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Data Visualization Lessons I Learned the Hard Way

Ann K. Emery
Ann@DepictDataStudio.com
www.DepictDataStudio.com
@AnnKEmery

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Blog

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Make your data **stand out.**

Your research deserves to be out in the world – utilized, actionable, and talked about – not gathering dust in spreadsheets.

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**Dense, lengthy reports
become Dusty Shelf Reports.**

6

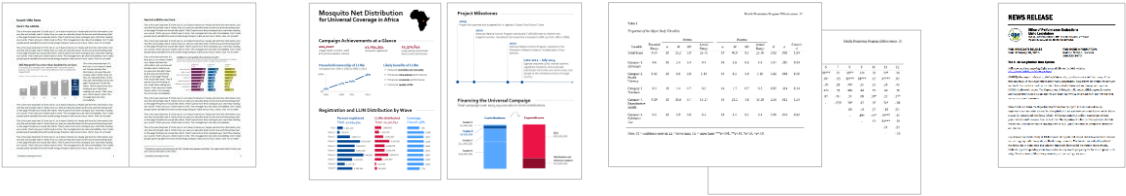
Lots of Formats to Choose From

Reports

Executive Summaries

Appendices

Press Releases

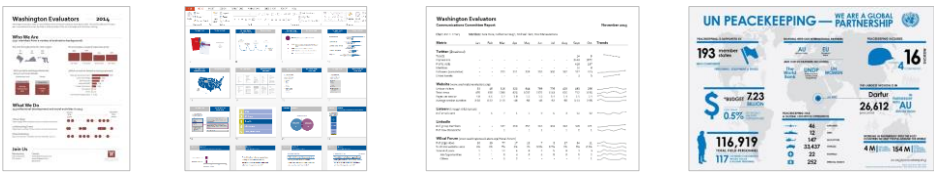


One-Pagers

Live Presentations

Dashboards

Infographics



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16

The 30-3-1 Approach

30 page report

3 page summary

1 page summary

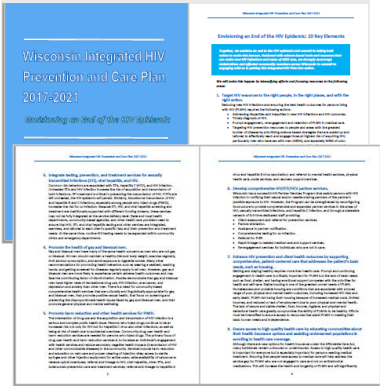


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The 30-3-1 Approach


130 page report



10 page summary



1 page summary



Sara DeLong, <https://depictdatastudio.com/could-your-long-report-become-a-city-billboard-use-data-viz-techniques-to-create-high-impact-materials>

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The 30-3-1 Approach



Sara DeLong, <https://depictdatastudio.com/could-your-long-report-become-a-city-billboard-use-data-viz-techniques-to-create-high-impact-materials>

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The 30-3-1 Approach



Sara DeLong, <https://depictdatastudio.com/could-your-long-report-become-a-city-billboard-use-data-viz-techniques-to-create-high-impact-materials>

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20

The 30-3-1 Approach



Sara DeLong, <https://depictdatastudio.com/could-your-long-report-become-a-city-billboard-use-data-viz-techniques-to-create-high-impact-materials>

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Dense, lengthy reports
become Dusty Shelf Reports.
Use the 30:3:1 approach.

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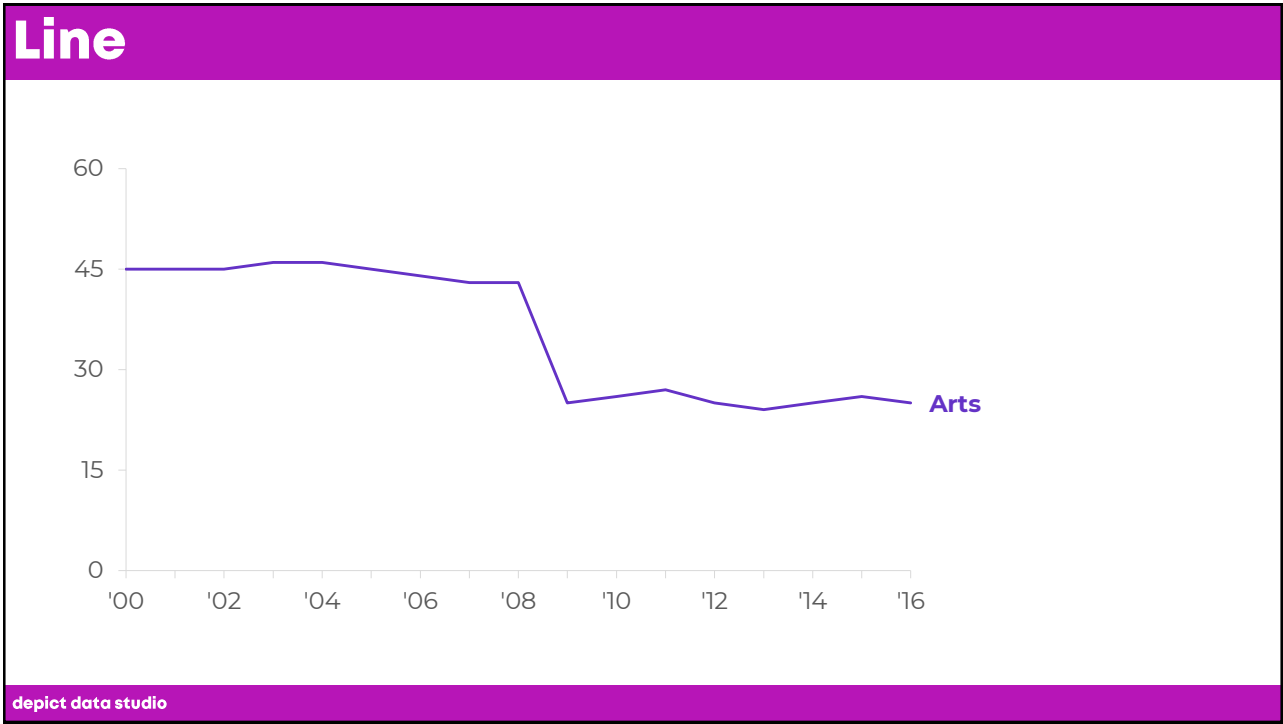
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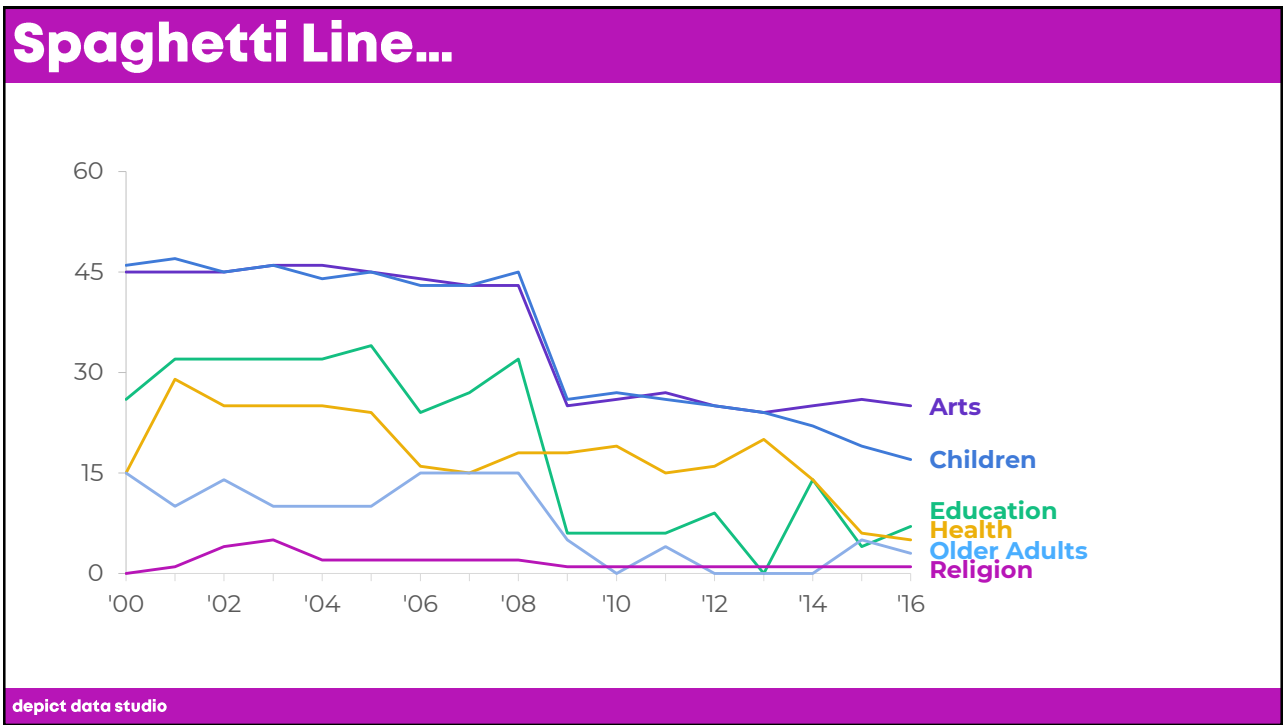
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**Some graphs are
throwaway graphs.**

23

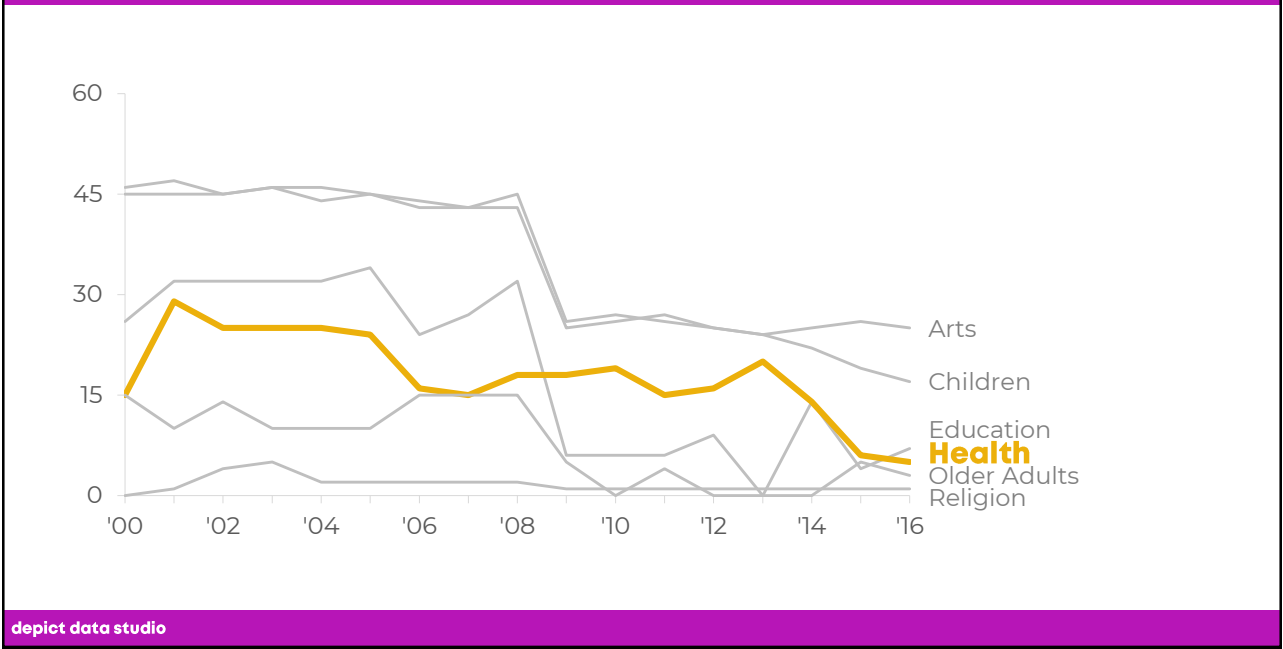


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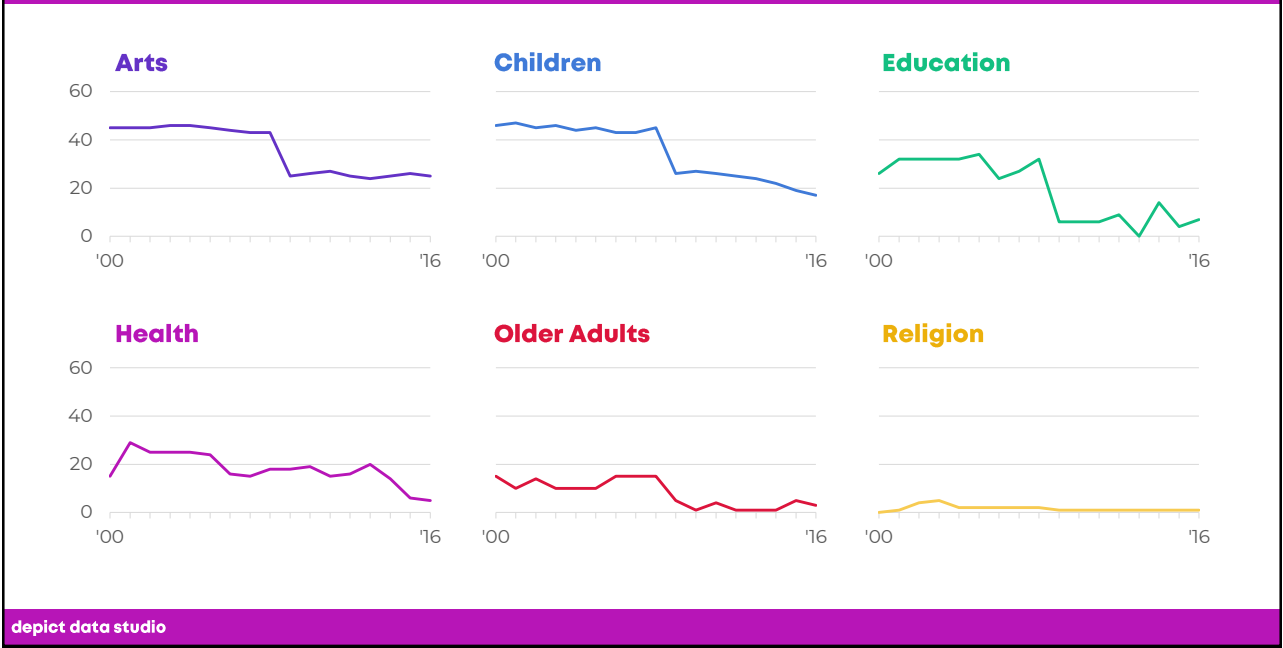
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...with Highlighting



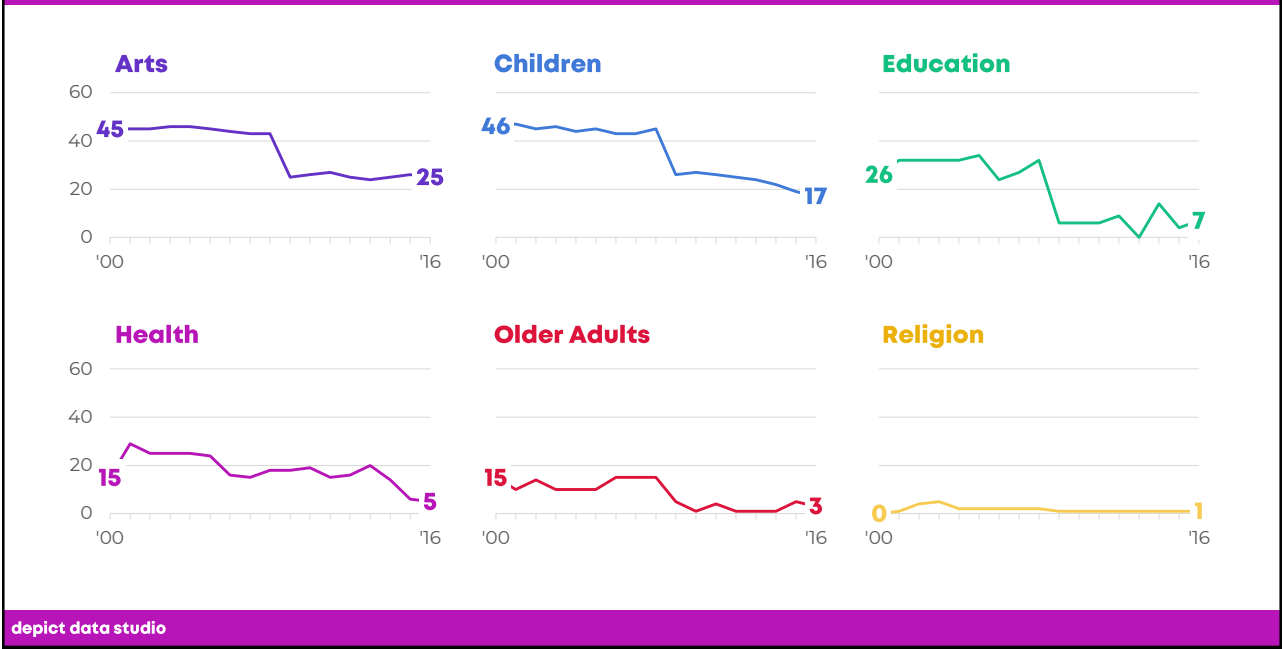
26

...into Small Multiples



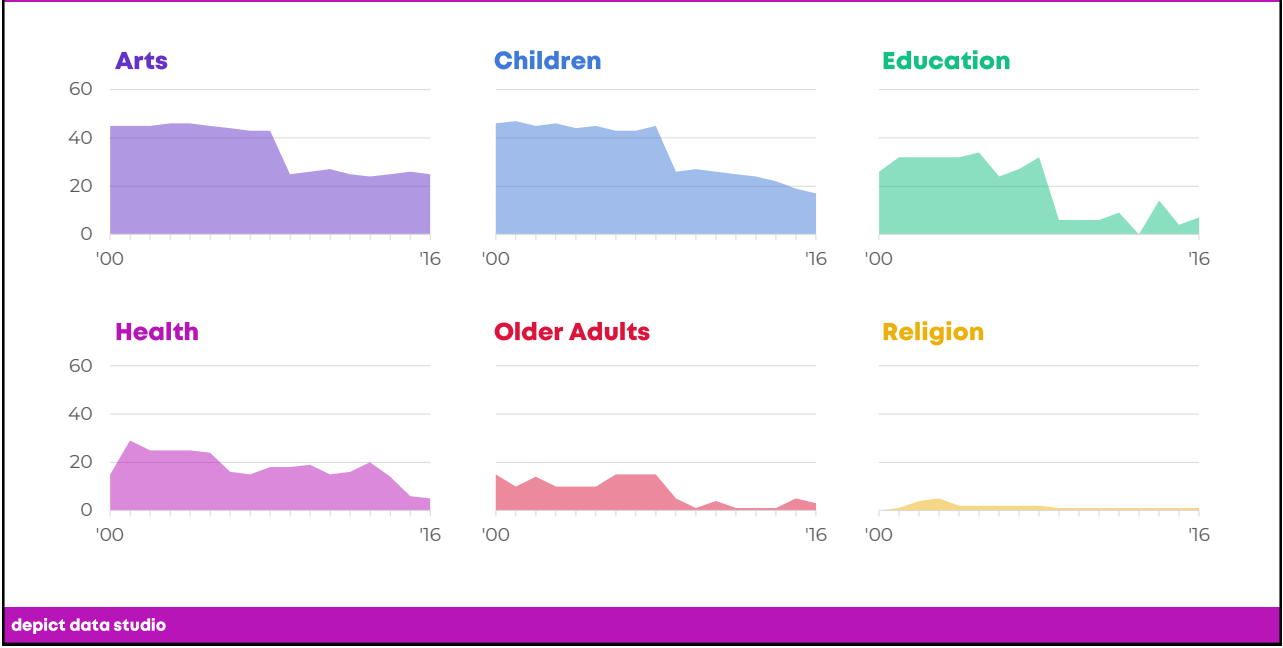
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...into Small Multiples

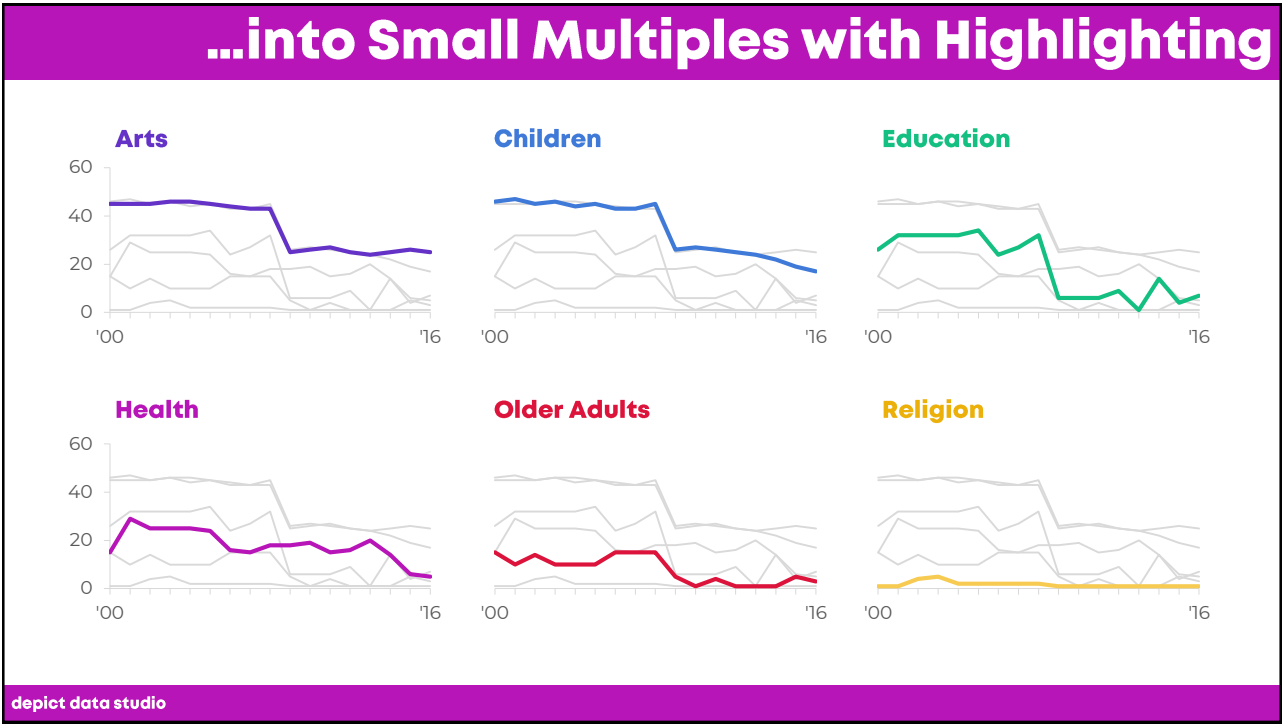


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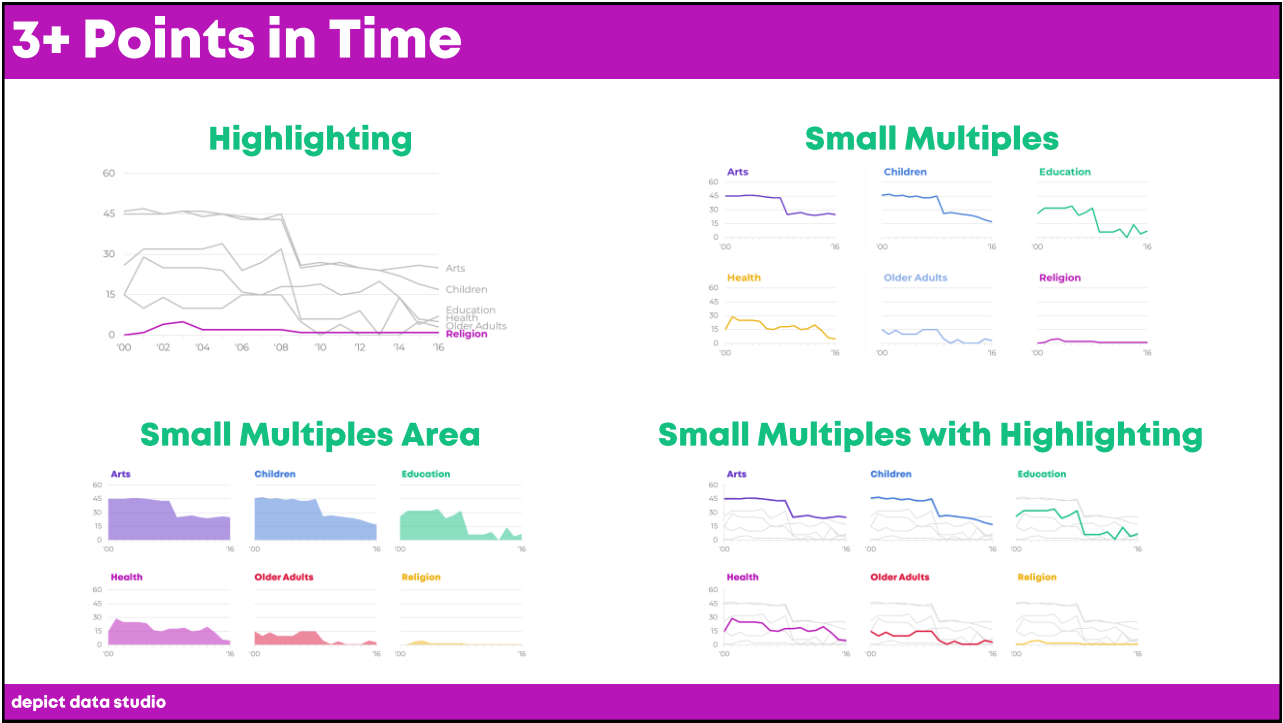
...into Small Multiples



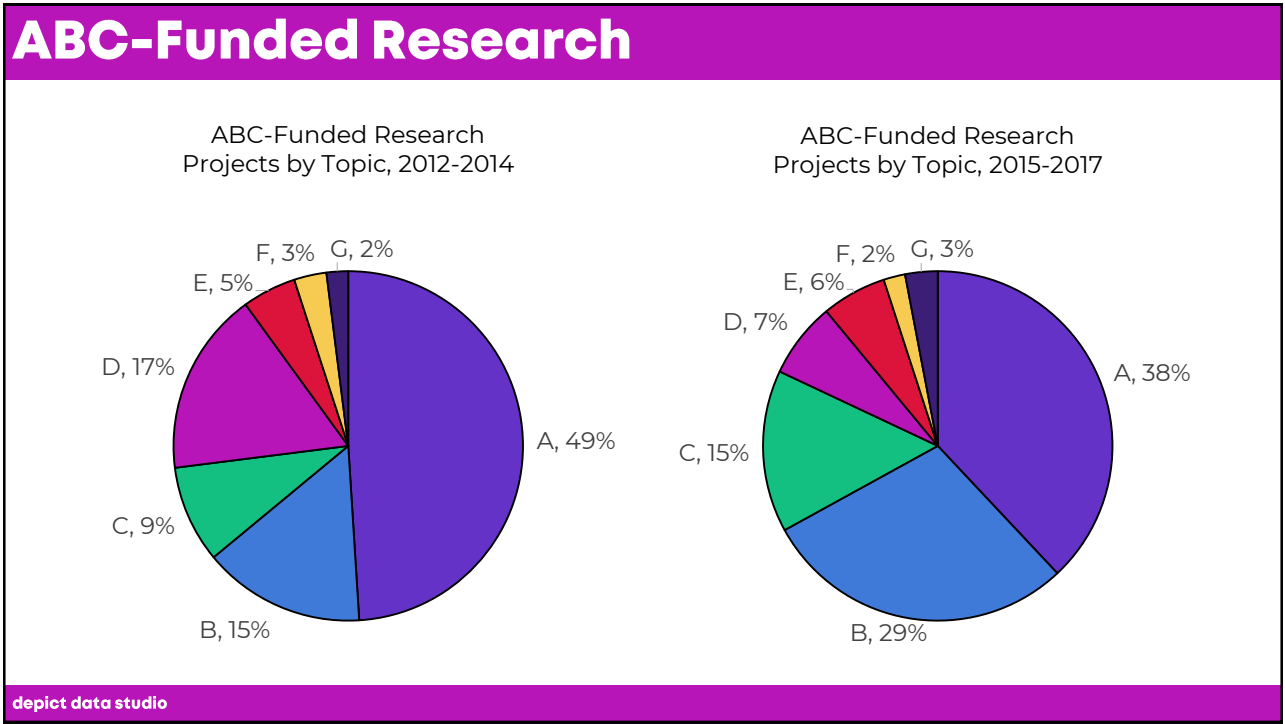
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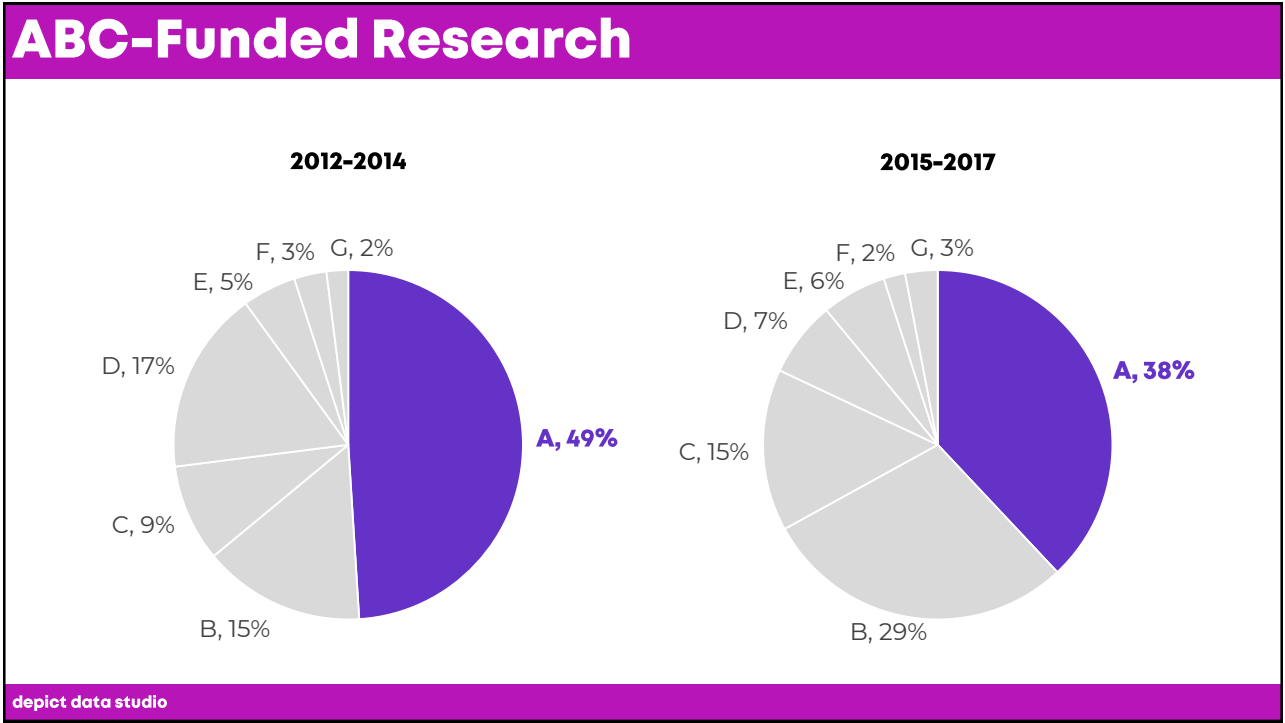
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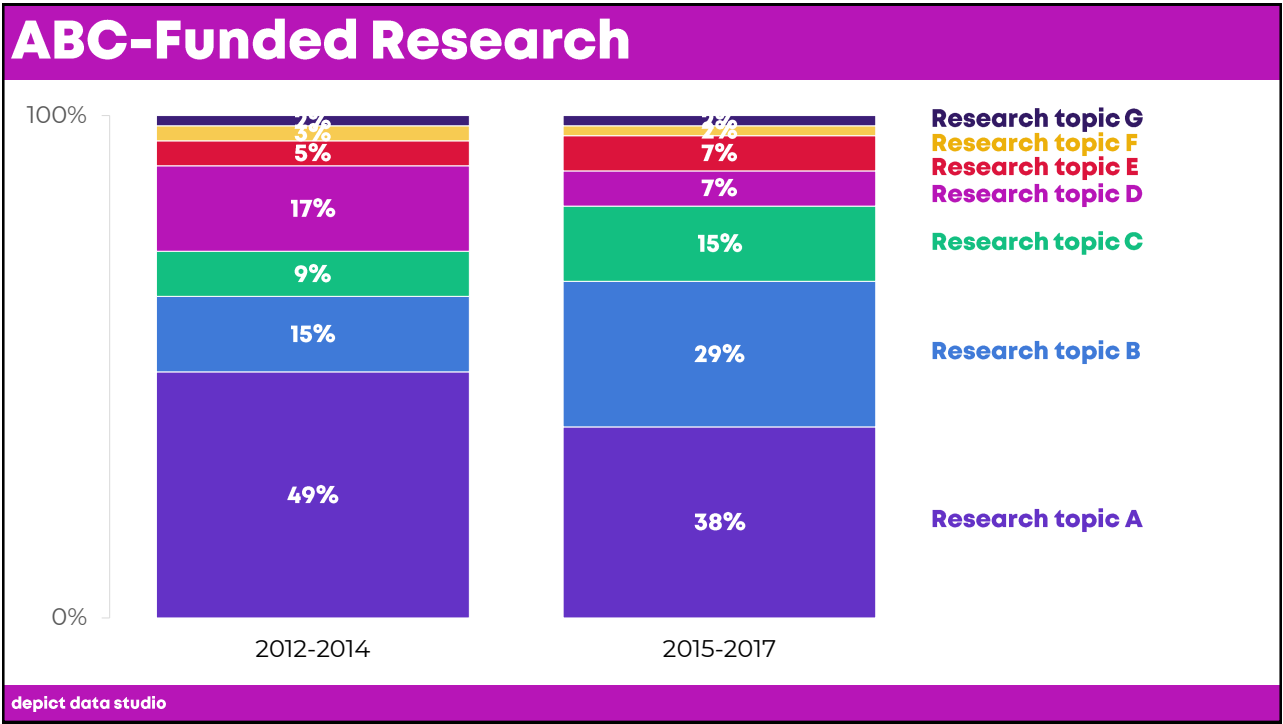
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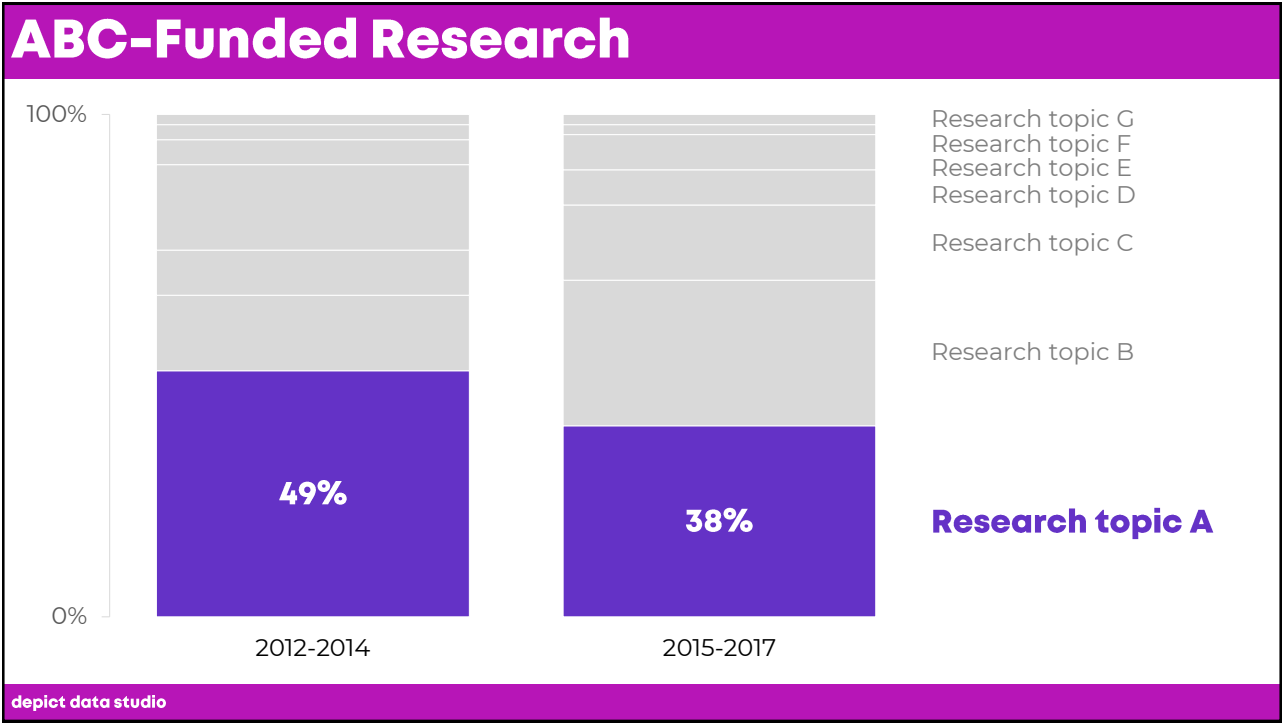
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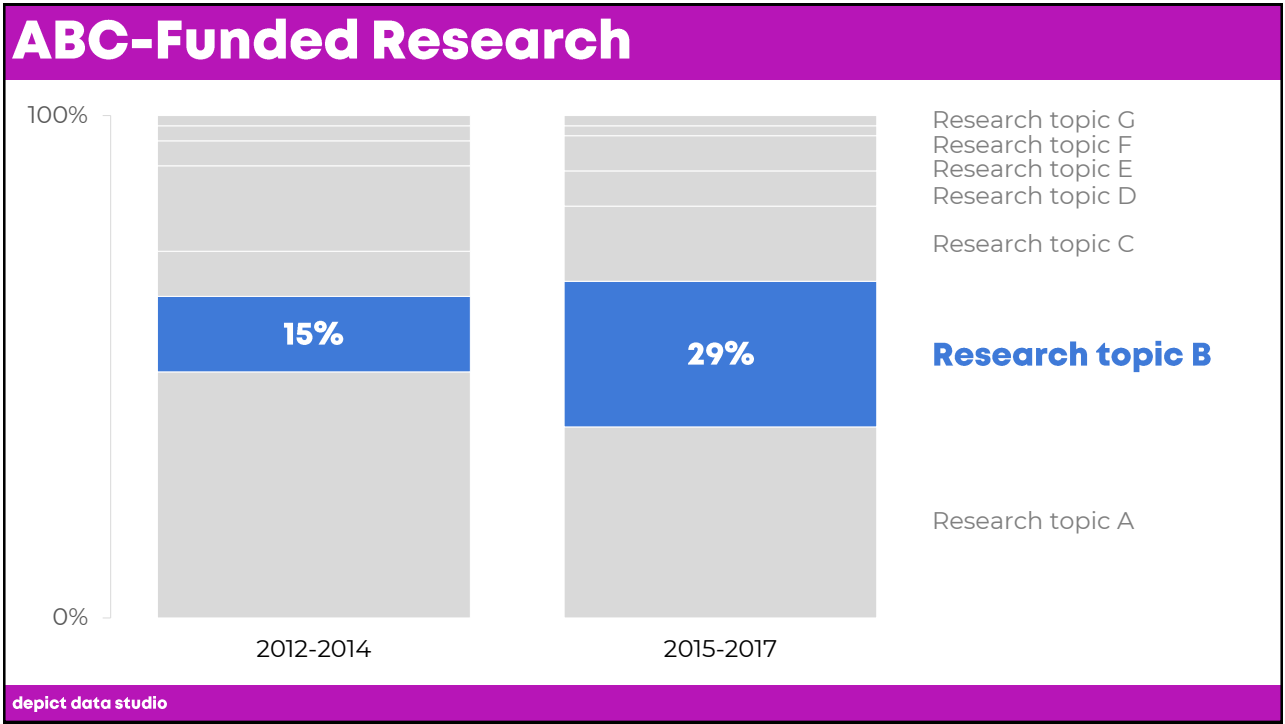
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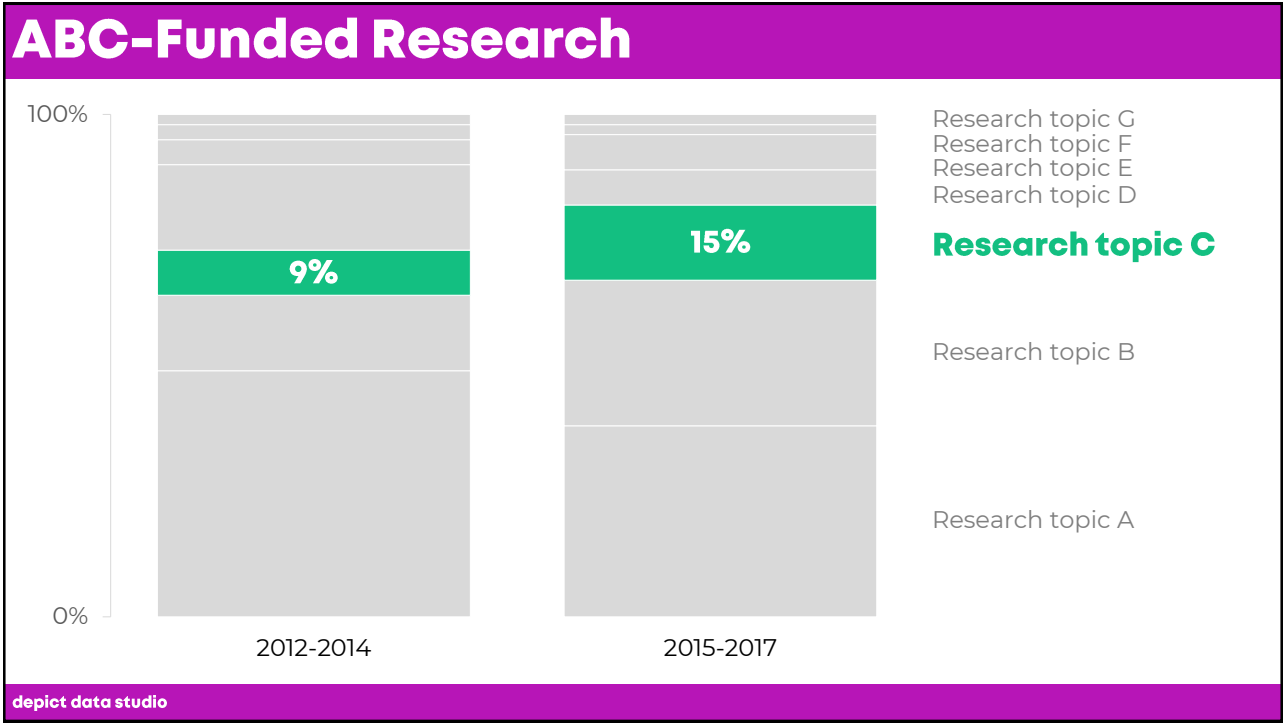
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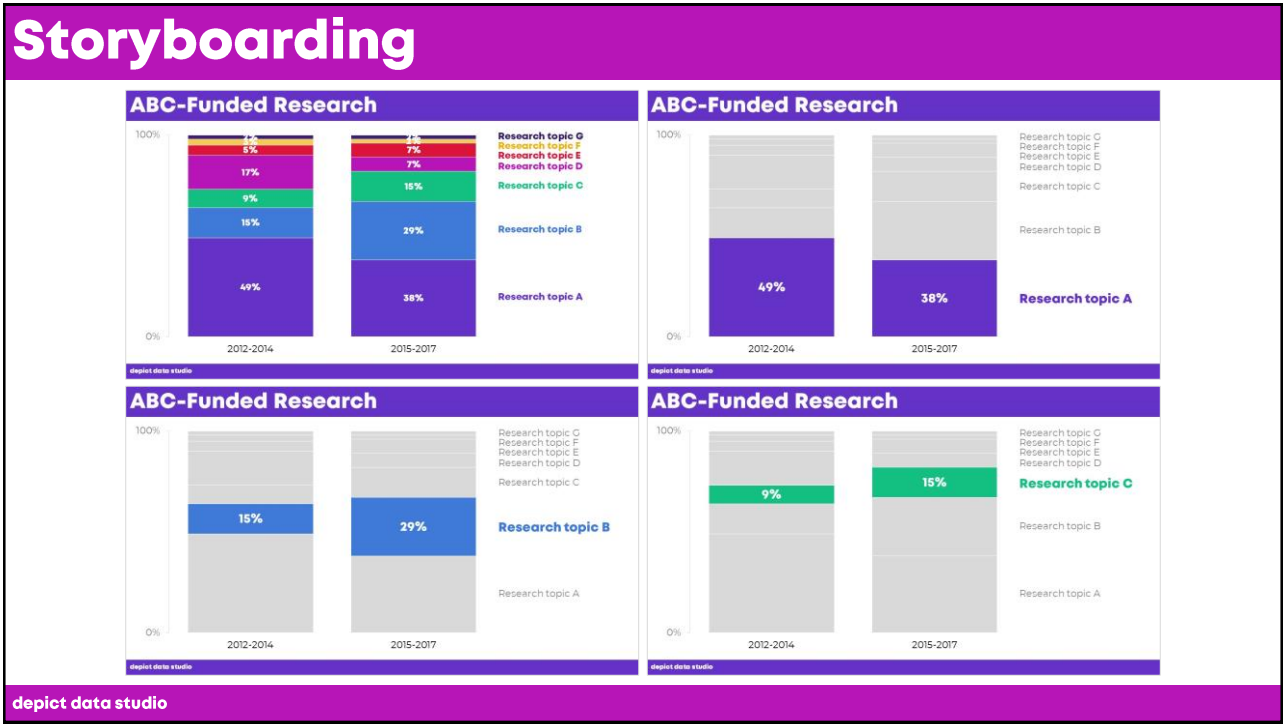
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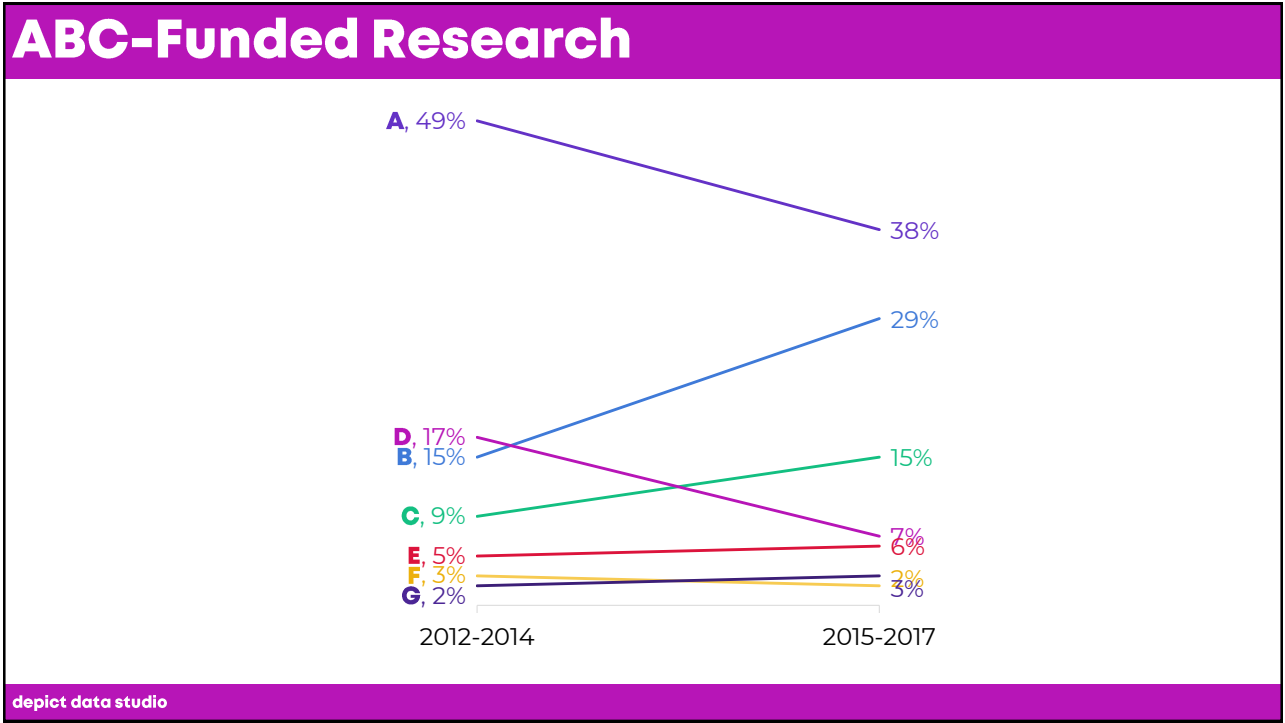
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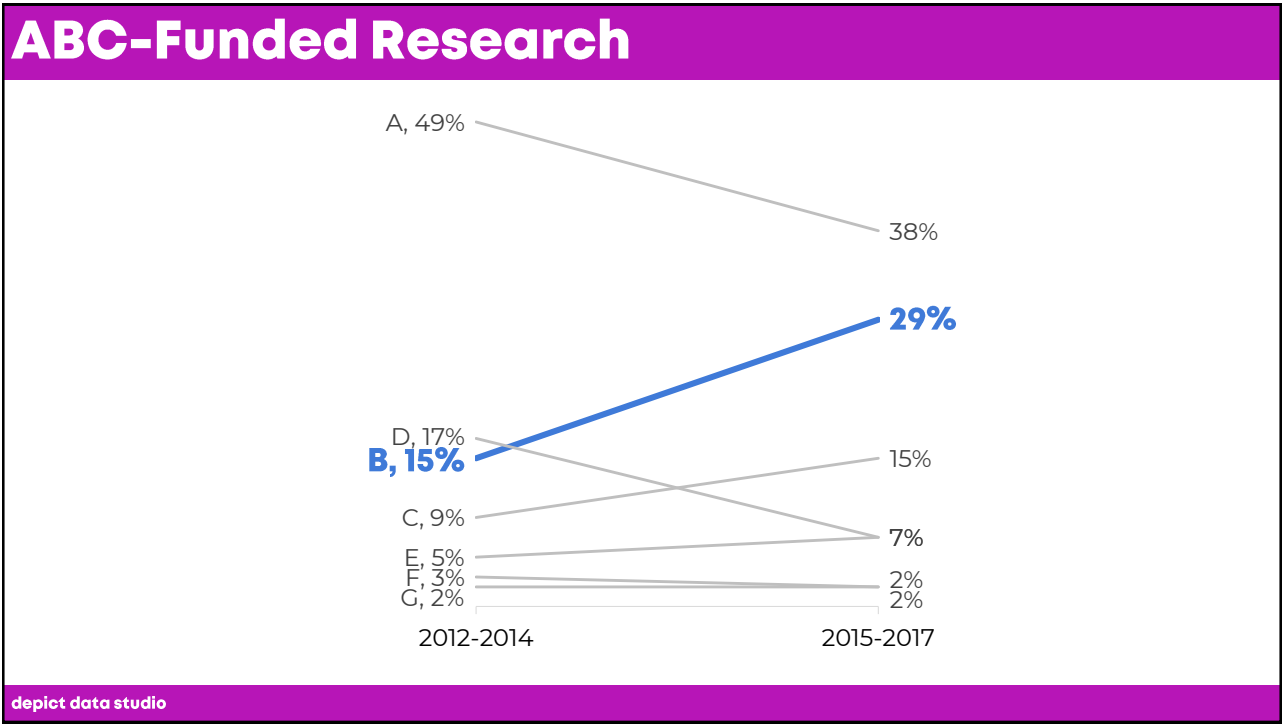
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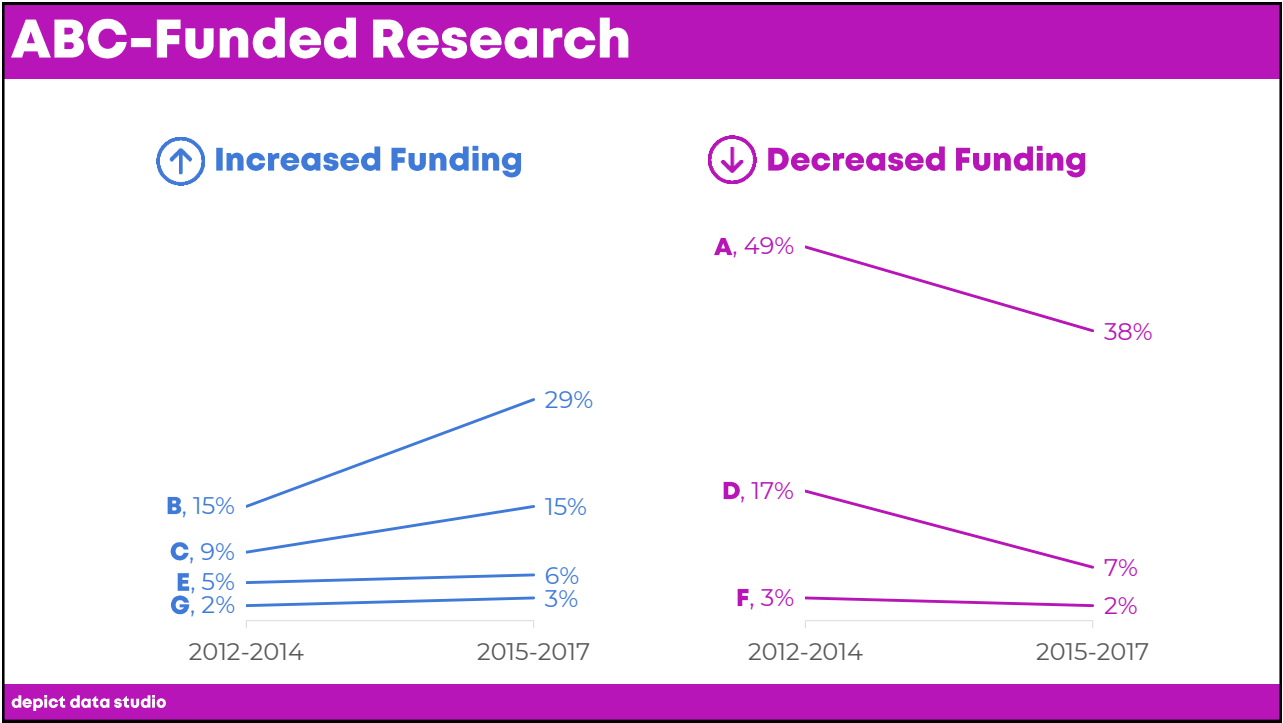
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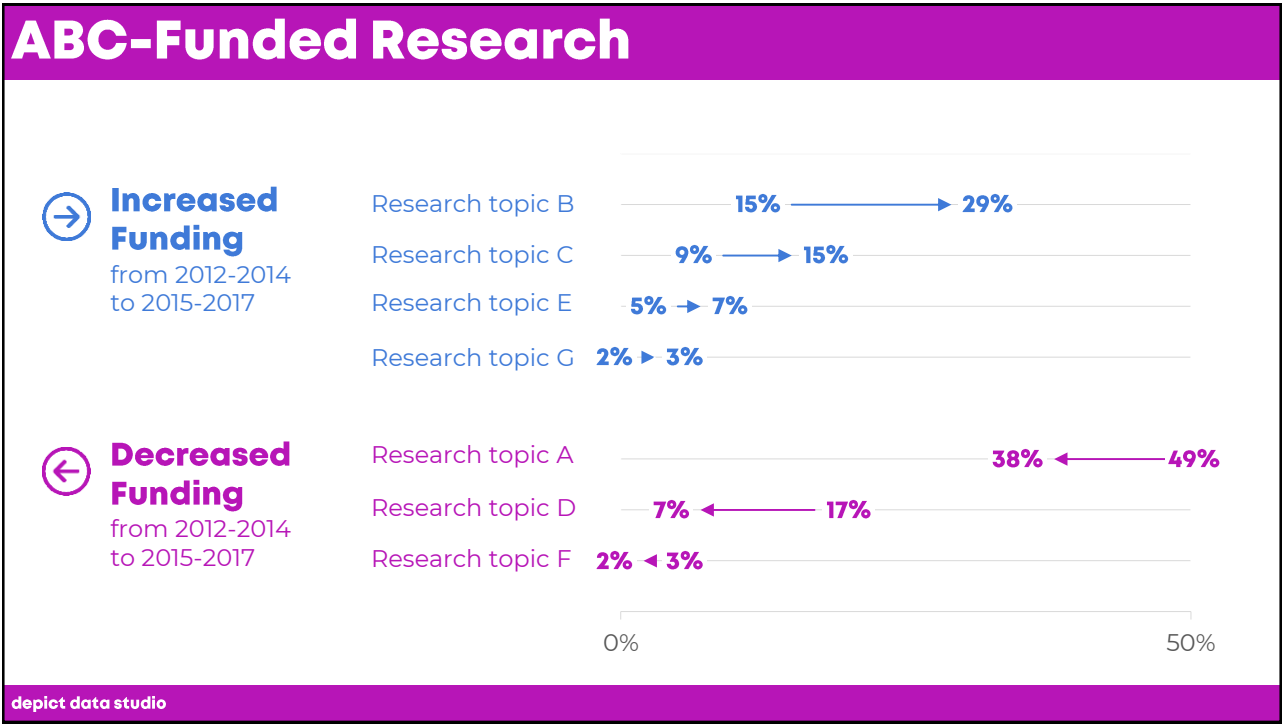
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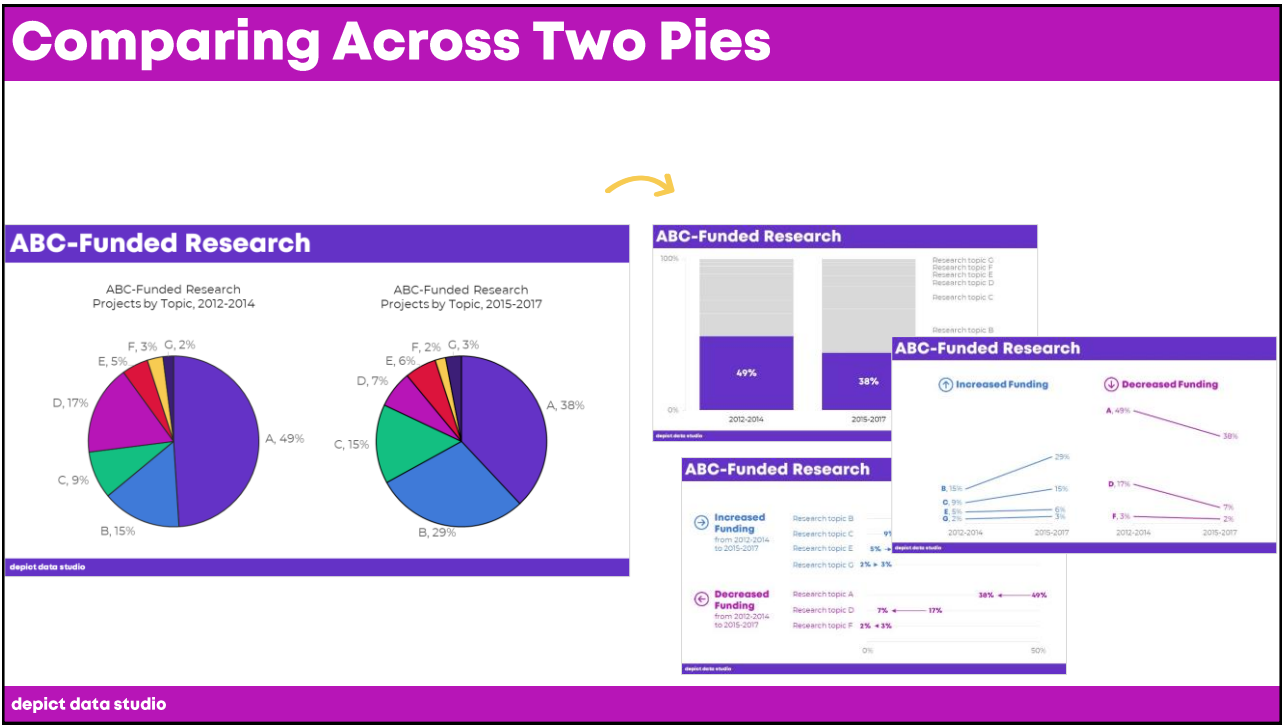
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Some graphs are throwaway graphs.

There's always a more effective alternative.

44

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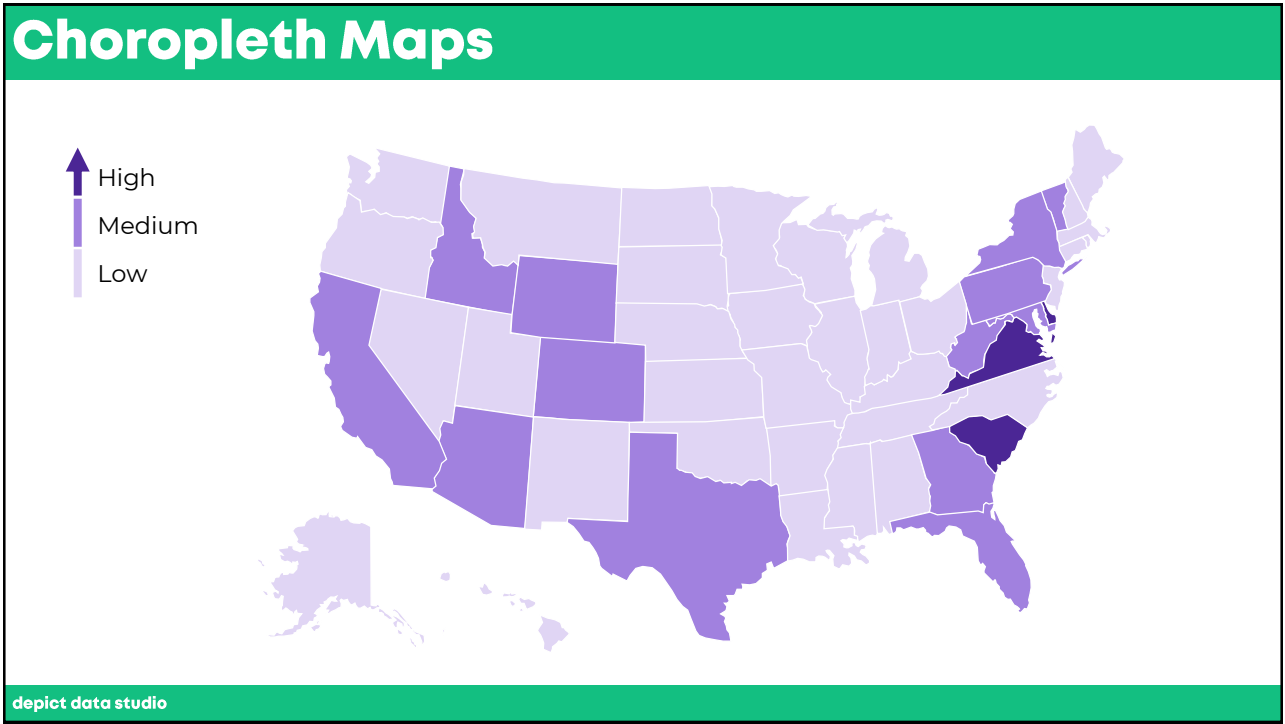
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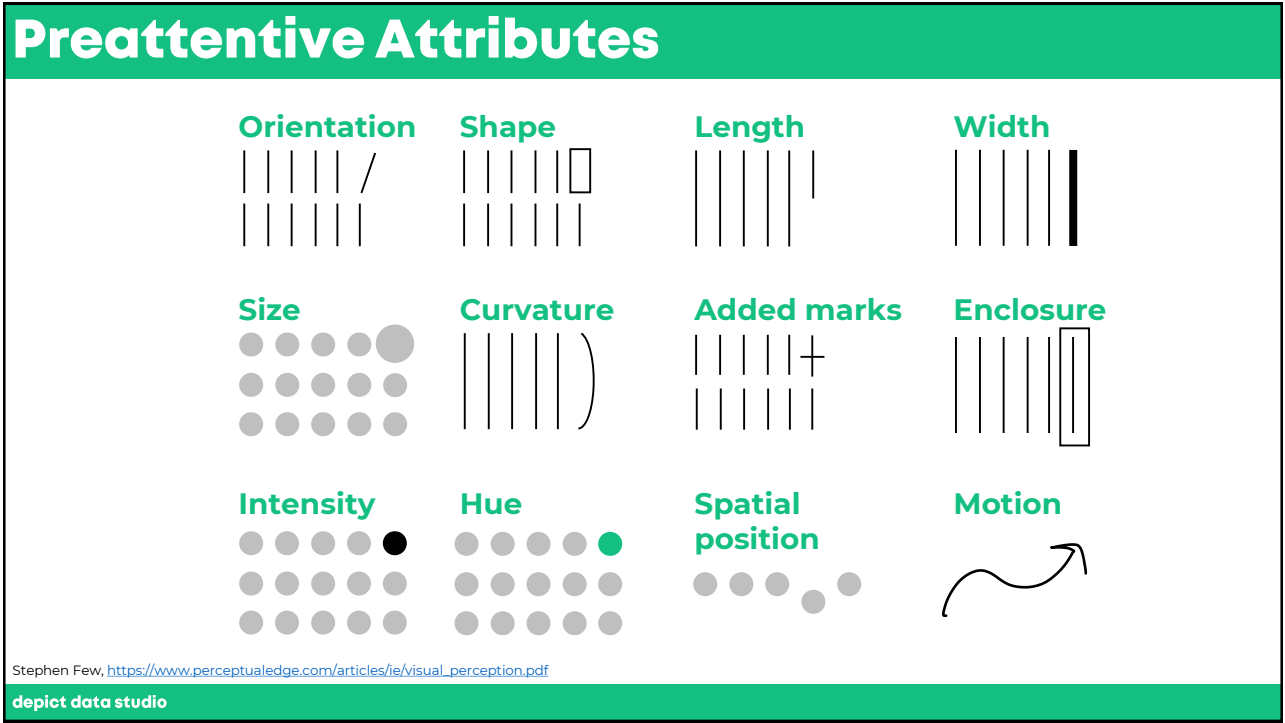
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Our brains are great at single-tasking.

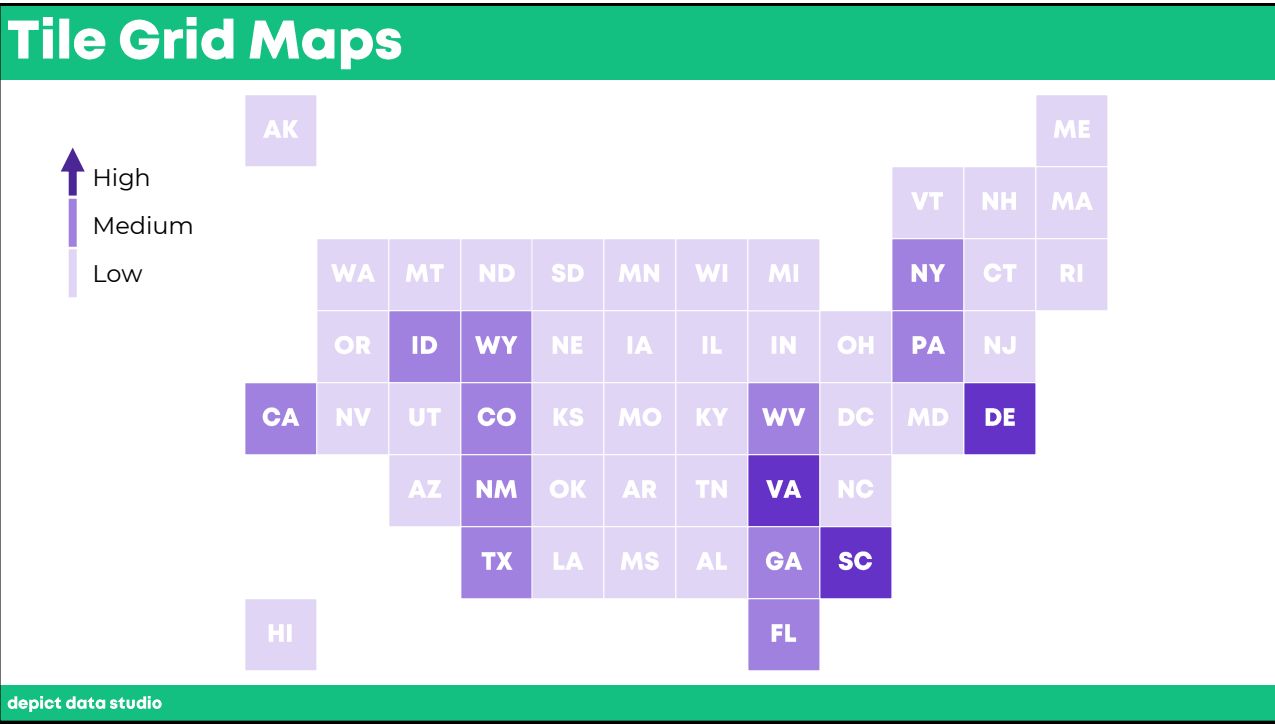
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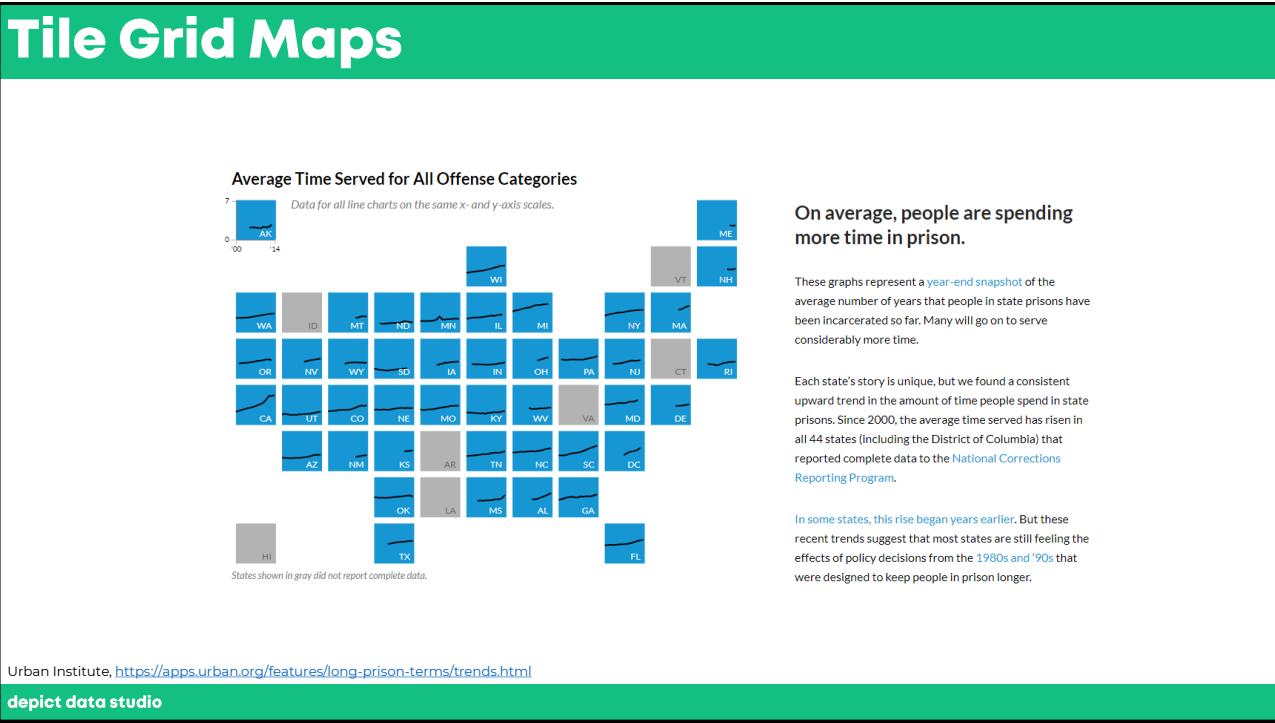
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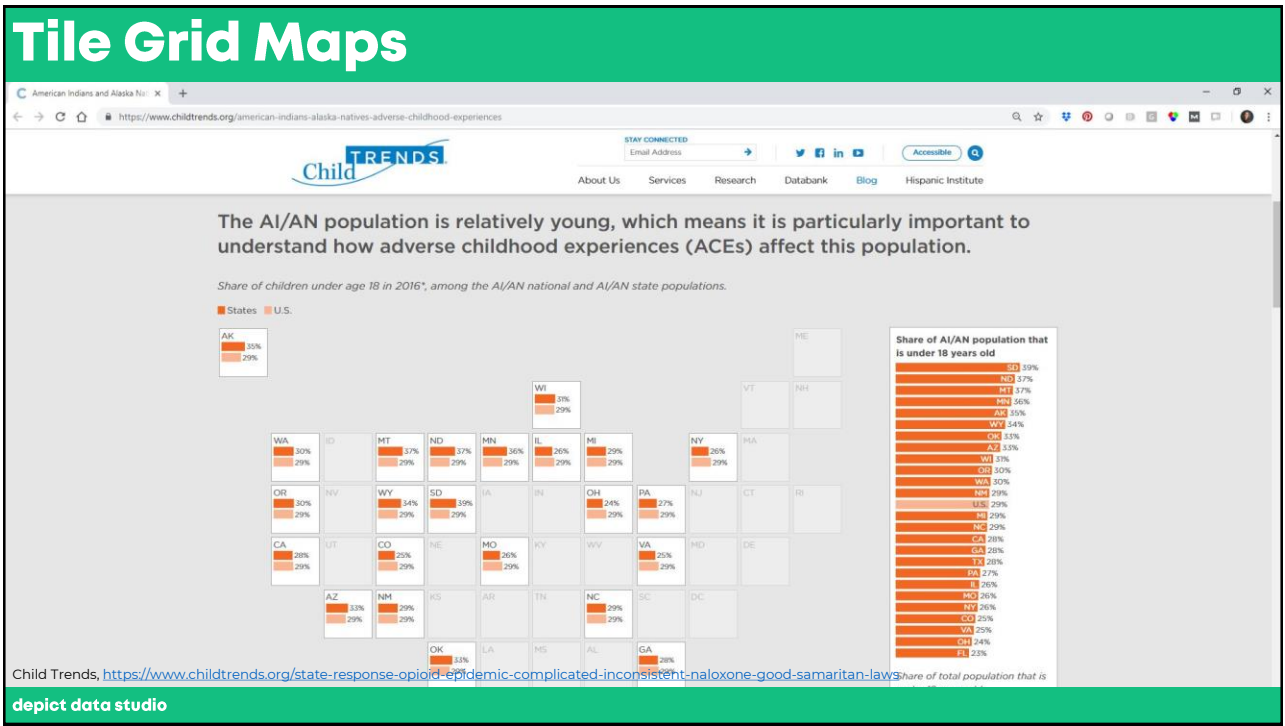
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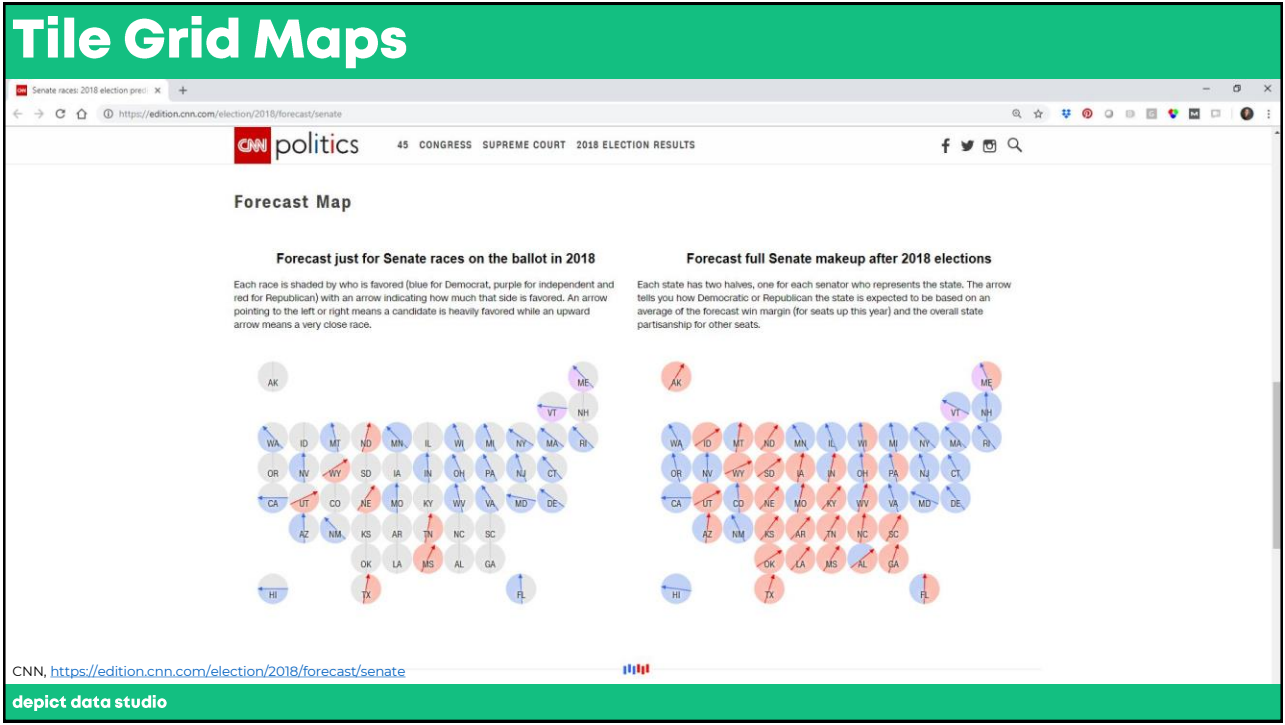
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56

[illegible]

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58

High
Medium
Low

AK

WA MT ND MN WI MI NY MA RI VT NH ME

ID WY SD IA IL IN OH PA NJ CT

OR NV CO NE MO KY WV VA MD DE

CA UT NM KS AR TN NC SC DC

AZ OK LA MS AL GA

TX FL

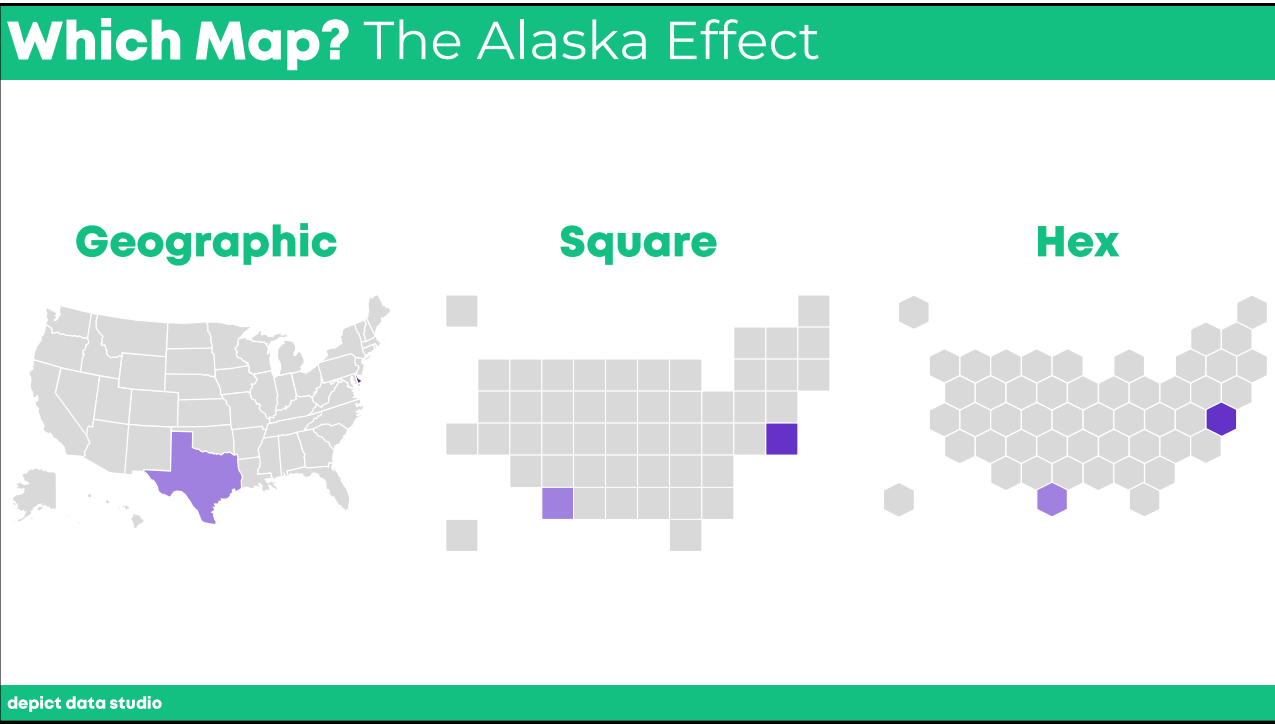
HI

59

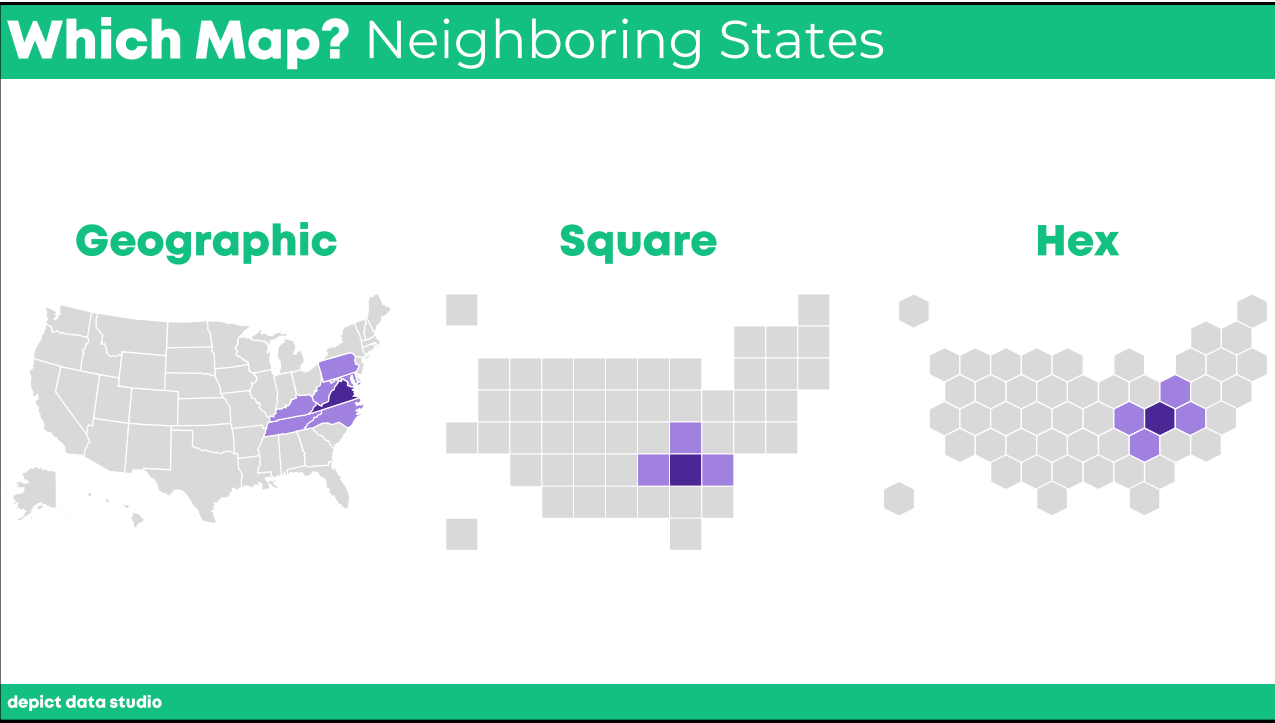
Electoral Votes

20	10	5	REPUBLICAN	DEMOCRAT
				

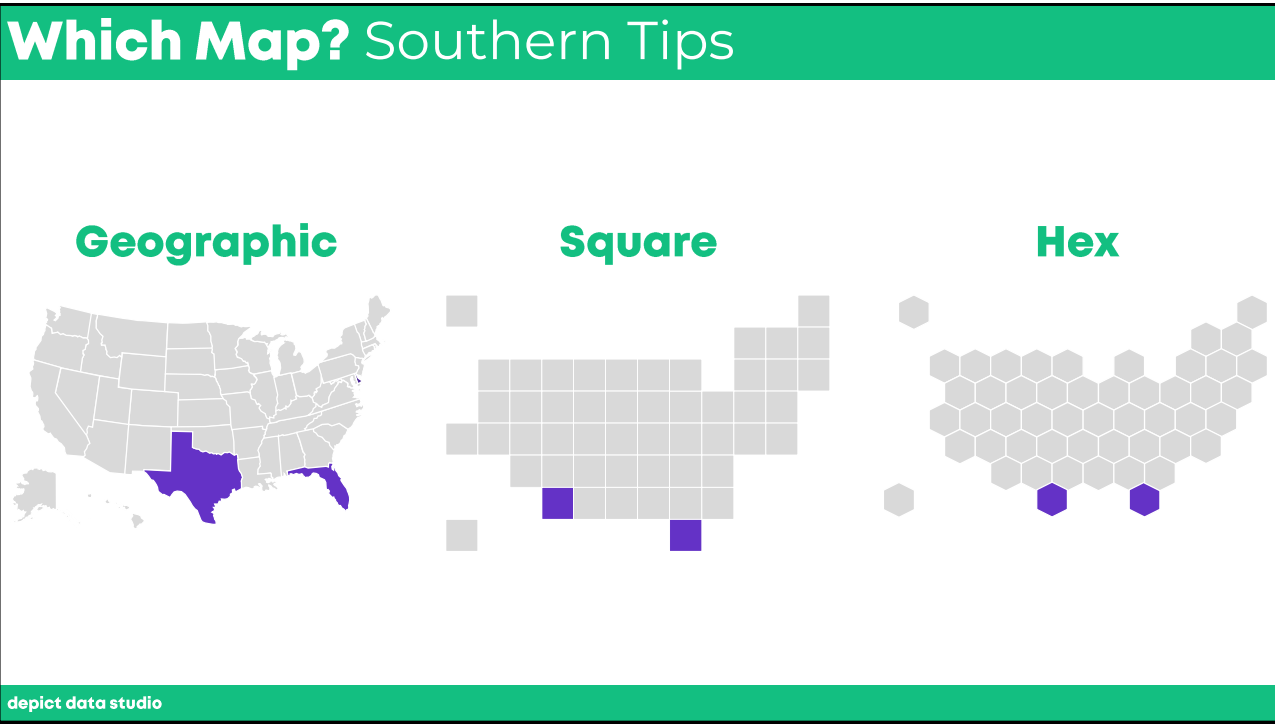
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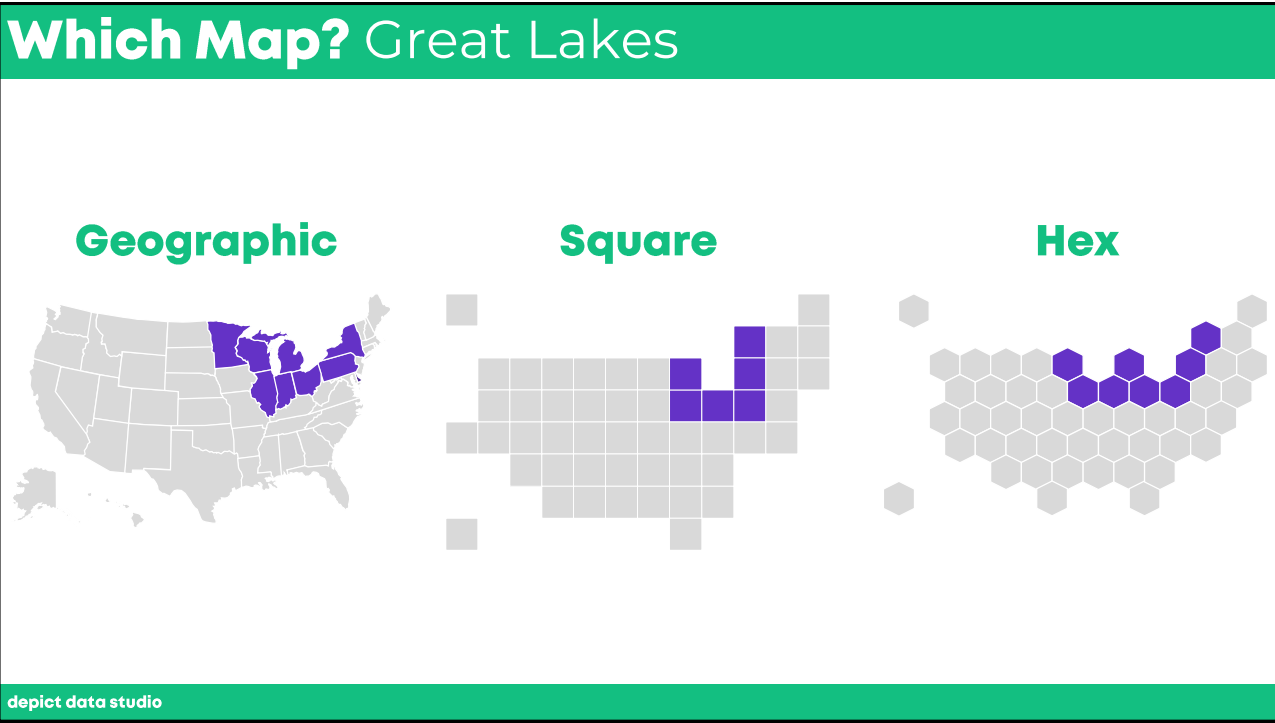
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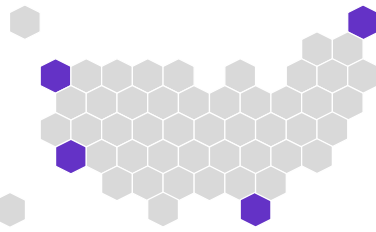
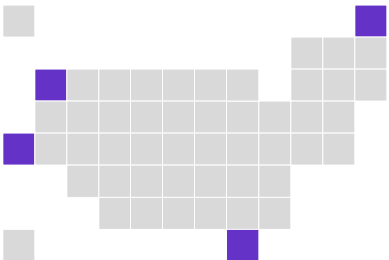
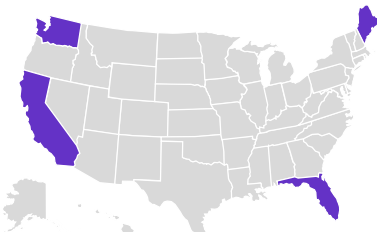
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Which Map? Four Corners

Geographic

Square

Hex



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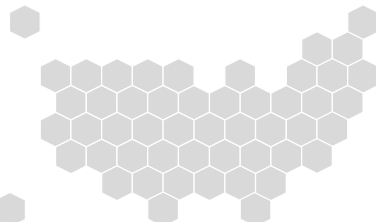
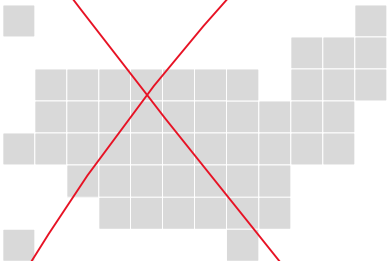
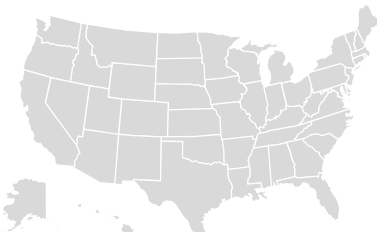
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Which Map?

Geographic

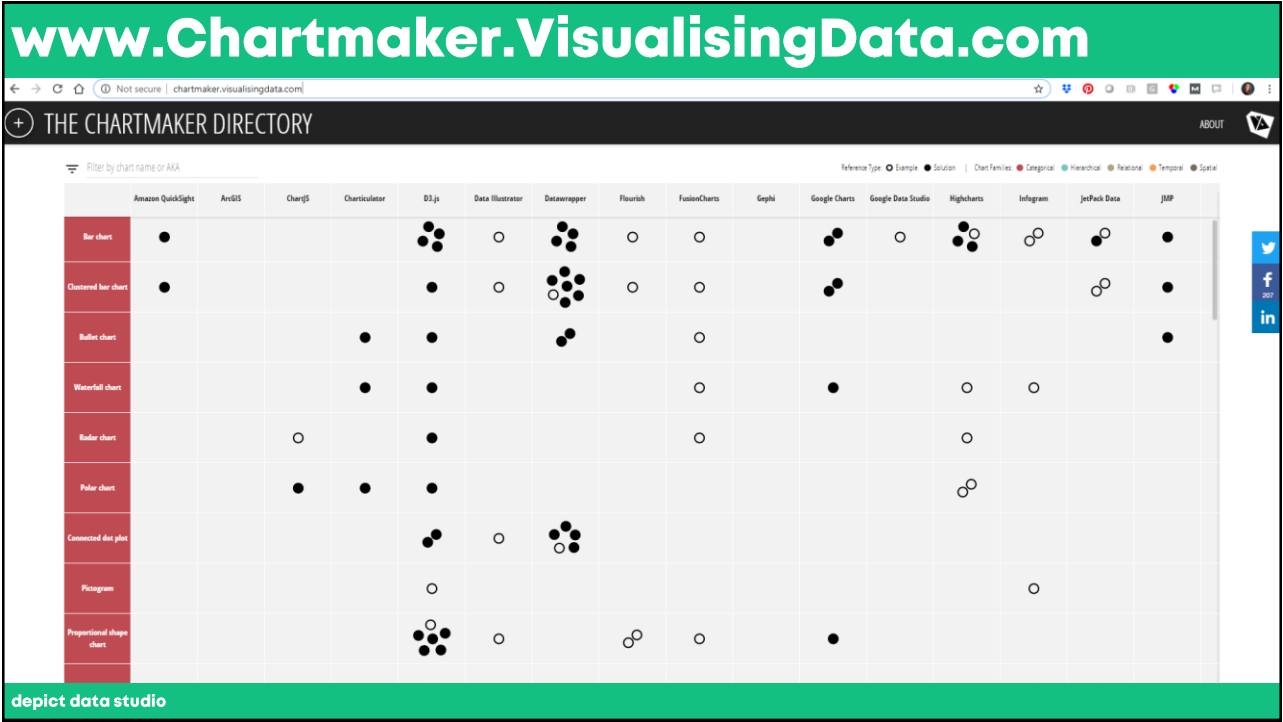
~~Square~~

Hex



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67



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Our brains are great at single-tasking.

Focus on one feature at a time.

69

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Data storytelling involves dark/light contrast and interpretive text.

70

Dark/Light Contrast & Interpretive Text

Ice cream flavor preferences based on 2018 survey of 216 elementary school students

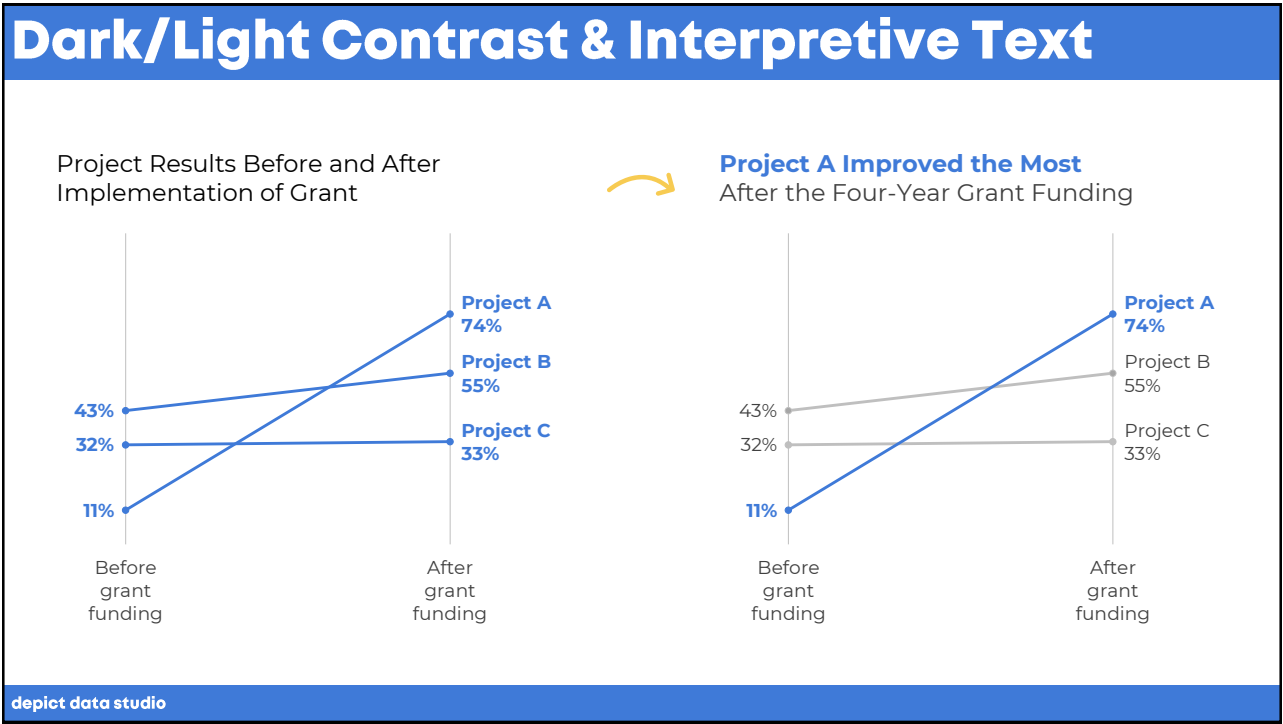
Chocolate	90 votes
Cookie Dough	48
Mint	37
Vanilla	26
Strawberry	15

Chocolate was the most popular ice cream flavor among the 216 students who voted in the survey

Chocolate	90 votes
Cookie Dough	48
Mint	37
Vanilla	26
Strawberry	15

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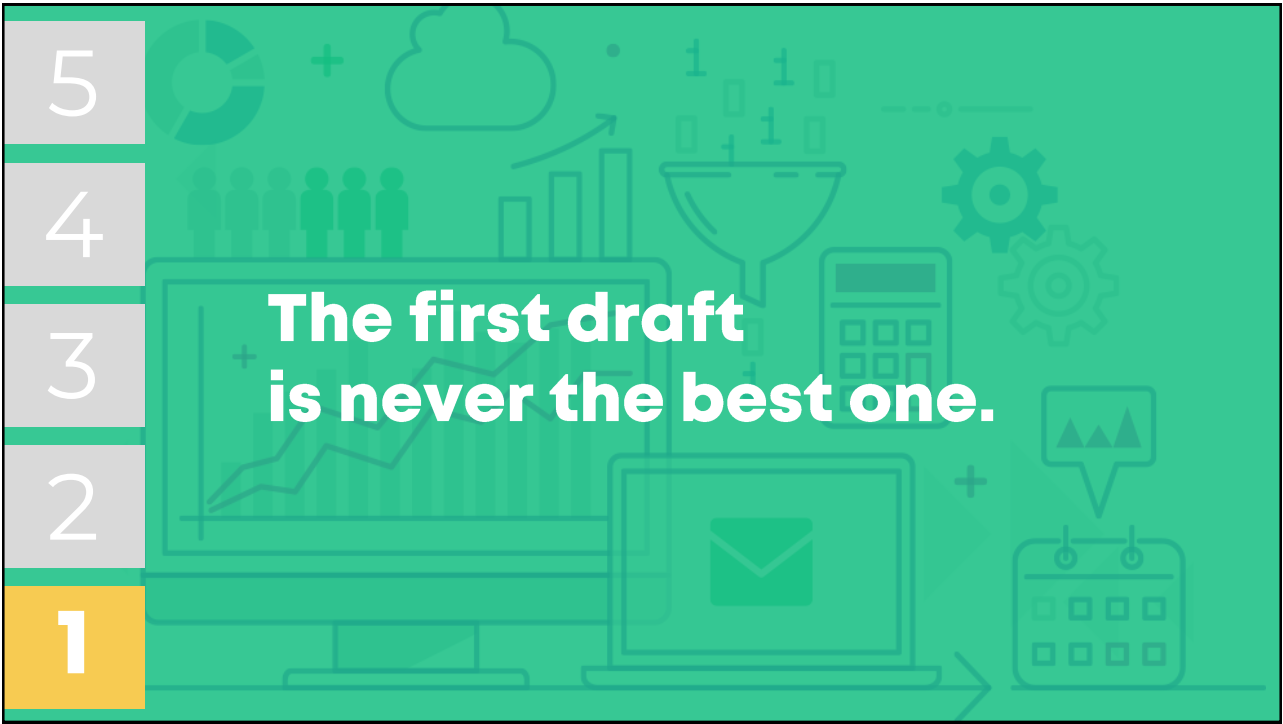
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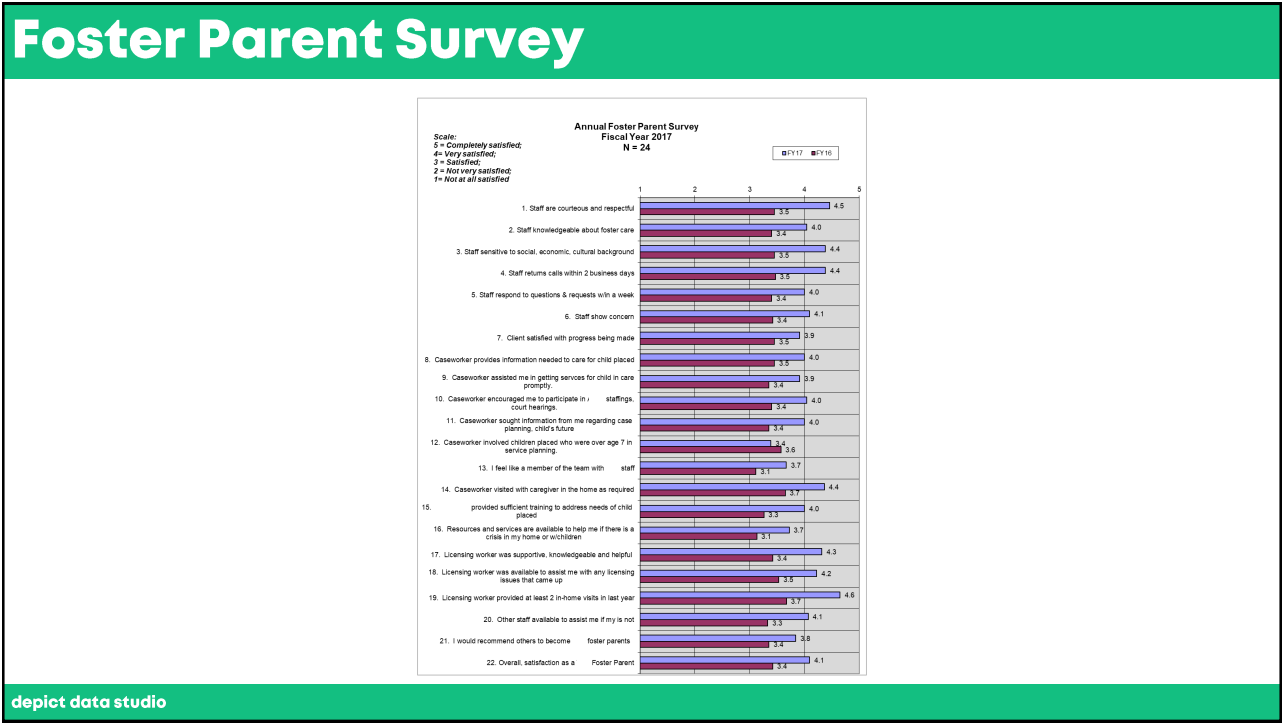
1

Data storytelling involves dark/light contrast and interpretive text.

78



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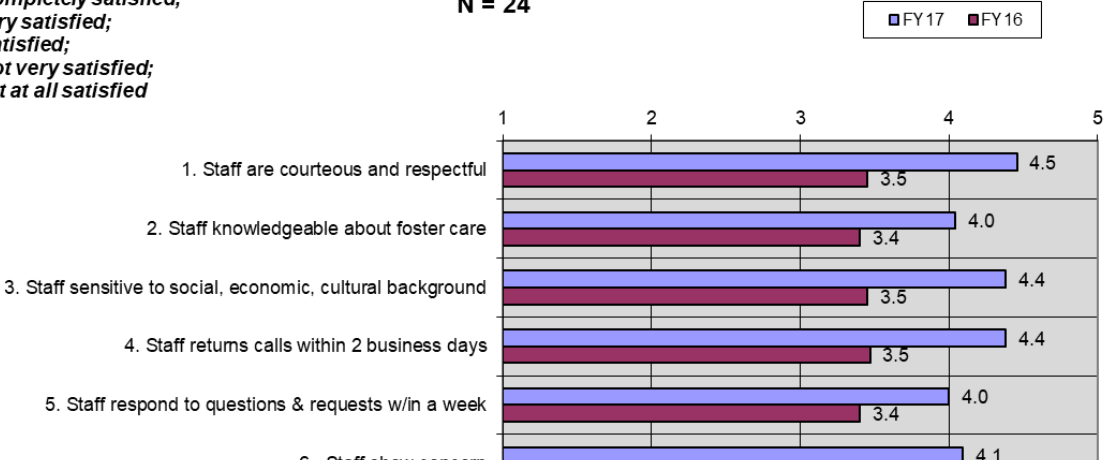


80

Foster Parent Survey

Scale:
5 = Completely satisfied;
4= Very satisfied;
3 = Satisfied;
2 = Not very satisfied;
1= Not at all satisfied

Annual Foster Parent Survey Fiscal Year 2017 N = 24



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Foster Parent Survey

FY17 FOSTER PARENT SURVEY

We survey our foster care parents every year.
This year, 24 foster parents responded.

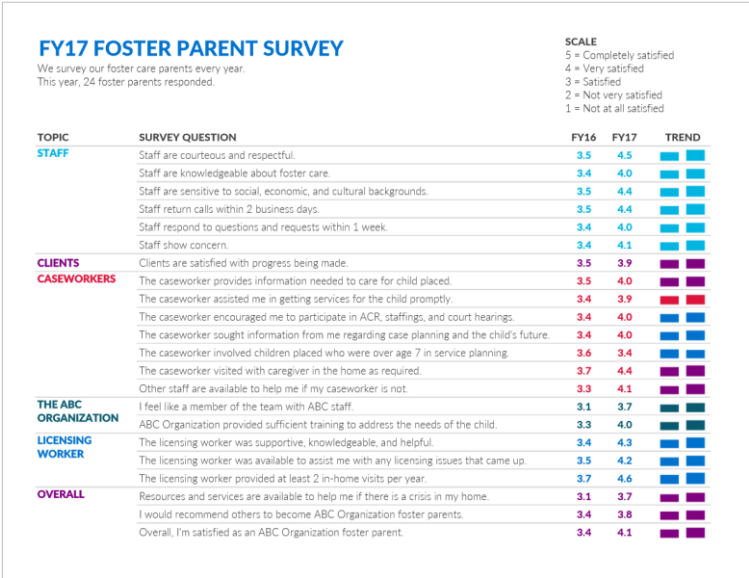
SCALE
5 = Completely satisfied
4 = Very satisfied
3 = Satisfied
2 = Not very satisfied
1 = Not at all satisfied

TOPIC	SURVEY QUESTION	FY16	FY17
STAFF	Staff are courteous and respectful.	3.5	4.5
	Staff are knowledgeable about foster care.	3.4	4.0
	Staff are sensitive to social, economic, and cultural backgrounds.	3.5	4.4
	Staff return calls within 2 business days.	3.5	4.4
	Staff respond to questions and requests within 1 week.	3.4	4.0
	Staff show concern.	3.4	4.1
CLIENTS CASEWORKERS	Clients are satisfied with progress being made.	3.5	3.9
	The caseworker provides information needed to care for child placed.	3.5	4.0
	The caseworker assisted me in getting services for the child promptly.	3.4	3.9
	The caseworker encouraged me to participate in ACR, staffings, and court hearings.	3.4	4.0
	The caseworker sought information from me regarding case planning and the child's future.	3.4	4.0
	The caseworker involved children placed who were over age 7 in service planning.	3.4	4.0
	The caseworker visited with caregiver in the home as required.	3.7	4.4
	Other staff are available to help me if my caseworker is not.	3.3	4.1
THE ABC ORGANIZATION	I feel like a member of the team with ABC staff.	3.1	3.7
	ABC Organization provided sufficient training to address the needs of the child.	3.3	4.0
LICENSING WORKER	The licensing worker was supportive, knowledgeable, and helpful.	3.4	4.3
	The licensing worker was available to assist me with any licensing issues that came up.	3.5	4.2
	The licensing worker provided at least 2 in-home visits per year.	3.7	4.6
OVERALL	Resources and services are available to help me if there is a crisis in my home.	3.1	3.7
	I would recommend others to become ABC Organization foster parents.	3.4	3.8
	Overall, I'm satisfied as an ABC Organization foster parent.	3.4	4.1

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82

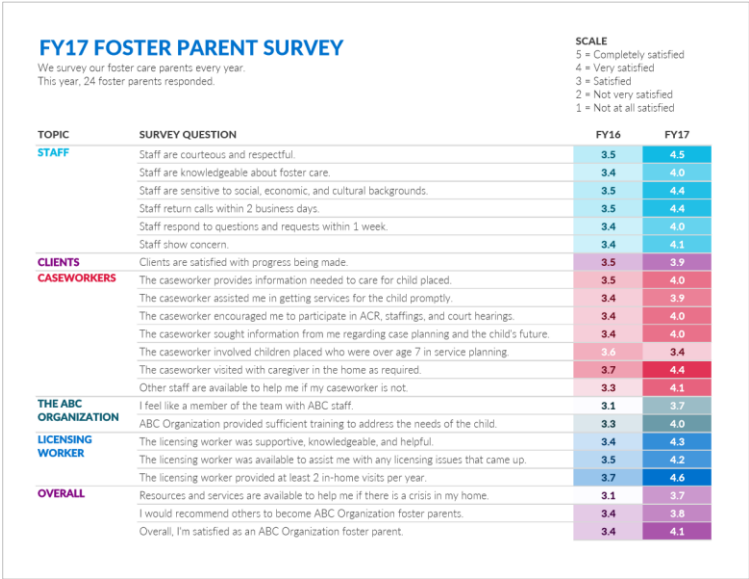
Foster Parent Survey



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Foster Parent Survey



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Foster Parent Survey

FY17 FOSTER PARENT SURVEY

We survey our foster care parents every year.
This year, 24 foster parents responded.

SCALE
5 = Completely satisfied
4 = Very satisfied
3 = Satisfied
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1 = Not at all satisfied

TOPIC	SURVEY QUESTION	FY16	FY17	IMPROVED
STAFF	Staff are courteous and respectful.	3.5	4.5	<div></div>
	Staff are knowledgeable about foster care.	3.4	4.0	<div></div>
	Staff are sensitive to social, economic, and cultural backgrounds.	3.5	4.4	<div></div>
	Staff return calls within 2 business days.	3.5	4.4	<div></div>
	Staff respond to questions and requests within 1 week.	3.4	4.0	<div></div>
	Staff show concern.	3.4	4.1	<div></div>
CLIENTS	Clients are satisfied with progress being made.	3.5	3.9	<div></div>
CASEWORKERS	The caseworker provides information needed to care for child placed.	3.5	4.0	<div></div>
	The caseworker assisted me in getting services for the child promptly.	3.4	3.9	<div></div>
	The caseworker encouraged me to participate in ACR, staffings, and court hearings.	3.4	4.0	<div></div>
	The caseworker sought information from me regarding case planning and the child's future.	3.4	4.0	<div></div>
	The caseworker involved children placed who were over age 7 in service planning.	3.6	3.4	<div></div>
THE ABC ORGANIZATION	The caseworker visited with caregiver in the home as required.	3.7	4.4	<div></div>
	Other staff are available to help me if my caseworker is not.	3.3	4.1	<div></div>
	I feel like a member of the team with ABC staff.	3.1	3.7	<div></div>
	ABC Organization provided sufficient training to address the needs of the child.	3.3	4.0	<div></div>
LICENSING WORKER	The licensing worker was supportive, knowledgeable, and helpful.	3.4	4.3	<div></div>
	The licensing worker was available to assist me with any licensing issues that came up.	3.5	4.2	<div></div>
	The licensing worker provided at least 2 in-home visits per year.	3.7	4.6	<div></div>
OVERALL	Resources and services are available to help me if there is a crisis in my home.	3.1	3.7	<div></div>
	I would recommend others to become ABC Organization foster parents.	3.4	3.8	<div></div>
	Overall, I'm satisfied as an ABC Organization foster parent.	3.4	4.1	<div></div>

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Foster Parent Survey

FY17 FOSTER PARENT SURVEY

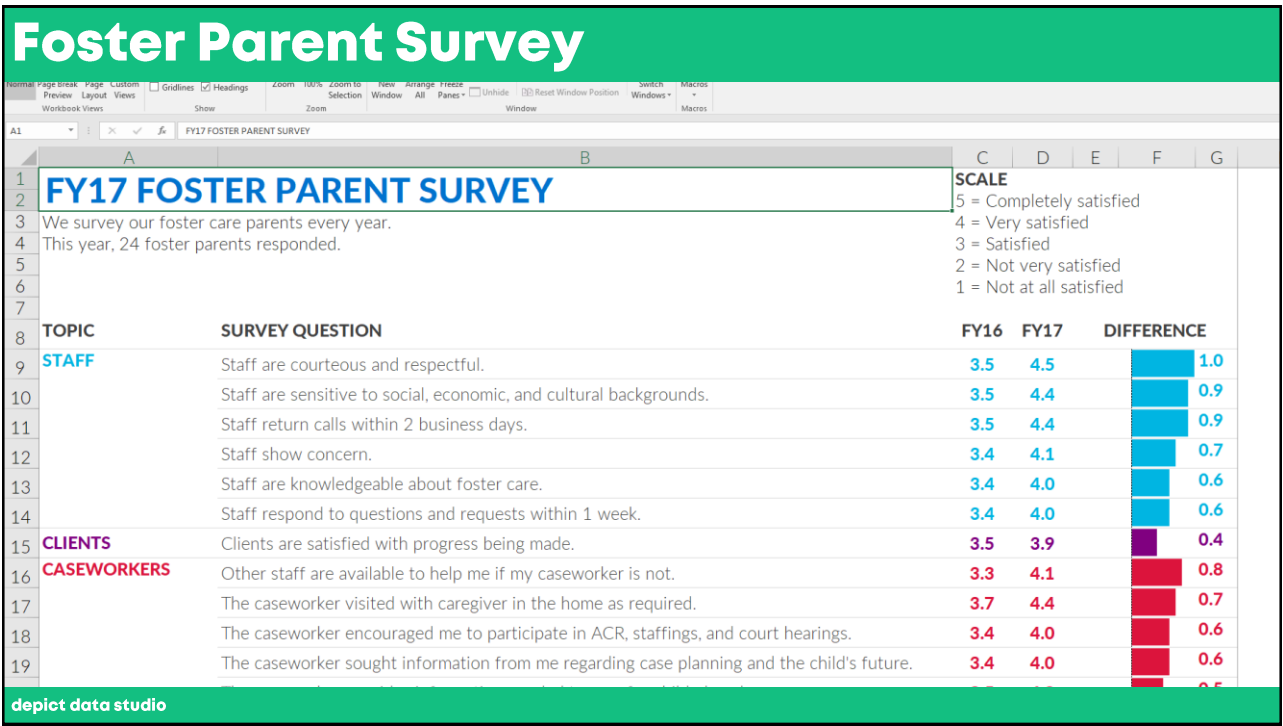
We survey our foster care parents every year.
This year, 24 foster parents responded.

SCALE
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1 = Not at all satisfied

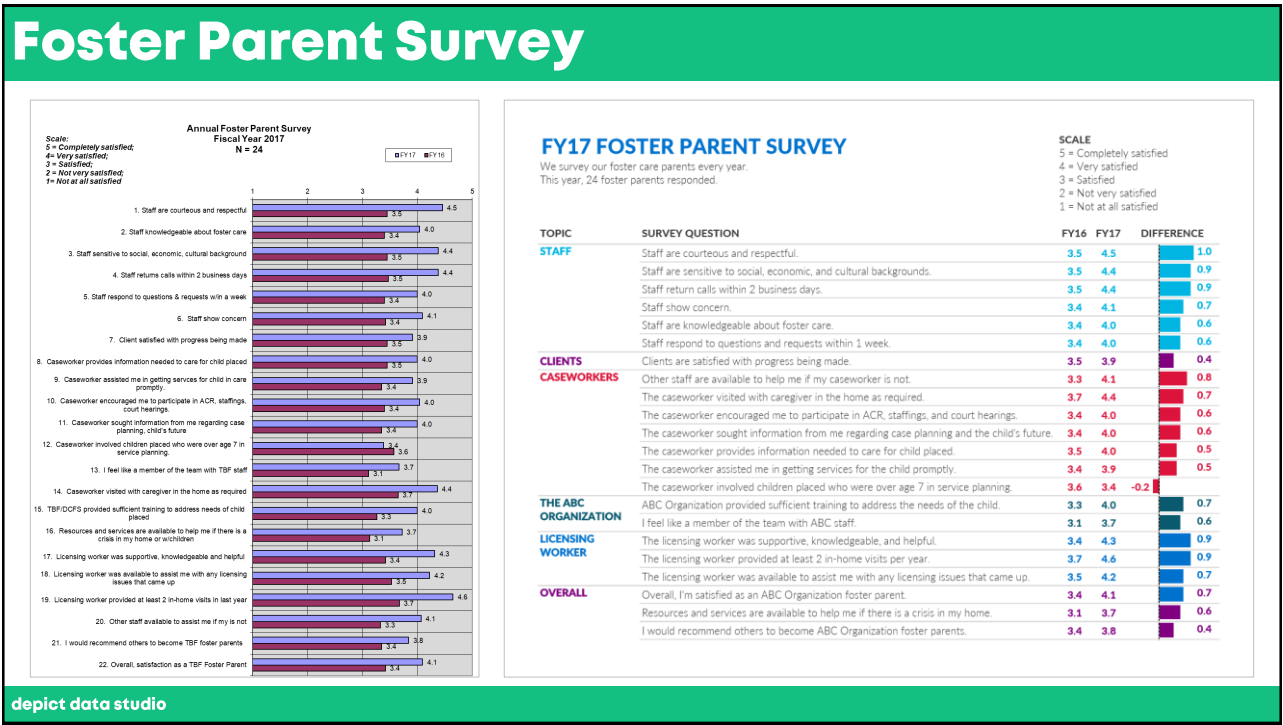
TOPIC	SURVEY QUESTION	FY16	FY17	DIFFERENCE
STAFF	Staff are courteous and respectful.	3.5	4.5	1.0
	Staff are knowledgeable about foster care.	3.5	4.4	0.9
	Staff are sensitive to social, economic, and cultural backgrounds.	3.5	4.4	0.9
	Staff return calls within 2 business days.	3.5	4.4	0.9
	Staff show concern.	3.4	4.1	0.7
	Staff are knowledgeable about foster care.	3.4	4.0	0.6
CLIENTS	Staff respond to questions and requests within 1 week.	3.4	4.0	0.6
CASEWORKERS	Clients are satisfied with progress being made.	3.5	3.9	0.4
	Other staff are available to help me if my caseworker is not.	3.3	4.1	0.8
	The caseworker visited with caregiver in the home as required.	3.7	4.4	0.7
	The caseworker encouraged me to participate in ACR, staffings, and court hearings.	3.4	4.0	0.6
	The caseworker sought information from me regarding case planning and the child's future.	3.4	4.0	0.6
THE ABC ORGANIZATION	The caseworker provides information needed to care for child placed.	3.5	4.0	0.5
	The caseworker assisted me in getting services for the child promptly.	3.4	3.9	0.5
	The caseworker involved children placed who were over age 7 in service planning.	3.6	3.4	-0.2
	ABC Organization provided sufficient training to address the needs of the child.	3.3	4.0	0.7
	I feel like a member of the team with ABC staff.	3.1	3.7	0.6
LICENSING WORKER	The licensing worker was supportive, knowledgeable, and helpful.	3.4	4.3	0.9
	The licensing worker provided at least 2 in-home visits per year.	3.7	4.6	0.9
	The licensing worker was available to assist me with any licensing issues that came up.	3.5	4.2	0.7
OVERALL	Overall, I'm satisfied as an ABC Organization foster parent.	3.4	4.1	0.7
	Resources and services are available to help me if there is a crisis in my home.	3.1	3.7	0.6
	I would recommend others to become ABC Organization foster parents.	3.4	3.8	0.4

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The first draft
is never the best one.
**Keep going until
you get it right!**

89

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2

1

Ann K. Emery
Ann@DepictDataStudio.com
www.DepictDataStudio.com
@AnnKEmery

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