PASS SUMMIT 2014

Why Data Viz Matters

For All Data Professionals

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Valorem Consulting

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Agenda

In this session we will cover

- Why data visualization is important
- Why *good* data visualization is important
- Optimize your data viz for human consumption

Data Viz Matters

The greatest value of a picture is when it forces us to notice what we never expected to see. - John Tukey

Data Visualization can change lives and businesses by enabling data-driven decisions.

Snow Cholera Map

http://upload.wikimedia.org/wikipedia/commons/c/c7/Snow-cholera-map.jpg

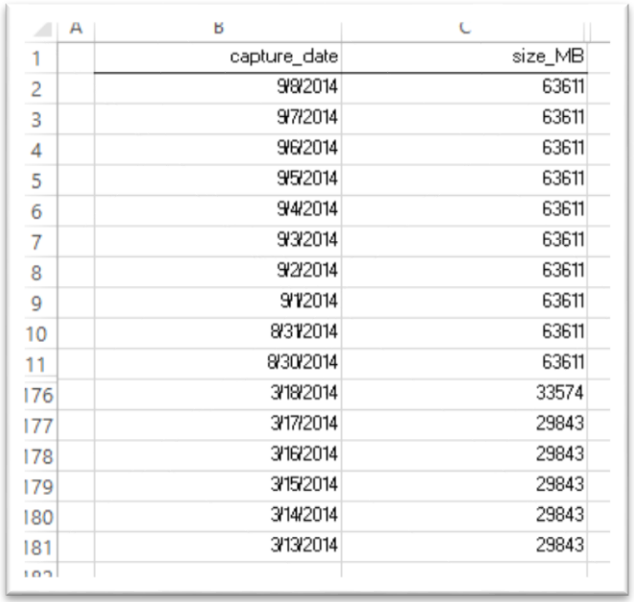
Rosling GapMinder

Visualization from Gapminder World, powered by Trendalyzer from www.gapminder.org.

Data Viz Should Matter to You

The file has roughly doubled in size from 13 March to 8 September.

Context?



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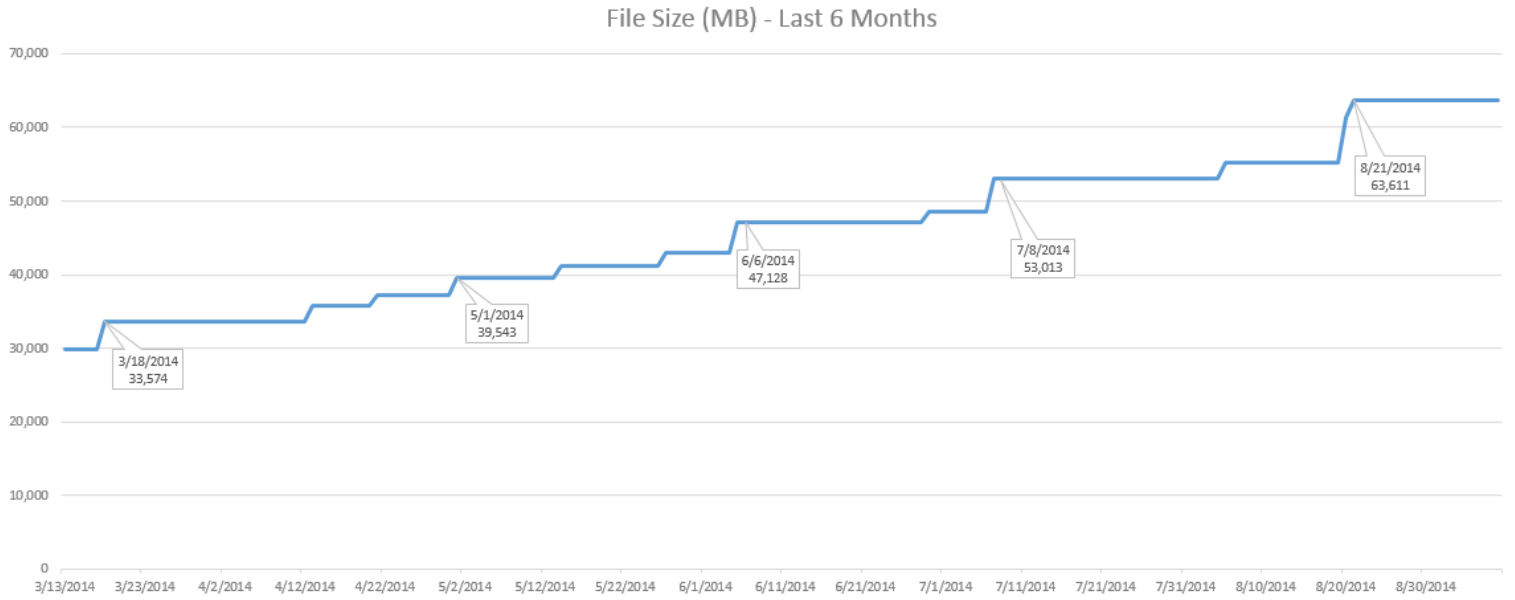
Data Viz Should Matter to You



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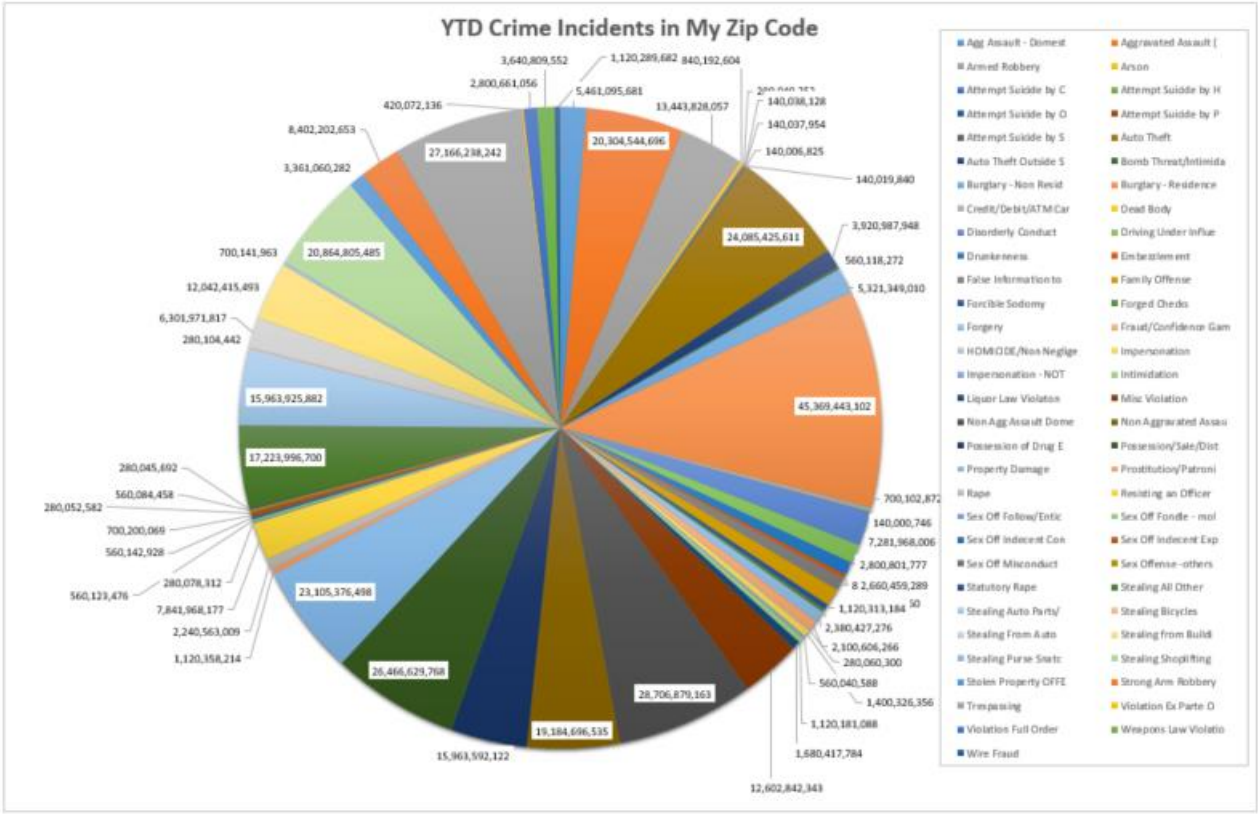
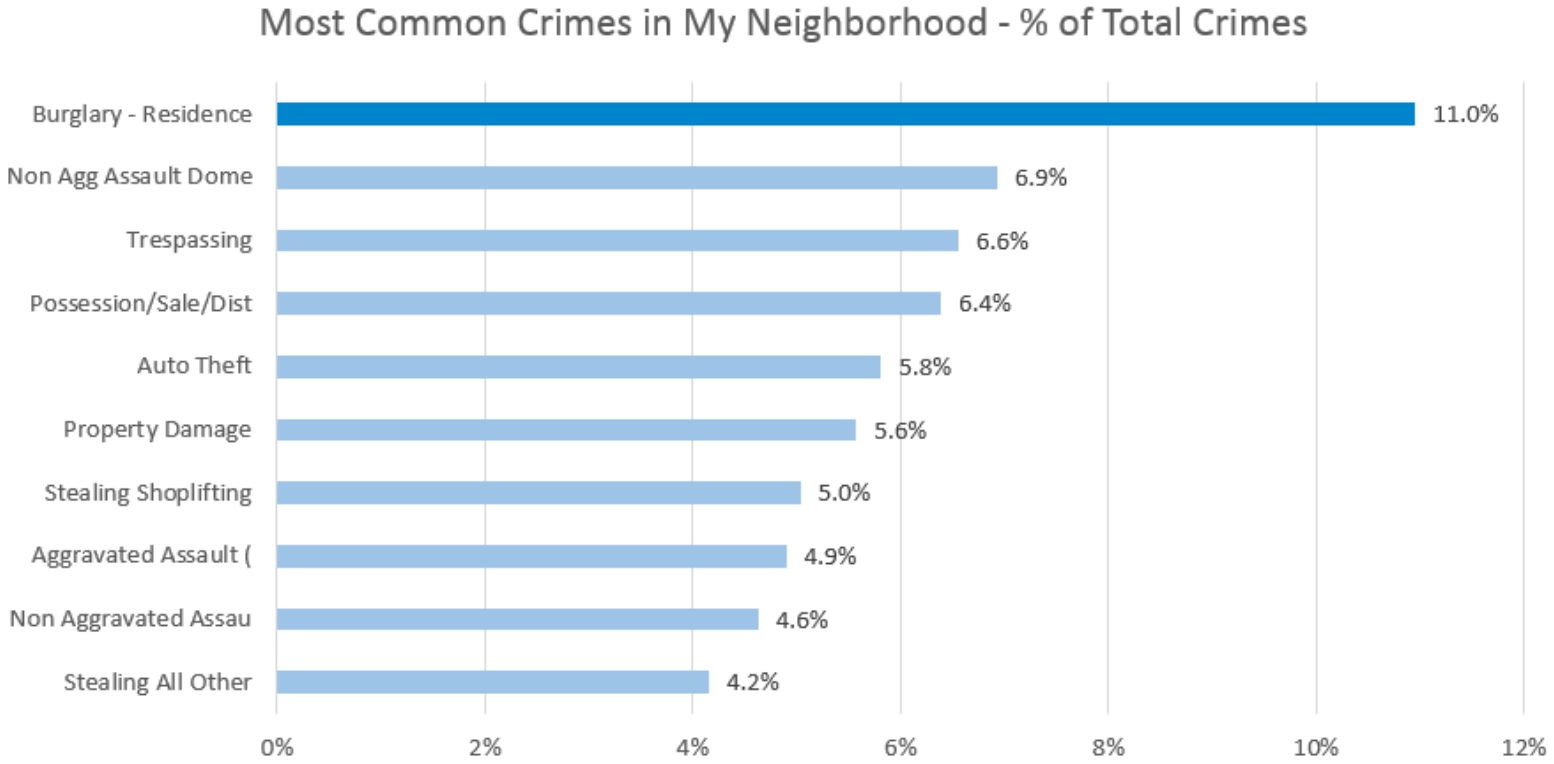
Not All Data Viz Are Created Equal



Not All Data Viz Are Created Equal



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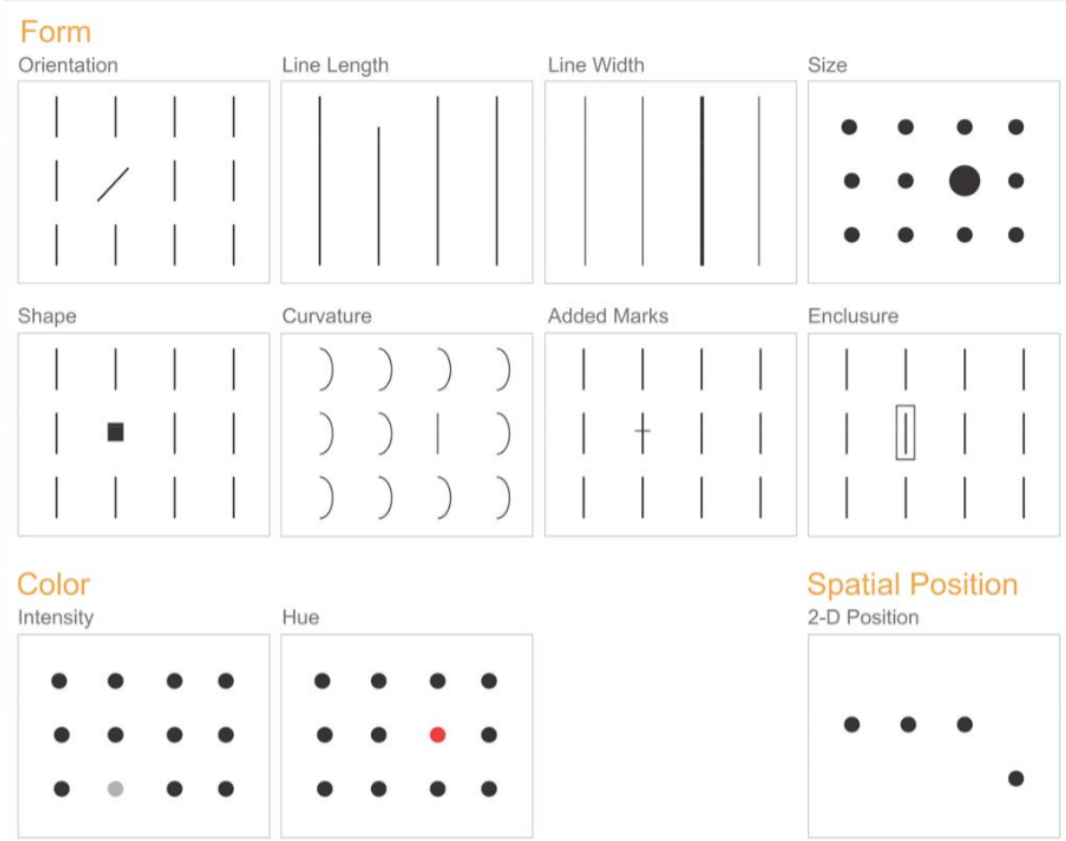
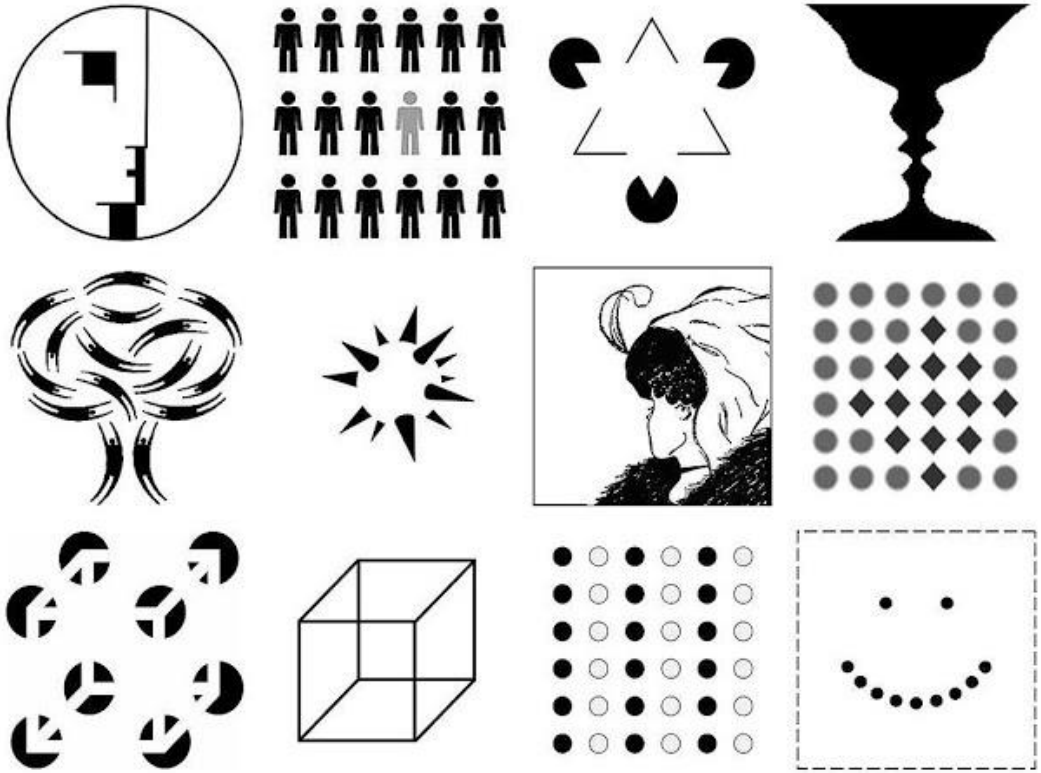
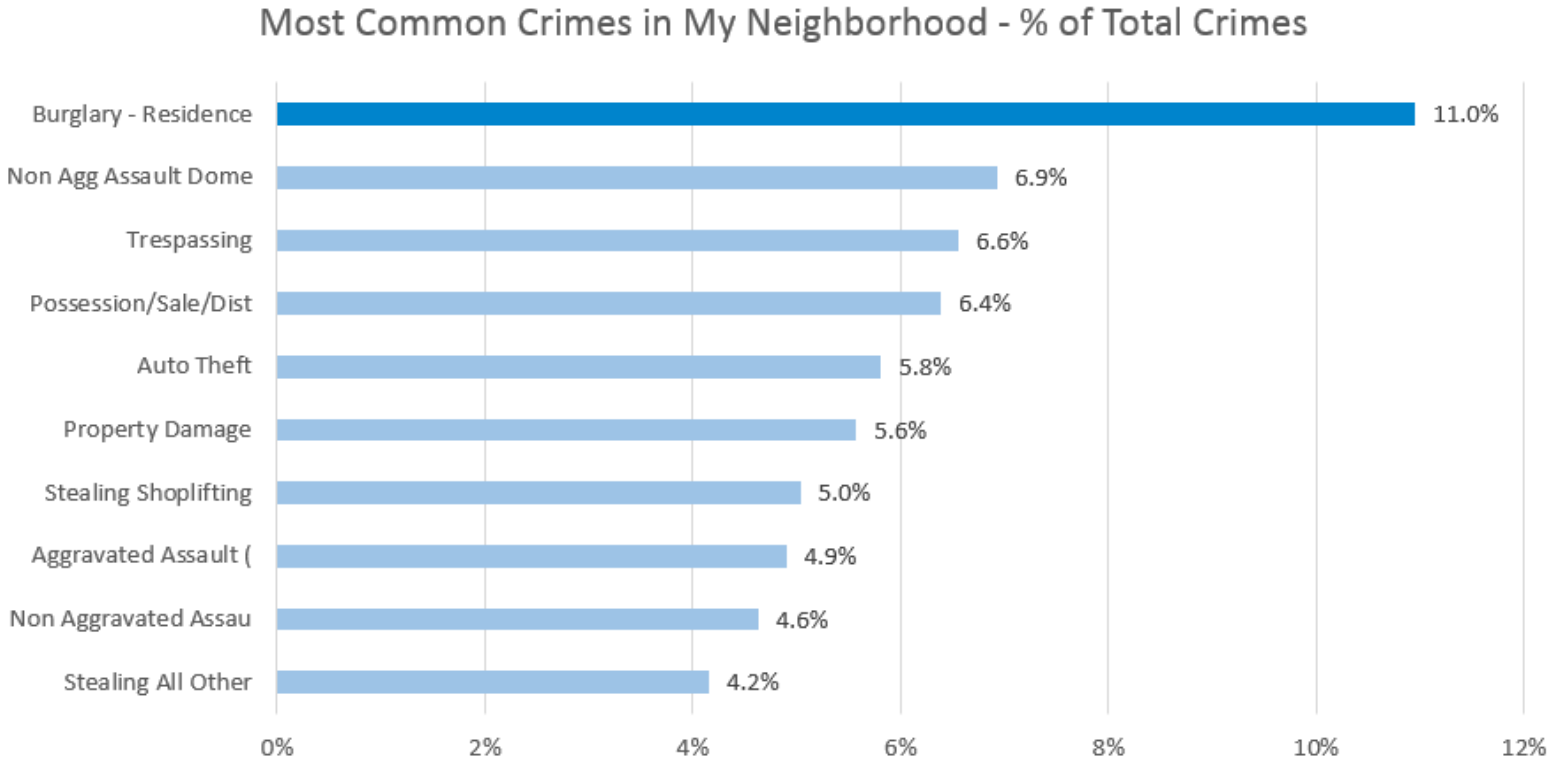
Preattentive Processing



Gestalt Principles



Data Viz Through New Eyes



Data from https://data.kcmo.org/Crime/crime-data/9u7z-x596

Summary

Optimize your data viz just as you optimize your database

"Graphical excellence is that which gives to the viewer the greatest number of ideas in the shortest time with the least ink in the smallest space." – Edward Tufte

Contact Me

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Questions?

Thank you

For attending this session
and the 2014 PASS Summit