Imperial College Business School

Imperial means
Intelligent Business

Visions
– Often the simplest way to tell a story is a picture
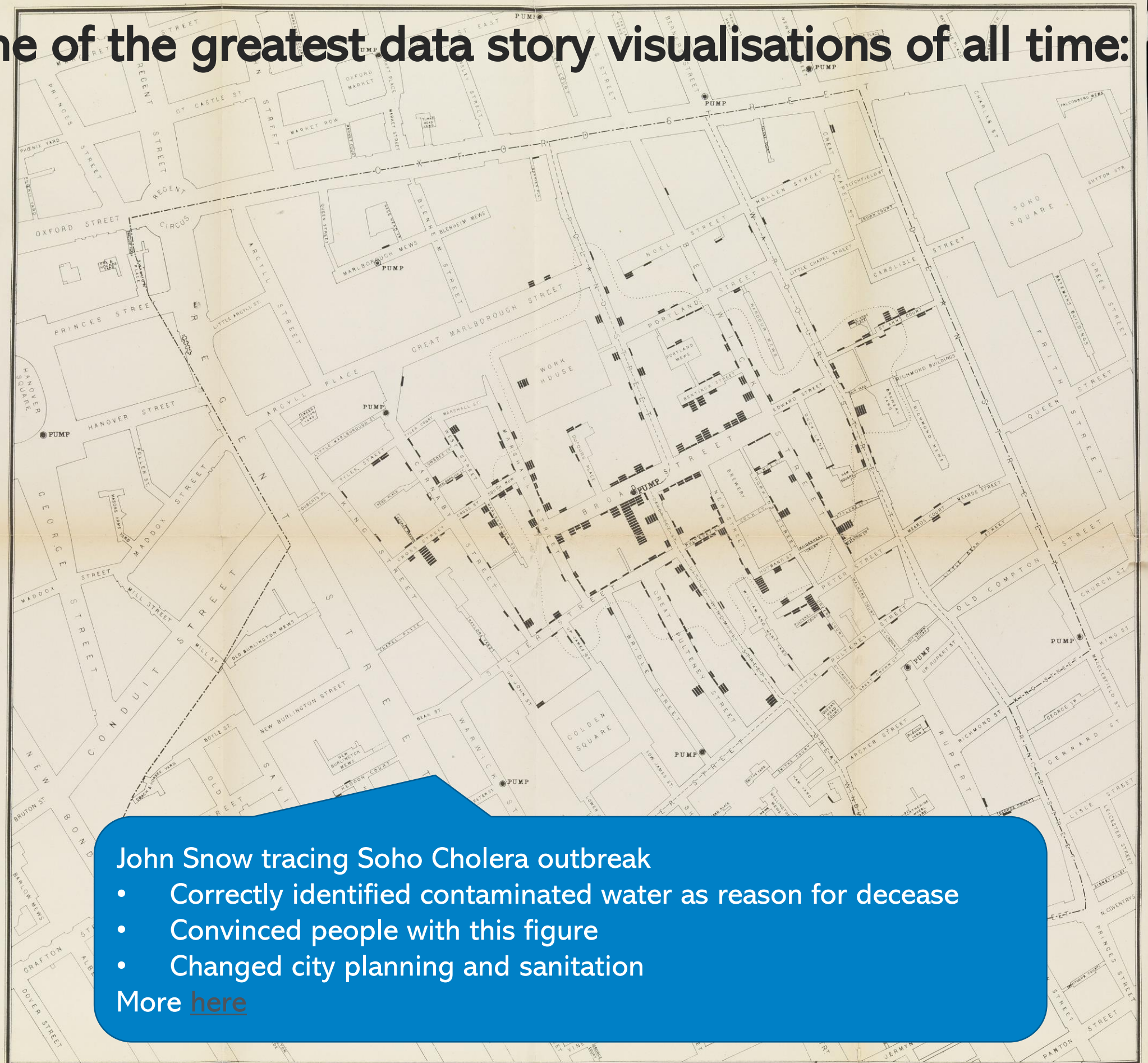by Ralf Martin (r.martin@imperial.ac.uk)

Plan for this lecture

The good, the bad, the ugly and how to make things better

- Good data visualisations are a great way of telling a story
- Let's look at some examples
- Let's learn some R commands for visualisations
- Let's try to make some new visualisations
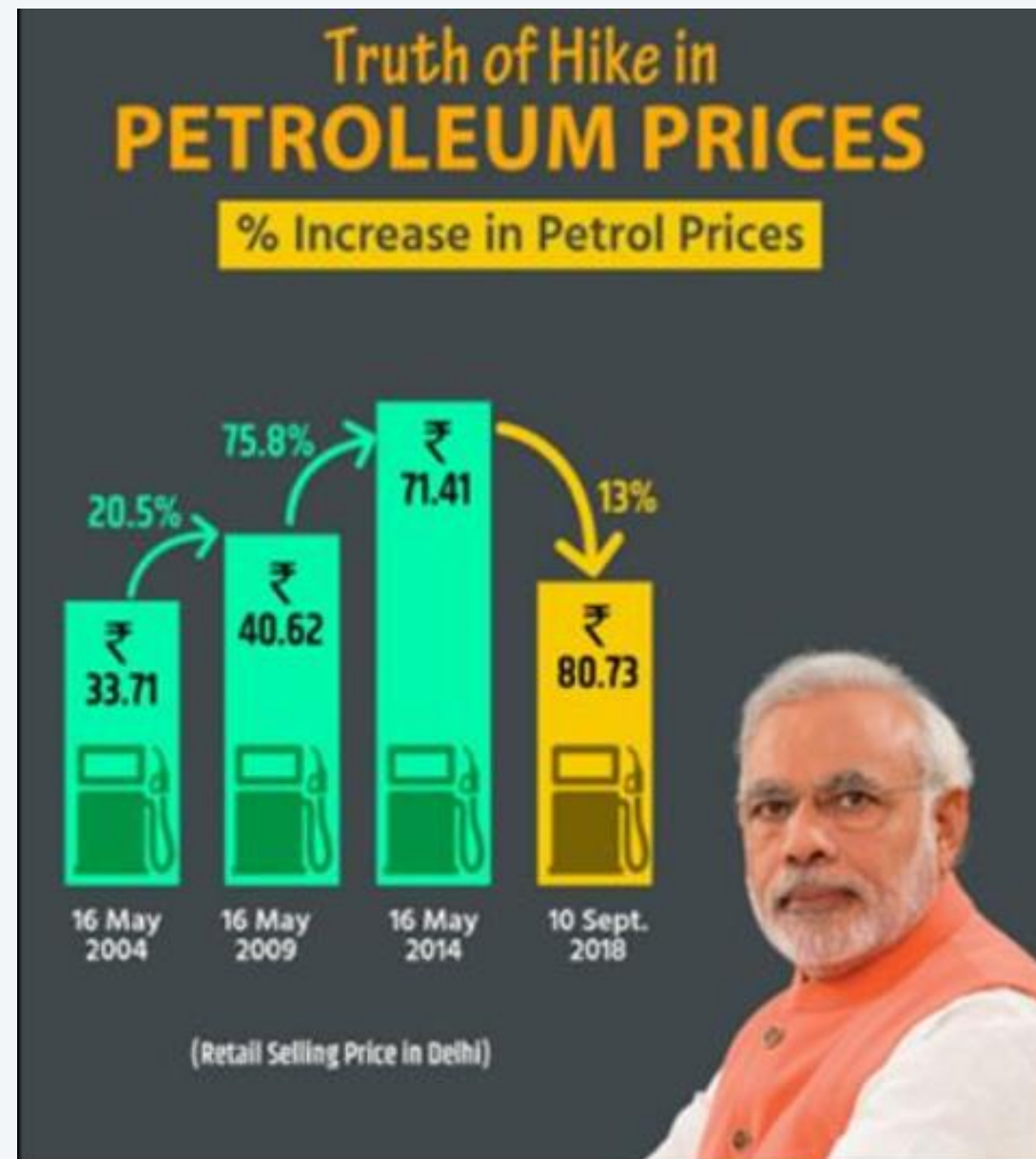
In part based on lecture notes by
[Richard Davies](#)

One of the greatest data story visualisations of all time:

John Snow tracing Soho Cholera outbreak
- Correctly identified contaminated water as reason for decease
- Convinced people with this figure
- Changed city planning and sanitation

More [here](#)

The bad - What can go wrong?

- Deliberate misleading

Pretending prices have come down when they haven't

More here

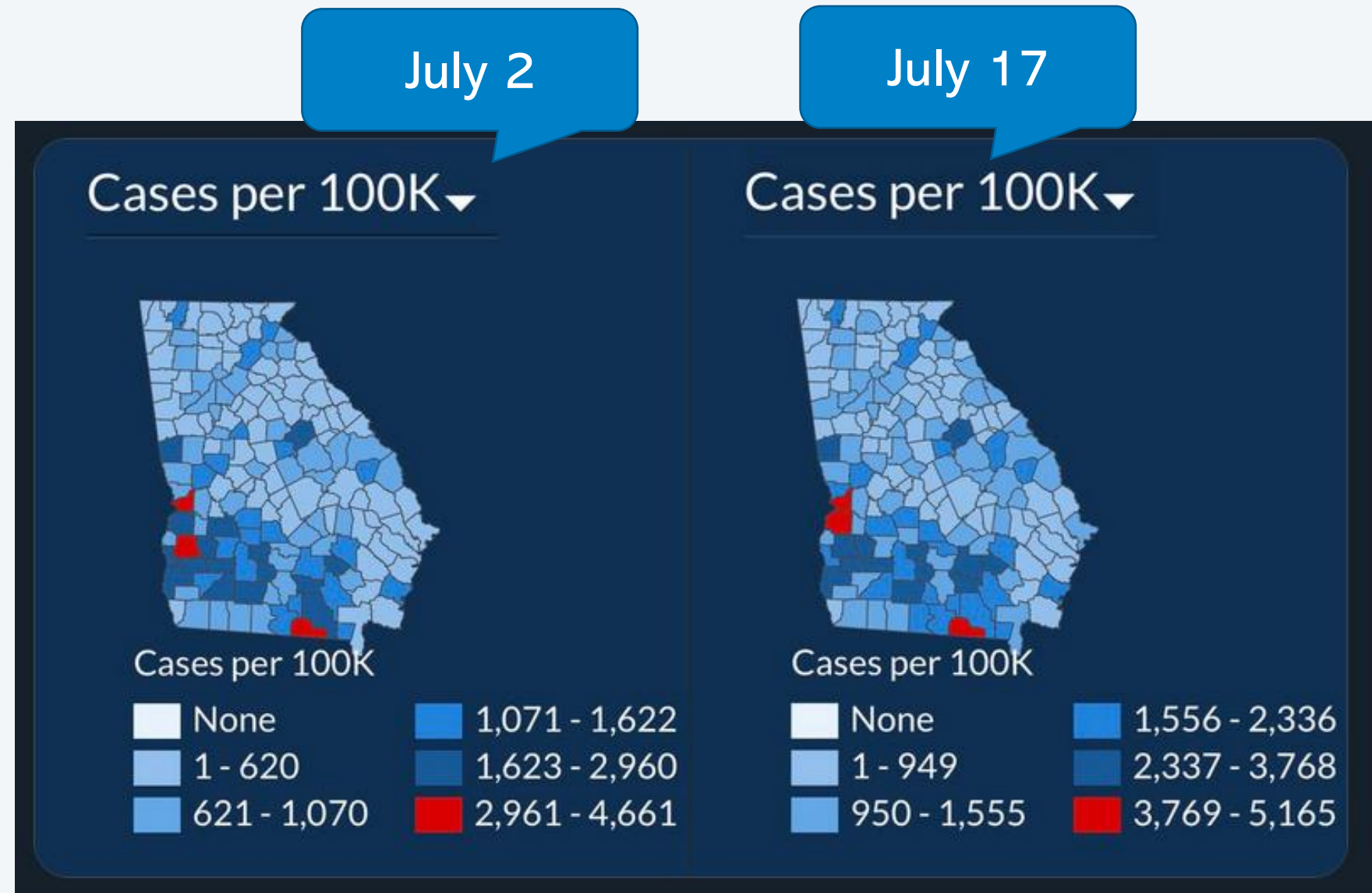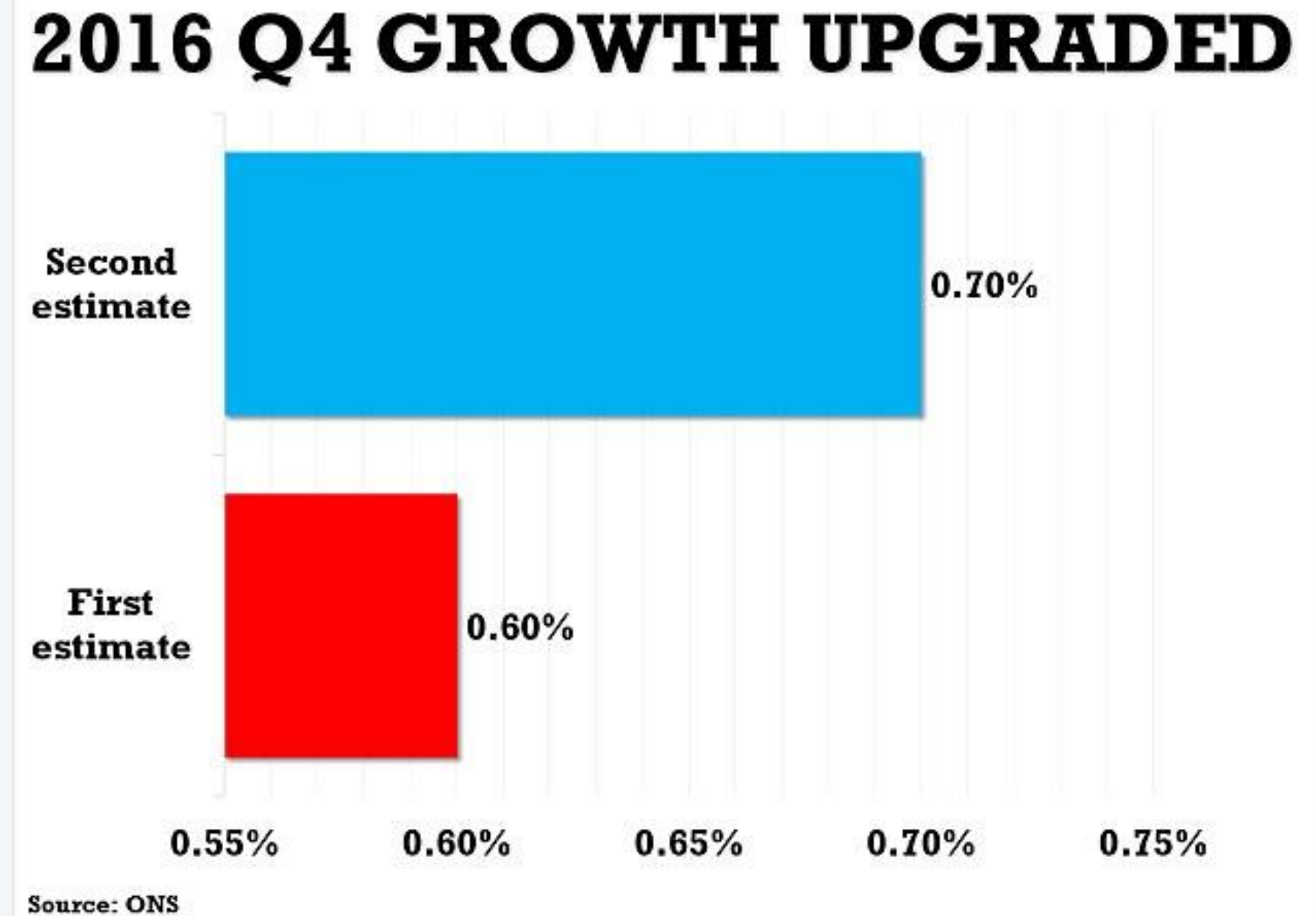# The bad - What can go wrong?

- Deliberate misleading
- Incompetence

More <u>here</u>
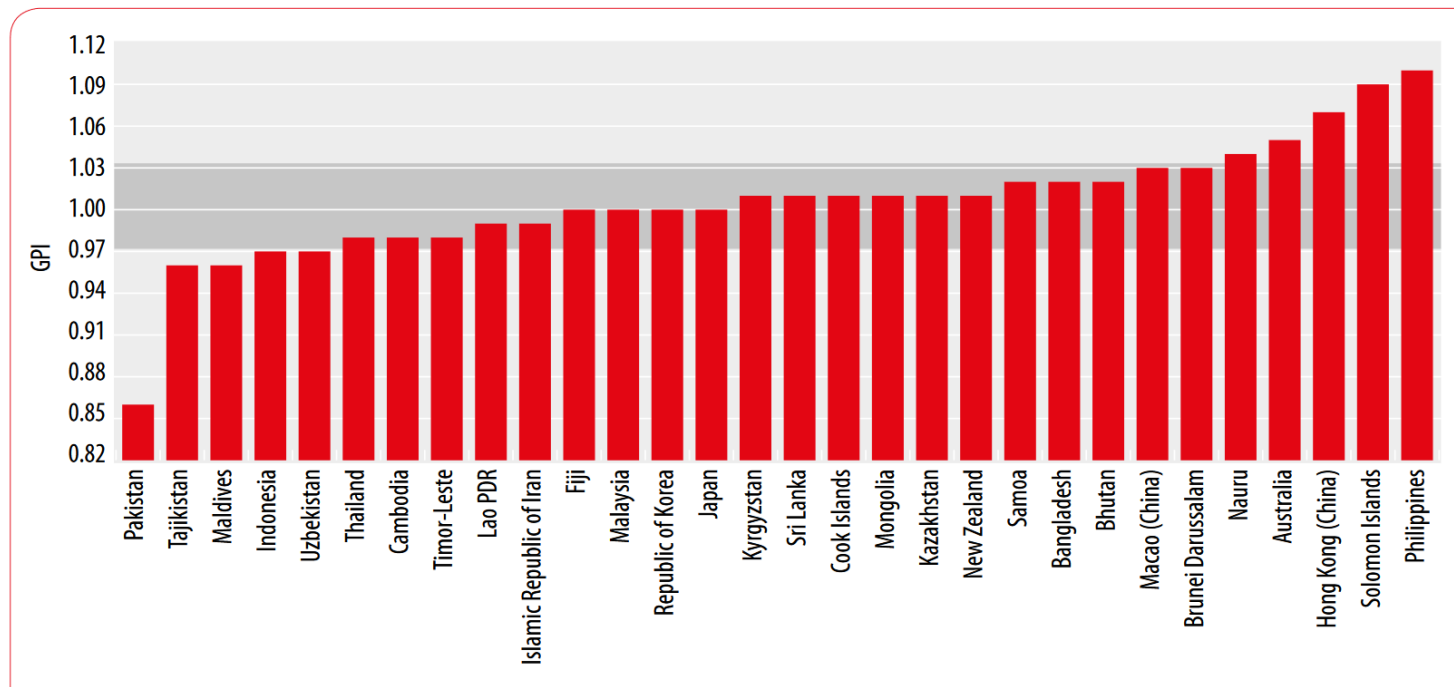
The bad - What can go wrong?

- Deliberately misleading

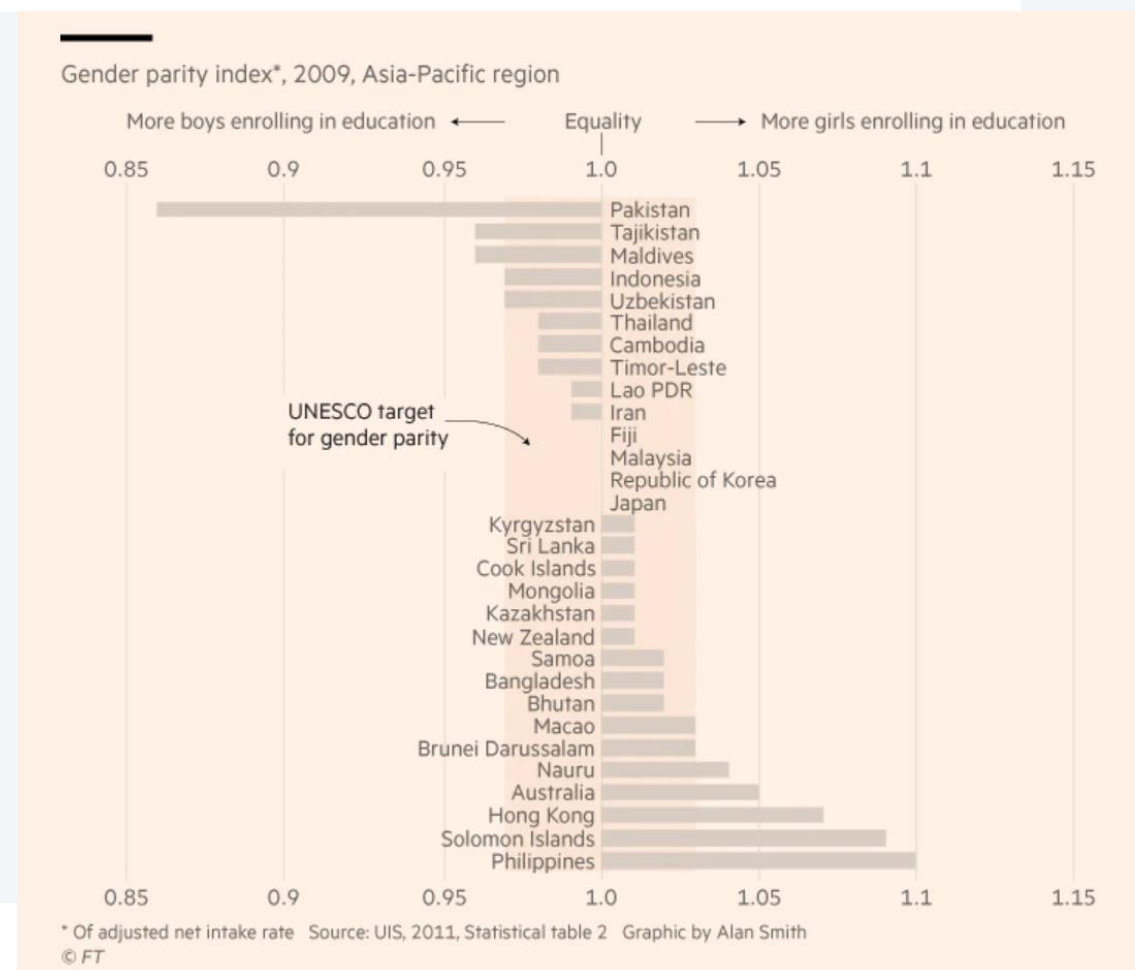Pretending that something is a bigger deal (when it isn't)

The bad – What can go wrong?

Figure 7: Gender Parity Index of the adjusted net intake rate in primary education, 2009
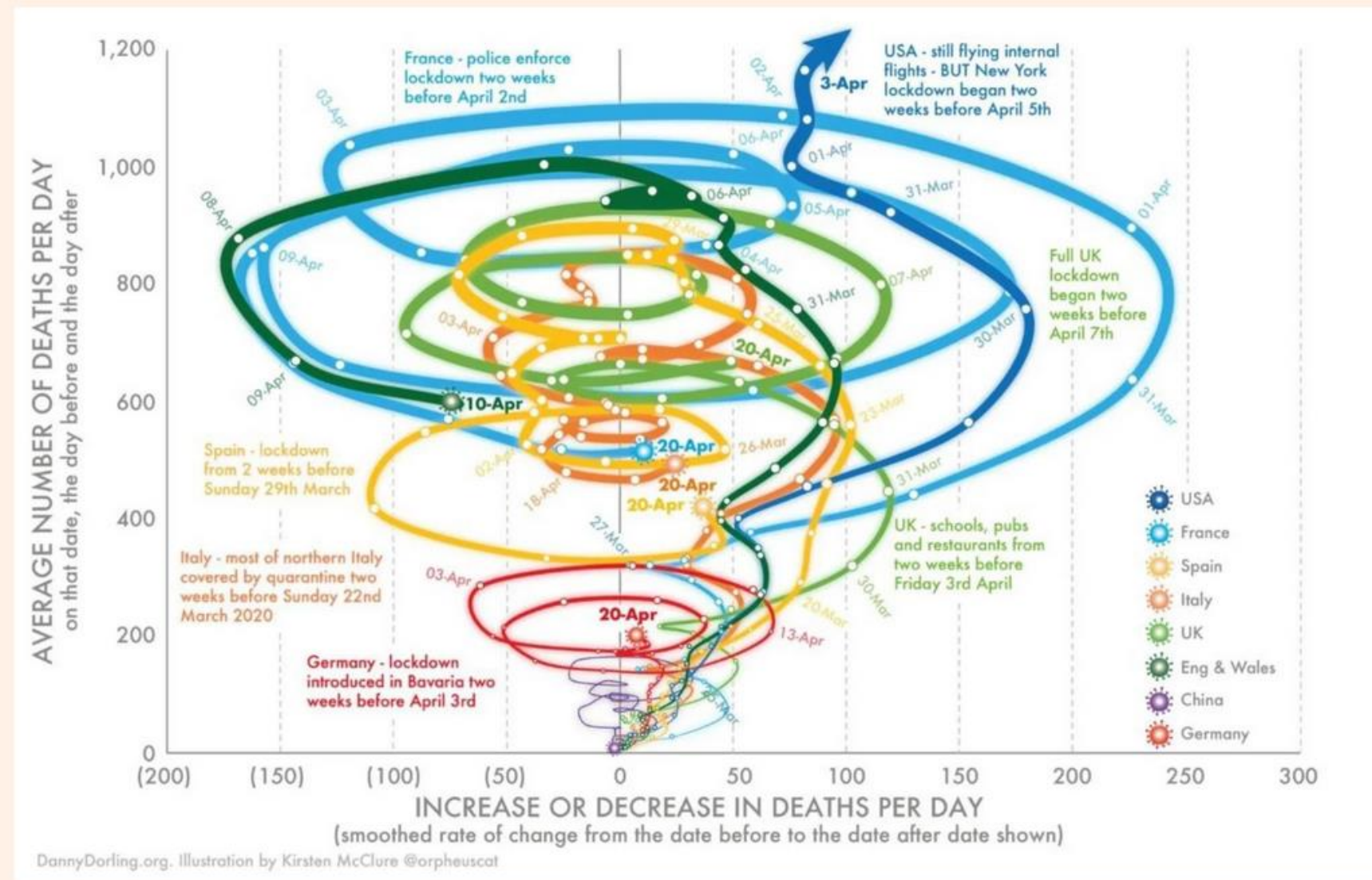

Source: UIS, 2011, Statistical Table 2.

Looks like the Philippines are doing best?

Gender parity index*, 2009, Asia-Pacific region

More boys enrolling in education ← Equality → More girls enrolling in education

UNESCO target for gender parity

* Of adjusted net intake rate   Source: UIS, 2011, Statistical table 2   Graphic by Alan Smith
© FT

This might be a better way (more discussion here)

The bad – What can go wrong?

Looks kind of cool but what does it tell us?
For many more examples consult the FT's chart doctor

R visuals

Takeaways