

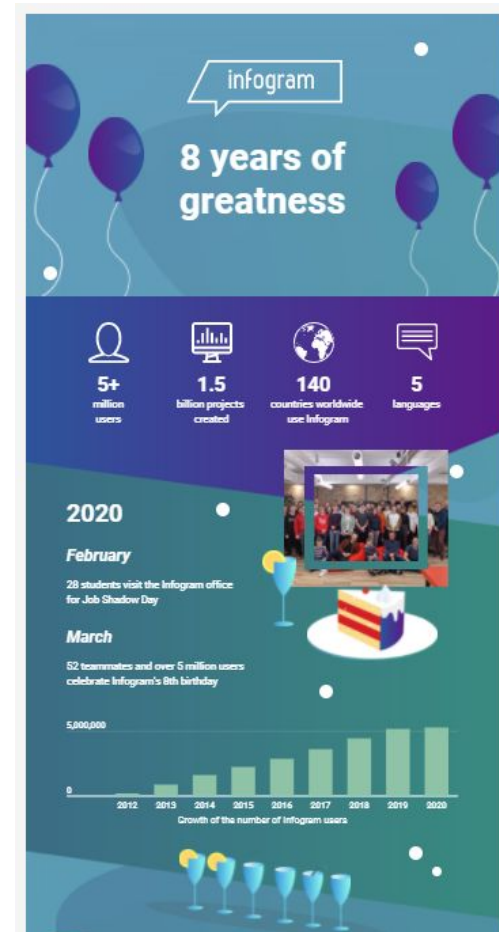
# Advanced Topic: Infogram

Sammy Pardes | IST 719



# What is it?


- Product
  - Founded in 2012
  - Combines data visualization and design
  - Over 4 million users.
  - Increase data literacy
  - No coding required
- Use cases
  - Media/Editorial
  - Marketing
  - Education
  - Government
  - Non-profit





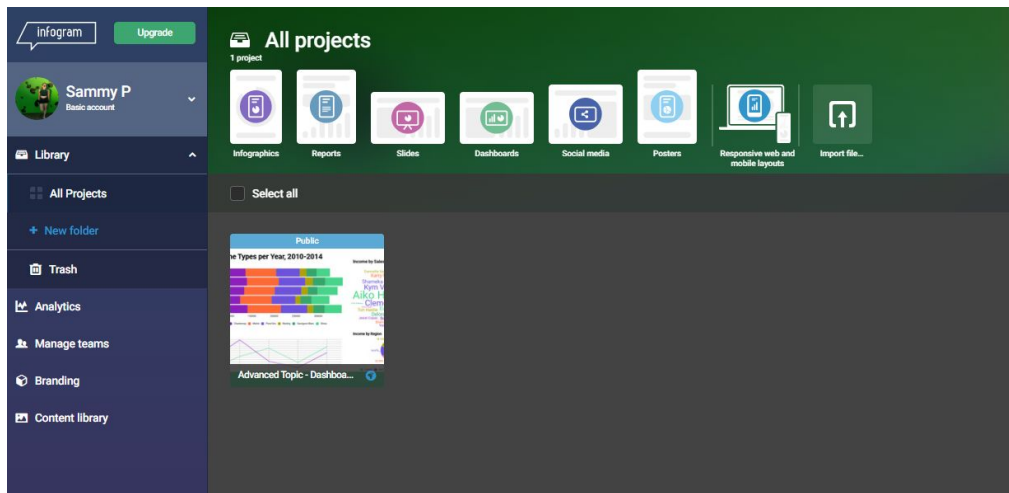
# Plans

- Basic
  - Free
- Pro
  - \$19/month
  - Download, share privately, premium templates/images.
- Business
  - \$67/month
  - Pro + brand kit, larger library, unlimited pages per project
- Team
  - \$149/month
  - Business + real-time team collaboration, engagement analytics.
- Enterprise
  - Inquire for cost
  - Custom designs, branded profile and subdomain, priority support, tailored training

		Best value		
<b>Basic</b> Get started for free to see how easy it is to design beautiful data visualizations with Infogram.  <b>Free</b> Forever	<b>Pro</b> For those who want to download, share privately, and access premium templates and images.  <b>\$19</b> / month Billed yearly	<b>Business</b> Everything you get with Pro plus upload your brand kit (logo, palette, font, and images), use a larger library, and create unlimited pages per project.  <b>\$67</b> / month Billed yearly	<b>Team</b> Everything you get with Business, plus real-time team collaboration and engagement analytics.  <b>\$149</b> / month Billed yearly	<b>Enterprise</b> Unlock the full power of Infogram for your business. Receive custom designs, branded profile and subdomain, priority support, and tailored training for your team.   ☎ +1 650 729 1672
Start for Free	Start with Pro	Start with Business	Start with Team	Contact Us



# Basic Features



- Projects include:
  - Infographics
  - Reports
  - Dashboards
  - Social media
  - Posters
- 37+ interactive charts types
- Up to 10 projects
- Up to 5 pages per project
- 13 map types



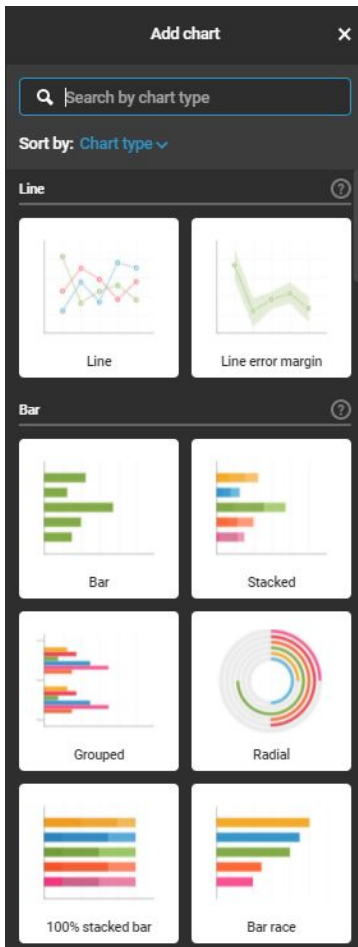
# Get started

- Navigate to the template library
- Choose one of the template types
- Search by project type, or color
- Start with a blank page



# Add Chart Type

- Line, Bar, Gantt, Pie, Area, Multiple Axes, Scatter, Bubble, Pictorial, Tree Map, Word Cloud
- Sort by Chart Type or Use Case
- All charts preloaded with placeholder data
- Add text, maps, graphics, shapes, additional elements



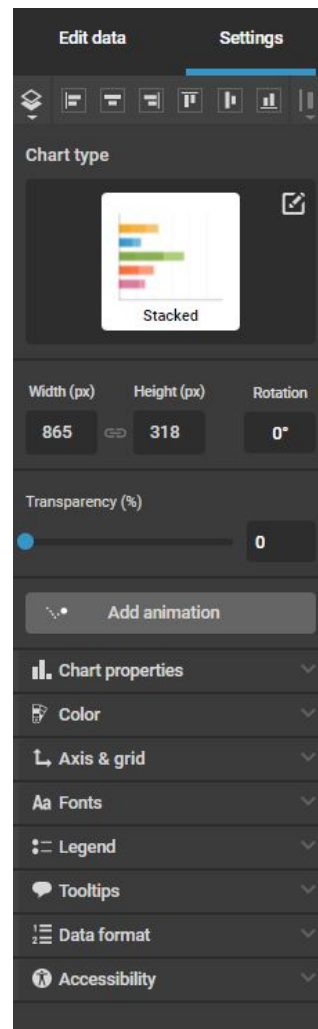
- Copy/paste data directly into Infogram
- Import with Google Drive, DropBox, JSON feed, database integration

[illegible]



# Customize Chart Properties

- Color
- Axes & grids
- Fonts
- Legend
- Data format

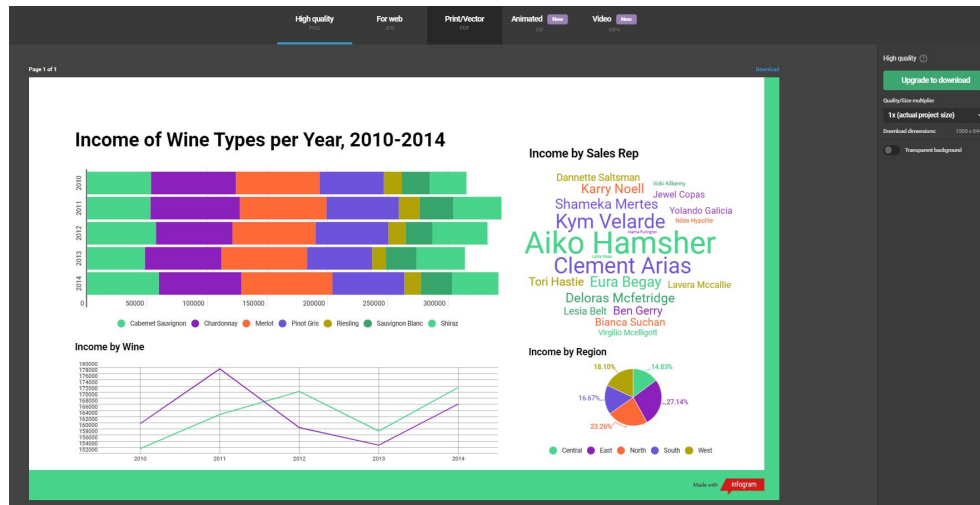






# Download and Share

- Download as PNG, JPG, PDF, GIF, interactive HTML
- Public or private (premium)
- Can be embedded
- Share on social media





# Takeaways

- Pros
  - Great tool to create beautiful visualizations
  - Quick to learn and easy to use
  - Fast to create nice looking graphics
  - Interactive
  - Integration across many platforms
- Cons
  - Requires clean data
  - Cannot import large amounts of data
  - Need to upgrade to use premium features
  - Limited in scope



# Demo

- [Wine Sales Dashboard](#)
- [Public link](#)