

Data-Driven Communications

Unit 5: Evaluating Data Visualizations



Course Overview

- ▶ Unit 1: Defining the Business Objective and Sourcing Data
- ▶ Unit 2: Data Analysis
- ▶ Unit 3: Data Visualization Principles and Processes
- ▶ Unit 4: Visualization Tools and Techniques
- ▶ **Unit 5: Evaluating Data Visualizations**
- ▶ Unit 6: Storytelling with Data



Unit 5 Learning Outcomes

- ▶ plan informational presentations
- ▶ identify visualizations that convey data findings
- ▶ apply data narratives to visualizations
- ▶ evaluate when visualizations are needed to explain a concept
- ▶ evaluate the proper visualization for a given data set
- ▶ present data to a non-technical audience in an ethical manner



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit 5 Topics

- ▶ Developing the Data Story
- ▶ Developing Presentation Messages
- ▶ Selecting Supporting Visual Communications
- ▶ Validating the Narrative Flow



Unit 5 Vocabulary

- ▶ analyze
- ▶ decide
- ▶ direct data collection
- ▶ expose
- ▶ involve
- ▶ narrative
- ▶ narrative chart
- ▶ pre-collected data
- ▶ story
- ▶ synthesize
- ▶ systematic approach



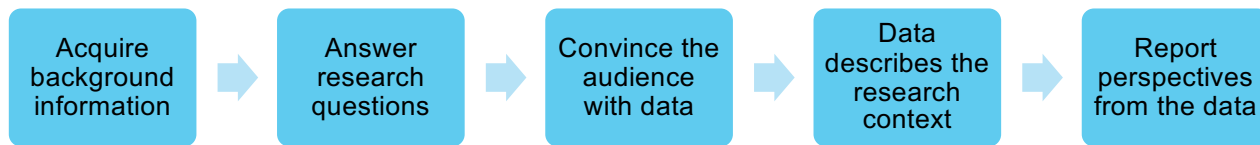
Developing the Data Story

- ▶ Collecting Data
 - ▶ Quantitative and Qualitative Data
 - ▶ Primary and Secondary Data
- ▶ Selecting the best visualizations to tell your story
 - ▶ Exploratory graphics
 - ▶ Presentation graphics



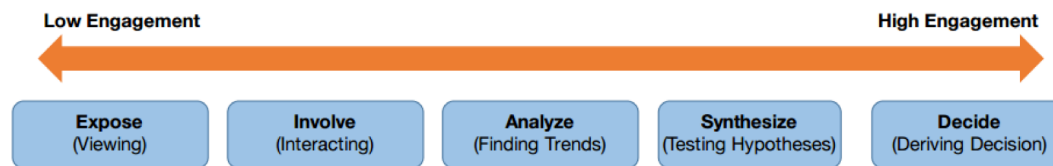
Developing Presentation Messages

- ▶ Developing the story and the narrative



Elements of Storytelling

- ▶ Audience Engagement
- ▶ Interesting Narratives
- ▶ Data Interpretations
- ▶ Story Transitions



Selecting Supporting Visual Communications

- ▶ Show the data
- ▶ Focus on the message, not the methodology
- ▶ Avoid distorting the data
- ▶ Use visualizations to present a large amount of data in a small space
- ▶ Make large data sets easier to understand
- ▶ Present data a several levels of detail



Conclusion

Unit 5 Learning Outcomes:

- ▶ plan informational presentations
- ▶ identify visualizations that convey data findings
- ▶ apply data narratives to visualizations
- ▶ evaluate when visualizations are needed to explain a concept
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- ▶ present data to a non-technical audience in an ethical manner



What's next?

Unit 6: Storytelling with Data

