

Visualizing Change:

Harnessing Tech to Demonstrate Impact

with Ann K. Emery

depict data studio

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How to Make Dumbbell Dot Plots in Excel

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Resources: Slides

The slide thumbnails include:

- Agenda (Blue):** Slide 1: "How to tailor your impact story for different stakeholders". Slide 2: "Best practices for visualizing your data through effective use of color and photos". Slide 3: "Techniques to make your impact narrative both clear and engaging".
- Audience: Who? (Blue):** A hierarchical organizational chart with a legend:
 - 1 Board of Directors
 - 2 Executive Director
 - 3 Mid-level managers
 - 4 Frontline staff
 - 5 Program participants
 - 6 Prospective donors
 - 7 Current donors
 - 8 Local policymakers
 - 9 Grant writers
 - 10 My direct supervisor
- Chunking into Color-Coded Chapters (Green):** A collage of various data visualizations including bar charts, line graphs, and maps.
- Your Turn (Purple):** A slide with the text "We're losing 482 acres of wetlands every year." and a large purple question mark.

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Resources: Chart Chooser

Ann K. Emery's Chart Chooser (depict data studio)

EXPLORATORY

- Sketching:** Think metacolor
- Heat Tables:** Color coding
- Data Bars:** With/without bars
- Spark Lines:** Mini trendlines
- Spark Bars:** Mini columns

PART-WHOLE

- Pie/Donut:** 2-3 slices (max)
- Stacked:** Flip alternative
- Diverging:** Focus on center
- Waffle:** aka Square pie
- Icon Array:** aka Proportional icons

COMPARISONS

- Bar/Column:** The trustiest
- Lollipop:** Minimalist bar
- Clustered:** Two parts, make
- Dot:** Minimalist scatter
- Multiples:** Disaggregate parts
- Area:** Comparison based on area
- Nested Area:** aka Tree
- Overlapping:** Every bar has a different goal
- Target Line:** Every bar has the same goal

PROGRESS

- Line:** The classic
- Multiples:** Separate the spaghetti
- Stacked:** Part-to-whole
- Stacked Area:** Part-to-whole
- Target Line:** Goal is light
- Estimation:** Guess is dotted
- Fan:** Guess is shaded
- Calendar:** Milestone
- Timeline:** Try words & icons

MAPS

- Choropleth:** aka Heat Map
- Tile or Hex:** Equal-sized shapes
- Tile Trend:** Patterns over time
- Network:** Connections between people

DISTRIBUTION

- Histogram:** Ordinal variables (like age ranges)
- Pyramid:** Ordinal & horizontal bars & gender
- Scatter:** Correlations (x & y)
- Bubble:** Correlations (x, y, & z)
- Box Plot:** Min, Q1, median, Q3, & Max

BEFORE/AFTER

- Slope:** Focus on the slope of the line
- Dot:** Distance between dots
- Stacked:** Part-to-whole
- Waterfall:** How parts add up to the whole
- Deviation:** Visual display for differences

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Resources: A few specific articles

depictdatastudio.com/why-know-your-audience-is-terrible-dataviz-advice-what-to-do-instead/

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Why "Know Your Audience" is Terrible Dataviz Advice—and What to Do Instead

ANN K. EMERY

Updated on: Jun 1st, 2021
Data Visualization
Audience

- Who's Our Audience?
- Internal or External?
- What Actions Should Be Taken?
- Technical or Non-Technical?
- How Many Points in Time?
- What Types of Comparisons?
- Are Viewers Expecting a Story?
- Which Formats?

Every time I scroll through social media, someone's post is telling me:
 "Want to know the secret to great dataviz? Know your audience!"
 "Want to make a great dashboard? Know your audience!"
 I mean... duh.
 "Knowing your audience" is terrible data visualization advice.

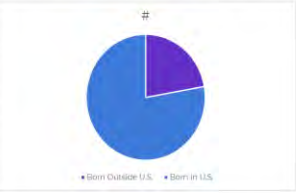
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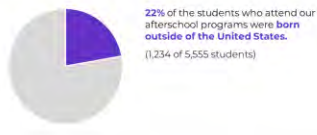
Resources: Template

Microsoft Excel - Pies

Before
The default pie charts don't have labels or dark-light contrast.



After
We'll apply dark-light contrast to focus attention and directly label the data to remove guesswork.



Available in
All versions of Excel
PCs and Macs

Uses

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Agenda

1

How to tailor your impact story for **different stakeholders**

2

Best practices for visualizing your data through **effective use of color and photos**

3

Techniques to make your impact narrative both **clear and engaging**

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Agenda

1

How to tailor your impact story for **different stakeholders**

2

Best practices for visualizing your data through **effective use of color and photos**

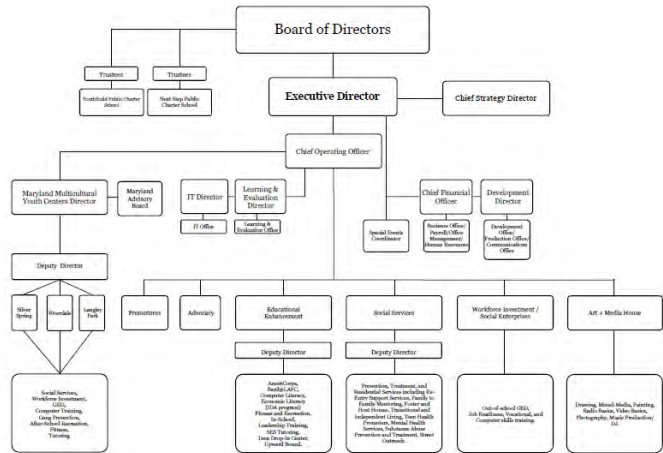
3

Techniques to make your impact narrative both **clear and engaging**

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Audience: Who?

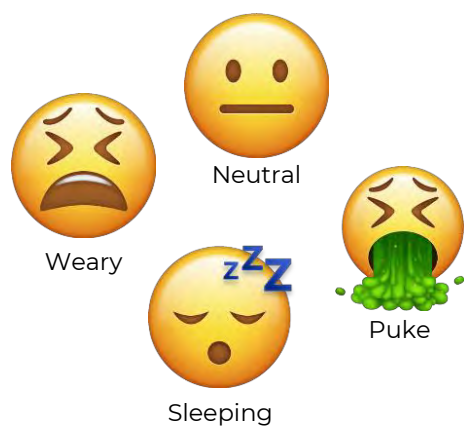
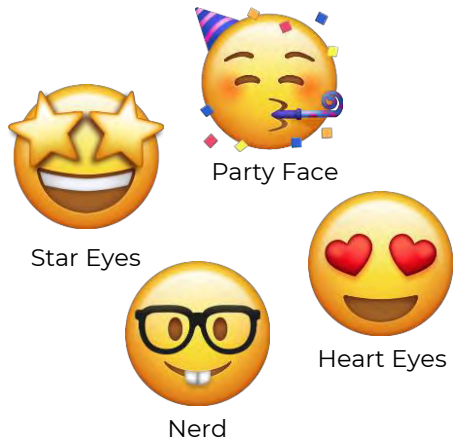


- 1 Board of Directors
- 2 Executive Director
- 3 Mid-level managers
- 4 Frontline staff
- 5 Program participants
- 6 Current donors
- 7 Prospective donors
- 8 Local policymakers
- 9 Grant writers
- 10 My direct supervisor

Audience: Technical or Non-Technical?

Technical
Loooooove data

Non-Technical
Would rather be doing something else



Audience: Technical or Non-Technical?

Technical

Have fun exploring raw data

Non-Technical

Prefer the finished product

Category	Non-Technical (%)
A	90%
B	80%
C	70%
D	60%

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Audience: Technical or Non-Technical?

Technical

Don't mind decimal places

Non-Technical

Get lost in decimal places

Quarter	Technical (%)
Q1	43.5%
Q2	56.9%
Q3	70.0%
Q4	74.9%

Quarter	Non-Technical (%)
Q1	43%
Q2	57%
Q3	70%
Q4	75%

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Audience: Technical or Non-Technical?

Technical
Don't mind regular tables

Non-Technical
Prefer heat tables

5. How influential were these individuals and resources on your decision to major in xyz?

Please indicate whether you agree or disagree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total
This was the wording for the survey question.	32%	33%	2%	8%	7%	100%
This was the wording for the survey question.	23%	17%	1%	8%	6%	100%
This was the wording for the survey question.	23%	34%	15%	17%	20%	100%
This was the wording for the survey question.	17%	33%	16%	25%	7%	100%
This was the wording for the survey question.	18%	32%	16%	24%	12%	100%
This was the wording for the survey question.	1%	23%	18%	35%	32%	100%
This was the wording for the survey question.	7%	19%	17%	42%	15%	100%
This was the wording for the survey question.	3%	24%	2%	52%	17%	100%
This was the wording for the survey question.	2%	7%	18%	52%	15%	100%

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total
This was the wording for the survey question.	44%	38%	10%	5%	3%	100%
This was the wording for the survey question.	40%	26%	17%	3%	14%	100%
This was the wording for the survey question.	13%	39%	5%	8%	34%	100%
This was the wording for the survey question.	32%	26%	20%	2%	18%	100%
This was the wording for the survey question.	17%	30%	23%	17%	13%	100%
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Page 2 of 3

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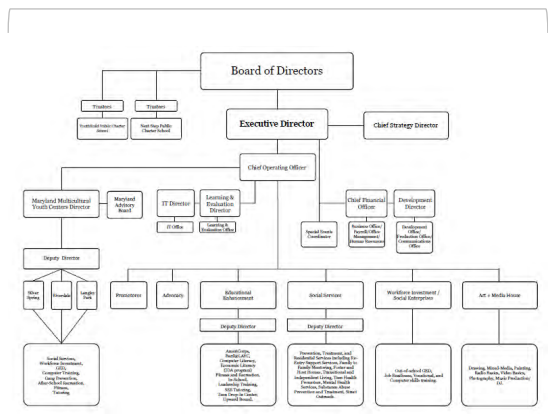
	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total
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This was the wording for the survey question.	7%	23%	22%	30%	18%	100%

Page 2 of 4

Audience: Internal or External?

Internal
Within the agency / project

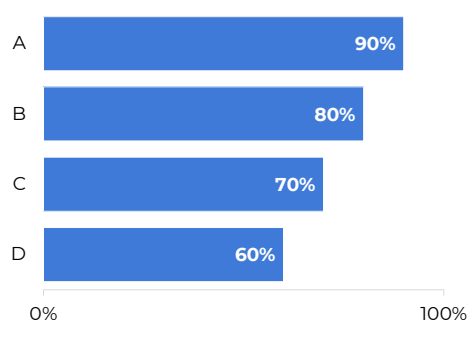
External
Outside the agency / project



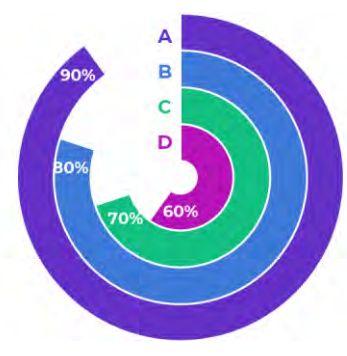
Everyone else

Audience: Internal or External?

Internal
Everyday graphs



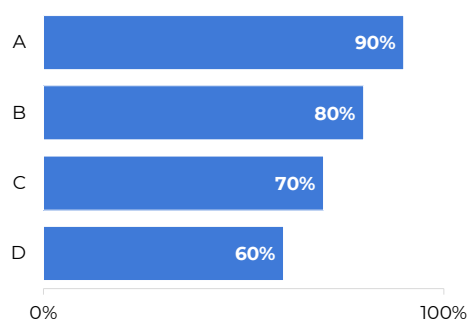
External
Xenographs



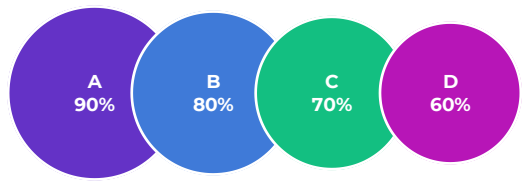
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Audience: Internal or External?

Internal
Everyday graphs



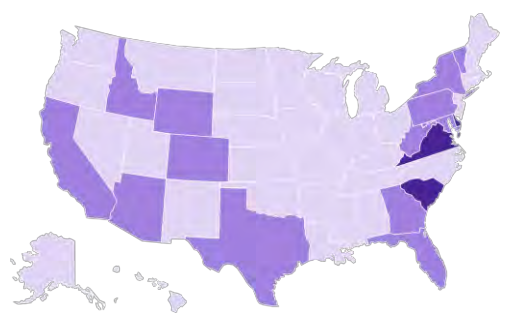
External
Xenographs



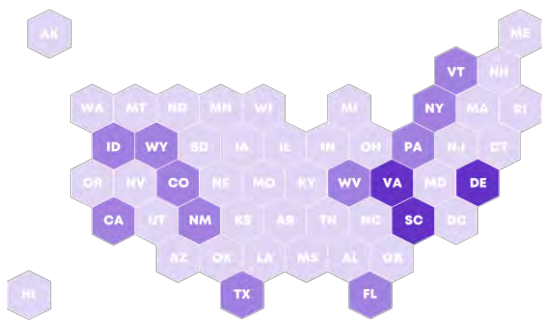
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Audience: Internal or External?

Internal
Everyday graphs



External
Xenographs

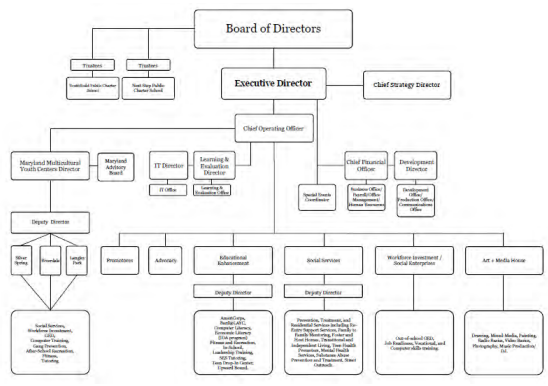


Audience: Internal or External?

Your Turn

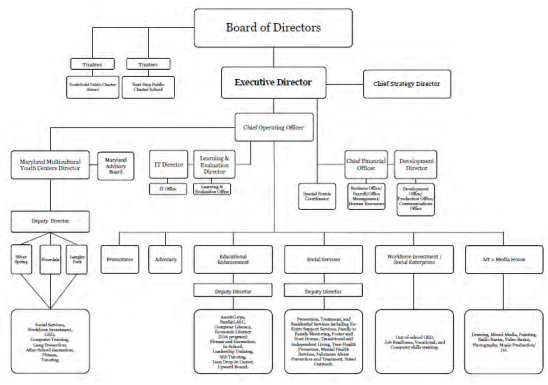
- Internal: _____, _____, _____
- External: _____, _____, _____

Audience: How Many Points in Time?



- ← Board of Directors, Executive Director
- ← Senior Managers
- ← Mid-Level Managers
- ← Frontline Staff

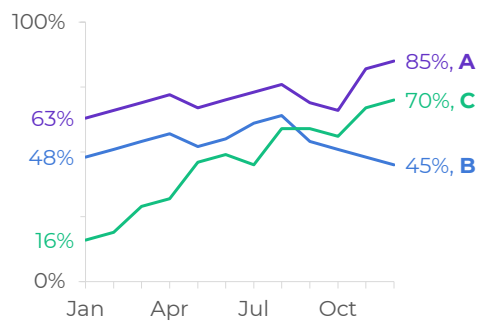
Audience: How Many Points in Time?



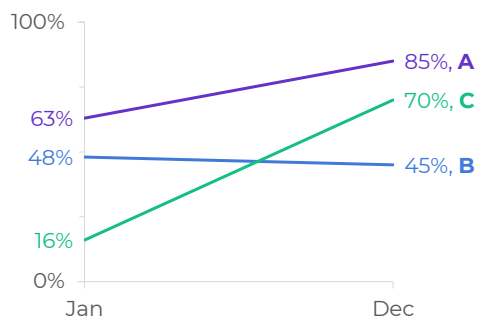
- Strategic
- Operational

Audience: How Many Points in Time?

Frequent Points in Time
On-the-ground staff
(Operational data)

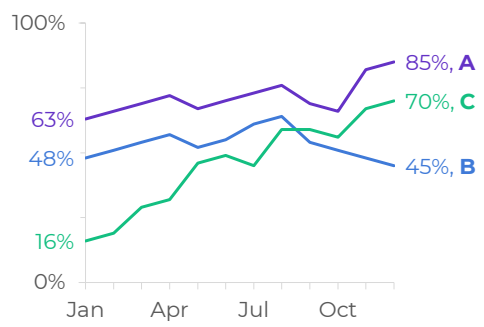


Fewer Points in Time
Higher-up staff
(Strategic data)

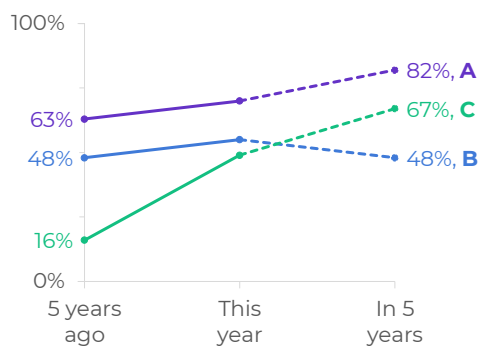


Audience: How Many Points in Time?

Frequent Points in Time
On-the-ground staff
(Operational data)



Fewer Points in Time
Higher-up staff
(Strategic data)



Audience: Expecting Data Storytelling?

Default



Topical

or

Takeaway

Figure 1. Project Results Before and After the Four-Year Grant Funding

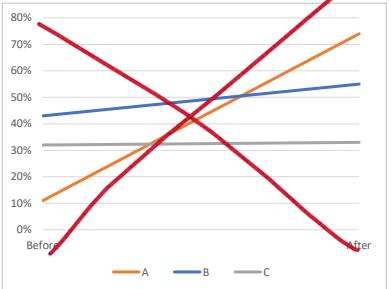
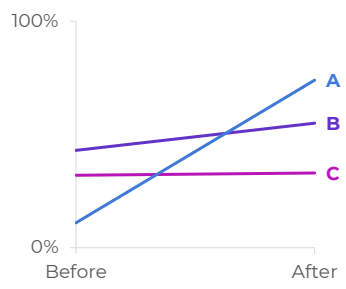
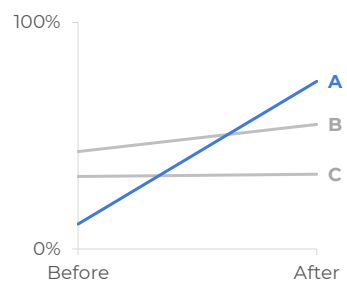


Figure 1. Project Results Before and After the Four-Year Grant Funding



Project A Improved the Most After the Four-Year Grant Funding



Agenda

1
How to tailor your impact story for **different stakeholders**

2
Best practices for visualizing your data through **effective use of color and photos**

3
Techniques to make your impact narrative both **clear and engaging**

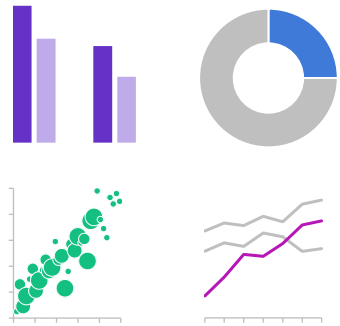
Use Your Brand Colors

**Find Color Codes
in Your Style Guide**



**Use Those Colors
in Your Visuals**

PMS 426 C RGB 38, 38, 38	CMYK 71, 65, 64, 69 HEX # 262626
PMS 660 C RGB 63, 122, 216	CMYK 75, 51, 0, 0 HEX # 3F7AD8
PMS 3395 C RGB 19, 191, 129	CMYK 73, 0, 68, 0 HEX # 13BF81
PMS 266 C RGB 100, 50, 198	CMYK 74, 83, 0, 0 HEX # 6432C6
PMS 253 C RGB 183, 21, 183	CMYK 40, 91, 0, 0 HEX # B715B7
PMS 141 C RGB 247, 203, 82	CMYK 3, 19, 79, 0 HEX # F7CB52



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Set Up Theme Colors

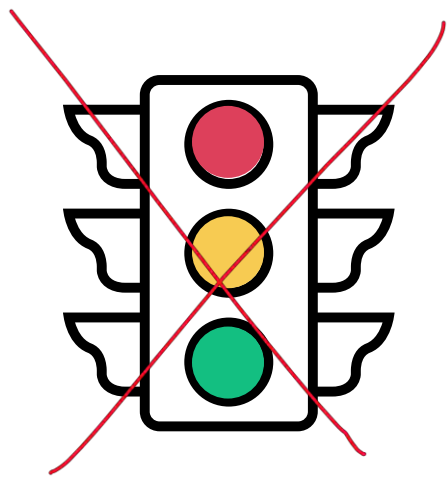
The screenshot shows the Microsoft Excel interface. The 'Page Layout' ribbon is active, and the 'Colors' dropdown menu is open. The menu lists various themes such as 'NHVRC - Year 3 MIECHV Tables', 'Planned Parenthood', 'RAILS', 'Smithsonian', 'Stanislaus County', 'The Evaluators' Institute (TEI)', 'U.S. Department of the Interior', 'University of Montana', 'USAID Feed the Future', 'USTDA', 'UT Knoxville', 'Veterans Affairs', 'WI DOT', 'WMATA', 'WSSC', 'WSSC Water', and 'WSSC Water1'. At the bottom of the menu, the 'Office' theme is selected, and the 'Customize Colors...' option is highlighted with a yellow circle.

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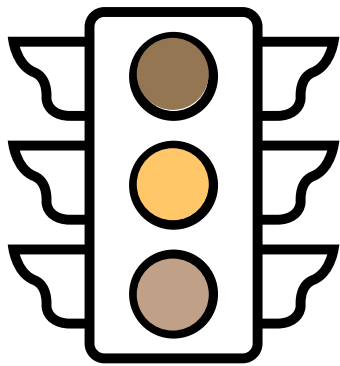
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Avoid Red-Green

Normal Color Vision



Colorblind



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Avoid Red-Green



<https://twitter.com/ProfessorTD/status/1106201729287286784>

<https://www.color-blindness.com/coblis-color-blindness-simulator/>

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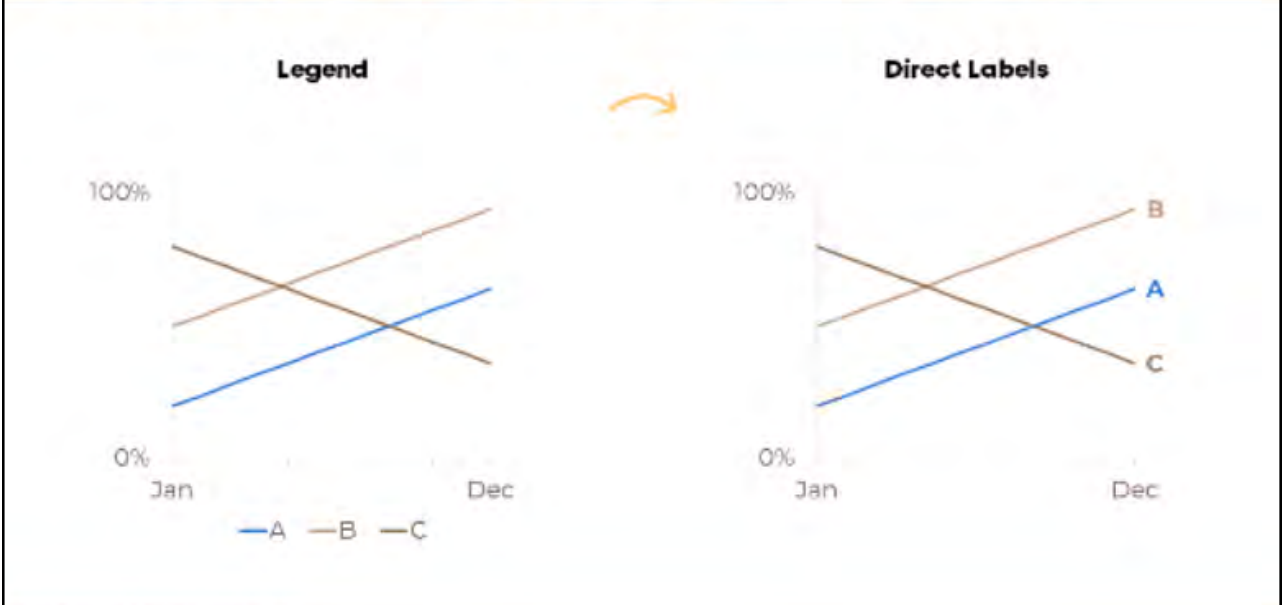
Don't Rely on Color Alone: Direct Labels



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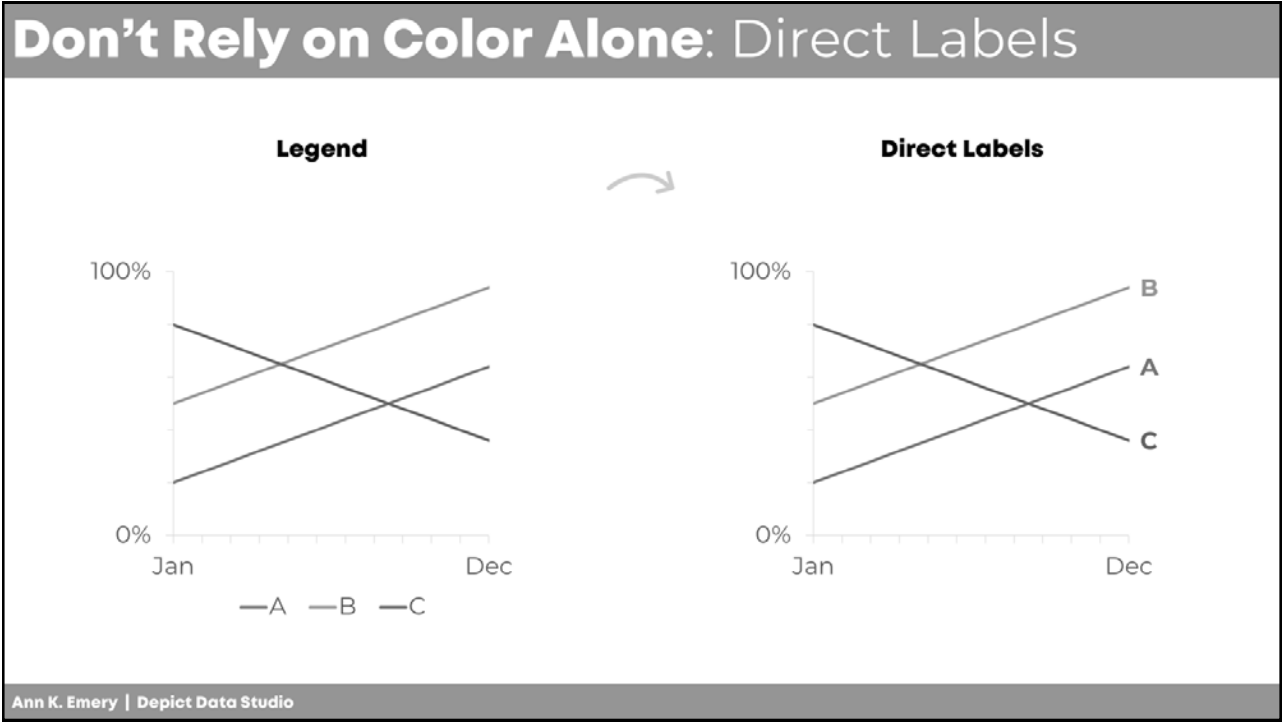
56

Don't Rely on Color Alone: Direct Labels

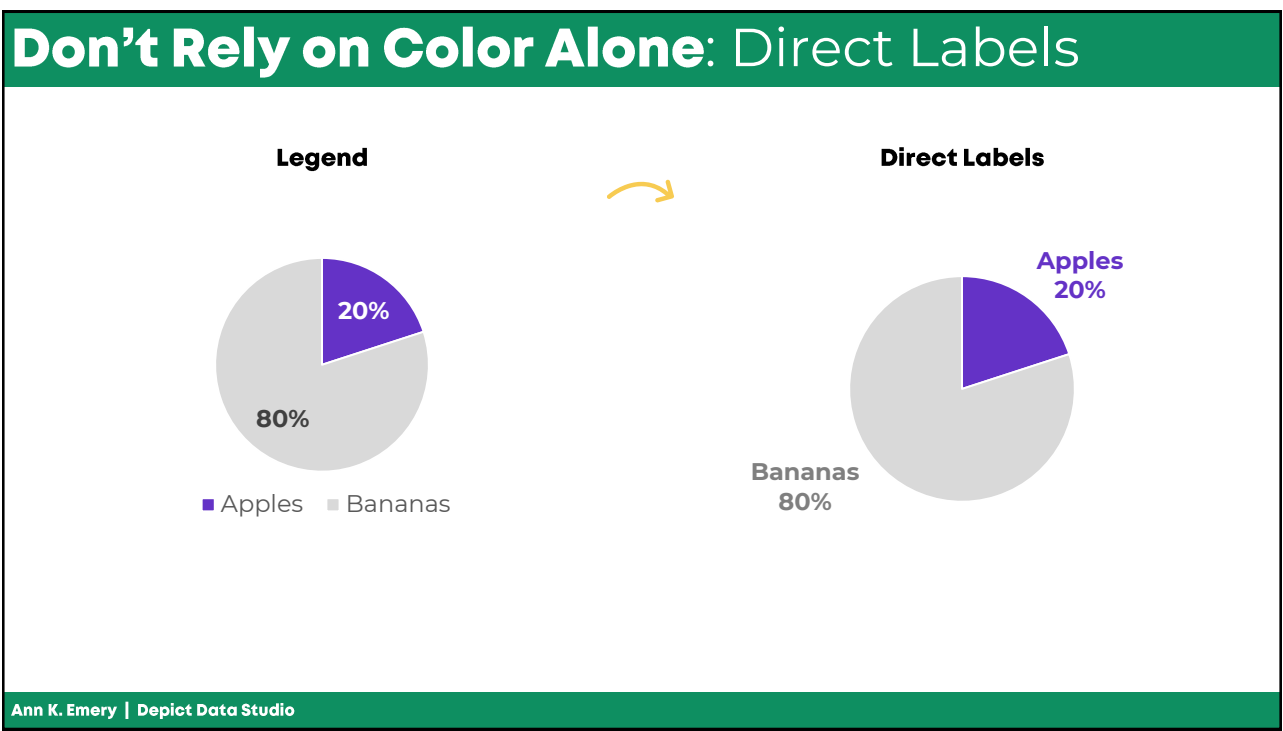


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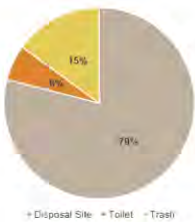
Your Turn

Not Accessible

Accessible



Disposal of Unwanted/Unused Medications



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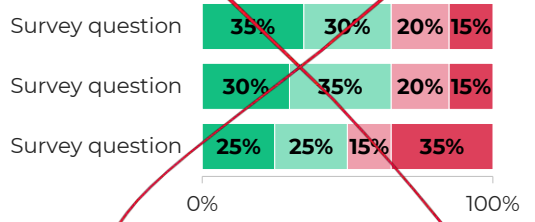
Your Turn

Not Accessible

Accessible

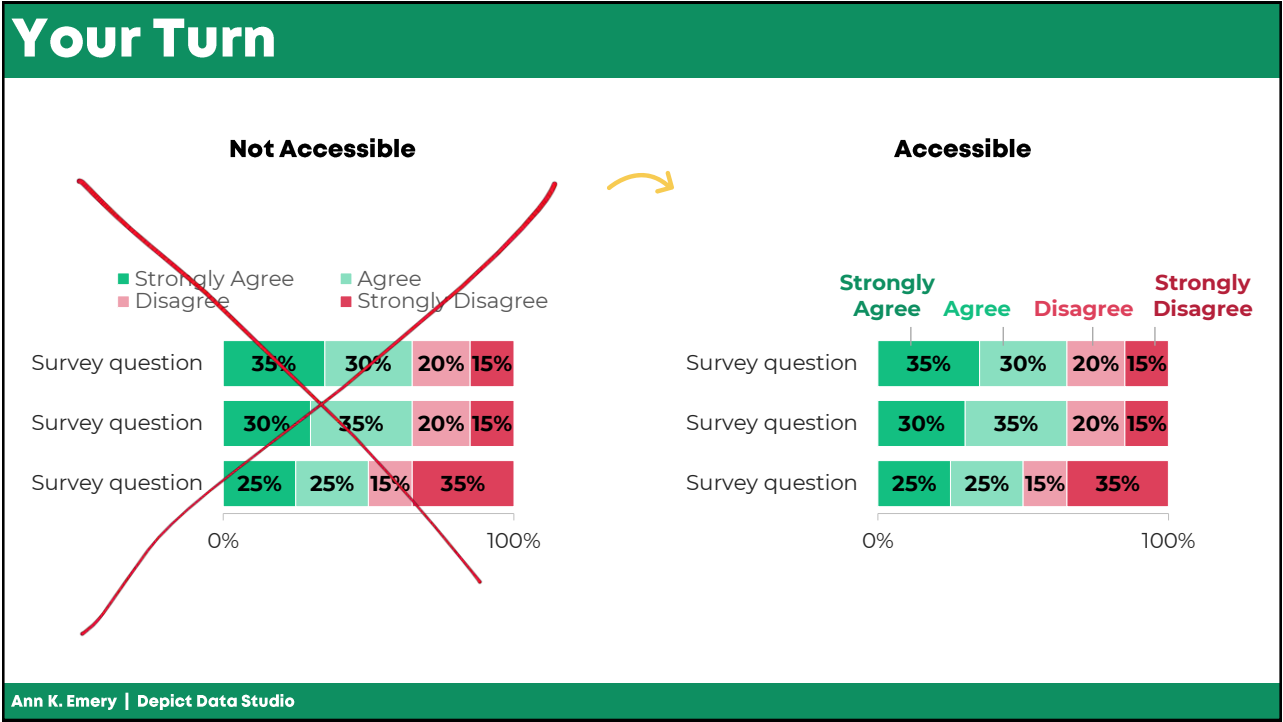


■ Strongly Agree ■ Agree
■ Disagree ■ Strongly Disagree

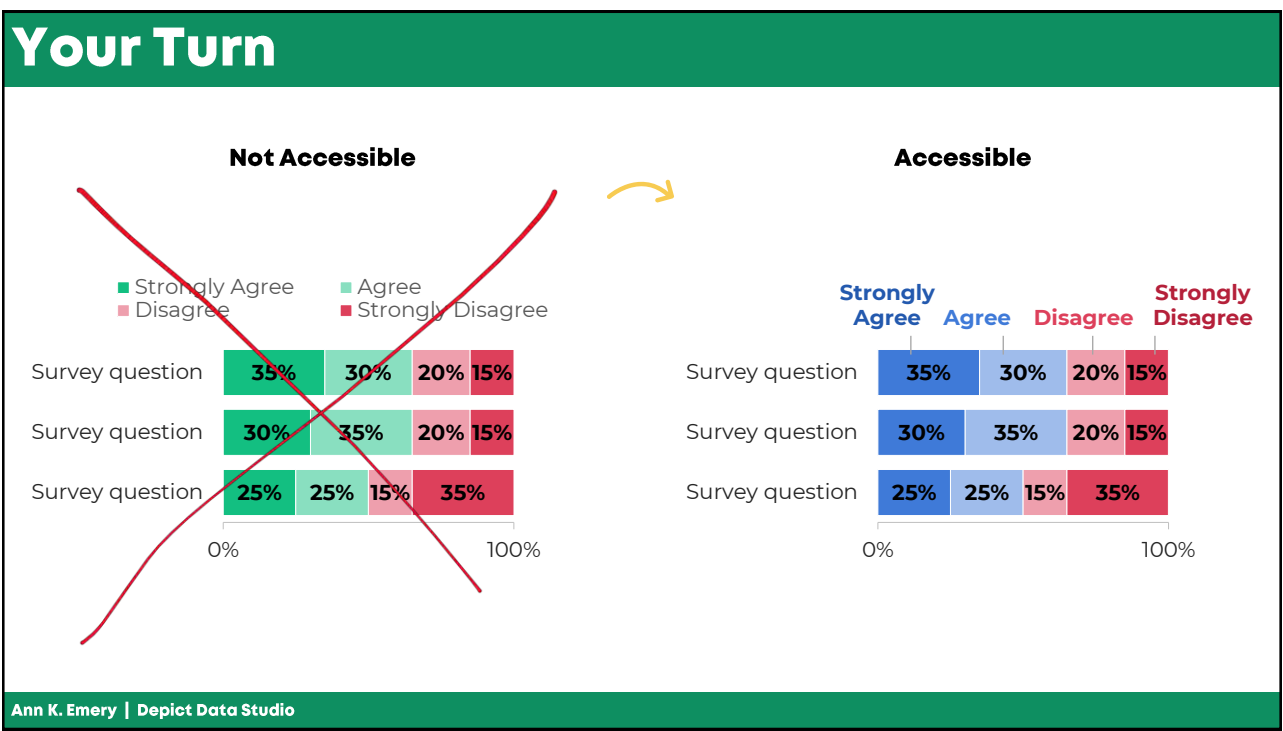


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Increase the Color Contrast

Low Contrast

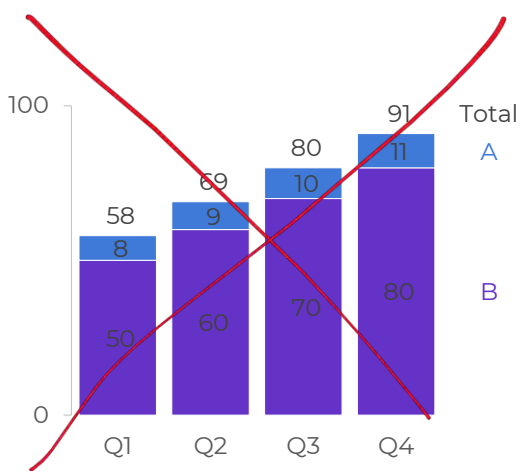
High Contrast



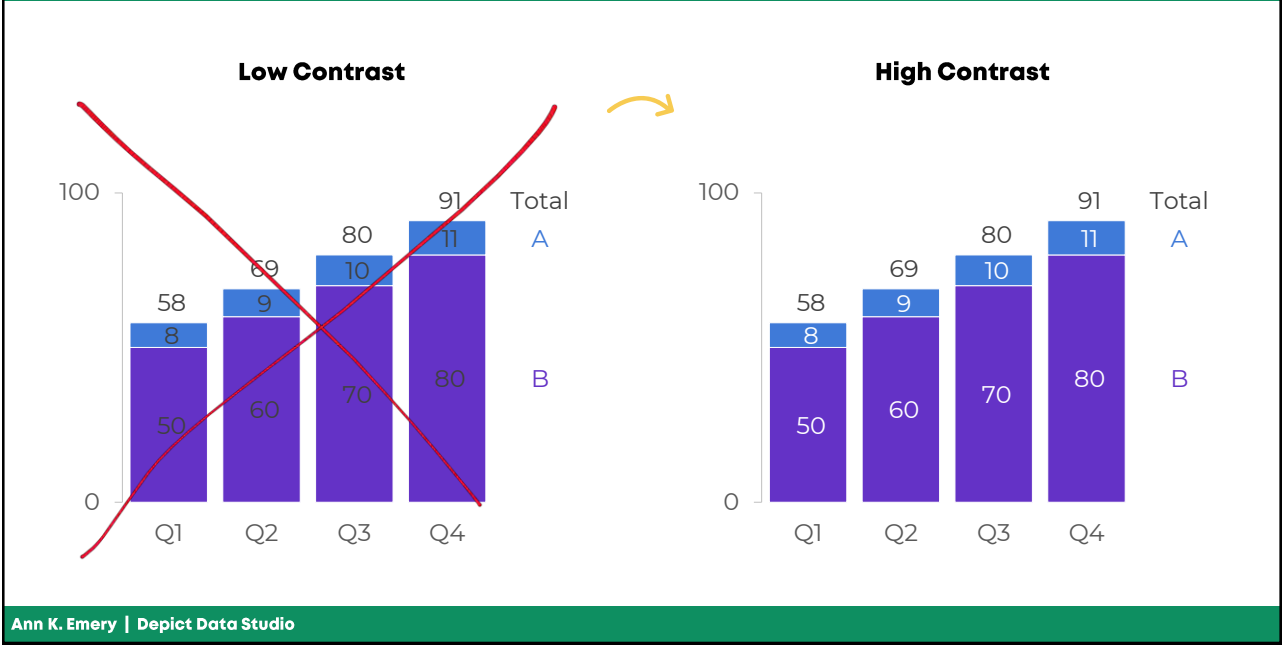
Increase the Color Contrast

Low Contrast

High Contrast

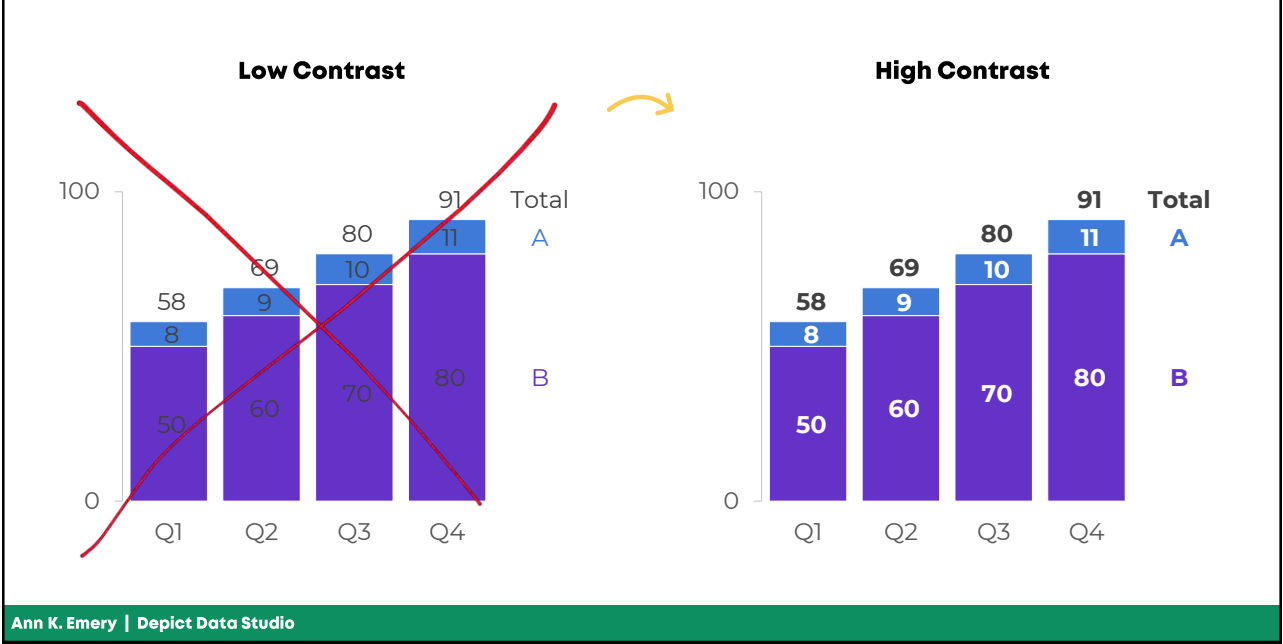


Increase the Color Contrast



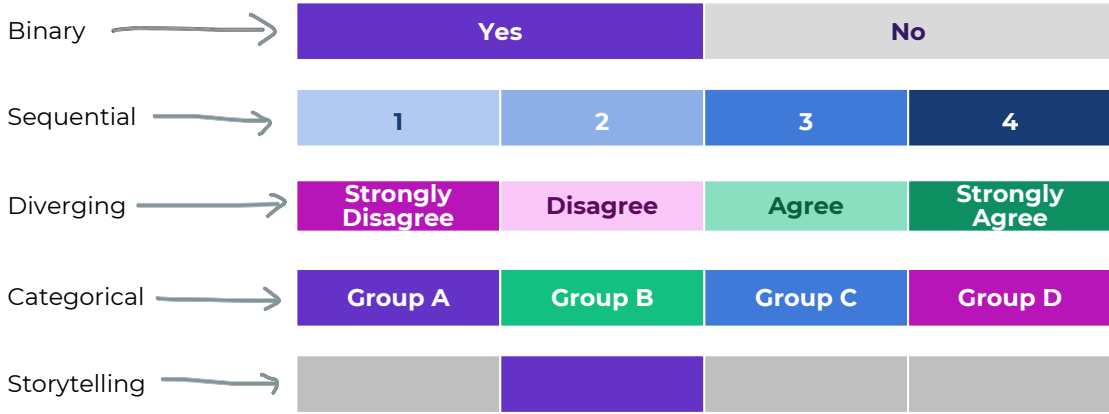
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Increase the Color Contrast

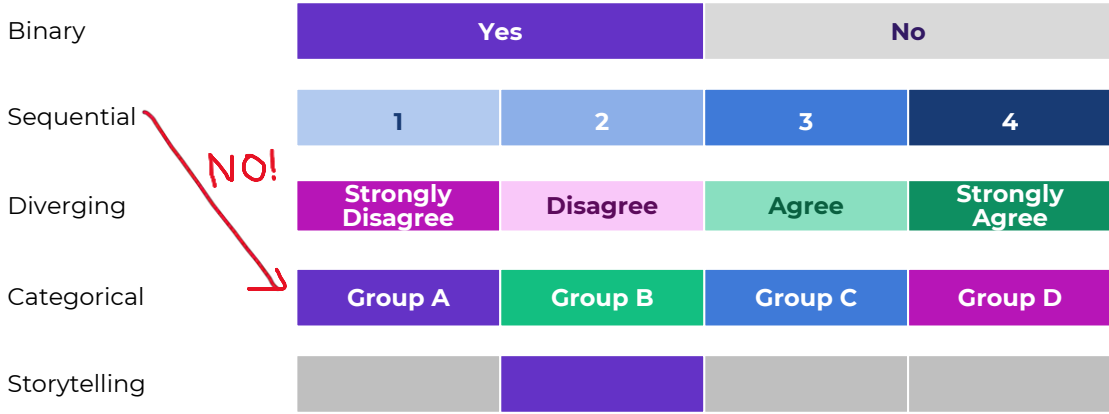


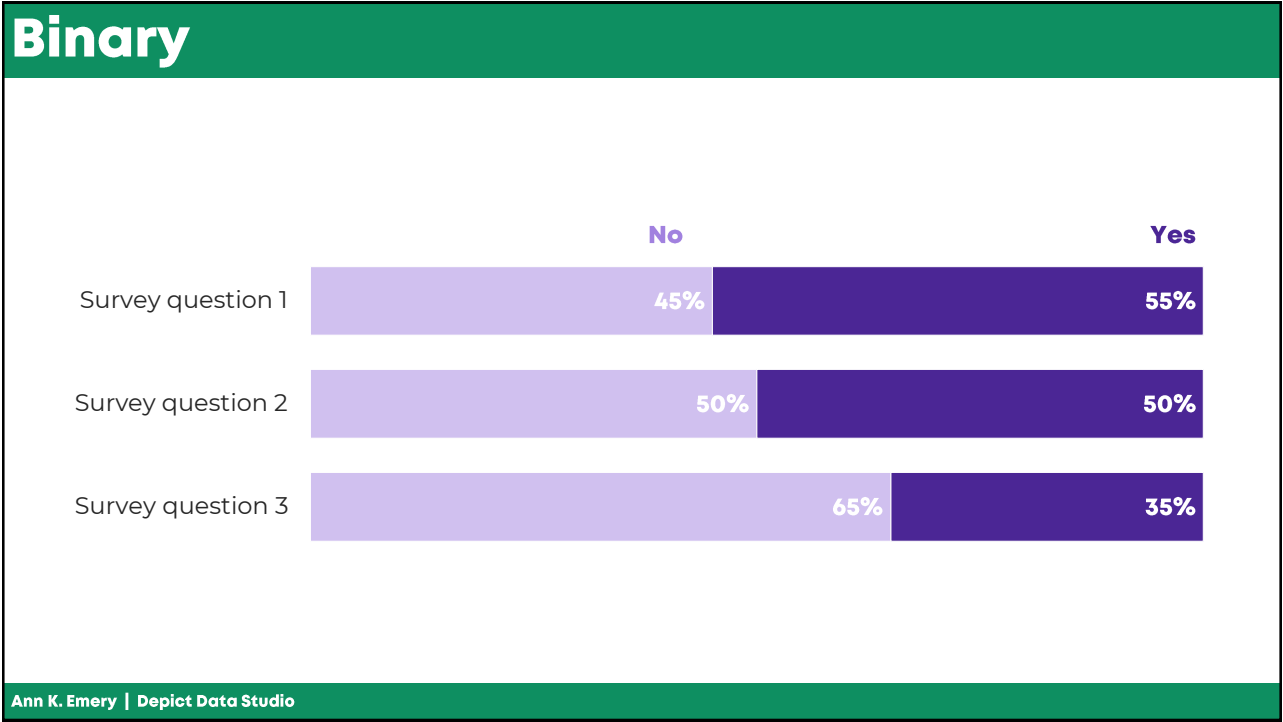
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Apply Colors to Make Data Feel Intuitive

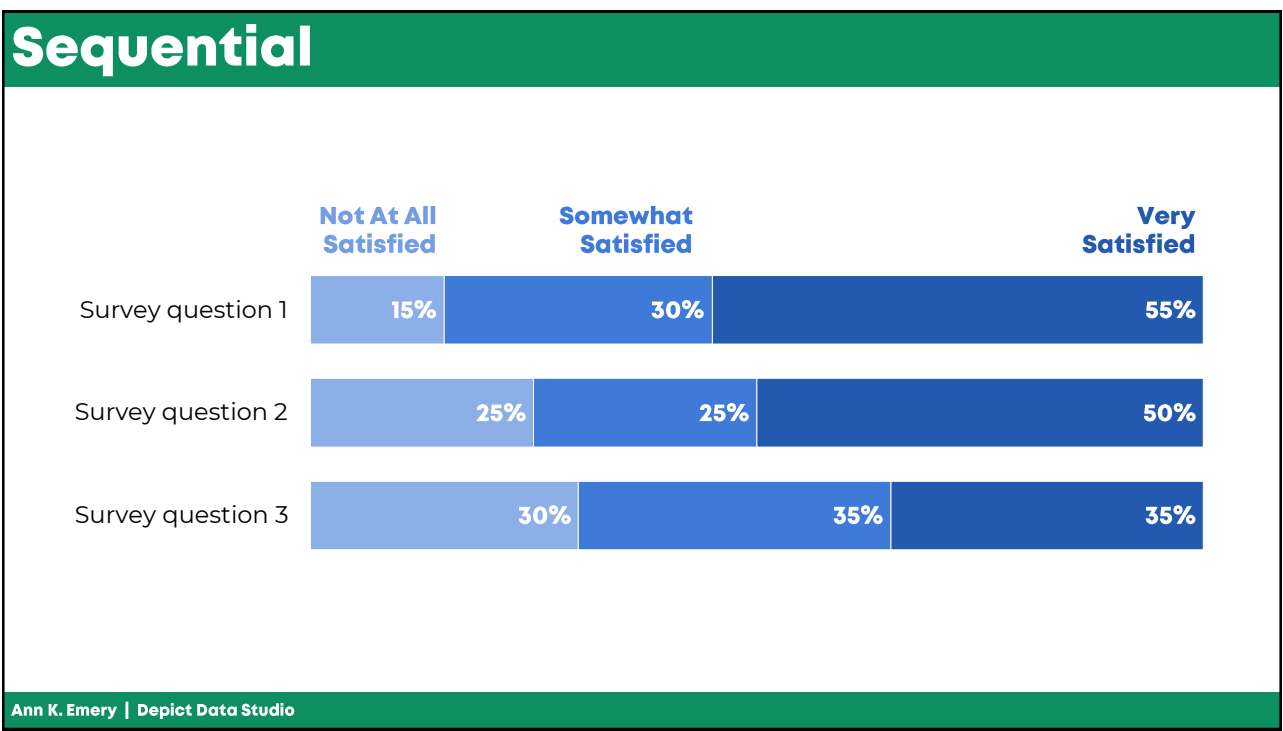


Apply Colors to Make Data Feel Intuitive

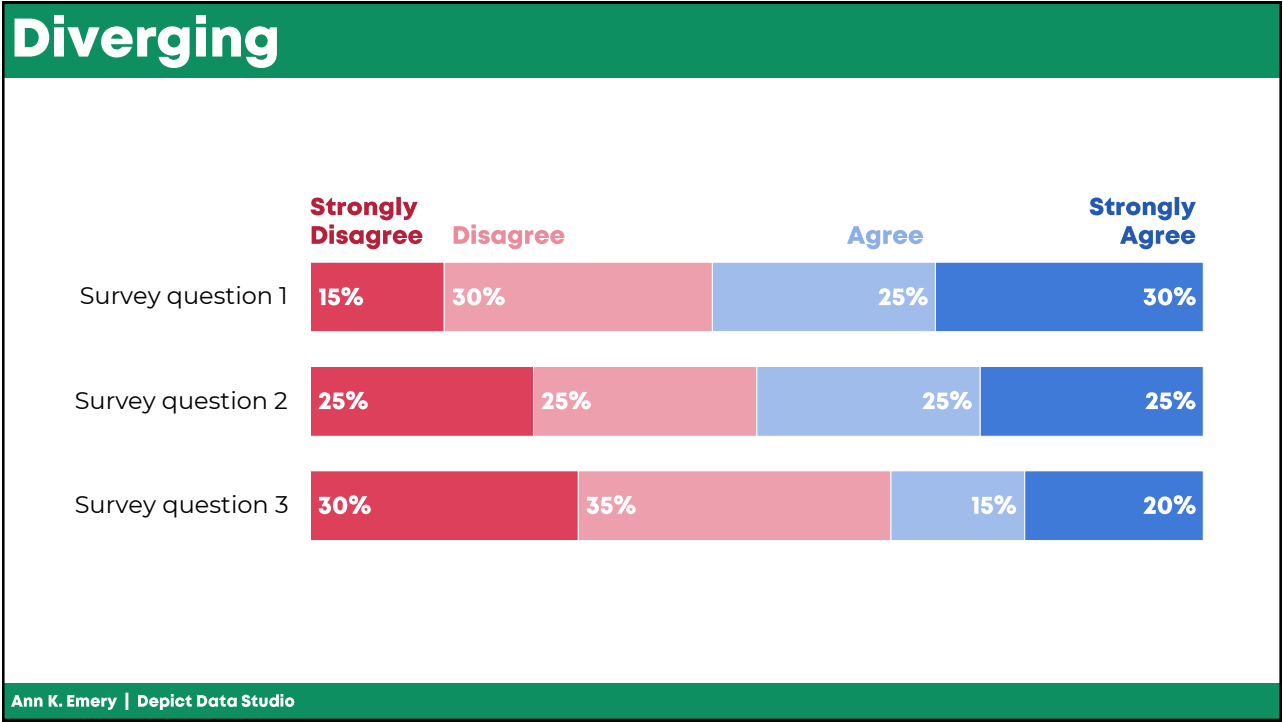




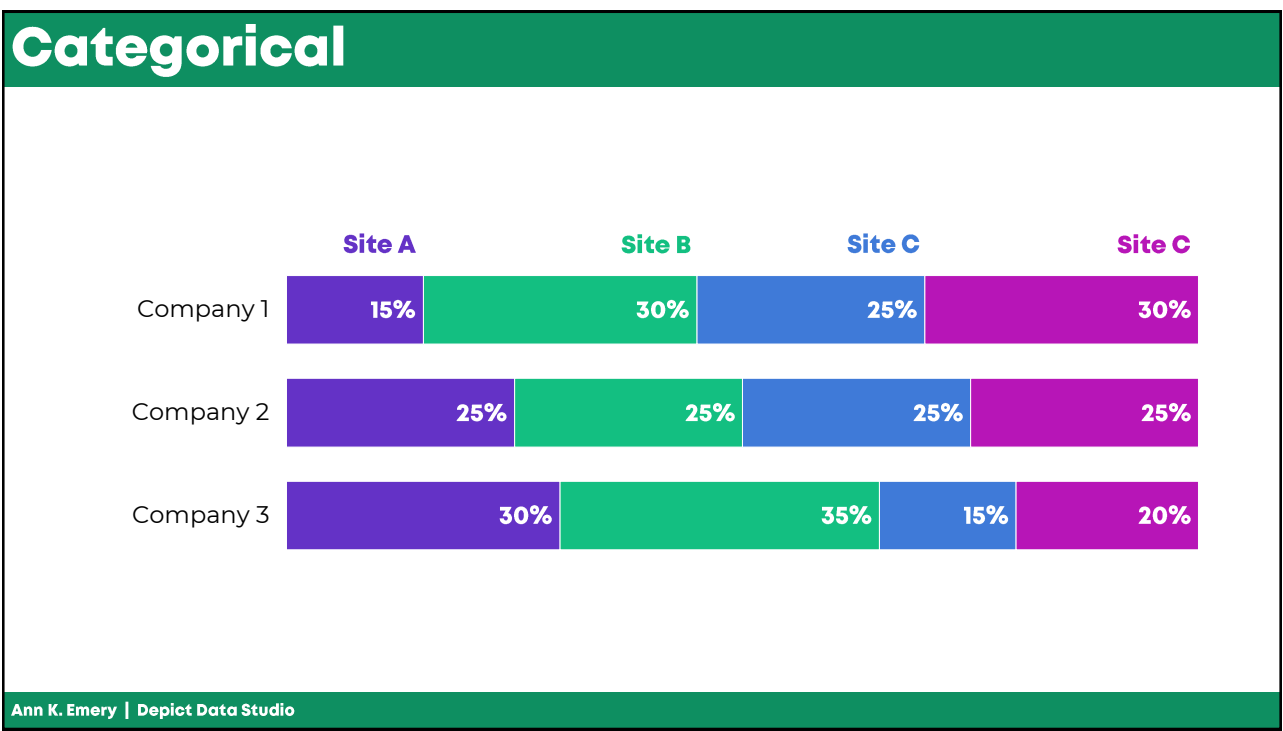
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Humanity with Real Photos



<https://www.pexels.com/photo/woman-in-white-lab-gown-wearing-face-mask-while-holding-a-test-tube-8531366/>



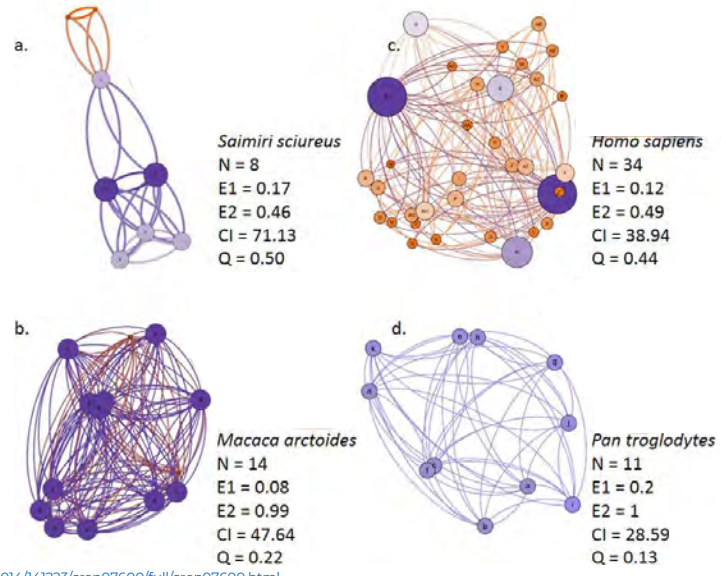
https://www.linkedin.com/posts/centers-for-disease-control-and-prevention_cdc-epidemic-intelligence-service-eis-officers-activity-7191507174995431424-Lot?utm_source=share&utm_medium=member_desktop

Humanity with Real Photos



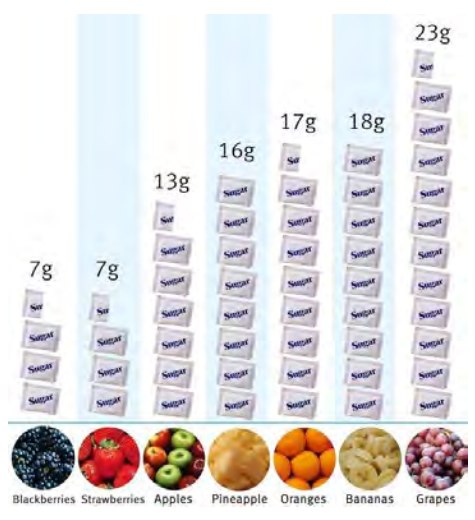
<https://endertech.com/blog/6-ways-to-identify-an-generated-image-with-examples>

Humanity with Real Photos



Nature, <http://www.nature.com/srep/2014/141223/srep07600/full/srep07600.html>

Humanity with Real Photos



<http://greatist.com/health/sugar-wise-how-fruits-stack>

Humanity with Real Photos

First Among Equals

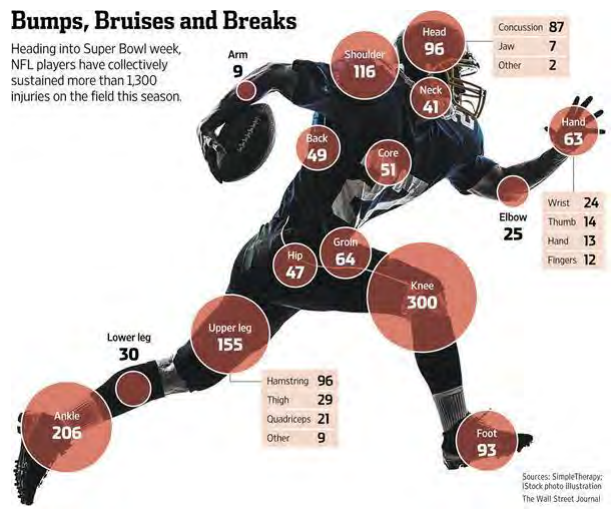
Oracle Chief Executive Larry Ellison made as much in total direct compensation during the year ended May 31, 2013, as the CEOs of these seven other large companies combined.



Humanity with Real Photos

Bumps, Bruises and Breaks

Heading into Super Bowl week, NFL players have collectively sustained more than 1,300 injuries on the field this season.



Wall Street, Journal, <https://x.com/WSJ/status/427920711215484928?lang=en>

Variety: Quant & Qual

iPals Session	Accessibility	Anti zoom	Pro zoom	IPE Experience
		understandably due to COVID	But organizing it and the logistics, yo	
		I, I always think that people te	Out of our schedule like. So it's som	
		NA	I thought they were really accessibl	
		if it were in person, it would ha	So, I mean, I think it's important to b	
		Yeah, I definitely dislike zoom	I but I think the nature of the program	
		I think it's just like the zoom for	it was nice that it was over zoom jus	
			I think being on Zoom for larger	
		The zoom setting, I think the o	I think it's great, I mean, yeah. I	
		Yeah, I think there's some	Yeah, I think it has both ups and	
		But I think at the same time	I think, so I did my entire undergrad	
		I think that there were session	N/A	
		But if it's going to be something	I would- I personally prefer Zoom st	
		But one thing, I think, was hind	I've done lots and lots and lots of tel	
		I hate them. It's just so much	Well, I'm in the Hawaii campus. So I	
		Yeah, I prefer in person becau	n/a	
		And then even also with the IP	So thanks for asking that. So with Z	
		Not a big fan of the Zoom clas	But, like in general, I definitely feel li	
		I think at the beginning people	I think it's nice, because there are c	

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Variety: Quant & Qual

When asked to describe Zoom class:

- "I thought they were really accessible."
- "People tend to be more distracted with zoom, like people can't really tell what you're doing, and so like, you know, we put you in small groups, and it wasn't as engaging as it would have been in the classroom."
- "I personally prefer Zoom stuff over in-person stuff when it comes to like didactic stuff."
- "But one thing, I think, was hindered by the zoom format was the groups."
- "They had like a big zoom group, and they would split us off in groups... It went really well."
- "There were times where I kind of zoned out."
- "We don't have to travel or go anywhere. We just do it from the comfort of our own home."

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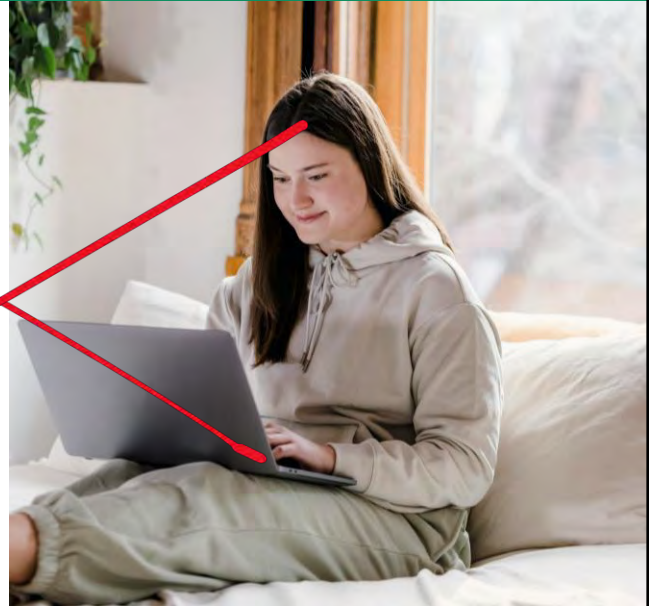
83

Variety: Quant & Qual

“

We don't have to travel or go anywhere. We just do it from the **comfort of our own home.**

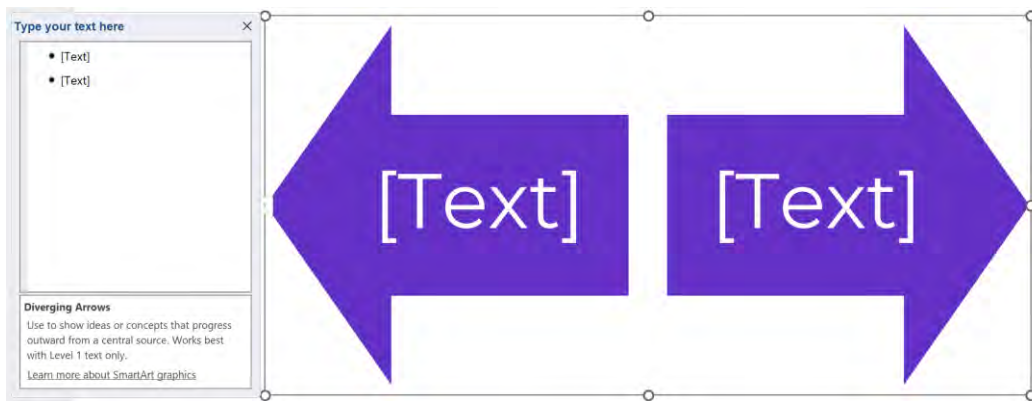
”



Variety: Quant & Qual



Variety: Quant & Qual



Variety: Quant & Qual



Variety: Quant & Qual



Variety: Quant & Qual



"I thought they were really accessible."

"I personally prefer Zoom stuff over in-person stuff when it comes to like didactic stuff."

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Variety: Quant & Qual



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Variety: Quant & Qual



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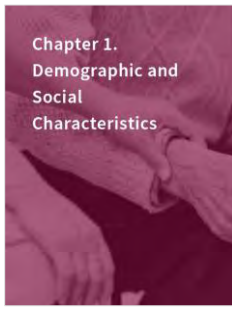
"**We don't have to travel or go anywhere**. We just do it from the **comfort of our own home**."

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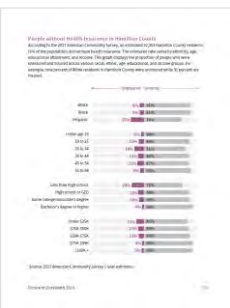
Chunking into Color-Coded Chapters



Population Characteristics

Population characteristics are key factors in determining the health status of a community. The following table provides a snapshot of the population characteristics of the community, based on data from the 2010 Census. The data is presented in a table format, with columns for the characteristic, the number of people, and the percentage of the total population.

Characteristic	Number of People	Percentage
Total Population	1,234	100%
Male	612	50%
Female	622	50%
White	789	64%
Black	123	10%
Hispanic	156	13%
Asian	45	4%
Native Hawaiian	12	1%
Other	19	2%
Under 18	234	19%
18-24	156	13%
25-34	189	15%
35-44	167	14%
45-54	145	12%
55-64	123	10%
65+	126	10%
High School Graduate	890	72%
Some College	234	19%
Bachelor's Degree	100	8%
Postgraduate	10	1%



Chunking into Color-Coded Chapters

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Chunking into Color-Coded Chapters

Ann K. Emery

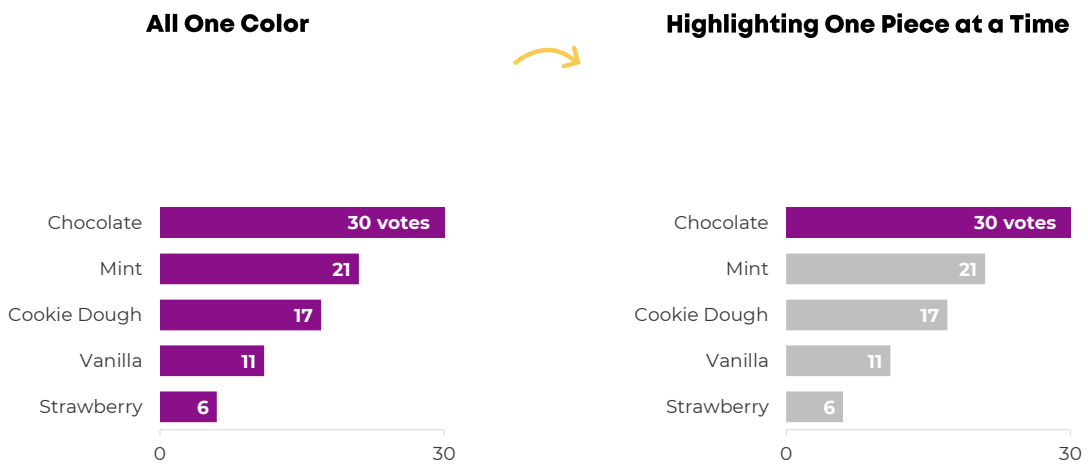
Ann@DepictDataStudio.com

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Agenda

- 1 How to tailor your impact story for **different stakeholders**
- 2 Best practices for visualizing your data through **effective use of color and photos**
- 3 Techniques to make your impact narrative both **clear and engaging**

Focus with Gray + 1 Highlight



Focus with Takeaway Titles

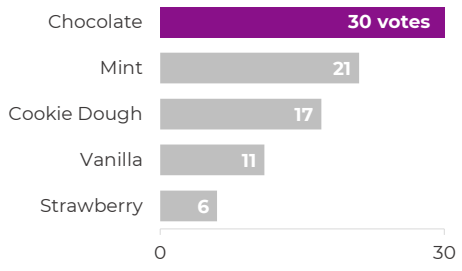
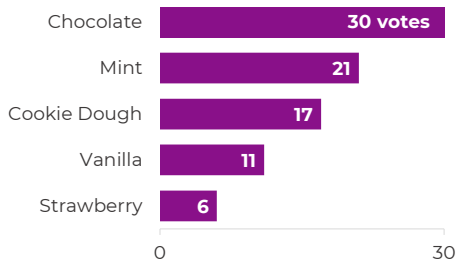
Topical

Takeaway



Most Popular Ice Cream Flavors

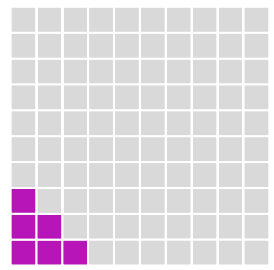
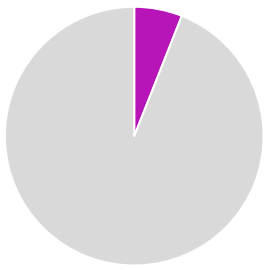
Chocolate Was the Most Popular Ice Cream Flavor



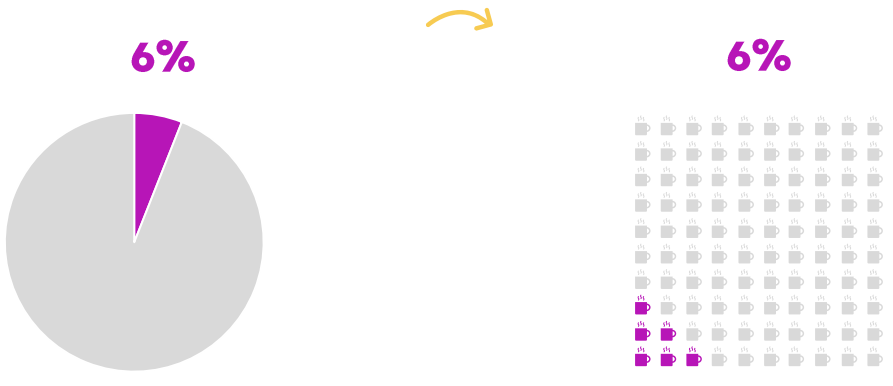
Variety: Experiment with Xenographs

6%

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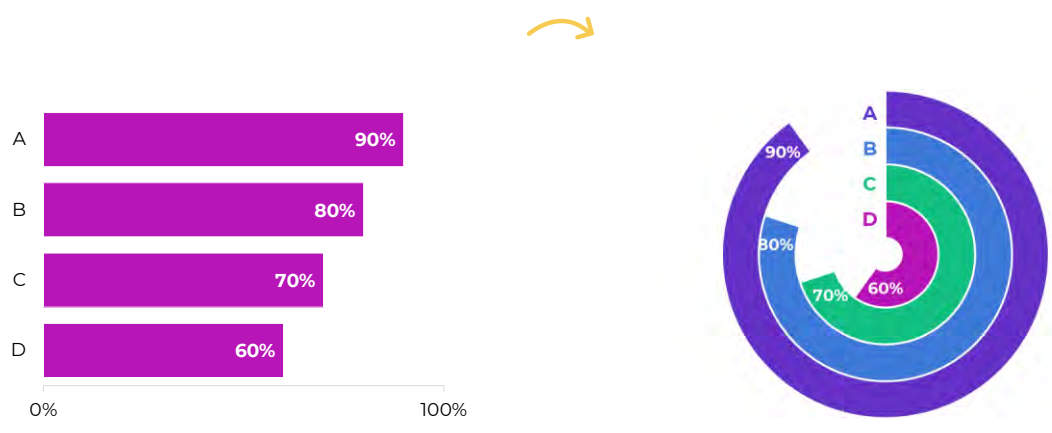


Variety: Experiment with Xenographs



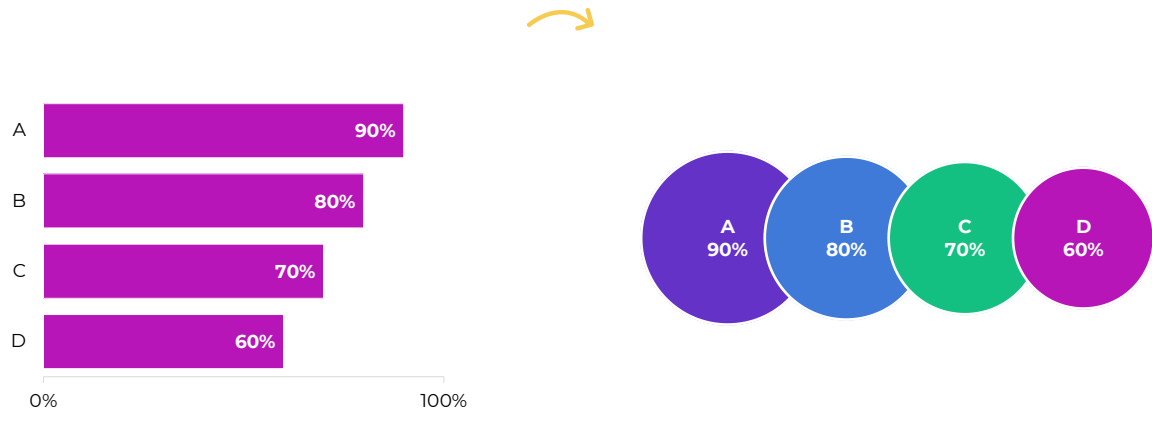
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Variety: Experiment with Xenographs



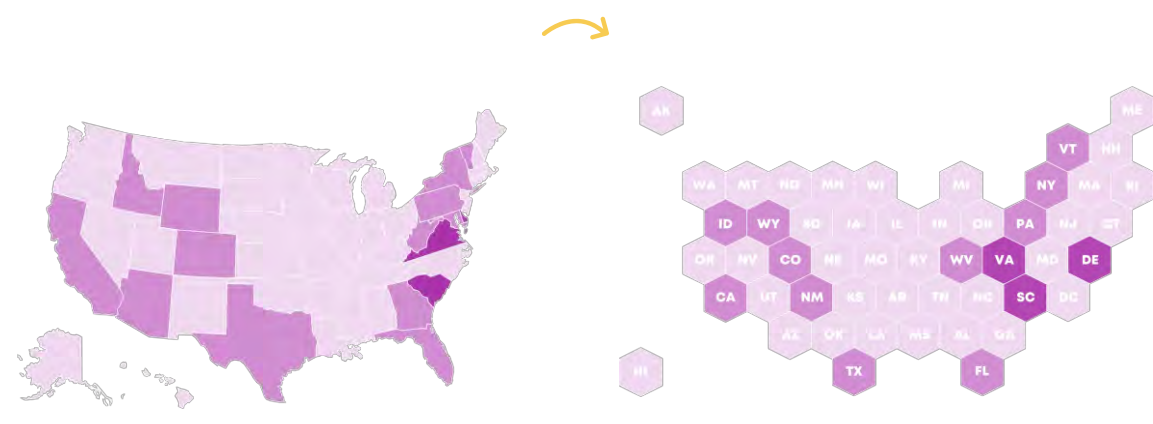
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Variety: Experiment with Xenographs



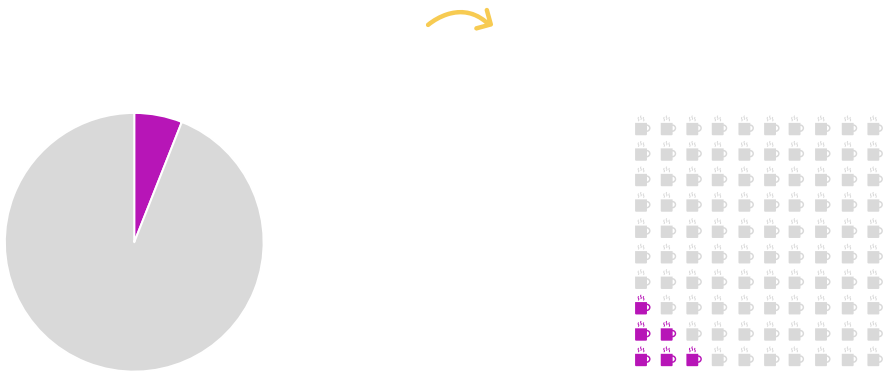
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Variety: Experiment with Xenographs



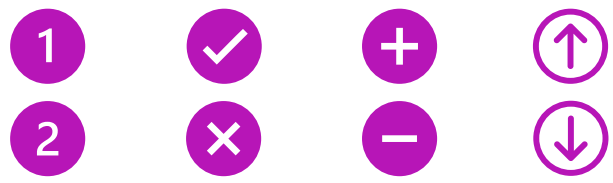
113

Categorizing with Icons



149

Categorizing with Icons



150

Categorizing with Icons

Phase 1

Lorem ipsum dolor sit amet

Phase 2

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Phase 3

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Categorizing with Icons

1

Heading

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- Lorem ipsum dolor
- Lorem ipsum dolor

2

Heading

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3

Heading

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Categorizing with Icons



Pros

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet



Cons

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- Lorem ipsum dolor sit amet
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- Lorem ipsum dolor sit amet

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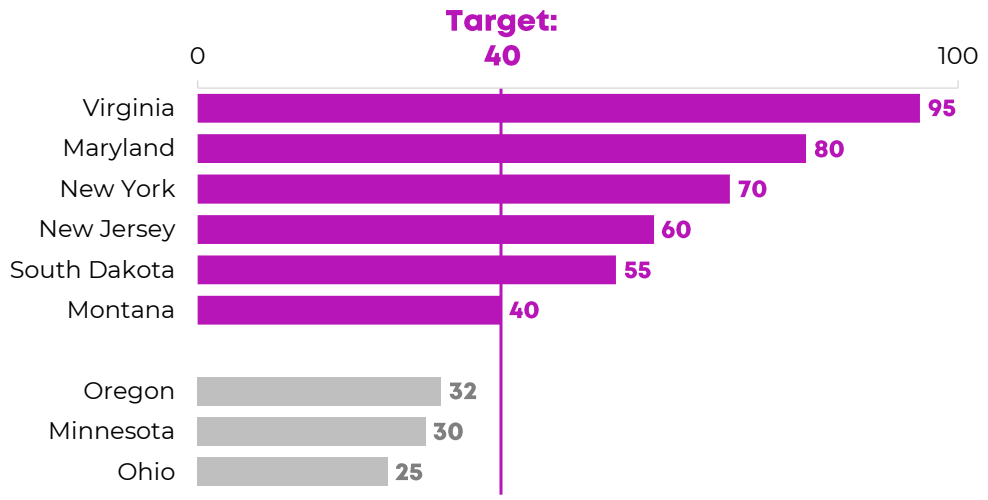
Categorizing with Icons



Met or exceeded:
6 states



Below:
3 states

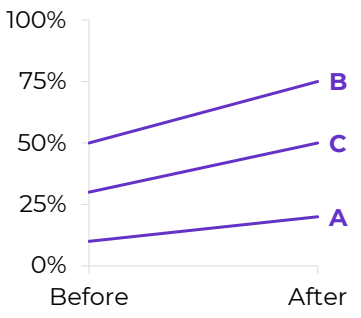


154

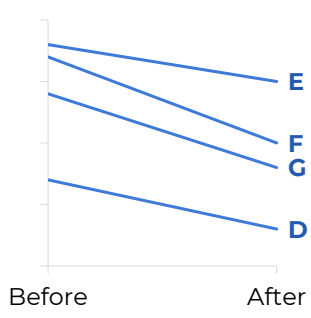
Categorizing with Icons



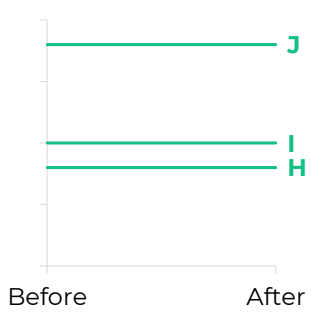
Increases
3 of 10 categories



Decreases
4 of 10 categories



No Change
3 of 10 categories



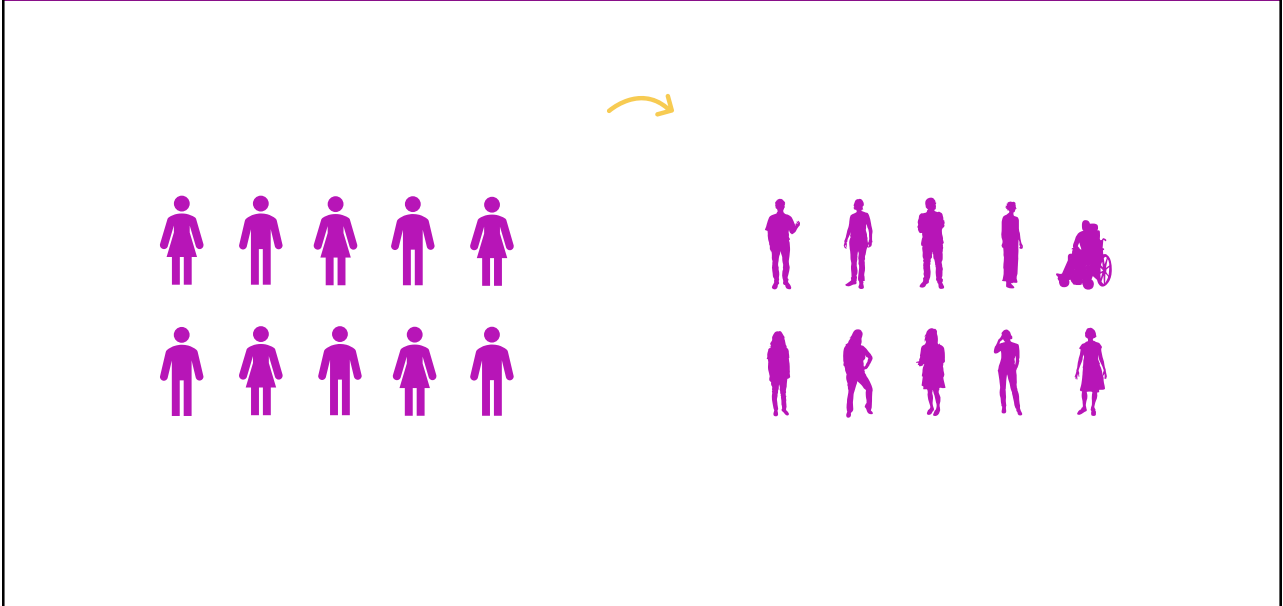
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Categorizing with Icons



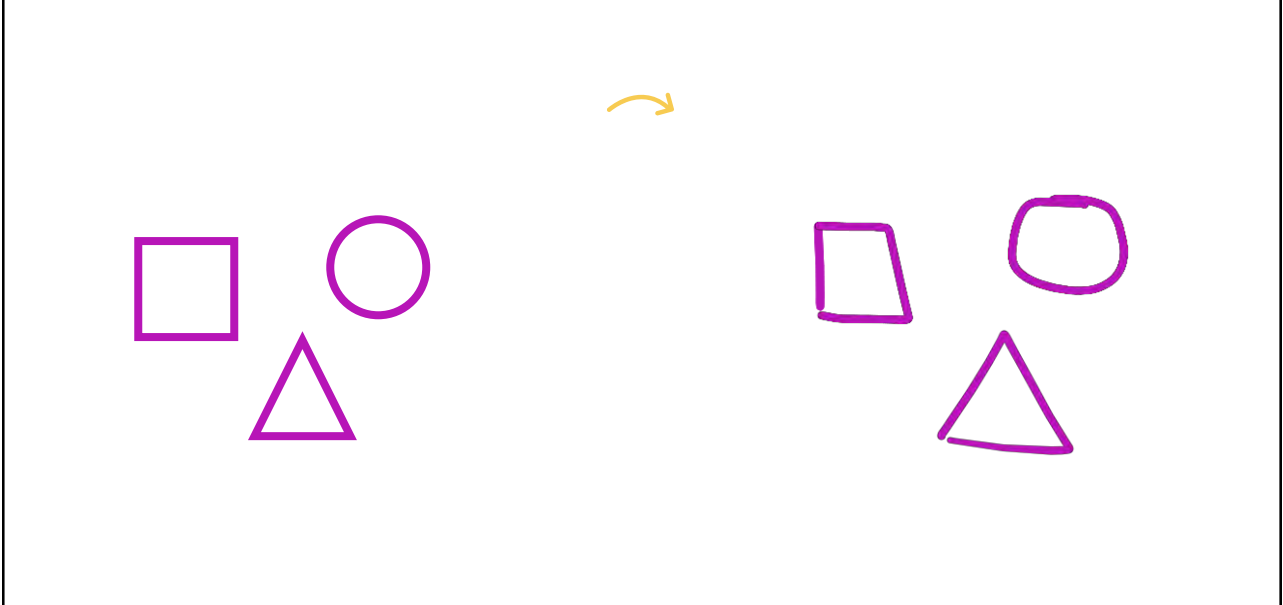
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Humanity with Real Icons



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Humanity with Real Illustrations



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Humanity with Real Illustrations



<https://monachalabi.com/product/covid-19-symptoms/>

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Humanity with Real Illustrations



https://www.linkedin.com/posts/rapanjabi_2023-cdc-achievements-activity-7166593161379385472-1MbB?utm_source=share&utm_medium=member_desktop

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Humanity with Real Illustrations

Mandy Cohen • Following
 Director, Centers for Disease Control and Prevention
 2mo •

Hi LinkedIn community!

As 2024 gets underway, I plan to use this platform more to share the work we are doing at CDC. I am excited to share how CDC is protecting health and improving lives every day. CDC is ready to respond to health threats; we have deep expertise to protect health, and we are making investments in your health and your community. In 2024, we are focusing on readiness and response capacity, improving mental health – reducing suicides and overdoses - and supporting young families. Follow along for more.

Check out some of our 2023 successes!

CDC In '23

CDC's Global Disease Detection Operations Center (GDDOC) tracked 179 outbreaks of 48 diseases in 236 countries.

CDC staff were deployed to 8 countries.

Nick Martin and 57 others 2 comments • 2 reposts

Reactions

https://www.linkedin.com/posts/rapanjabi_2023-cdc-achievements-activity-7166593161329385472-LMbB7utm_source=share&utm_medium=member_desktop

173

Humanity with Real Objects for Comparisons

United Nations
5,481,014 followers
View full page

United Nations
5,481,014 followers
2w •

Our planet is running out of resources, yet the number of people inhabiting our world continues to grow.

The #GlobalGoals aim to ensure sustainable consumption and production patterns for current and future generations.

<https://lnkd.in/g4Jhg9k>

BY 2050, THE WORLD WILL GENERATE 3.4 BILLION TONNES SOLID WASTE PER YEAR

That is the waste equivalent of...

<p>1017</p> <p>Eiffel Towers per Day</p>	<p>3</p> <p>Average Cargo Boats per Hour</p>
<p>59</p> <p>Blue Whales per Minute</p>	<p>24</p> <p>African Bush Elephants per Second</p>

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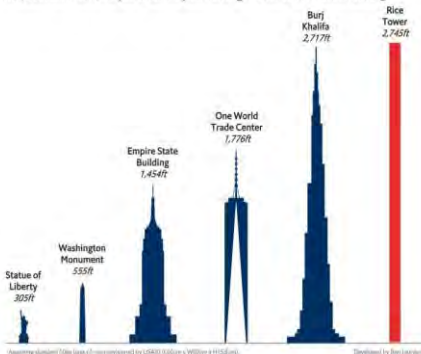
<https://www.linkedin.com/feed/update/urn:li:activity:7185184256678076616/>

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Humanity with Real Objects for Comparisons

What does 579,000 metric tons of food look like?

If you stacked bags of rice on a 100-by-100-foot area until the total weight reached 579,000 metric tons, the pile would surpass the height of the world's tallest building.



<https://www.linkedin.com/feed/update/urn:li:activity:7299731742398017536/>

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Ann@DepictDataStudio.com

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Humanity with Real Timeframes

World Health Organization
 5,766,524 followers

Every two seconds, one person under the age of 70 dies of a noncommunicable diseases (NCDs) - such as heart disease, cancer, diabetes & respiratory diseases. Almost 9 in 10 of those deaths are taking place in low- & middle-income countries: <https://bit.ly/38XESmr>

This Global Week of Action for NCDs, test your knowledge on these diseases: <https://bit.ly/3A6Rtdy>

Every 2 seconds
 someone aged under 70 dies of a noncommunicable disease

World Health Organization

34 comments · 240 reposts

<https://www.linkedin.com/feed/update/urn:li:activity:7254193535376093184/>

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Ann@DepictDataStudio.com

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Your Turn

We're losing **482 acres** of wetlands **every year.**



We're losing 1.32 acres of wetlands **every day.**

We're losing **a football field** of wetlands **every day.**

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Ann K. Emery
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