

1 DATASET 100 VISUALIZATION

👉 PART 3 (21st to 30th visual)



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1 dataset 100 visualizations

Can we come up with 100 visualizations from one simple dataset?

As an information design agency working with data visualization every day, we challenged ourselves to accomplish this using insightful and visually appealing visualizations.

We wanted to show the diversity and complexity of data visualization and how we can tell different stories using limited visual properties and assets.

Number of World Heritage Sites

Norway

Denmark

Sweden

2004

5

4

13

2022

8

10

15

Simple yet functional

For the challenge we chose a very simple dataset – although complex enough for interpretation. The dataset includes multiple statistical aspects such as comparison, development, distribution, etc. The dataset compares the numbers of UNESCO World Heritage Sites in Scandinavia in 2004 and 2022.

World Heritage Sites

	2004	2022
Norway	5	8
Denmark	4	10
Sweden	13	15

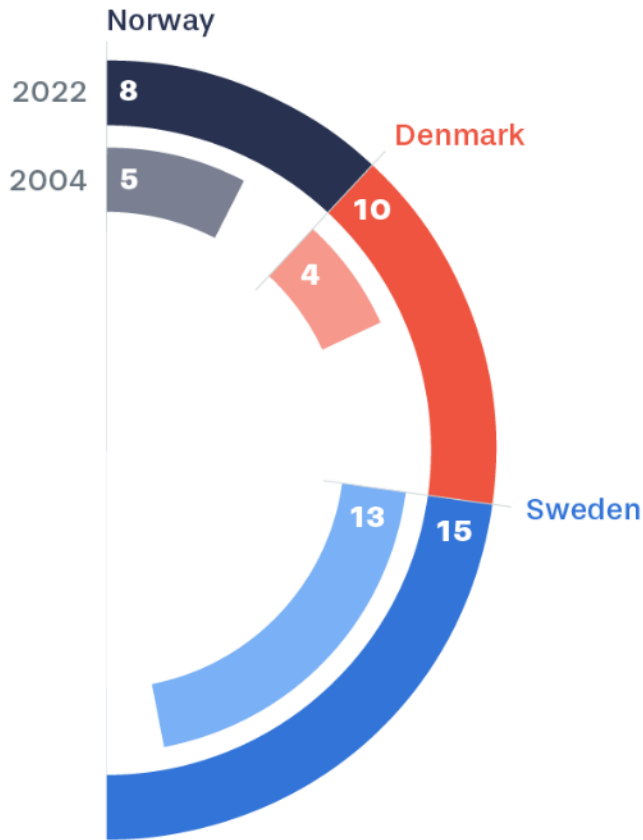
Source: <https://whc.unesco.org/en/list/>

From the dataset we deduced the total, average, perceptual change and perceptual distribution, which gave more possibilities for approaching the dataset from different perspectives. The story could be on the development of total Scandinavian national heritages or focus could be that Sweden has significantly more than the rest both then and now. Or the fact that in a few years Denmark surpassed Norway.

World Heritage Sites Additional data

	Absolute			in %		
	2004	2022	Change	2004	2022	Change
Norway	5	8	3	22.7%	24.2%	60%
Denmark	4	10	6	18.2%	30,3%	150%
Sweden	13	15	2	59.1%	45.5%	15.4%
Total	22	33	11	100%	100%	50%

Source: <https://whc.unesco.org/en/list/>



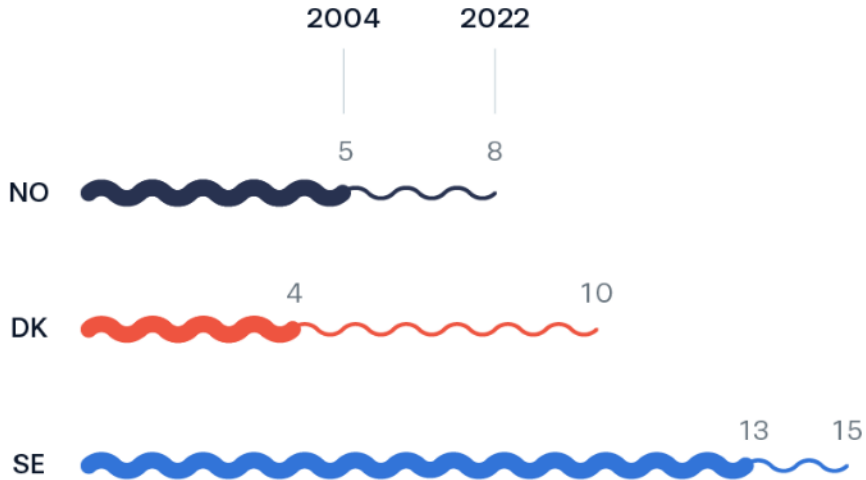
A [semicircular stacked bar chart](#). Focus is on the current year, while 2004 is visible from the inner circle, where the negative space gives an indication of the development.

STORIES

[Sweden stayed the country with the most sites](#)

[Denmark gained the most new sites and Sweden the fewest](#)

[Denmark got most of its sites after 2004 while Sweden and Norway did before](#)



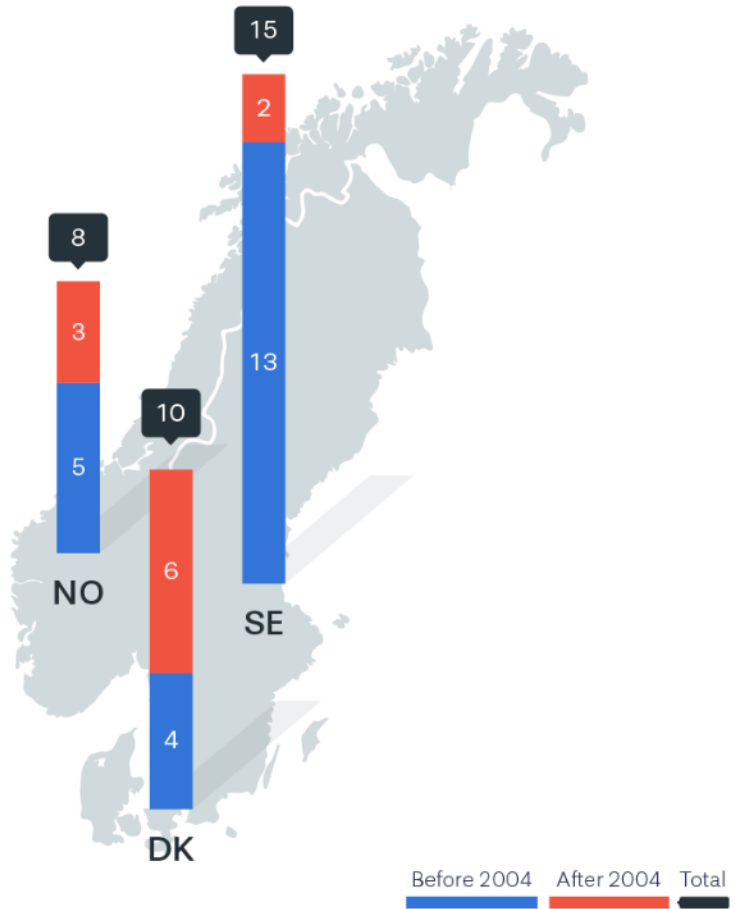
An alternative version of a [stacked bar chart](#). The curved line is mostly a stylistic choice but each curve sequence also represents one World Heritage site, which improves the readability.

STORIES

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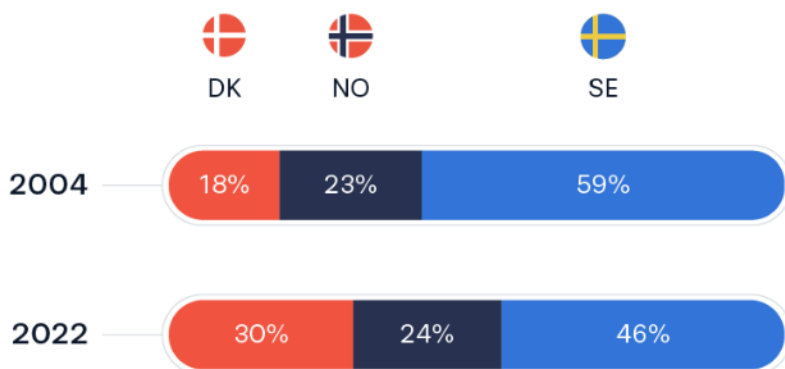


Stacked bar charts on a map of Scandinavia. The fact that each bar is located on the map actually makes it a bit harder to compare the bar heights, which is why values and total values have been added to the visualization.

STORIES

Sweden stayed the country with the most sites

Denmark gained the most new sites and Sweden the fewest

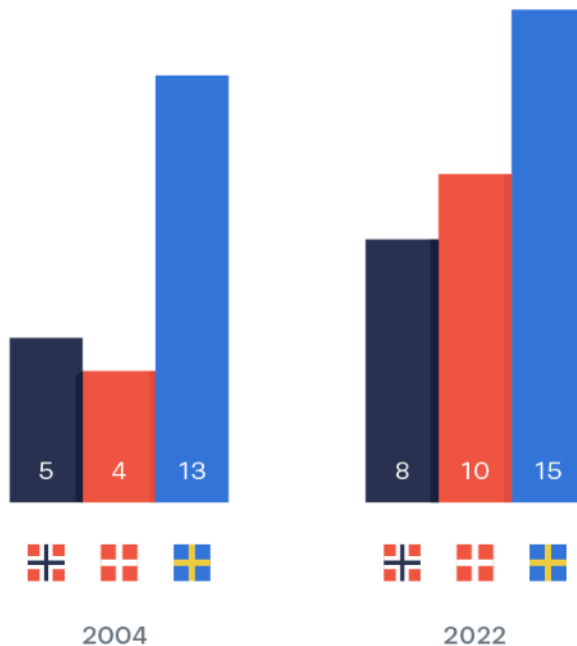


Stacked bar chart in a progress bar style. The rounded corners of the bar slightly distorts the perception of the outer bars, as they appear shorter than they actually are.

STORIES

Sweden stayed the country with the most sites

Sweden used to have over half of all sites and now has under half

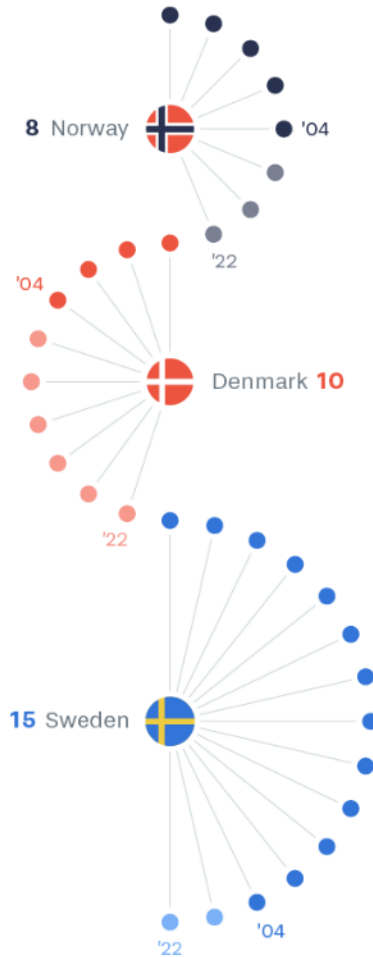


Simple **bar chart** placed in clusters. The advantage of this type of visualization is the ability to easily compare all values within the dataset.

STORIES

Scandinavia as a whole gained new sites

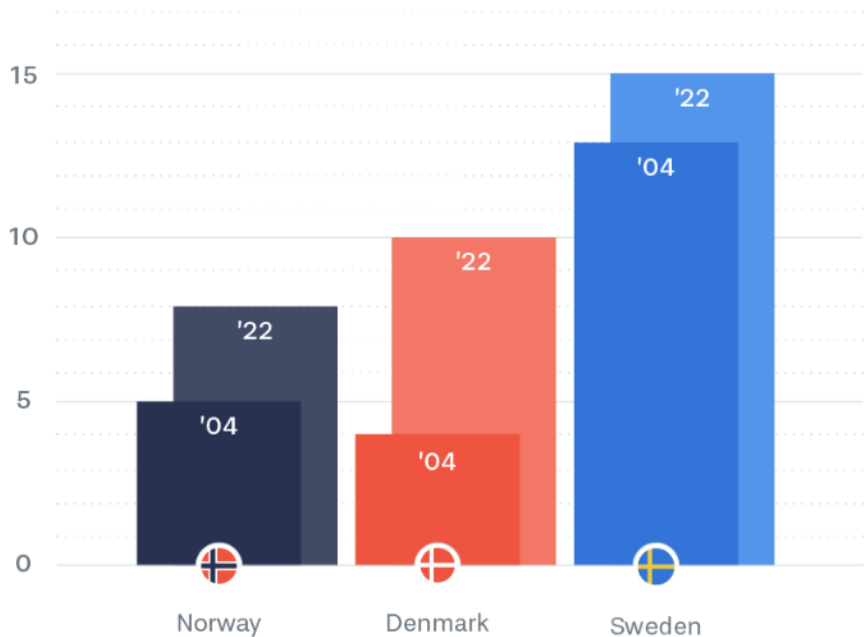
Sweden stayed the country with the most sites



A rather alternative approach to this dataset. Both the radius of the semicircular path around each country and the number of dots indicate the distribution of the World Heritage sites.

STORIES

[Sweden stayed the country with the most sites](#)



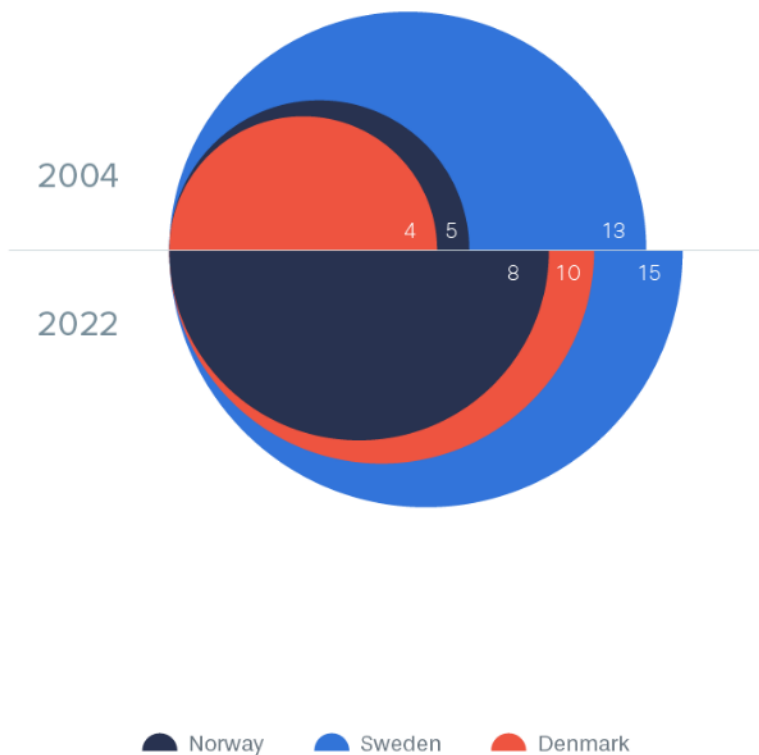
A fairly straightforward [bar chart](#), where the countries are clustered. Design wise, the bars have been placed on top of each other with a little flag label at the bottom. All proportions are easy to decode and compare.

STORIES

[Sweden stayed the country with the most sites](#)

[Denmark gained the most new sites and Sweden the fewest](#)

[Denmark got most of its sites after 2004 while Sweden and Norway did before](#)

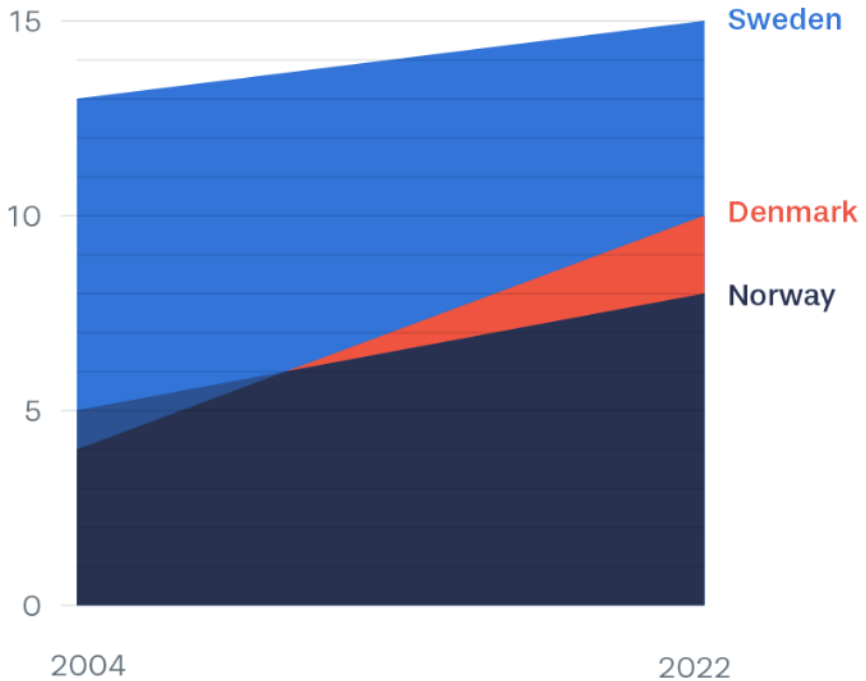


Nested half circles of World Heritage sites, comparing the two years above one another. The countries are layered and sorted from least to most sites. The data is visualized **by area and not length.**

STORIES

Sweden stayed the country with the most sites

Denmark surpassed Norway in number of sites



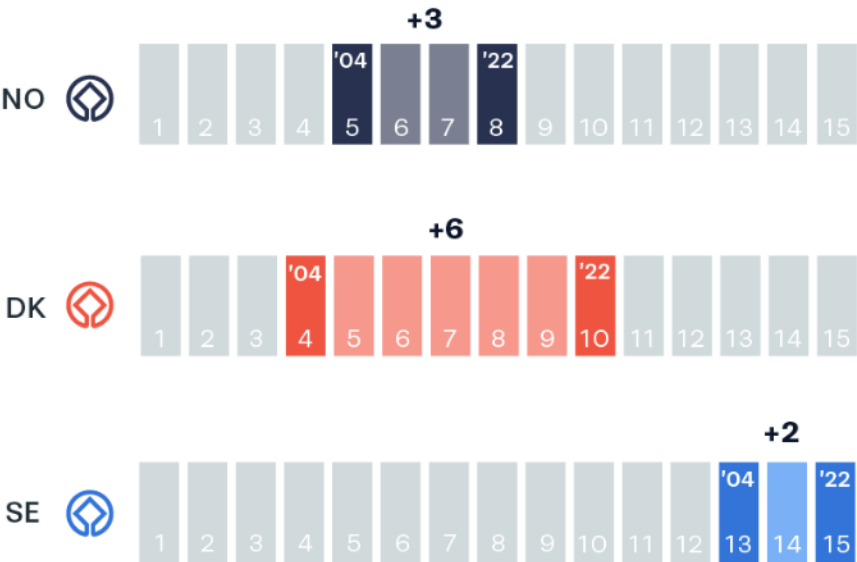
Area chart with overlapping areas showcasing the development of World Heritage sites in each country. The most prominent story is clearly the fact that Denmark surpasses Norway.

STORIES

Sweden stayed the country with the most sites

Sweden used to have over half of all sites and now has under half

Denmark surpassed Norway in number of sites



With a range of absolute numbers, this visualization focuses on the World Heritage sites added from 2004 to 2022. The added sites are highlighted both with a number and by coloring the tabs.

STORIES

- Sweden stayed the country with the most sites
- Denmark gained the most new sites and Sweden the fewest
- Denmark surpassed Norway in number of sites

THANK YOU

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I will share 1 carousal per day for
next 7 days to cover the remaining
70 visuals.

Stay tuned...