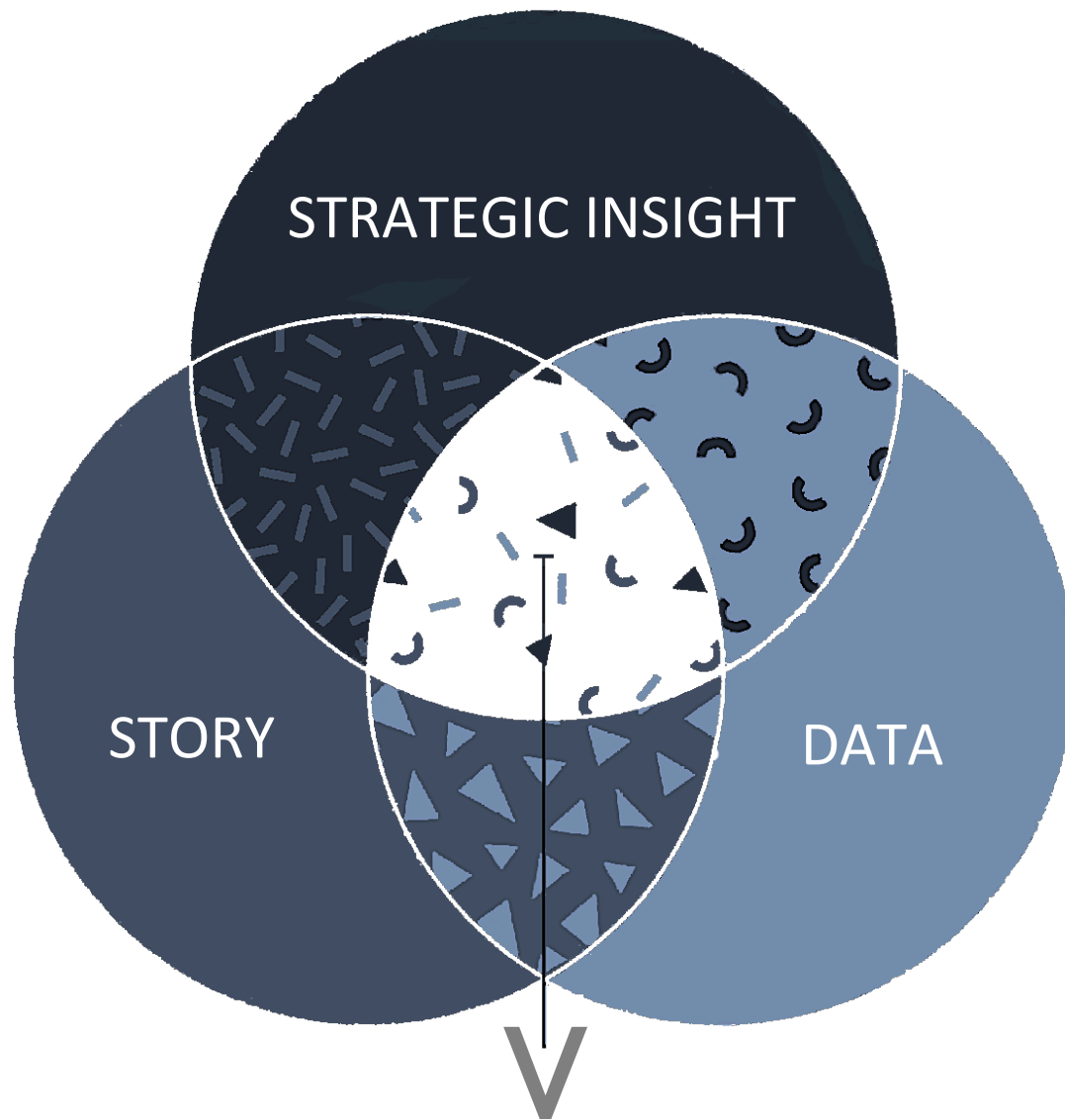


WHEN YOU'VE GOT IT,

FLAUNT IT

KERRY ANNE KEEGAN

Atlas Systems
Access Services 2016



DATA VISUALIZATION

EXPLAIN complex concepts

UTILIZE unconscious information transfer

CREATE highly shareable results



♪ when I was a girl in Sweden, my thoughtful mother gave me this advice ♪

THE SEA OF DATA KNOWS NO MERCY



pick **ONE** story



form a narrative



- ✓ *engage*
- ✓ *advertise*
- ✓ *educate*



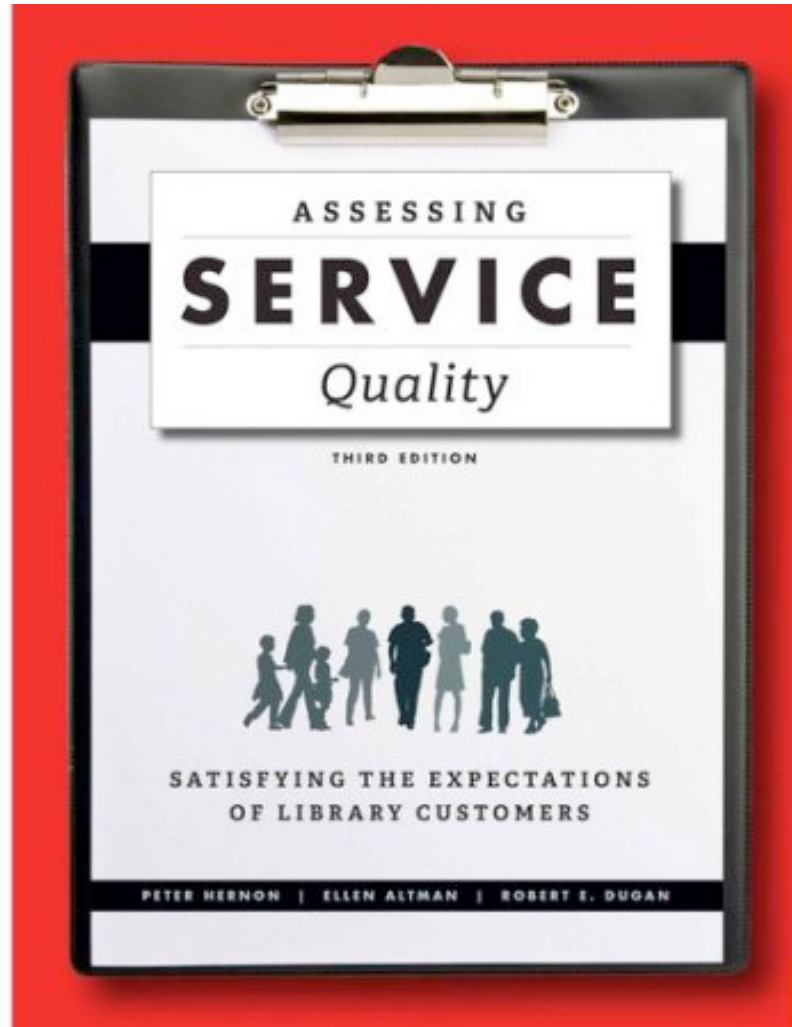
COMMON THEMES

1. the old way needed a change
2. nothing like this existed, so we made it
3. we found a problem & fixed it
4. we give back by...
5. trust us; we have nothing to hide
6. my boss told me I had to make this



not a good reason for all this work —
stick with the boring pie chart

What's worth sharing?



ISBN: 9780838913086

BREAKING NEWS

Chances are, your customers
don't care about what you did during the day.



How well? How valuable? How satisfied

How much? How economical?

CONTENT & CONTEXT

RECEIVABLES

- achieving visit goal

EXPERIENCE

- staff interaction
- ease of navigation
- comfort of environment

EXPERIENCE & EXPECTATION

customer satisfaction – may NOT be related
to direct performance

service quality – impression that customer
expectations are regularly met



form a narrative



choose metrics



- ✓ *major events*
- ✓ *# spikes*
- ✓ *org overview*



1. FIND IT →



SQL
Access
Excel
T-D-F
ODBC

2. "MESSAGE" IT

Data Set

Information, content, facts, processes, numbers, concepts, etc.



How can I make sense of it?

Chunking

Units of meaning or Chunks



Organising

Intentional order or structure



Categorising

Groups based on similar characteristics

GROUP A



GROUP B



GROUP C



Connecting

Interconnected chunks or categories

GROUP A



GROUP B



GROUP C



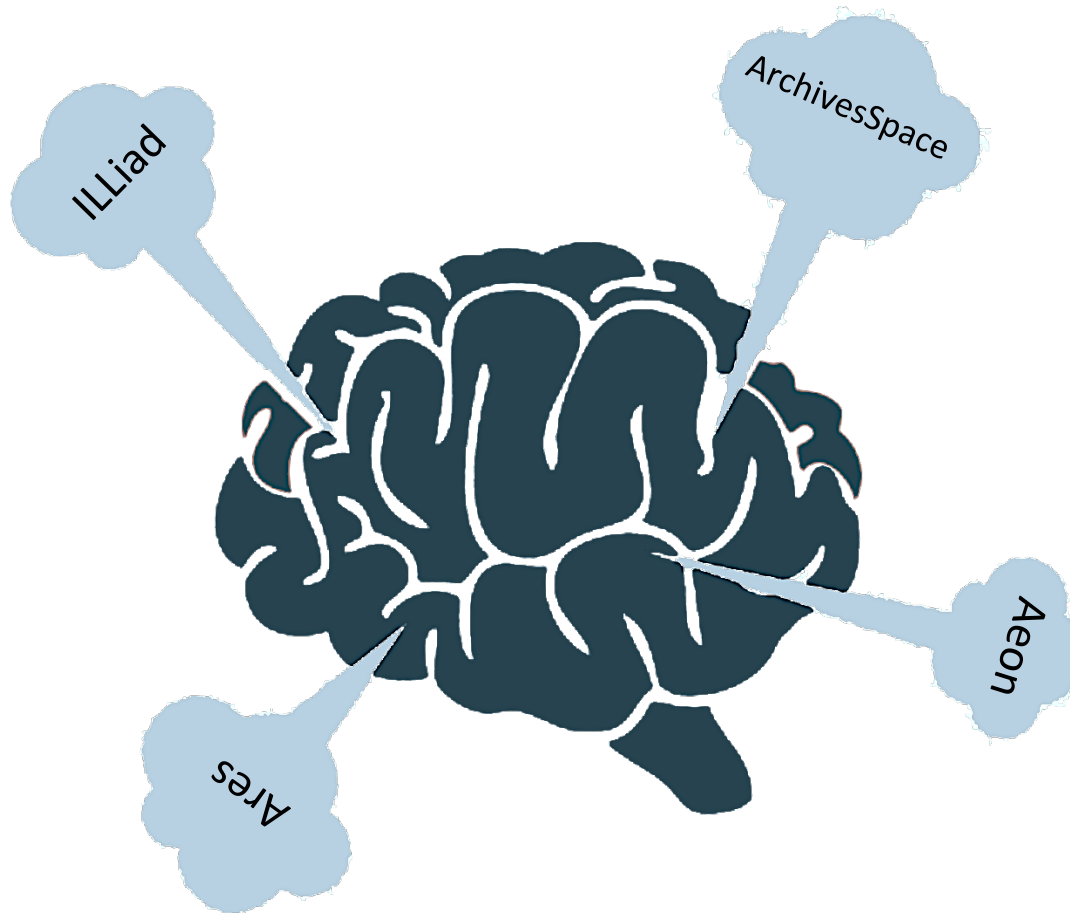
TRIED & TRUE

- OCLC usage statistics
- ILLiad Web Reports
- ILS reports
- internal reports

ON MY RADAR

- Counting Opinions
- “Big Data”
- ARL LibValue & MINES
- IFLA META Project

DON'T PANIC (and bring a towel)



Atlas' online documentation has reports queries!

<https://prometheus.atlas-sys.com/display/illiad/ILLiad+Web+Reports>

ORGANIZE results

Copyright

The Copyright report shows the items requiring payment of copyright royalties to the Copyright Clearance Center for a given time period.

Copyright query



```
1  SELECT
2  PhotoJournalTitle, t.TransactionNumber, ISSN, CCCNumber, CCCOrder, PhotoJournalYear
3  FROM
4  Transactions t
```

IDENTIFY key fields

TYPICAL METHODS



chronological



alphabetical



geographical



categorical



hierarchical

work with the assumption that you'll end up weeding *at least* half of what you gathered

WHY is each object relevant?

WHO will see the final product?

WHAT will it be used for?



form a narrative



choose metrics

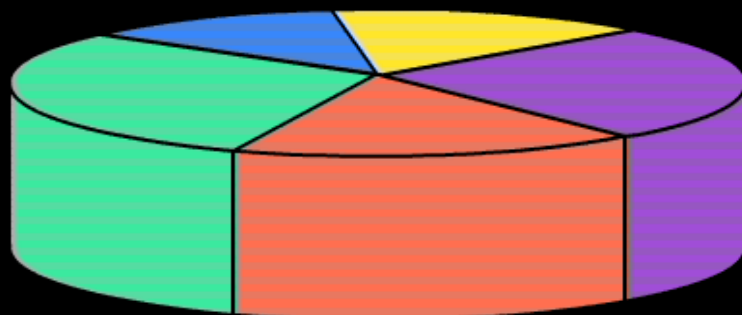


select charts



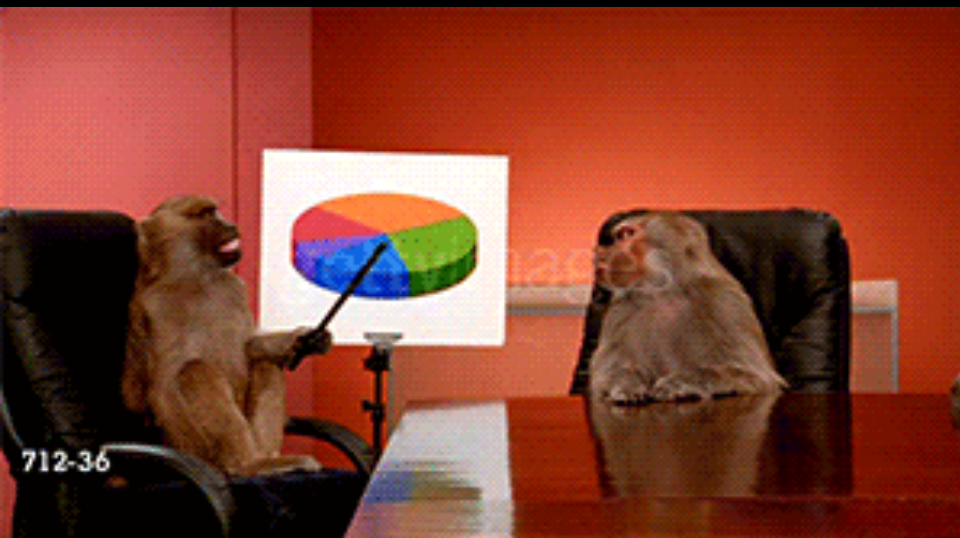
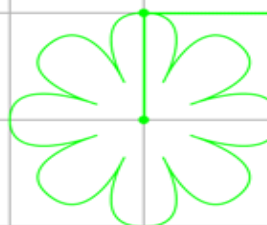
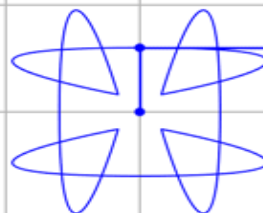
- ✓ *trends*
- ✓ *percentages*
- ✓ *survey results*





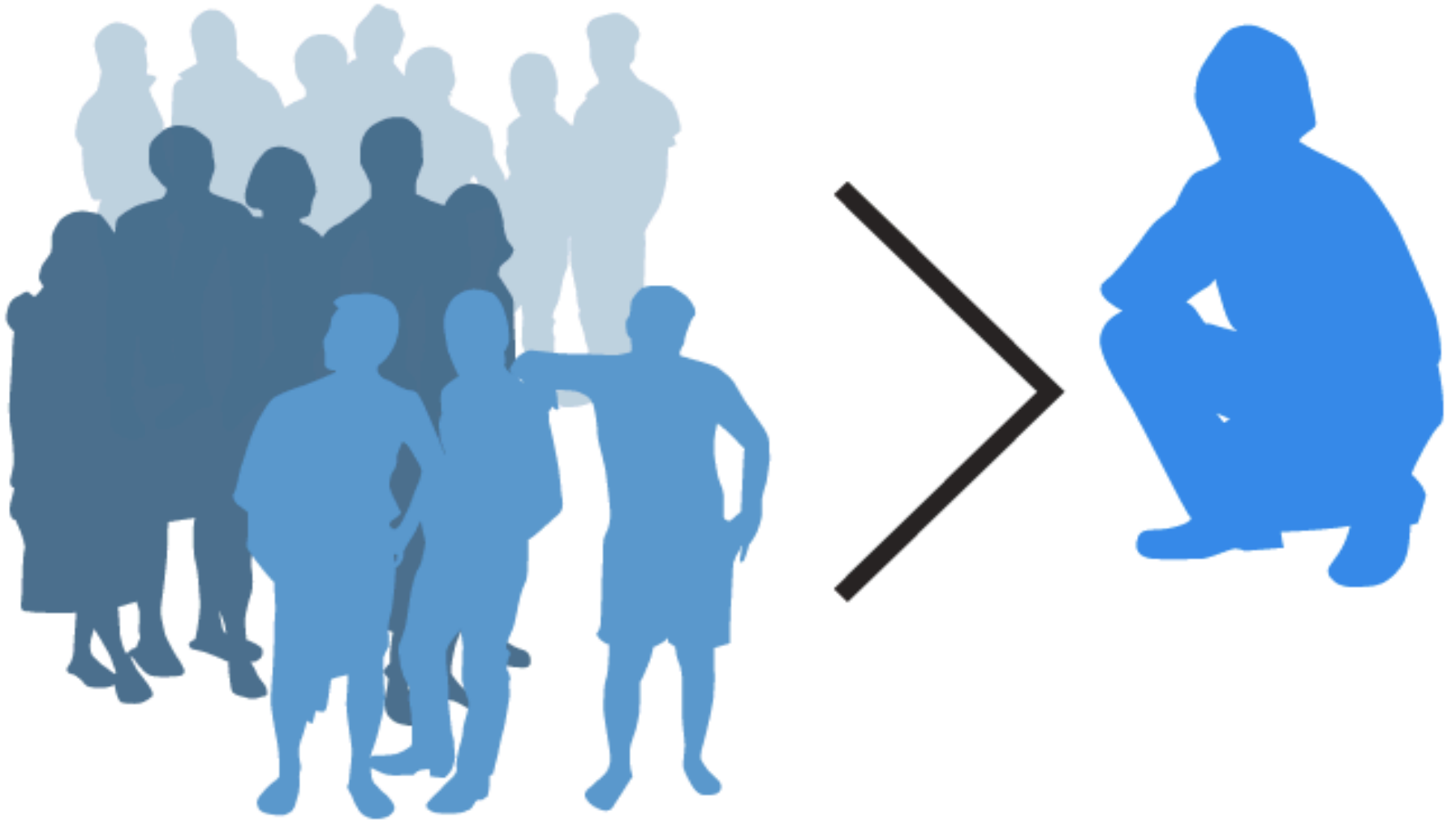
THE MUSIC MAN
STREET VENDORS
THAT ONE KID
ROB FORD
THAT OTHER KID

FOXADHD.COM

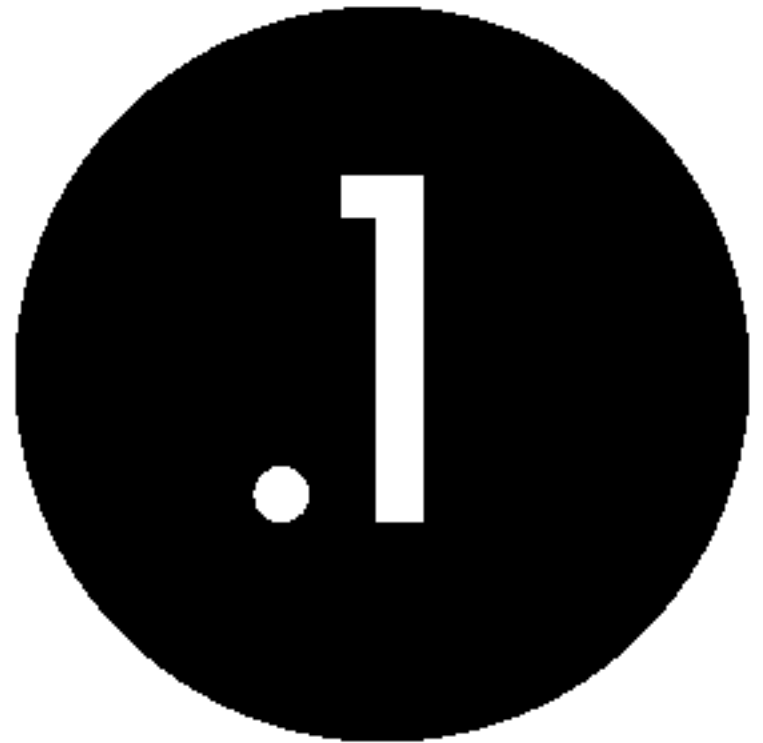


712-36

anticipate your **AUDIENCE**



pre-attentive processing



VALUE + TREND COMPARISONS



PARTS TO WHOLE



DISTRIBUTION + RELATIONSHIPS



chronologically ♦ alphabetically ♦ geographically
categorically ♦ hierarchically



form a narrative



choose metrics



select charts



organize & design



- ✓ *theme & color*
- ✓ *fonts & weight*
- ✓ *labels & space*

CARDINAL SINS

CAT ->

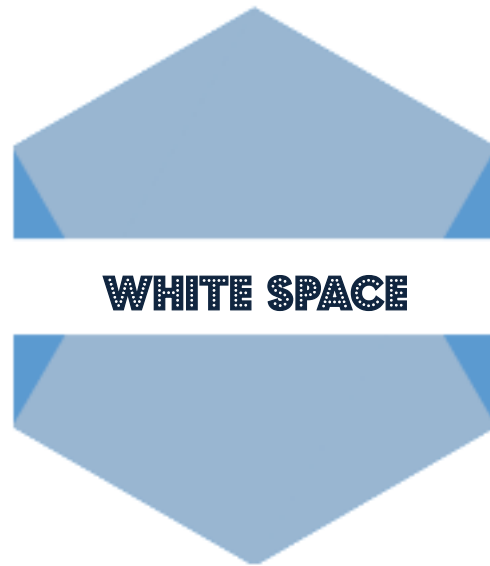


All-conceived and poorly designed infographics commit several cardinal sins of infographic creation, which include any of the following:

- Including too much information
- Inaccurate charts
- Lack of a storyline or narrative
- A generic appearance
- No citations or source list
- Not relevant to your audience
- Poor headlines that don't engage or interest readers

51%

49



WHITE SPACE



STRENGTH IN NUMBERS

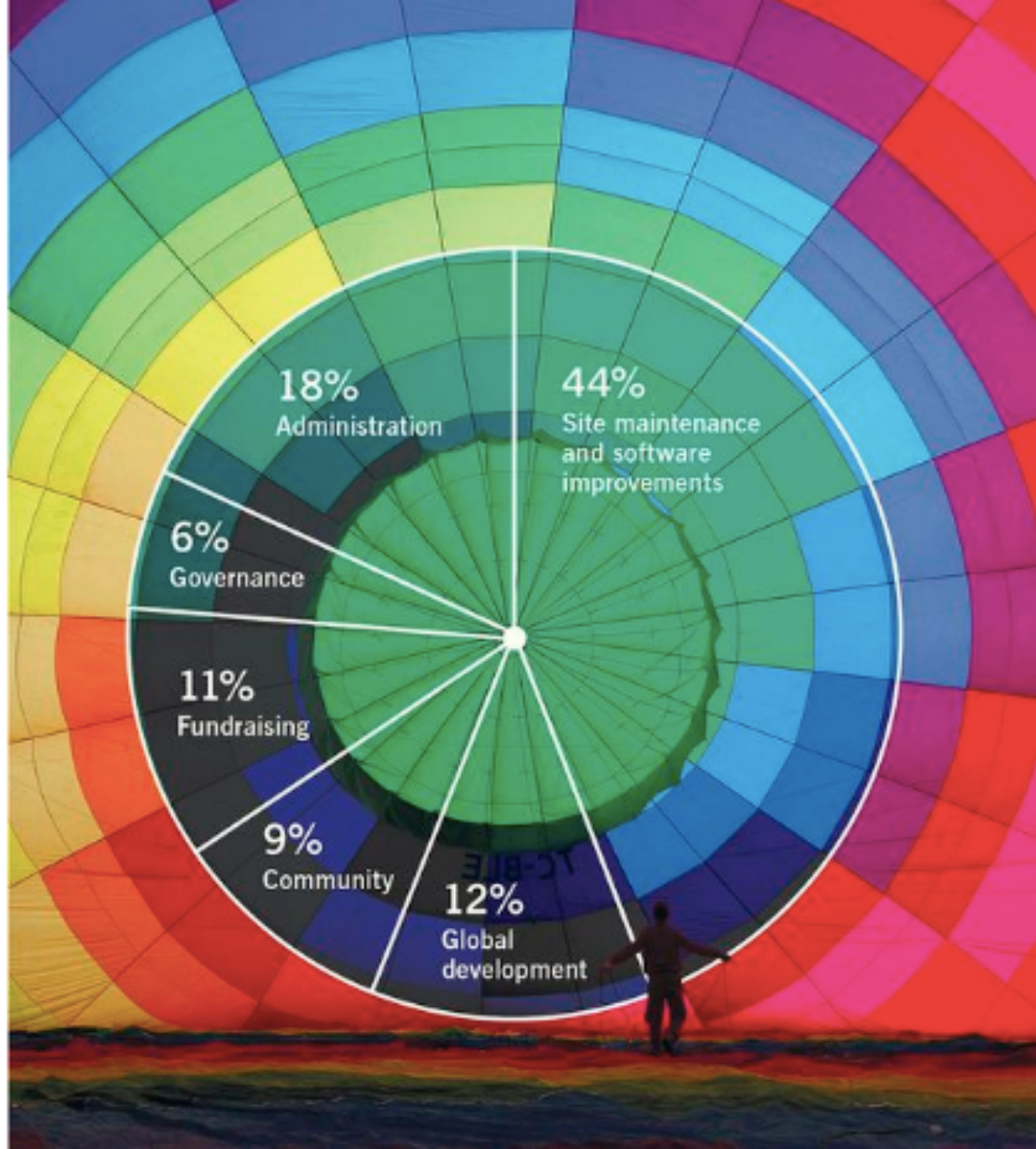


Farm Credit Services
of Mid-America

2011 Annual Report



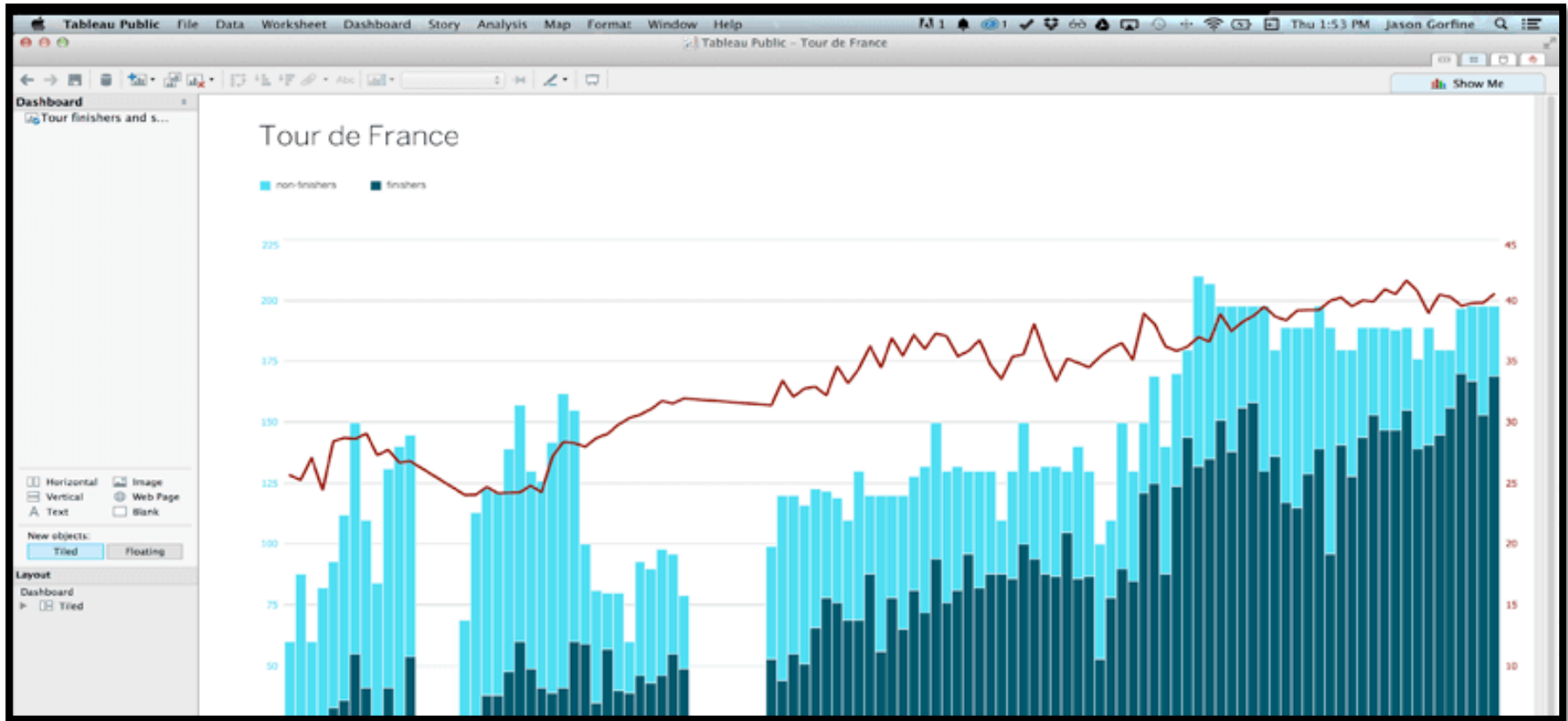
How to **GRAB ATTENTION** With Your Data Visualizations





ONLINE TOOLS

TABLEAU PUBLIC



free to download

multiple data source connections available

save & share online

HEADER ONE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed odio a sem ornare varius. Sed turpis dui, dictum eu lacinia vitae, pellentesque id tellus.



HEADER TWO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed odio a sem ornare varius. Sed turpis dui, dictum eu lacinia vitae, pellentesque id tellus.



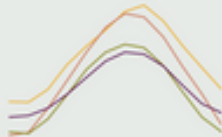
HEADER THREE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed odio a sem ornare varius. Sed turpis dui, dictum eu lacinia vitae, pellentesque id tellus.



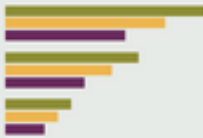
HEADER FOUR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed odio a sem ornare varius. Sed turpis dui, dictum eu lacinia vitae, pellentesque id tellus.



HEADER FIVE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed odio a sem ornare varius. Sed turpis dui, dictum eu lacinia vitae, pellentesque id tellus.



VENNGAGE BASIC

What would you like to create?



INFOGRAPHICS ▾



REPORTS ▾



POSTERS ▾



PROMOTIONS ▾

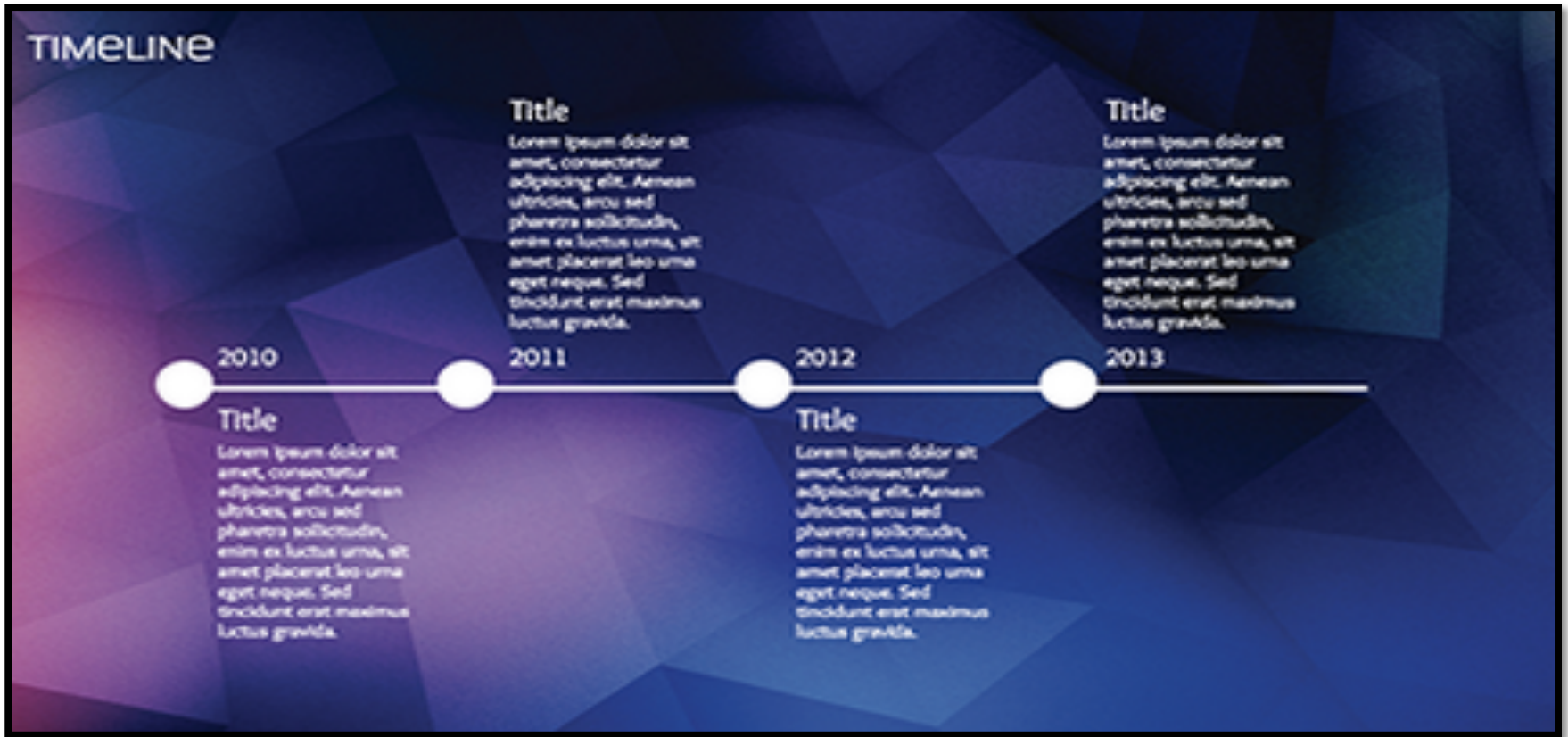


SOCIAL ▾

basic templates are free, non-profit premium discount.

awesome blog with tips, tricks, examples, & instructions

VISME BASIC

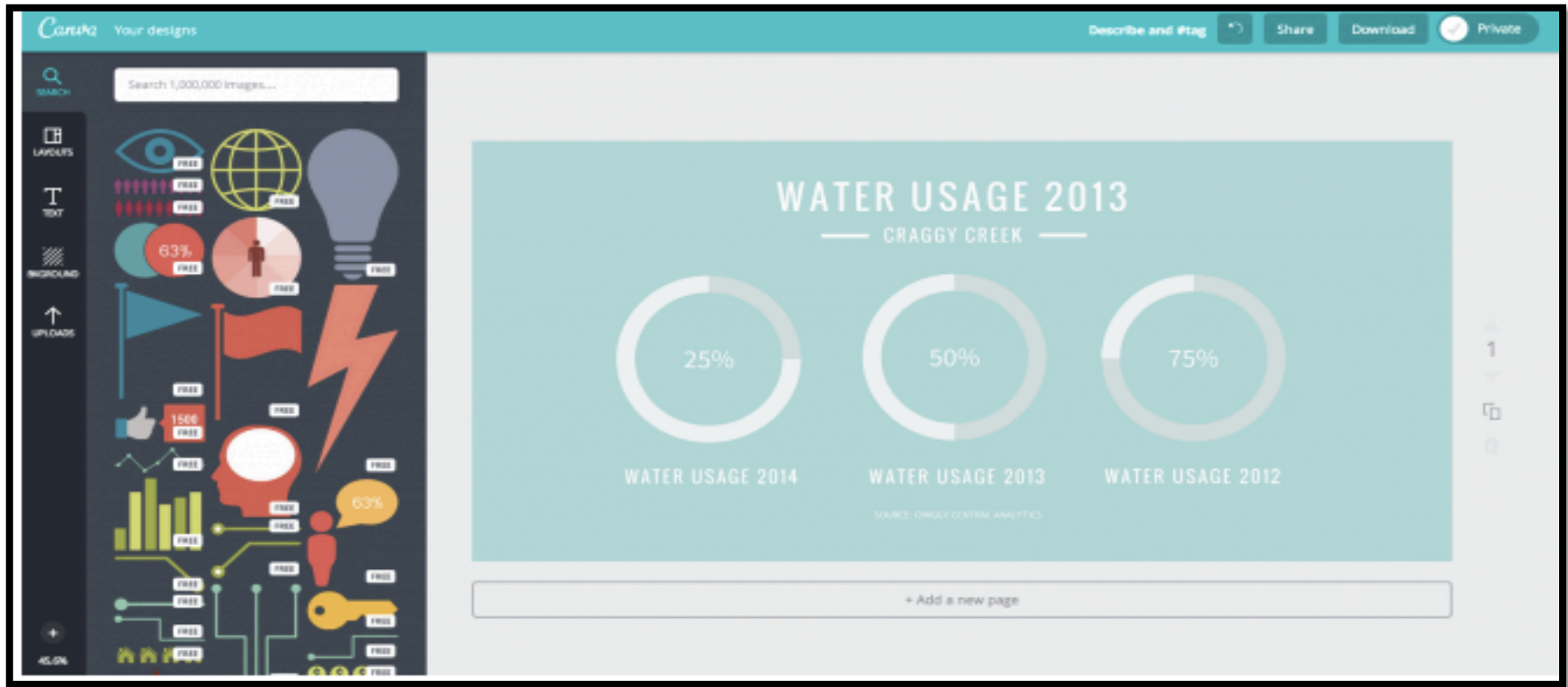


free to use online

limited templates and export features

extensive public domain image and icon database

CANVA FOR NONPROFITS



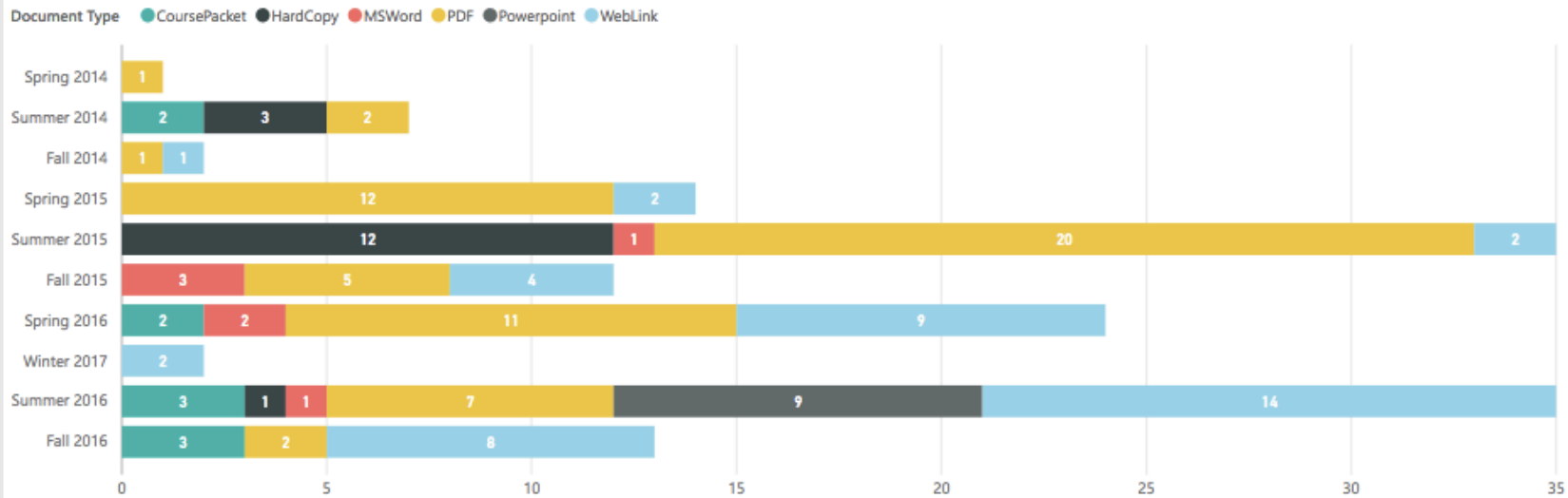
easy drag-and-drop interface that's free to use online

purchase additional, premium images and icons, individually

another great “Design School” blog that includes free templates

POWER BI - demo time!

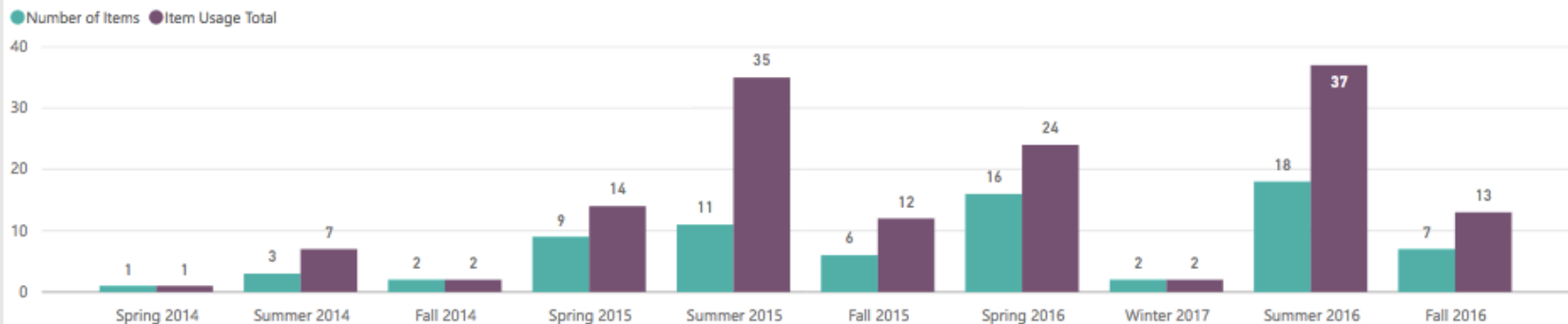
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Filter by Format

- ☐ Select All
- ☐ Article
- ☐ Book
- ☐ BookChapter
- ☐ Ebook
- ☐ InstructorUpload
- ☐ Video

Totals by Semester



[https://app.powerbi.com/view?](https://app.powerbi.com/view?r=eyJrljoiMWNhNWNhYTctNTI4Zi00NDgyLTk4Y2EtODNkNWM5ZjgxYzU4IiwidCI6IjA3OTQwZWYyLWUwNjgtNDEyYS04ZDk4LWJkNzBkOTBlnzZiYyIsImMiOiF9)

[r=eyJrljoiMWNhNWNhYTctNTI4Zi00NDgyLTk4Y2EtODNkNWM5ZjgxYzU4IiwidCI6IjA3OTQwZWYyLWUwNjgtNDEyYS04ZDk4LWJkNzBkOTBlnzZiYyIsImMiOiF9](https://app.powerbi.com/view?r=eyJrljoiMWNhNWNhYTctNTI4Zi00NDgyLTk4Y2EtODNkNWM5ZjgxYzU4IiwidCI6IjA3OTQwZWYyLWUwNjgtNDEyYS04ZDk4LWJkNzBkOTBlnzZiYyIsImMiOiF9)

A public copy is available at:

DO

- only include relevant data
- ponder decisions affected
- make key connections
- remember the audience

DON'T

- make it overly busy
- leave out important data
- include irrelevant figures
- procrastinate

THANKS FOR LISTENING!

Kerry Keegan

Training & Library Solutions Consultant

Atlas Systems

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