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Why is Data Visualization Important?

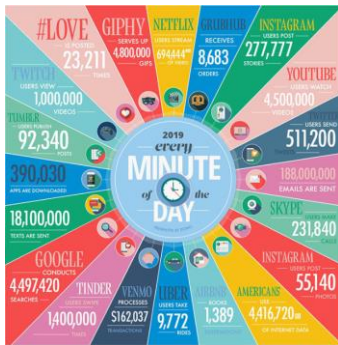
Apple Sells More iPhones Each Day Than There Are Babies Born



The Hanover Insurance Group
Image Source: Technobuffalo.com 4

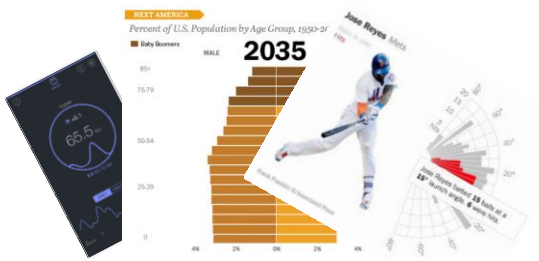
How Much Data is Generated Every Minute?

Data never sleeps



The Hanover Insurance Group
Image Source: www.domo.com 5

Data Visualization is Everywhere



The Hanover Insurance Group
Image Source: newyorktimes.com; Pew Research Center; Christian Zibreg 6

What is a Good Chart?



The Good Charts Matrix

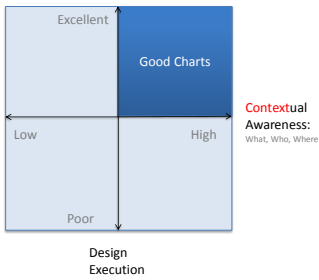


Image Source: Good Charts by Scott Berinato ¹⁰

4 Types of Visualization – 2 Questions



1. Is the information conceptual or data-driven?
2. Am I declaring something or exploring something?

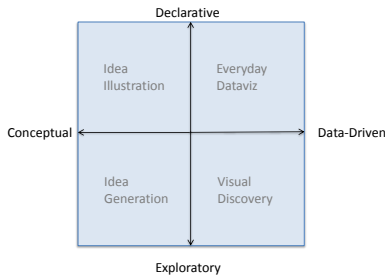


Image Source: Good Charts by Scott Berinato ¹¹

Users

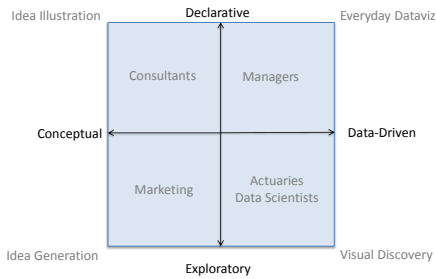
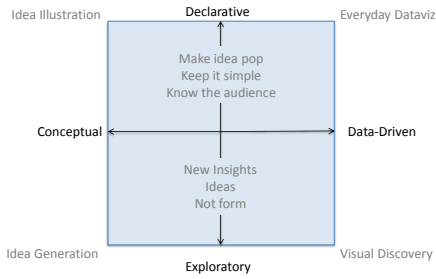


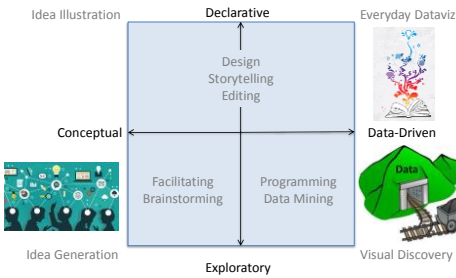
Image Source: Good Charts by Scott Berinato ¹²

Focus
Time Management



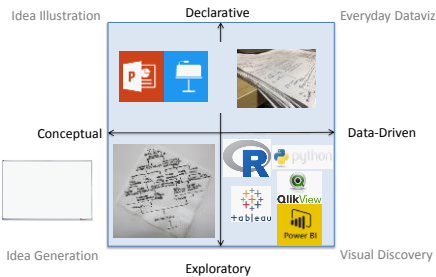
The Hanover Insurance Group 13

Skills



The Hanover Insurance Group
Image Source: Alison Engel, Arabian Gazette, data-mining.philippe-Fournier-viger.com 14

Media



The Hanover Insurance Group
Image Source: gamestorming.com, sg.carousel.com 15



How to Create a Successful Visualization



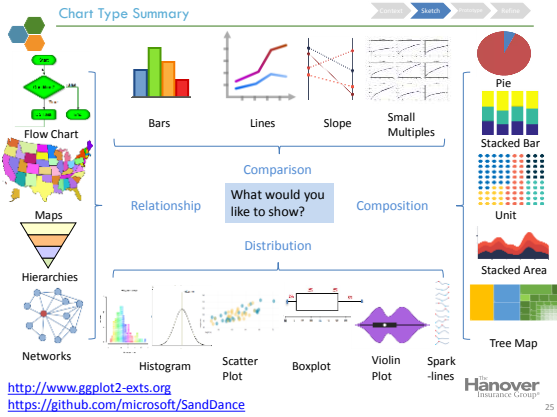
How to Create a Successful Visualization?

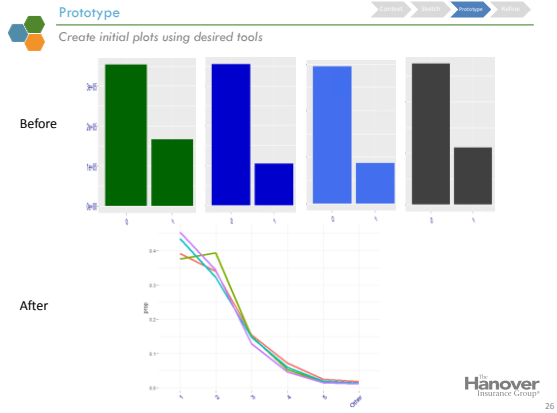
- 4-Step Visualization Framework
- Best Practice at Consulting Firms
- Overview of Visualization Tools
- Interactive Visualizations

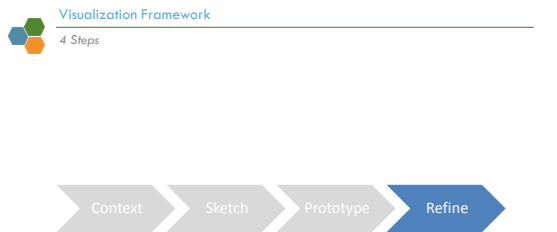


4-Step Visualization Framework









Simple & Distinctive
The Silhouette Test

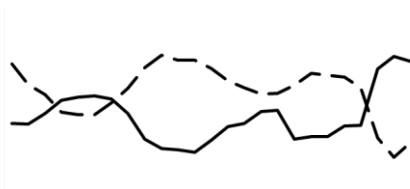


In animation, a common feature of the best characters designs is their ability to be identified by silhouette. This derives from two primary features: simplicity and distinctiveness.



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Simple & Distinctive
Start with a Story

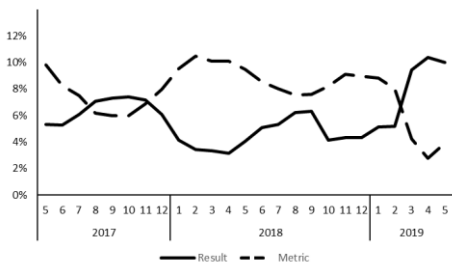


Use the most basic design elements of your visual (shape, scaling, positioning, white space) to clearly communicate your story.



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Clear & Concise
Context is Key



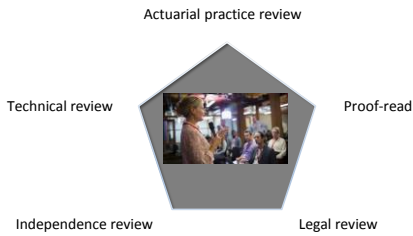
Use axis labels, titles, legends and other text to clearly communicate necessary information. Clearly establish context so that necessary details are easily available.



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Thought Leadership approval process in Consulting

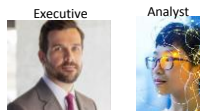
As consultants, we need to go through a stringent approval of all published material to manage risk and protect EY. There are 5 levels of approval:



The better the questions, the better the answers

Always keep in mind:

- Know your audience
- Be clear on the goal
- You need a compelling story



	Executive	Analyst
Communication Style	Author Driven	Reader Driven
Interaction	Limited	Extensive
Outcome	Speed and Decision	Understanding

While crafting the message:

- Begin with a question
- Find appropriate techniques to display data
- Define what needs to be highlighted

How to Create a Successful Visualization?

4-Step Visualization Framework

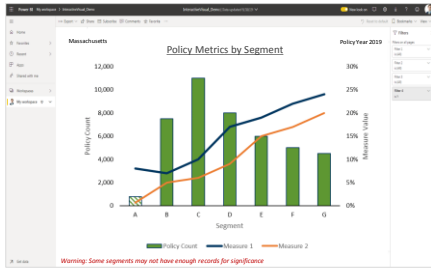
Best Practice at Consulting Firms

Overview of Visualization Tools

Interactive Visualizations

Communicating Limitations

Post the Warning Signs



Warn users in cases of data limitations and/or cases of insignificant data.

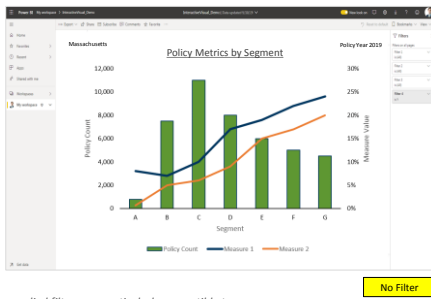


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Communicating Limitations

Taking Off the Blinders



User applied filters are particularly susceptible to resulting in insignificant data buckets.



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Communicating Limitations

Taking Off the Blinders



Automatic axes allow the visual to look good in all situations, but may obscure a lack of data in these cases...



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Questions?
