



Cholera, Shakespeare and pie charts. Have you cracked your data visualisation yet?

Amy O' Baker

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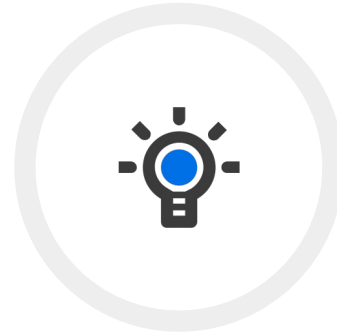
**“The purpose of
visualisation is insight,
not pictures”**

Can you separate the two?



Analysis

VS



Visualisation

Tableau

Salesforce acquires Tableau Software in \$15.7 billion deal

Salesforce is ramping up its analytics and digital transformation game with the massive purchase.



Written by Charlie Osborne, Contributor on June 10, 2019

What is data visualisation?

“It’s the graphical representation of information and data. By using visual elements like charts, graphs and maps, data visualisation tools provide an accessible way to see and understand trends, outliers and patterns in data.”

Types of data visualisation



Charts



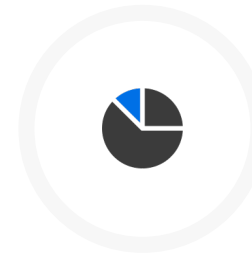
Tables



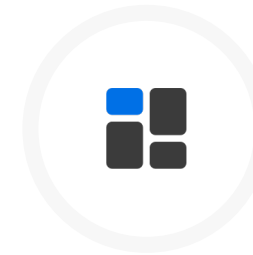
Graphs



Maps



Infographics



Dashboards

Why use data visualisation?



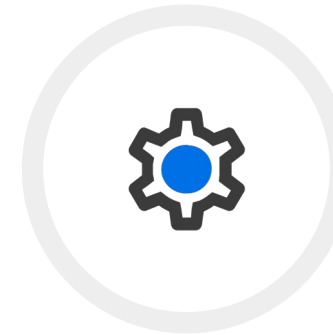
**Captures
interest**



**Spot trends &
outliers**



**Internalise the
information**



**Easier to
understand**

What makes a good data visualisation?



**01 Highlight
what matters**



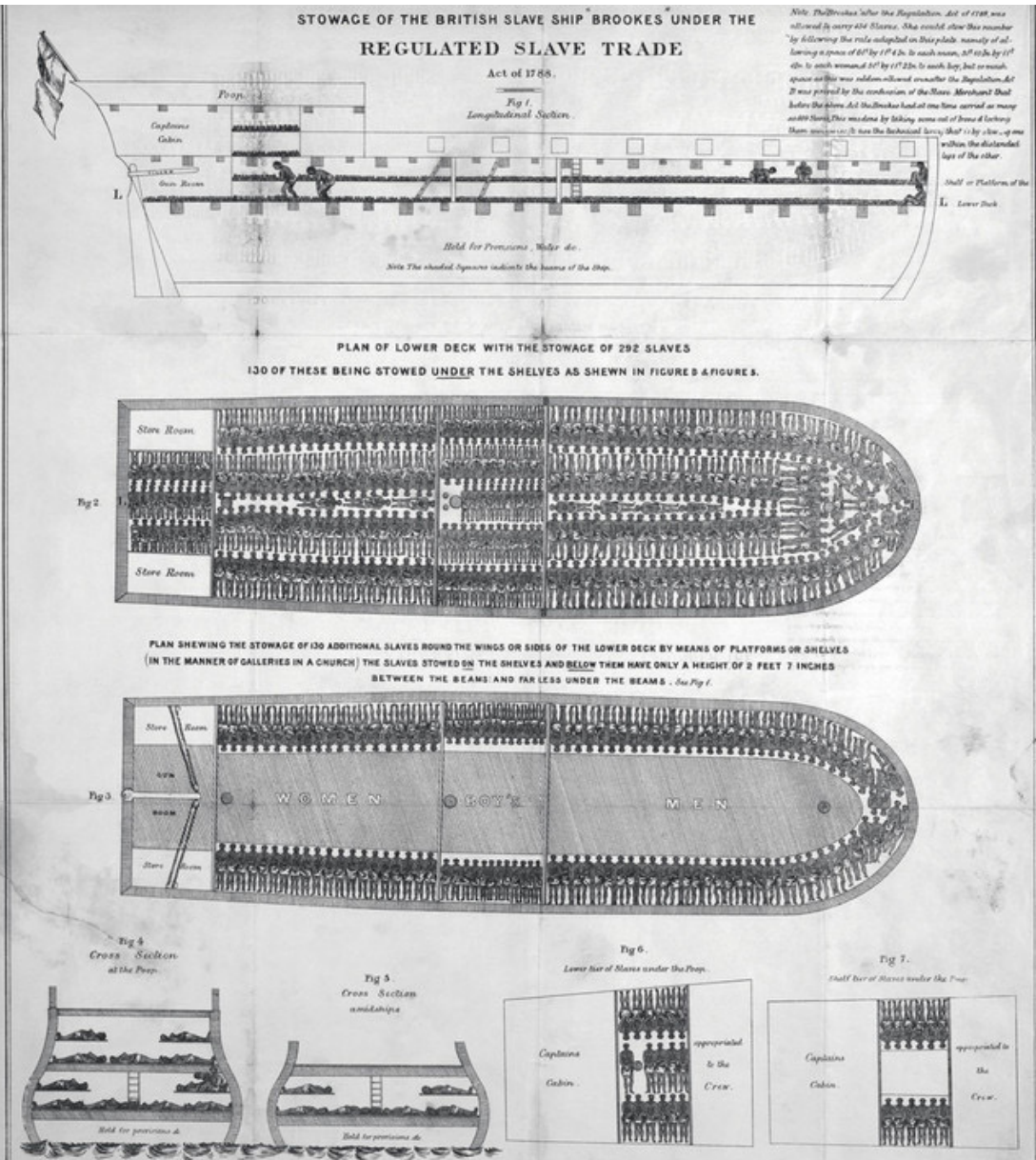
02 Tell a story



03 Drive action



01 Highlight what matters



James Philips

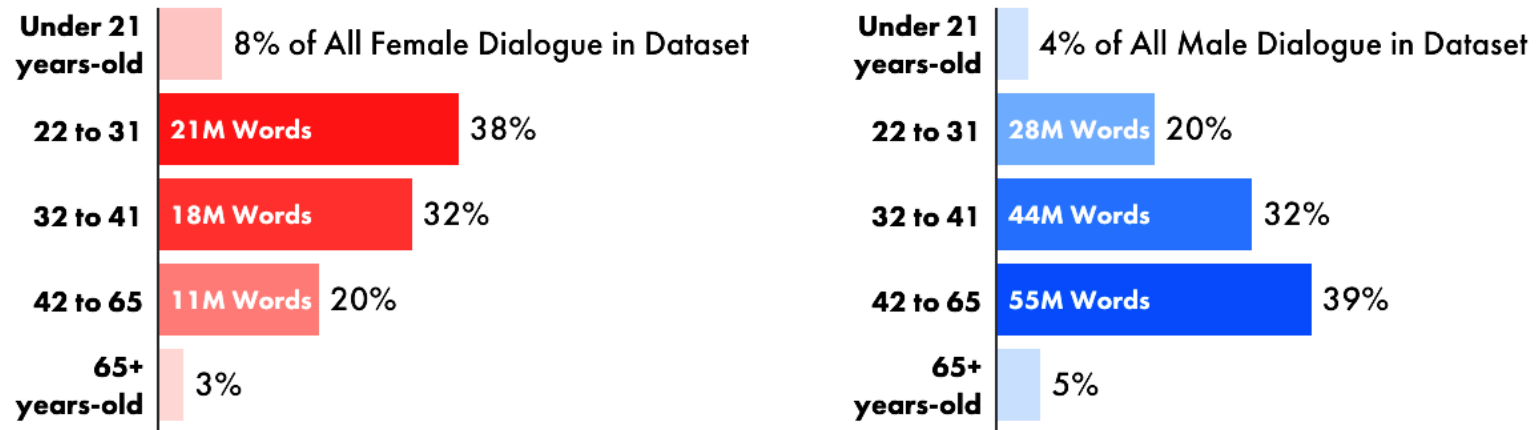
1787



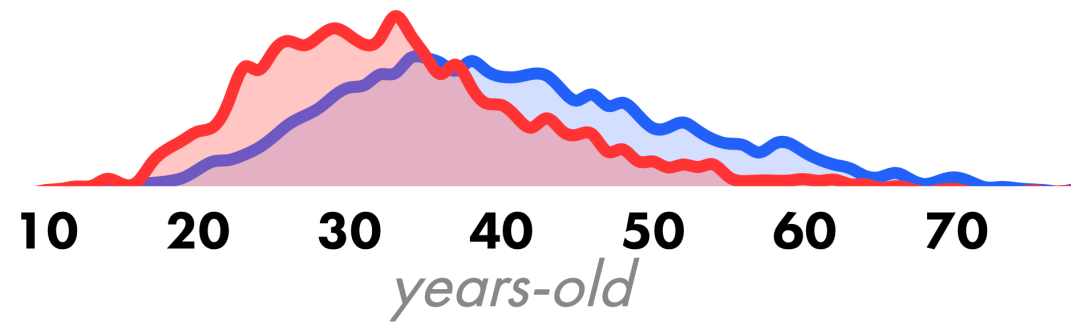
02 Tell a story

Percent of dialogue by actors' age

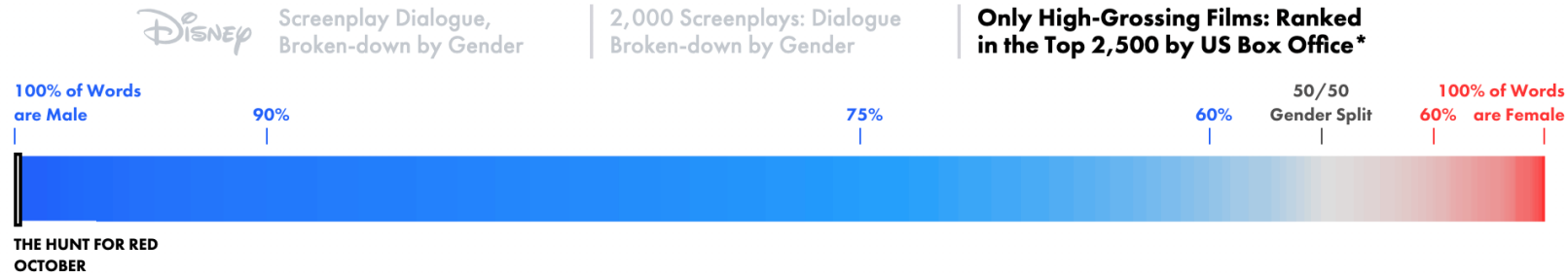
Source: The Pudding



Percent of dialogue by actors' age



Why use data visualisation?



THE HUNT FOR RED OCTOBER

100% Male / 0% Female

TOP 5 CHARACTERS (BY # OF WORDS)

2,640	Marko Ramius
1,784	Jack Ryan
1,377	Bart Mancuso
1,293	Seaman Jones
658	Admiral Greer

MALE/FEMALE LINES BY MINUTE

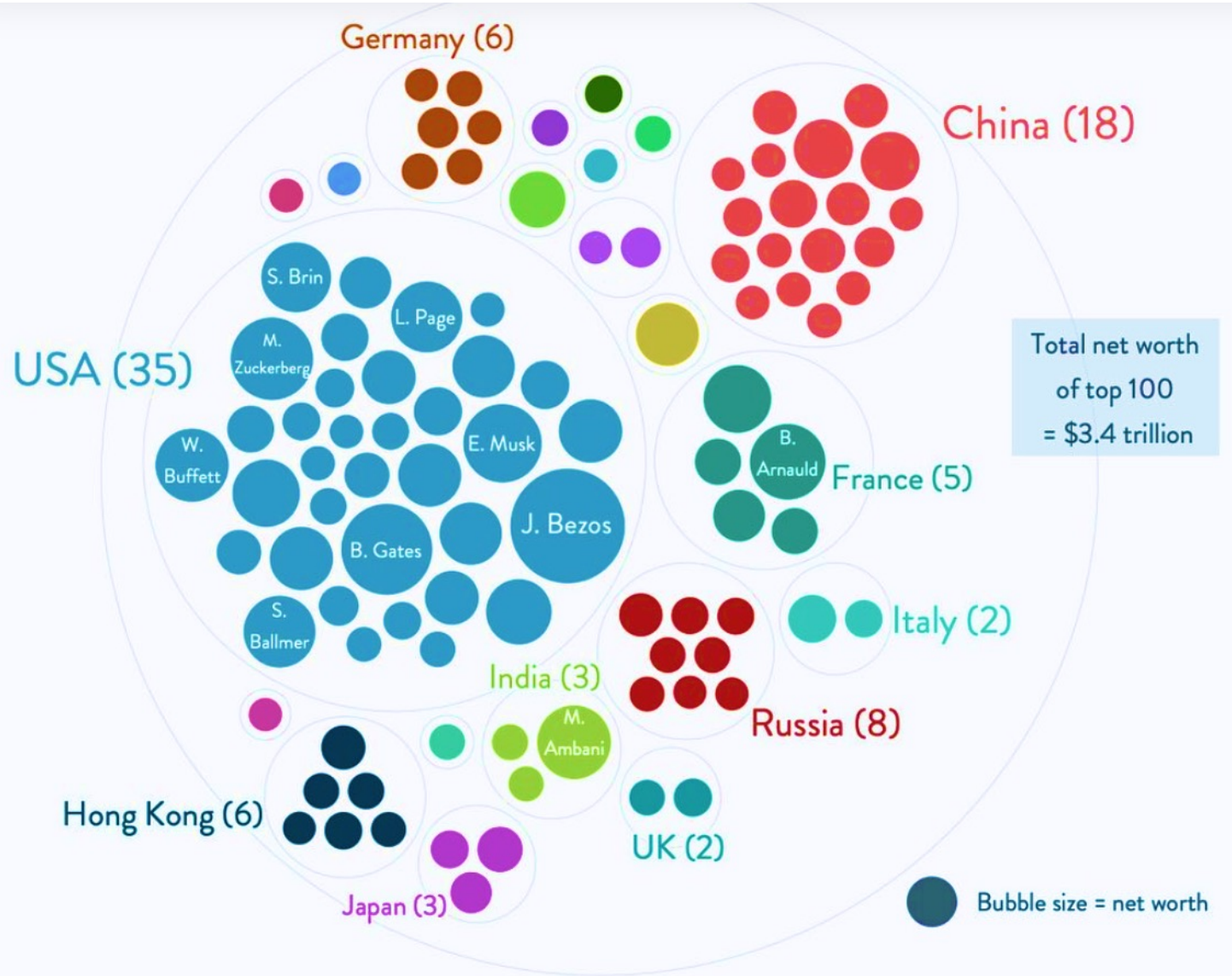


*Domestic gross over \$45M, inflation-adjusted. Using IMDB box office, 2,500 have hit this threshold.

All Genres Action Drama Comedy Horror

Search

Find a Film...

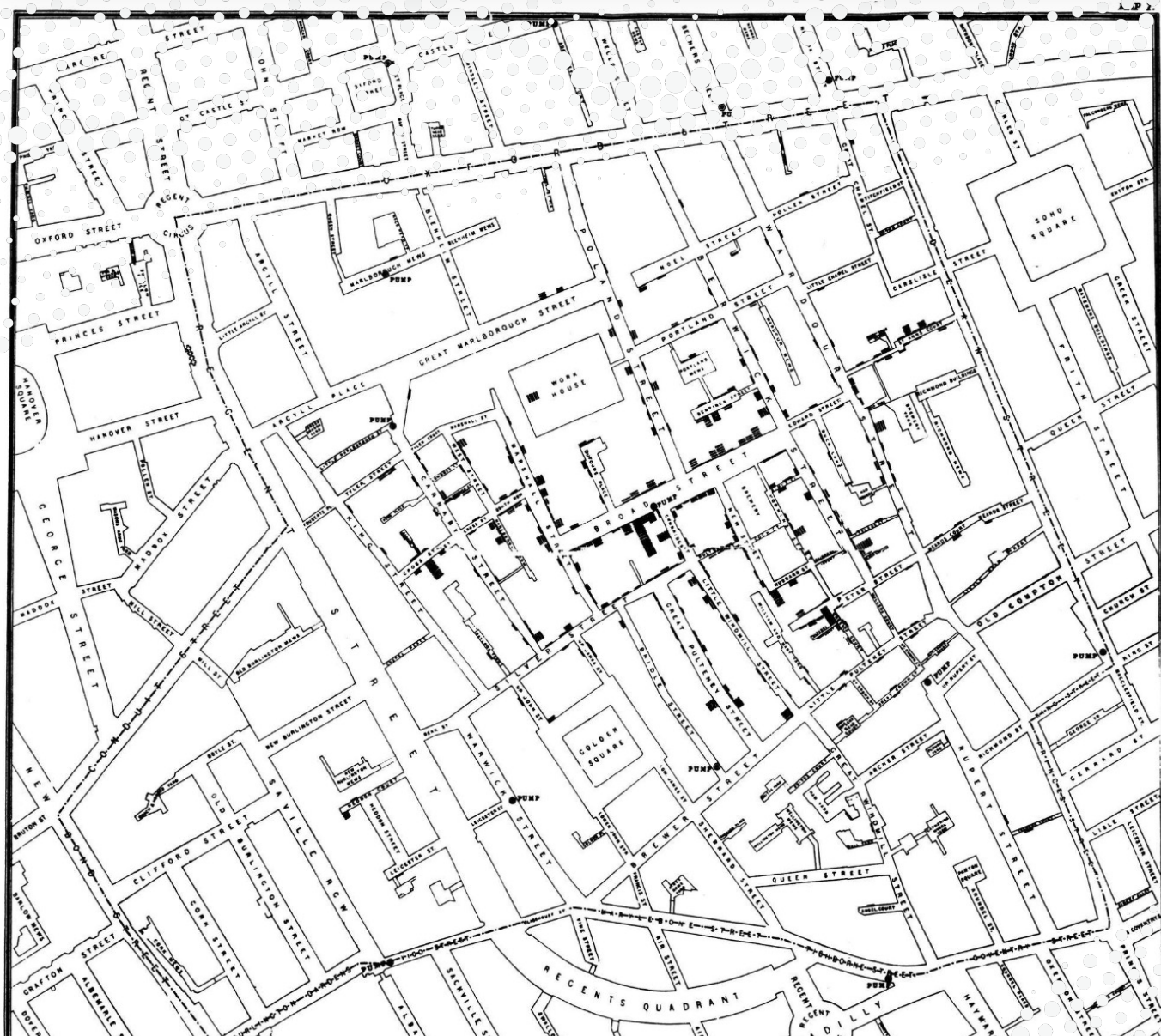


The 100 wealthiest people on earth

By country



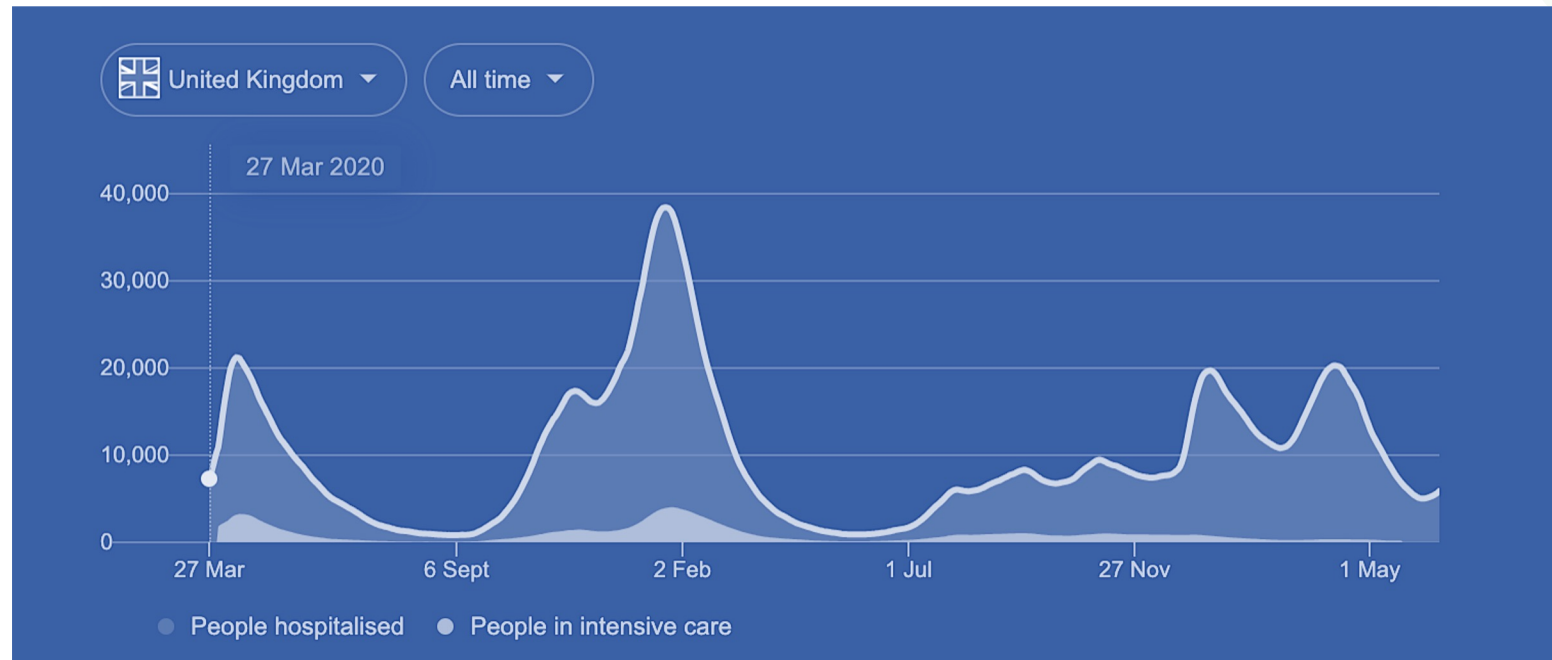
03 Drive action

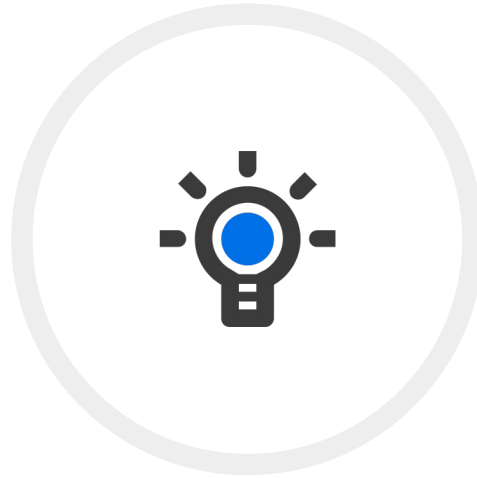


The London Cholera Outbreak

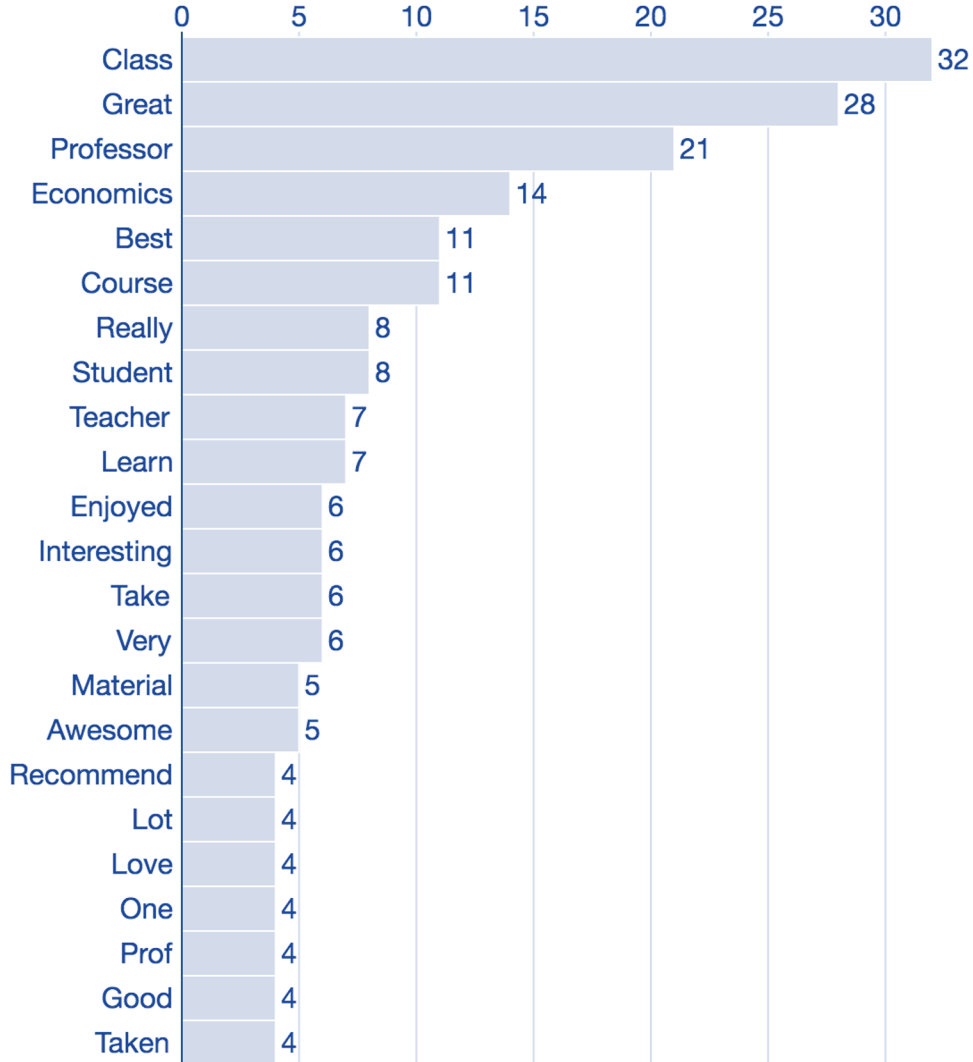
1854

Hospitalisations over time





Relative insight helps you **analyse
and **visualise** your text data**



Frequency based analysis



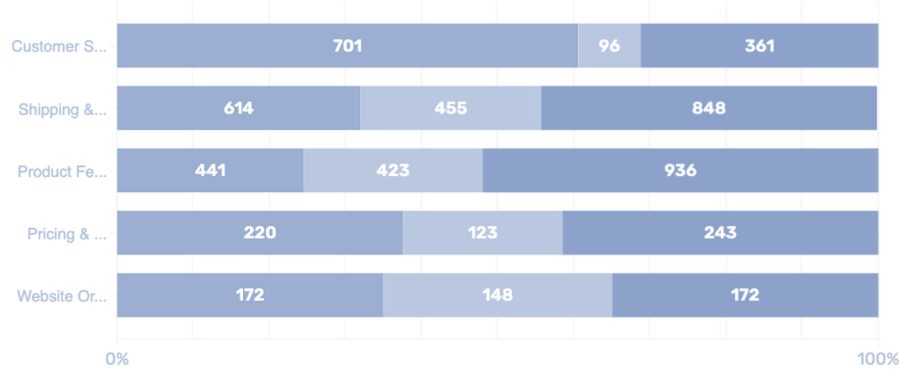
Positives

Simple
Easy to understand

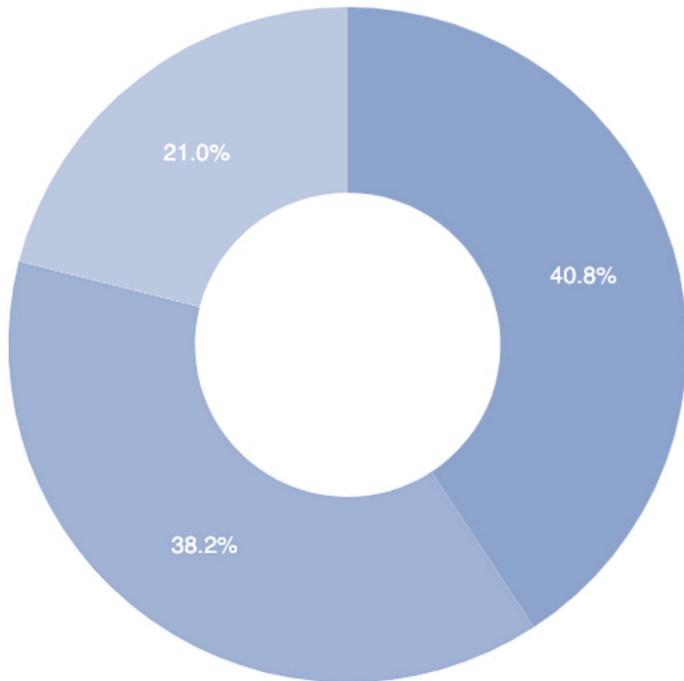
Negatives

Obvious
Relies on search
Synonyms

Sentiment by Topic



Overall Sentiment



Sentiment analysis



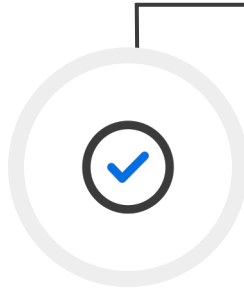
Positives

Often requested
Ultimate goal

Negatives

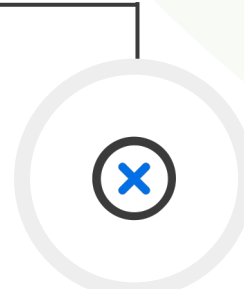
Inaccurate
Incorrect conclusions
Sarcasm

Word cloud



Positives

Feels comprehensive
Easy to generate



Negatives

Obvious
Assumptions

Words invented or coined by Shakespeare



Mentions of 'Asda' on social

Key Metrics For Twitter ⓘ

418

Users ⓘ

485

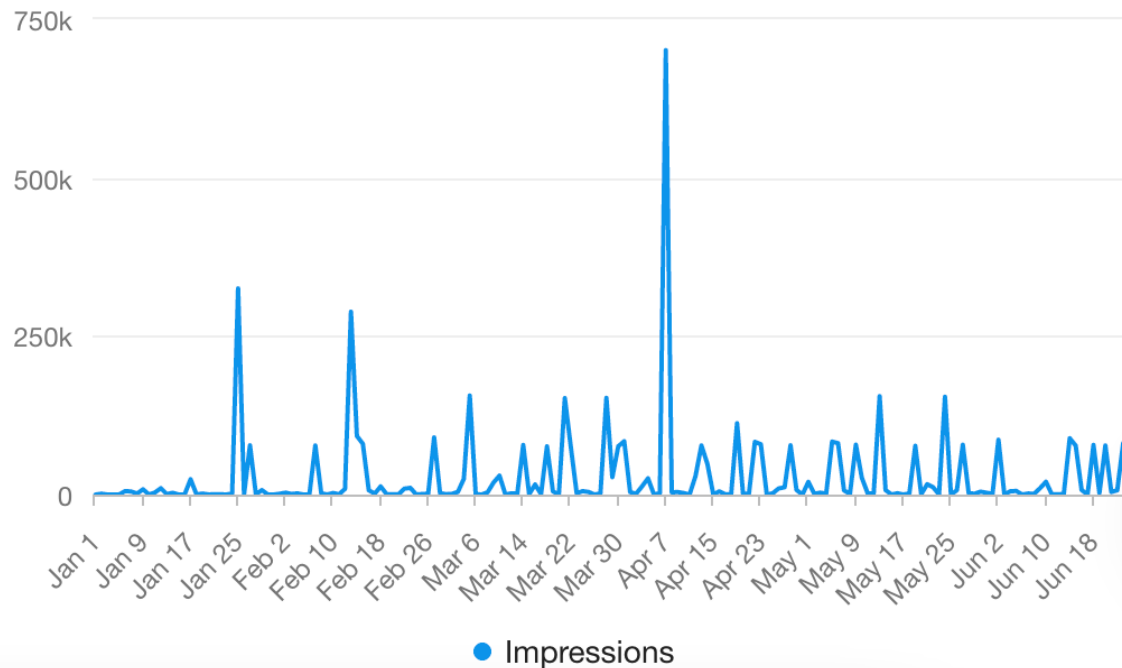
Mentions ⓘ

4.87M

Impressions ⓘ

1.62M

Reach ⓘ

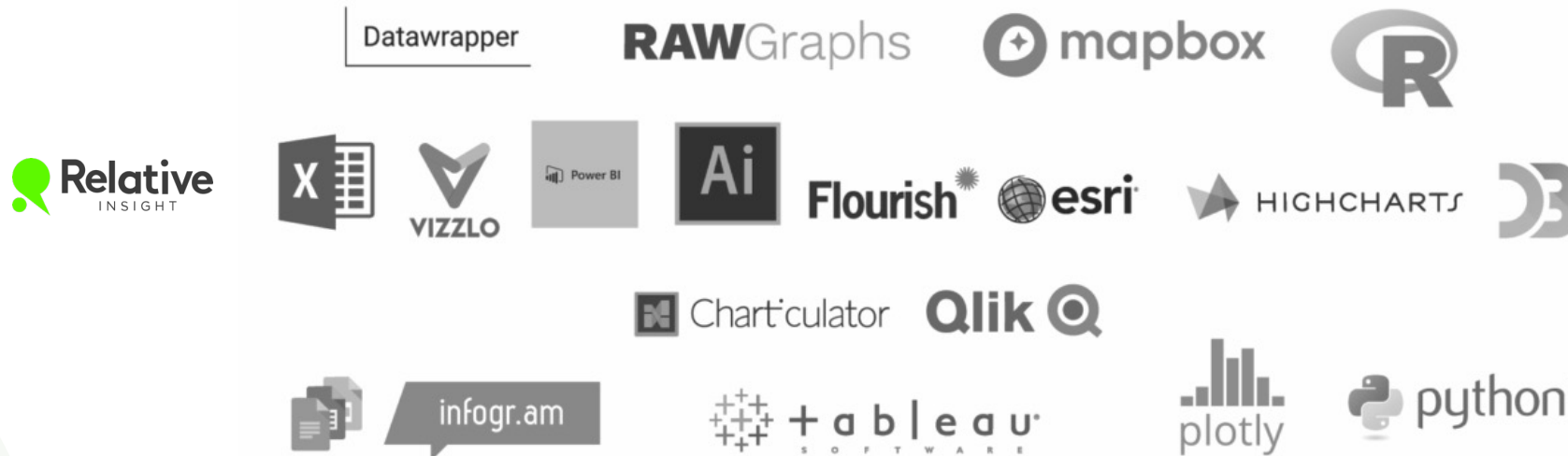


Effective visualisation relies on using the best tool for the job.

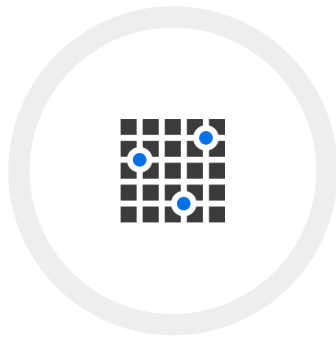
Lower
(Primarily drag and drop or click based)

Barrier to entry

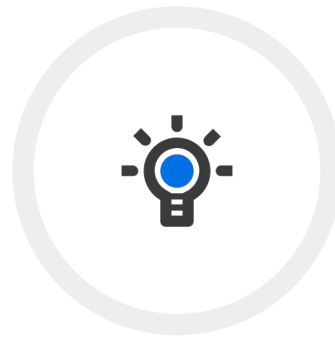
Higher
(Primarily programming languages)



Relative insight has three ways of visualising text data



Heatmap



Insight cards

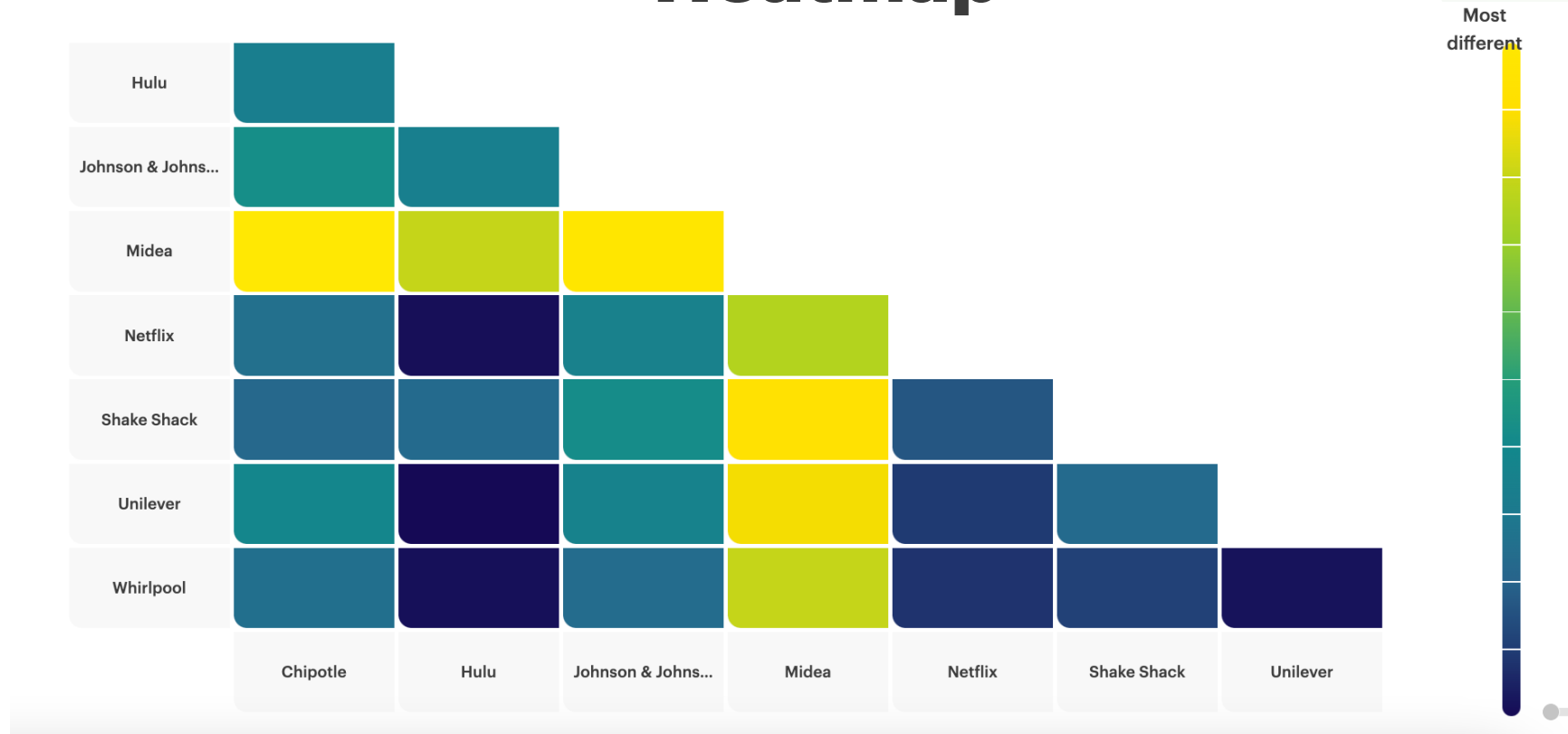


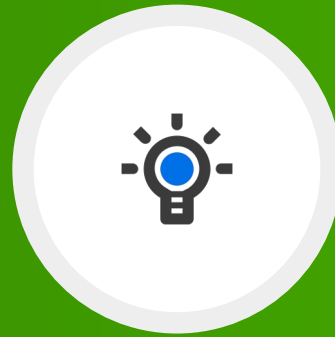
Heartbeat



01 Heatmap

Heatmap





02 Insight cards

Insight cards

2. Agents proactively mention expected timings

Promotor interactions are nearly 7x more likely to have mentioned timelines for the product being delivered.

ACTIONS: Get agents to proactively mention expected delivery timelines.

DA

Promotors differences 6.7x more likely
💬 2

Topics

- x16.3 Speed
- x1.1 Possession

Grammar

- x2.8 Singular m...

ADD Words

ADD Phrases

“ Okay so when you go to pay the balance on this you will get a confirmation email sent to you about your payment. Delivery is arranged for the 02/02/2019 so as long as it is paid in time before that date the...

Type: text_file Date: 01 Jan 70

Old message id: 163128648

“ No problem at all i can see estimated delivery date of 1st week in April but if you check back later we can check this for you.)

Type: text_file Date: 01 Jan 70

Old message id: 163132277

“ Add a quote

Insight cards

5. Poor connectivity causes frustration

Detractors are more likely to face poor connectivity issues.

ACTIONS: Option to run speed test at start of conversation, or provide backup number in case of lost connectivity.

DA

Detractors differences 4.2x more likely

4

Topics | x4.2 Failure

ADD Grammar

Words | ∞ connection

Phrases | ∞ lost connection

“ Hello, you lost connectio to one of my colleagues and lost the chat. I will transfer you back through to her.

Type: text_file Date: 01 Jan 70

Old message id: 163145165

“ Hi, we spoke a moment ago, did you see my message before we lost connection?

Type: text_file Date: 01 Jan 70

Old message id: 163145489

“ Hi there, we must have a lost connection there

Type: text_file Date: 01 Jan 70

Old message id: 163145359

“ Sorry we lost connection, did you see my message?

Type: text_file Date: 01 Jan 70

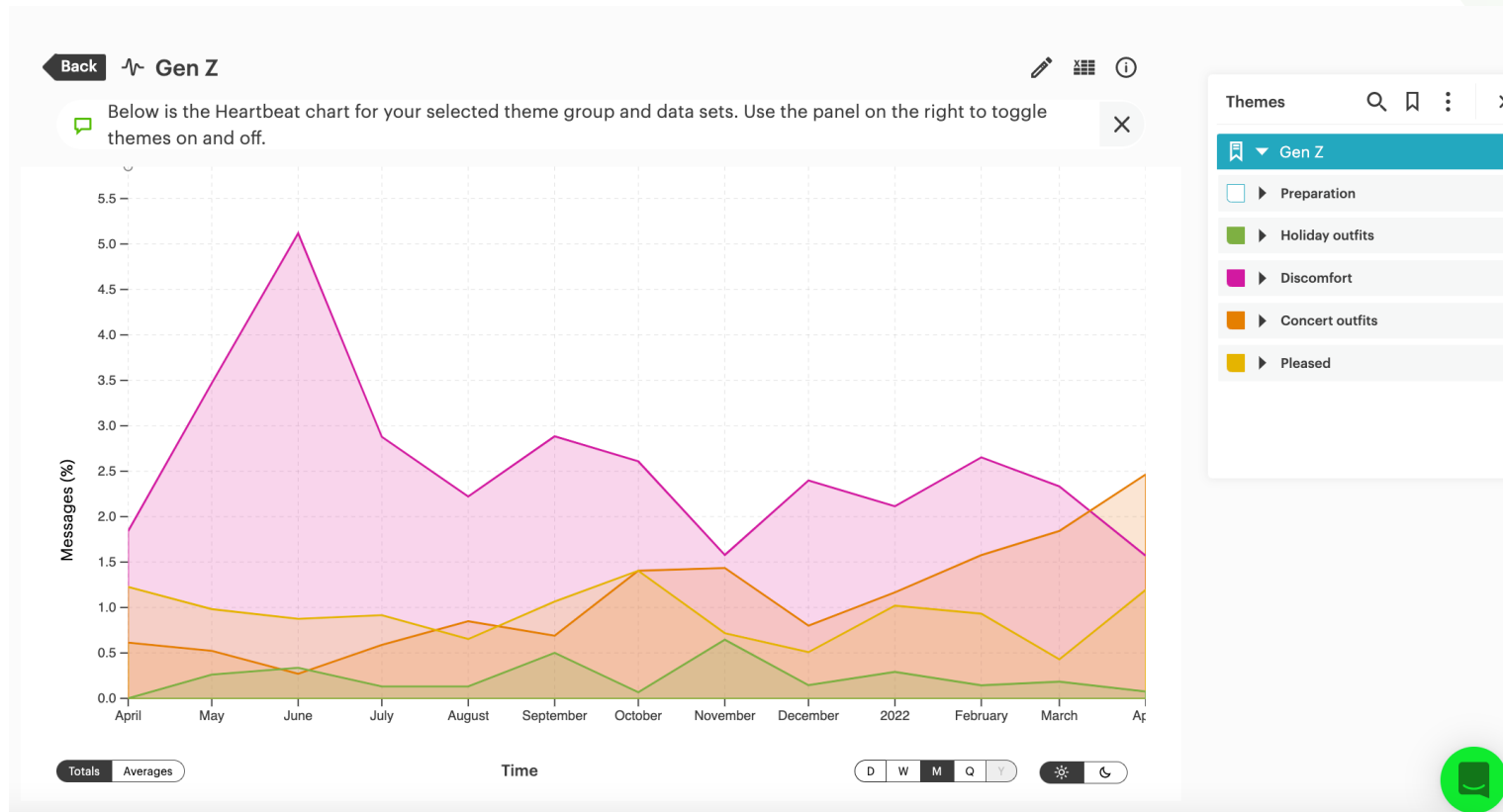
Old message id: 163145499

“ Add a quote



03 Heartbeat

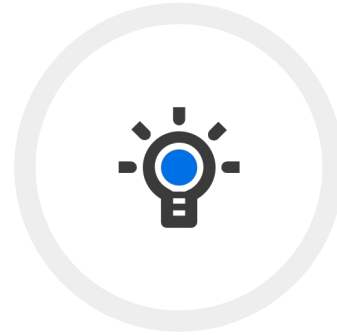
Heartbeat



Can you separate the two?

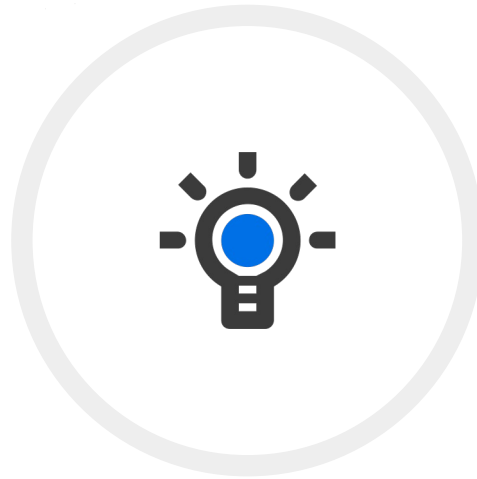


VS



Analysis

Visualisation



How will I visualise this?