+ a b | e a u®

Inspiring change with data visualization

Steve Wexler

Principal, Data Revelations

swexler@datarevelations.com

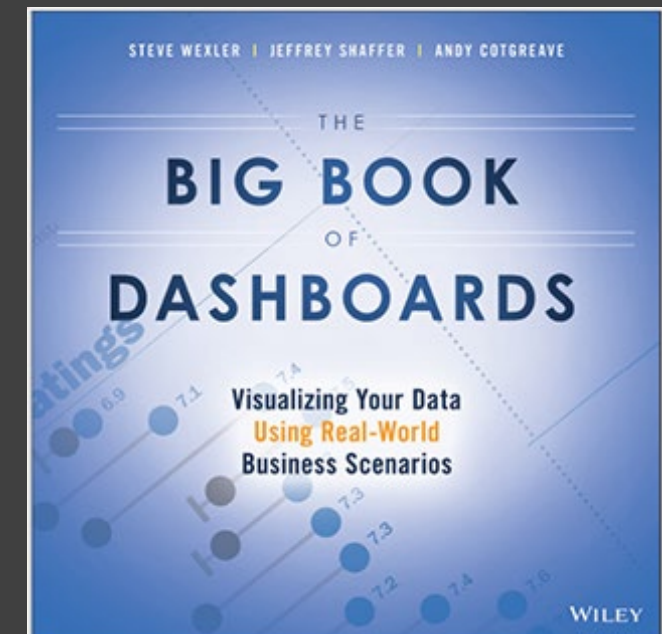Twitter: @DataRevelations

Steve Wexler

Founder of Data Revelations

Tableau Iron Viz Champion

Tableau Zen Master (Hall of Fame)

Author

You are encouraged to disagree

The best statistical graph ever drawn?
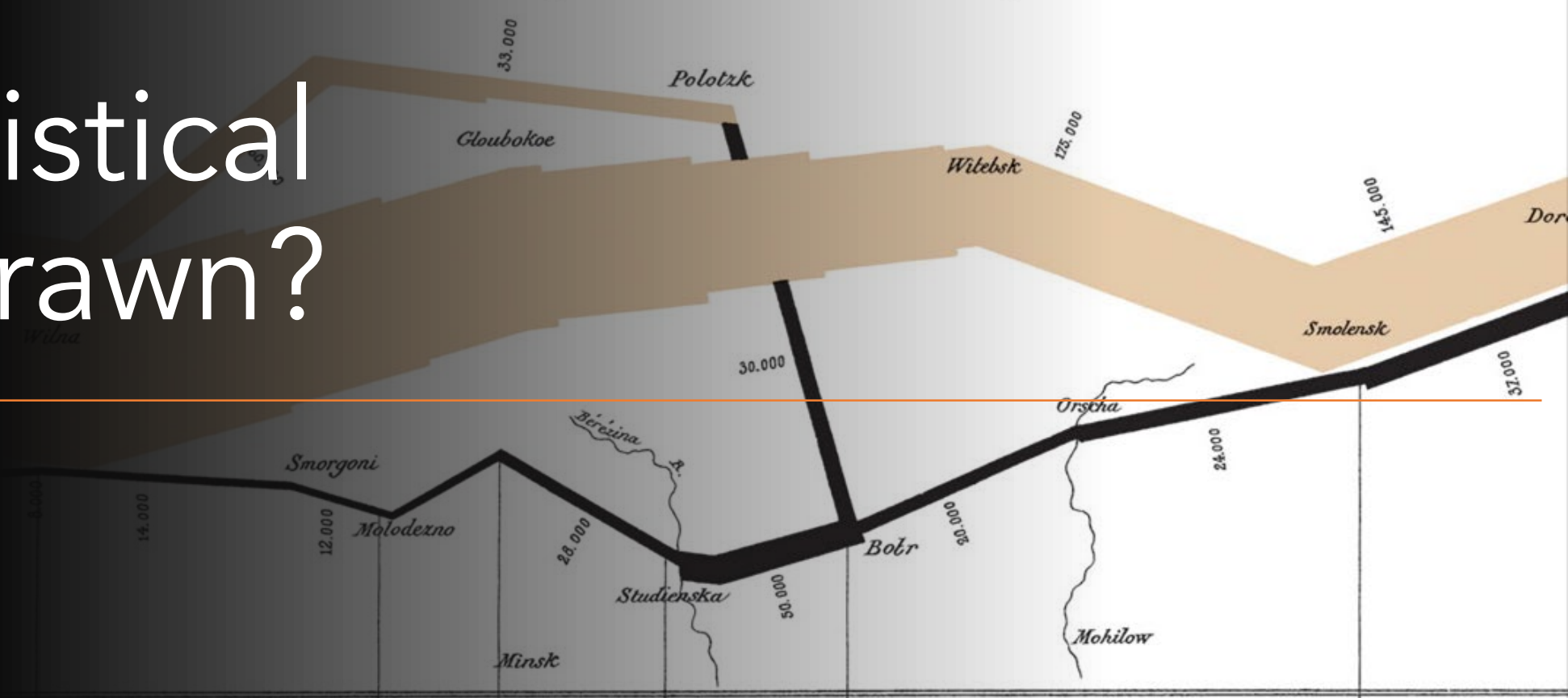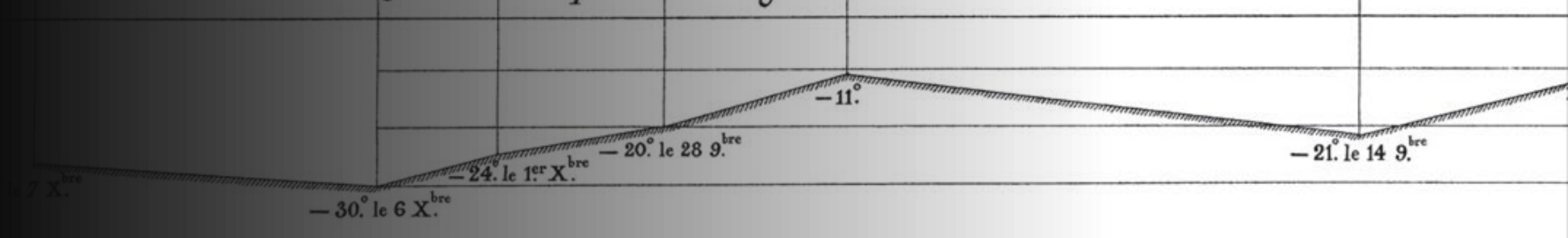
DIAGRAM of the CAUSES of MORTALITY
IN THE ARMY IN THE EAST.

2.
APRIL 1855 to MARCH 1856.
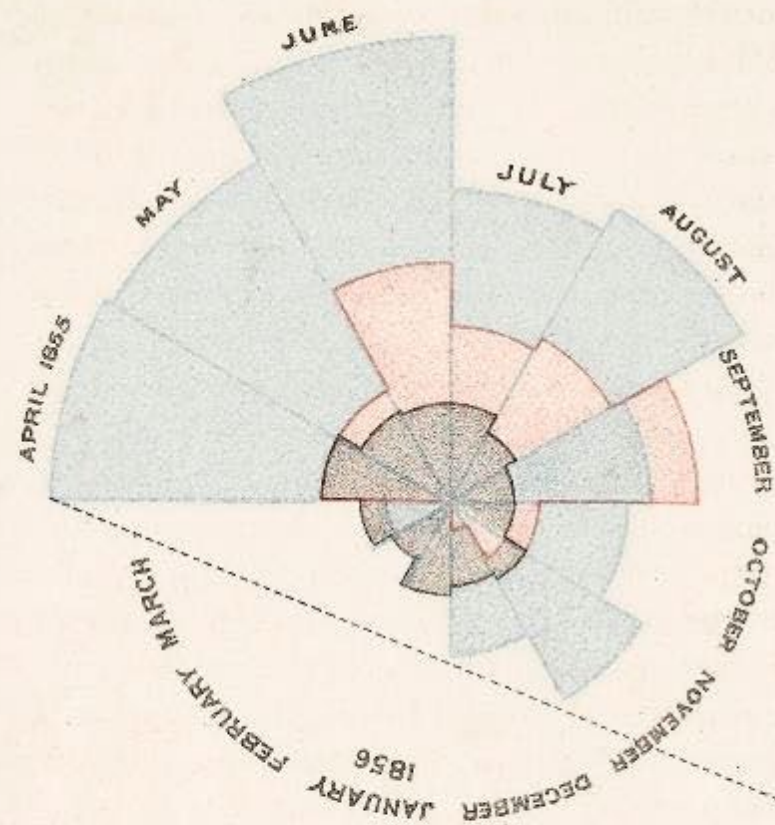
1.
APRIL 1854 to MARCH 1855.
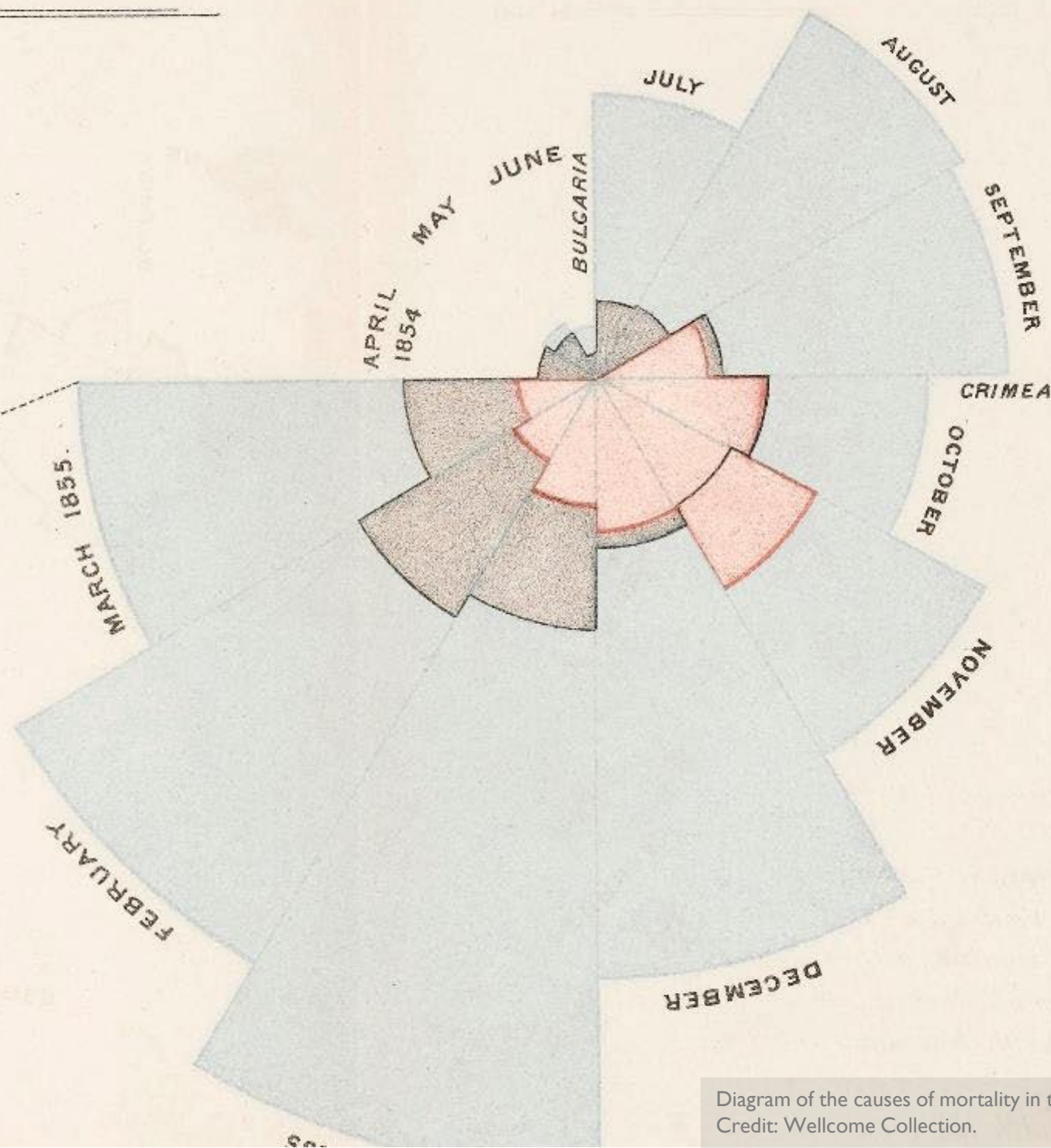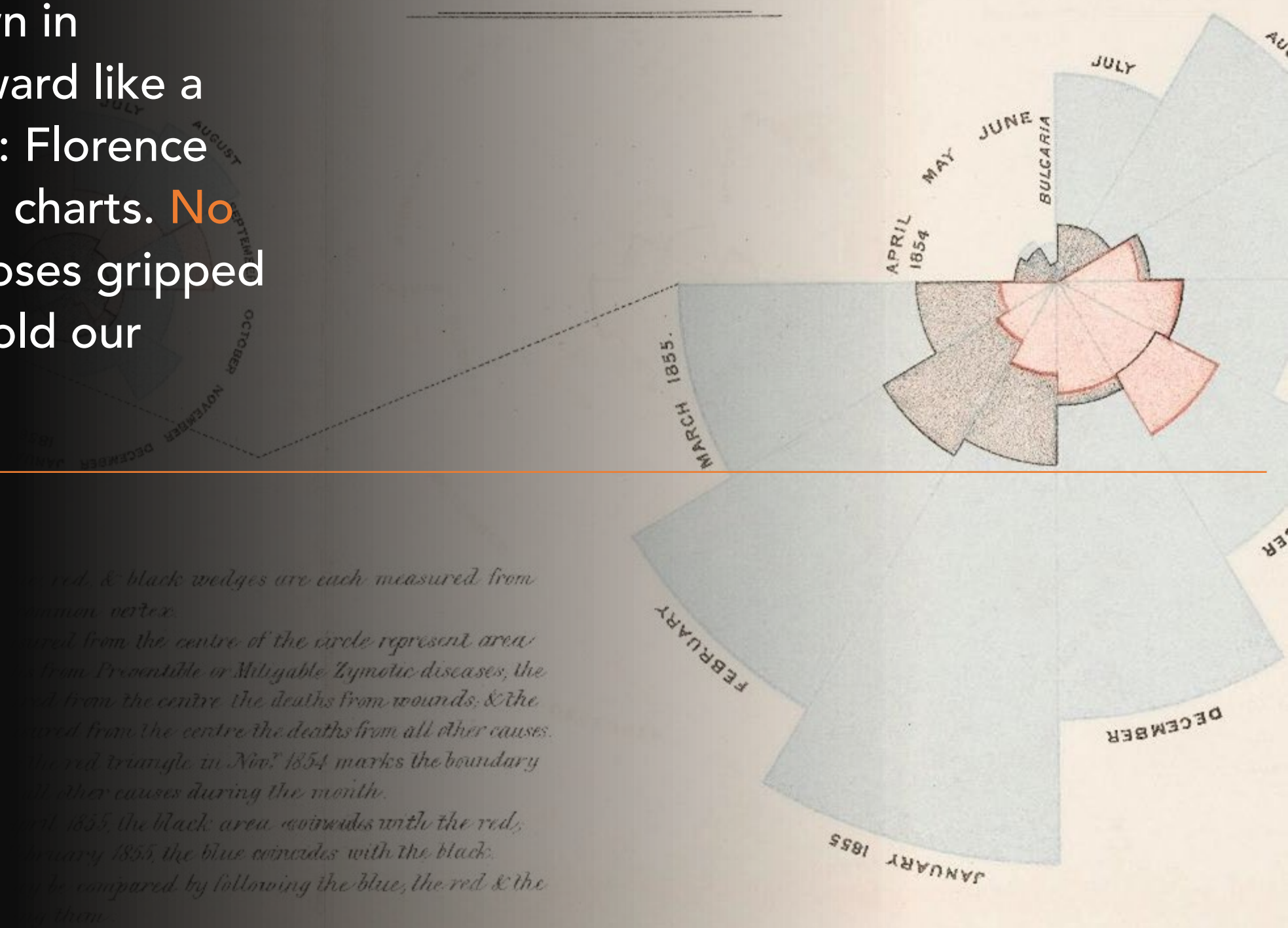
The Areas of the blue, red, & black wedges are each measured from
   the centre as the common vertex.

The blue wedges measured from the centre of the circle represent area
   for area the deaths from Preventible or Mitigable Zymotic diseases, the
   red wedges measured from the centre the deaths from wounds, & the
   black wedges measured from the centre the deaths from all other causes.

The black line across the red triangle in Nov.r 1854 marks the boundary
   of the deaths from all other causes during the month.

In October 1854, & April 1855, the black area coincides with the red;

Critics suggest that [Nightingale's] mortality data is better shown in something more straightforward like a bar chart. But this is not true: Florence Nightingale made lots of bar charts. No one cares about them! Her roses gripped 1858 readers and they still hold our attention today.

RJ Andrews

I believe [Nightingale's] goal wasn't just to inform but also to persuade with an intriguing, unusual, beautiful picture. A bar graph conveys the same message effectively, but it may not be as attractive to the eye.

Alberto Cairo
How Chart Lie

Hmm. I guess I should be making charts like these, right?

No, you shouldn't be making charts like these!

LewisBlack.com

WHO
IS YOUR
AUDIENCE?

What's the message?

Minard and Nightingale knew their audiences

Let's look at some real-world

inspiration

Understanding racial and ethnic disparities

Organization Workforce Racial/Ethnic Representation

Does our workforce reflect our community?

Race/Ethnicity	Community	2020	Closing the Gap
White	60%	69%	Reflects Community
Black	20%	22%	Reflects Community
Hispanic	13%	5%	▼
Asian / Pacific Islander	5%	3%	▼
American Indian / Alaskan Native	2%	1%	▼

Does our physician team reflect our community?

Race/Ethnicity	Community	2020	Closing the Gap
White	60%	80%	Reflects Community
Black	20%	9%	▼
Hispanic	13%	10%	▼
Asian / Pacific Islander	5%	1%	▼
American Indian / Alaskan Native	2%	0%	▼

Working to Reflect the Diverse Community We Serve

Does our physician network reflect our community?
Current Physicians: 2,855 individuals

	Physicians	Community
White	69%	60%
Black	22%	20%
Hispanic	5%	13%
Asian / Pacific Islander	3%	5%
American Indian / Alaskan Native	1%	2%

Difference to Achieve Community Representation

White: -9% (-257)
Black: -2% (-57)
Hispanic: 8% (+228)
Asian / Pacific Islander: 2% (+57)
American Indian / Alaskan Native: 1% (+29)

How much are we over/under represented?
100% = Balanced representation

White: 115%
Black: 110%
Hispanic: 38%
Asian / Pacific Islander: 60%
American Indian / Alaskan Native: 50%
Balanced
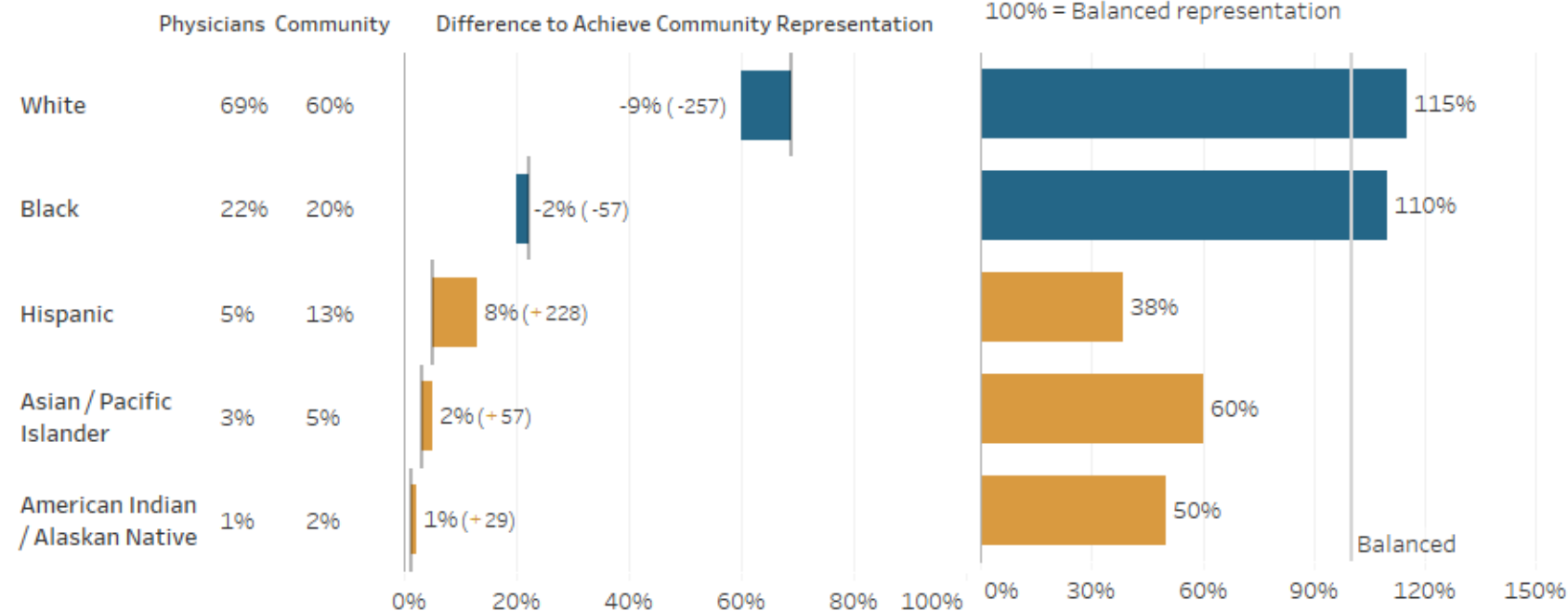
Does our leadership team reflect our community?
Current Executive Leaders: 65 individuals

	Leadership	Community
White	80%	60%
Black	9%	20%
Hispanic	10%	13%
Asian / Pacific Islander	1%	5%
American Indian / Alaskan Native	0%	2%

Difference to Achieve Community Representation

White: -20% (-13)
Black: 11% (+7)
Hispanic: 3% (+2)
Asian / Pacific Islander: 4% (+3)
American Indian / Alaskan Native: 2% (+1)

How much are we over/under represented?
100% = Balanced representation

White: 133%
Black: 45%
Hispanic: 77%
Asian / Pacific Islander: 20%
American Indian / Alaskan Native: 0%
Balanced

Designer: Lindsay Betzendahl
Organization: HealthDataViz

Working to Reflect the Diverse Community We Serve

Does our physician network reflect our community?
Current Physicians: 2,855 individuals

	Physicians	Community	Difference to Achieve Community Representation
White	69%	60%	-9% (-257)
Black	22%	20%	-2% (-57)
Hispanic	5%	13%	8% (+228)
Asian / Pacific Islander	3%	5%	2% (+57)
American Indian / Alaskan Native	1%	2%	1% (+29)

0% 20% 40% 60% 80% 100%

How much are we over/under represented?

100% = Balanced representation

White	115%
Black	110%
Hispanic	38%
Asian / Pacific Islander	60%
American Indian / Alaskan Native	50%

0% 30% 60% 90% 120% 150%

Balanced
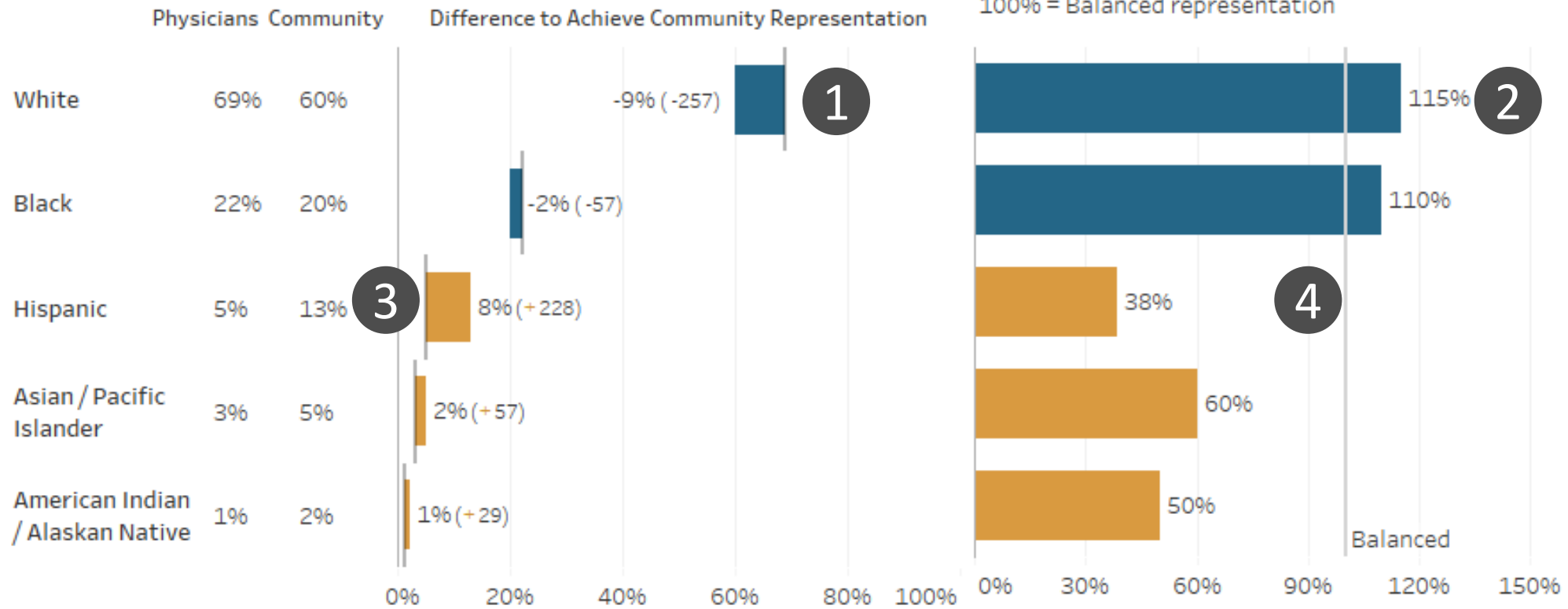
The Impact

Tracking eCommerce

CimAlp

Total Revenue

€12,298.39
% of Total: 100.00% (€12,298.39)

Average order value

€99.99
Avg for View: €99.99 (0.00%)

Visits

4,755
% of Total: 100.00% (4,755)

Top 10 products

Product	Product Revenue	Unique Purchases
Shoes Dandy	€2,158.20	18
Shoque	€999.00	10
Shoes Sweat	€996.00	4
Sholytical	€838.60	12
Hiking Excel	€715.36	8
Hiking Result	€679.60	4
Shoes Draft	€679.60	4
Running Shift	€599.00	10
Walking Reflect	€566.20	21
Ski Gold	€559.50	5

Ecommerce conversion rate

2.59%
Avg for View: 2.59% (0.00%)

Transactions

123
% of Total: 100.00% (123)

Visits and Product Revenue by Source / Medium

Source / Medium	Sessions	Revenue per User
google / cpc	1,618	€2.57
Newsletter_promo / email	502	€4.25
google / organic	456	€4.17
(direct) / (none)	326	€7.20
facebook / Shoes Sweat	278	€0.36
criteo / retargeting	252	€0.24
criteo / display	185	€0.46
bing / cpc	159	€3.26
facebook / Sholytical	143	€0.59
facebook / ppl	143	€0.25

CA par région

0 — 2,693.39

CimAlp

Daily Performance Report
2020-07-23

© Mapbox © OSM

4.52%
Conv. Rate | ▼7.3%

172
Conv. | ▲32.3%

3,804
Sessions | ▲42.7%

14,143€
Revenue | ▲54.1%

82€
AOV | ▲16.4%

CPC	3.4%	
Facebook	0.7%	
Email	7.8%	
Organic	8.2%	
Criteo	0.9%	
Other	20.5%	
Referral	8.9%	
Comparator	0.0%	

0   100   200   300   400   500   600   700

Breakdown by product
• sorted by unique purchases •

Product Conversion Rate

$$\frac{\text{Unique Purchases}}{\text{Detail Views}} = 6.2\%$$

Potential problem: ●

326 Purchases   **7,928** Detail Views

562 Adds to Cart

847 Criteo Views   **3,042** CPC Views

996 Organic Views

Product	Conv. Rate	Purchases		
Shoes Dandy	1.7%	● 10		
Shoque	19.1%	15		
Shoes Sweat	3.6%	● 6		
Sholytical	3.6%	2		
Hiking Excel	16.4%	7		
Hiking Result	3.3%	2		
Shoes Draft	5.8%	3		
Running Shift	6.8%	6		
Walking Reflect	14.2%	13		
Ski Gold	7.6%	6		
Walking Cue	11.5%	1		
Walkocity	5.2%	2		
Hiking Mink	3.8%	3		
Running Spartan	12.5%	1		
Ski Symbol	5.2%	4		
Ski Suburbia	18.8%	4		
Ski Joyride	10.0%	1		
Ski Hero	6.4%	3		
Walkology	9.4%	1		
Walkooze	4.3%	1		
Walking Modish	25.0%	1		
Hikorzo	33.3%	2		
Running Compound	12.0%	4		
Shoes Mag	2.5%	1		
Shoes Drill	4.8%	1		

. . .

CimAlp

Daily Performance Report
2020-07-23

© Mapbox © OSM

Map labels: 13.6%, 2.2%, 4.8%, 6.7%, 6.0%, 3.1%, 2.2%, 6.9%, 4.5%, 6.0%, 4.7%, 4.7%, 9.9%

① **4.52%**
Conv. Rate | ▼**7.3%**

② **172**
Conv. | ▲**32.3%**

③ 3,804
Sessions | ▲**42.7%**

14,143€
Revenue | ▲**54.1%**

82€
AOV | ▲**16.4%**

Channel		Rate	Bar
CPC	⑥	3.4%	⑤ ... ④
Facebook		0.7%	
Email	⑧	7.8%	⑦
Organic		8.2%	
Criteo		0.9%	
Other		20.5%	
Referral		8.9%	
Comparator		0.0%	

Axis: 0 100 200 300 400 500 600 700

Breakdown by product
• sorted by unique purchases •

Product Conversion Rate

1

Unique Purchases
—————————— = 6.2%
Detail Views

Potential problem: ●

2

| **326** | **7,928** |
| Purchases | Detail Views |

562
Adds to Cart

3

| **847** | **3,042** |
| Criteo Views | CPC Views |

996
Organic Views

Product	Conversion		Count			
Shoes Dandy	1.7%	●	10			
Shoque	19.1%		15			
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Hiking Mink	3.8%		3			
Running Spartan	12.5%		1			
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Ski Suburbia	18.8%		4			
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Walkooze	4.3%		1			
Walking Modish	25.0%		1			
Hikorzo	33.3%		2			
Running Compound	12.0%		4			
Shoes Mag	2.5%		1			
Shoes Drill	4.8%		1			

. . .

The Impact

This is **brilliant**

Percentage of goal

North	95%
South	105%
East	65%
West	135%

Percentage of goal

Region	
North	
South	
East	
West	

Goal

0%   20%   40%   60%   80%   100%   120%   140%

Actual vs Goal (|)

Region	
North	
South	
East	
West	

$0K $500K $1,000K $1,500K $2,000K

	% total	Actual
CPC	3.4%	
Facebook	0.7%	
Email	7.8%	
Organic	8.2%	
Criteo	0.9%	
Other	20.5%	
Referral	8.9%	
Comparator	0.0%	
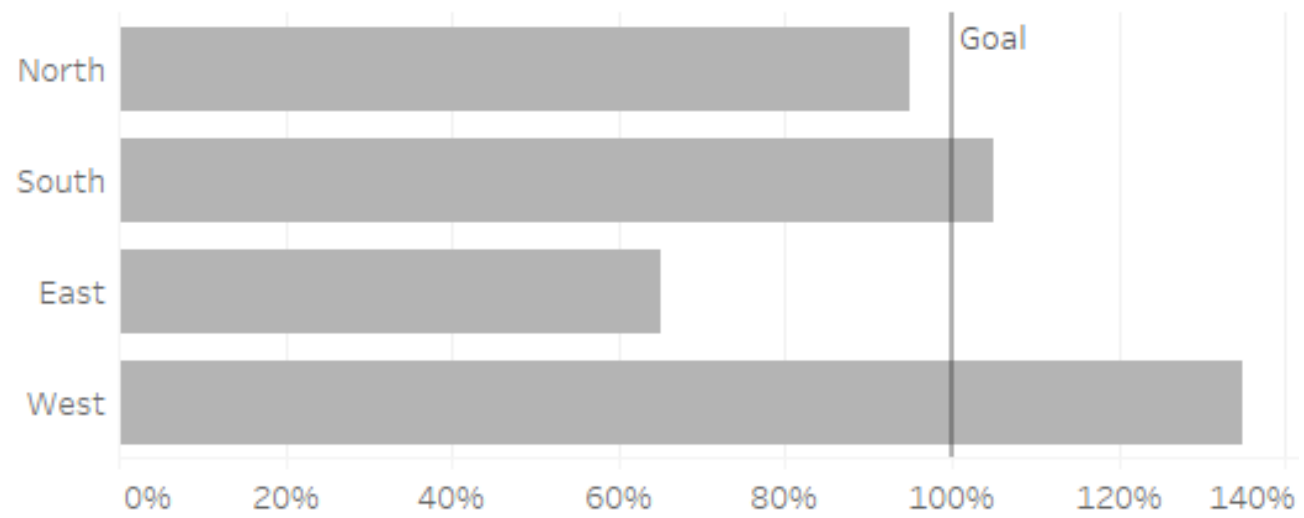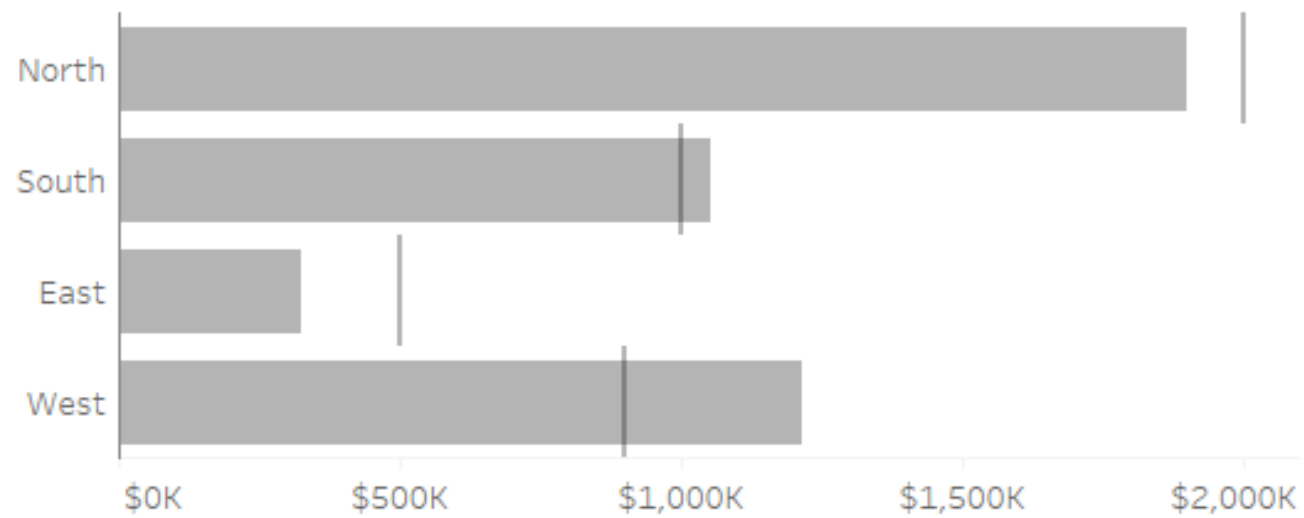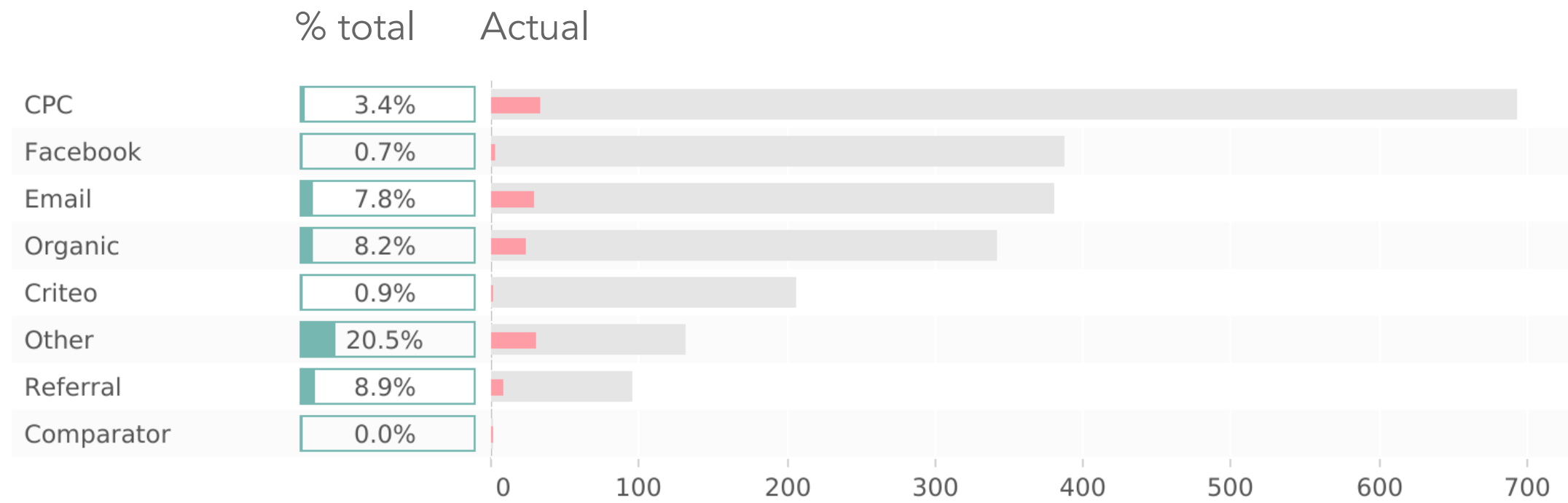
Reimagining pharmaceutical study results for two audiences

PROJECT ATMOSPHERE: REASONS FOR PREFERENCE

Reasons for Preferring Merculax (n=70)

Percent of Subjects

Reason	Percent
Lack of Mood Swings	48.6%
Anxiety Relief	41.4%
Prefer Mood Swings	2.9%
Other	7.1%
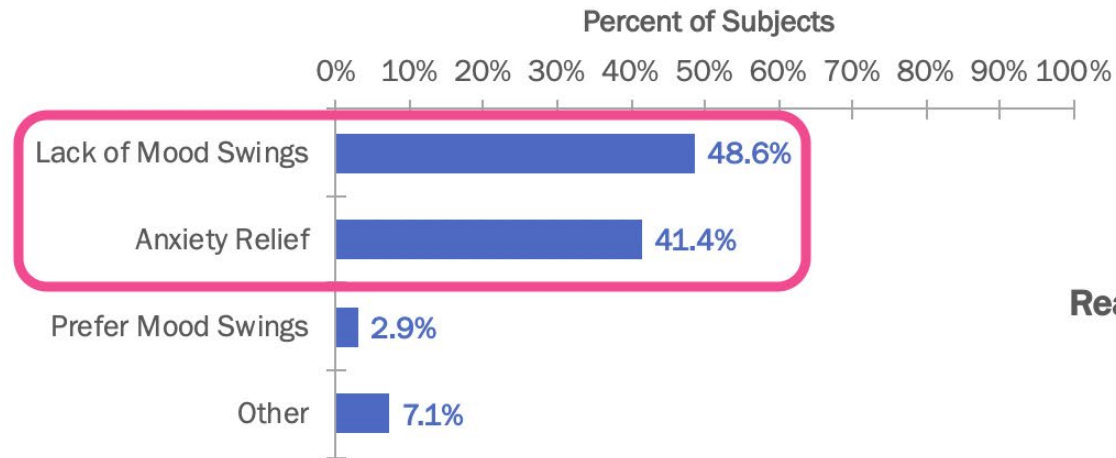
Reasons for Preferring Competitor (n=19)

Percent of Subjects

Reason	Percent
Lack of Mood Swings	10.5%
Anxiety Relief	42.1%
Prefer Mood Swings	42.1%
Other	5.3%

Percent of Subjects

Group	Percent
Merculax (N=99)	70.7%
Competitor (N=99)	19.2%
No Preference (N=99)	10.1%

UnaVersa
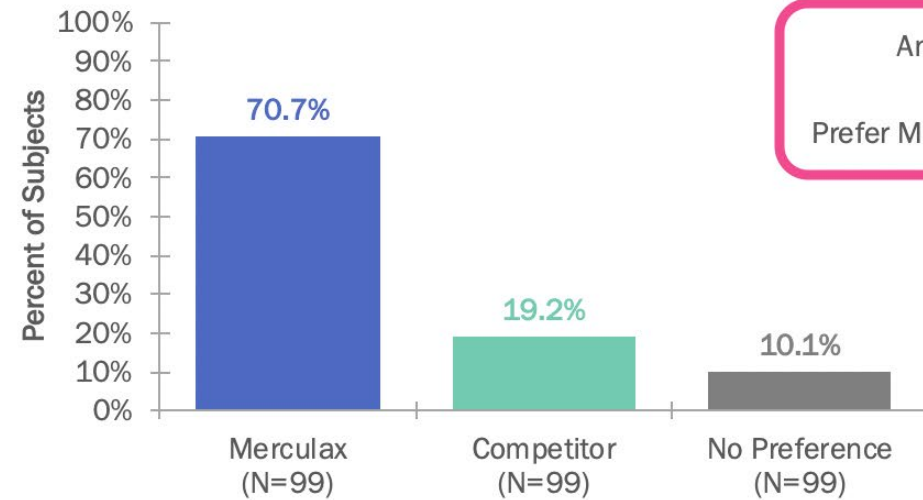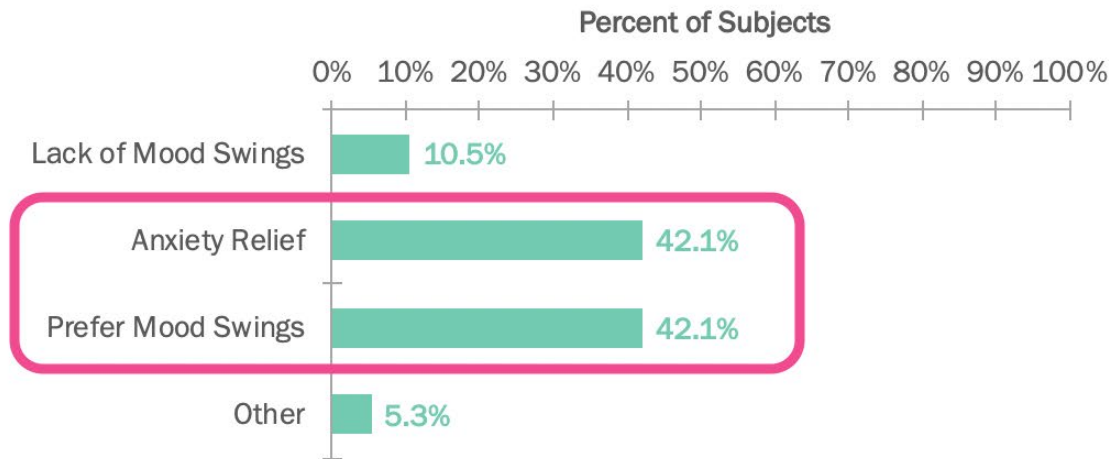
Define the audience

Define the ~~audience~~

Define the audiences

Let's understand Merculax preference
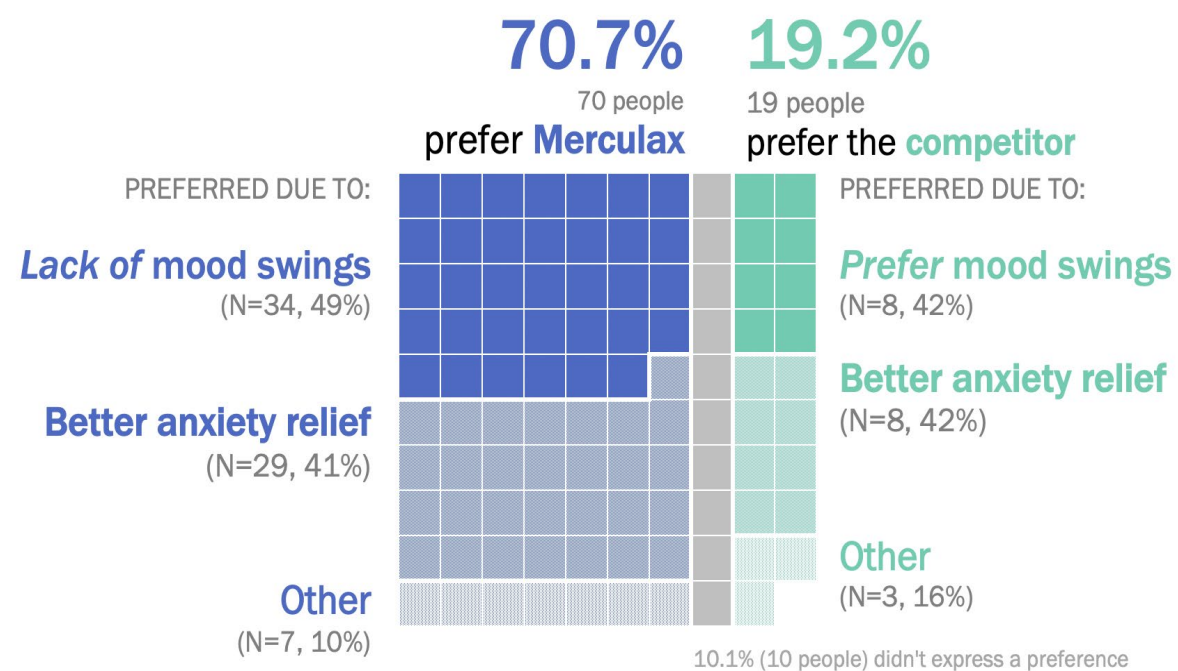
Of the 99 patients in our study,

70.7% **19.2%**
70 people 19 people
prefer **Merculax** prefer the **competitor**

PREFERRED DUE TO: PREFERRED DUE TO:

Lack of mood swings *Prefer* mood swings
(N=34, 49%) (N=8, 42%)

Better anxiety relief Better anxiety relief
(N=29, 41%) (N=8, 42%)

Other Other
(N=7, 10%) (N=3, 16%)

10.1% (10 people) didn't express a preference

UnaVersa

LACK OF MOOD SWINGS & ANXIETY RELIEF DRIVE MERCULAX PREFERENCE

Of the 99 patients in our study,

70.7%

expressed preference for
Merculax (N=70), mainly
due to **lack of mood swings
and better anxiety relief**

19.2%

expressed preference for
the **competitor** (N=19)*,
citing **better anxiety relief
and preference *for* mood
swings** as primary reasons.

Reasons for preference
■ Prefer Merculax
■ Prefer competitor

OF PATIENTS

Lack of mood swings 34 / 2

Anxiety Relief 29 / 8

Prefer mood swings 2 / 8

Other 5 / 1

*The remaining 10.1% of patients (N=10) did not state a preference.

UnaVersa

Designer: Cole Knaflic
Organization: storytelling with data

Consider a square

Imagine a single square represents **a patient in our study**

There were **99 patients** in our study

10 people didn't have a preference

70 people preferred Merculax

19 people preferred the competitor

34 people cited **lack of mood swings**

29 people cited **better anxiety relief**

7 people stated preference due to **other reasons**

Let's understand Merculax preference

Of the 99 patients in our study,

70.7%
70 people
prefer **Merculax**

19.2%
19 people
prefer the **competitor**

PREFERRED DUE TO:

Lack of **mood swings**
(N=34, 49%)

Better anxiety relief
(N=29, 41%)

Other
(N=7, 10%)

PREFERRED DUE TO:

Prefer **mood swings**
(N=8, 42%)

Better anxiety relief
(N=8, 42%)

Other
(N=3, 16%)

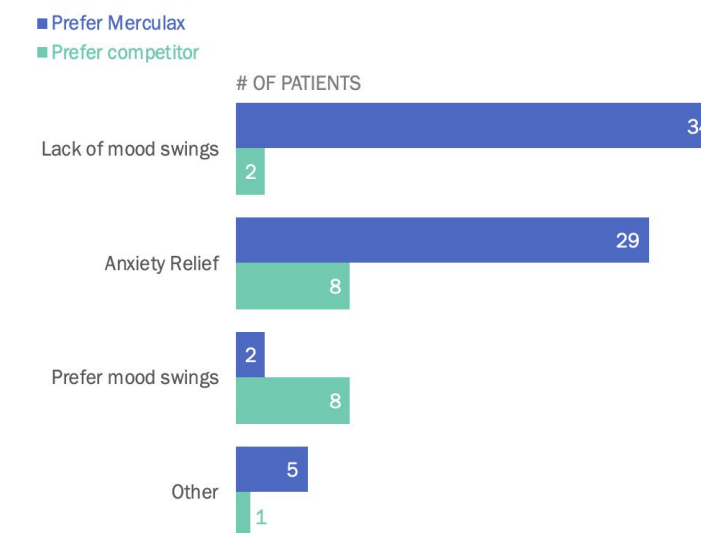10.1% (10 people) didn't express a preference

UnaVersa

LACK OF MOOD SWINGS & ANXIETY RELIEF DRIVE MERCULAX PREFERENCE

Of the 99 patients in our study,

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19.2%

expressed preference for the **competitor** (N=19)*, citing **better anxiety relief** and **preference *for* mood swings** as primary reasons.

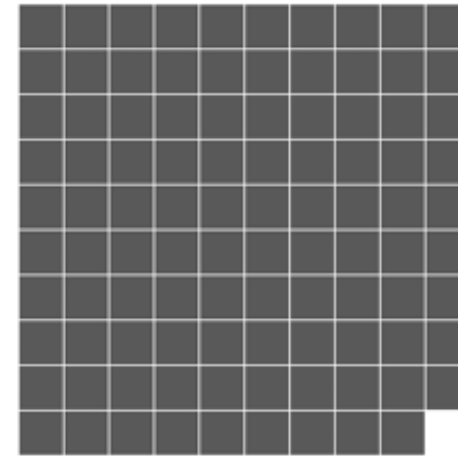*The remaining 10.1% of patients (N=10) did not state a preference.

Reasons for preference

■ Prefer Merculax
■ Prefer competitor

OF PATIENTS

Lack of mood swings
- 34 (Prefer Merculax)
- 2 (Prefer competitor)

Anxiety Relief
- 29 (Prefer Merculax)
- 8 (Prefer competitor)

Prefer mood swings
- 2 (Prefer Merculax)
- 8 (Prefer competitor)

Other
- 5 (Prefer Merculax)
- 1 (Prefer competitor)

The impact

The longer an innovative visualization exists, the probability someone says it should have been a line/bar chart approaches 1

Andy Cotgreave and "Cotgreave's law"

Of the 99 people surveyed people preffered

Merculax	70
Competitor	19
No preference	10

Of the 99 people surveyed people preffered

Merculax	70
Competitor	19
No preference	10

Of the 99 people surveyed, people preffered

Merculax	70
Competitor	19
No preference	10
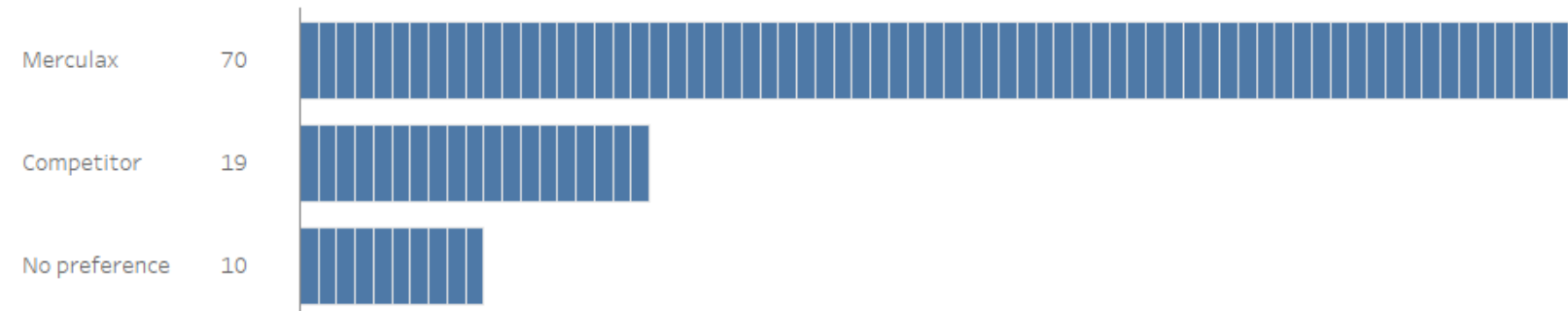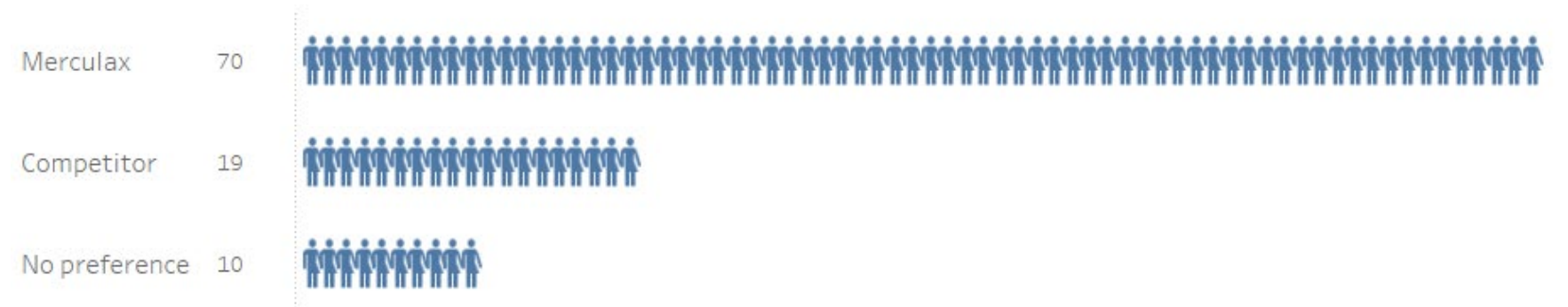
There are only **5 Black** CEOs on the 2020 Fortune 500 List

African-Americans represent 13.4% of the U.S. population yet only make up 1% of the top 500 CEOs. No Black women are on the list. We must do better.

Marvin Ellison
#44, Lowes

Kenneth Frazier
#69, Merck

Roger Ferguson
#81, TIAA

René Jones
#438, M&T Bank

Jide Zeitlin
#485, Tapestry
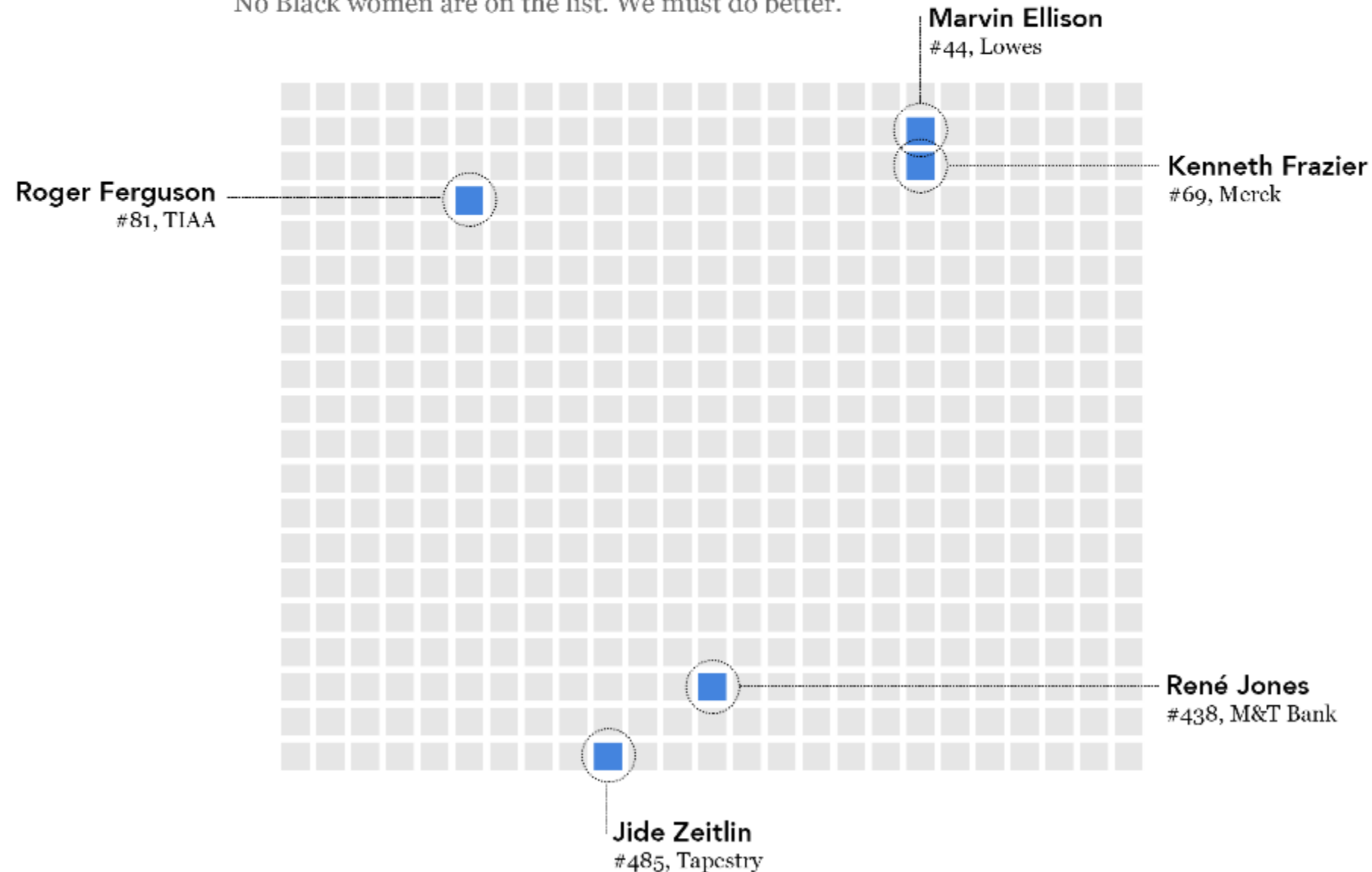
Can you glean the **insights you need** from your KPI dashboard?

KPI GLOBAL DASHBOARD

KPI Date
December, 2019

Data updated 10th day of the month.

Global Drill Down
Global

Three Tier Analysis - Global,
Region, Country

Global: Cost

KPI Topic	KPI Description	KPI Target	
Metric 1	Description 2	< 100%	100.00%
Metric 2	Description 5	Full year increase over same period in previous year	PASS
	Description 6	Full year increase over same period in previous year	PASS
	Description 7	Full improvement in score	53.30%
Metric 3	Description 1	Green >= 100% Imp'd	Amber >= 100% w/F'cast	Red < 100% w/F'cast	104.28%
Metric 4	Description 3	Meet or exceed expected completion % each month	100.00%

Global: Risk

KPI Topic	KPI Description	KPI Target	
Metric 5	Description 13	>= 98%	99.82%
	Description 14	100%	99.09%
	Description 15	>= 98%	98.78%
	Description 18	>=99.995%	100%
	Description 19	>=99.995%	100%
	Description 20	>=99.95%	100%
	Description 21	>=99.9%	100%
	Description 22	>=99.9%	100%
Metric 7	Description 17	Green >=95%	Amber >=85% <95%	Red <85%	98.20%

Designer: Hesham Eissa, with Simon Beaumont and Chris Lay
Organization: JLL Corporate Solutions

GLOBAL KPI
GEOGRAPHIC SPECIFIC OVERVIEW

JLL | *Achieve Ambitions*

1

Service Quality

Why is it important?
Responding promptly to employee requests and ensuring buildings are well run help improve the employee experience.

Click here to view non-compliant Service Quality KPIs by countries/territories.

out of 36 / 187

2

KPI Topic	KPI Description			Non Compliant Countries	Additional Context	
	Metric 16		98.5%	●	2/ 130	→
	Metric 17		93.1%	●	9/ 130	→
	Metric 18		95.1%		28/ 569	→
	Metric 19		92.7%	●	41/ 561	→
Topic 2	Metric 20		94.5%	●	651/ 11,935	→
	Metric 21		94.3%	●	721/ 12,717	→
	Metric 22	90.8%		●	174/ 1,885	→
	Metric 23	88.1%		●	1,340/ 11,302	→
	Metric 24		95.5%	●	144/ 3,207	→

70% 80% 90% 100%

D J F M A M

Colours explained
Metrics are coloured based on their MSA compliance status.

Compliant ● ●
Partial Fail ● ●
Non Compliant ● ●

Risk and Compliance

Why is it important?
With strong risk and compliance processes we maximise the uptime of

KPI Topic	KPI Description		Non Compliant Countries	Additional Context

KPI Description			Non Compliant Countries	Additional Context	
Metric 16		98.5%		2 / 130	
Metric 17		93.1%		9 / 130	
Metric 18		95.1%		28 / 569	
Metric 19		92.7%		41 / 561	
Metric 20		94.5%	●	651 / 11,935	
Metric 21		94.3%		721 / 12,717	
Metric 22		90.8%	●	174 / 1,885	
Metric 23		88.1%	●	1,340 / 11,302	
Metric 24		95.5%	●	144 / 3,207	

70% 80% 90% 100%

D J F M A M

651/
11,935

Metric 20

Countries missed target

EUR

COUNTRY 48
81.4%
11 out of
59

COUNTRY 21
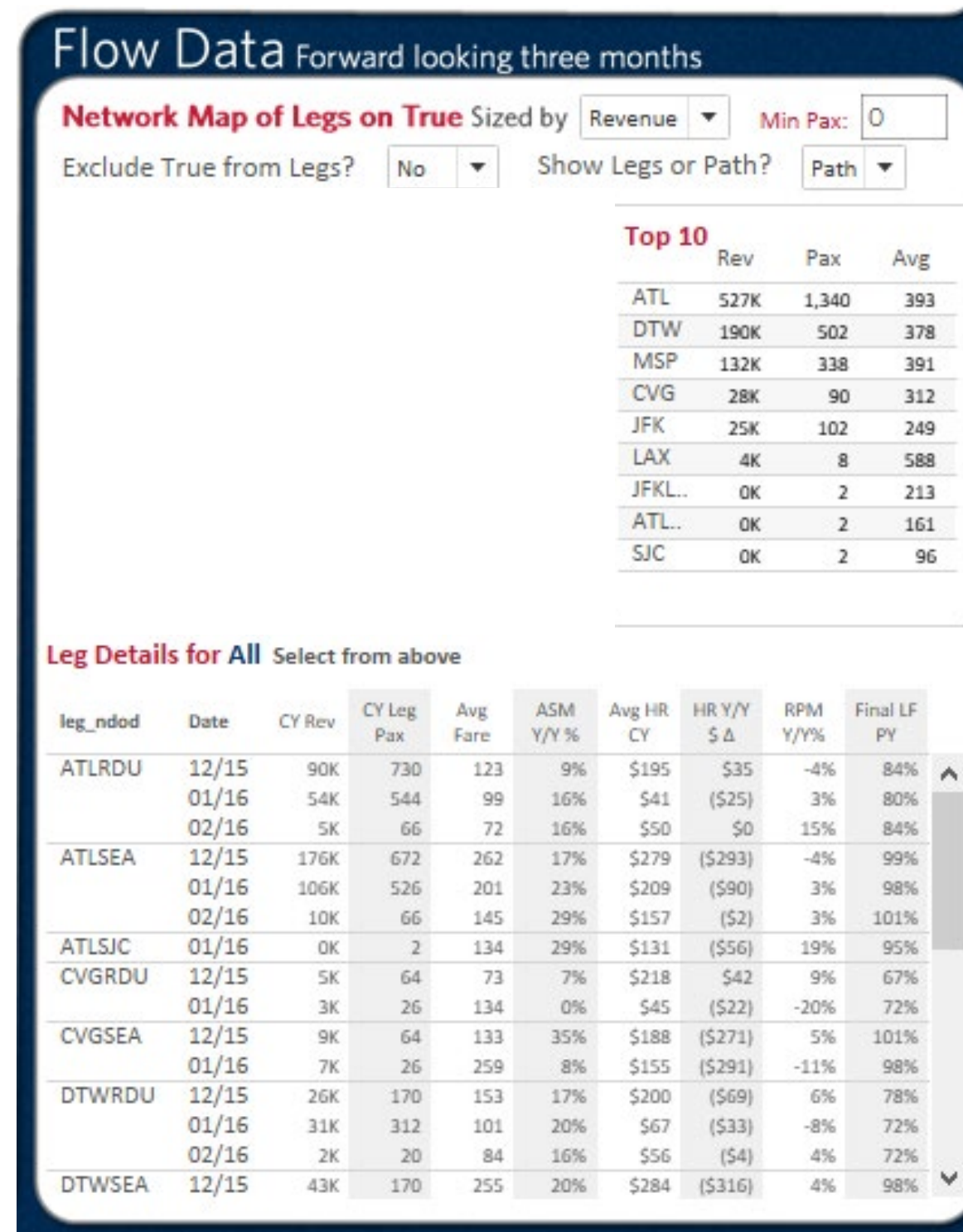79.7%
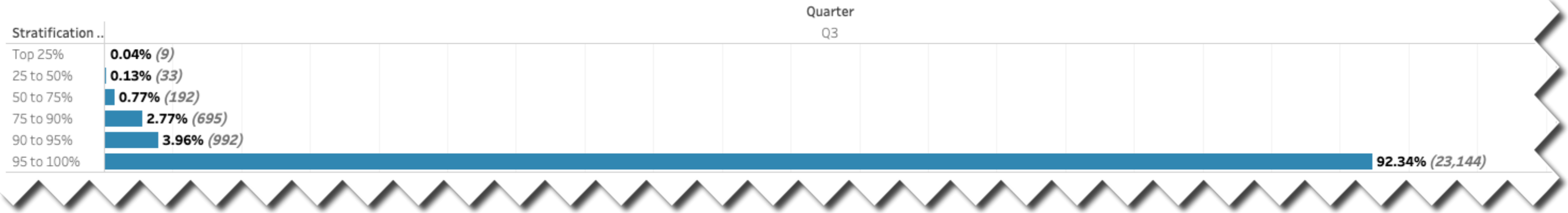37 out of
182

COUNTRY 1
60.7%
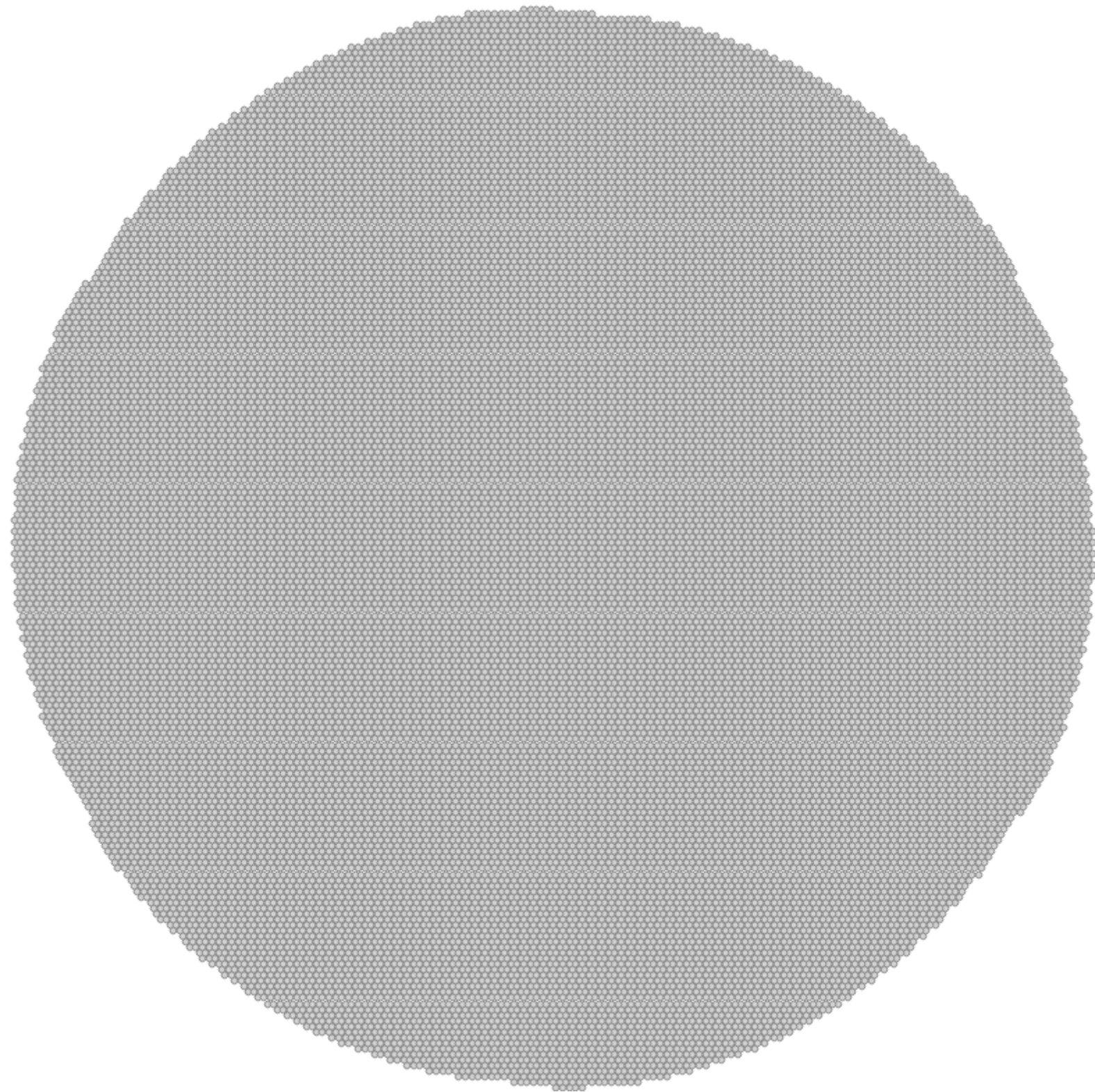251 out of
638

The impact

How do I get to Seattle?

Q: Why not show this on a map?

A: We tried a map, it didn't work. Please don't try making a map again.

Flow Data Forward looking three months

Network Map of Legs on True Sized by [Revenue ▼] Min Pax: [0]

Exclude True from Legs? [No ▼]   Show Legs or Path? [Path ▼]

Top 10

	Rev	Pax	Avg
ATL	527K	1,340	393
DTW	190K	502	378
MSP	132K	338	391
CVG	28K	90	312
JFK	25K	102	249
LAX	4K	8	588
JFKL..	0K	2	213
ATL..	0K	2	161
SJC	0K	2	96

Leg Details for All Select from above

leg_ndod	Date	CY Rev	CY Leg Pax	Avg Fare	ASM Y/Y %	Avg HR CY	HR Y/Y $ Δ	RPM Y/Y%	Final LF PY
ATLRDU	12/15	90K	730	123	9%	$195	$35	-4%	84%
	01/16	54K	544	99	16%	$41	($25)	3%	80%
	02/16	5K	66	72	16%	$50	$0	15%	84%
ATLSEA	12/15	176K	672	262	17%	$279	($293)	-4%	99%
	01/16	106K	526	201	23%	$209	($90)	3%	98%
	02/16	10K	66	145	29%	$157	($2)	3%	101%
ATLSJC	01/16	0K	2	134	29%	$131	($56)	19%	95%
CVGRDU	12/15	5K	64	73	7%	$218	$42	9%	67%
	01/16	3K	26	134	0%	$45	($22)	-20%	72%
CVGSEA	12/15	9K	64	133	35%	$188	($271)	5%	101%
	01/16	7K	26	259	8%	$155	($291)	-11%	98%
DTWRDU	12/15	26K	170	153	17%	$200	($69)	6%	78%
	01/16	31K	312	101	20%	$67	($33)	-8%	72%
	02/16	2K	20	84	16%	$56	($4)	4%	72%
DTWSEA	12/15	43K	170	255	20%	$284	($316)	4%	98%

Source: Nelson Davis

Stratification Modeling

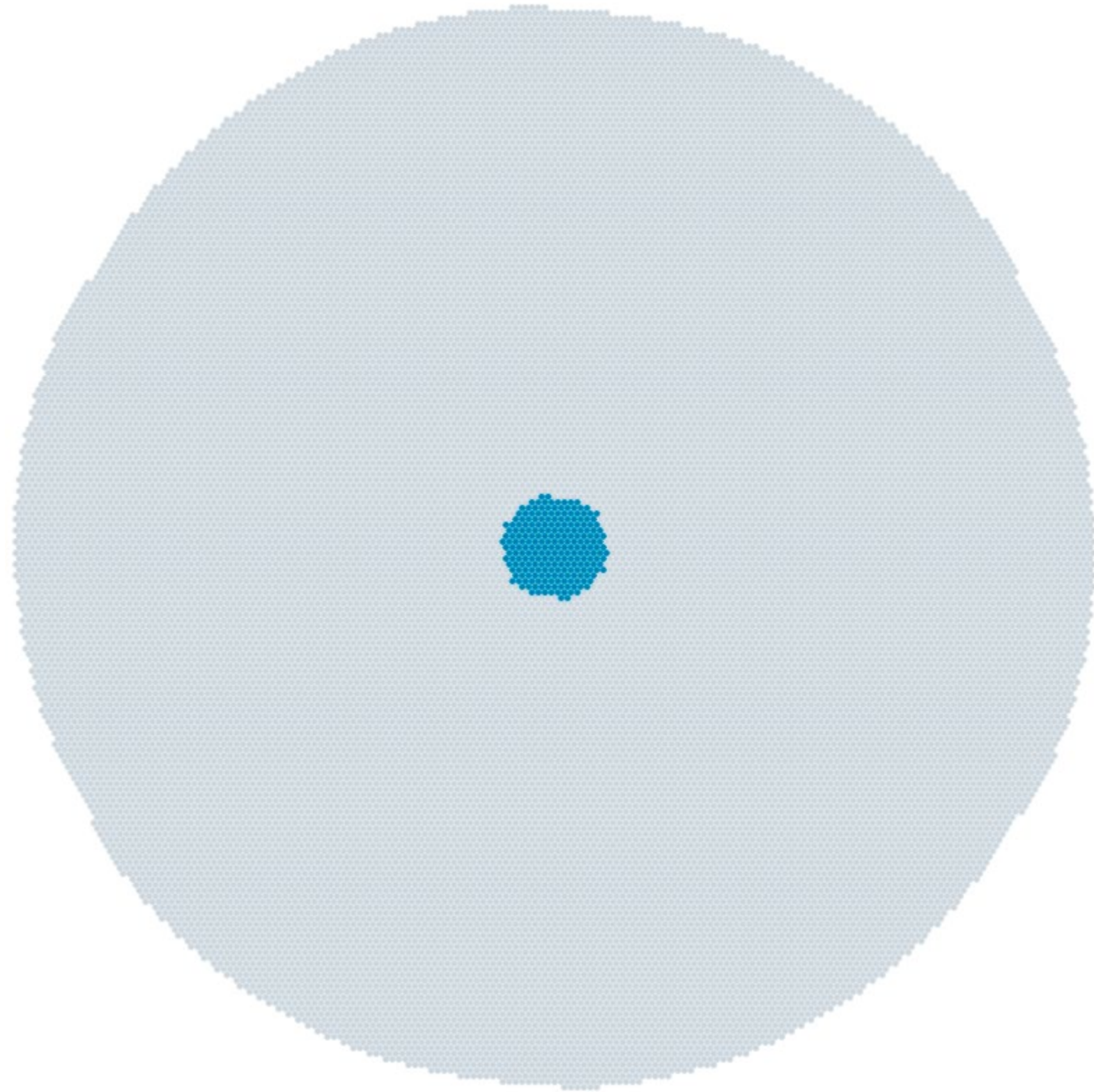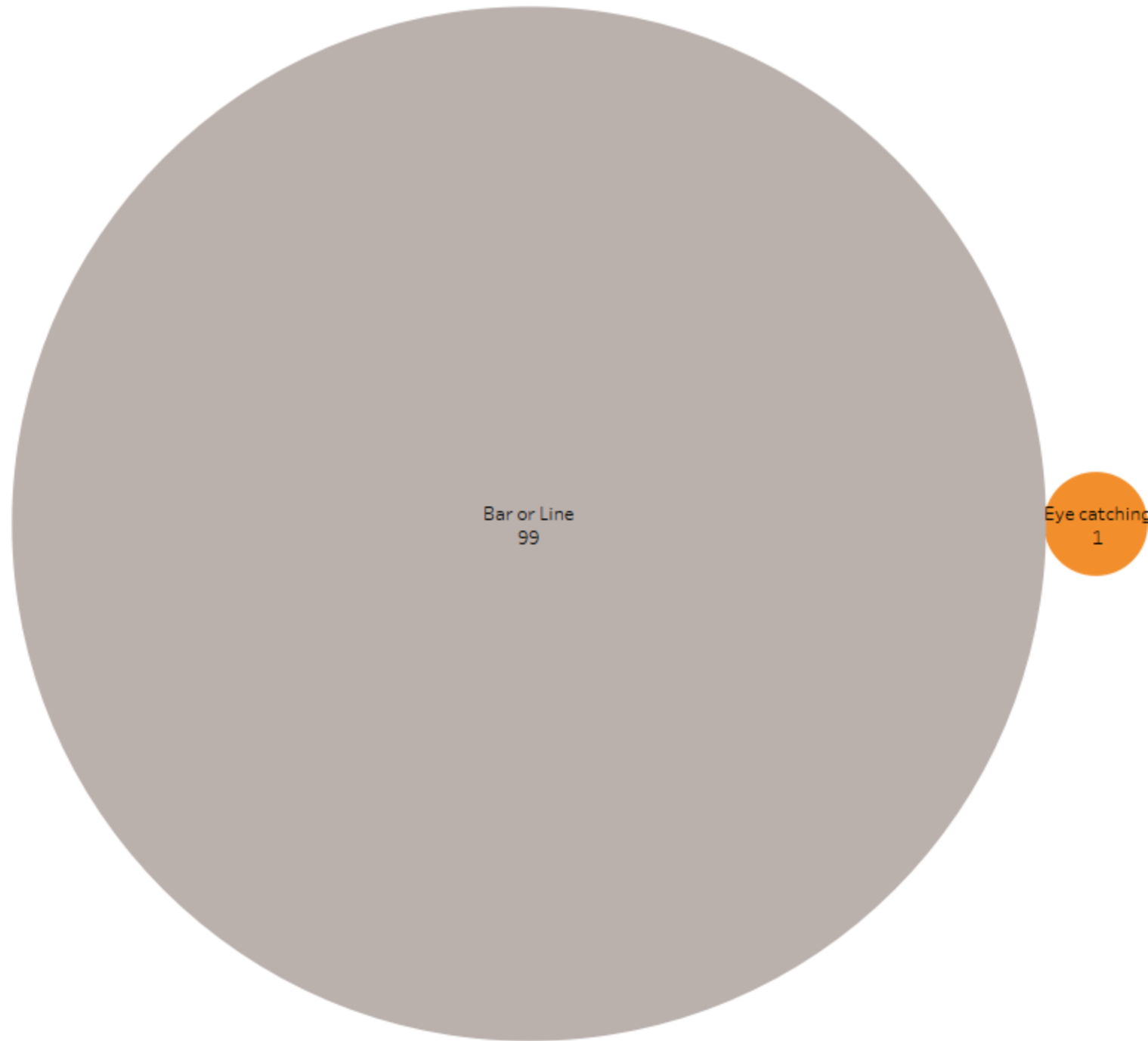|	Quarter
Stratification ..	Q3
Top 25%	**0.04%** *(9)*
25 to 50%	**0.13%** *(33)*
50 to 75%	**0.77%** *(192)*
75 to 90%	**2.77%** *(695)*
90 to 95%	**3.96%** *(992)*
95 to 100%	**92.34%** *(23,144)*

Source: Greg Lewandowski
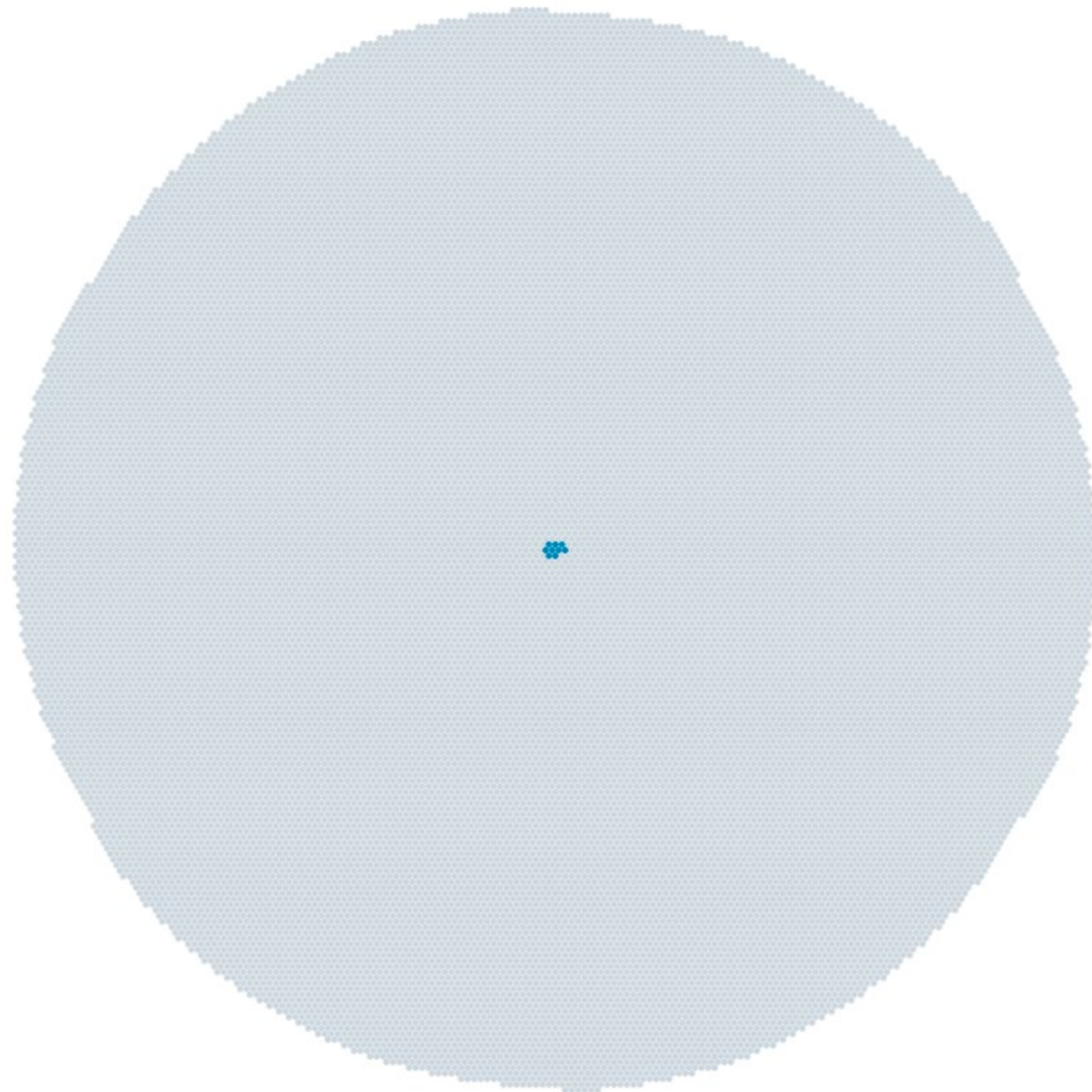
25% of income

75% of income

How many times out of 100 should I use a
bar or line chart vs. something eye catching?

Bar or Line
99

Eye catching
1

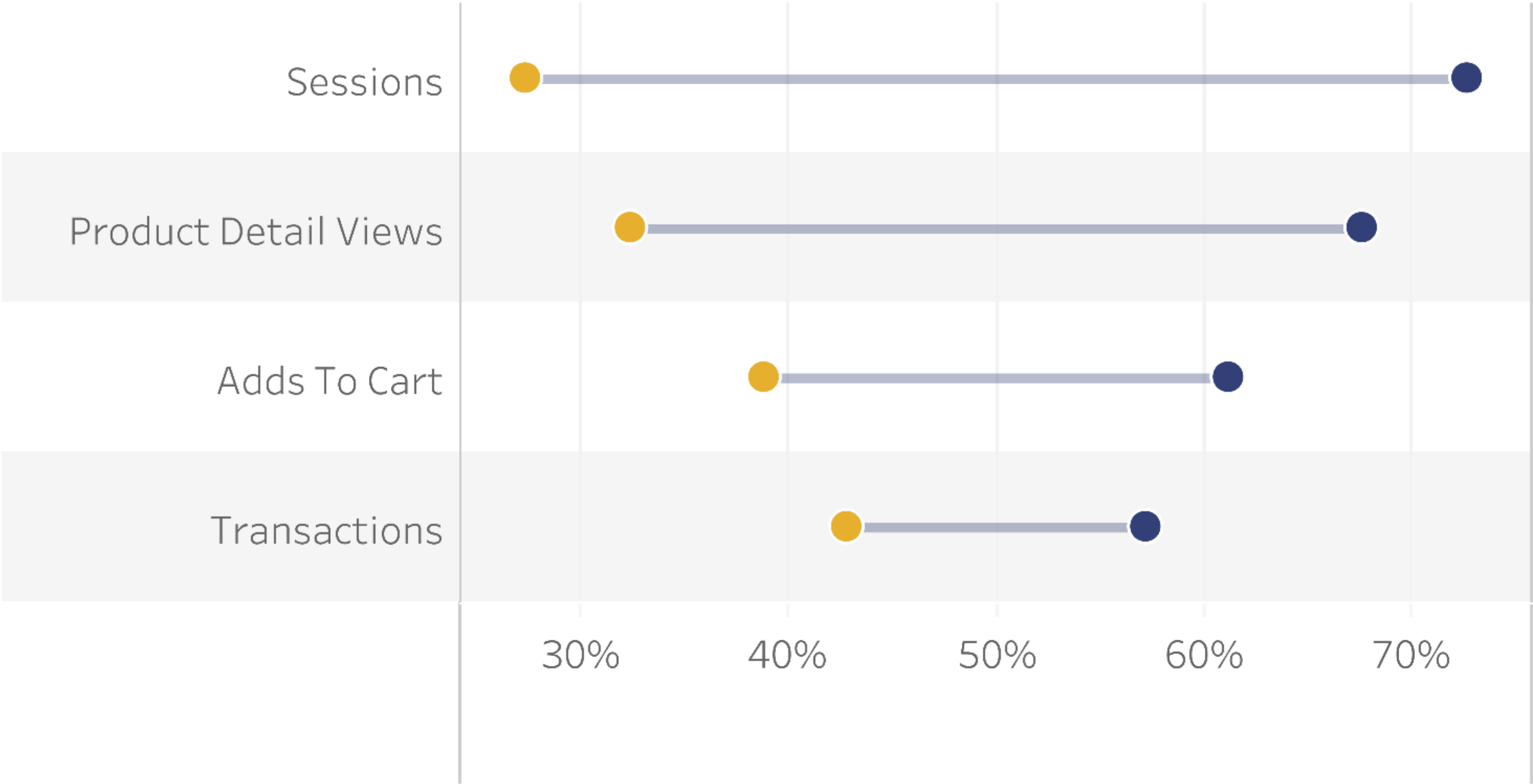# eCommerce: shifting from desktop to mobile

Traffic distribution by reached funnel level: mobile vs. desktop
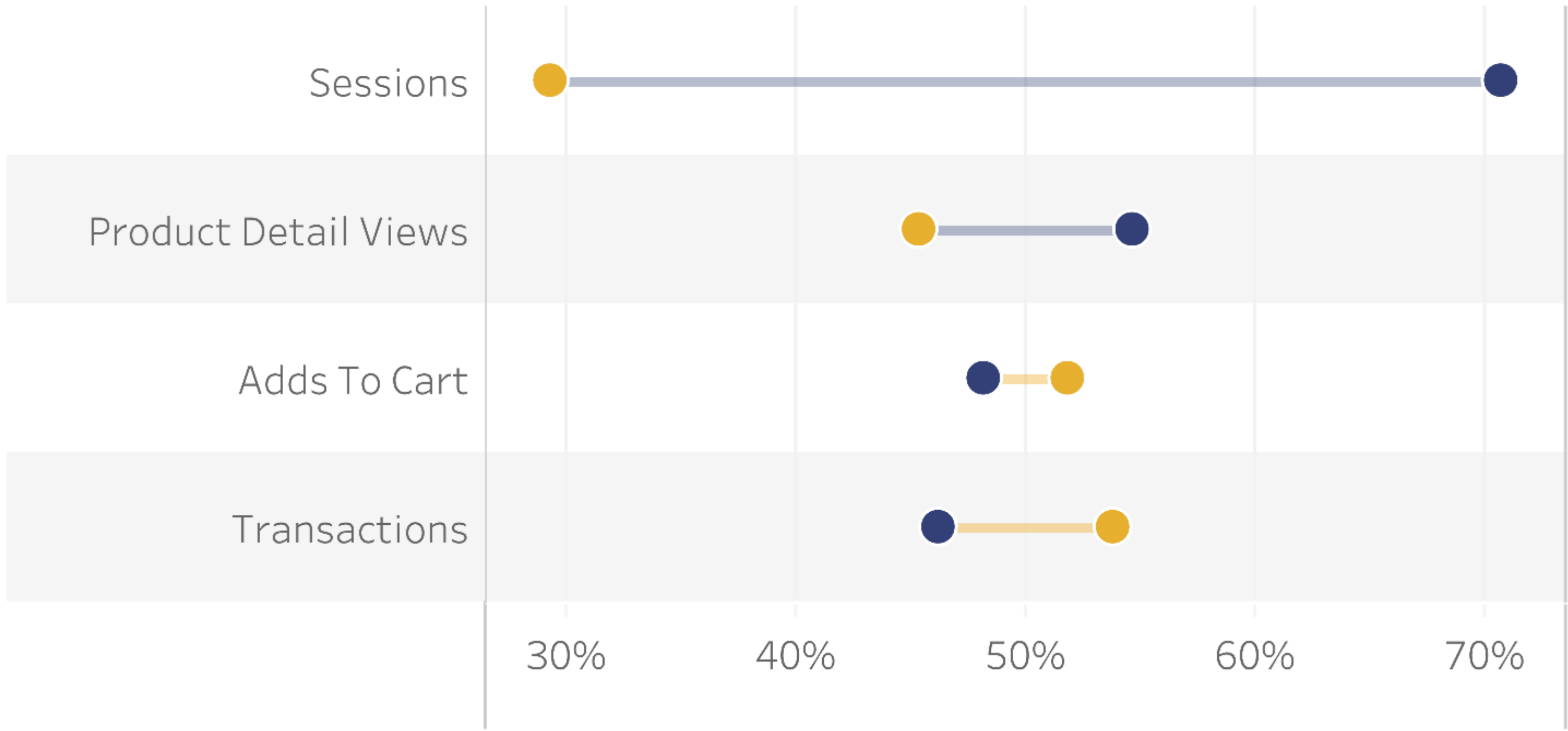
Source: Dorian Banutoiu

Similar store is doing better: **mobile** **vs.** desktop

Sessions		
Product Detail Views		
Adds To Cart		
Transactions		

30%　　40%　　50%　　60%　　70%

The impact

Shock
and awe

Imagine what could be…

DAIMLER P&L

2014-2018

Filter Year to...
- ○ 2014
- ○ 2015
- ○ 2016
- ○ 2017
- ● 2018

Show values...
- ● in M€
- ○ in % of Revenue

FLOW TO NET PROFIT 2018 (in M€)

Revenue	167,362
Gross Profit	33,067
Cost of sales	134,295
OOI	2,330
EBIT	10,251
Selling	13,067
GA	4,036
R&D	6,581
OOE	1,462
Equity Method Investments	656
OFI	210
Interest income	271
EBT	10,595
Interest expense	793
Net Profit	7,582
Income taxes	3,013

OVER TIME (in M€)

- Revenue — 167,362
- Cost of sales — 134,295
- Selling — 13,067
- R&D — 6,581 / 4,036 / 1,462
- Fin. Profit — 344
- Income taxes — 3,013

MARGINS (in % of Revenue)

- Gross Margin: 21.7% → 19.8%
- EBIT-Margin: 7.2% → 6.1%
- EBT-Margin: 7.8% → 6.3%
- Net Profit-Margin: 5.6% → 4.5%

DAIMLER P&L

2014-2018

FLOW TO NET PROFIT 2018 (in % of Revenue)

OVER TIME (in % of Revenue)

MARGINS (in % of Revenue)

Filter Year to...
- 2014
- 2015
- 2016
- 2017
- ● 2018

Show values...
- in M€
- ● in % of Revenue

Revenue 100.0%

Gross Profit 19.8%

Cost of sales 80.2%
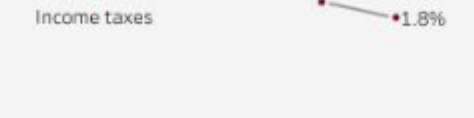
OOI 1.4%

Selling 7.8%

GA 2.4%

R&D 3.9%

OOE 0.9%

EBIT 6.1%

Equity Method Investments 0.4%
OFI 0.1%
Interest income 0.2%

Interest expense 0.5%

EBT 6.3%

Income taxes 1.8%

Net Profit 4.5%

Revenue 167,362

Cost of sales 80.2%

Selling 7.8%
R&D 3.9%
GA 2.4%
0.9%

Fin. Profit 1.2%

Income taxes 1.8%

Gross Margin 21.7% — 19.8%

EBIT-Margin 7.2% — 6.1%

EBT-Margin 7.8% — 6.3%

Net Profit-Margin 5.6% — 4.5%

14 — 18

Created by **Klaus Schulte**
Twitter: @ProfDrKSchulte
Web: http://vizjockey.com

Inspired by **Nadieh Bremer**
Twitter: @nadiehbremer
https://www.visualcinna-mon.com/portfolio/adyen-re..

CANCER TYPE	CANCER RISK	POPULATION RISK	RELATED TO
BODY PART			
To age xx	XX%-XX%	X.X%	GENE MUTATION YOU HAVE

55-82% **1.9%**
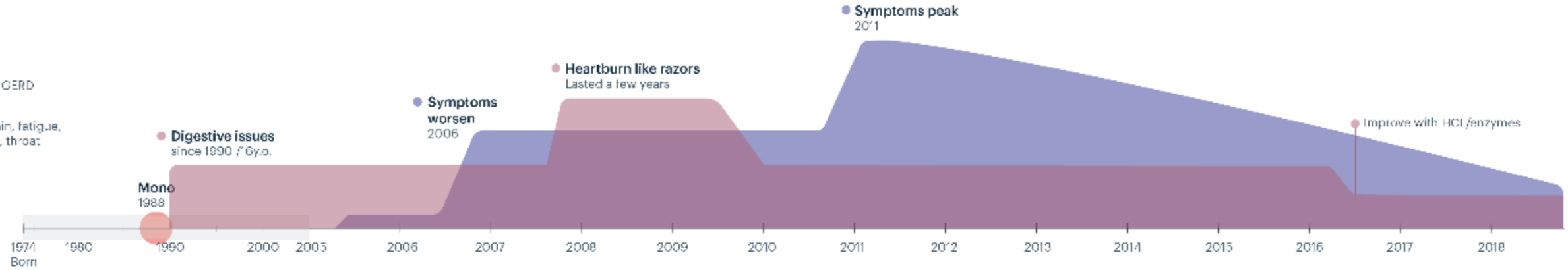
General population

Your risk

Amanda Makulec
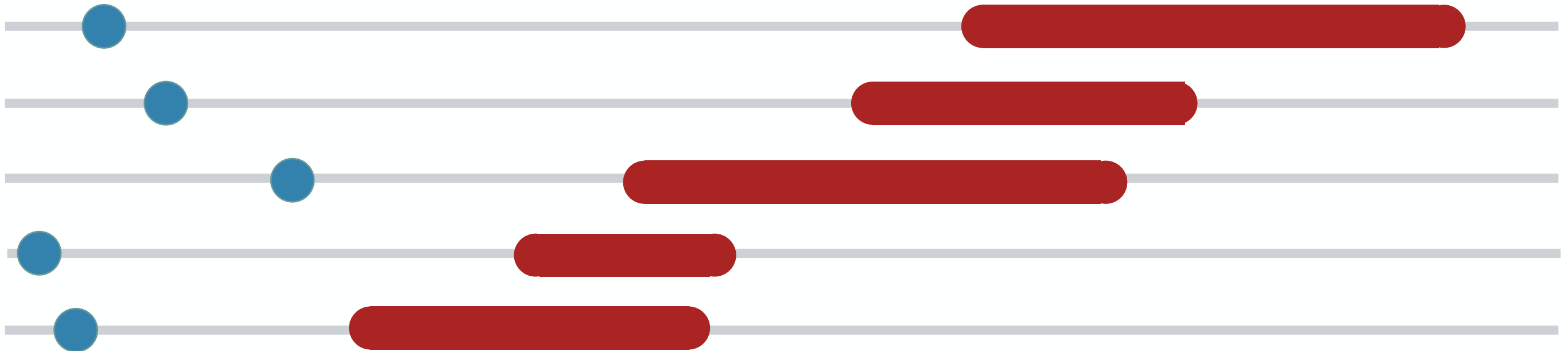
Health timeline

SYMPTOMS

- **Digestive**
  gas, bloating, GERD
- **MCS/Lyme**
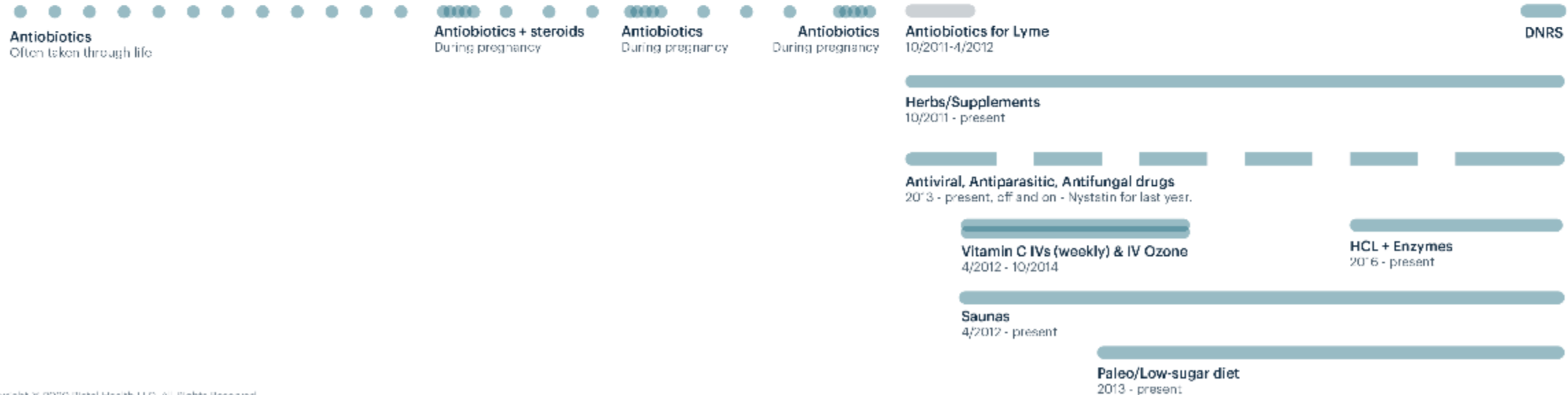 numbness, pain, fatigue, stiff, brain fog, throat swollen

Symptoms peak
2011

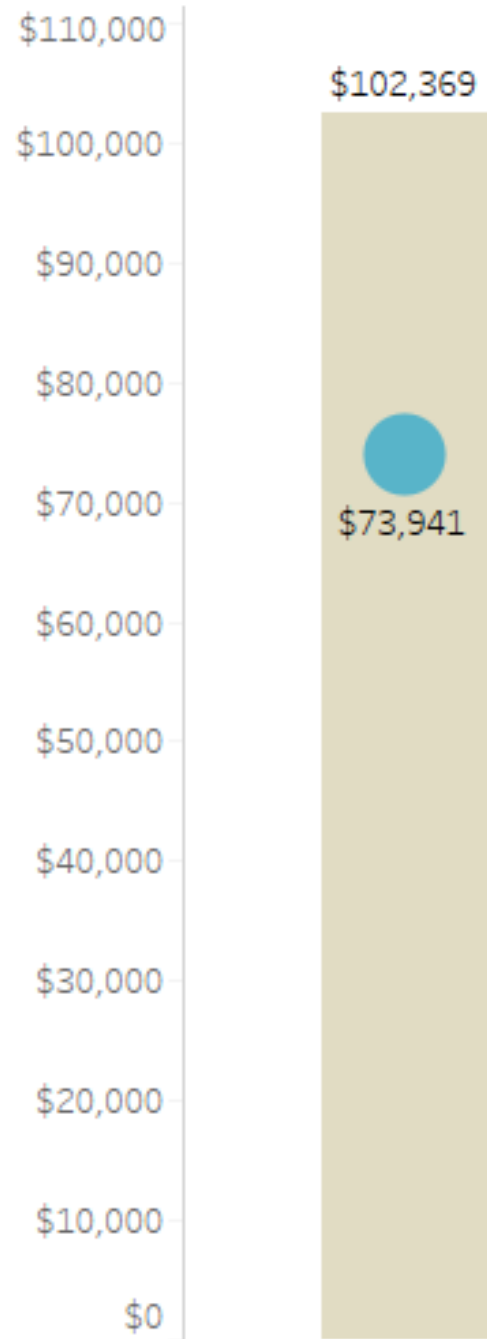**Heartburn like razors**
Lasted a few years

Symptoms worsen
2006

Digestive issues
since 1990 / 6y.o.

Mono
1988

Improve with HCL/enzymes

1974 Born | 1980 | 1990 | 2000 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018

DIAGNOSES

Depression/ eating disorder
1990

Asthma Gerd
1997

Gerd
2007

Multiple Chemical Sensitivities
2009

Lyme/ Babesia
2011

LIFE EVENTS

Outward Bound trip
1992

1st child born
2003

2nd child born Severe medical problems
2005

Move to moldy house
2006
Symptoms worsen

Son died and 3rd child born in same week
2007
Physical/ emotional stress

4th child born
2009
Tough Pregnancy

5th child born
2011
Tough Pregnancy

Move out of mold house
2013

Move to SC
2016

High stress of dealing with kids + my issues
2005-present: don't feel I manage it well.

Move to new house
2018
(now)

TREATMENTS

- **Helps**
- **Not sure if helps**
- **Did not help**

Antiobiotics
Often taken through life

Antiobiotics + steroids
During pregnancy

Antiobiotics
During pregnancy

Antiobiotics
During pregnancy

Antiobiotics for Lyme
10/2011-4/2012

DNRS

Herbs/Supplements
10/2011 - present

Antiviral, Antiparasitic, Antifungal drugs
2013 - present, off and on - Nystatin for last year.

Vitamin C IVs (weekly) & IV Ozone
4/2012 - 10/2014

HCL + Enzymes
2016 - present

Saunas
4/2012 - present

Paleo/Low-sugar diet
2013 - present

Summary vs **disaggregated** data

Salary distribution
You compared with everybody else

$110,000
$102,369
$100,000
$90,000
$80,000
$73,941
$70,000
$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
$0

Salary distribution
You compared with everybody else

$180K
$160K
$140K
Upper Quartile
$120K
Median
$100K
Lower Quartile
$80K
$60K
$40K
$20K
$0K

From *Math with Bad Drawings*
By Ben Orlin
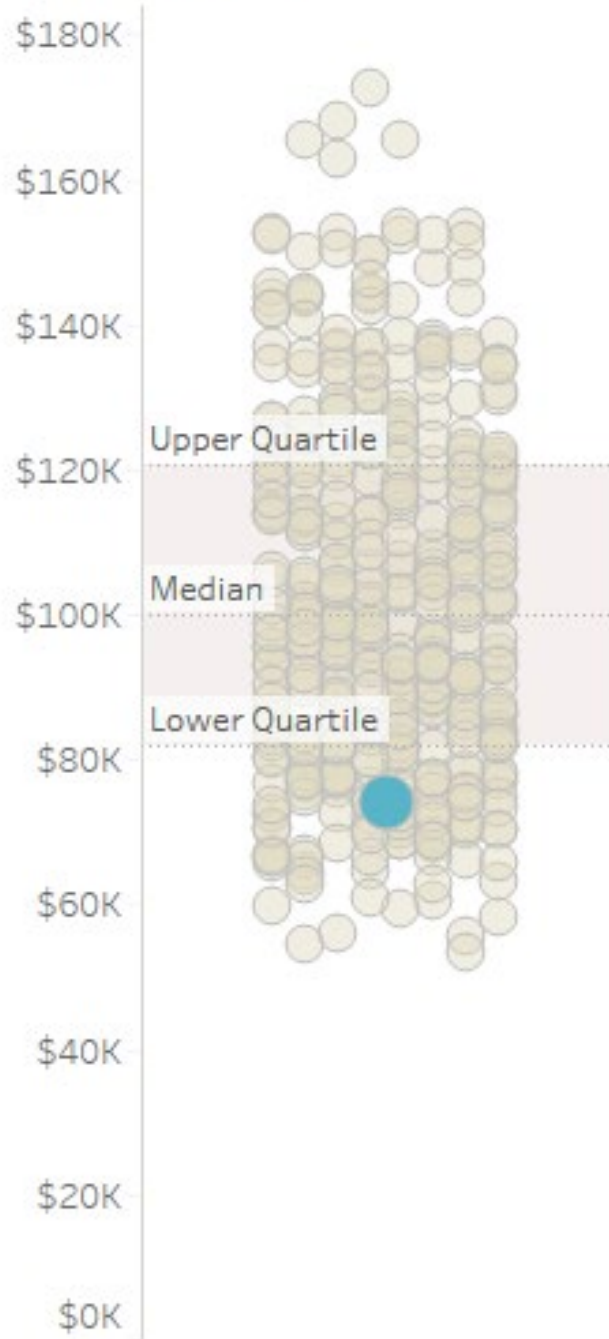
My story

Changing peoples' behavior

Hover over an icon for more information

1975 1980 1985 1990 1995 2000 2005 2010 2015 2020

Princeton

University of Miami

Musician The Top Shelf

WexTech

Comprehend Technology

eLearning Guild

Discover Data Visualization

i4cp

Layoff

Data Revelations

Iron Viz

Zen Master

Big Book of Dashboards

Zen Master (Hall of Fame)

New Book
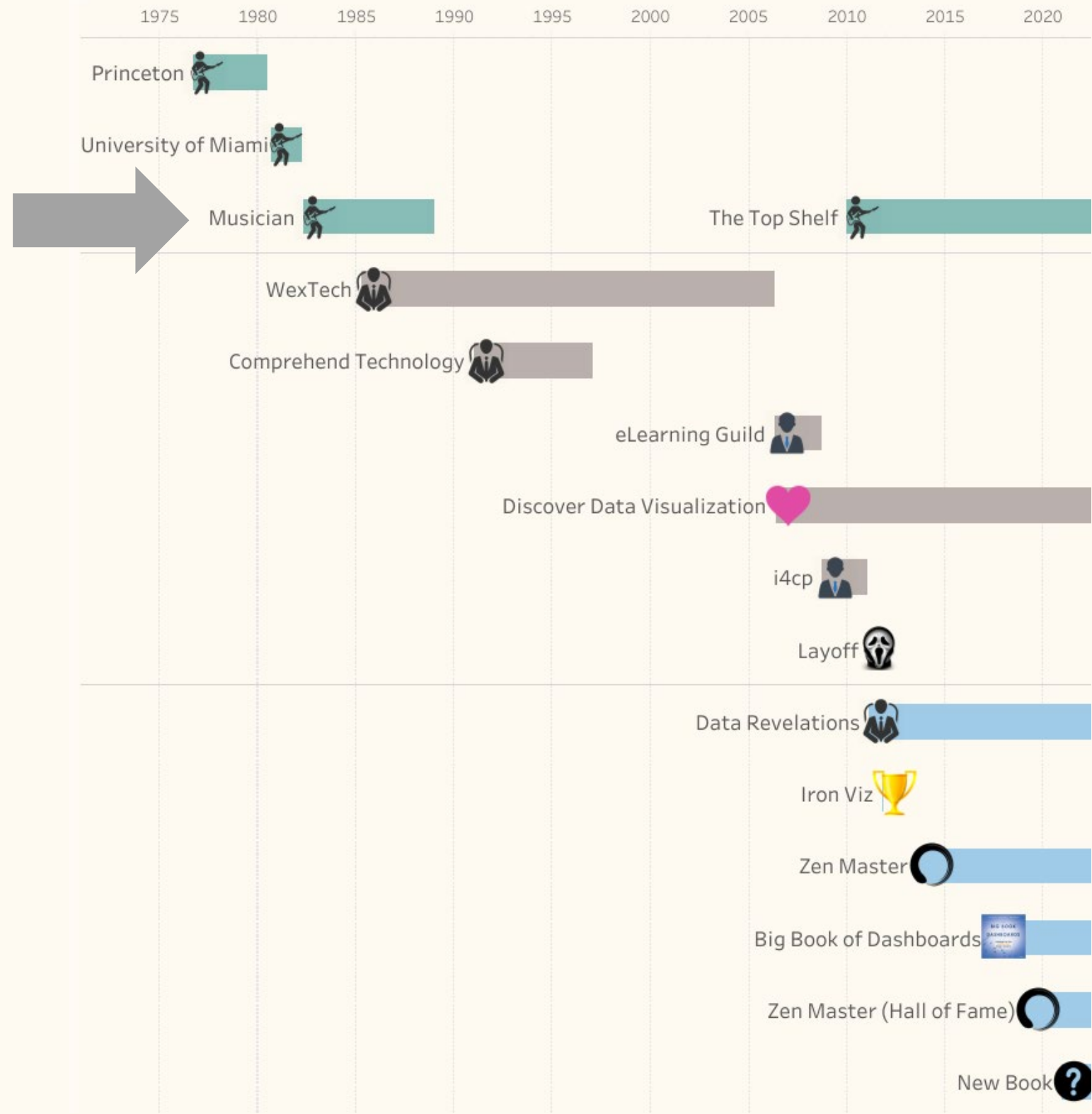
James Jamerson

It's the year 2005...

It's the year 2005...

I literally
moved people

It's the year 2014...

The setup…

- Major health care company

- Data on thousands of companies and millions of people

- Saving costs… **and saving lives** through compliance… how can we get buy in?

Incidence of diabetes

Your organization: 18.5%
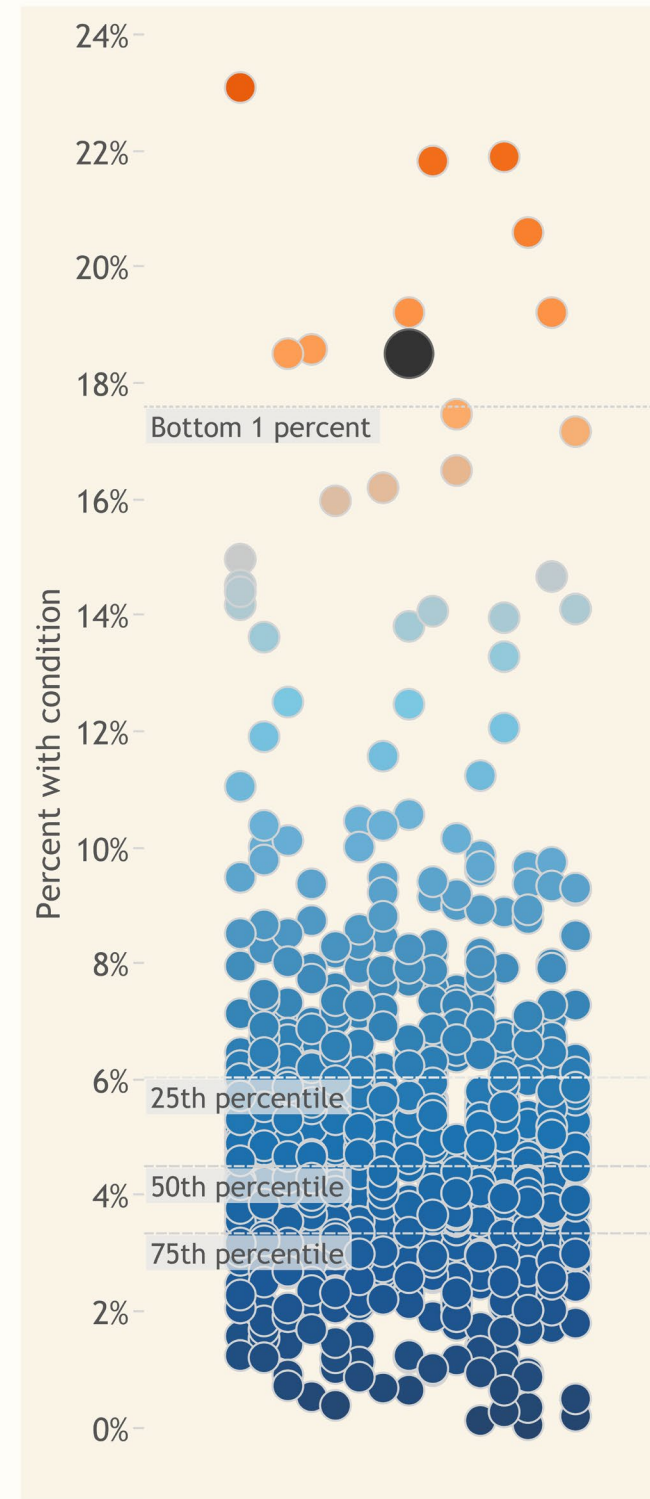
Average of all organizations: 4.9%

Incidence of diabetes
Your organization vs. other organizations

There are 790 different organizations, each represented by a dot.

Dots near the bottom indicate a low incidence of diabetes; dots near the top indicate a high incidence.

Percent with condition

- 24%
- 22%
- 20%
- 18% — Bottom 1 percent
- 16%
- 14%
- 12%
- 10%
- 8%
- 6% — 25th percentile
- 4% — 50th percentile
- — 75th percentile
- 2%
- 0%

The impact

I *figuratively*

moved people

What's the message?

Provide the greatest degree of understanding with the least amount of effort.

You may not change the world, but you can change your organization

DataRevelations.com

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