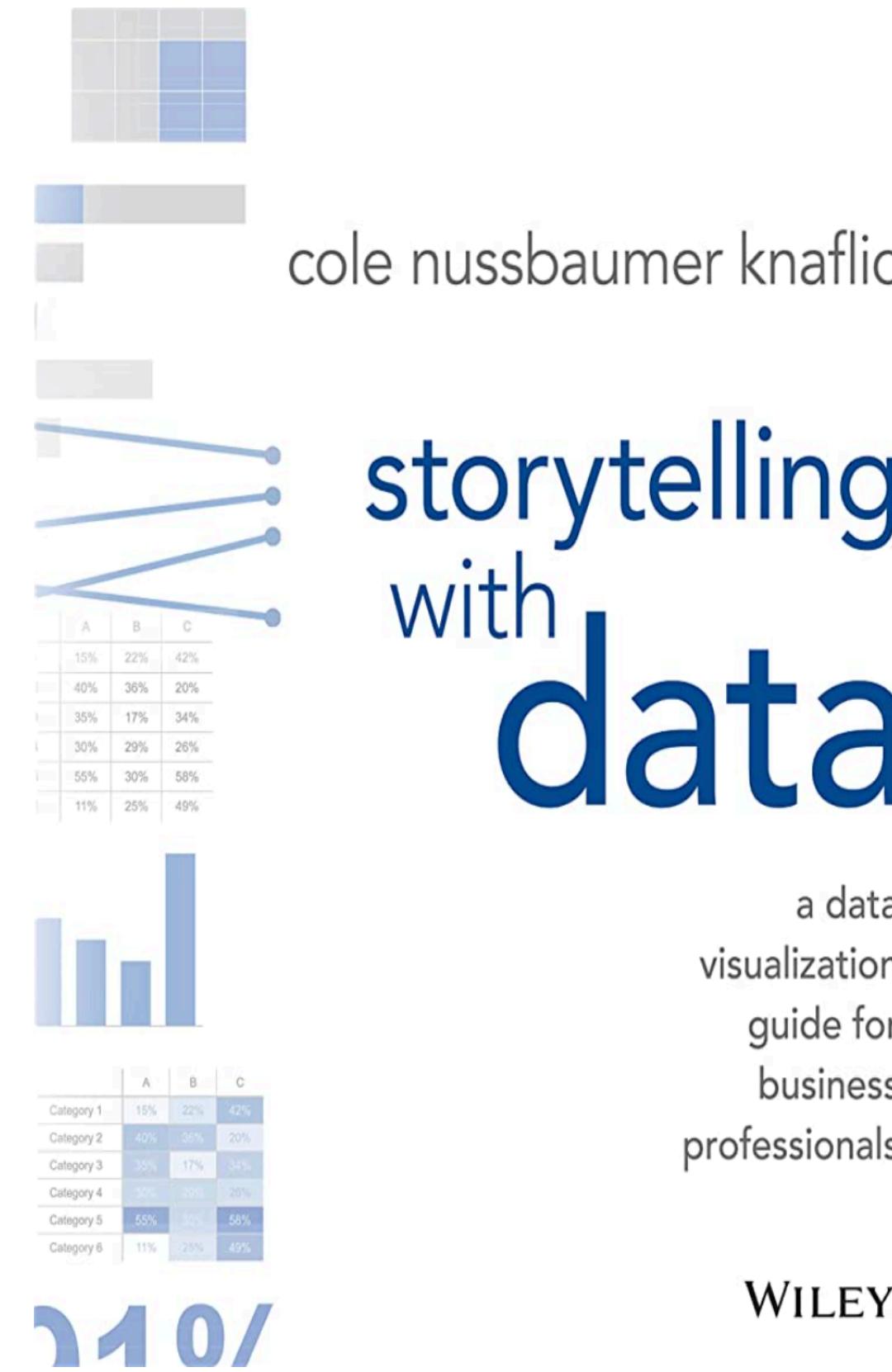
World bank:

<https://databank.worldbank.org/>

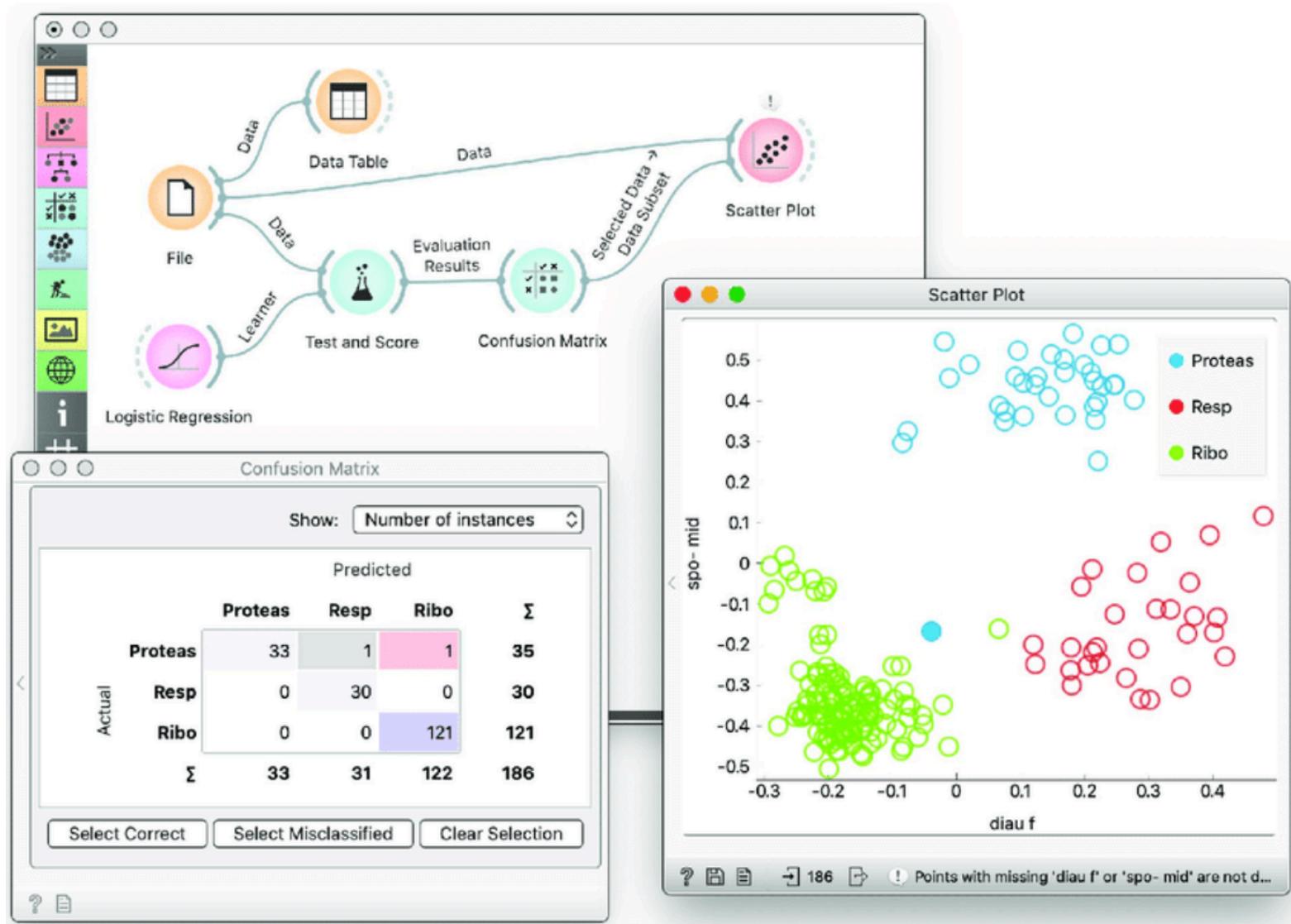
Dataset list:

https://www.linkedin.com/posts/krosamont_database-pratique-sql-activity-7028977114661969920-lePF?utm_source=share&utm_medium=member_desktop

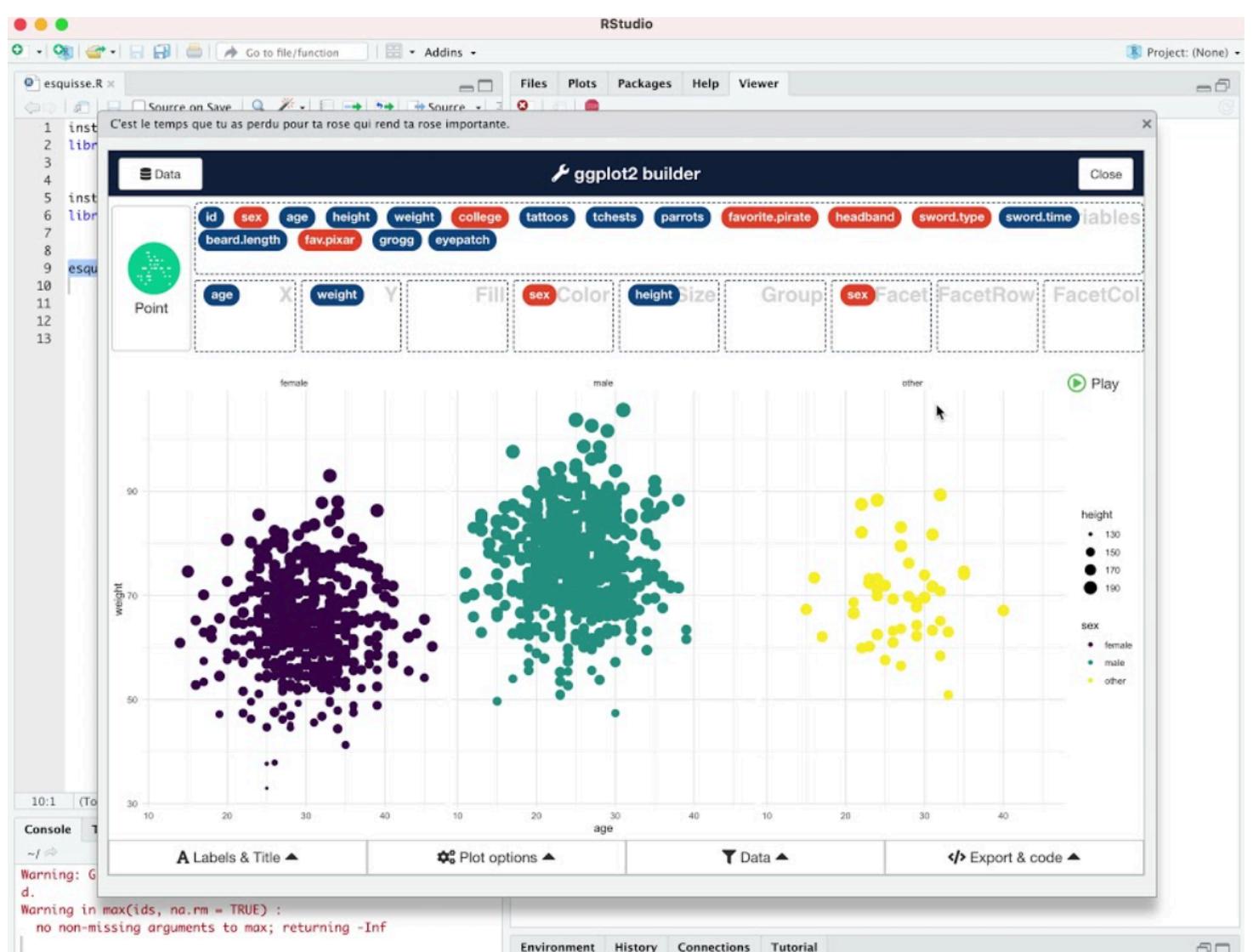
Ressources - Livres



Ressources - Apps



orangedatamining.com



dreamrs.github.io/esquisse



lookerstudio.google.com

Ressources - Sites

FiveThirtyEight

Politics Sports Science Podcasts

Video Interactives



2024 ELECTION
Biden Is Running For Reelection. What Are His Chances For 2024?

By Alex Samuels



2024 ELECTION
Biden's Reelection Bid By The Numbers

THE LATEST

APR. 25
What To Do About A Problem Like Dianne Feinstein?

APR. 25
Biden's Reelection Bid By The Numbers

APR. 25
Biden Is Running For Reelection. What Are His Chances For 2024?

APR. 25
Can Fernando Tatis Jr. Still Mash After A Year Away From

INTERACTIVES

How Popular Is Joe Biden?

UPDATED 16 HOURS AGO



[See all approval polls](#)

NBA Predictions

UPDATED 23 MINUTES AGO

Chance of winning the NBA Finals

Celtics	27%
76ers	21%
Nuggets	15%
Warriors	12%

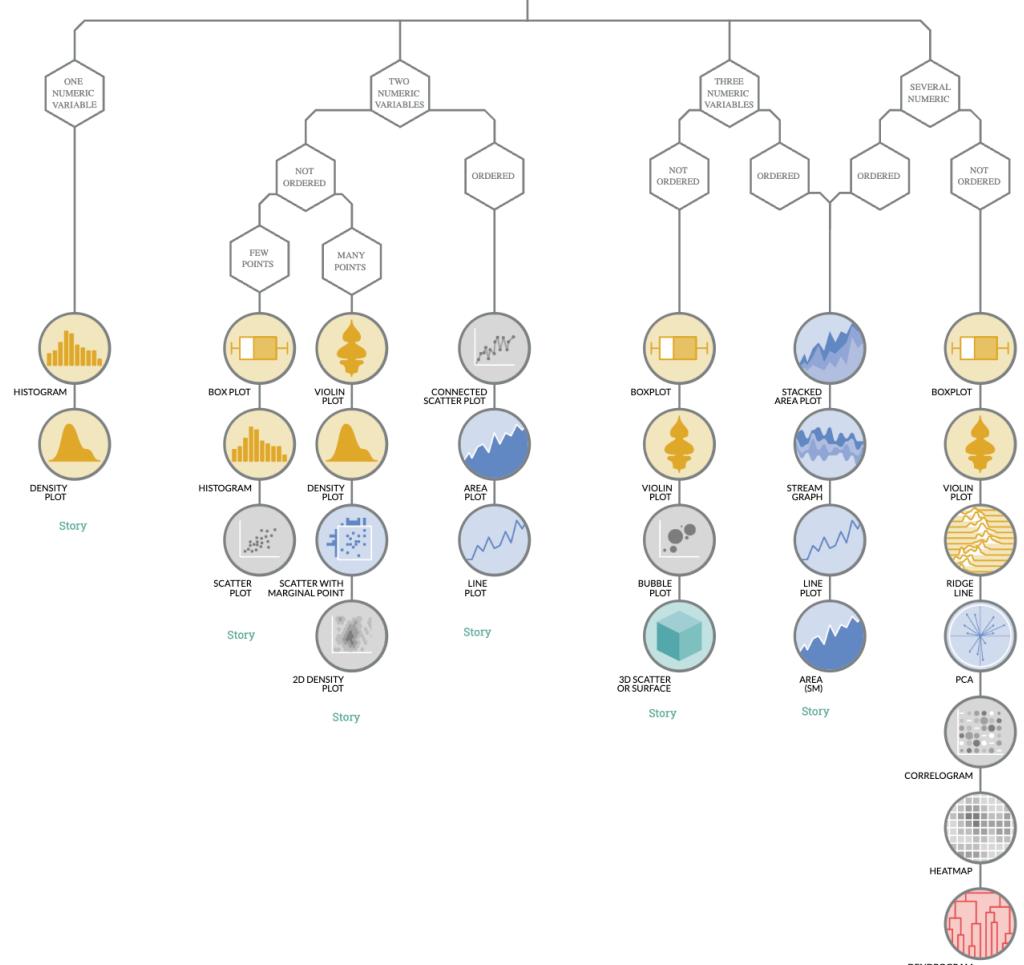
[See all NBA teams and games](#)

abcNEWS

from Data to Viz

MENU

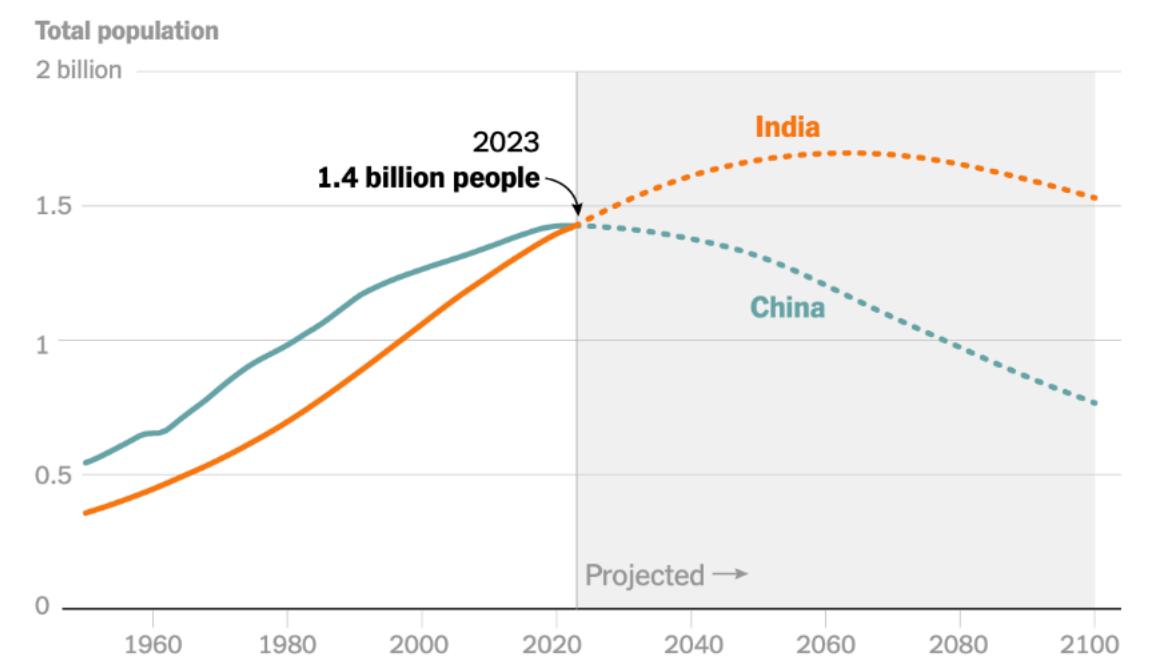
Numeric Categoric Num & Cat Maps Network Time series



April 24, 2023

Topic
Statistical Visualization / China, India, New York Times, population

India estimated to pass China in population



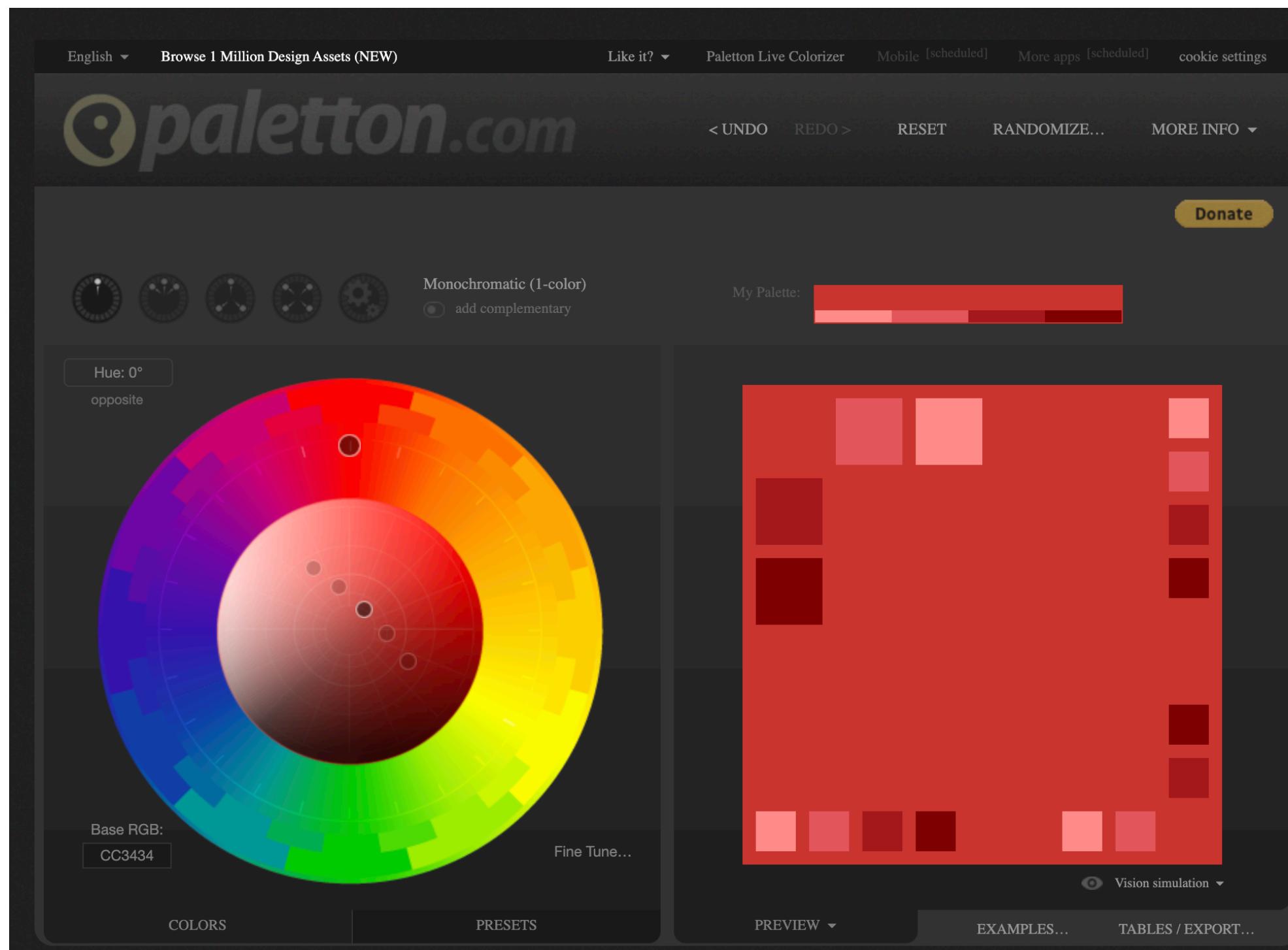
Based on the United Nations' [world population report](#), it is estimated that India's population will increase past China's some time this year. For The New York Times, Alex Travelli and Weiyi Cai [have charts to show how and why](#).

fivethirtyeight.com

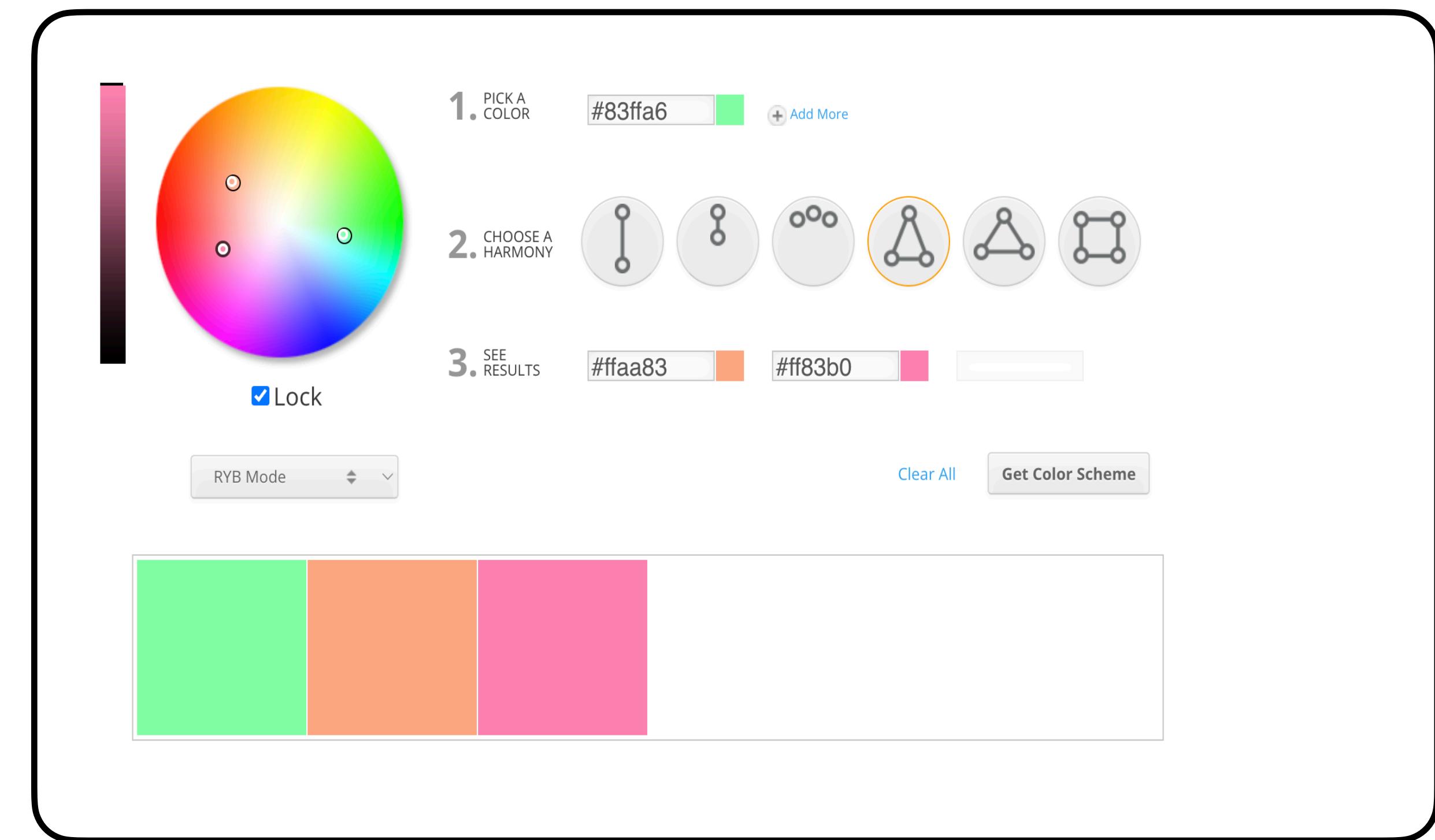
data-to-viz.com

flowingdata.com

Ressources - Sites couleurs



paletton.com



sessions.edu/color-calculator/

SUIS- MOI



Kevin Rosamont Prombo



@k_rosamont