

Data Visualization – Piktochart and other tools

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- What Is Data Visualization?
- Differences between Data Visualization and Infographics
- Examples
- Piktochart Overview and Demo
- Questions and Resources



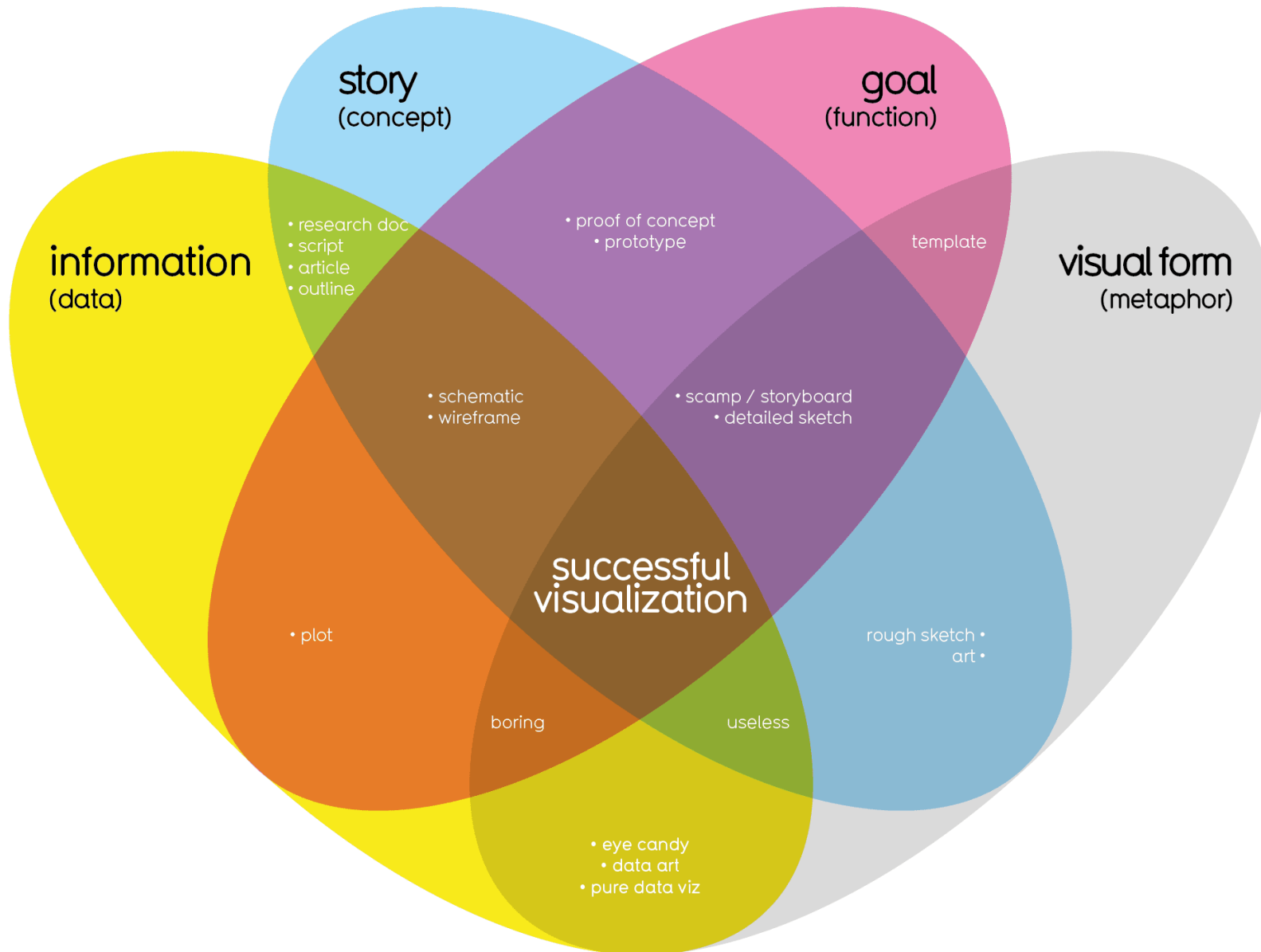
What is Data Visualization?

- Data visualization is a graphical representation of information and data
- Represent data in a way that makes it *easier* to understand
- Need to think about the right visuals to tell *your story*
- Examples of data visualizations:
 - Charts
 - Tables
 - Graphs
 - Maps
 - Infographics
 - Dashboards



What Makes a Good Visualization?

explicit (implicit)



Data Visualization verses Infographics

Data Visualization

- Visual representation of a specific piece of information
- Primary purpose is to explore a single piece of information, trying to communicate quickly and effectively

How to use?

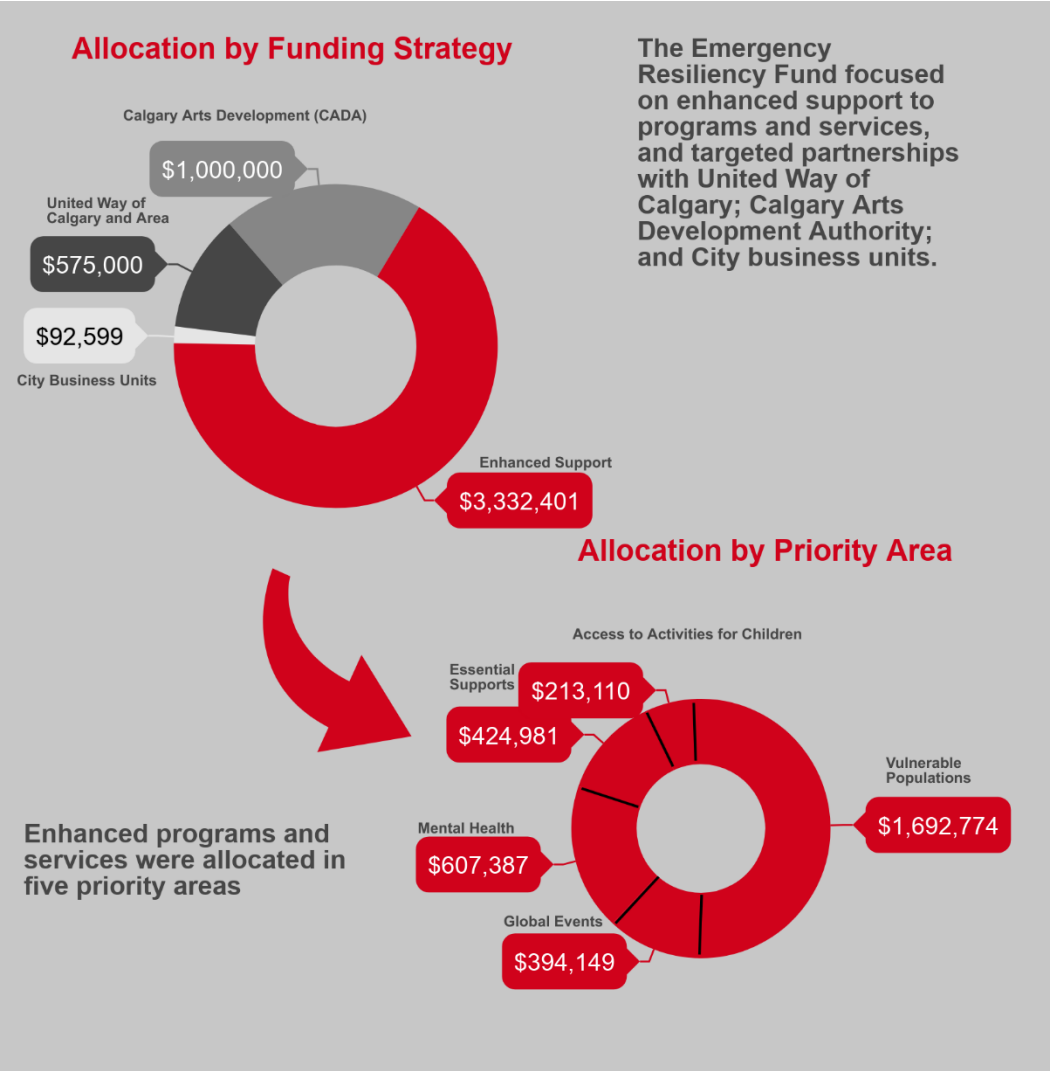
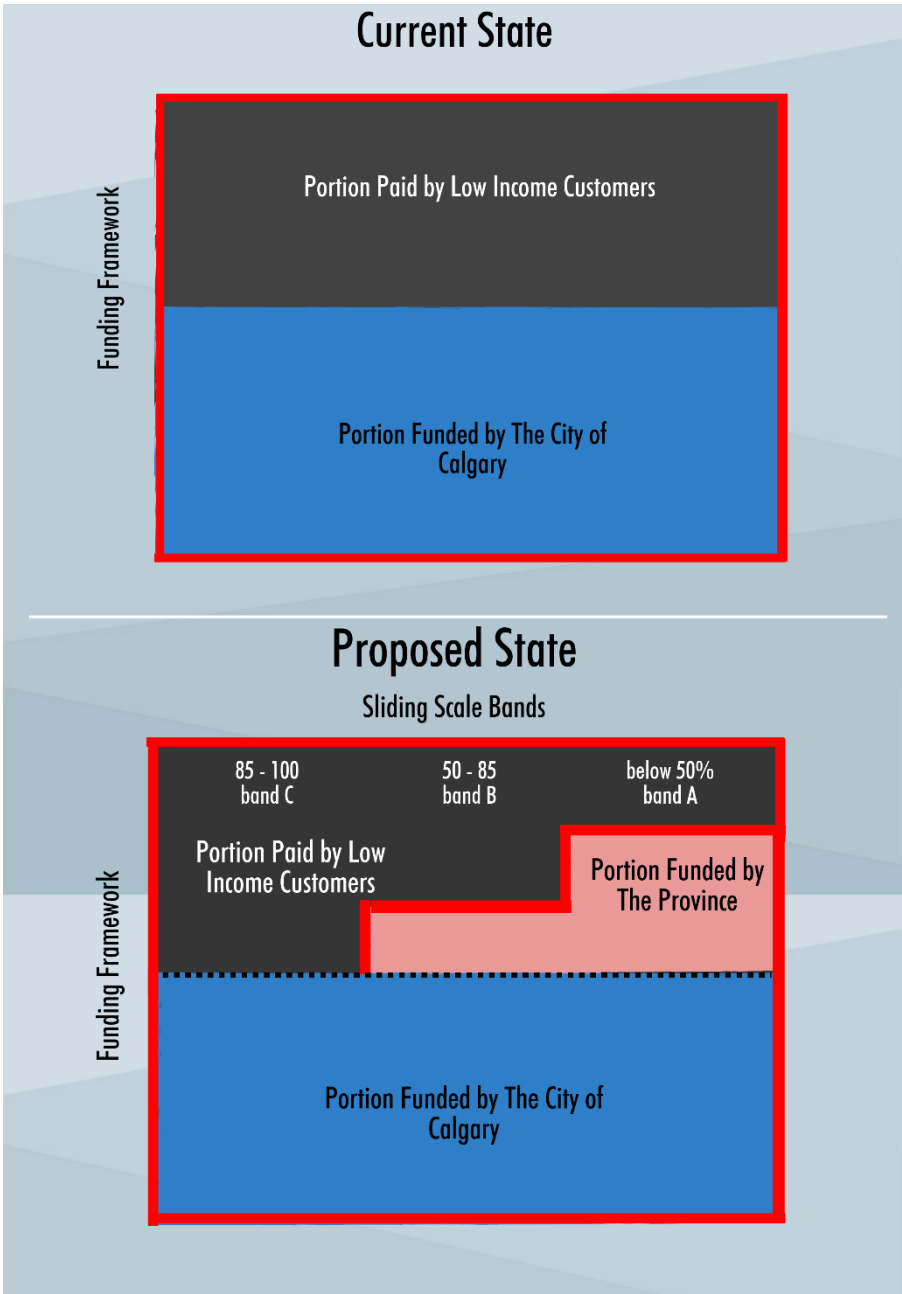
- Useful in dashboards, online portals, formal reporting

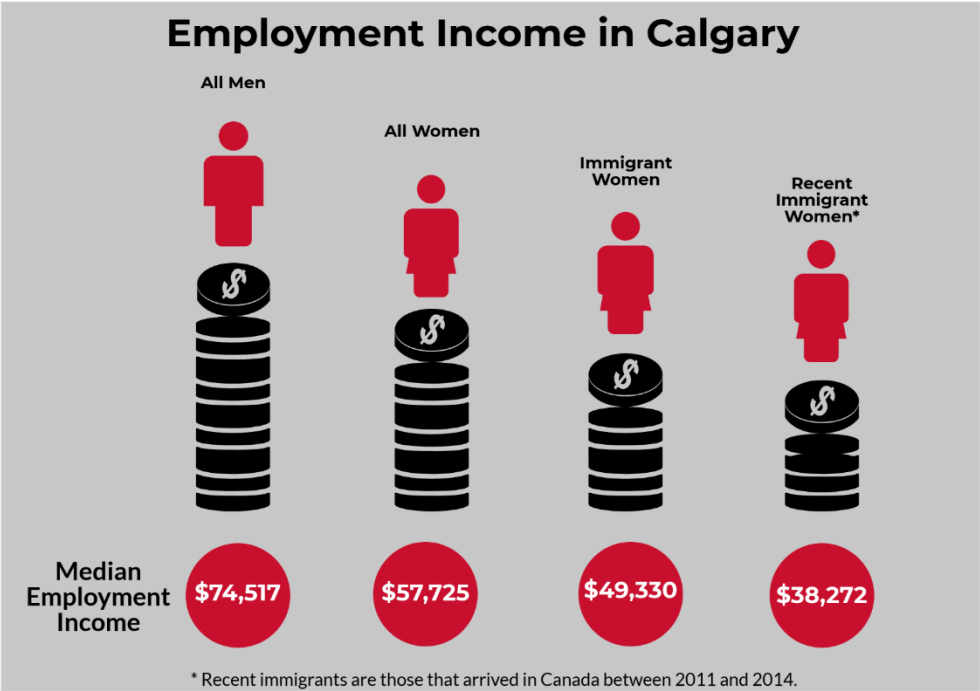
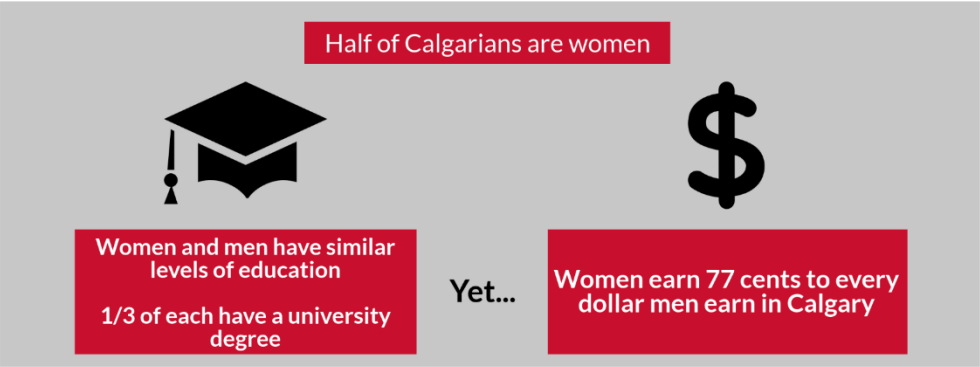
Infographic

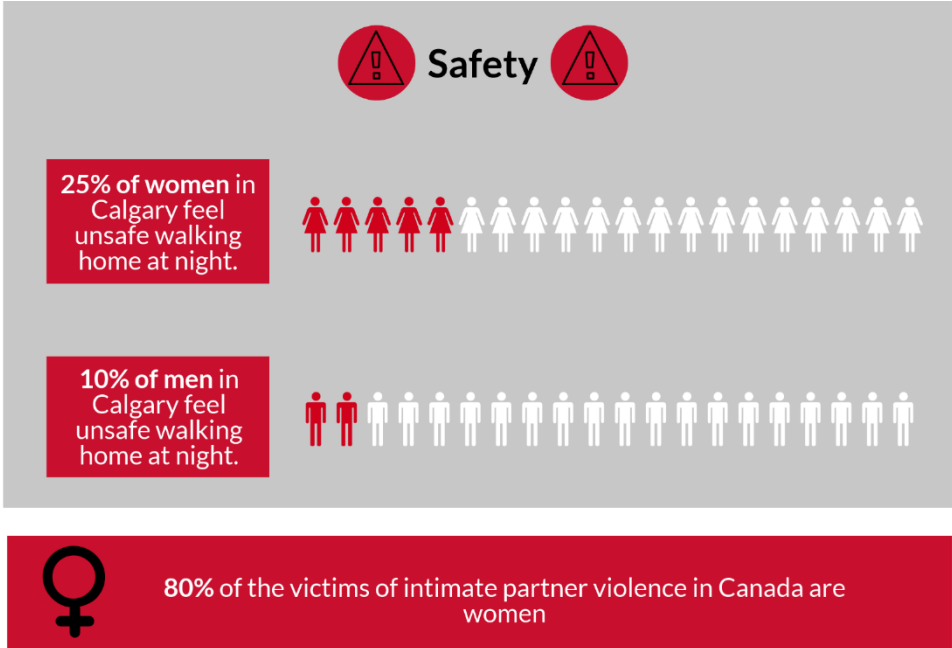
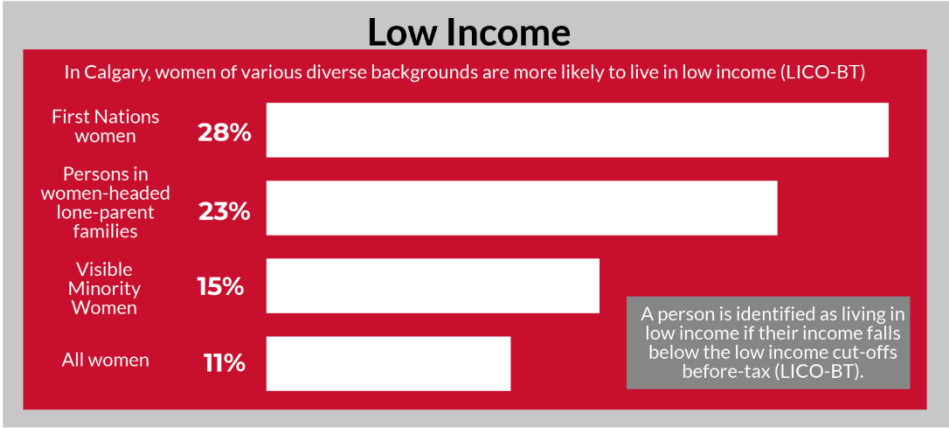
- Visual representation of multiple pieces of information
- Primary purpose is to explore a more complex topic with multiple pieces of information, and go more in-depth on topic

How to use?

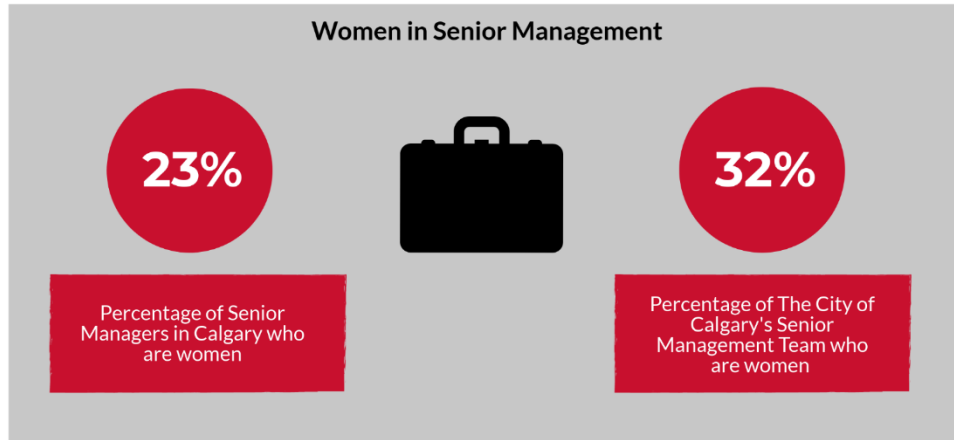
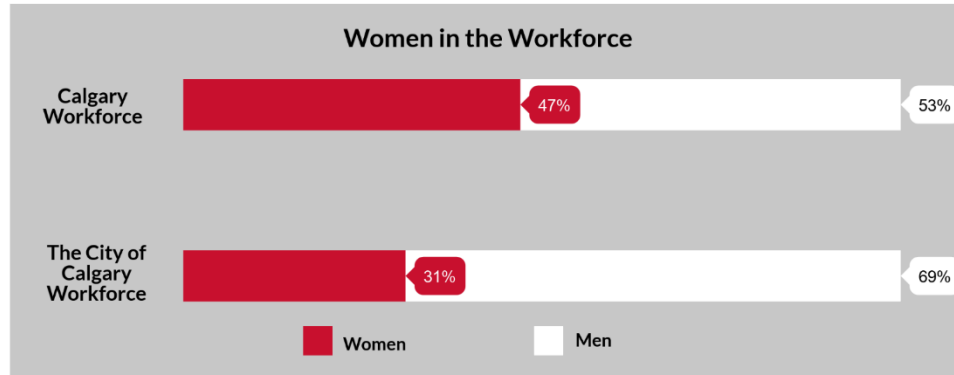
- Usually stand alone product (tell a complete story)
- Post(ers), handouts, online distribution

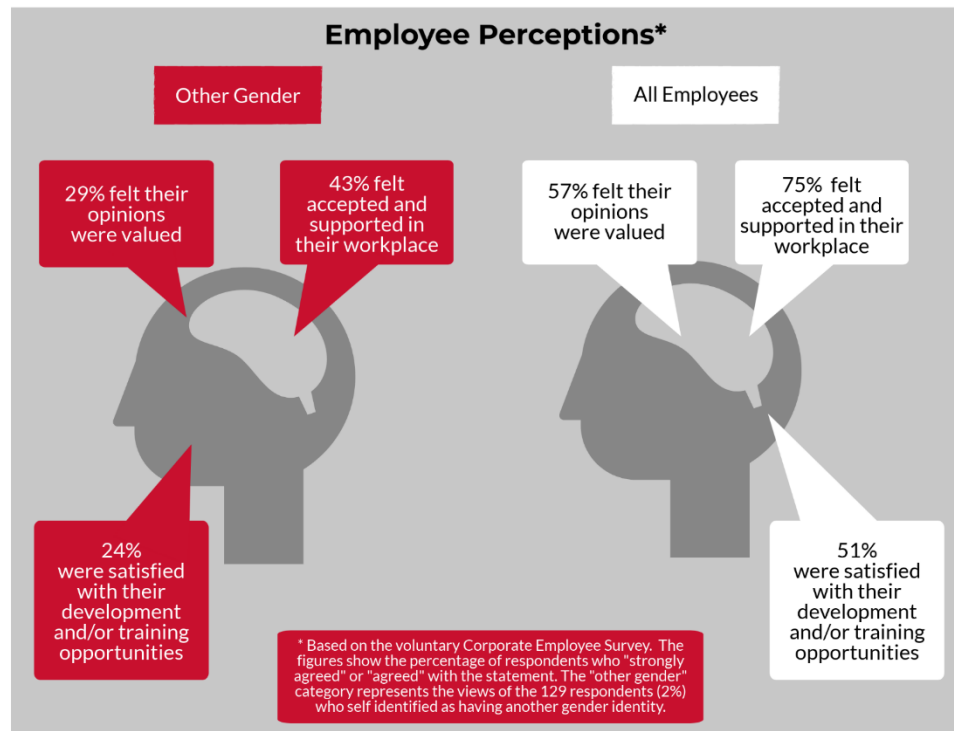






Gender Snapshot: Calgary Workforce 2018





Sources

Page 1

Education: Statistics Canada, 2016 Census, Statistics Canada Catalogue no. 98-400-X2016304
Income: **Figures show median income from full-time employment.** Statistics Canada, 2016 Census, Statistics Canada Catalogue no. 98-400-X2016273
Unpaid work: Statistics Canada, General Social Survey on Time Use 2015, Table no. 113-0004
Gender Composition: 2016 Calgary Civic Census

Page 2

Low income: Statistics Canada, 2016 Census, Statistics Canada Catalogue no.98-400-X2016173, 98-400-X2016124, 98-400-X2016211
Safety: 2016 City of Calgary Citizen Satisfaction Survey
Intimate partner violence: Sinha, M. 2013. "Family violence in Canada: A statistical profile, 2011." Juristat Article, Statistics Canada Catalogue no. 85-002-X.

Page 3

Calgary workforce: Statistics Canada, 2016 Census, Statistics Canada Catalogue no.98-400-X2016365.
City of Calgary workforce and core hires: City of Calgary Workforce Dashboard, Figures current as of January 1, 2018.
<http://mycity/MyHr/ForSupps/CTAP/Pages/Workforceplanningdashboard.aspx>.
Senior managers in Calgary: Statistics Canada, 2016 Census, Statistics Canada Catalogue no. 98-400-X2016304.
City of Calgary Senior Management Team: current as of April 2018

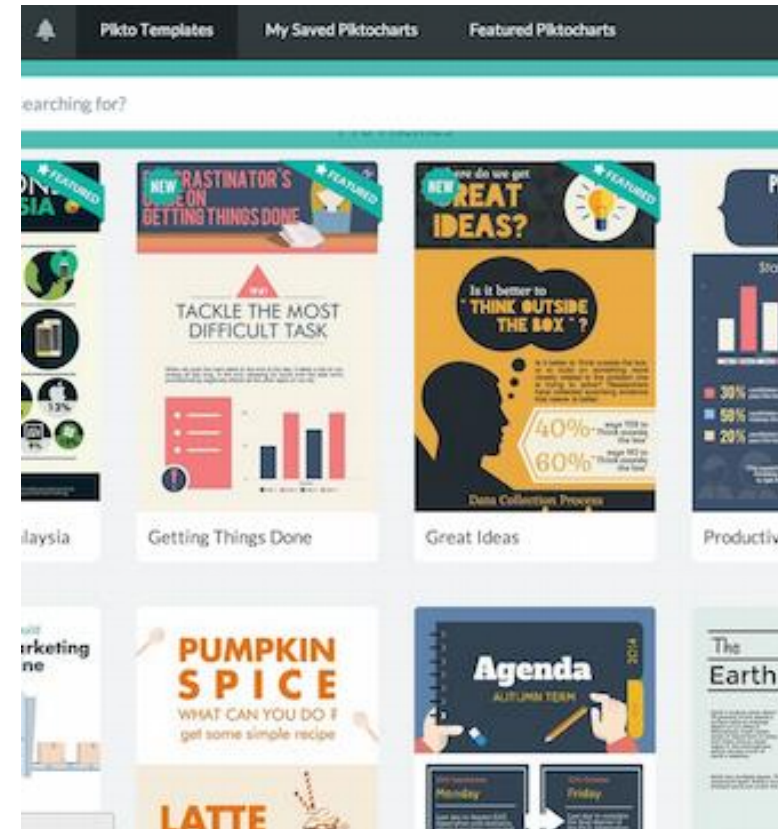
Page 4

Employee Perceptions: 2017 Corporate Employee Survey.

Piktochart Overview

www.Piktochart.com

- Online infographic development platform
- 1000's of pre-rendered icons, shapes, and photos
- Allows uploading custom images
- Offers non-profit/government/education rate (very affordable approx. \$40 USD per year)
- Operates using common Microsoft commands



Questions & Resources

- www.Piktochart.com
- www.visme.co
- <https://informationisbeautiful.net/visualizations/what-makes-a-good-data-visualization/>
- <https://www.columnfivemedia.com/8-design-mistakes-ruin-your-visual-content-easy-fixes>
- Information is Beautiful (2009) and Knowledge is Beautiful (2014) by David McCandless
- <https://informationisbeautiful.net/>
- <https://www.reddit.com/r/dataisbeautiful/>
- <https://www.reddit.com/r/Infographics>

