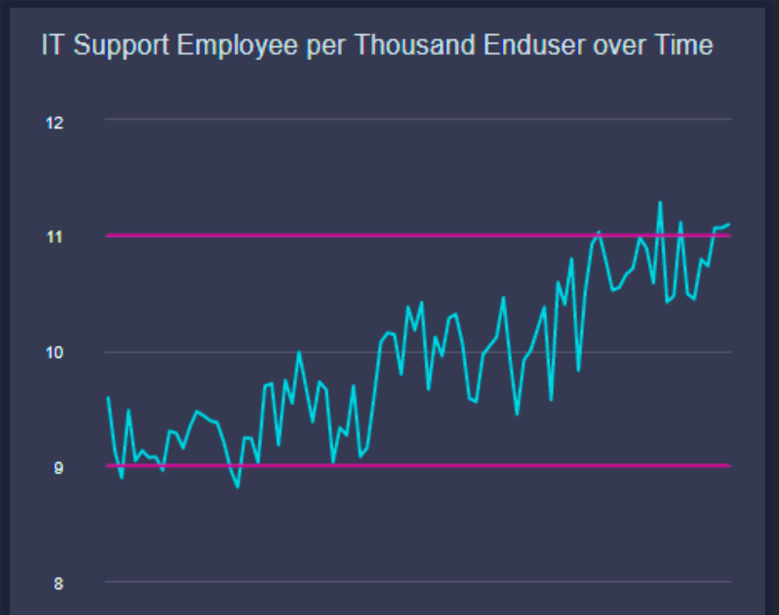
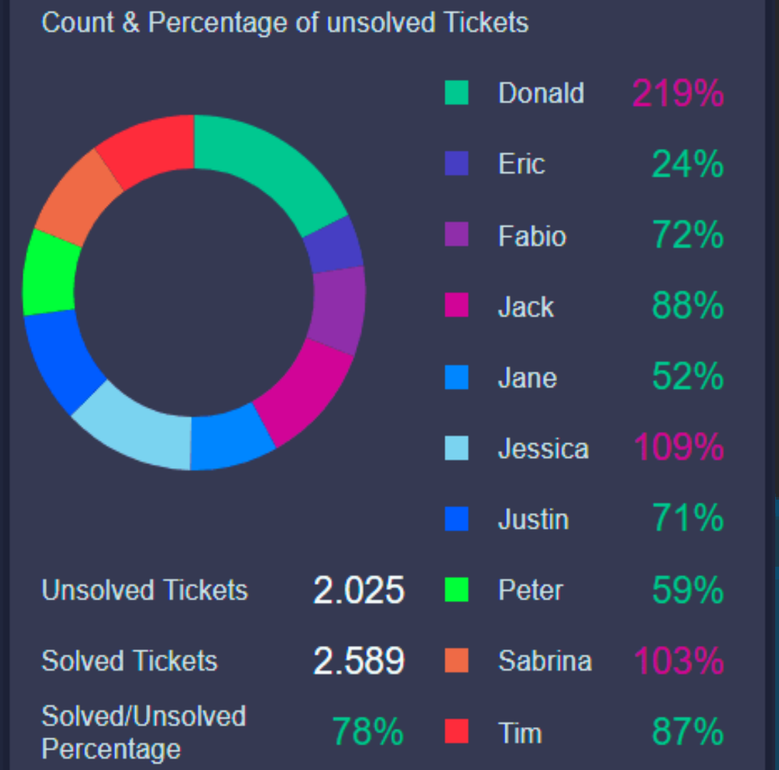




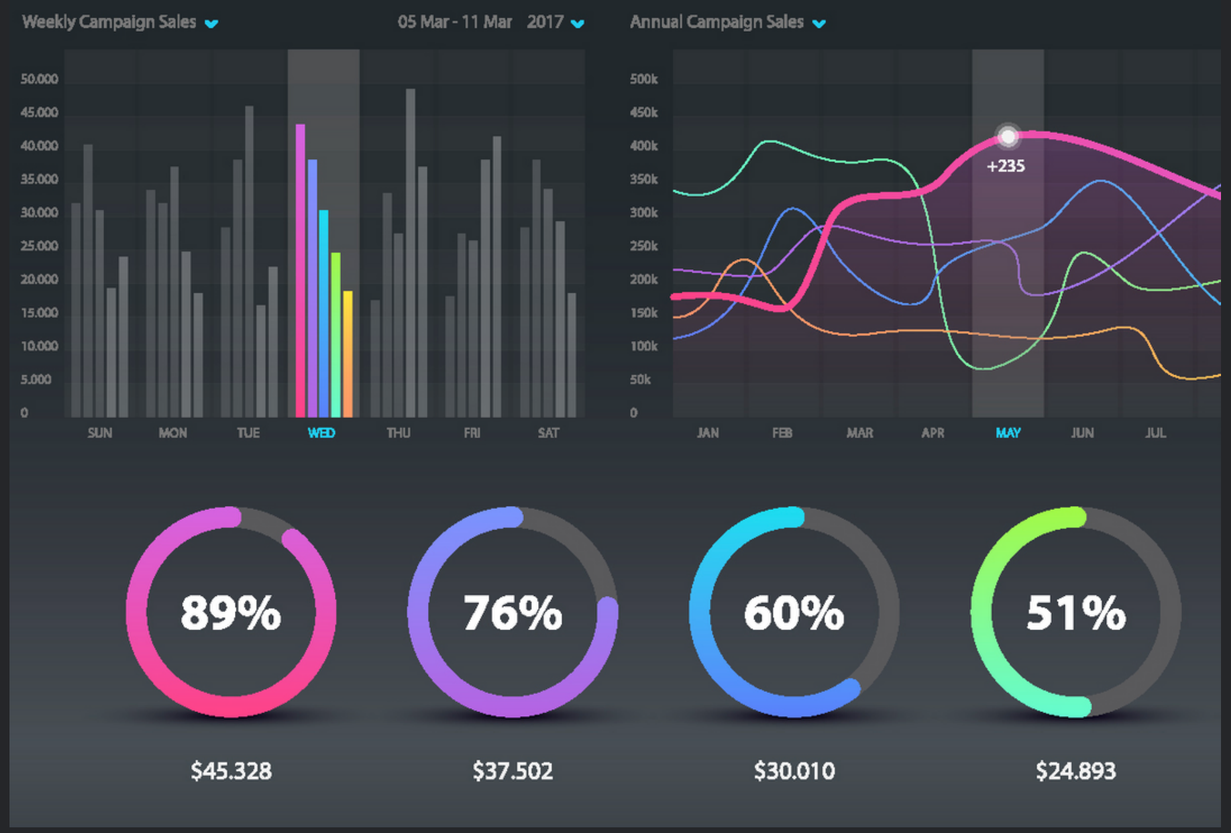
Weekly Summary

Information Visualization

Presented by Landry Droupy, Ross Picquet, and Andrew Hetrick

Dashboards

What are they used for?



Dashboards are used to visually present key information to users, taking data and turning it into something friendly and readable.

They usually include the following:

- Data summarized graphically
- Metrics of key performance indicators
- Readily understood messages when read by users

Dashboards

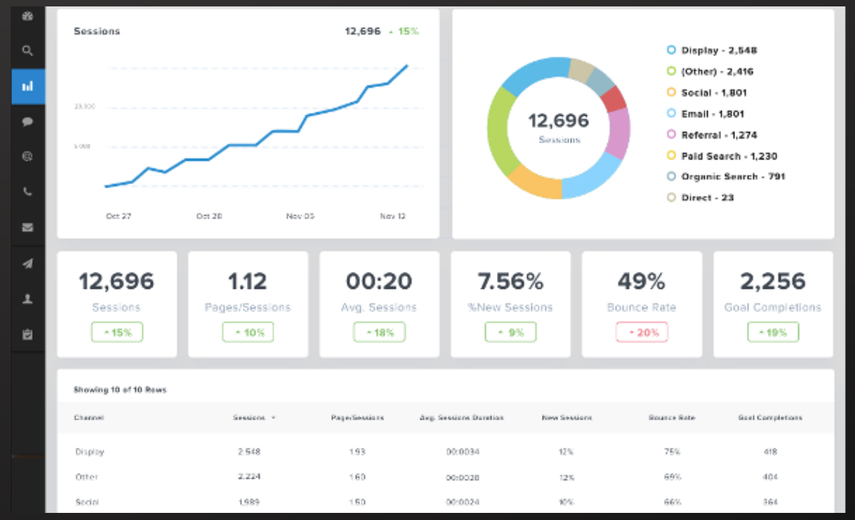
2 Primary Types

Strategic

- Focuses on high level measures of performance
- Data is not constantly changing so does not require immediate monitoring and intervention

Analytic

- Focuses on comparisons and historical data that may be included in analyses
- Typically used to monitor operations (ex. Page views or new and returning users)
- Monitors events that are constantly changing and may need immediate intervention



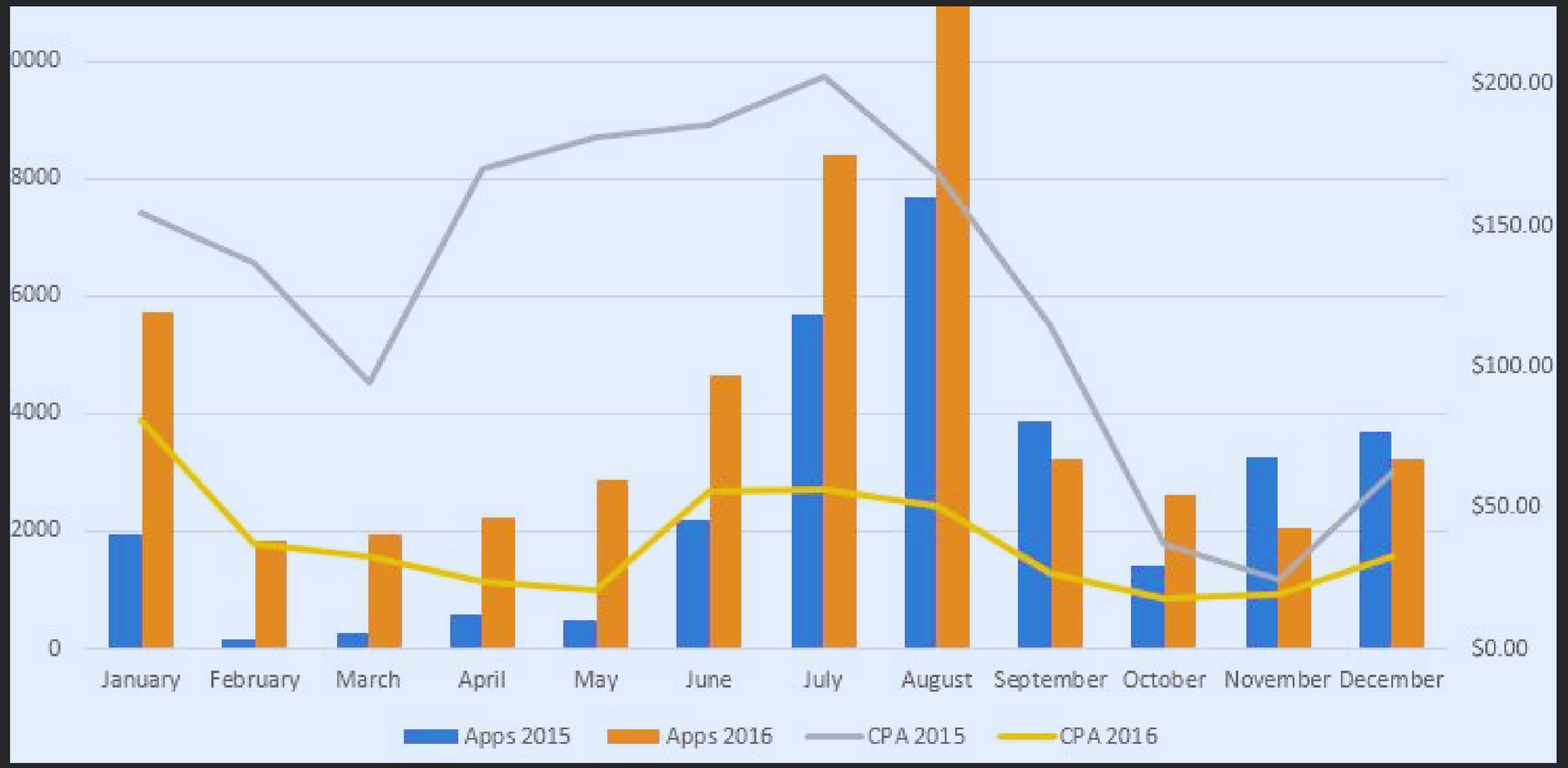
Dashboards

Charting Options

- Line & Column Charts
- Column & Bar Charts
- Pie Charts & Stacked Bar/Column

Charts

Line & Column Charts



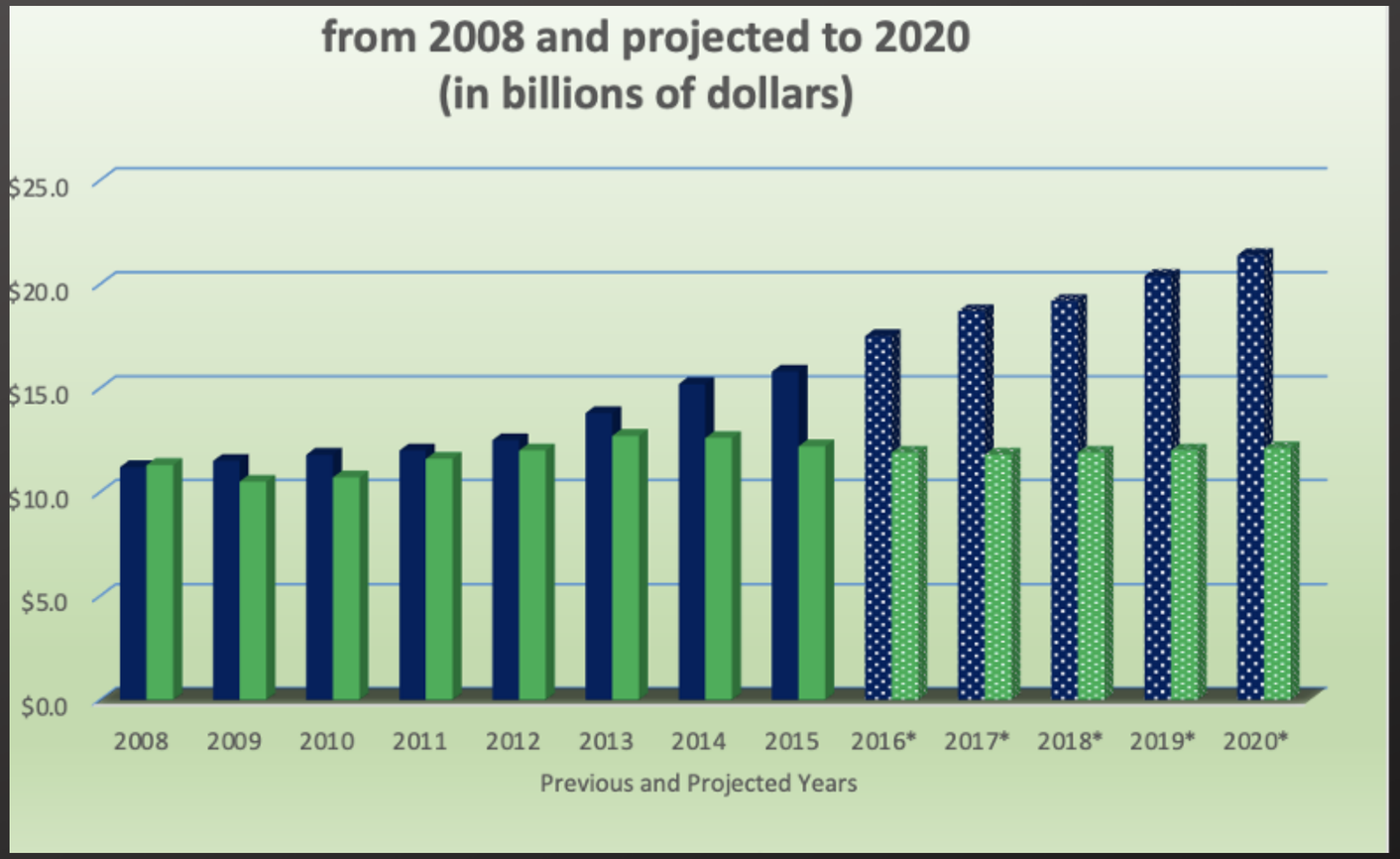
Trendlines are also common among these types of charts. They help visualize the linear direction of the data.

Shows changes over time

Charts

Column & Bar Charts

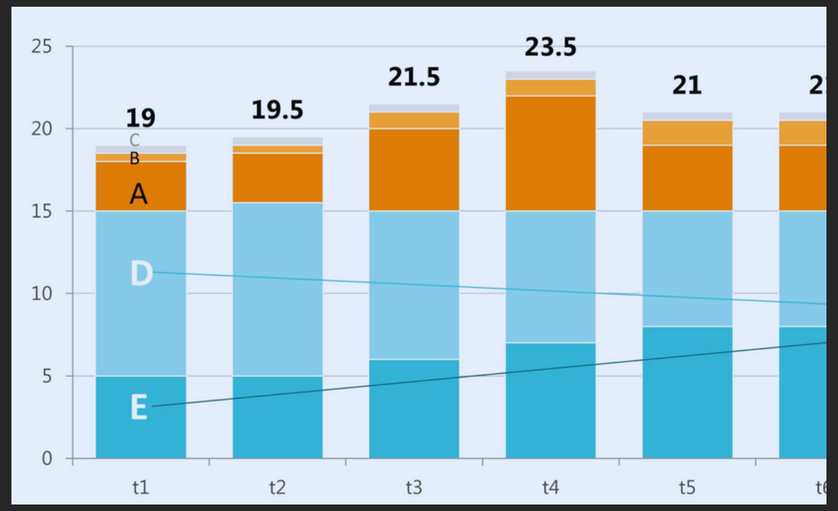
Shows how one category compares to another

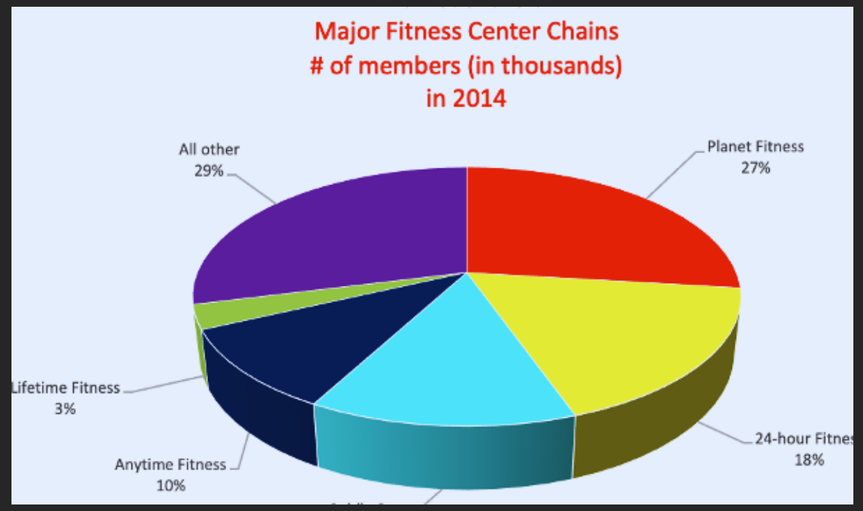


Class Example

Charts

Pie and Stacked Bar/Column Charts





These specific types of charts display how parts can contribute to a whole

Typically, a pie chart shows a percentage of a part or a count of a part. A pie chart is great for comparing categorical data against each other.

Clustered charts are great for categorical data as well, allowing for numerical data to be shown on the X and Y axes, while the categorical data is stacked/clustered.

Charts

The 4 Steps

Step 1.

What type of chart should be used? (Line, Bar, Pie chart, column, etc.)

Step 2.

Examine the present data and understand how it can be incorporated into the chart

Step 3.

Determine X-Axis (Usually the independent variable)

Step 4.

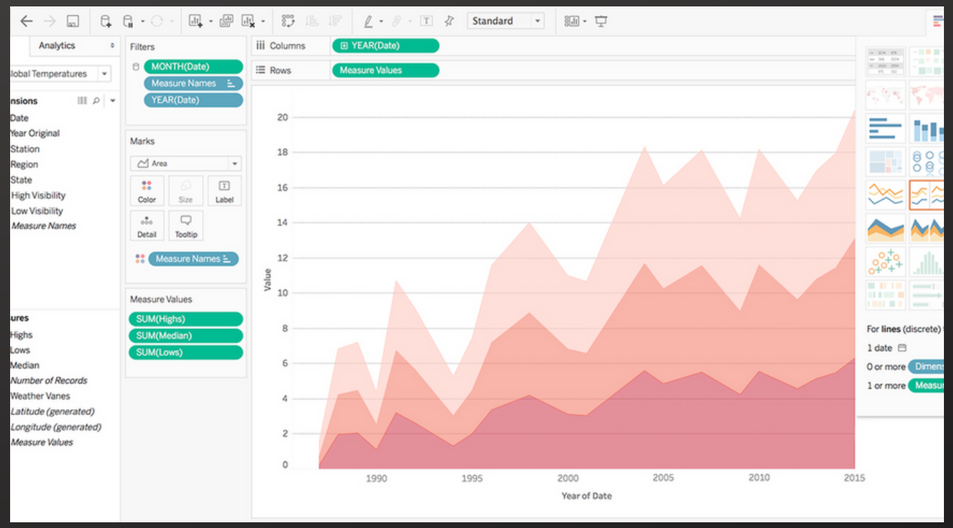
Determine Y-Axis (Usually the dependent variable)

Dashboards

Dashboard Software

Microsoft Power BI

VS.



Tableau

Questions?