

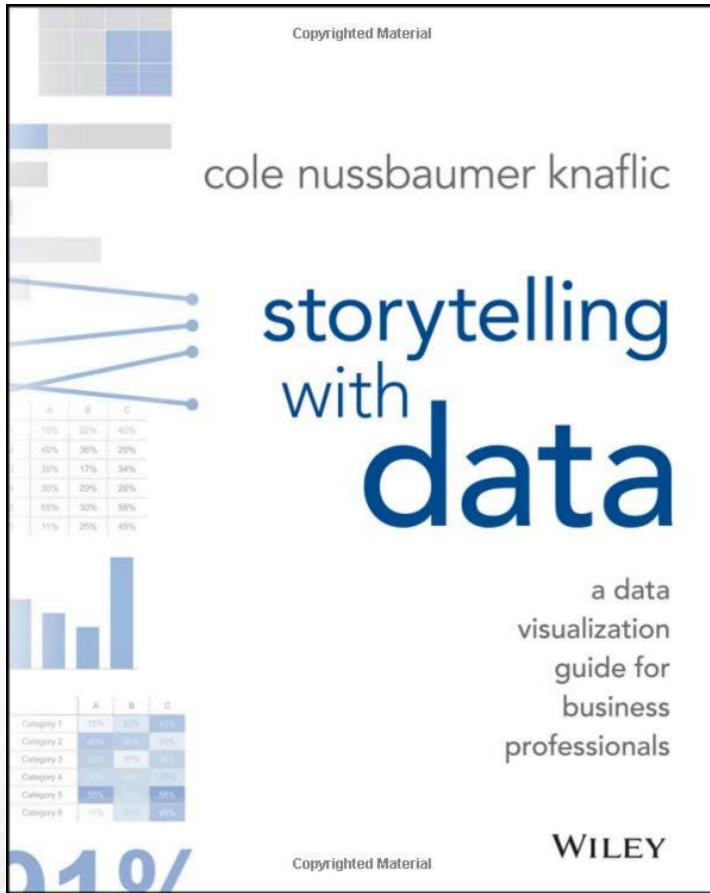


PROFESSIONAL &
CONTINUING EDUCATION

UNIVERSITY *of* WASHINGTON

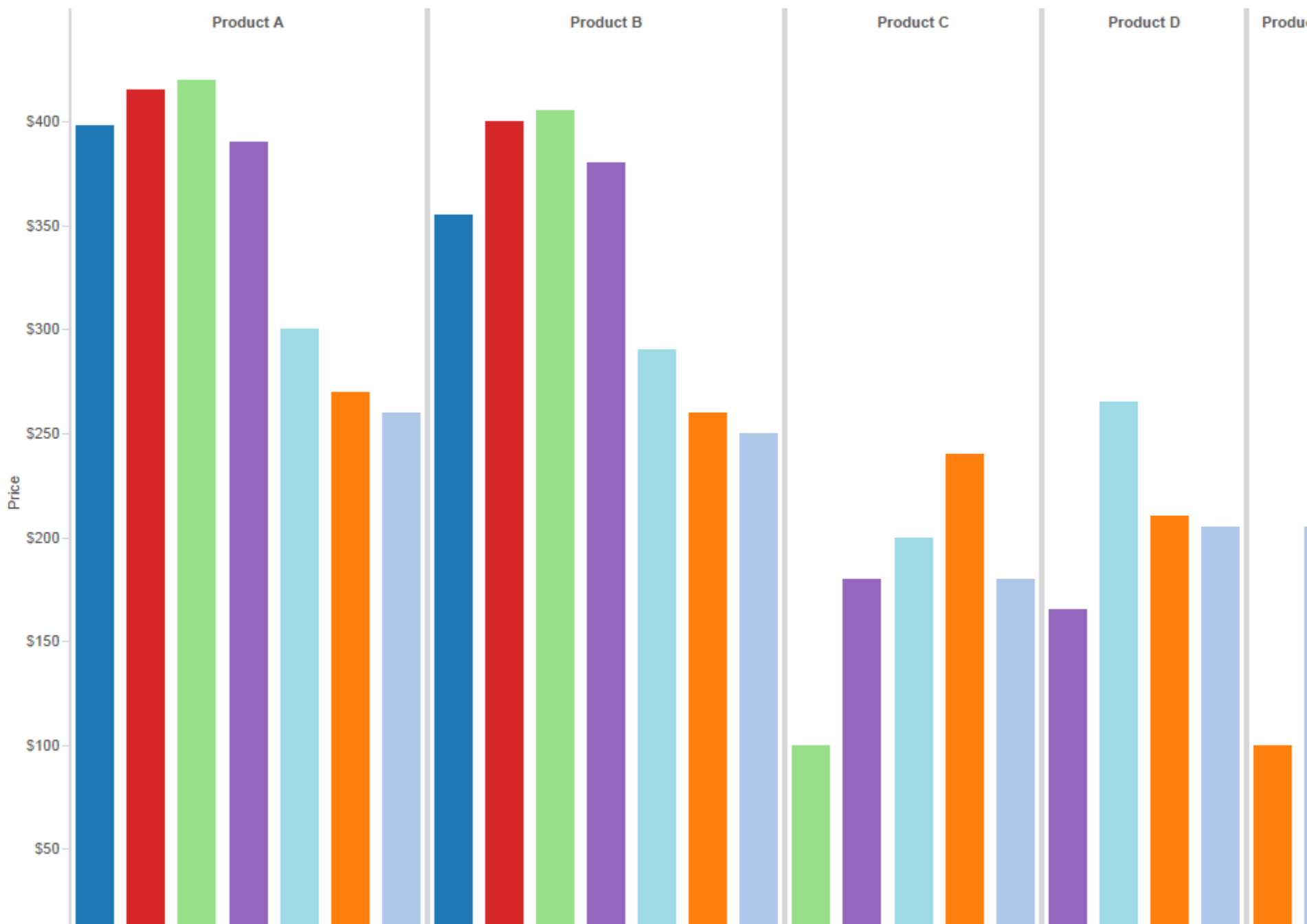
Storytelling with Data

Week 9
Dec 8, 2015



- choose an effective visual
- clutter is your enemy!
- focus your audience's attention
- think like a designer

Average Retail Product Price per Year



In the next 5 minutes...

OUR GOAL:

- 1 Understand how prices have changed over time in the competitive landscape.
- 2 Use this knowledge to inform the pricing of our product.

We will end with a specific recommendation.

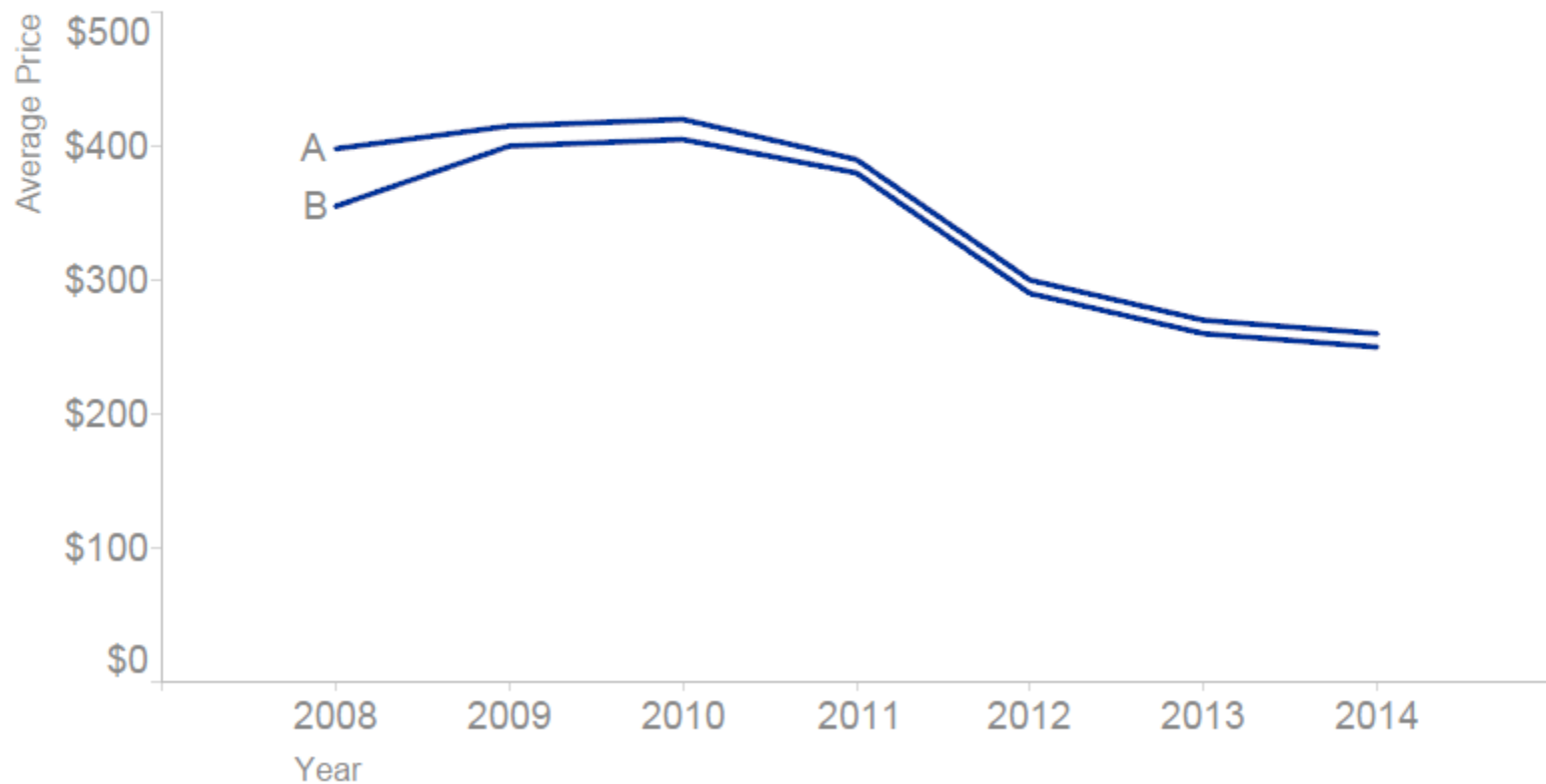
Products A and B were launched in 2008 at price points of \$360+

Retail price over time



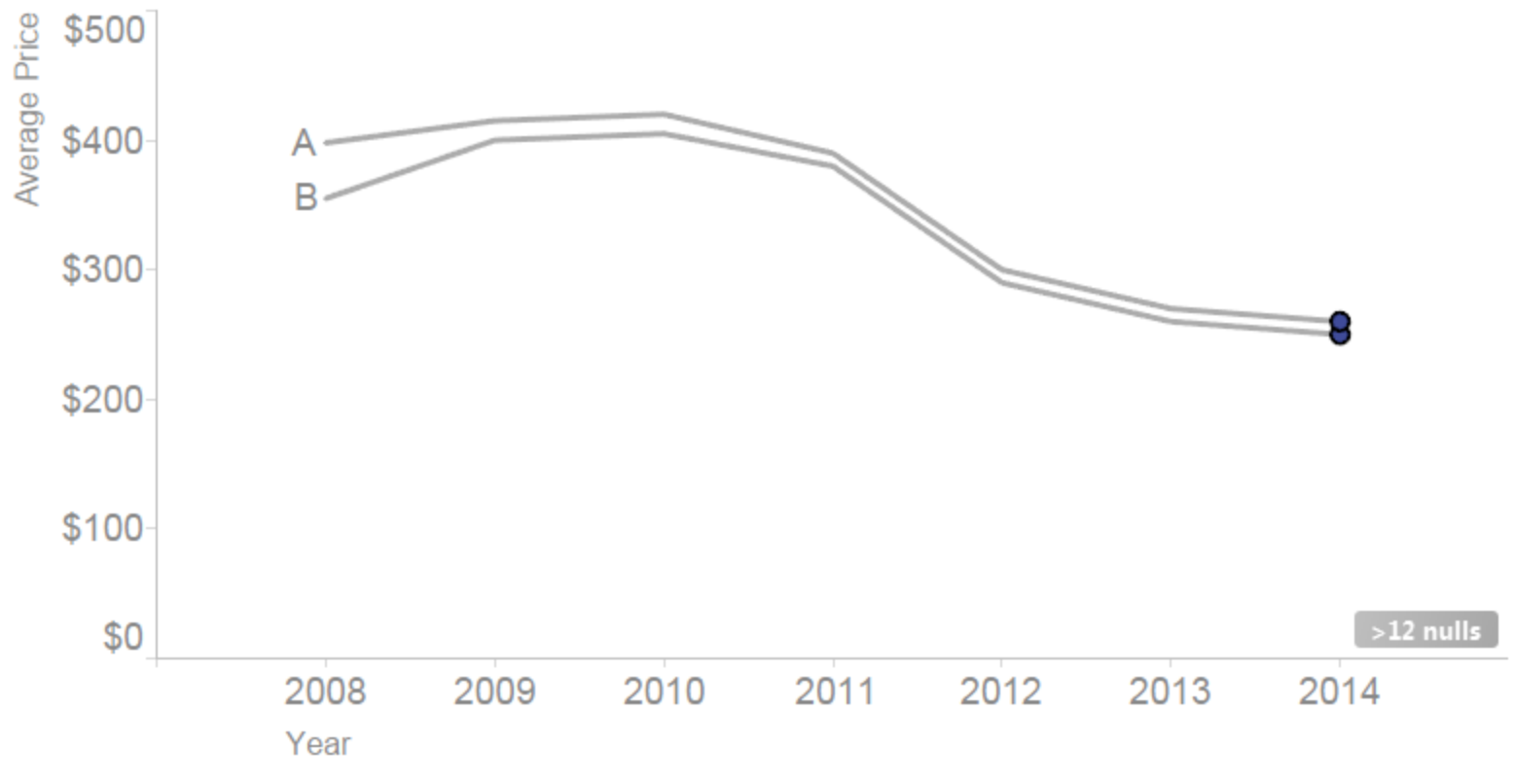
They have been priced similiarly over time, with B consistently slightly lower than A

Retail price over time



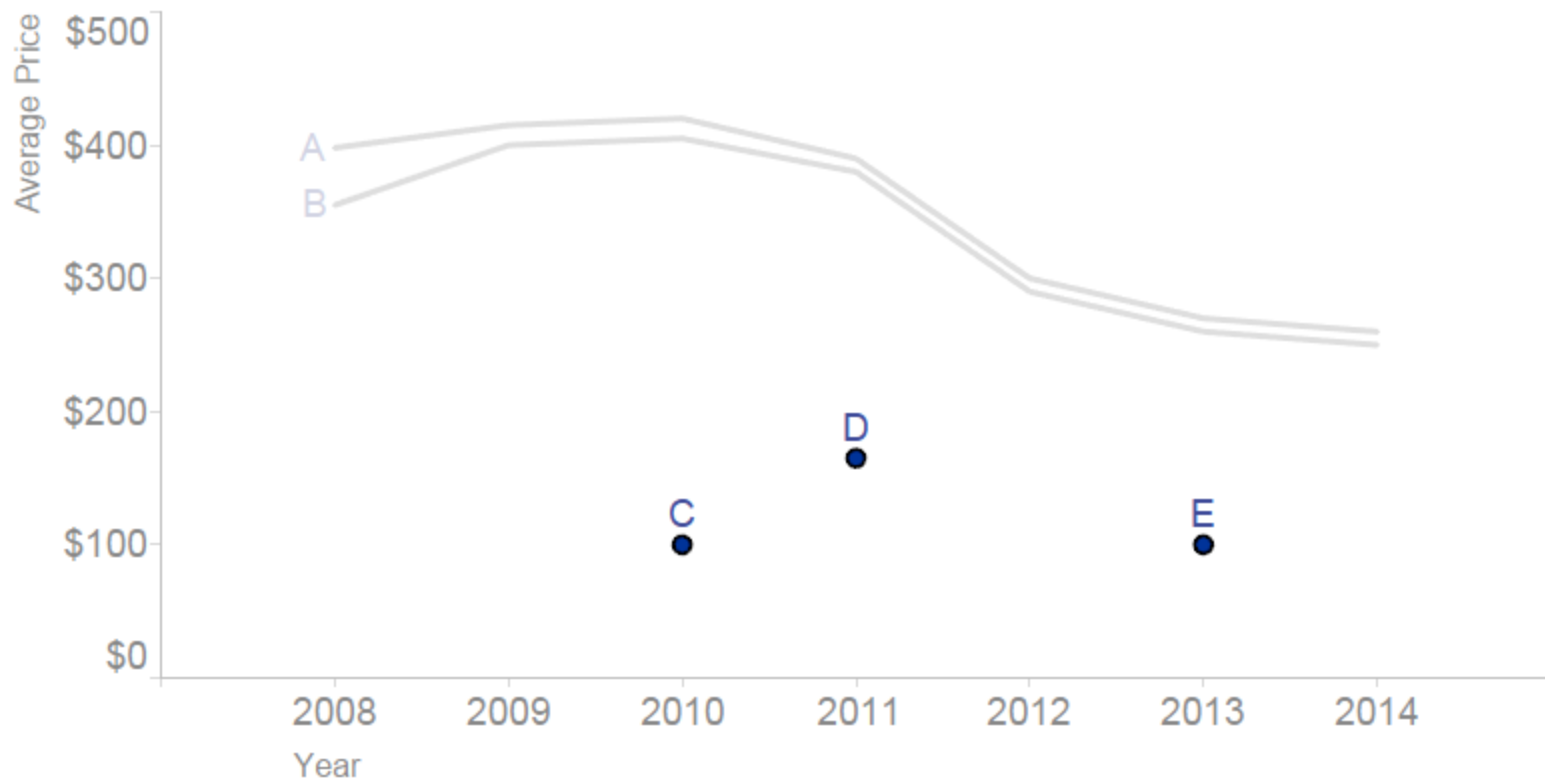
In 2014, Products A and B were priced at **\$260** and **\$250**, respectively

Retail price over time



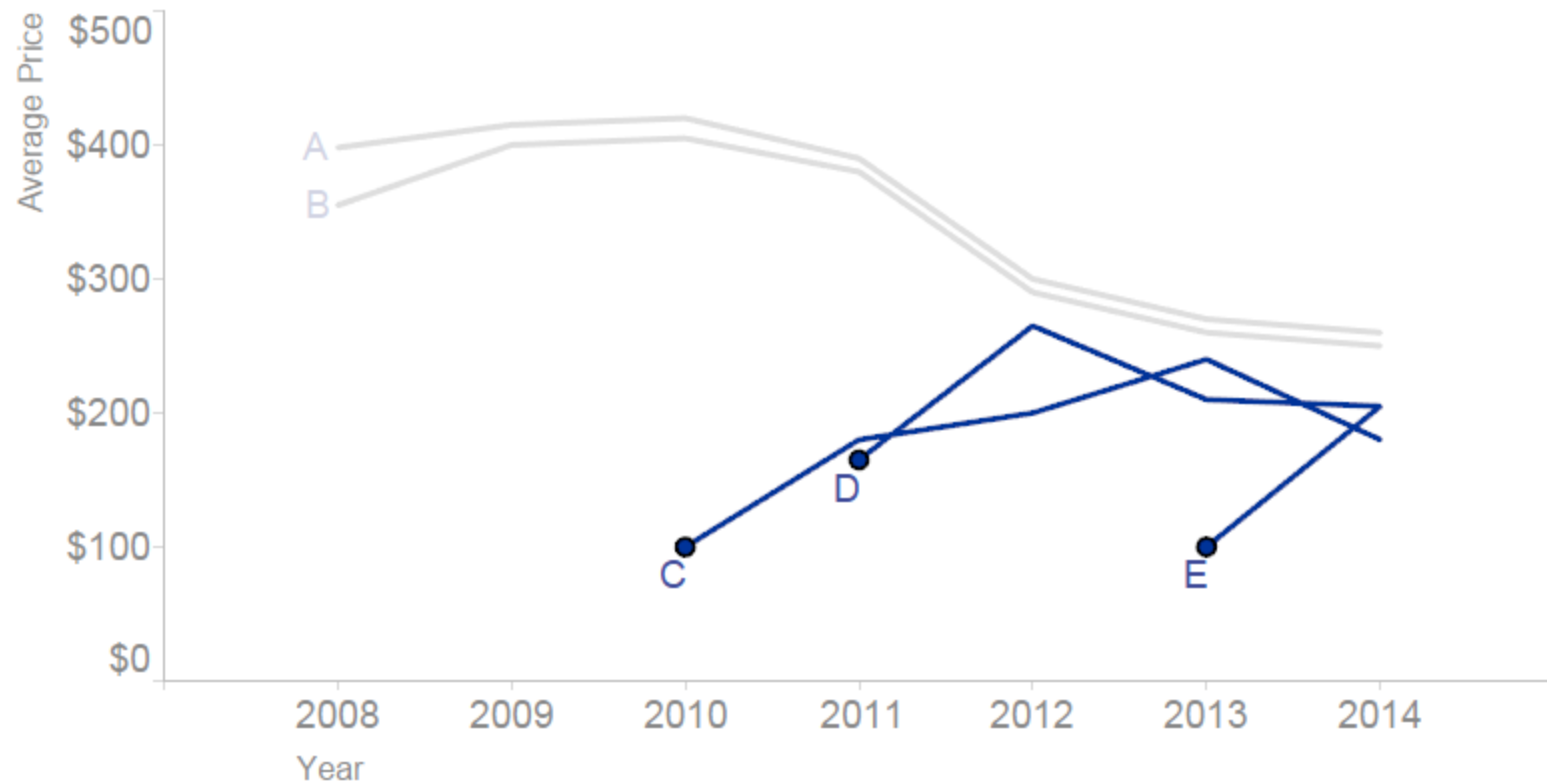
Products C, D and E were each introduced later
at **much lower price points...**

Retail price over time



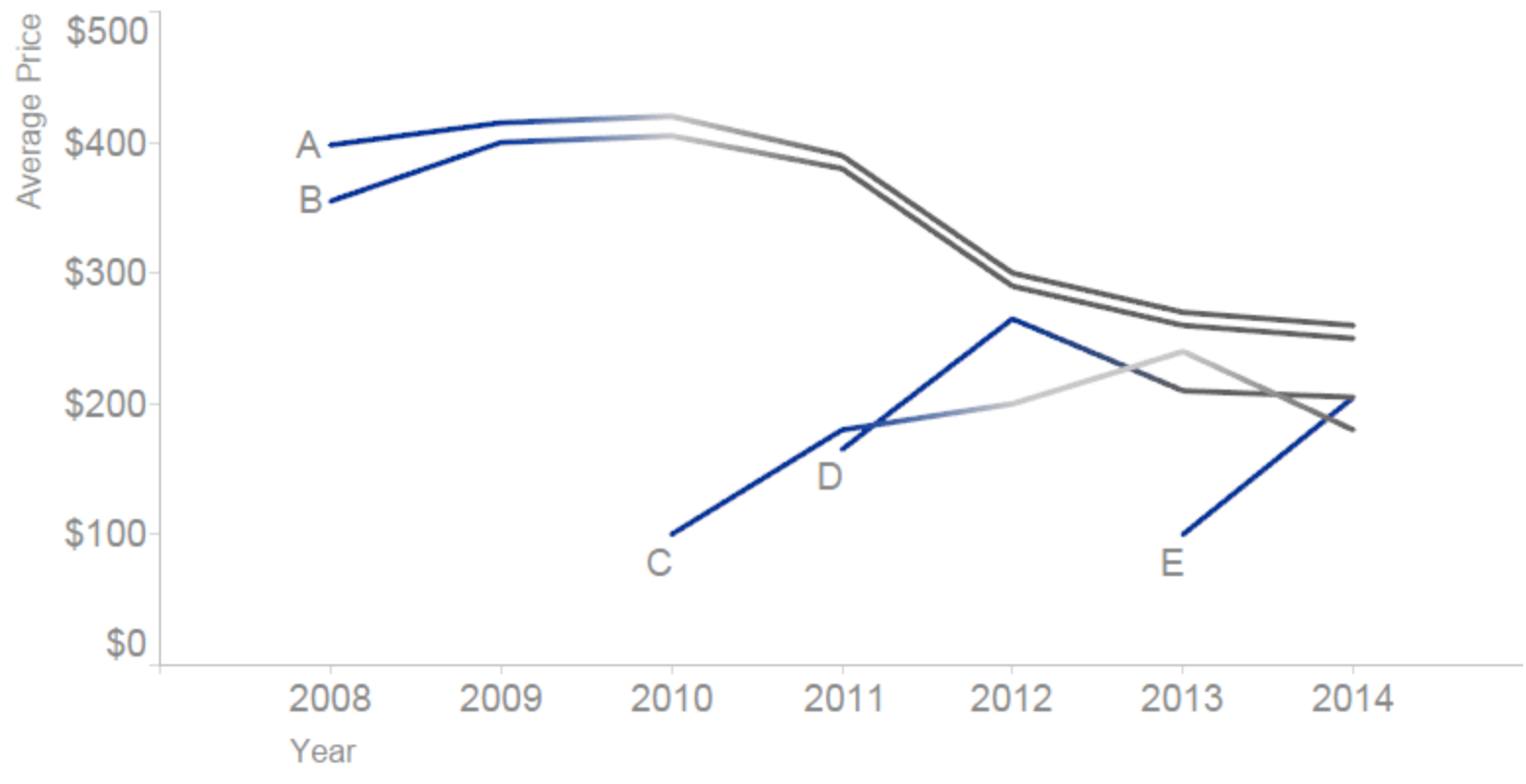
...but all have **increased in price** since their respective launches

Retail price over time



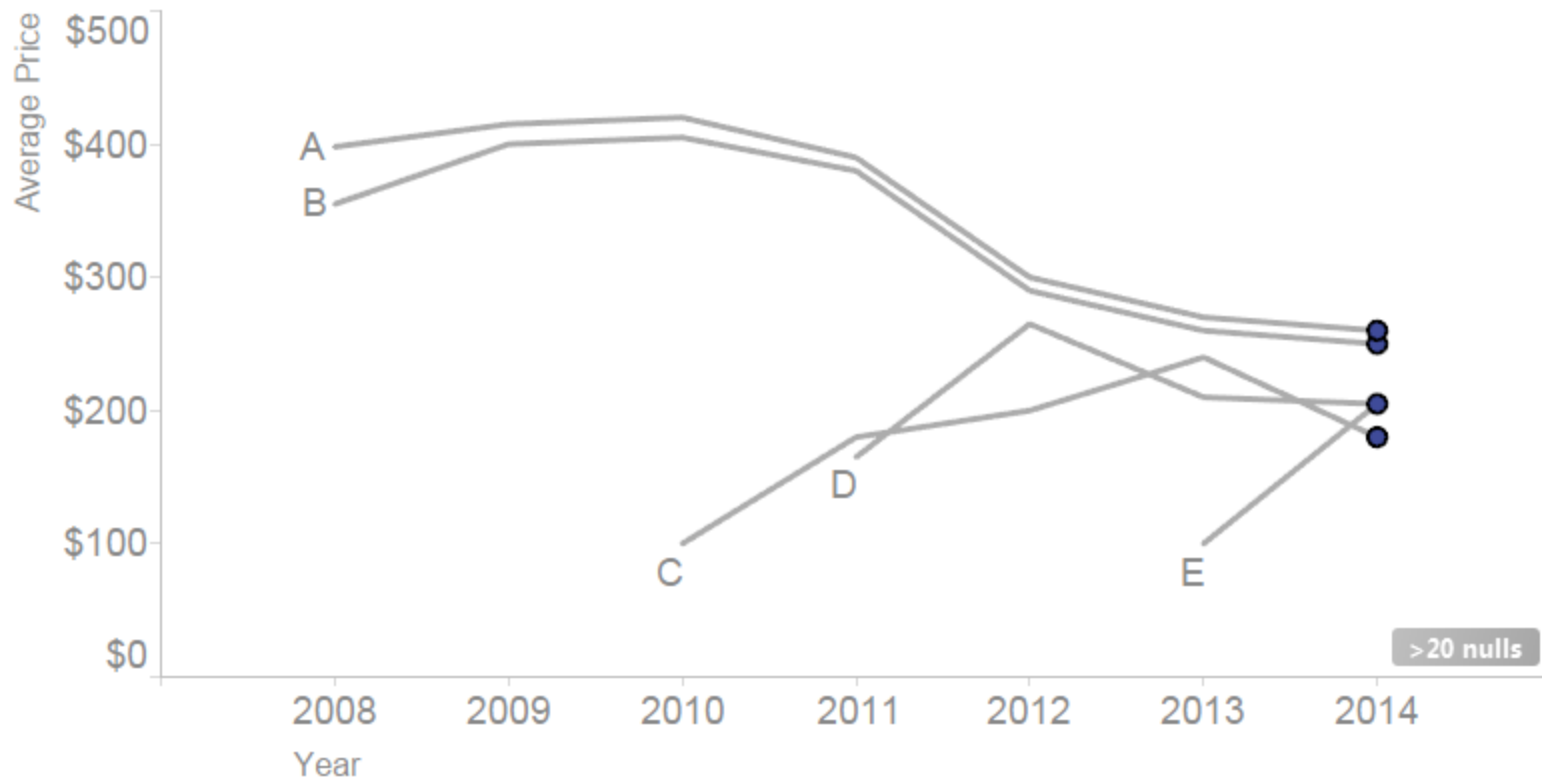
In fact, with the launch of a new product in this space, we tend to see an **initial price increase**, followed by a **decrease** over time

Retail price over time



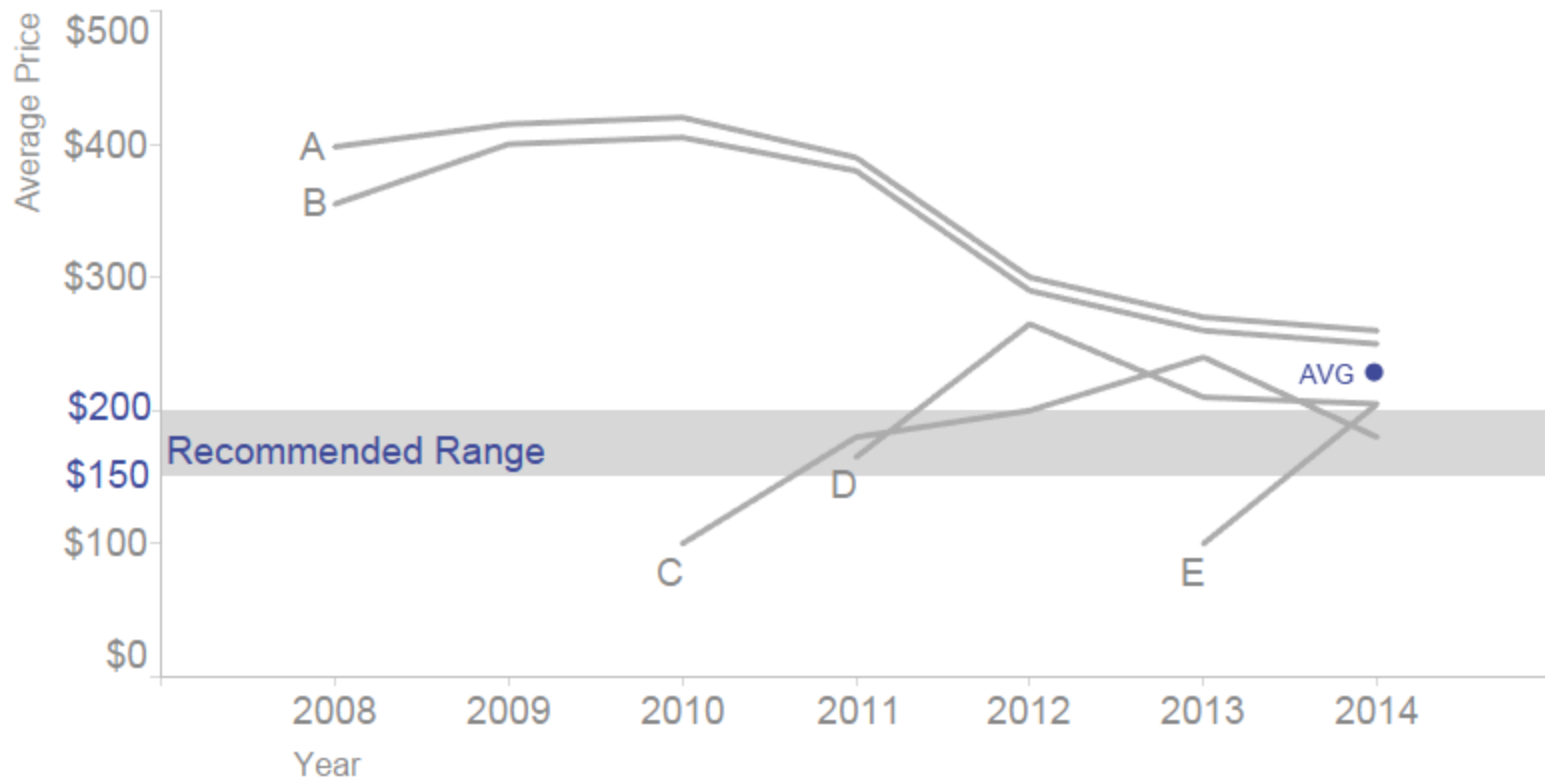
As of 2014, retail prices have converged, with an **average retail price of \$223**, ranging from a low of \$180 (C) to a high of \$260 (A)

Retail price over time



To be competitive, we recommend introducing our product *below* the \$223 average price point in the **\$150-\$200 range**

Retail price over time



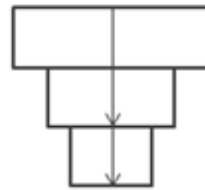
Seven Data Story Types

Seven Data Story Types

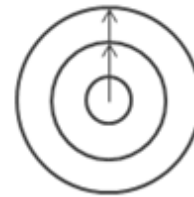
a thought starter



Change Over Time



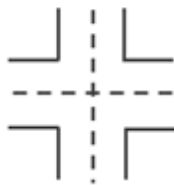
Drill Down



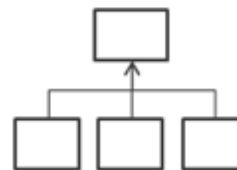
Zoom Out



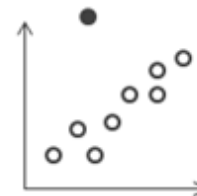
Contrast



Intersections



Factors



Outliers

1. Change Over Time

<

There were 75 "Free" countries at the turn of the millenium

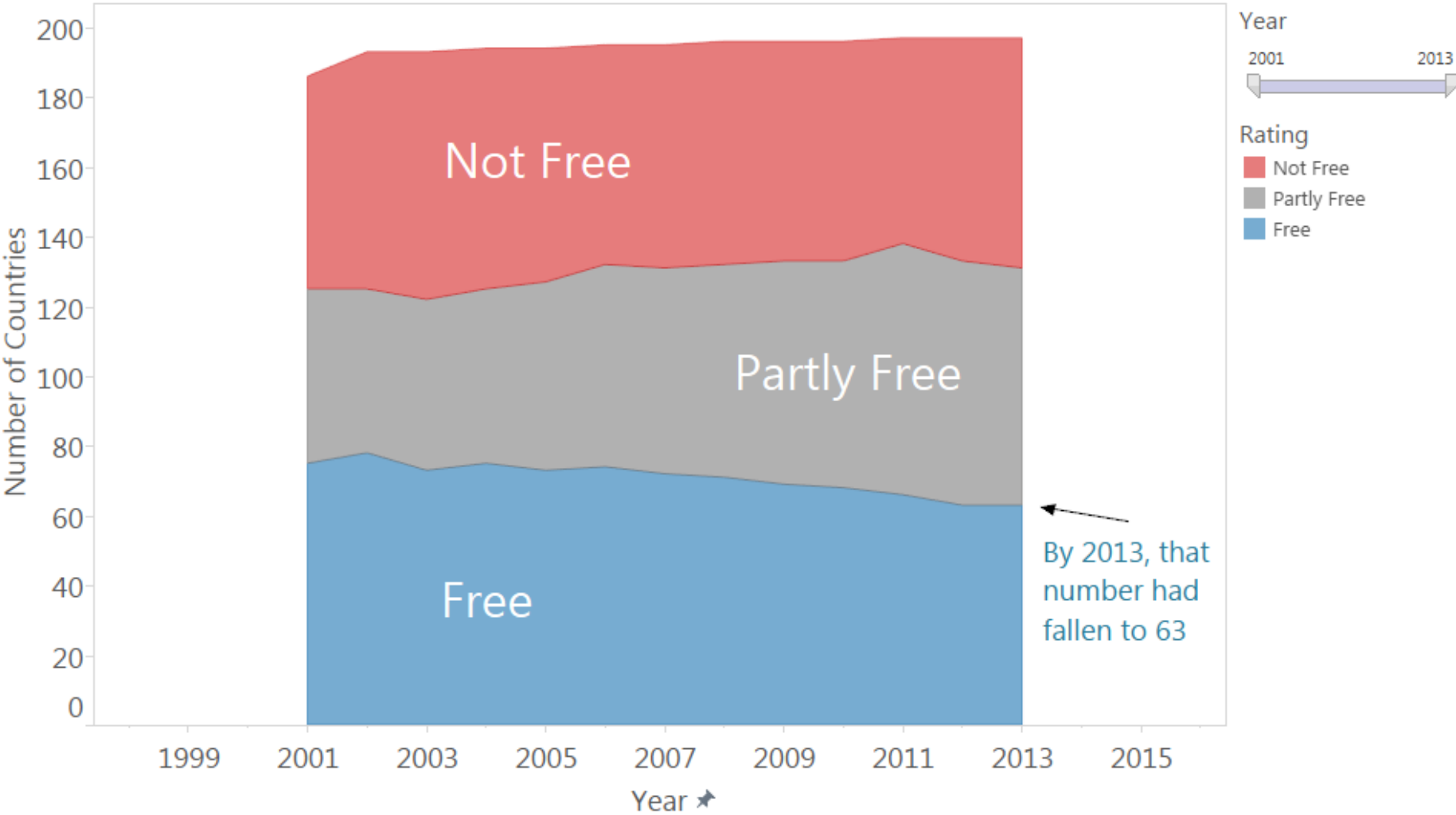
Overall, Free countries are giving way to Partly Free ones

The declining trend in the number of "Free" countries

>

New Blank Point

Duplicate



2. Drill Down



At present, the world is divided roughly into thirds

More than half of Asia is categorized as "Not Free"

Of all Asian countries, North Korea has the poorest score



New Blank Point

Duplicate

Free

Partly Free

Not Free

86 (36.4%)

95 (30.3%)

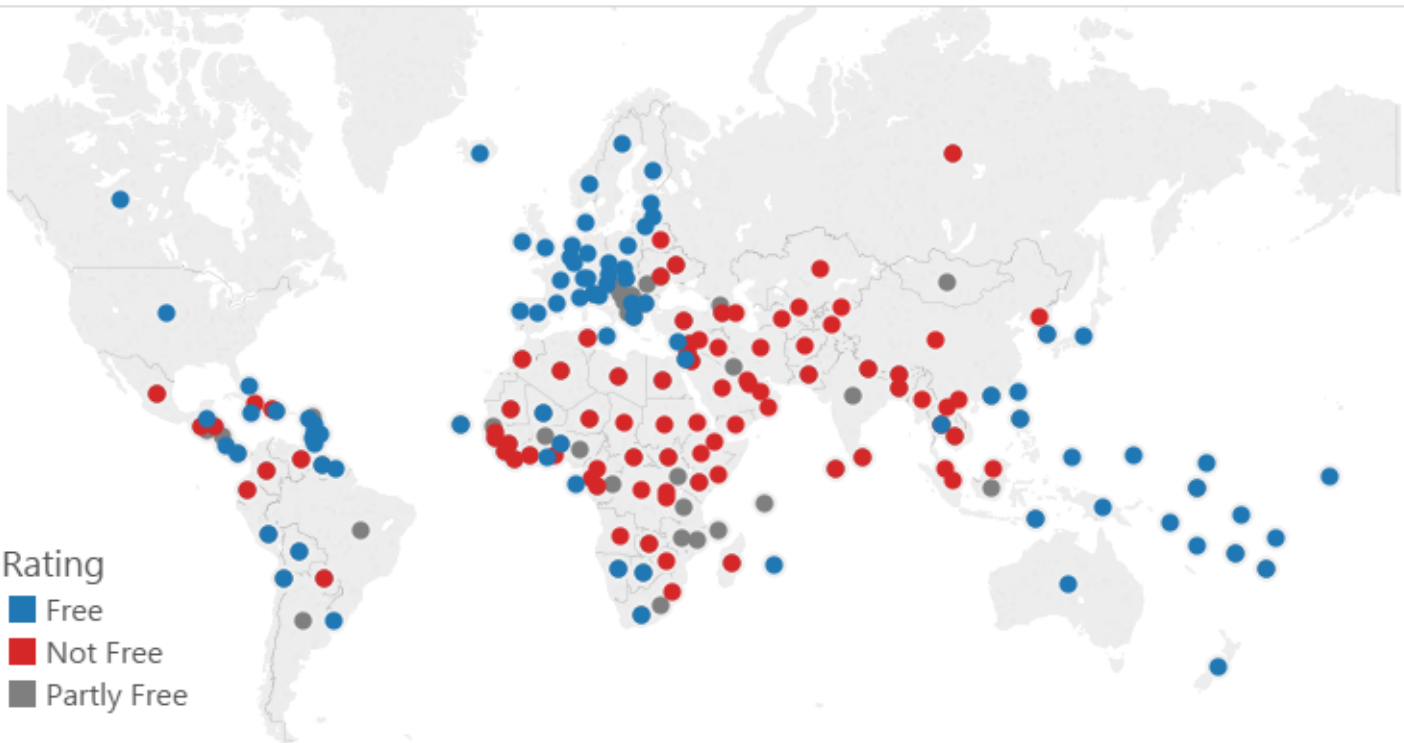
85 (33.3%)

Region

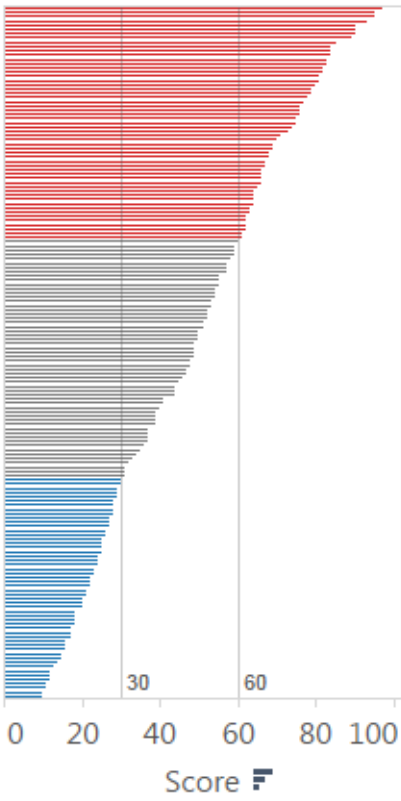
(All) [dropdown arrow]

Year

(All) [range slider with left and right arrows]



Rating
■ Free
■ Not Free
■ Partly Free



3. Zoom Out

<

Netherlands, Norway and Sweden are the most "Free"

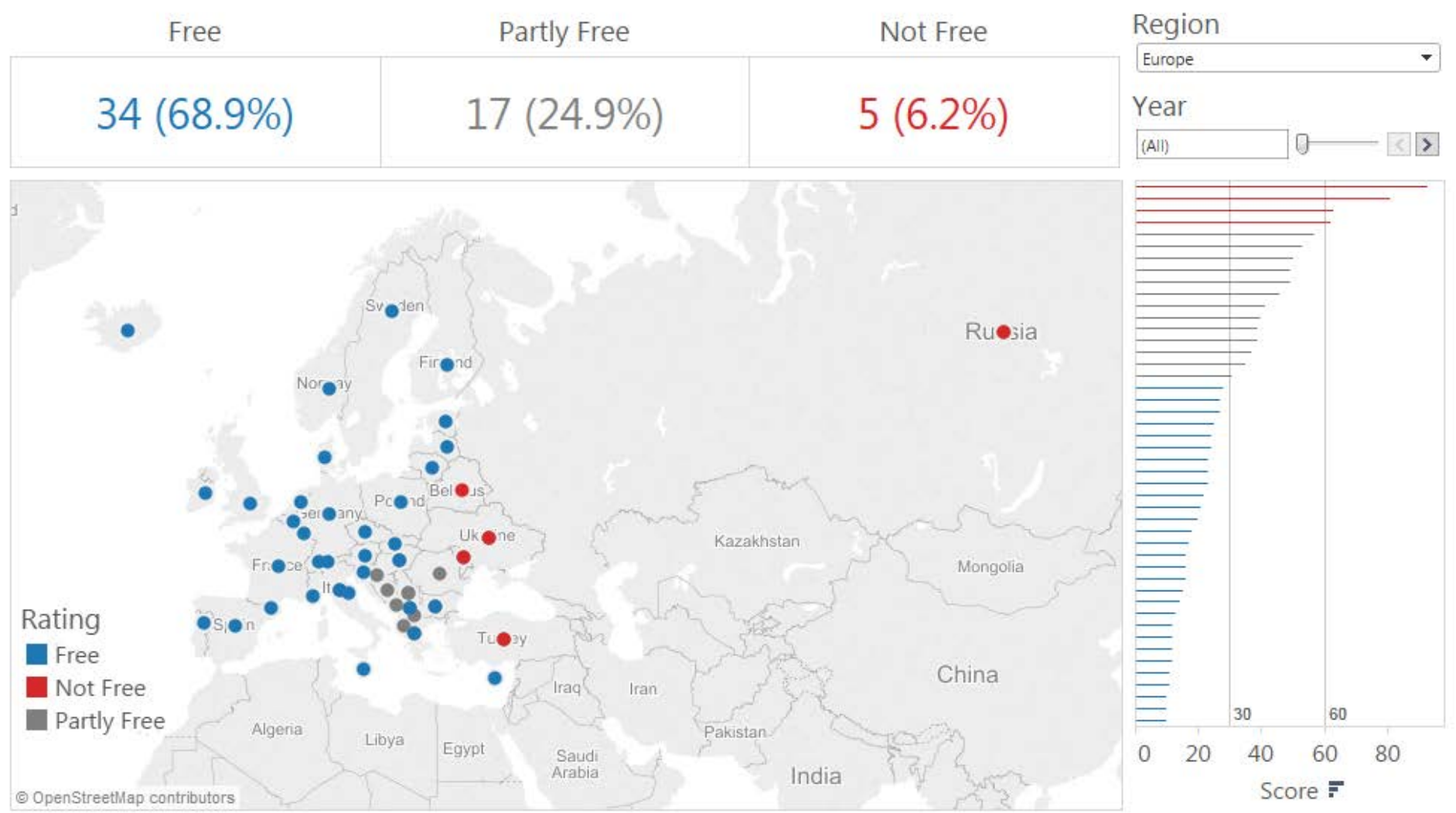
Over 2 in 3 European countries are categorized as "Free"

Globally, just over 1 in 3 countries are classified as "Free"

>

New Blank Point

Duplicate



4. Contrast

↻ Update

<

The 10 countries with the best scores are all in Europe

The 10 countries with the worst scores are in 5 different regions

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New Blank Point

Save as a New Point



5. Intersections

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Through 2005, "Partly Free" countries were least common

By 2009 "Partly Free" outnumbered "Not Free"

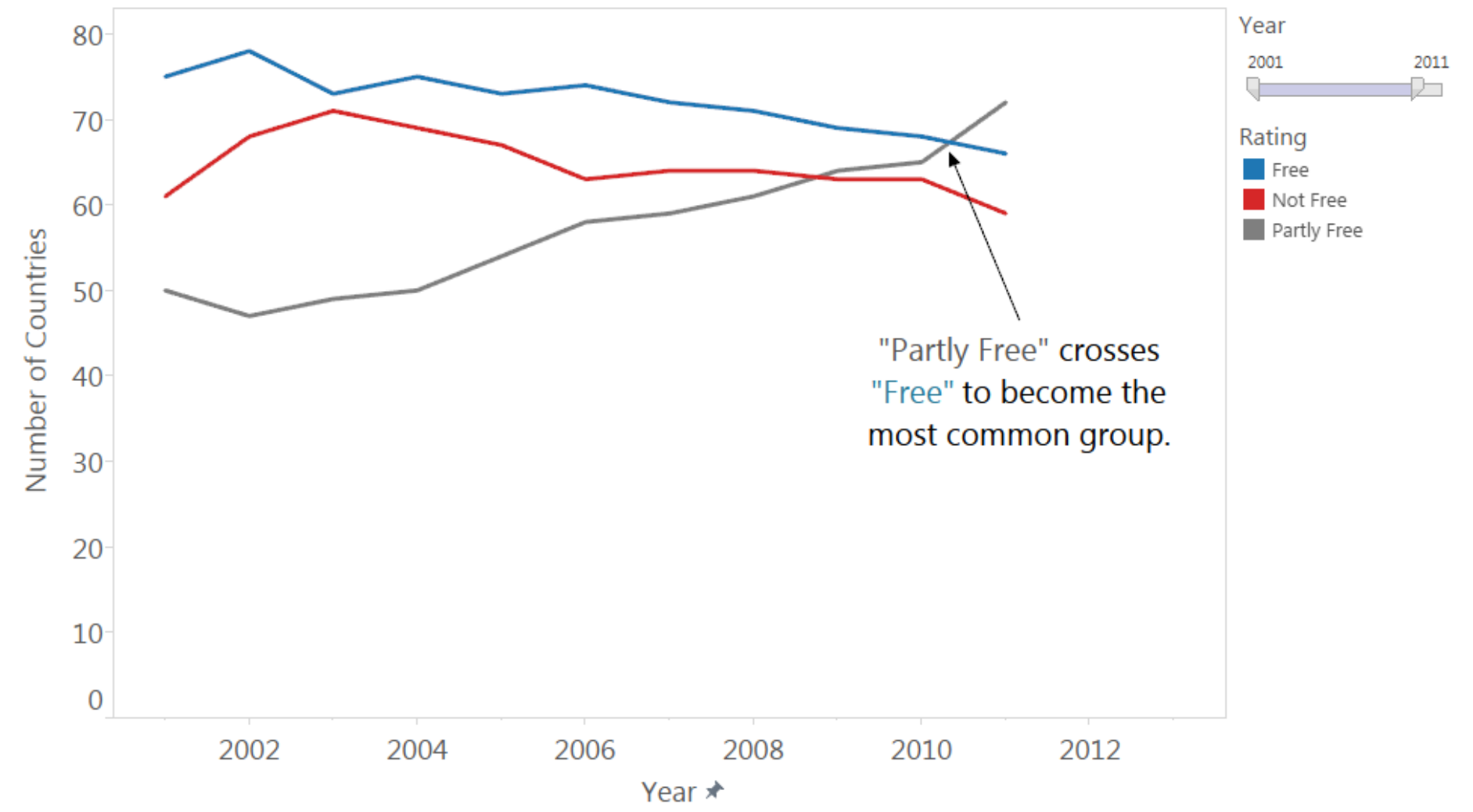
In 2011, "Partly Free" became the most common group

"Not Free" 2012. The

>

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6. Factors

<

On average, Freedom of the Press is gradually getting worse

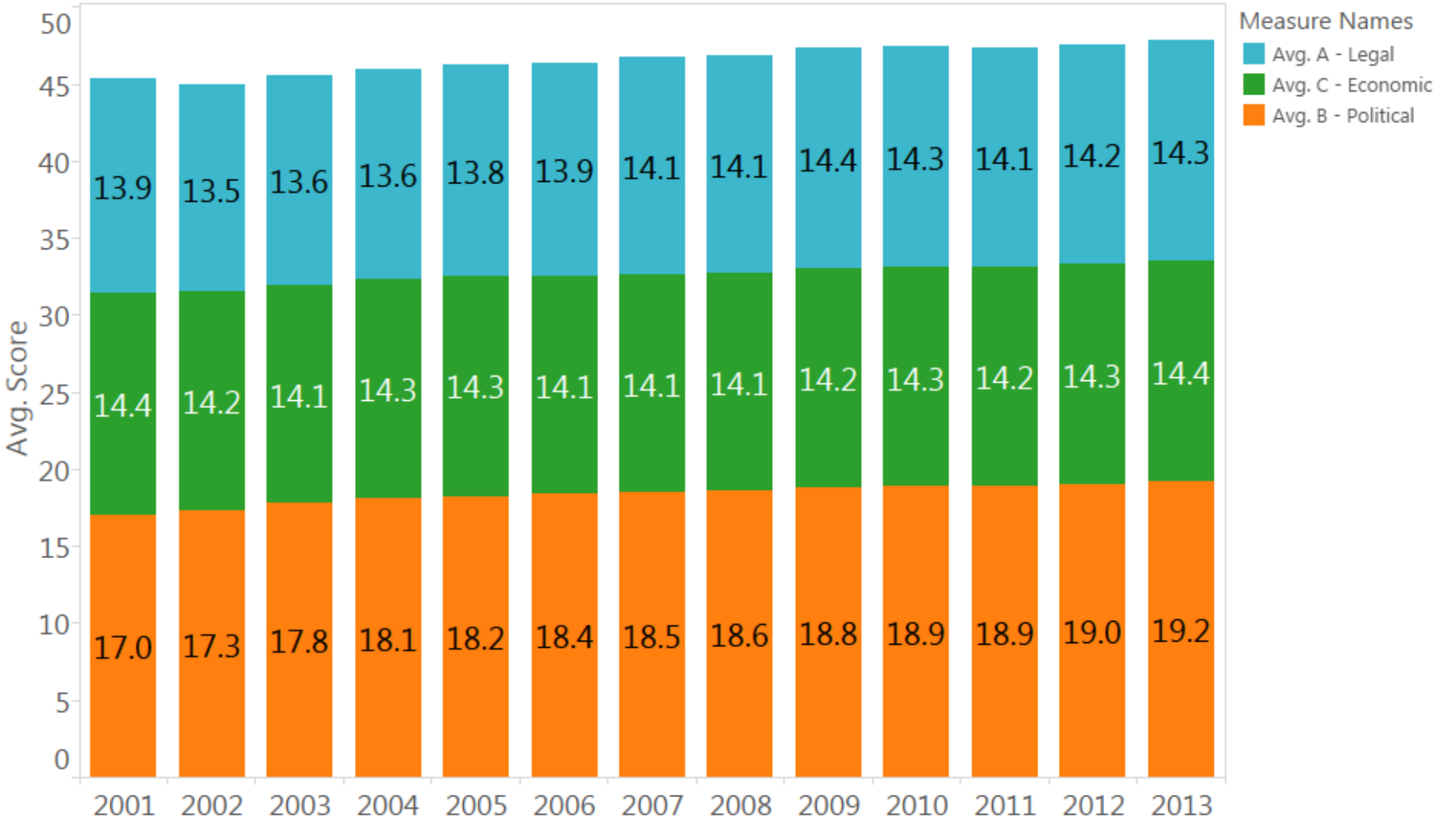
There are 3 factors that make up the overall score

Of the 3 factors, Political ones are contributing to the trend

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New Blank Point

Duplicate



7. Outliers

Update

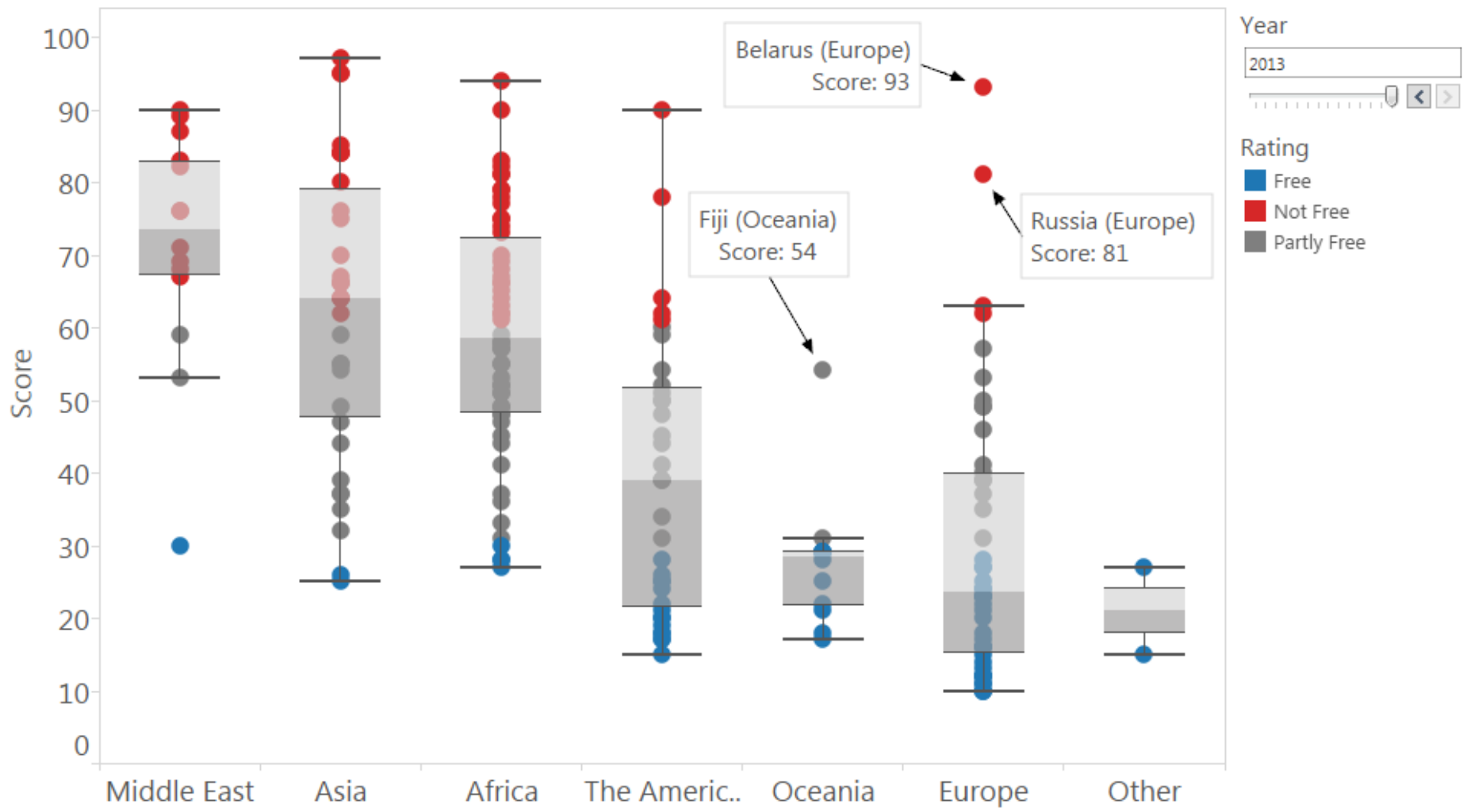
< Globally, there are no statistical outliers in overall Freedom score

There are 3 countries that are "negative" outliers in their region

Israel is far more free than other Middle Eastern countries

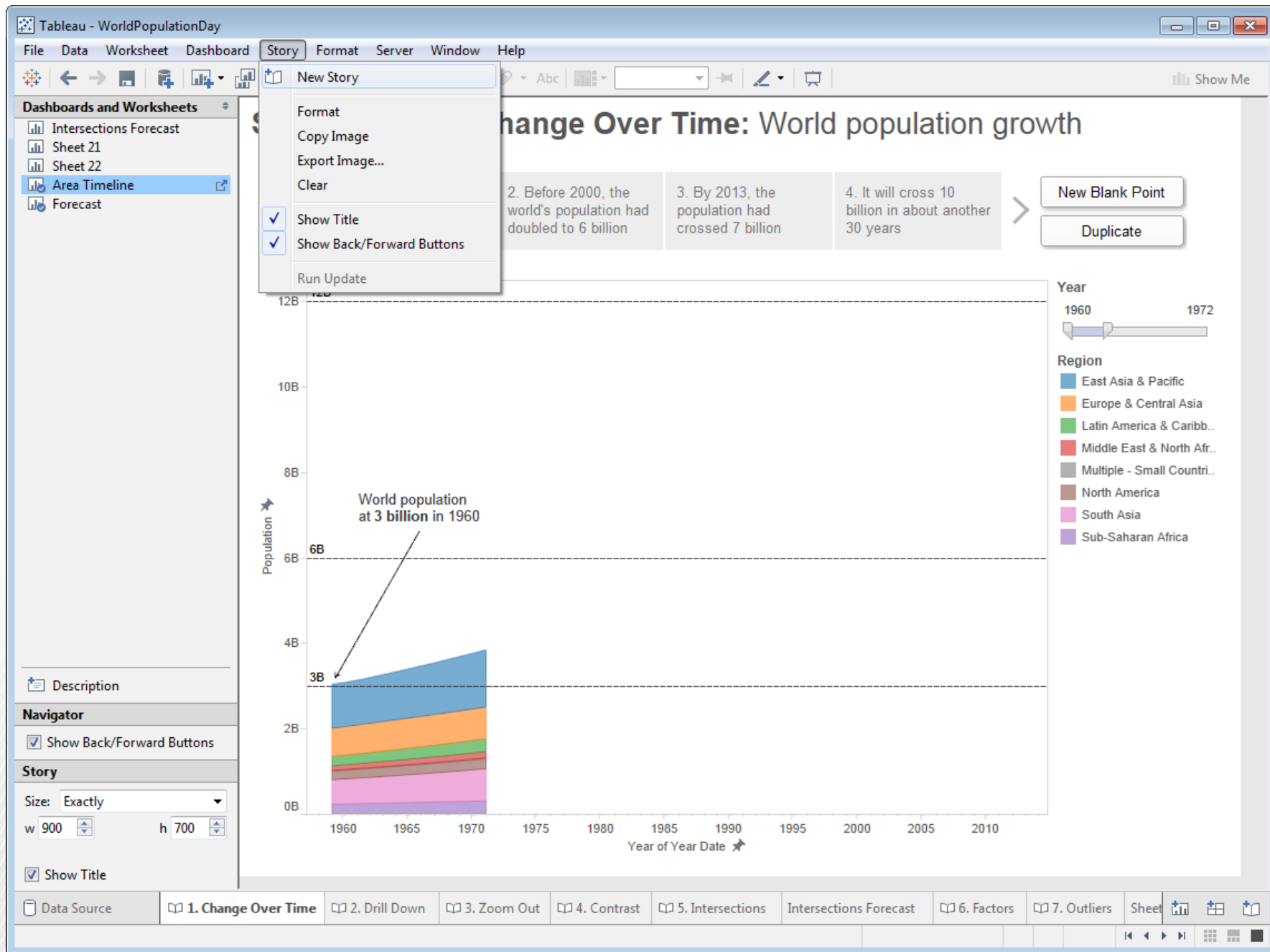
New Blank Point

Save as a New Point



Hands-On

Using Tableau's
Story Points Feature



Final Project

Final Project

Create a richly interactive Data Dashboard:

- BYOD – Bring Your Own Data!
- At least 3 Sheets
 - Must use at least 2 different chart types
 - Must include at least 1 spatial chart type (e.g. a map)
- At least 2 Quick Filters
- Include at least one multimedia element (image, video, hyperlink)
- Exploratory OR Explanatory
- Bonus Points for use of Story Points
- Include data source and description of methods

Final Project - What to turn in:

Slide 1: Title & Description

Slide 2: Screen Shot & Link to
Dashboard

Slide 3: Data Source & Methods