

# Datawrapper

## How Datawrapper helps journalists to be first with their stories

Fast creation, quick publication of charts and maps

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### Introduction

Datawrapper is a tool that lets users create high-quality charts and maps in minutes, not hours. First launched in 2012, Datawrapper is now seen as an indispensable tool in newsrooms around the world for three simple reasons:

- Less time needed to create a chart,
- Charts & maps are fully responsive, which is essential for digital publishing,
- Charts & maps can be important elements of a news story.

A core value for the team behind Datawrapper has always been simplicity, extended into their primary goal of simplifying something that was complex. It is a goal that they have achieved; but maintaining simplicity is no easy task. Which is why Datawrapper uses Handsontable in key areas, enabling users to create high-quality charts much faster than with traditional workflows and tools. In little more than 3-years the dedicated team at Datawrapper have turned their commitment for simplicity into a tool that has become vital in the news business where time is always a scarce resource.

### The Challenge

Data in articles and reports is more powerful, and easier to understand, when represented by charts and maps; but creating them is often a time-consuming process that depends on someone with coding or design experience, and someone who understands the fundamental rules of charts. Even though this isn't necessarily a problem in institutions such as statistical offices, it is for other intended users of Datawrapper such as journalists working under a deadline, or NGOs with limited resources. For these users, speed and ease of use are essential requirements, and Datawrapper supports this by guiding users through four simple steps: first upload the data, then select a chart before adjusting the design, and finally publish or embed the chart. Datawrapper ensures that the fundamental rules of charts are followed, even if the user isn't aware of the more subtle requirements of chart design.

1 Upload Data

2 Check & Describe

3 Visualize

4 Publish & Embed

Chart type

Refine

Annotate

Design

Bar chart

Split Bars

Stacked Bars

Bullet bars

Dot plot

Column Chart

Grouped Column Chart

Stacked Column Chart

Lines

Pie chart

Donut chart

Election Donut

Short Table

Long Table

Archived chart types:

### BMW 3: All models in one view

A comparison of the current BMW 3 - if you want them fast, prepare for a much higher price.

Model	Cubic Capacity	Power	Torque	0-100 km/h in s
316i	1,598	136	220	8.9
318i	1,499	136	220	8.9
320i	1,997	184	270	7.30
320i	1,998	184	290	7.2
320i ED	1,598	170	250	7.60
328i	1,997	245	350	5.9
330i	1,998	252	350	5.9
335i	2,979	306	400	5.5
340i	2,998	326	450	5.2

Source: [BMW Get the data](#)

Hint: In case the visualization doesn't look like you expected, you should try to [transpose the data](#)

Resize to: 600 x 464 (e.g. 500×600 480×320 320×480 100%×450)

## The Solution

Although all spreadsheet tools allow users to prepare data, and manipulate the visualisation of data, they don't integrate seamlessly with many projects, meaning users need to constantly jump between two projects until they have finalised their data and visualisations. Datawrapper eliminates this by being fully embeddable in your project, and with the integration of Handsontable, actions like cleaning up of data, the transposing of data for specific visualisations, and even deciding how much data to show in visualisations are uncomplicated.

Datawrapper

New Chart

New Map

Test-Org

My Account

My Charts

EN

1 Upload Data

2 Check & Describe

3 Visualize

4 Publish & Embed

Column options for Cubic Capacity

Column type

auto (Number)

Number format

Divide numbers by

Round numbers to

keep original

Prepend/Append

#

Hide column

☐ Hide column from visualization

Back

Proceed

Transpose data table

	A	B	C	D	E
1	Model	Cubic Capacity	Power	Torque	0-100 km/h in s
2	316i	1,598	136	220	8.9
3	318i	1,499	136	220	8.9
4	320i ED	1,598	170	250	7.60
5	320i	1,997	184	270	7.30
6	320i	1,998	184	290	7.2
7	328i	1,997	245	350	5.9
8	330i	1,998	252	350	5.9
9	335i	2,979	306	400	5.5
10	340i	2,998	326	450	5.2

Transpose dataset

Add column...

Revert changes...

Customize column format

## Results and Plans for Future

The Datawrapper team acknowledge that they don't incorporate all of the features of Handsontable, but this is purely so that they can continue to focus on their goal of helping users accomplish their tasks quickly, while ensuring that Datawrapper maintains ease-of-use inside a high-quality product. This is essential given the industries Datawrapper users work in, which are almost always fast-paced and deadline dependant.

*"By now, in our most current version of Datawrapper we have extended the usability even further. For example, we enable users to use all the data from a spreadsheet"*

Handsontable has made it possible for the team to move the most frequently used actions relating to the preparation, editing and filtering of data directly into Datawrapper, making it possible to save users valuable time. And while the future of Datawrapper will always be linked to a user-friendly interface and superb visualisations, it doesn't mean that the team won't be introducing new features, with the latest version of Datawrapper now allowing users to utilise all the data from a spreadsheet/data source.

Handsontable – JavaScript Spreadsheet library for developers

1 Upload Data ✓

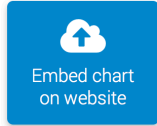
2 Check &amp; Describe ✓

3 Visualize ✓

4 Publish &amp; Embed

## What do you want to do with your chart?

The best and easiest way to use a Datawrapper chart is to embed it directly into your website or CMS. You can also [upgrade your account](#) to download your chart as an image or PDF file to use it in different contexts.

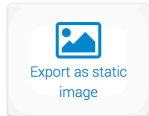


Embed chart  
on website

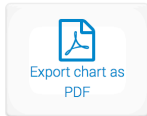


Click here if you want to embed  
your chart in your **website or  
CMS**.

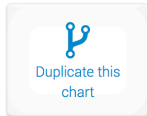
or alternatively...



Export as static  
image



Export chart as  
PDF



Duplicate this  
chart

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Source: [BMW Get the data](#)



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