

Supporting Documentation

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Why did you choose to present the data story the way you presented it?

The main goal of the story telling with data from UNICEF and WHO was to answer the question of whether we are doing enough to support the health of the children of the world. After using several forms of media to tell the story the final form of the storytelling used the dashboard and video of myself explaining my findings and presenting the conclusions. One of the reasons for this choice was the wish to improve the quality of the original dashboard. I failed to use color as a means of focusing attention to the most important information in the visualizations. Also, the choice of my graphs wasn't diverse in the first milestone of the project. In the new dashboard created in Tableau I used color to create contrast (blue and gray) and to bring certain data to the forefront. This time I also used a wider variety of previously created graphs including a line graph, area chart, grouped bar graphs, a slope chart and a map.

What did you do to prepare the data for the way you chose to present it?

The main tool used to prepare the data was Tableau which allowed me to pivot tables, filter the data and create the necessary charts. I believe that the order and layout of the visualizations in the dashboard allowed for the coherent story which I narrated with the help of both visualizations and a video of me directing the audience.

The difference(s) between presenting the data story to a general audience as opposed to an internal audience.

The very first story for the internal team was created to explain the trends and show why the story is important for the upper management to hear. The overall picture of the trends was created to see whether they are concerning and serious enough to get more attention. Sharing my ideas and convincing the teammates were the core goals of the presentation. Less text was used in the dashboard than in other forms of media. Fewer explanations were given since the team could understand the terminology and the overall purposes of the graphs very well

because they are used to reading visualizations. No callouts were used and acronyms were not deciphered due to the familiarity with the topic and the data. When the storytelling was done for the external audience more thought was given to aesthetics, and more text and explanations were used. Overall, the more detailed yet simplified analysis of the data was presented. To engage and connect with the audience the forms of presentation were more memorable and public-oriented: a blog, an infographic, and a video presentation.

What would you do differently if you had to do it all again from the beginning?

If I were to work on this project all again from the beginning, I would probably redo the supporting documentation for the very first milestone. My original supporting documentation looked more like a technical paper than a presentation for the internal team. One more thing that I would have changed is the way I did the storytelling for the presentation. I presented the main question that I was asking of the data at the very beginning but instead of answering the question at the very end of the presentation I offered the ways to solve the problem.

Answering the question is essential since this is the main message of the story.

This project helped me learn about different ways of presenting the information with the help of visualizations. I learned how to apply techniques and methods of making visualizations clear, memorable and effective which I believe will be of great use for me in the future.