Information is Beautiful
Using design to enhance your narrative

SLA Annual Conference, June 2013
Introduction

Your name
Your workplace (and location)
Soda, pop, coke, or soft drink?
The reason you signed up for this course
What is your generic term for a sweetened carbonated beverage?
Today

The 4 d’s: discover, design, dissect, deliver

Morning: The narrative of research

Afternoon: The visualization of research

Student case studies {Bueller? Bueller?}

Q+A
Ultimate goal of research?

FINDING the answer
or
Making sure your client UNDERSTANDS the answer
Good design should drive good relationships, ultimately with you as a trusted advisor.
Narrative?! What narrative?
Exercise 1
The benefits of a good narrative

Insight propels the audience to action
Facebook: The historic narratives

2010 – Growth, growth, and more growth
2011 – Growing pains
2012 – The maturing business
2013 – ???
The 4 D’s
Our scenario

You receive an urgent request from your manager for a company briefing on Facebook Inc, a potential client.

After a day of researching the company, analyzing its business, and summarizing the information, you deliver the results via email, as promised and on time.

Almost immediately, you receive an email from your manager responding to your efforts, simply stating, “Thanks.”

What happened?
The 4 D’s for Narrative

Discover
Design
Dissect
Deliver
Discover: Who is your audience?

How can you increase the chances of your work being well received by the audience?

Think about the professional and personal characteristics of your audience.
Discover: What do you want your reader to know/feel/do?

What do we want our primary audience to . . .

1. KNOW
2. FEEL
3. DO

. . . after reading your research briefing?

Doug Garcia
VP of Business Development, Your Company
What is the overall outcome you want from this scenario?

1. Receive request
2. Research
3. Discover the narrative
4. Design/dissect the deliverable
5. Deliver the report
6. Receive good feedback
7. Relationships improve
8. You become the "first call"
Discover your narrative

1. Write down every bit of content
2. Cut anything that doesn’t fit your know, feel, do
3. Decide what’s most important
4. Group the rest into themes
5. Give your themes subheadings
Exercise 2 – Use a SWOT analysis to discover your narrative

<table>
<thead>
<tr>
<th>Internal Origin attributes of the business</th>
<th>Helpful to achieving an objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>External Origin attributes of the industry</td>
<td>Harmful to achieving the objective</td>
</tr>
</tbody>
</table>
**Strengths: What does an organization already do well?**

- Try to understand the company’s internal attributes that will enable it to drive a sustainable competitive advantage.
- What resources do they have that will help them succeed?
- Are they innovating in ways that others aren’t?
- Has the company developed a market leading position? Based on what?
Weaknesses: In what area is the business already struggling?

- What resources is the company lacking that inhibit its ability to succeed?
- Has the company had a record of underperforming or making strategic blunders?
- Are they positioned in the right segments?
- Is there a perception of the company that hampers its ability to succeed?
Opportunities: What should the organization consider to expand in the market?

- Are there needs in the market that are not being met by competitors?
- Are there industry segments that are higher growth or more attractive than the company’s current focus?
- Are competitors utilizing tactics that the company in question is not?
- M&A options available to the company?
Threats: What are the potential disruptions in the environment?

- Economic pressures
- Increasing competition (price wars, share gainers, etc.)
- Government regulation
- New technologies or products that might usurp the company’s core products or services

Harmful
To achieving the objective

External Origin
attributes of the industry

THREATS
Facebook SWOT

**Strengths**
- Integration with websites and applications
- More than a billion active monthly users
- Excellent user experience
- Understanding of user’s needs and behavior

**Weaknesses**
- Weak CTR of advertisements
- Social network lacks some features
- One source of (main) revenues – advertisements on Facebook
- Perceived attitude towards users’ privacy
  - Weak protection of users’ information

**Opportunities**
- Increasing number of people using Facebook through mobile devices
- Expansion to China and other emerging markets
- Diversify sources of revenue
- Open Facebook marketplace

**Threats**
- Increasing number of mobile internet users
- Users using ad-block extensions
- Slow growth rate of online advertising
- Identity thefts
- Weak business model

Source: adapted from Strategic Management Insight
Now, what do you think our main story – or headline – should be?
Design your narrative

Keeping your words clear, practical and relevant

Four techniques to design your narrative
Subject: final phase update

As you know, the research is now entering a critical phase, and there are a number of decisions which we need to take together, particularly with regard to timings around the presentation of data, in order to meet our ultimate deadline. We have a very good record with regard to deadlines on this project and it is key that this remains so now – even though I know how busy you all are! Bob and Lisa’s Friday update gave provisional dates, and I know some of you will have questions about what is specifically required at a number of those milestones, particularly in the light of us being joined by two new team members. It is with this in mind, and also bearing in mind that I am on vacation for a week from this Tuesday, that I propose we have a call at 11:30am EST on Monday, which I would like everyone to join. Should you have any questions don’t hesitate to drop me an email.
1. Say your main point first

Subject: final phase update

As you know, the research is now entering a critical phase, and there are a number of decisions which we need to take together, particularly with regard to timings around the presentation of data, in order to meet our ultimate deadline. We have a very good record with regard to deadlines on this project and it is key that this remains so now – even though I know how busy you all are! Bob and Lisa’s Friday update gave provisional dates, and I know some of you will have questions about what is specifically required at a number of those milestones, particularly in the light of us being joined by two new team members. It is with this in mind, and also bearing in mind that I am on vacation for a week from this Tuesday, that I propose we have a call at 11:30am EST on Monday, which I would like everyone to join. Should you have any questions don’t hesitate to drop me an email.
2. *Give your opinion clearly*

The key factor is being able to identify the strengths that would enable establishing a leading position in what is perceived to be the evolving landscape of the next decade and also then communicating a clear and compelling rationale to investors, broader stakeholders and the population of talent which underpins the industry.
2. Give your opinion clearly

The key factor is being able to identify the strengths that would enable establishing a leading position in what is perceived to be the evolving landscape of the next decade and also then communicating a clear and compelling rationale to investors, broader stakeholders and the population of talent which underpins the industry.

The industry is changing. You need to identify your strengths and build your strategy around them. But only if you communicate that strategy in a compelling way to investors, stakeholders and the talent in the industry, will you stand out as a leader.
3. Focus on benefits, not features

We have a five stage research & analysis process that is implemented at key touch-points in the life-cycle of the project.
3. Focus on benefits, not features

We have a five stage research & analysis process that is implemented at key touch-points in the life-cycle of the project.

We’ll give you the information you need to make your decisions, at the right time, with our five stage research & analysis process.
4. Be specific

While researching about fraudulent couponing, we found that many consumers are unaware that they use fake coupons on a daily basis. Several companies have experienced problems due to websites that issue unauthorized coupons.
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While researching about fraudulent couponing, we found that many consumers are unaware that they use fake coupons on a daily basis. Several companies have experienced problems due to websites that issue unauthorized coupons.

While researching about fraudulent couponing, I found that 38% of consumers are unaware that they use fake coupons. This is affecting the bottom line of many Superstores. For example, Wal-Mart and Target have cited that their profits would be 5% and 9% higher, respectively, if the websites that issued unauthorized coupons were eliminated.
To design your narrative

Say your main point first
Make your opinion clear
Focus on benefits, not features
Be specific
Haiku

Financial crisis;
Stalled too many customers.
CEO no more.

Jonathan Schwarz
Ex-CEO, Sun Microsystems
Exercise 3
Exercise 4
Dissecting your narrative

How to be serious without being formal or using corporate speak
“One unoriginal but useful tip: Write with a specific person in mind. When writing Berkshire Hathaway’s annual report, I pretend that I’m talking to my sisters. I have no trouble picturing them: Though highly intelligent, they are not experts in accounting or finance. They will understand plain English, but jargon may puzzle them.

My goal is simply to give them the information I would wish them to supply me if our positions were reversed. To succeed, I don’t need to be Shakespeare; I must, though, have a sincere desire to inform. No siblings to write to? Borrow mine: Just begin with ‘Dear Doris and Bertie.”

Warren Buffett
Securities and Exchange Commission writing guide
1. Make it personal

SLA experience and expertise
SLA is the leading nonprofit global organization for innovative information professionals and their strategic partners. SLA serves more than 10,000 associates in 75 countries in the information profession, including corporate, academic and government information specialists.
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Our experience and expertise
We are the leading nonprofit global organization for innovative information professionals and their strategic partners. We serve more than 10,000 members in 75 countries in the information profession, including corporate, academic and government information specialists.
2. Cut jargon and buzzwords

We’ll use our best-of-breed resources to leverage the information available, therefore giving you the most complete data set available.
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We’ll use our best-of-breed resources to leverage the information available, therefore giving you the most complete data set available.

We’ll help you make the most of the resources available, so you’ll get a complete data set.
3. Use more everyday words

Should you have any queries or require any additional information prior to the commencement of the research project, please don’t hesitate to contact me. I will be in New York from the 24th, however I shall be attending meetings, therefore if you wish to reach me, it’s probably best to contact me via email.
3. *Use more everyday words*

Should you have any queries or require any additional information prior to the commencement of the research project, please don’t hesitate to contact me. I will be in New York from the 24th, however I shall be attending meetings, therefore if you wish to reach me, it’s probably best to contact me via email.

If you have any questions or need any extra information before the research project starts, please feel free to get in touch. I’m in New York from May 24th, though I’ve got a lot of meetings – so it’s probably best to email me.
## Make natural choices

<table>
<thead>
<tr>
<th>Latin</th>
<th>Anglo-Saxon</th>
</tr>
</thead>
<tbody>
<tr>
<td>commence</td>
<td>start</td>
</tr>
<tr>
<td>obtain</td>
<td>get</td>
</tr>
<tr>
<td>require</td>
<td>need</td>
</tr>
<tr>
<td>action</td>
<td>do</td>
</tr>
</tbody>
</table>
Make natural choices

Legal

therefore    however    in order to    regarding    furthermore

Normal

so    but    to    about    and
4. Use more verbs

Through the utilization of a number of tools we are able to help you in the simplification of the research & analysis process, generating greater efficiencies.
4. *Use more verbs*

Through the *utilization* of a number of tools we are able to help you in the *simplification* of the research & analysis process, generating greater *efficiencies*. 
4. *Use more verbs*

Through the utilization of a number of tools we are able to help you in the simplification of the research & analysis process, generating greater efficiencies.

By using a number of tools, we can help you simplify how you manage your research & analysis processes, making them more efficient.
5. *Use active, not passive sentences*

The figures were analysed and a number of trends were identified. The Board was notified of the findings straight away.
5. *Use active sentences*

The figures were analysed and a number of trends were identified. The Board was notified of the findings straight away.

Ask yourself: who’s doing the action?
5. *Use active sentences*

The figures were analysed and a number of trends were identified. The Board was notified of the findings straight away.

Ask yourself: who’s doing the action?

We analysed the figures and found a number of trends. We notified the Board straight away.
To write naturally

Make it personal
Cut jargon and buzzwords
Use more everyday words
Use more verbs, fewer nouns
Use active sentences
Short sentences (15-20 words)
To put it another way...

Just ask yourself:
How would I say this?
Exercise 5
Delivering your narrative

What is the best medium for your message?
Deliver: Choose the best channel for your response
Intro to visualization
"We live in a data-driven world where the ability to create effective charts and graphs has become almost as indispensable as good writing."

Dona M. Wong

“We live in a data-driven world where the ability to create effective charts and graphs has become almost as indispensable as good writing.”

Dona M. Wong

TED Video – David McCandless
Battling the design hurdles

But it’s hard and it takes too damn long!
Discover your visualization

What information best lends itself to a visualization?
What visualization should I use?
What kind of context do I need to give my audience?
Get into the visual mindset: not just an afterthought after the research!

What is the story?
If you were writing a script, what info would be presented in Act One, Act Two, and Act Three?

How do the data points relate to each other?
Comparison? Distribution? Composition? Trend?

Select the right visual for the job
Original Version

- iOS devices represented more than 50 percent of net new activations from May 1st through September 30th, 2010
- Android devices represented nearly 30 percent of net new activations over that period
- Windows Mobile devices represented 15 percent of net new activations over that period
- Symbian devices represented less than 5 percent of net new activations over that period

Percentage of activated devices among enterprise customers in Q3 2010

*S*ex-BlackBerry devices

Final Version
Visual-data continuum


SLA 2013: Information is Beautiful
Chart Suggestions – from Dr. Abela’s book and Extreme Presentation method

Advanced Presentations by Design: Creating Communication that Drives Action
By Andrew Abela, Ph.D.
http://ExtremePresentation.com
© 2009 A. Abela – a.v.abela@gmail.com
Even better – experiment with the interactive ChartChooser, available from Juice Analytics

The Juice Analytics ChartChooser: a free service offered by a boutique business intelligence and data visualization consulting firm

http://labs.juiceanalytics.com/chartchooser
What am I supposed to be looking at?

Netflix’s Quarterly Content Acquisition Cost Mix

Quarterly Content Acquisition Cost Mix

<table>
<thead>
<tr>
<th>Quarter</th>
<th>1Q08</th>
<th>2Q08</th>
<th>3Q08</th>
<th>4Q08</th>
<th>1Q09</th>
<th>2Q09</th>
<th>3Q09</th>
<th>4Q09</th>
<th>1Q10</th>
<th>2Q10</th>
<th>3Q10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streaming</td>
<td>0.313</td>
<td>0.152</td>
<td>0.167</td>
<td>0.226</td>
<td>0.322</td>
<td>0.178</td>
<td>0.188</td>
<td>0.285</td>
<td>0.578</td>
<td>0.732</td>
<td>0.794</td>
</tr>
<tr>
<td>DVD</td>
<td>0.687</td>
<td>0.848</td>
<td>0.833</td>
<td>0.774</td>
<td>0.678</td>
<td>0.822</td>
<td>0.822</td>
<td>0.715</td>
<td>0.422</td>
<td>0.268</td>
<td>0.206</td>
</tr>
</tbody>
</table>

2Q 2008 through 3Q 2010

Source: SNL Kagan
SLA 2013: Information is Beautiful
Netlfix’s Quarterly Content Acquisition Cost Mix

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Streaming</th>
<th>DVD</th>
</tr>
</thead>
<tbody>
<tr>
<td>3Q10</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>2Q10</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>1Q10</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>4Q09</td>
<td>29%</td>
<td>72%</td>
</tr>
<tr>
<td>3Q09</td>
<td>19%</td>
<td>82%</td>
</tr>
<tr>
<td>2Q09</td>
<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>1Q09</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>4Q08</td>
<td>23%</td>
<td>77%</td>
</tr>
<tr>
<td>3Q08</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>2Q08</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>1Q08</td>
<td>31%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Source: SNL Kagan
SLA 2013: Information is Beautiful

The Evolution of Netflix

Although still a popular DVD business, what was once the largest user of the US Postal Service has now become one of the biggest users of internet bandwidth.

Content doesn’t come cheap though, as Netflix must maintain the balance between content that appeals to its 20+ million subscribers, while still remaining a low-cost provider.

Mobile, digital devices offer an on-demand, customizable solution for entertainment consumers, at a substantially cheaper distribution price.
The Wrong Way to Display Data

US Display Ads Net Revenue Share (ex-TAC)
Top 4 Display Advertisers, 2Q08 – 1Q11

Source: IDC Worldwide and U.S. Internet Ad Spend Report, 1Q11
SLA 2013: Information is Beautiful
The Right Way to Display Data

US Display Ads Net Revenue Share (ex-TAC)
Top 4 Display Advertisers, 2Q08 – 1Q11

Source: IDC Worldwide and U.S. Internet Ad Spend Report, 1Q11
SLA 2013: Information is Beautiful
Pop Quiz

Stock A is $100 a share. The share price is...

a. High
b. Low
c. Not sure

You control the message. Use that power wisely. Make sure that your narrative can be reinforced by contextual data.
Stock B is at $5 per share.
Send the right signal
Design your visualization

The first and last rule in design is always the same: keep it simple.
Creating meaningful analysis: Three essential elements

Rich content

Inviting visualization

Sophisticated execution

Keep it simple

“What makes for such graphical elegance? Graphical elegance is often found in simplicity of design and complexity of data.”

Edward Tufte
The Visual Display of Quantitative Information
Make your words count

• **Clarity** – Be clear. Use strong, active language.

• **Conciseness** – Get rid of unnecessary words.

• **Consistency** – Strengthen your brand, reinforce your authority.

• **Accuracy** – Small typos can make a big difference.

• **Transparency** – Have a voice, but focus on the message.
Using the Squint Test

Converging Issues

Two Alternatives

Screening Alternatives
This slide passes the squint test because you recognize that it’s about a process.

<table>
<thead>
<tr>
<th>Phase 1: Define the problem</th>
<th>Phase 2: Generate alternatives</th>
<th>Phase 2: Test alternatives</th>
<th>Phase 2: Select best alternative</th>
<th>Phase 5: Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes off stuff happening in each of these phases</td>
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</table>
What kind of story is it?

Abstract Stories

Flow

Structure

Cluster

Radiate

Realistic Stories

Pictorial

Data

Source: Slide:ology (2008), by Nancy Duarte
SLA 2013: Information is Beautiful
Abstract “flow” stories contain movement, direction – and occasionally collisions

Source: Slide:ology (2008), by Nancy Duarte
SLA 2013: Information is Beautiful
“Cluster” stories show overlap of interests, ‘sum of the parts’ and unifying elements

<table>
<thead>
<tr>
<th>OVERLAPPING</th>
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</table>

<table>
<thead>
<tr>
<th>CLOSURE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Enclosed</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Linked</th>
</tr>
</thead>
</table>

Source: Slide:ology (2008), by Nancy Duarte
SLA 2013: Information is Beautiful
“Structure” stories compare data, or show hierarchy and sequence between elements.

**MATRICES**

**TREES**

**LAYERS**

Source: Slide:ology (2008), by Nancy Duarte
“Realistic” concepts demonstrate processes & influence, or provide direction / location

Source: Slide:ology (2008), by Nancy Duarte
SLA 2013: Information is Beautiful
Example: ‘The Path to Growth’

2010
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2011
Nam tristique scelerisque magna vitae pretium. Donec non placerat purus. Sed sed pretium.

2015
Font: type is meant to describe the information, not adorn

Is this easy to read?

Is this easy to read?

Is this easy to read?

Is this easy to read?

IS THIS EASY TO READ?

Is this easy to read?
Typography done right presents the information efficiently and directly.

HEADLINE OF THE CHART

A brief description that outlines what the data shows

<table>
<thead>
<tr>
<th>Town</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town A</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Town B</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Town C</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Town D</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Headline of the chart
A brief description that outlines what the data shows

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<tr>
<td>Town A</td>
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<td>3</td>
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<td>5</td>
<td>0</td>
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<tr>
<td>Town B</td>
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<td>3</td>
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<td>5</td>
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<tr>
<td>Town C</td>
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<td>5</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Town D</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Color: Color sets a tone and helps establish what the audience will expect.

The color wheel helps you visualize the relationships that colors have to one another. There is a bit of science to creating a pleasing palette. But, there’s an app for that.

Ask yourself these questions:

1. Who is your audience?
2. What industry are you in?
3. Who are you?
London moves up markedly but New York shows continued strength.

London advances four spots from last year to a virtual lock with New York at the top and finishes first in city gateway, a new category that measures international connectivity. New York performs well across the board but wins no individual category, showing diverse strengths.

Paris rises four spots to number four this year, coming in first in the demographics and livability and narrowly second to London in city gateway, showing that despite the eurozones’ continuing economic instability, the long-term investment that builds a great urban center also lends resilience to weather the storms.

**Beijing and Shanghai advance**

The two Chinese cities move to the top in economic clout and city gateway along with London, Paris, and New York. Balanced progress across a range of social and economic indicators represents the next step for Shanghai and Beijing in transforming exceptional growth into sustainable performance at the top tier of world capitals.
Highlight what’s important to your narrative
Using neutral colors allows your contrasting color to “pop”

Source: IDC
Quantitative visualization techniques

Bar/column charts
Maps
Line charts
Small multiples
Motion charts
7 Basic Rules for Making Charts

1. Check the data
2. Explain encodings
3. Label axes
4. Include units
5. Keep your geometry in check
6. Include your sources
7. Consider your audience

Source: Nathan Yau’s FlowingData.com
Bar charts: Easy to understand, but easy to overcomplicate

Bars too narrow

Distracting patterns

Misrepresent scale

Let the bar stand alone

Projections & estimates

Bars too narrow
Pie charts

- Soft Drink: 20%
- Soda: 35%
- Pop: 30%
- Coke: 15%
Line charts should have clean lines, producing a clear signal
Small multiples are a good option for larger data sets
Monthly unemployment rates by state, January 1976–April 2009

Source: Bureau of Labor Statistics

Notes: The orange band denotes a "normal" unemployment rate (4%-6%);
State code in red: unemployment rate in April 2009 is higher than the US average
Maps: A powerful tool and great way to add data-rich layers of information

African real gross domestic product (GDP) forecasts for 2013, by country

Although Asia’s staggering economic growth is well publicized, sub-Saharan Africa boasted 6 of the 10 fastest-growing economies from 2001-2010. This performance is not expected to slow down. A 5-year forecast from the IMF predicts 7 of the 10 fastest growing economies will be located in Africa, from 2011-2015.
Motion charts
Qualitative visualization techniques

Relationships
Maps
Heat maps
Organizational charts
Relationship diagrams provide insight

Sometimes the relationship is key to the narrative and can be processed quickly by your audience.

Modifying the size and proximity of the objects changes the meaning behind the relationships and tells a story about their relative importance.
Netflix’s competitive environment is quickly understood with a Venn diagram.

Netflix Q1’11 Top Investor Questions

How do you view your competitive landscape? Where might competition come from?

The entertainment video market is attracting a large number of participants. Those participants operate in several business models: the pay-per-view model, which is very focused on new releases and includes VOD offerings from cable companies, Redbox, Amazon and Apple; the ad supported model, which includes Hulu and YouTube; and the subscription model, which is our focus and also includes PayTV and Hulu Plus. Consumers can maintain multiple relationships within the overall market. We believe that the large market opportunity allows all of these segments to be successful.

The entertainment video market is highly competitive. Direct competition within the subscription model may come from any number of firms, such as Hulu or Amazon, or perhaps from some yet known entrepreneur. But, as you know, we have faced – and overcome – tough competition in the past. We view competition as a natural part of our business, and we're just focused on continuing to offer a superior customer experience. We believe that's the best way to address current and potential competitive challenges.
Organizational charts

- Amazon
- Google
- Facebook
- Microsoft
- Apple
- Oracle
Maps can be to display qualitative information, too

Sectors of Interest in Africa: Agribusiness

Africa boasts 60% of the world’s total amount of uncultivated, arable land.

A recent World Bank report cited cross-border trade restrictions as a large barrier to reducing food prices and generating billions of dollars for African governments. Agribusiness will also accelerate as the continent’s fragile transportation infrastructure improves over the next decade.

Sources: Harmonized World Soil Database; FAOSTAT, McKinsey, World Bank: *Africa Can Help Feed Africa*
Note: Map provided predates South Sudan’s independence.
**Heat maps**

### Ranking Recoveries.

The International Monetary Fund divided U.S. economic recoveries since World War II into five rankings. The IMF measured the change in a variety of economic and financial metrics seven quarters after each business-cycle trough, or recession’s end.

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There are a variety of ways to use design, even when you don’t have data.
Exercise 6

Which visualization technique will you use for Facebook?
Dissect your visualization
“Design should never say, 'Look at me.' It should always say, 'Look at this.'”

David Craib
Creative Director at Parable Communications
Double- (and triple-) check the data

Bad data

+ Good visualization

Bad chart
Double-check with the squint test
Eliminate chartjunk

- Use **COLOR** wisely
- Dump the 000’s -> decimals are your friend...
- Take advantage of **white** space
- Axis titles – love ‘em or leave ‘em
- Lose the gridlines. (Don’t box me in.)
- Check your fonts – Type and **size**
- But always, always cite your sources
Let the data speak for itself

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Sources: Harmonized World Soil Database; FAOSTAT, McKinsey, World Bank: Africa Can Help Feed Africa
Note: Map provided predates South Sudan’s independence.
Do not confuse or mislead the audience.
IF THE CLIENT WANTED AN EXCEL CHART, THEY WOULDN’T NEED YOU

It might sound harsh, but it’s true. If infographics were as simple as laying out a bunch of standard charts and graphs on a page, then clients would not need to search out great designers. Many tools are online that can create colorful pie charts, line graphs and bar graphs, so you have to take things to the next level for your design to stand out. Taking the data from above, which of the two graphs below do you think would make a client happier?

If you answered **Graph B**, you’re catching on. Of course, not all data lends itself to creative and unique graphs. **Graph A** might work very well if the rest of the infographic shared a similar aesthetic. Sometimes you just have to bite the bullet and produce a traditional bar graph or pie chart; nevertheless, always consider ways to dress it up.

Source: Smashing Magazine, “The Do’s and Don’ts of Infographic Design”
SLA 2013: Information is Beautiful
Exercise 7: Spot the mistake!
Conflicting polls

49%
GALLUP: OBAMA

46%
GALLUP: ROMNEY

45%
Pew: Obama

49%
Pew: Romney
The National Collegiate Health Assessment was taken by 1,000 UCSB students in Spring 2009. Participants were asked how frequently they used substances over the past 30 days. Numbers in white reflect actual student use, while red numbers indicate perceived substance use. The average age of participants was 20 years and approximately 99 percent were full-time students.
Yesterday’s results
What was the best part of the Super Bowl?

27% No
73% Yes

Vote at winnipegsun.com
Deliver your visualization
“Time is really the only capital that any human being has, and the only thing he can’t afford to lose.”

Thomas Edison
Tools and tricks for visualization
Steal and Borrow

The Economist

WIRED

The Web is dead.

Bloomberg Businessweek

How to Make an American Job by Andy Grove

THE VISUAL MISCELLANEUM

A COLONIAL GUIDE TO THE WORLD'S MOST CONFIDENTIAL TRAFFIC.

DAVID McCANDLESS

SLA 2013: Information is Beautiful
Recycle: Use templates (Financials)

Financial Performance

Key takeaway / twitter line > should summarize the findings on the slide and lead into the next page for the audience.

- Chart Title
  - Year-Year
  - Unit of Currency
  - Series 1 and Series 2

- Chart Title
  - Year-Year
  - Unit of Currency
  - Series 1 to Series 3

- Chart Title
  - Year-Year
  - Unit of Currency
  - Series 1 to Series 6

[Graphs and charts showing financial data year-over-year with different series and categories]
**Recycle: Use templates (Trends)**

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**Sector Trends**

Key takeaway/twitter line > should summarize the findings on the slide and lead into the next page for the audience.

1. **Sector Trend #1**
   - Insert trends here.

2. **Sector Trend #2**
   - Insert trends here.

3. **Sector Trend #3**
   - Insert trends here.

4. **Sector Trend #4**
   - Insert trends here.
Take credit for your work!

KC Hudson – Design + Research Analyst

t: 347-815-5328 e: kch@kchudson.com

Background: KC is a freelance research analyst, with a specialization in information visualization and design. She has extensive experience in company research, industry analysis, and creating a distinctive point of view.

KC received her MLIS from the University of South Florida and a degree in British literature from the University of Florida. Naturally she is a fan of college football. KC remains active in the broader research community and previously served on the Board of Directors of the Special Libraries Association Florida and Caribbean Chapter.
Student Case Studies
Additional Resources
Suggested reading

Books

Dona M. Wong

*Visualize This: The FlowingData Guide to Design, Visualization, and Statistics*
Nathan Yau

*The Visual Display of Quantitative Information*
Edward R. Tufte

*slide:ology: The Art and Science of Creating Great Presentations*
Nancy Duarte

*The Elements of Style*
William Strunk, Jr and E.B. White

Blogs

FlowingData
Juice Analytics
Information is Beautiful
Chart chooser

Chart Suggestions—A Thought-Starter

Comparison

Relationship

What would you like to show?

Distribution

Composition

www.ExtremePresentation.com
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Thank you!
Contact information

KC Hudson, Design + Research Analyst
347-815-5328
kch@kchudson.com