

# Data-Driven Decision Making

Unit 6: Creating Effective Visualizations

#### **Course Overview**

- Unit 1: Introduction to Data-Driven Decision-Making
- ▶ Unit 2: Transforming to a Data-Driven Decision-Making Enterprise
- Unit 3: The Role of Leadership
- Unit 4: Types of Data
- Unit 5: Deriving Data Insights
- ▶ Unit 6: Creating Effective Visualizations
- Unit 7: Database Marketing and Customer Relationship Management
- Unit 8: Data-Driven Uses and Misuses



### **Unit 6 Learning Outcomes**

- examine visualization best practices for different audiences
- identify why creating effective visualizations is an iterative process
- explain how data visualizations can be used to tell stories



### 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 6 Topics

- Data Visualization
- ▶ Telling Stories with Data



### Unit 6 Vocabulary

- clarity
- efficiency
- exploratory graphics
- linear storytelling
- parallel storytelling
- precision
- presentation graphics
- random access storytelling
- sequence
- storytelling
- user-directed path storytelling
- visualization



#### Data Visualization

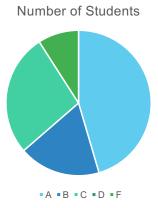


- Show the data
- ► Focus the viewer's attention on the substance instead of the methodology
- Avoid distorting the data
- Present many numbers in a small space
- Make large data sets easier to understand
- Present the data at several levels of detail -- from a high-level overview to a deep data dive



#### **Data Visualization Process**

Presentation Graphics and Exploratory Graphics



Score
95
93
93
92
90
87
86
75
70
70
33

	Number
	of
Grades	Students
Α	5
В	2
С	3
D	0
F	1

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### Storytelling with Data

- Linear storytelling
- User-directed storytelling
- Parallel storytelling
- Random-access storytelling



#### Conclusion

#### Unit 6 Learning Outcomes:

- examine visualization best practices for different audiences
- identify why creating effective visualizations is an iterative process
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### What's next?

Unit 7: Database Marketing and Customer Relationship Management



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