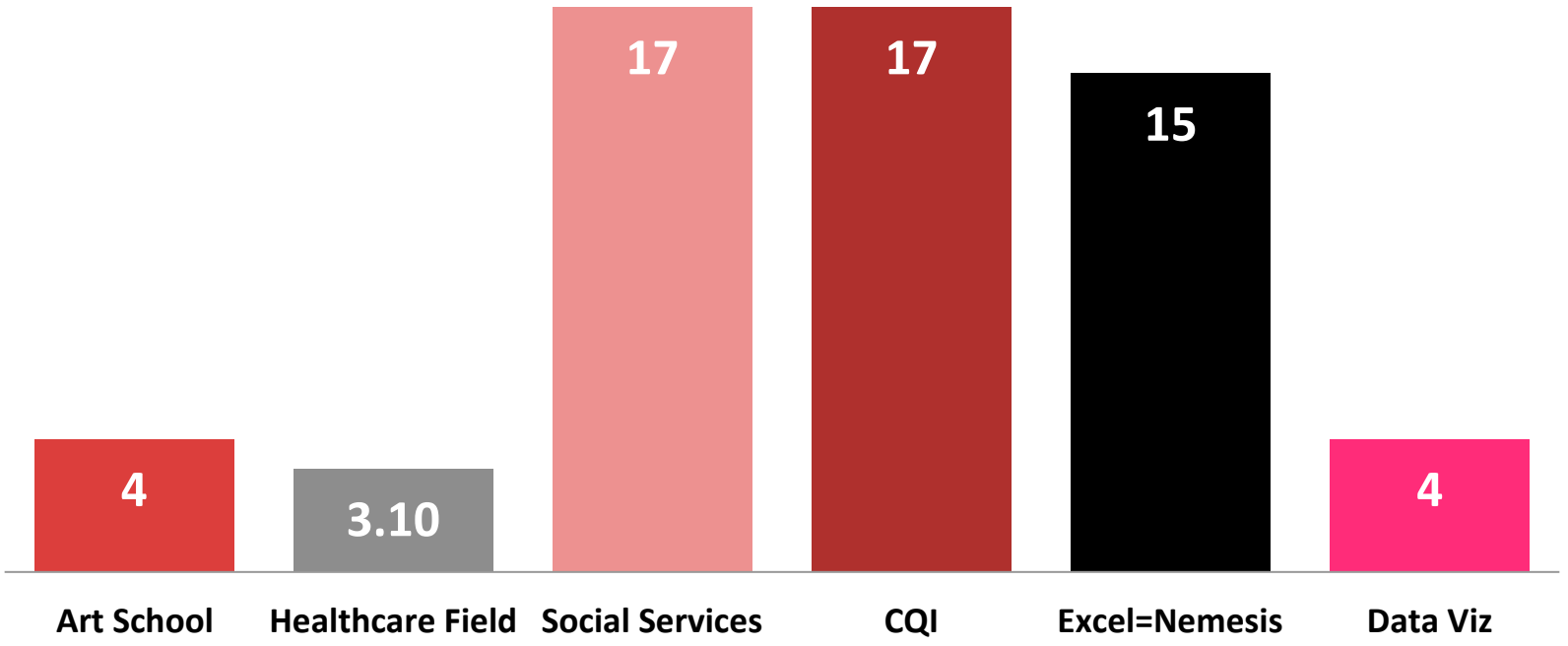
GET CREATIVE WITH YOUR DATA!

DATA VISUALIZATION, ANALYSIS, AND STORYTELLING

WHO ARE WE?

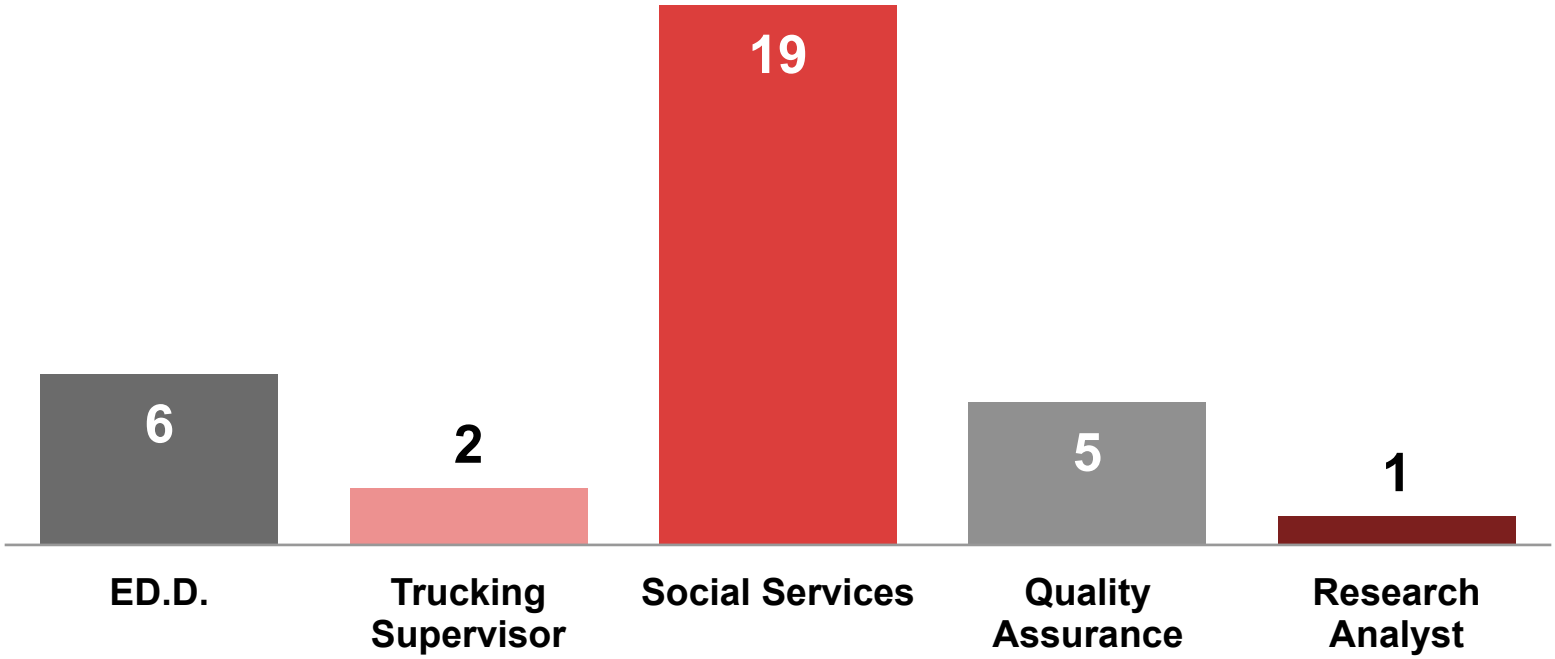
Melissa Curtis

Years of Experience

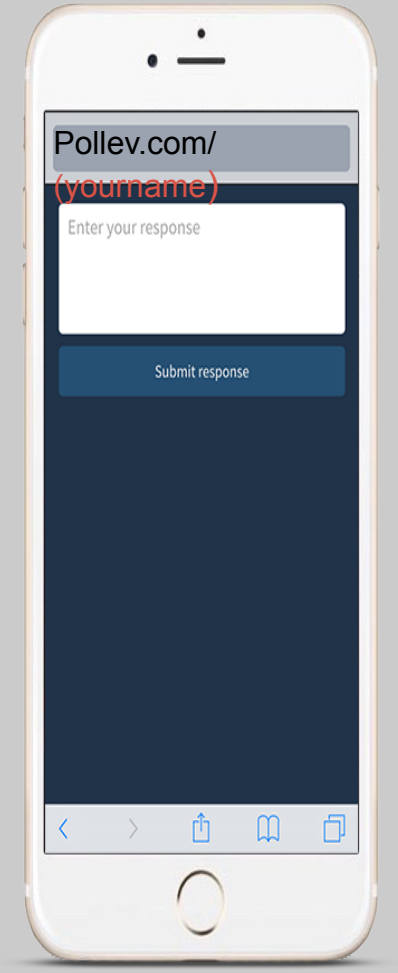


WHO ARE WE

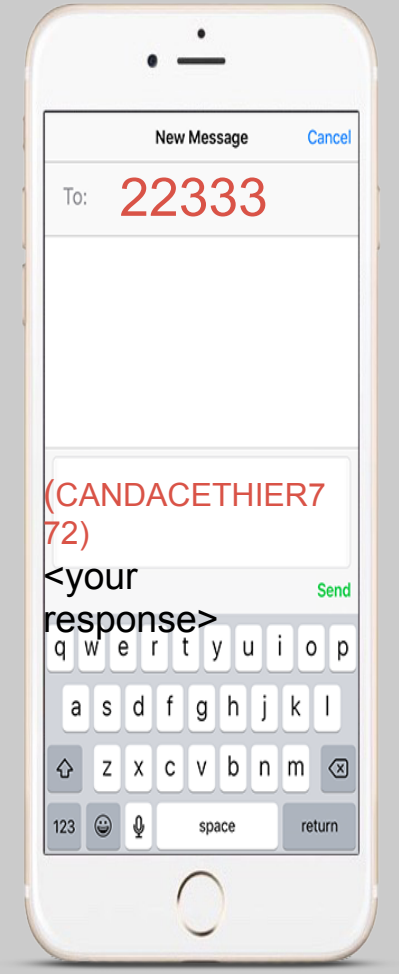
Candace Their
Years of Experience



WHO ARE YOU?
PARTICIPATING WITH POLL EVERYWHERE



Web voting



Text voting

TAKEAWAYS

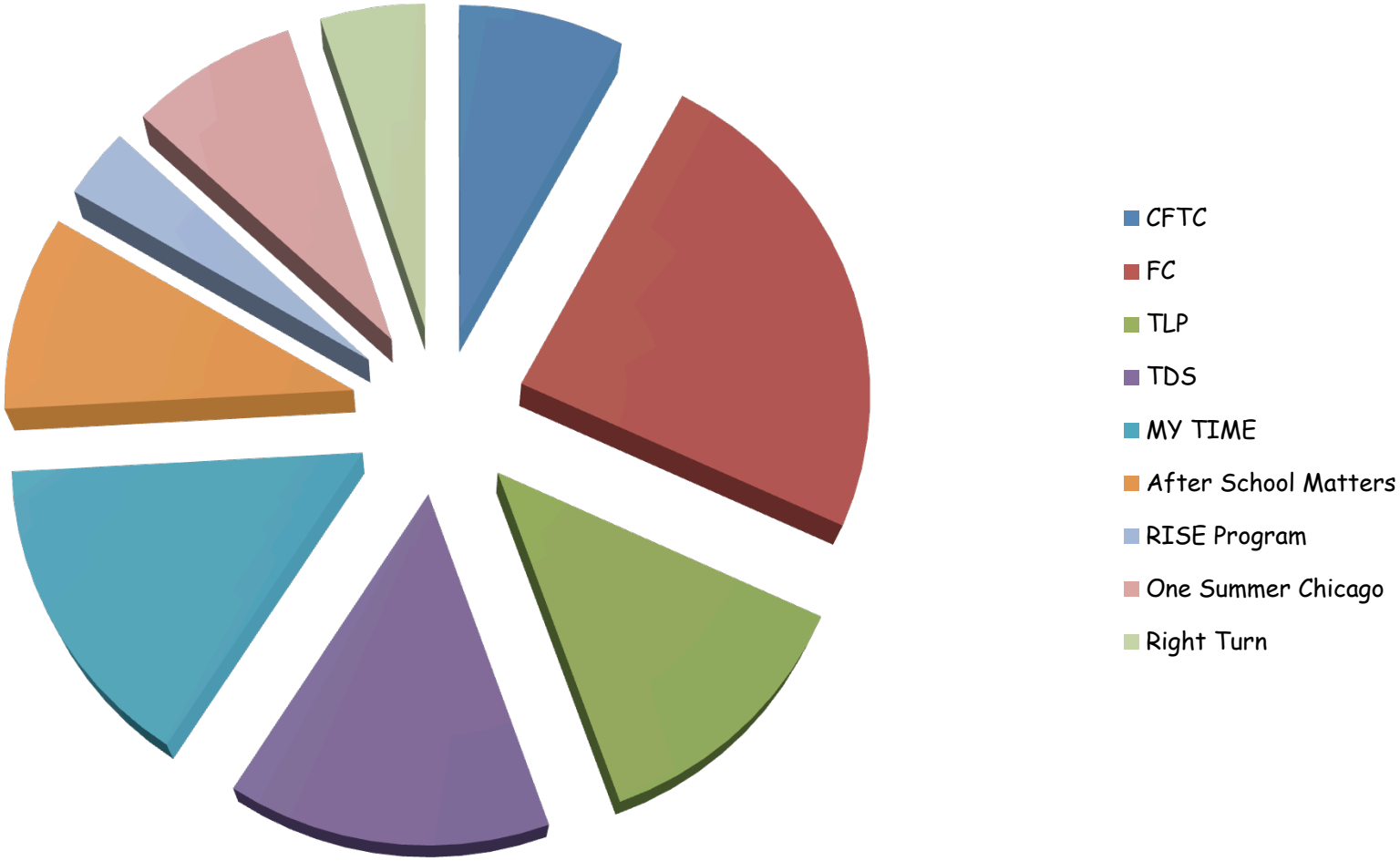
- Spot the difference between good vs. bad data visualization.
- Classify the different chart options in Excel.
- Create a simple, but clear data visualization project.
- Spot trends and patterns using data charts.
- Learn steps to creating a data story.
- Learn the basics on how to conduct a data walk.

INTRO TO DATA VISUALIZATION

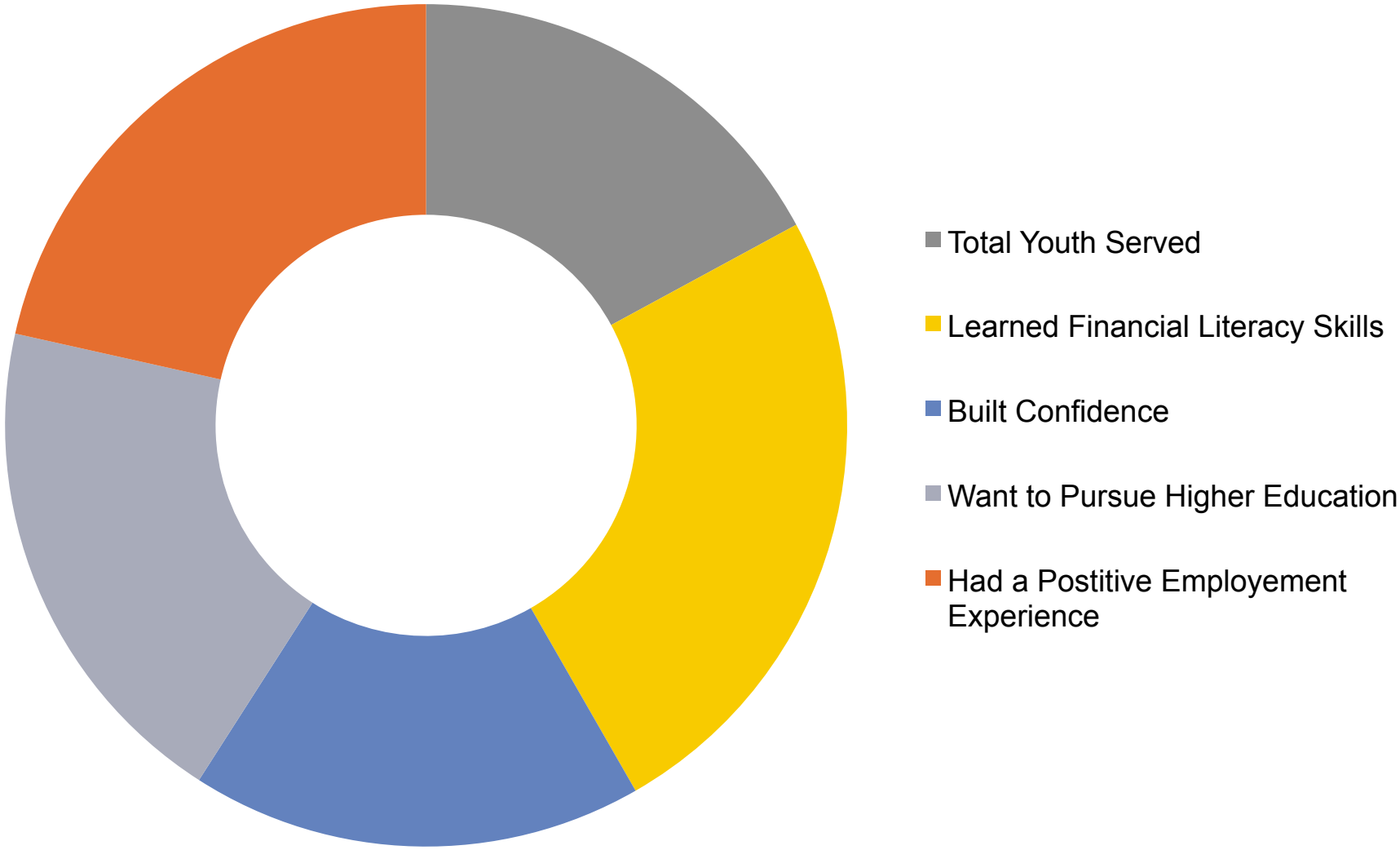
- What data do you have available?
- Determine what you are trying to visualize (what is the story?)
- Know your audience and how it processes visual information.
- How can a quick look lead to an understanding of what the data is saying?
- Keep it simple.

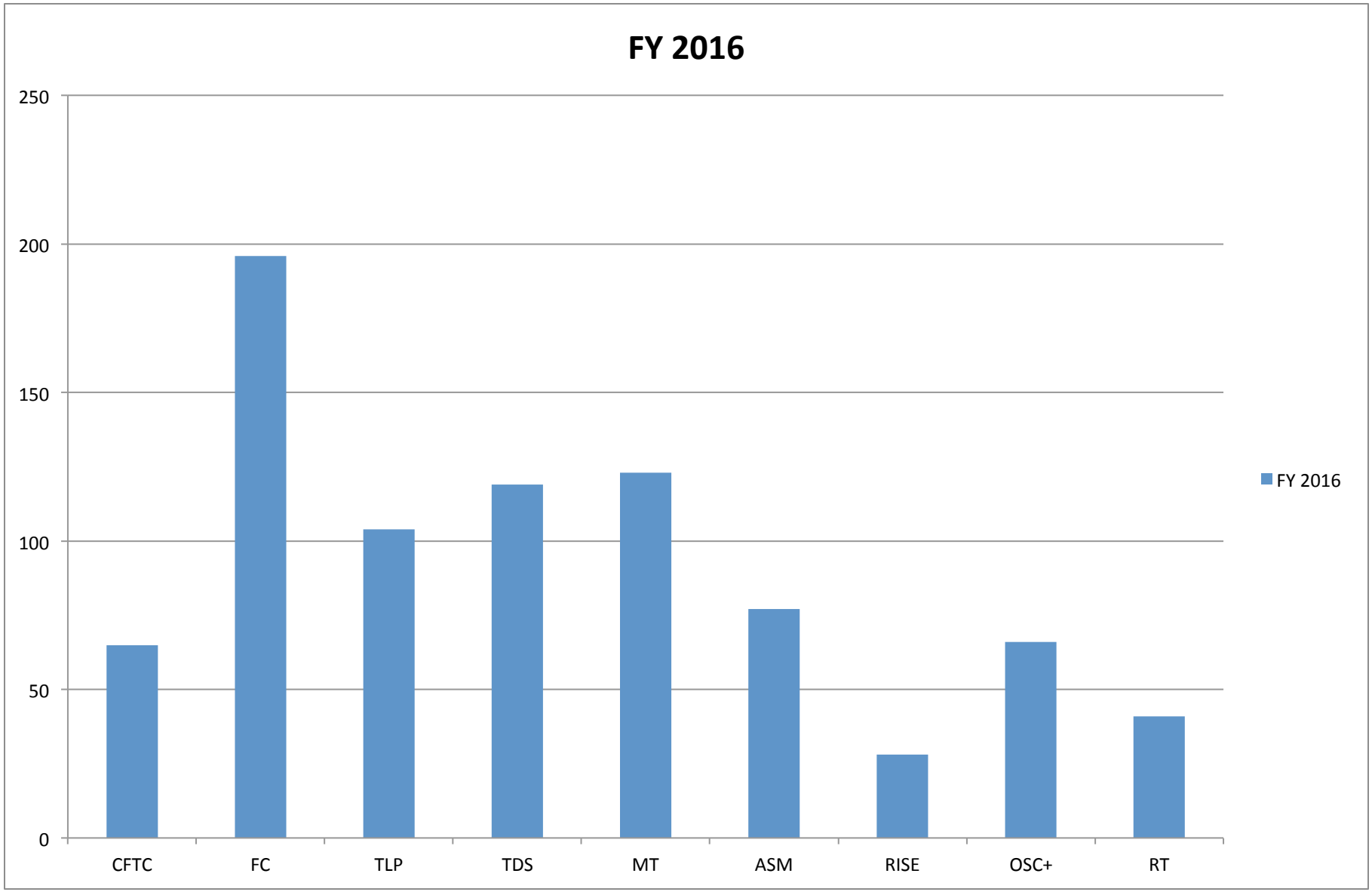
DATA VISUALIZATIONS

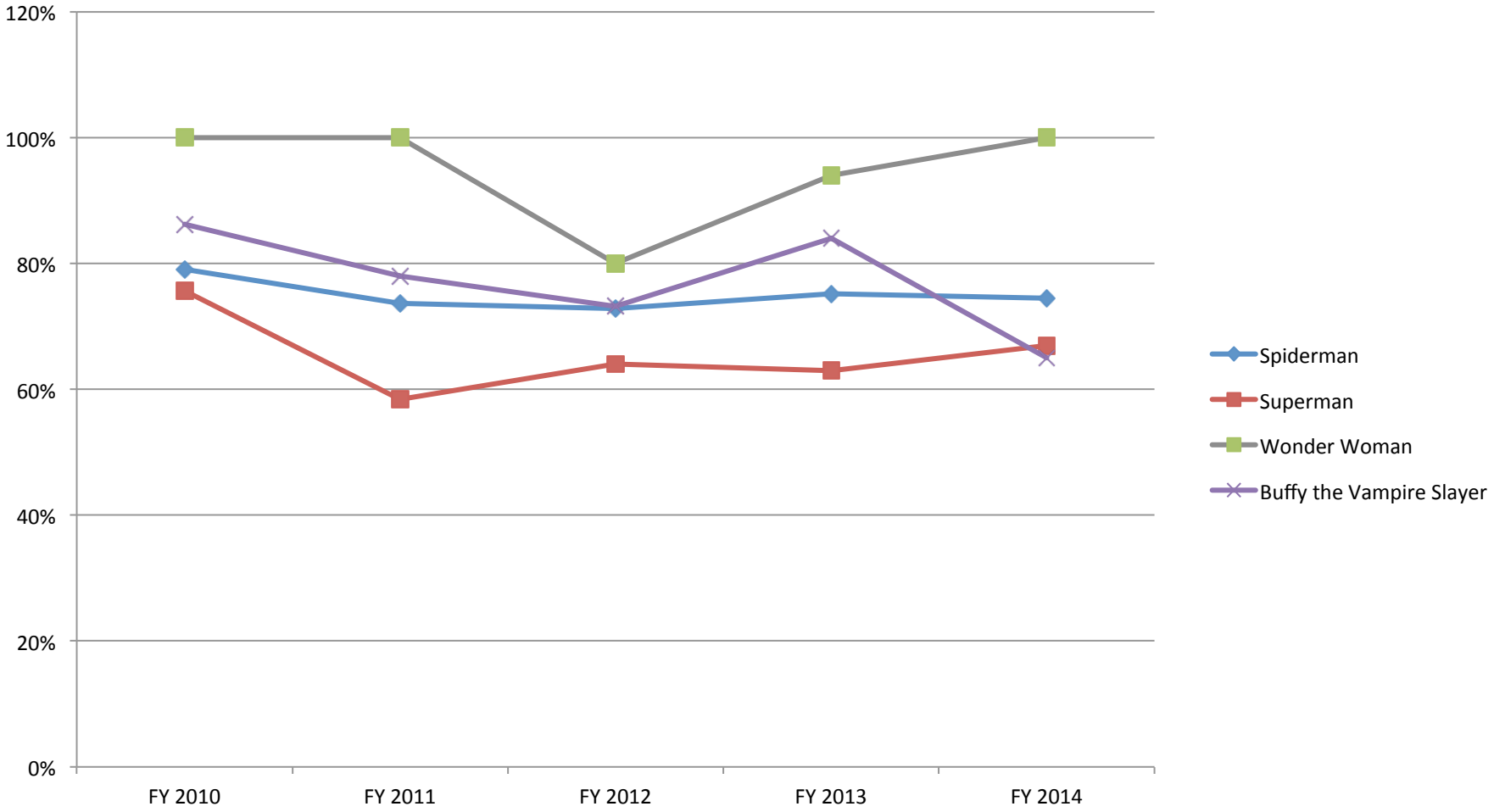
FY 2016


CFTC
FC
TLP
TDS
MY TIME
After School Matters
RISE Program
One Summer Chicago
Right Turn

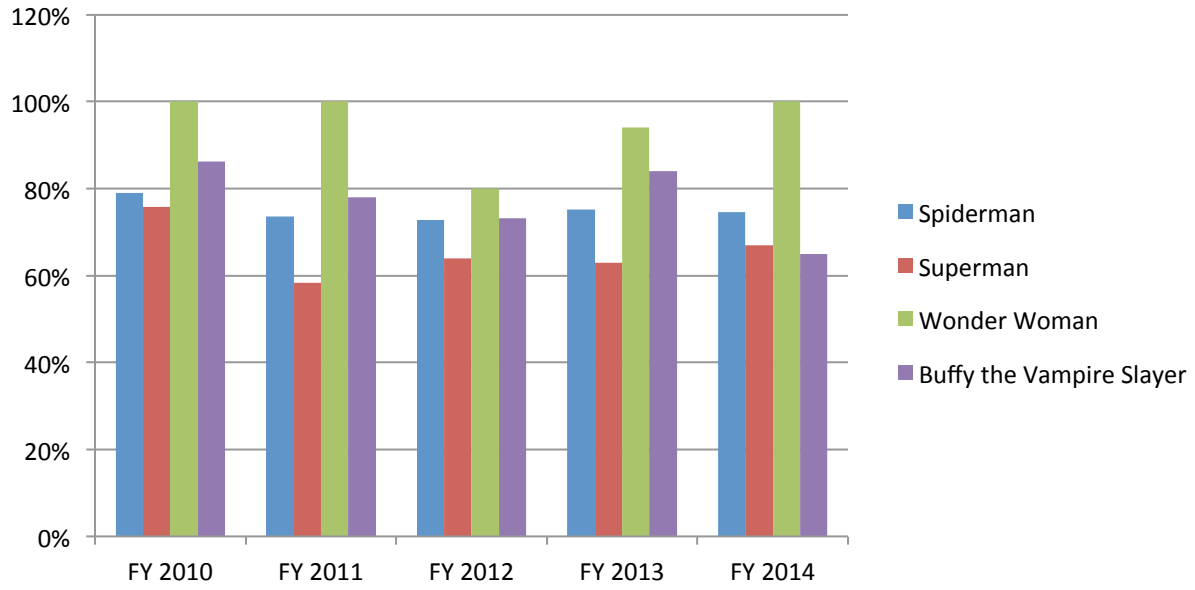
XYZ Program Results



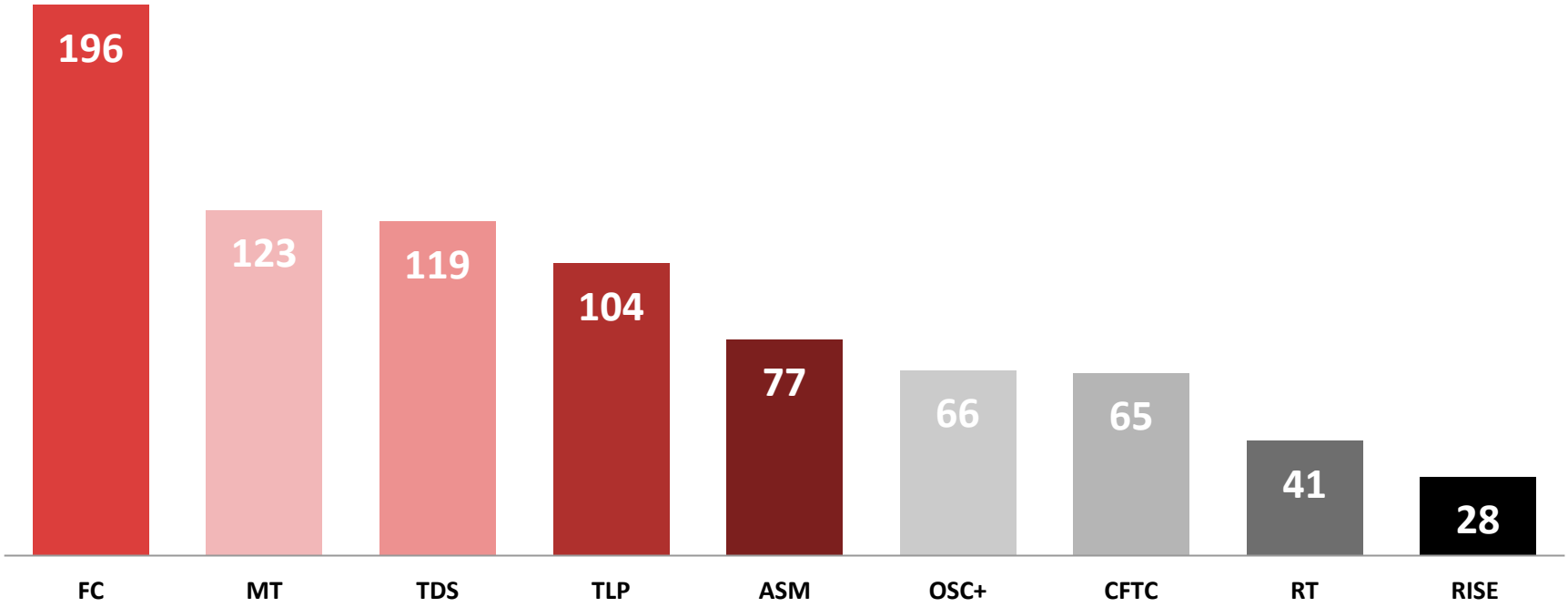

FY 2016
250
200
150
100
50
0
CFTC
FC
TLP
TDS
MT
ASM
RISE
OSC+
RT
FY 2016


120%
100%
80%
60%
40%
20%
0%
FY 2010
FY 2011
FY 2012
FY 2013
FY 2014
Spiderman
Superman
Wonder Woman
Buffy the Vampire Slayer

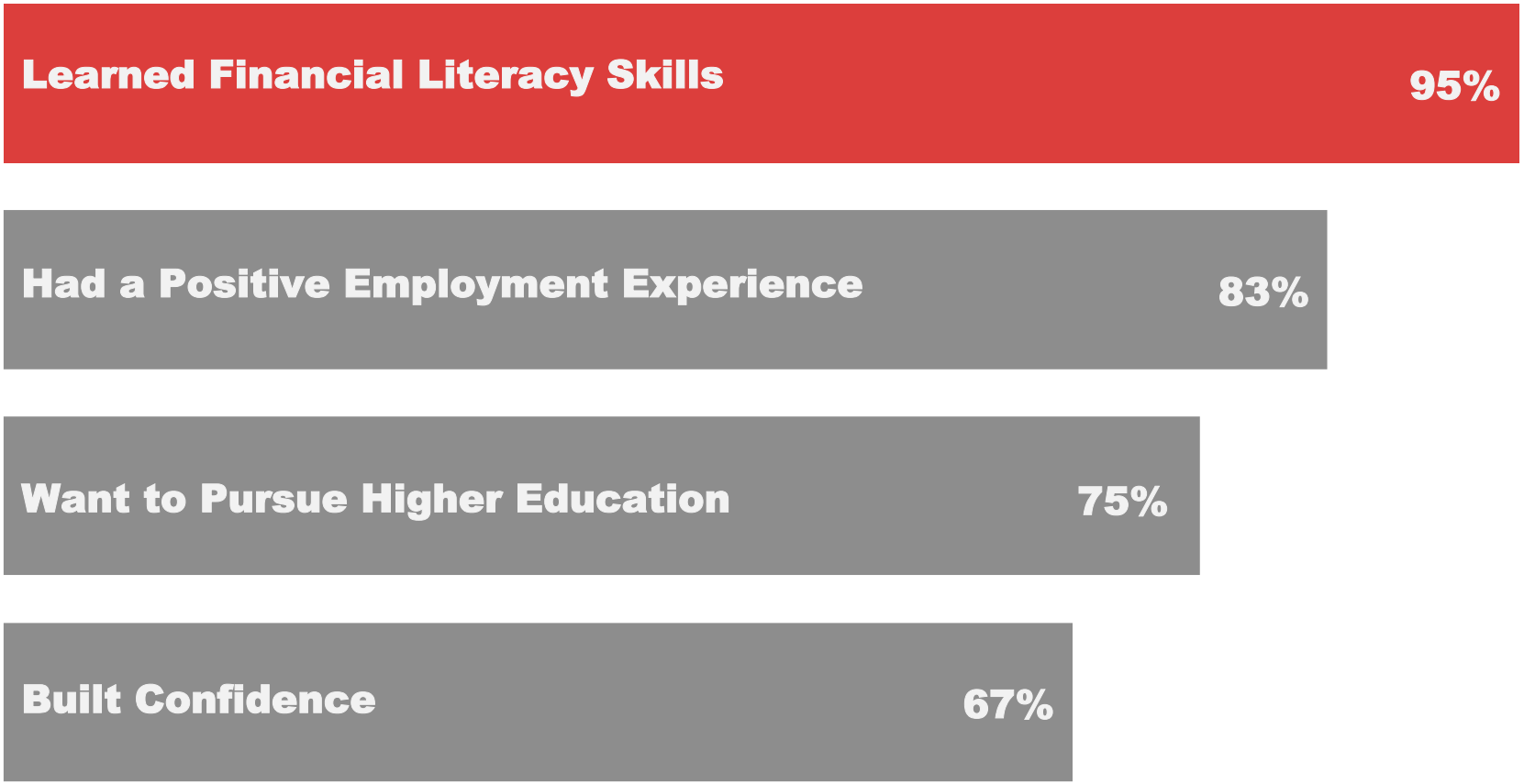
SATISFACTION	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Spiderman	79%	73.60%	72.80%	75.20%	74.50%
Superman	75.70%	58.40%	64%	63.00%	67%
Wonder Woman	100%	100%	80%	94%	100%
Buffy the Vampire Slayer	86.20%	78%	73.20%	84%	65%



FY 2016
Total Number of Youth Served by Program



Post program surveys from the 66 participants in the XYZ program showed the biggest impact on helping participants learn financial literacy skills.



POLLING

IT IS AN ELECTION YEAR AFTER ALL!

PollEv.com/candacethier772

USING EXCEL FOR DATA VISUALIZATION

- Most Used Chart Options: Column, Bar, Line, Stacked, Pie, Donut
- Lesser Used Chart Options: Scatter Plot, Bubble, Area, Surface
- Right clicking is your new friend…
- But, data labeling is your new best friend ♥

NOW PLEASE TAKE OUT YOUR LAPTOPS AND OPEN UP EXCEL SO WE CAN HAVE FUN WITH OUR DATA!

TIPS AND TRICKS

- Lines and Border
- Headings and Keys
- Data Labeling
- Removing Decimals
- Gap Width
- Colors and Fonts
- Remove Axis
- Remove Tick Marks from Axis
- Inserting Text Boxes

DATA ANALYSIS

Increase the readability by organizing the data in a way that makes sense.

- **Intentional ordering**
- **Colors**
- **Fonts**
- **Adding trend lines**
- **Sparklines and sparkbars**

CRAFTING A DATA STORY

- Research
- Idea generation
- What is the story?
- Organizing your data
- Less text, more visual
- Headings and descriptive sentences
- Paper size
- Group

DOING A DATA WALK

What is a data walk?

- **Innovative way to share data with diverse groups of people**

Objectives:

- **To share key data and findings with community residents and program participants or departments and all levels of staff;**
- **To ensure a more robust analysis and understanding of the data;**
- **To help inform better programming and policies to address both the strengths and the needs of a particular community or population, department or program; and**
- **To inspire individual and collective action among community agents and/or organizations.**

(Murray,B.,Falkenburger, E., & Saxena, P., 2015)

RESOURCES

- Ann K. Emery's Blog: http://annkemery.com/
- Stephanie Evergreen's Blog: http://stephanieevergreen.com/
- http://www.informationisbeautiful.net/
- http://extremepresentation.com/
- Murray,B.,Falkenburger,E. & Saxena, P. Data Walks: An Innovative Way to Share Data with Communities. Urban Institute. Nov. 2015

CONTACT INFORMATION

Melissa Curtis
mcurtis@lawrencehall.org

Candace Their
Candace.J.Thier@illinois.gov

“Creativity
is intelligence
having fun.„
-Albert Einstein-