

Data visualization

Cara Lombardo, Associated Press

Hayley Sperling, Wisconsin Center for Investigative Journalism

bit.ly/2meegp4



Agenda

- Examples to consider
- Basic principles
- Microsoft Excel
- Google Fusion Tables
- Tableau
- Questions

Examples to consider

- One way to show tech company diversity
- And another

Principles of data visualization

- Usefulness
 - Serve a purpose
 - Accommodate the user
- Simplicity
 - Avoid “chartjunk,” extra ink (Tufte)
- Interest
 - Seek depth (Cairo)

Microsoft Excel

- Get the right data and understand it
 - Interview the person who knows it
- Explore the data
 - Note range, modes, holes and anomalies
 - Ask more questions, fill in holes
- Prep for use
 - Decide which attributes are relevant
 - Format in columns if using Tableau

Tableau

- Layoffs in Wisconsin
 - Import data
 - Double-click or drag attributes
 - “Show Me”
 - Add further detail
 - Tooltip
 - Filter
 - Add coordinates to map
 - Format, export as image or save to server for code
- [The finished product](#)

Google Fusion Tables

- So what is a Fusion Table?
- What you'll need
 - Data
 - Vision
- [The finished product](#)

Google Fusion Tables

- [How to make a Fusion Table](#)

Additional resources

Training

- [Tableau training and tutorials](#)
- [Fusion Table training](#)
- Google
- YouTube

Reading

- [Storytelling with Data \(Cole Nussbaumer\)](#) (blog)
- The Functional Art (Alberto Cairo)

Tools

- [BatchGeo](#) (easy mapping tool)
- [FreeGeoCoding.com](#) (get GPS coordinates for data)

Inspiration

- [Tableau Public gallery](#)
- [Fusion Table gallery](#)
- [Be your own watchdog](#) (Wisconsin Center for Investigative Journalism)

Questions?

Cara Lombardo / clombardo@ap.org / @CaraRLombardo

Hayley Sperling / hsperling@wisconsinwatch.org / @hksperl