

# Data Visualization Master Class

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OCTOBER 19TH, 2018

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**Understanding the Value of Data** | Understanding the value of Data Visualization | Types of Data Visualization | Understanding the Data Visualization Process | Common Forms of Data Visualization | Data Visualization Tools

# UNDERSTANDING THE VALUE OF DATA

## What is Data

Data is a collection of facts from which conclusions may be drawn.

## Random Examples of Data

Number of Buildings in Yaba, Number of Out of School Children etc.

## Types of Data

Quantitative and Qualitative

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# UNDERSTANDING VALUE OF DATA VISUALIZATION

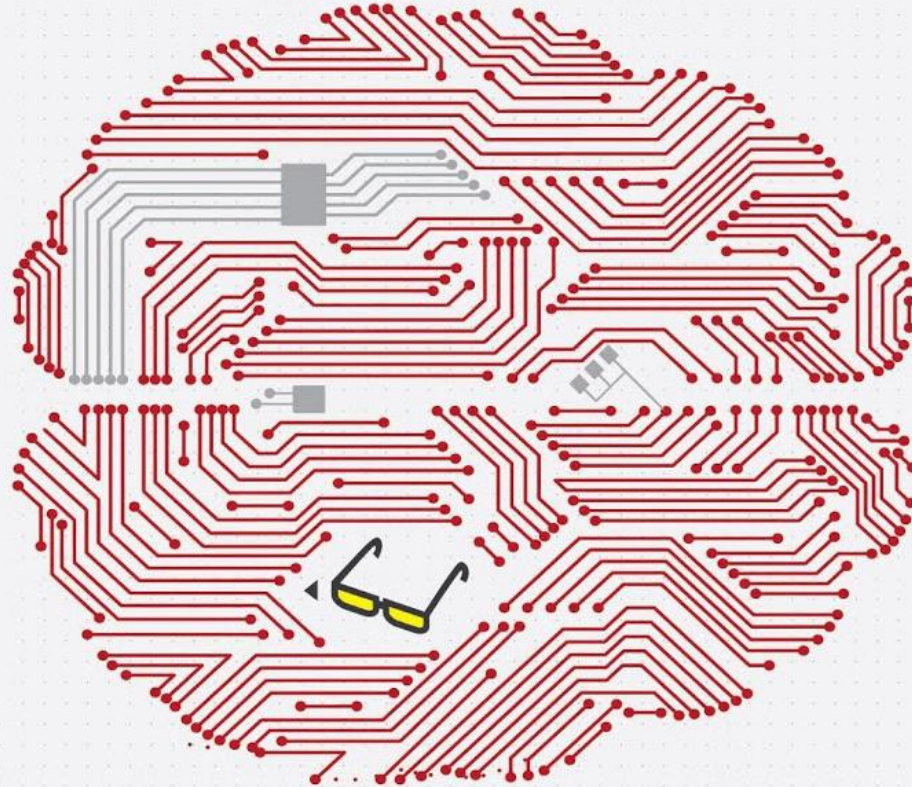
**90%** ▶

OF INFORMATION TRANSMITTED  
TO THE BRAIN IS **VISUAL.**

VISUALS ARE PROCESSED

**60,000X**

FASTER IN THE BRAIN THAN TEXT.



■ DATA: VISUAL

■ DATA: TEXT

SOURCE: FORRESTER CSO INSIGHTS 2012

*linjaCOM, from The Noun Project*

## UNDERSTANDING VALUE OF DATA VISUALIZATION

50%

of your brain is  
active in visual  
processing alone



40%

of people respond  
better to visuals

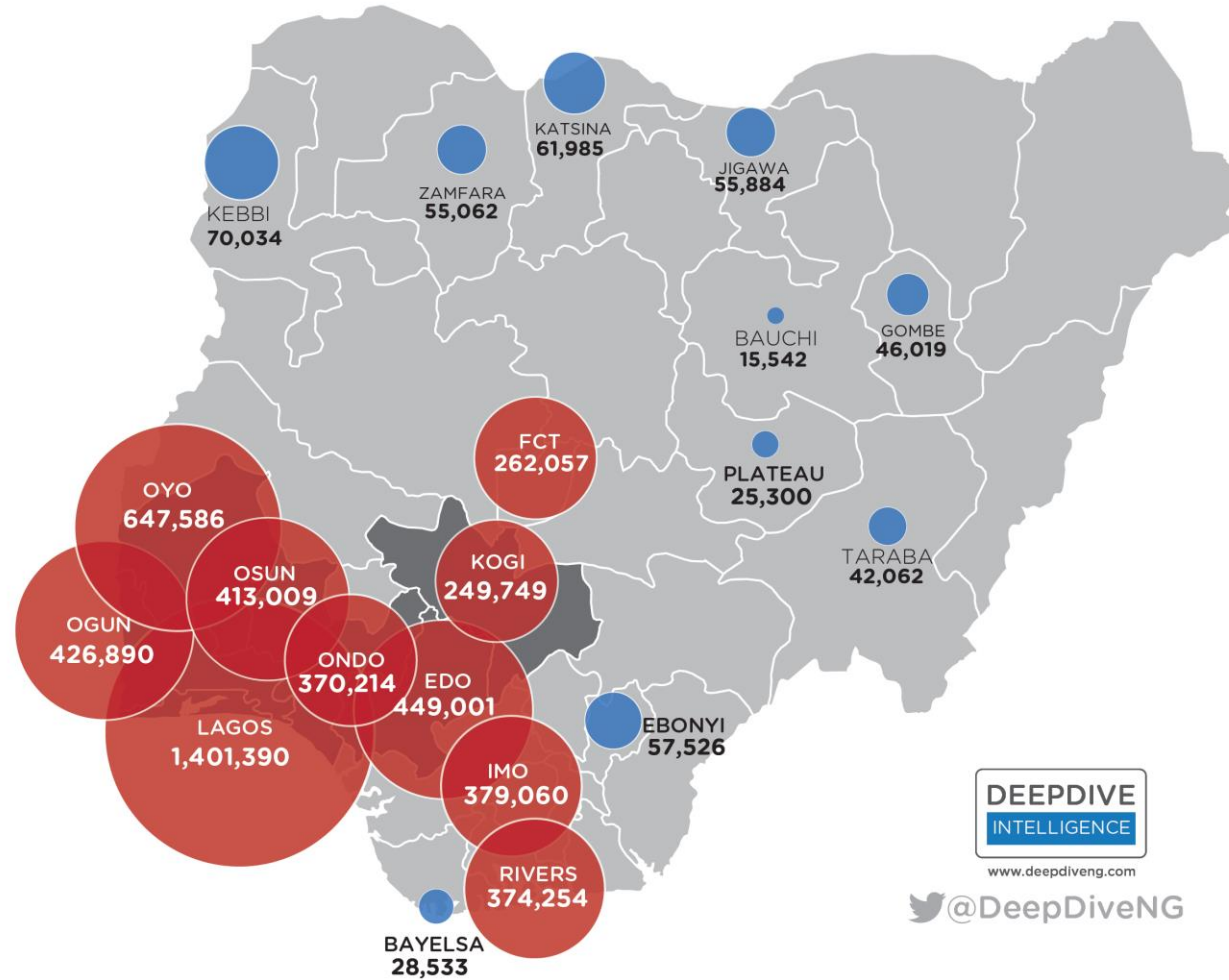
# Exercise

S/N	STATE	BALANCE PVC AS AT 16TH MARCH 2018	S/N	STATE	BALANCE PVC AS AT 16TH MARCH 2018	S/N	STATE	BALANCE PVC AS AT 16TH MARCH 2018
1	Abia	161,312	13	Ekiti	220,923	25	Lagos	1,401,390
2	Adamawa	92,266	14	Enugu	158,280	26	Nasarawa	102,308
3	Akwa Ibom	124,669	15	FCT	262,057	27	Niger	135,633
4	Anambra	97,773	16	Gombe	46,019	28	Ogun	426,890
5	Bauchi	15,542	17	Imo	379,060	29	Ondo	370,214
6	Bayelsa	28,533	18	Jigawa	50,884	30	Osun	413,009
7	Benue	192,406	19	Kaduna	173,361	31	Oyo	647,586
8	Borno	84,609	20	Kano	195,941	32	Plateau	25,300
9	Cross River	145,973	21	Katsina	61,985	33	Rivers	374,254
10	Delta	154,010	22	Kebbi	70,034	34	Sokoto	131,017
11	Ebonyi	57,526	23	Kogi	249,749	35	Taraba	42,062
12	Edo	449,001	24	Kwara	237,466	36	Yobe	86,025
						37	Zamfara	55,062

# Example

## ABANDONED/UNCOLLECTED PVCs ACROSS NIGERIA 2018\*

- STATES WITH THE **MOST** ABANDONED/UNCOLLECTED PVCs
- STATES WITH THE **LEAST** ABANDONED/UNCOLLECTED PVCs



www.deepdiveng.com

@DeepDiveNG

\*Data Source: Independent National Electoral Commission (March 22nd, 2018)



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# TYPES OF DATA VISUALIZATION

## 1. Explanatory –

1. Data Representation with static datasets e.g BudgIT Infographics

## 2. Exploratory

1. Interactive Datasets with multiple datasets, users draw conclusions that suits their narrative

1. Examples:

1. Worldpoverty.io
2. Population.io
3. <http://www.letsfreecongress.org/>

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# Worksheet – Choose Knowledge, Information, Data & Presentation

A



B



C



D



# Understanding Data Visualization Process

**Data**



**Information**



**Presentation**



**Knowledge**



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# COMMON FORMS DATA VISUALIZATION

**60 Forms of Data Visualization**

<https://datavizcatalogue.com/>

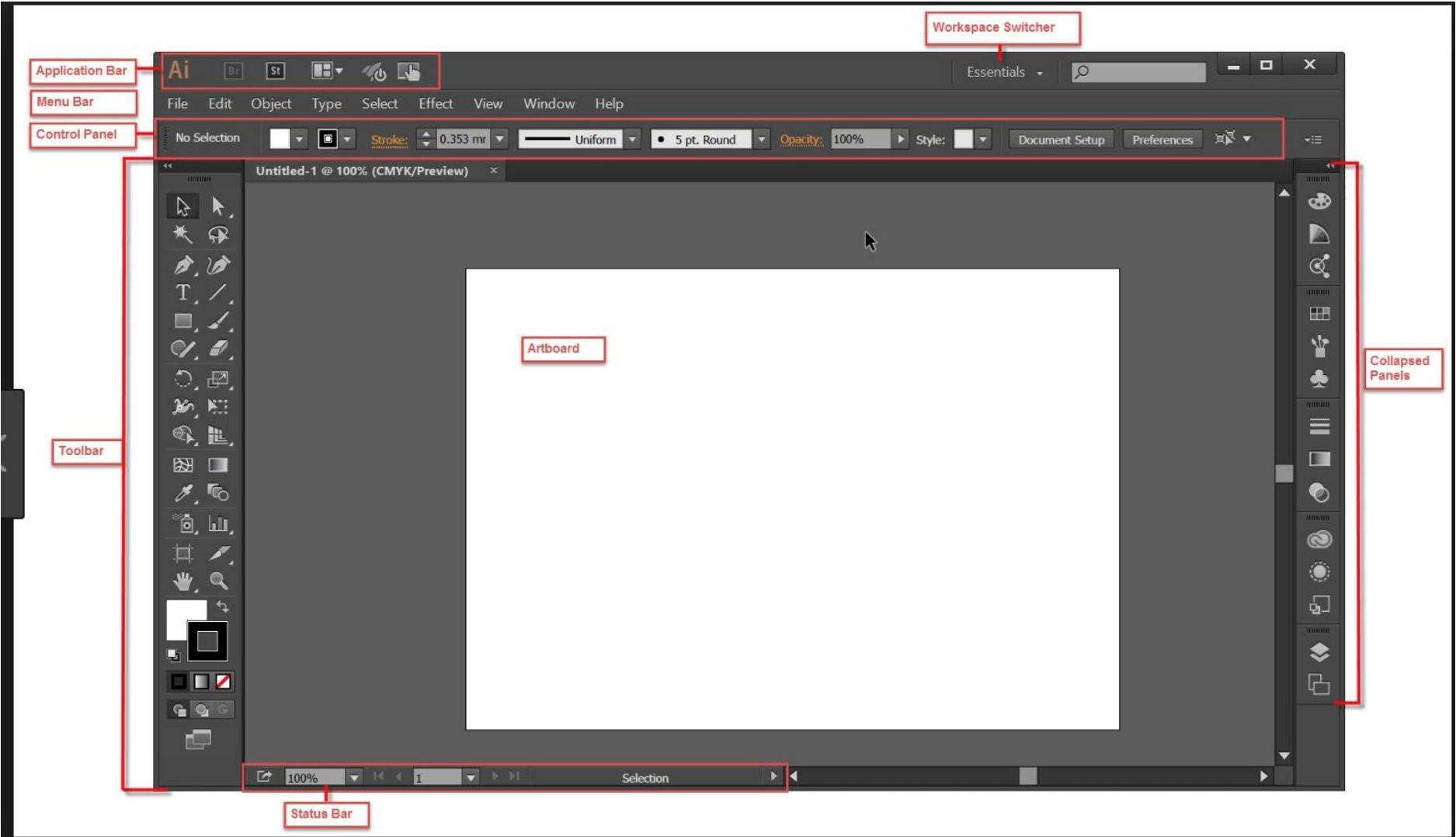
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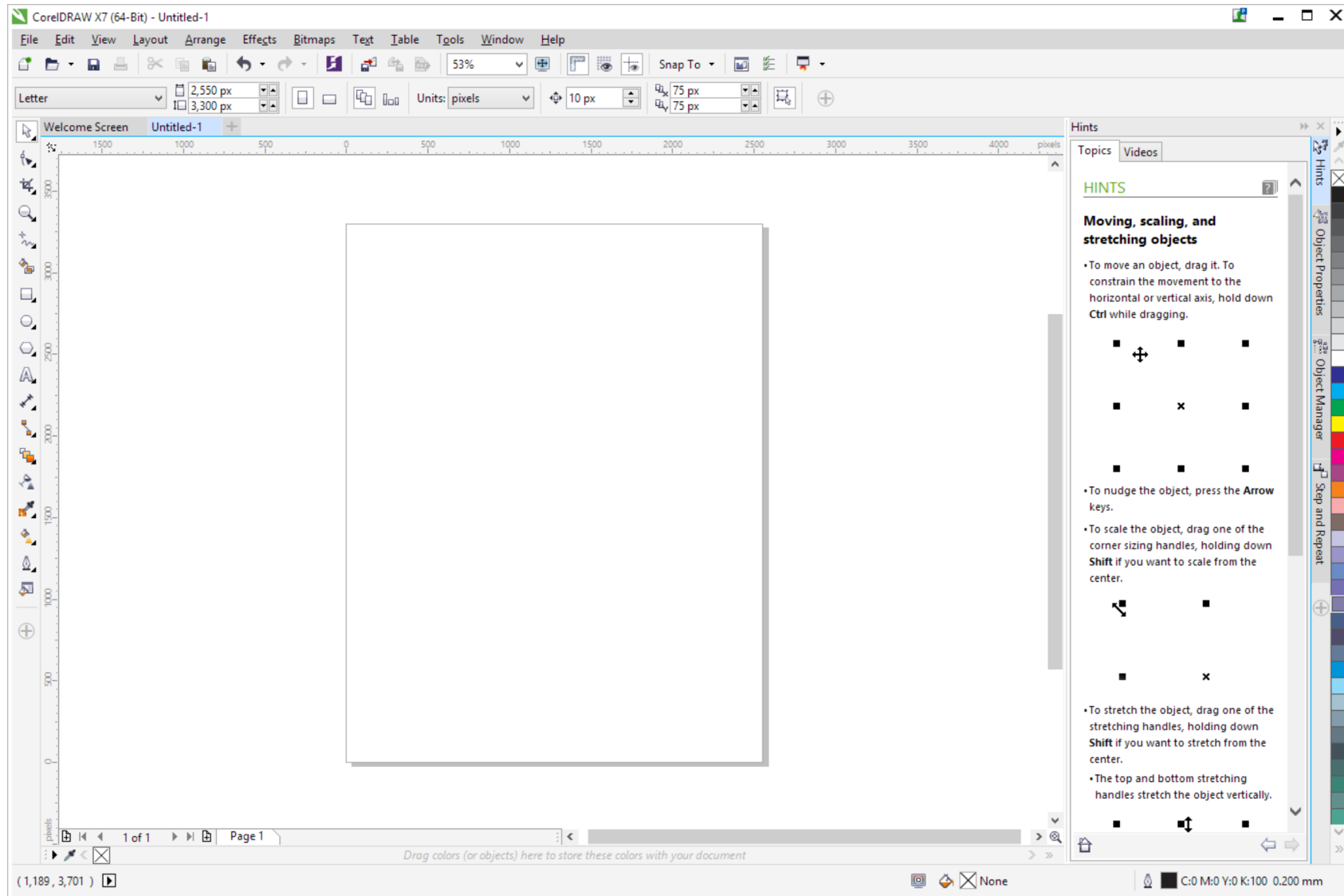
# DATA VISUALIZATION TOOLS

- Adobe Illustrator
- Corel Draw
- Plot.ly
- D3js.org (Data driven documents)
- Infogram.com
- <https://datavizcatalogue.com/methods/choropleth.html>

# ADOBE ILLUSTRATOR WORKSPACE



# COREL DRAW WORKSPACE



## USING THE DATA VISUALIZATION TOOLS

- a. Useful Resources: *www.freepik.com, www.vecteezy.com ,  
www.vexels.com ,*
- b. Infographics Inspiration: *www.pinterest.com , twitter,  
www.bestinfographics.com*
- c. Search Terms
- d. Tracing & Cleaning Pictograms

Live exercise on [infogr.am](https://infogr.am)

# SAMPLES OF WORK FROM OLD STUDENTS

# PIZZA CONSUMPTION BY GENDER IN LAGOS



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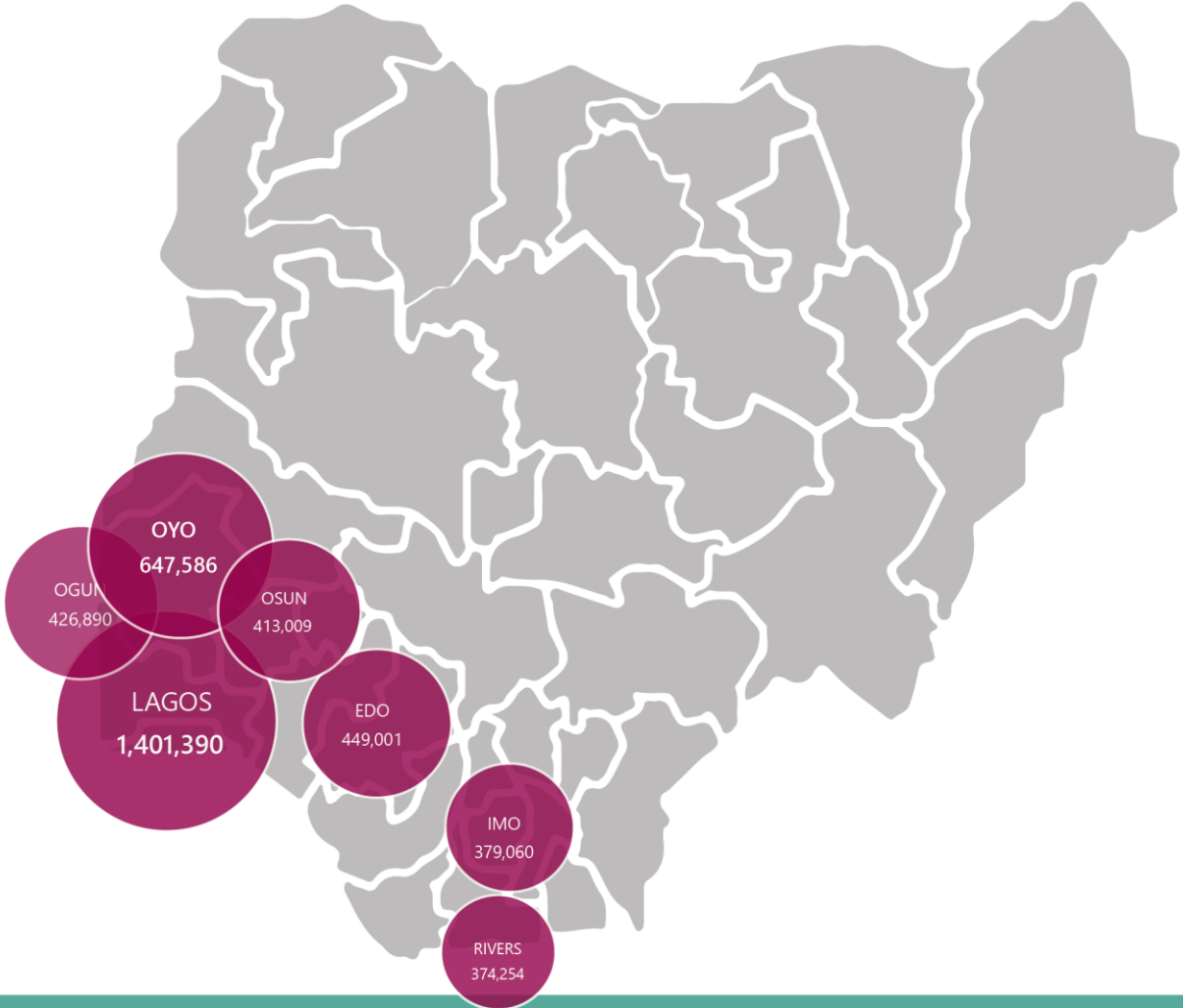


@Kemzy



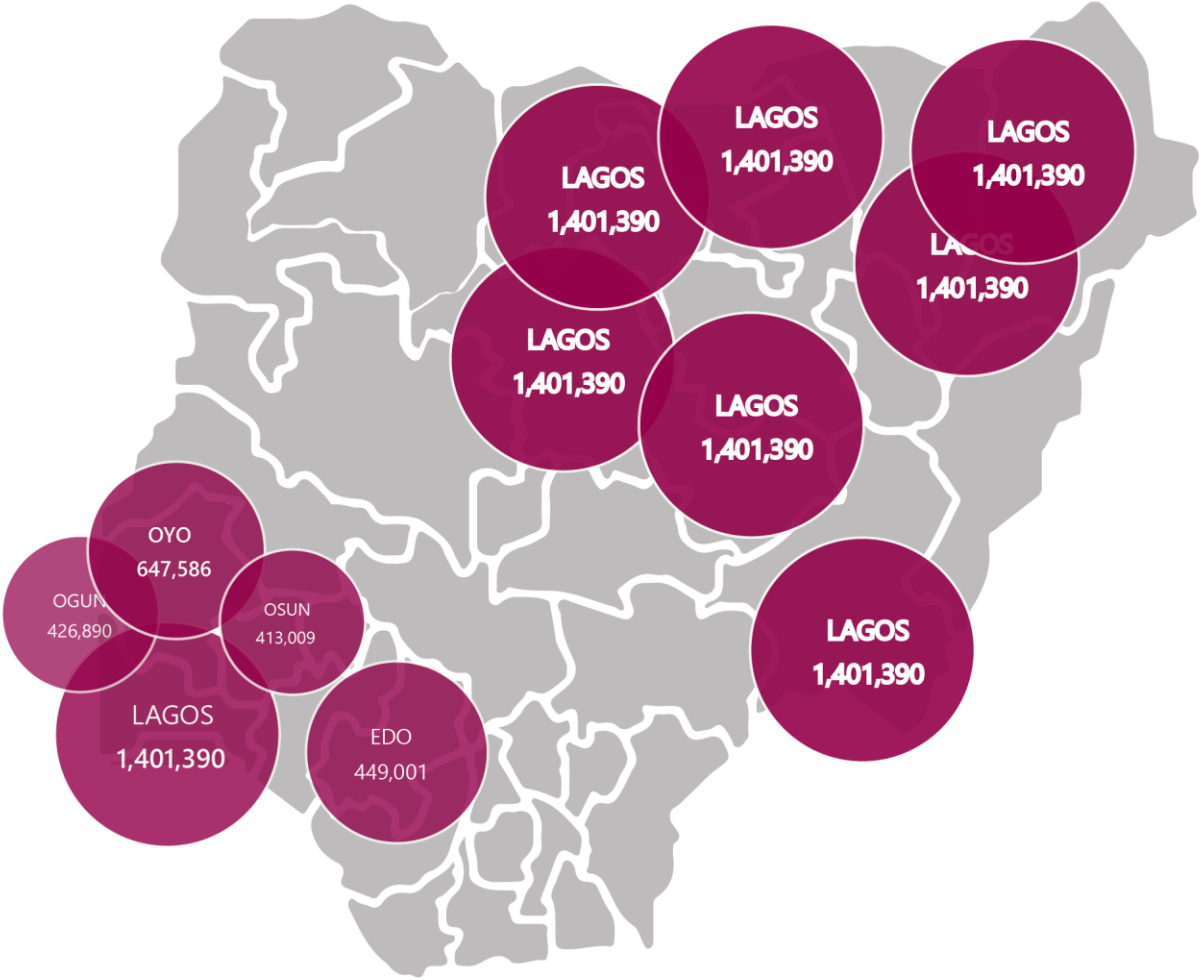
@Kemzy

# MAPS PVC





# VISUALIZATION CLASS



**Sign up for the full Masterclass today**

*\*\*Promo price for those who sign up for this class!!*

**Next class: 20 - 21 and 27 - 28 October [Lagos]  
12 – 14 November [Abuja]**

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**THANK YOU!**

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