

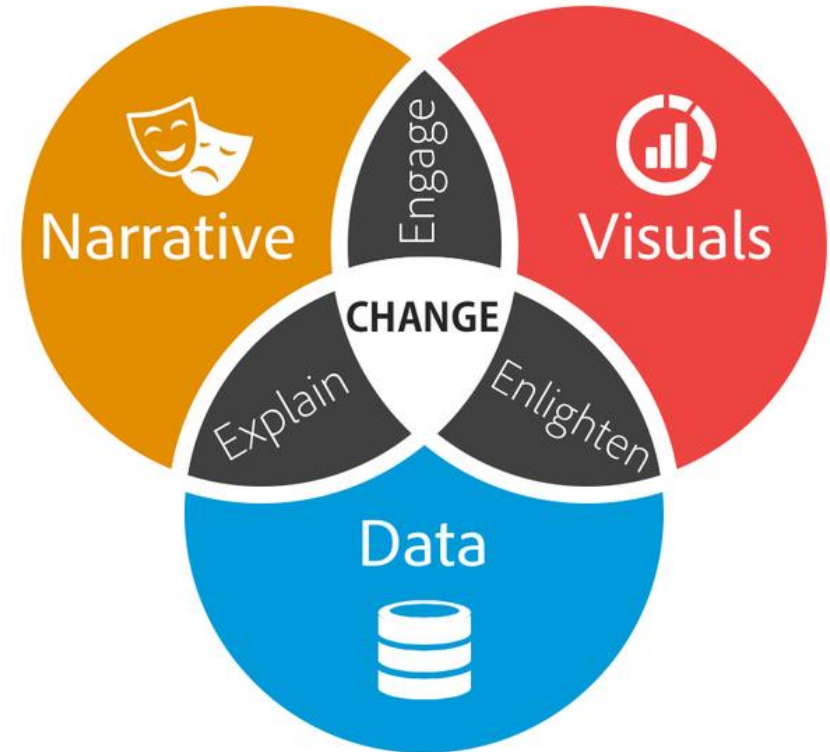


# Data Visualisation & Data Story telling

Suresh C

# Content

- Visuals
  - Graphic design
- Data
  - Data story types
- Narrative
  - Ingredients of story telling
  - Useful techniques
- People to follow
- Books to read



**Disclaimer: Adapted to our needs. Added relevant information in the context.**

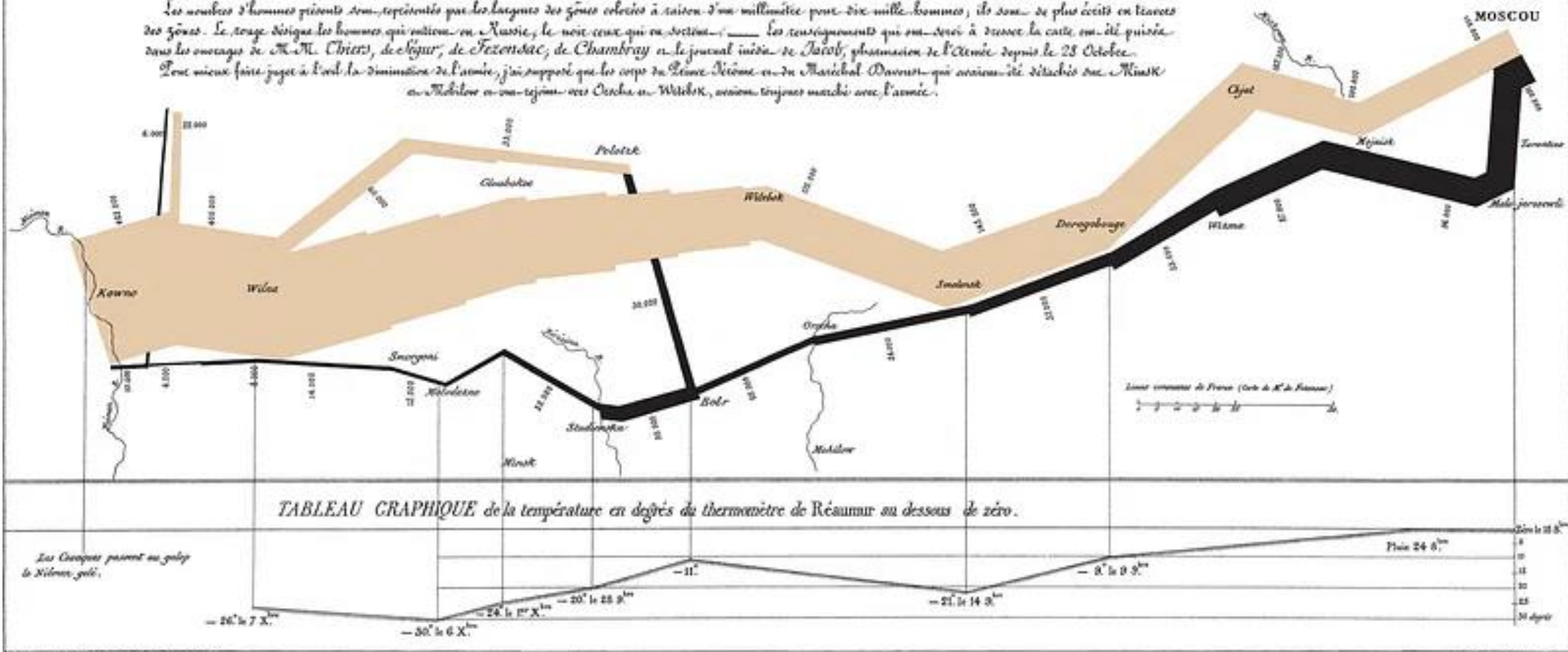
# Napoleon's Russian campaign in 1812 – By Charles Minard

## Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.

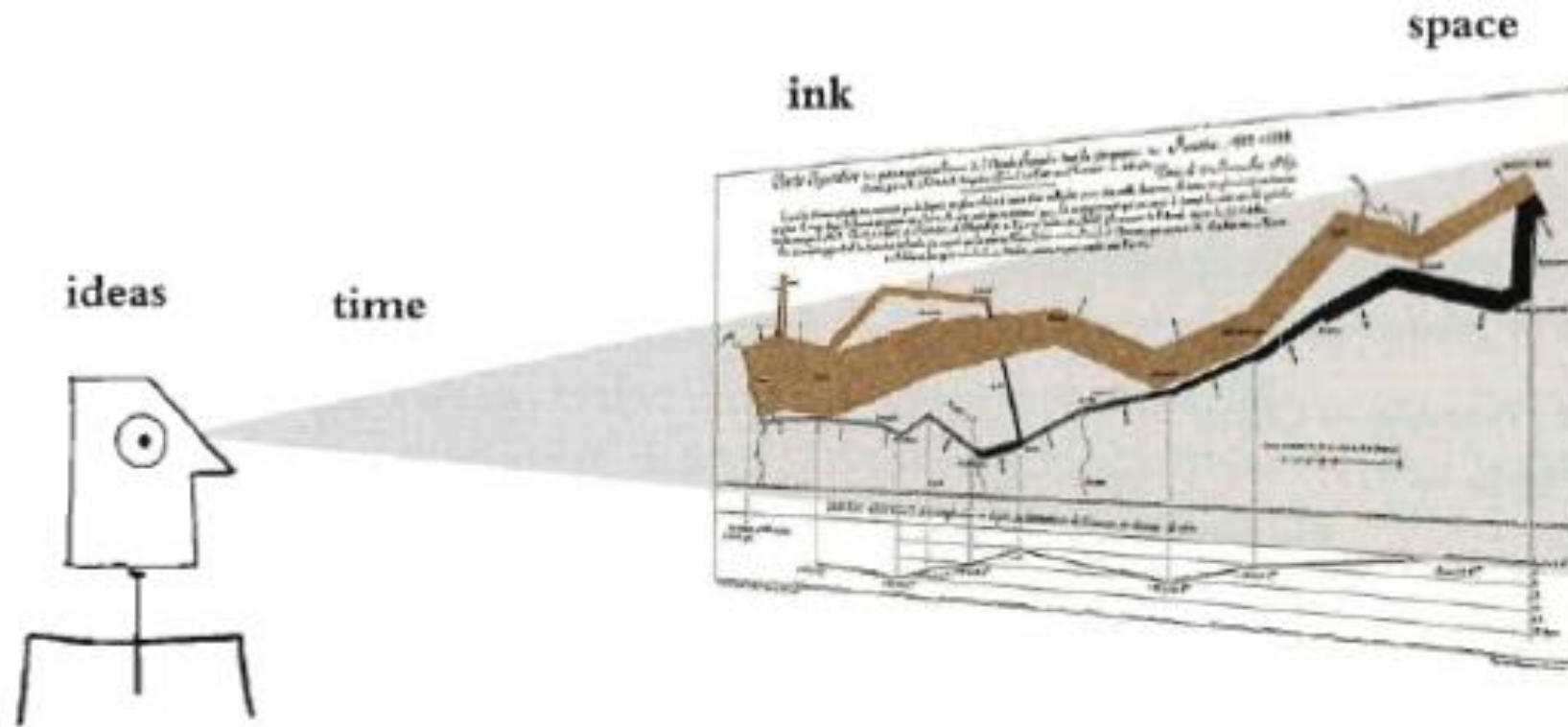
dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite. Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largueurs des zones colorées à raison d'un millimètre pour dix mille hommes, ils sont de plus écrits en lettres des zones. Le rouge désigne les hommes qui ont été en Russie, le noir ceux qui en sont restés. Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Fozensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 23 Octobre.

Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Névouz et du Maréchal Davoust qui avaient été détachés sur Krasn et Mohilew en son retour vers Orcha ou Wilna, avaient toujours marché avec l'armée.



# Key principles



CONTINUATION

CLOSURE



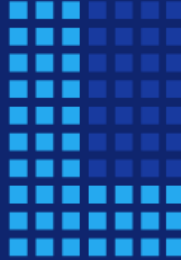
COMMON FATE



SIMILARITY



FIGURE GROUND



PROXIMITY



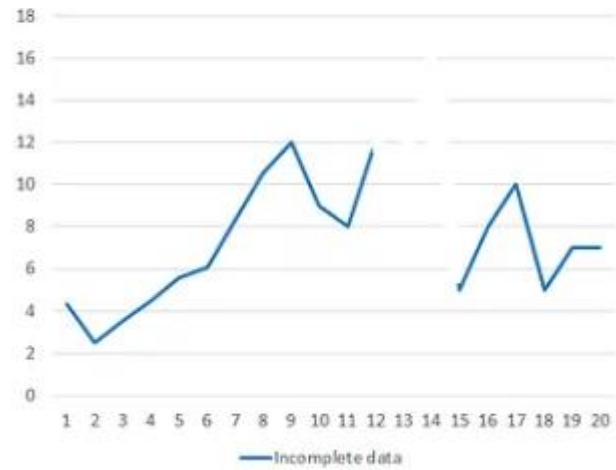
SIMILARITY

SYMMETRY



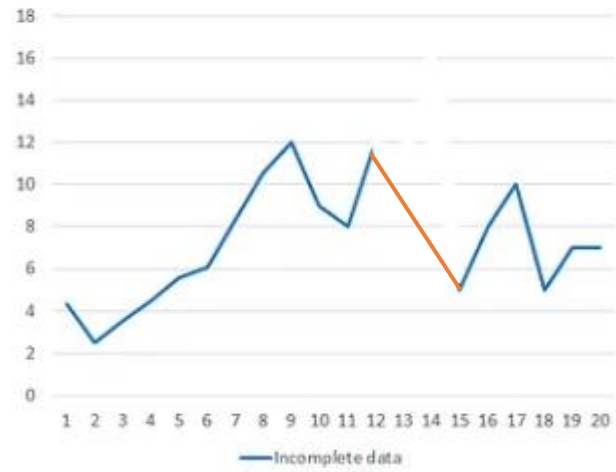
# Closure

Chart to illustrate Closure principle



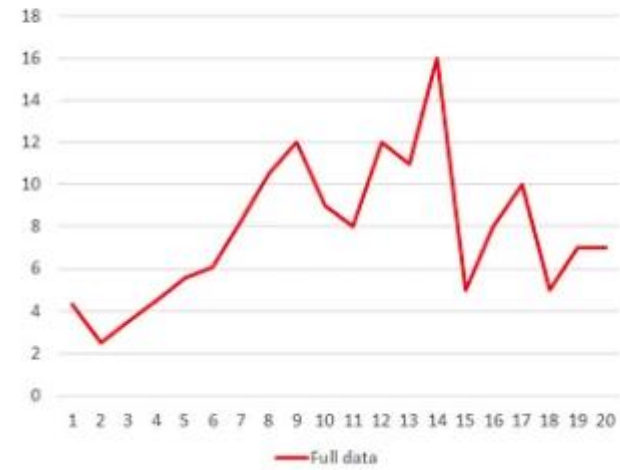
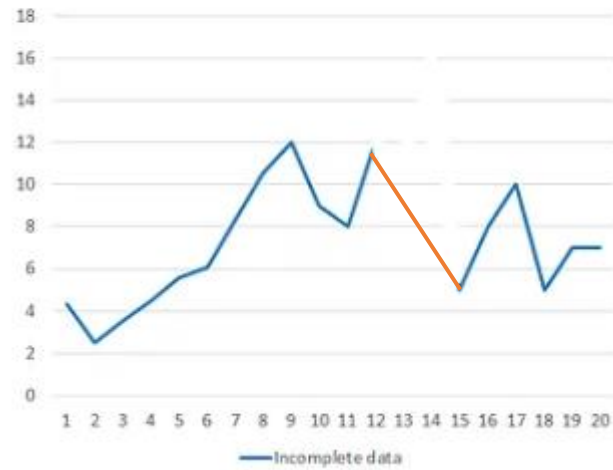
# Closure

Chart to illustrate Closure principle



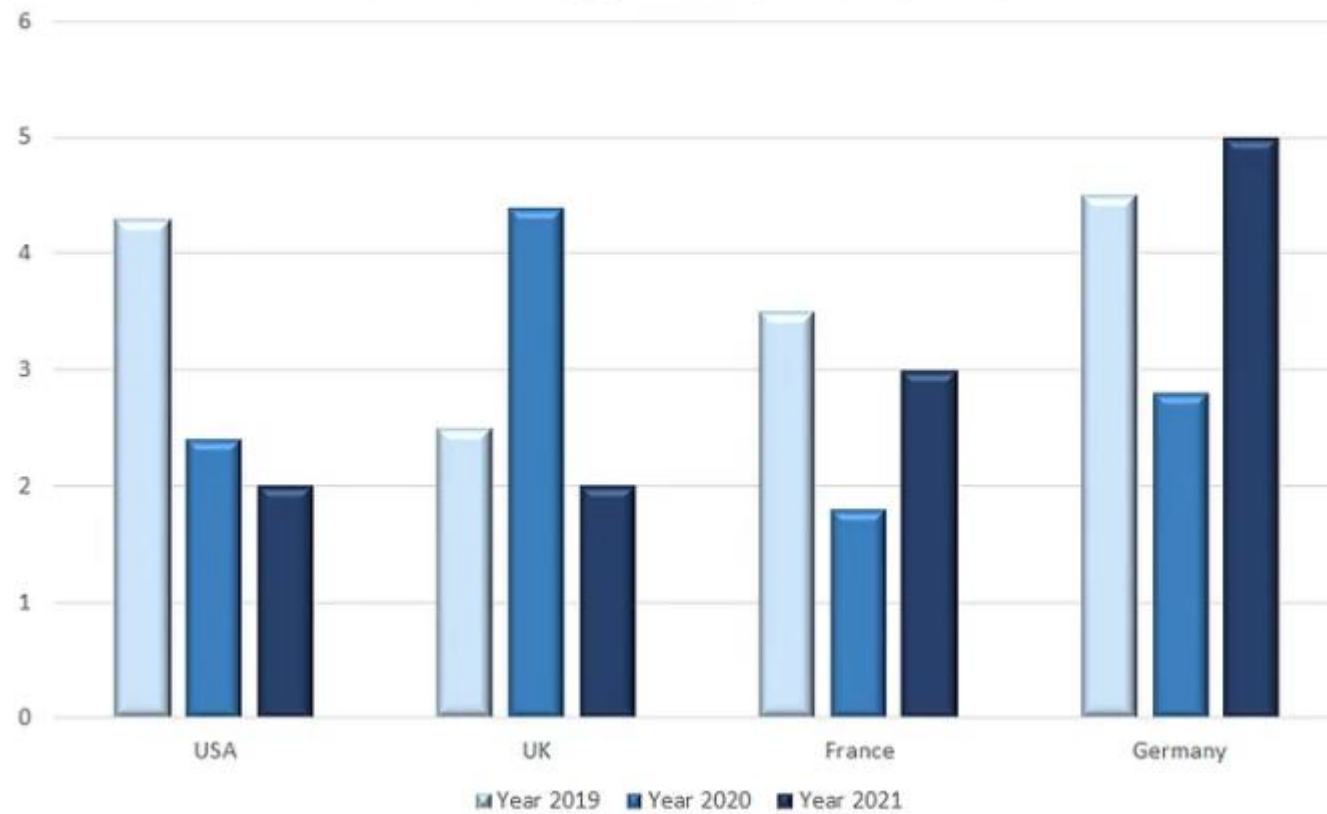
# Closure

Chart to illustrate Closure principle

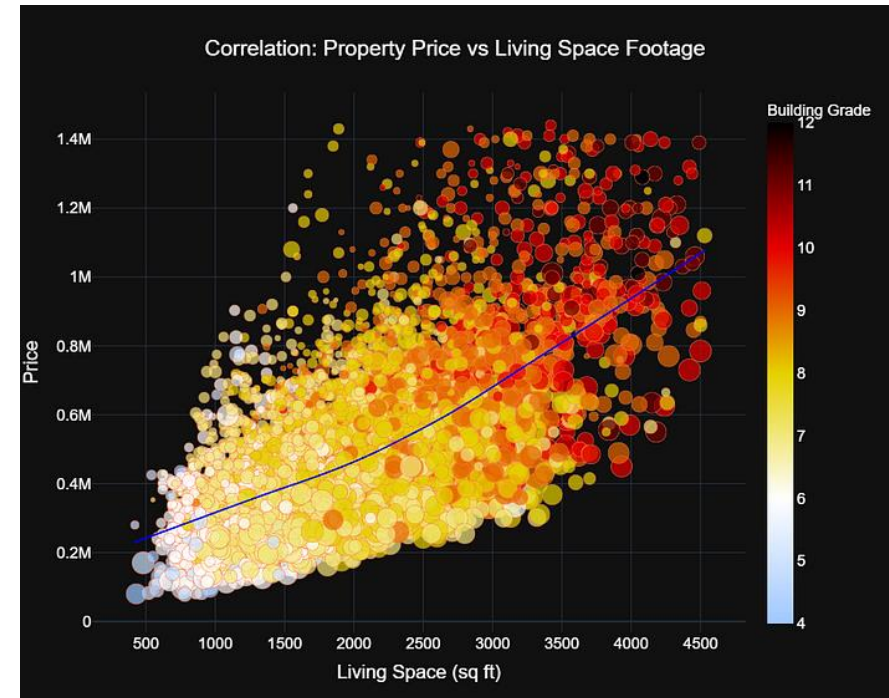


# Proximity

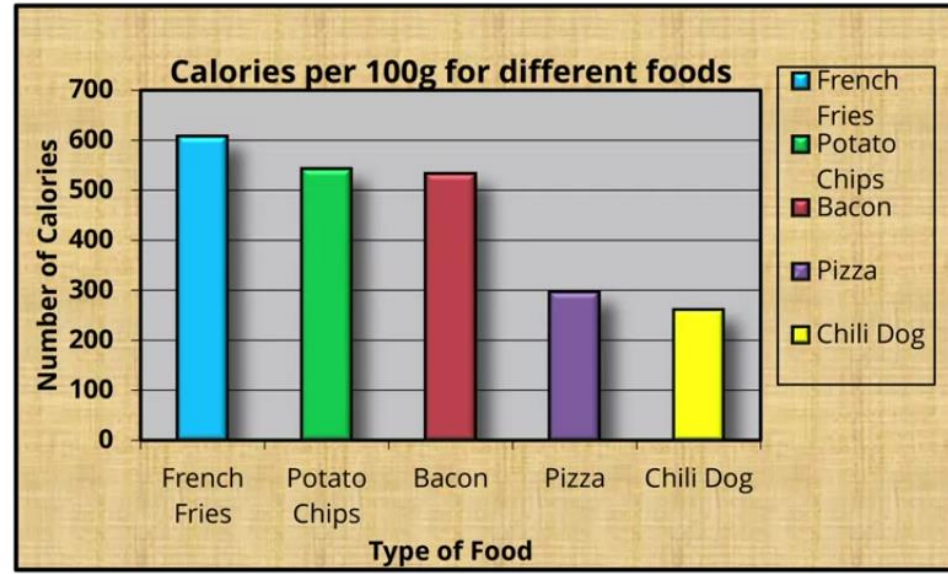
Chart illustrating Proximity Gestalt principle



# Figure ground



# Chart junk



Kill the frills and get to the point! — Edward R. Tufte

# Colour



## Data type

Categorical data (Countries, gender)

Numeric or ordered data (Heat map)

Diverging data (Deviations from central data)

## Colour palette

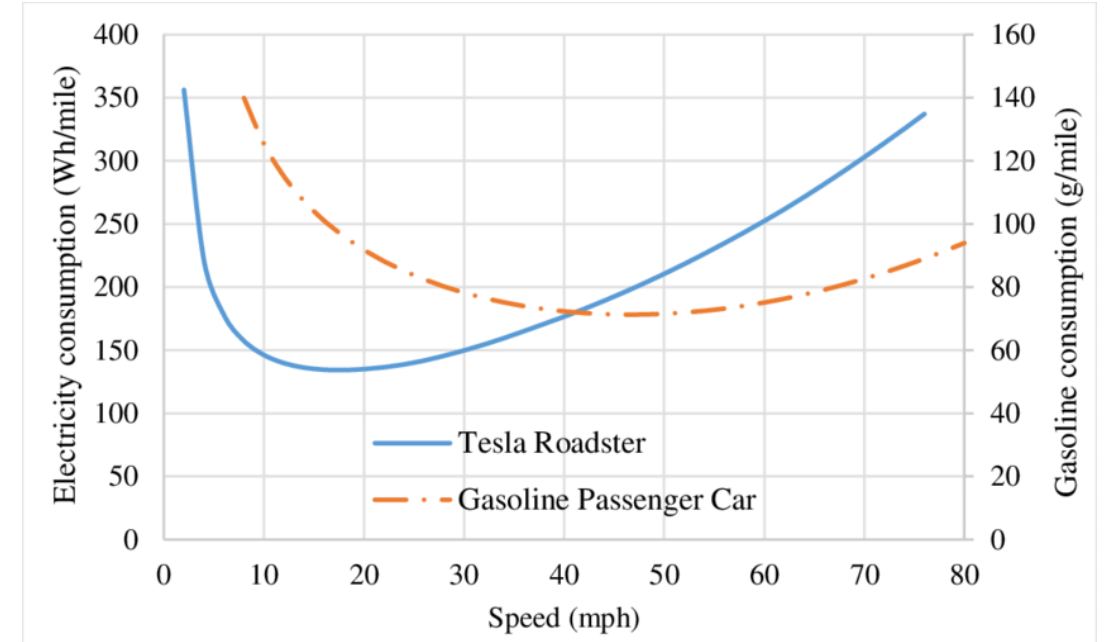
Distinctive

Single colour (Different hues) or heat map colours

Light colour in the centre to darker colours

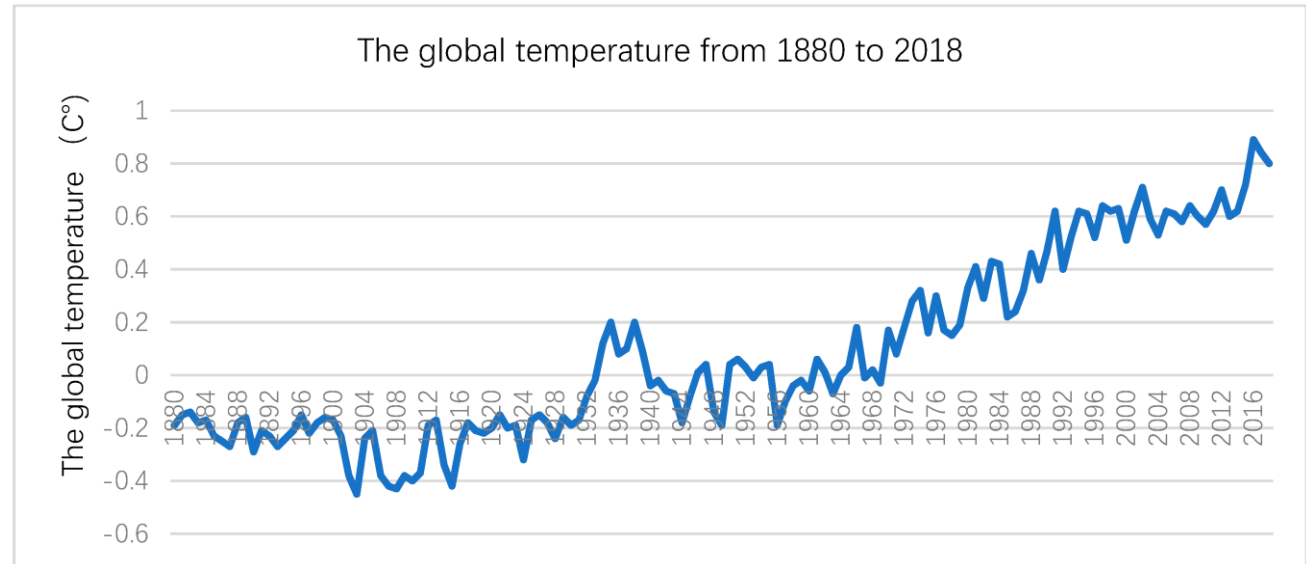
# Data story types

1. Change over time – Time series
2. Drill down
3. Zoom out
4. Intersections
5. Factors
6. Contrast
7. Outliers



# Data story types

1. Change over time – Time series
2. Drill down
3. Zoom out
4. Intersections
5. Factors
6. Contrast
7. Outliers



# Ingredients of story telling

1. Common ground
2. Emotions
3. Contrast/Scenarios
4. Truth well told
5. Editing

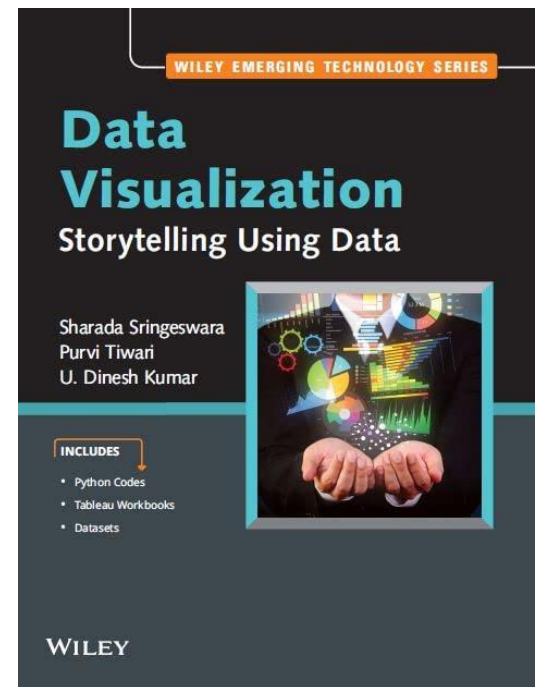
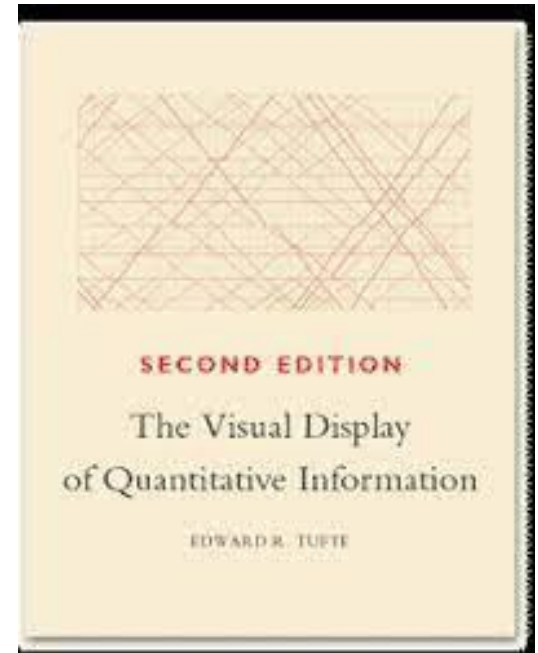


# Useful techniques

1. 1 person/data point/scenario narrative
2. Slicing and dicing of data
3. Comparison
4. Byte sizing the data
  1. Convert percentage to fractions

# Additional reading

- People to follow – Edward Tufte, Hans Rosling
- Books to read –
- Presentation techniques – Presentation Zen, Pecha Kucha





**THANK YOU**