

DATA VIZ FOR NONPROFITS

# DATA MAKEOVERS

how to make your data more beautiful and engaging

A neon sign spelling "BAR" in a stylized, outlined font, mounted on a wall in a dimly lit bar setting. The sign is illuminated with a warm, yellowish light. The background is dark and slightly out of focus, showing the interior of a bar with some lights and a wooden wall.

**An artist and an analyst walk into a bar...**

# Before . . .



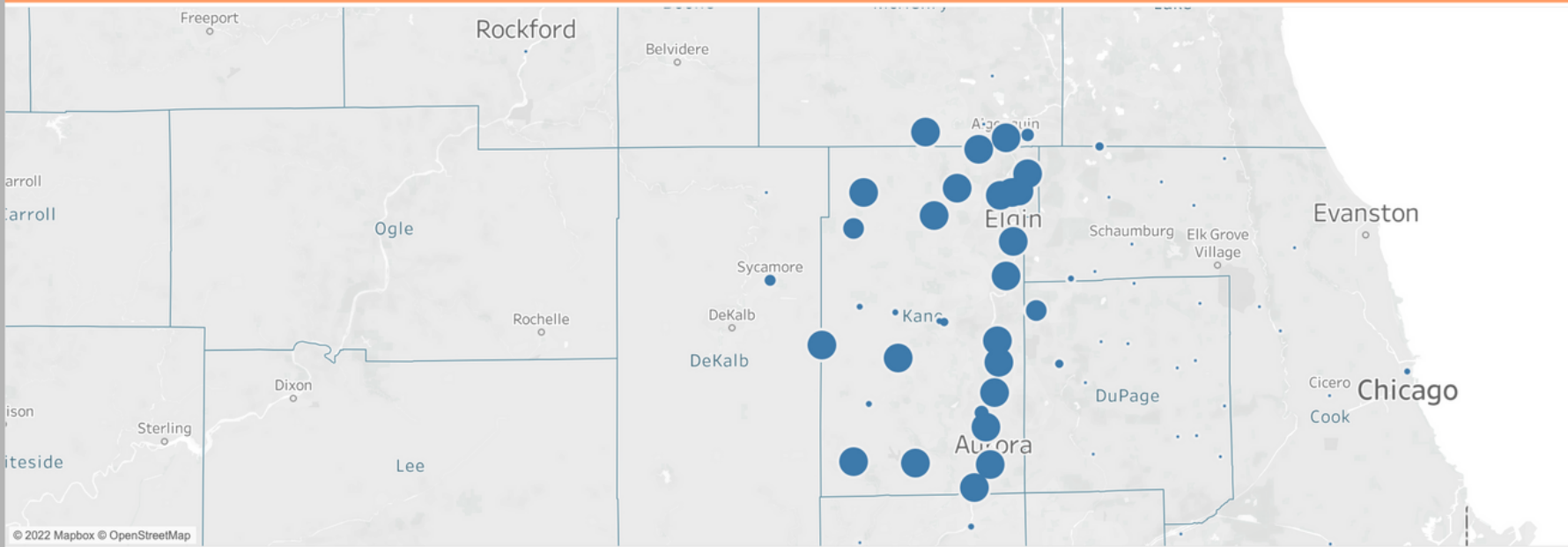
## Kane County COVID-19 Dashboard

Data is currently refreshed daily at 4:30pm.

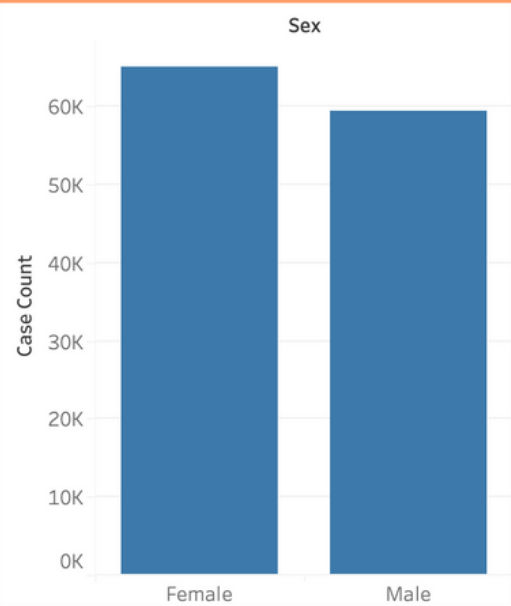
**126,111**  
COVID-19 Cases  
including  
1,122 deaths

Last updated 4/7/2022 4:38:26 PM (-5hrs for CT)

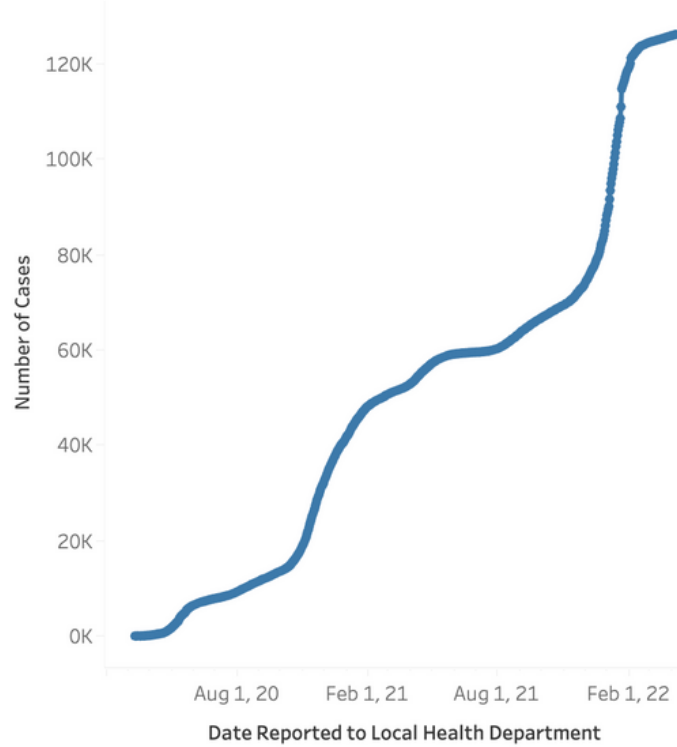
### Kane County Coronavirus Disease (COVID-19) Cases



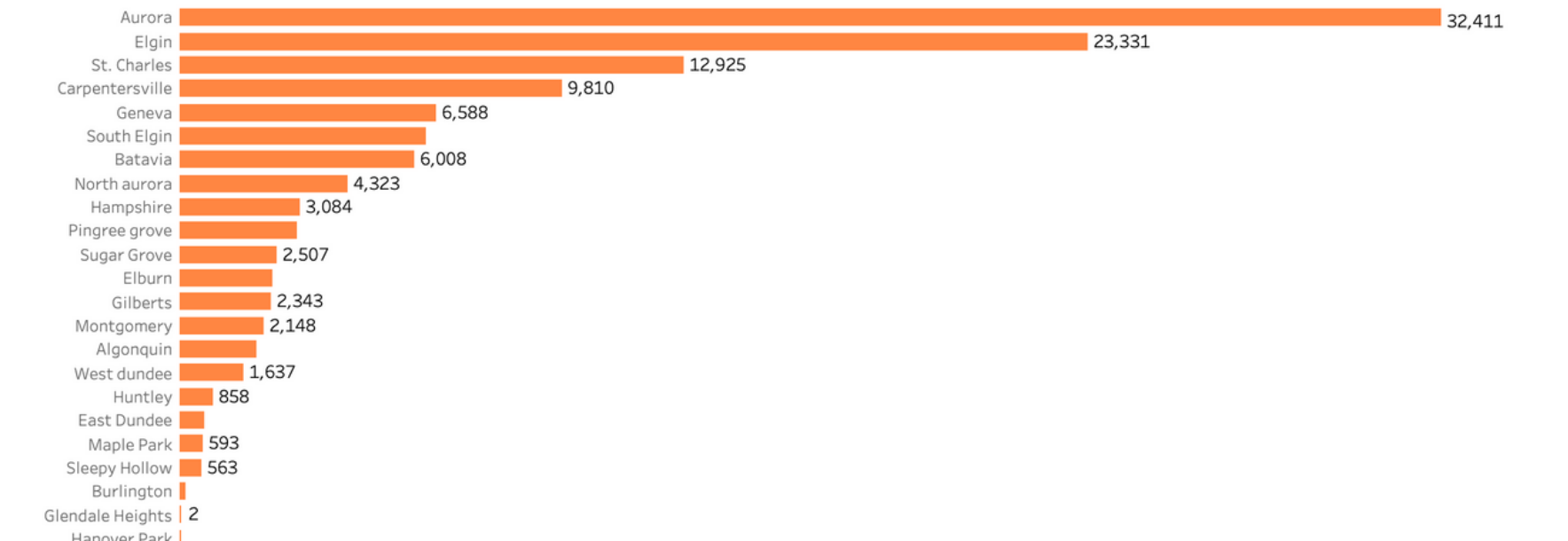
### Case Count by Gender



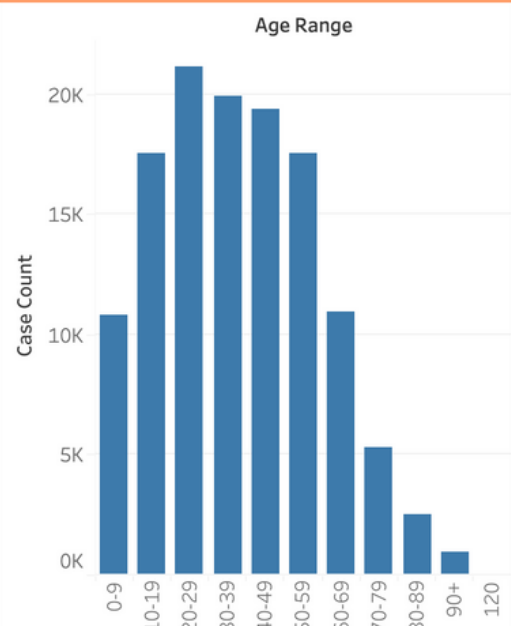
### Cases by Date Reported to Kane County Health Department



### Cases by Municipality



### Case Count by Age Range



Information presented in charts reflects the most current data captured at last access and may differ slightly from reported total. Data Source: Illinois National Electronic Disease Surveillance System (I-NEDSS).

# The Rules

## **Find Your focus**

Direct the Eye With Leading Lines

Impose a Hierarchy

Balance Out Your Elements

Use Complementing Elements

Boost (or Reduce) Your Contrast

Repeat Elements of Your Design

Don't Forget the White Space

Align Your Elements

Divide Your Design Into Thirds

# LIGHTHOUSES

## OF ENGLAND & WALES

This dataset of over 600 lighthouses was painstakingly compiled by Oliver Buxton Dunn and Eduardo J. Alvarez-Palau, and released under an open licence in July 2020.

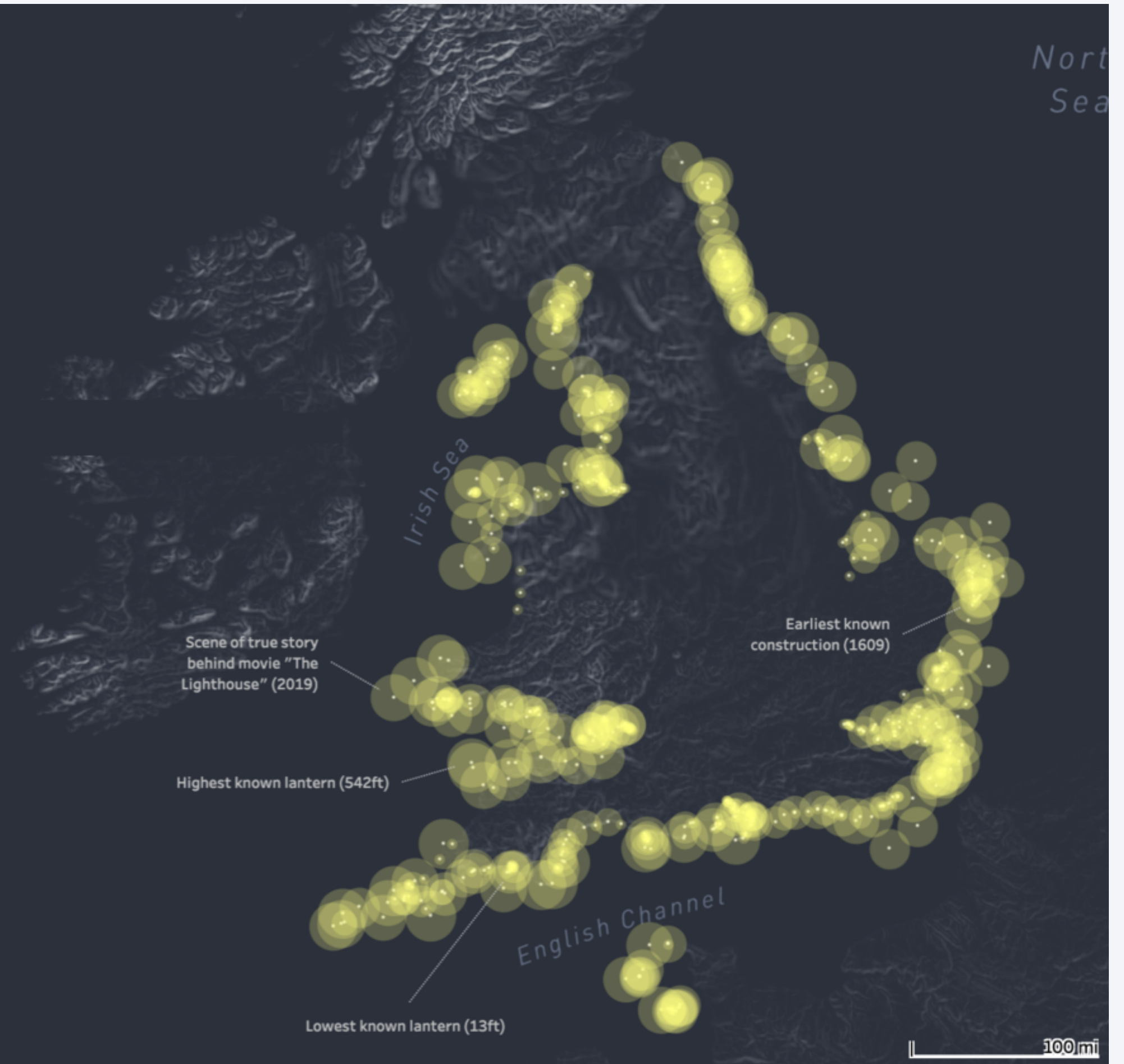
It gives us insight into the development of light aided navigation down the ages and ultimately the evolution of British maritime activity.

**The bubbles** illustrate night-time visibility range of each lighthouse from the sea.

The data was collected using Optical Character Recognition tools (OCR), GIS annotation, and manual data-entry methods from a variety of sources, including admiralty charts and archaeological survey.

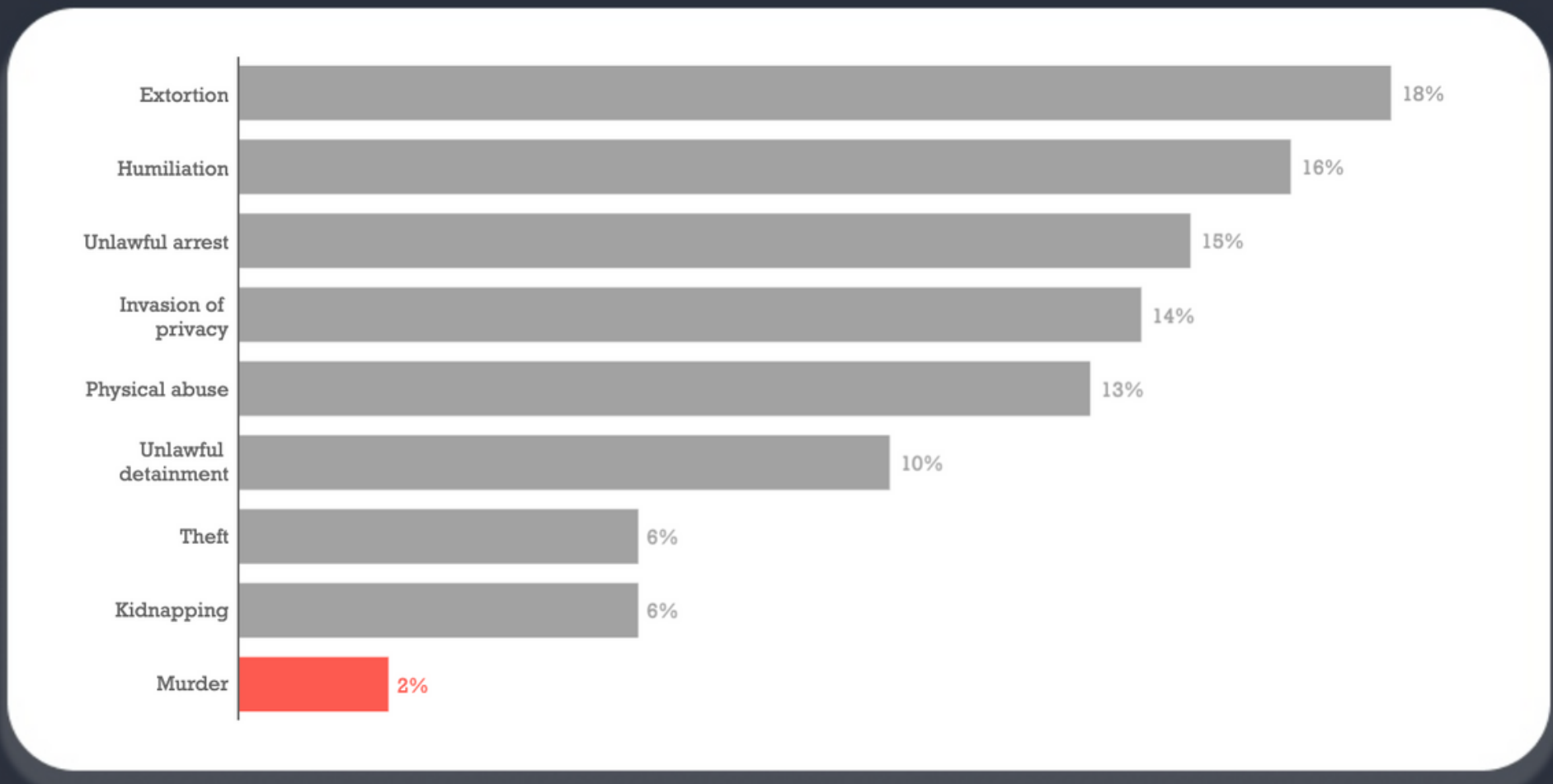
### Turn on the lights...

- Medieval period
- 1693
- 1753
- 1851
- 1911
- All of them!



**2%** of respondents say they know someone that was

**KILLED by SARS**



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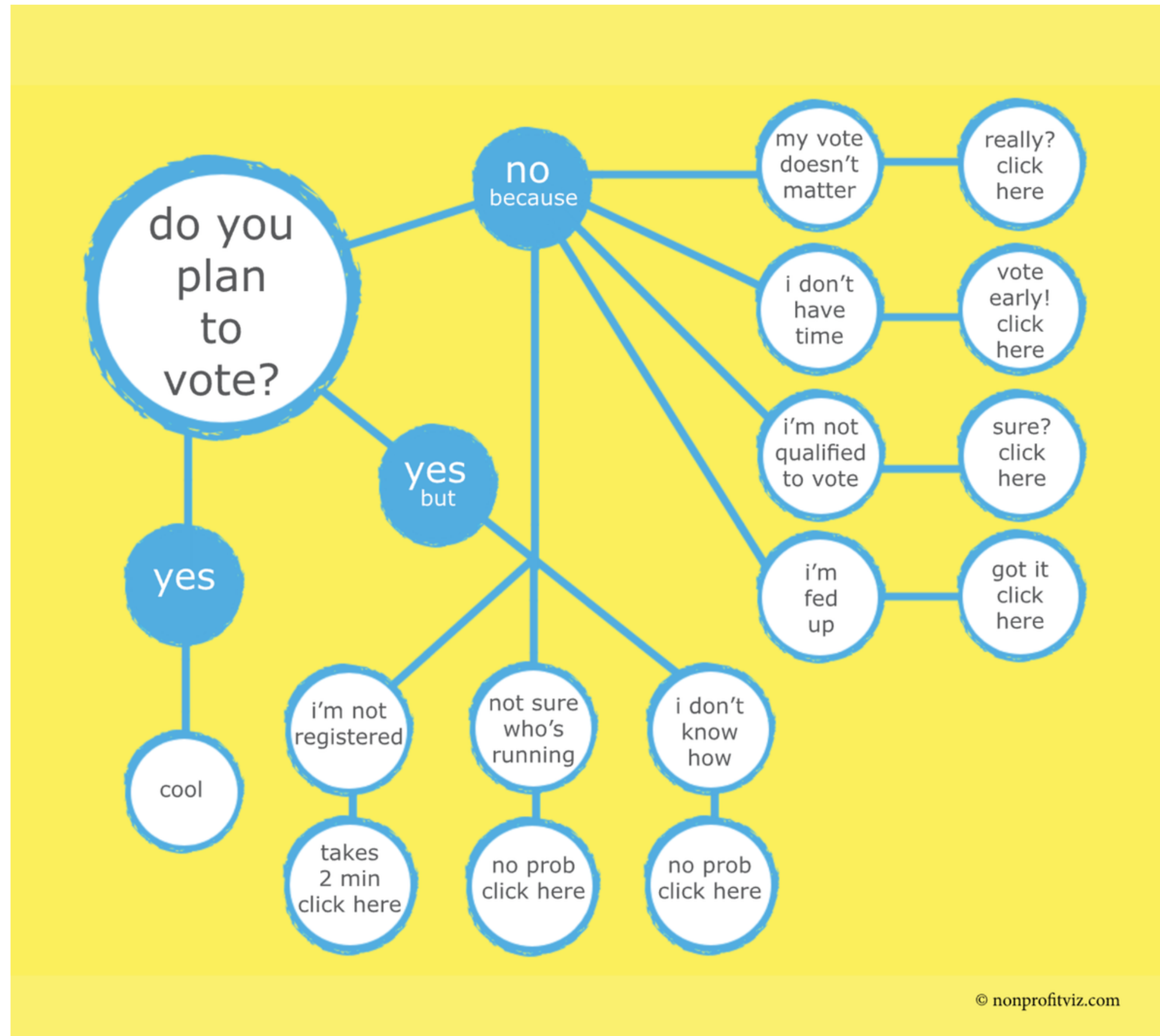
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© nonprofitviz.com



# THE AIR WE BREATHE

Healthy - Less than 12.1 ug/m<sup>3</sup>

Moderate - 12.1 ug/m<sup>3</sup> to 35.4 ug/m<sup>3</sup>

Unhealthy - Greater than 35.4 ug/m<sup>3</sup>

This visualization examines the global prevalence of air pollution measured by PM2.5 and some of the contributing factors. PM2.5 refers to atmospheric particulate matter (PM) that have a diameter of less than 2.5 micrometers. Because the PM2.5 travels deeper into the lungs AND because PM2.5 is made up things that are more toxic (like heavy metals and cancer causing organic compounds) PM2.5 can have worse health effects than the bioer PM10 particles.

## THE GLOBAL DIVIDE

The map below shows a significant global divide between cities that are home to healthy air and cities that are home to unhealthy air. Use the parameter below to toggle between counts of cities and people.

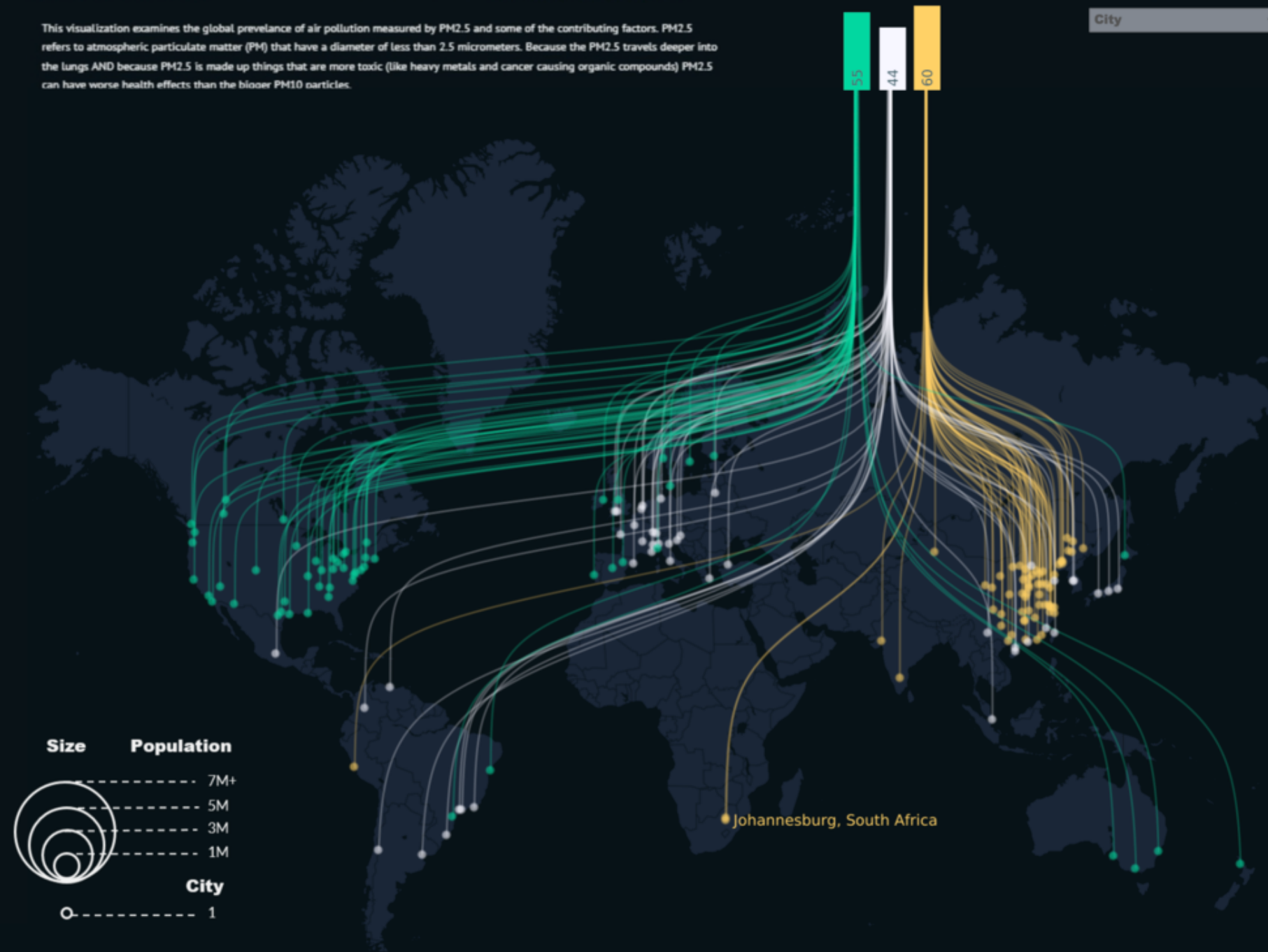
City

#IRONVIZ2020

DESIGNED BY: CHRISTIAN FELIX

THECFELIX

#IV20FELIX



## WHAT CONTRIBUTES TO THE GLOBAL DIVIDE?

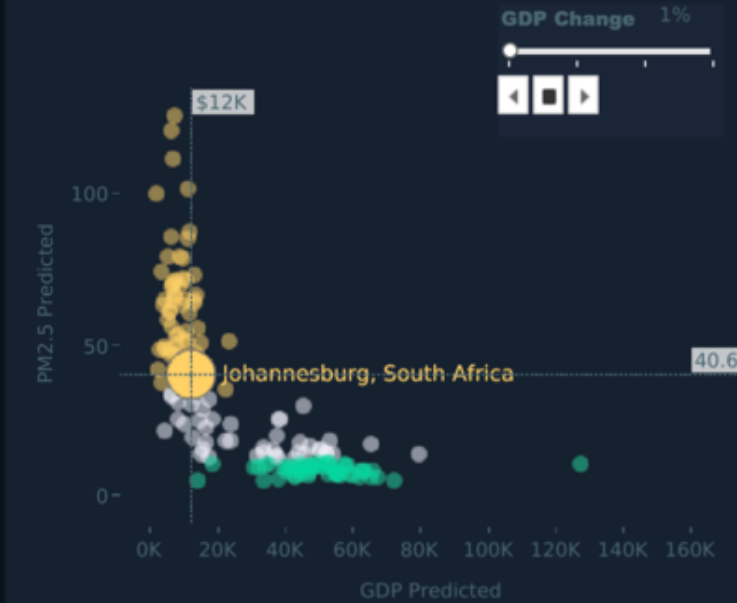
Poor Air Quality is a multi-dimensional problem, and there are many factors that play a part in the state of a localities air quality, however one of the major factors is GDP Per Capita.

As the World Health Organization notes populations in low-income cities are the most impacted by poor air quality. According to the latest air quality database, 97% of cities in low- and middle- income countries with more than 100,000 inhabitants do not meet WHO air quality guidelines. However, in high-income countries, that percentage decreases to 49%.

## INTERACT AND EXPLORE

The scatterplot shown directly below, uses the relationship between nominal GDP per capita and air concentrations of PM2.5 to demonstrate how increases in nominal GDP might improve air quality in cities around the world.

Click a circle in the map on the left, or within the scatterplot below to update the scatterplot and show the GDP/PM2.5 metrics for the selected city. The navigation controls can be used to model increases in GDP of 10%, 20% and 30%.



Go To Sources

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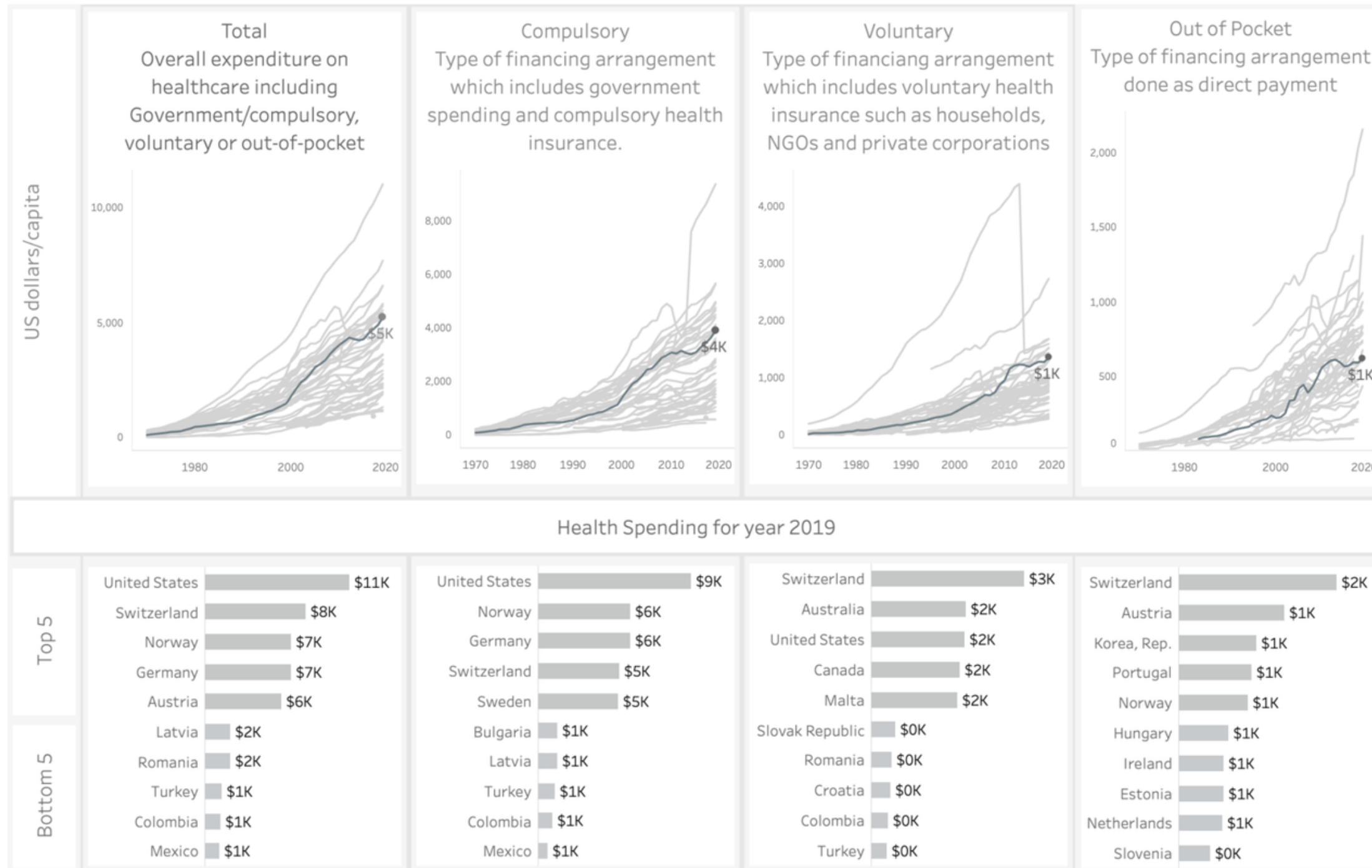
Divide Your Design Into Thirds

## HEALTH SPENDING

What is Health Spending?

Consumption or expenditure on health care goods and services including personal health care (curative care, rehabilitative care, long-term care, ancillary services and medical goods) and collective services (prevention and public health services as well as health administration). This does not include spending on investments. The data looks at the health spending (1970-2019) across OECD member countries.

Ireland



Data Source: OECD.org

#MakeoverMonday 2020 - W 42

Designed By: Swati Dave

# HEALTH SPENDING

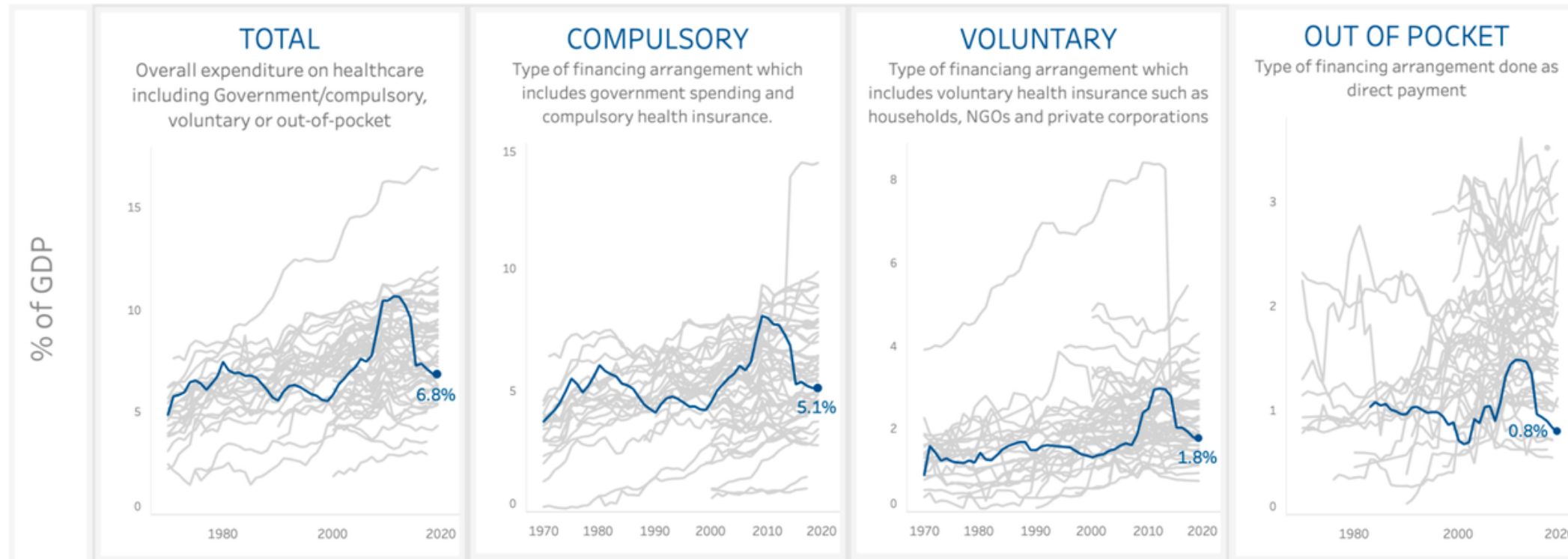
## What is Health Spending?

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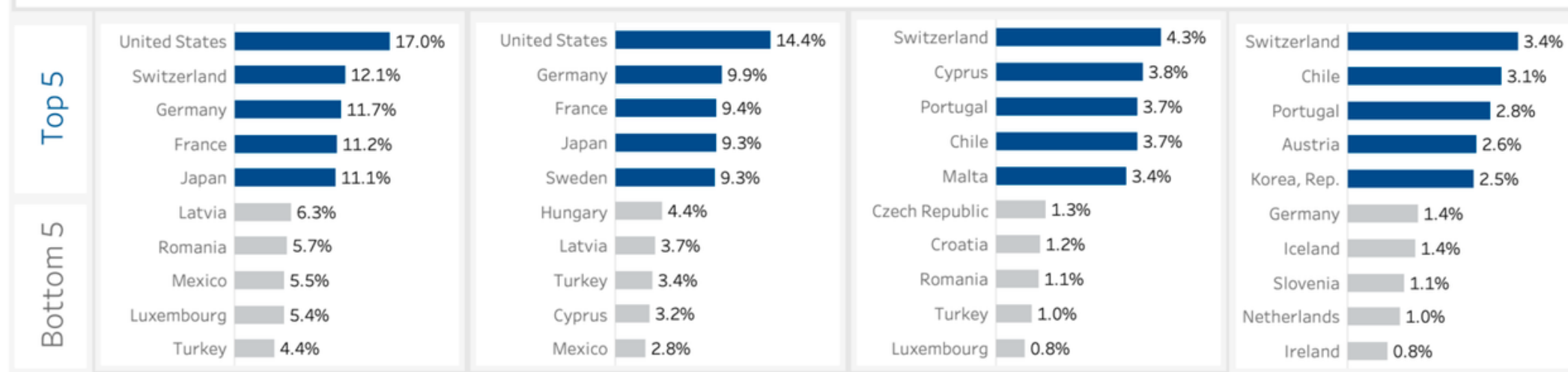
### IRELAND

% of GDP

US dollars/capita



## Health Spending for year 2019



Data Source: OECD.org

#MakeoverMonday 2020 - W 42

Designed By: Swati Dave

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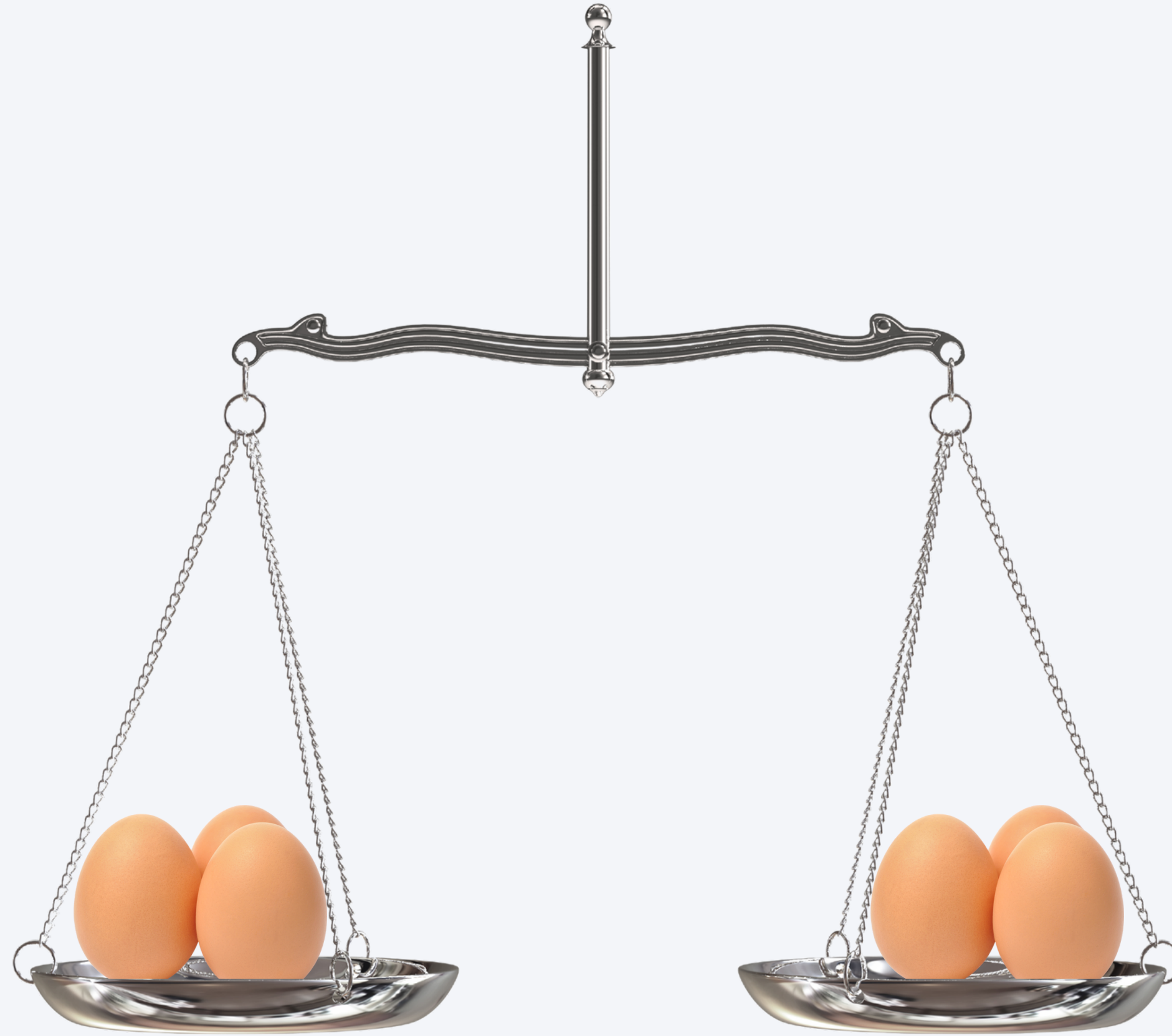
Boost (or Reduce) Your Contrast

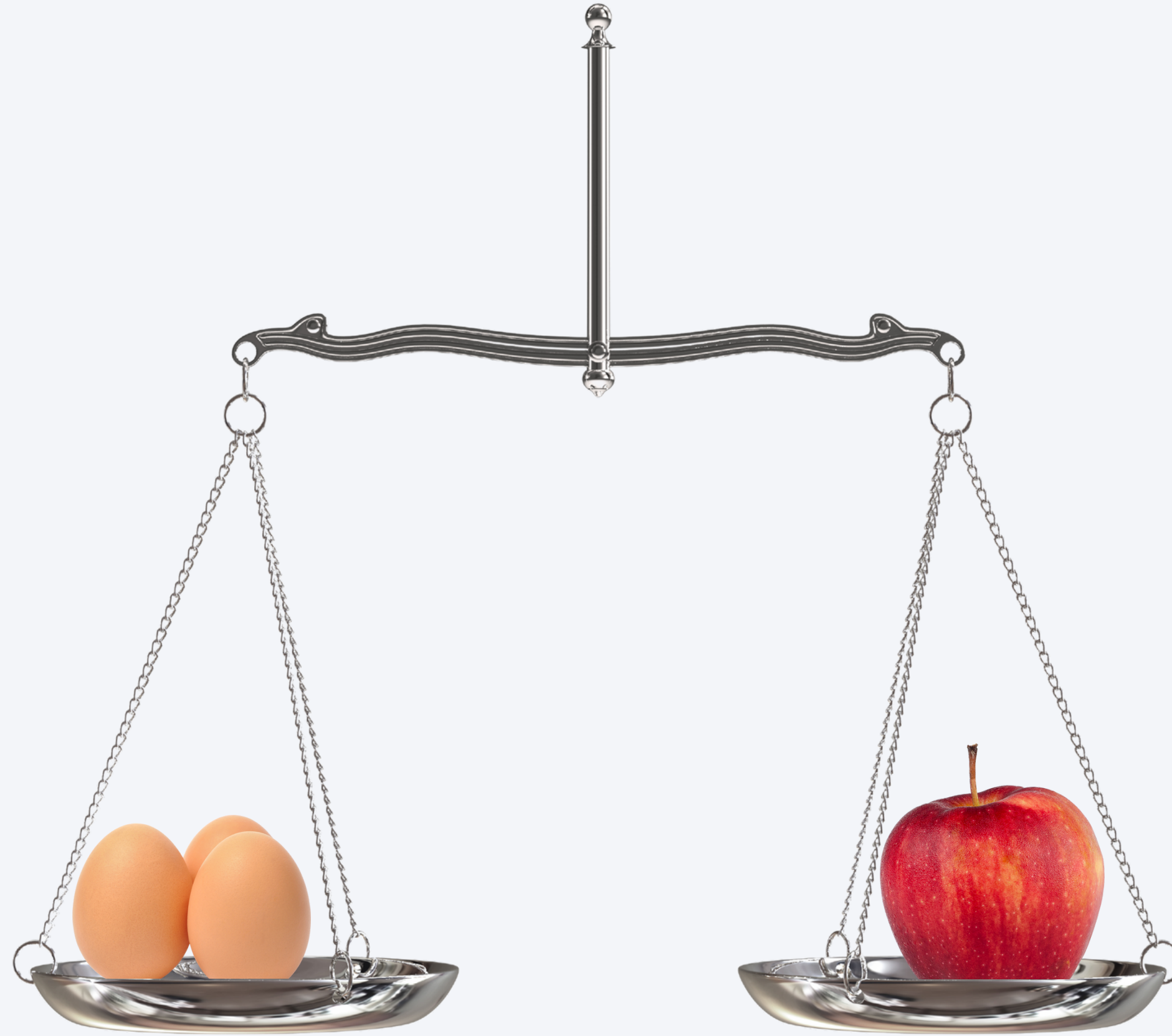
Repeat Elements of Your Design

Don't Forget the White Space

Align Your Elements

Divide Your Design Into Thirds





# Women's representation in politics

Designed by  @IvettAlexa

Although women's representation in politics increased from 1999 to 2017, last year still only **21,52%** of Parliament members were women and there are 5 countries without even one female political participant.

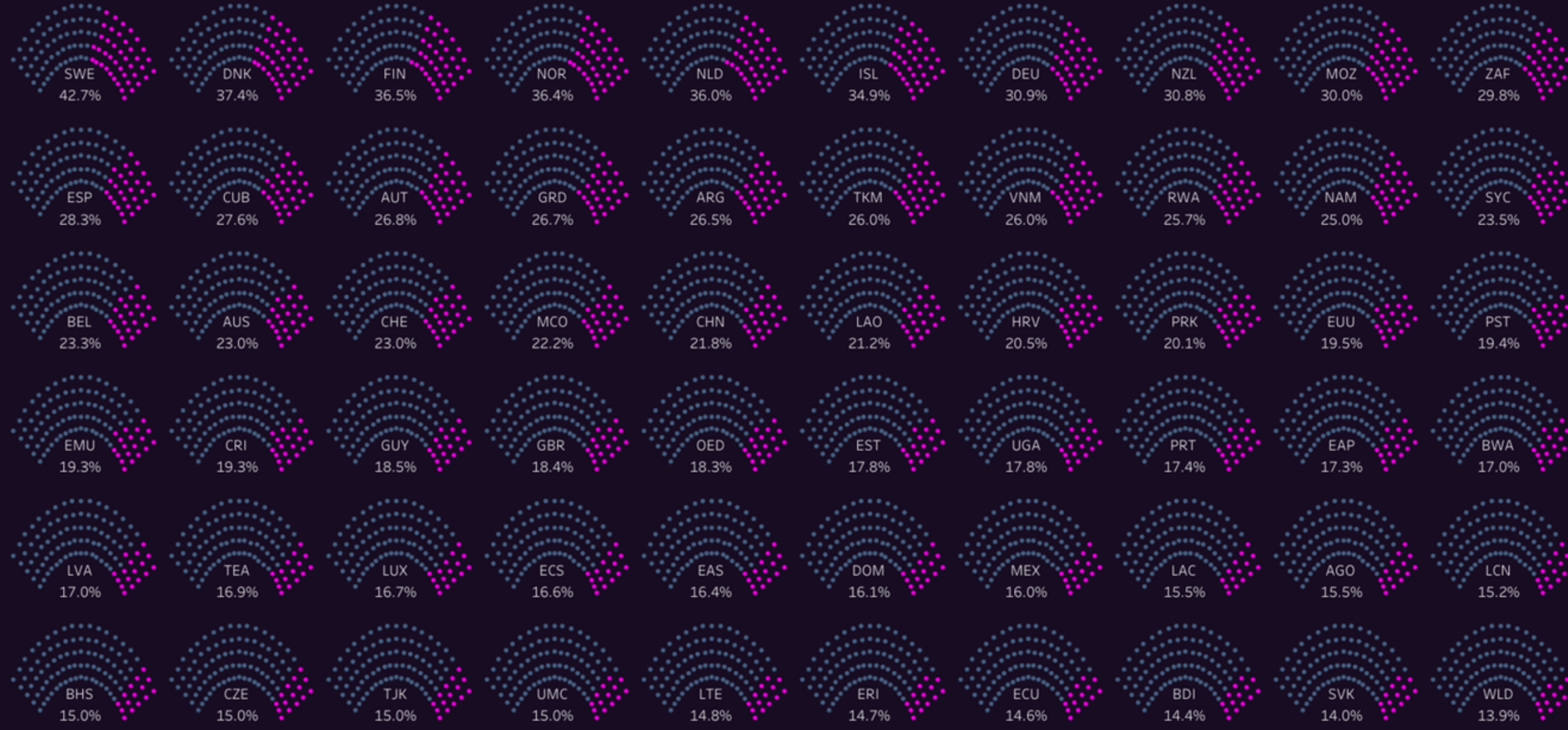
How changed the proportion of seats held by women in national parliaments (%)



9

countries without even one female political participant in 2000

Men Women



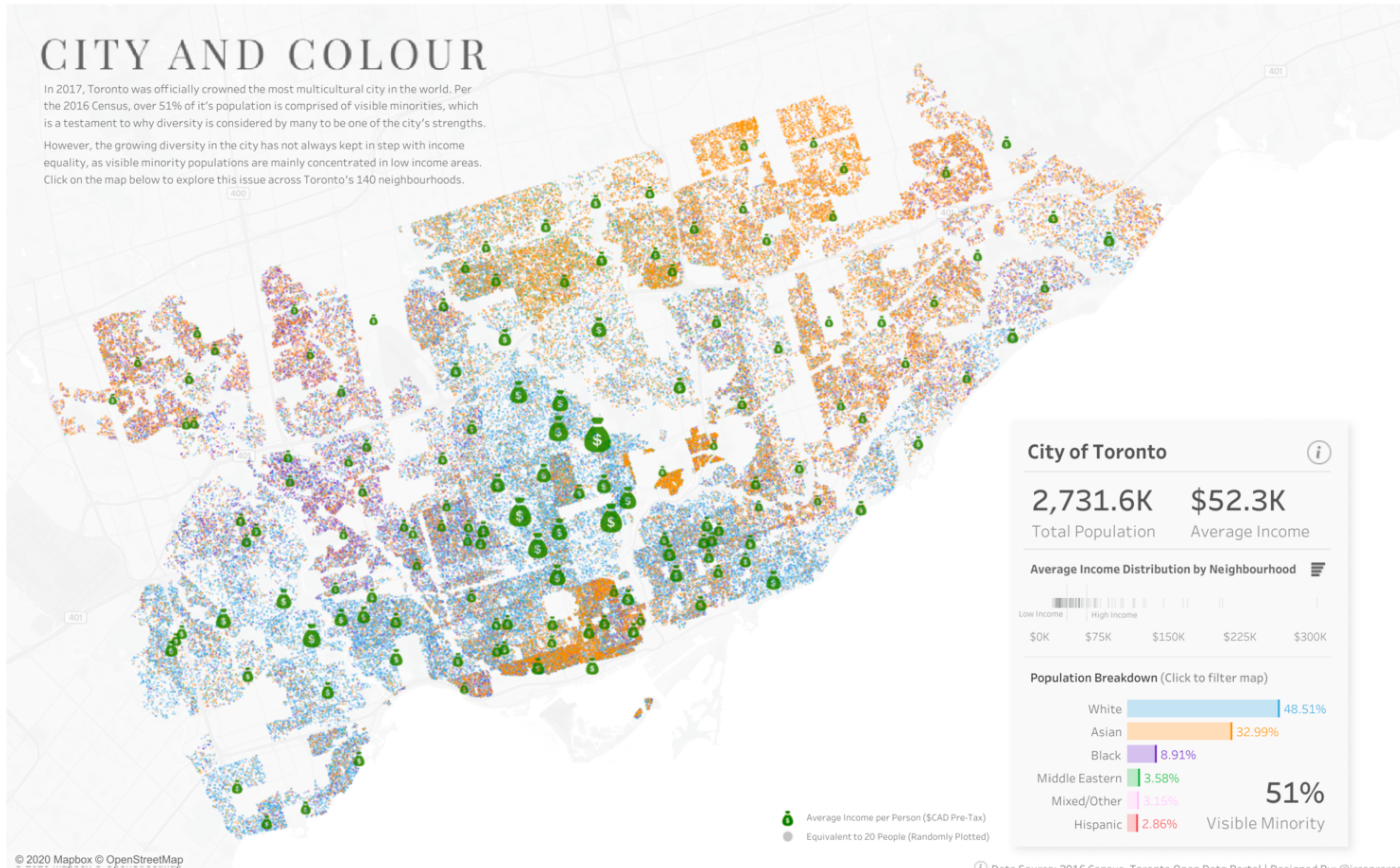
Source: Ivett Kovacs on Tableau Public.  
[https://public.tableau.com/views/Womensrepresentationinpoliticsvizforsocialgood/WomeninPolitics?%3Adisplay\\_count=y&%3Alanguage=en&%3Aorigin=viz\\_share\\_link&mobile=](https://public.tableau.com/views/Womensrepresentationinpoliticsvizforsocialgood/WomeninPolitics?%3Adisplay_count=y&%3Alanguage=en&%3Aorigin=viz_share_link&mobile=)



# CITY AND COLOUR

In 2017, Toronto was officially crowned the most multicultural city in the world. Per the 2016 Census, over 51% of its population is comprised of visible minorities, which is a testament to why diversity is considered by many to be one of the city's strengths.

However, the growing diversity in the city has not always kept in step with income equality, as visible minority populations are mainly concentrated in low income areas. Click on the map below to explore this issue across Toronto's 140 neighbourhoods.



Data Source: 2016 Census, Toronto Open Data Portal | Designed By: @jrcoperos

Source: JR Coperos on Tableau Public  
[https://public.tableau.com/views/TorontoCityandColour/Final?%3Adisplay\\_count=y&%3Alanguage=en&%3Aorigin=viz\\_share\\_link&mobile=](https://public.tableau.com/views/TorontoCityandColour/Final?%3Adisplay_count=y&%3Alanguage=en&%3Aorigin=viz_share_link&mobile=)

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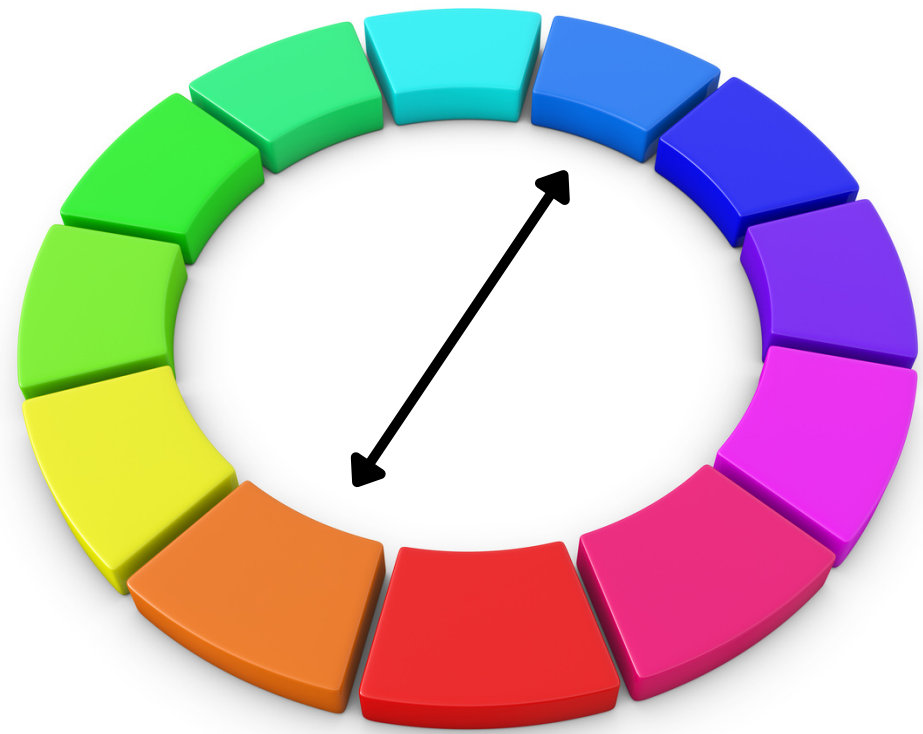
Repeat Elements of Your Design






Don't Forget the White Space

Align Your Elements

Divide Your Design Into Thirds

color-hex.com

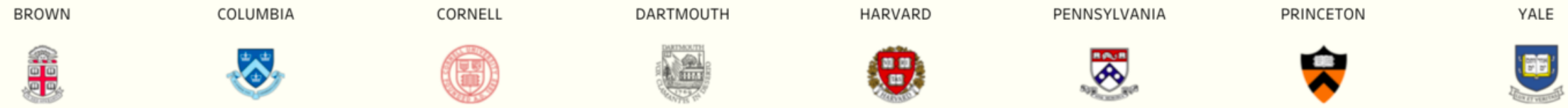


 <p>Shades of Gray</p>	 <p>aesthetic</p>	 <p>Shades of Teal</p>	 <p>Pastel</p>
 <p>Beautiful Blues</p>	 <p>Beach</p>	 <p>Discord</p>	 <p>Anime skin tones 1 (pale)</p>
 <p>VaporWave</p>	 <p>off white</p>	 <p>Soft Black</p>	 <p>RGB Grey White</p>
 <p>Gryffindor</p>	 <p>Skin and Lips</p>	 <p>Blue-Grey</p>	 <p>space-gray like</p>

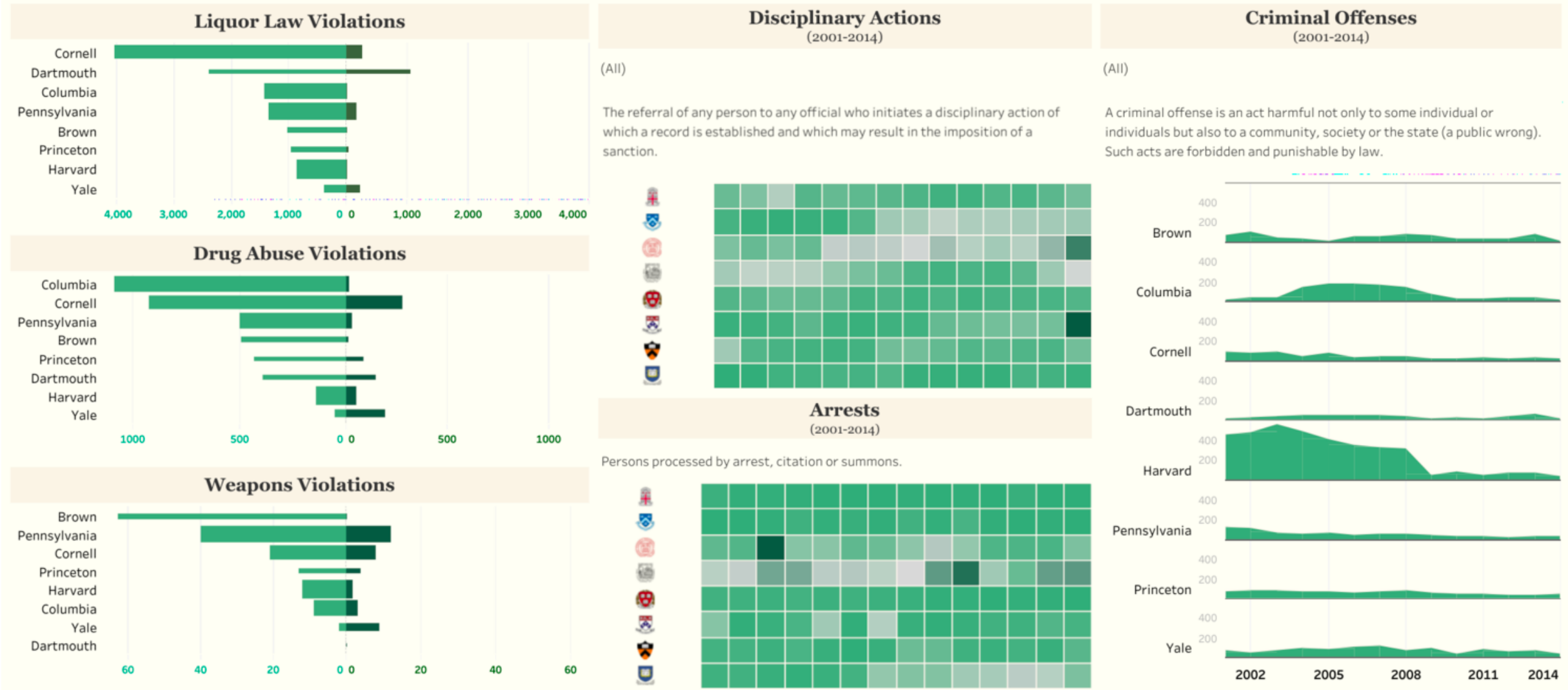


flaticon.com

# How Safe Are Ivy League Schools?



2001 to 2014



Source: U.S. Department of Education

opec.ed.gov/campussafety

#HackingOpenData . #VizingEd . tabsoft.co/2m7vy6H

@ealexidixon + @tarannum.in

Source: Alex Dixon and Tarannum Ansari on Tableau Public  
<https://public.tableau.com/en-us/gallery/offenses-ivy-league-schools>



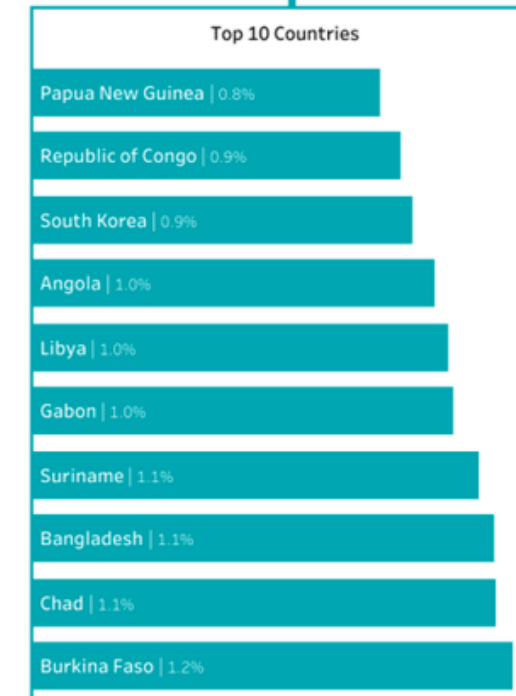
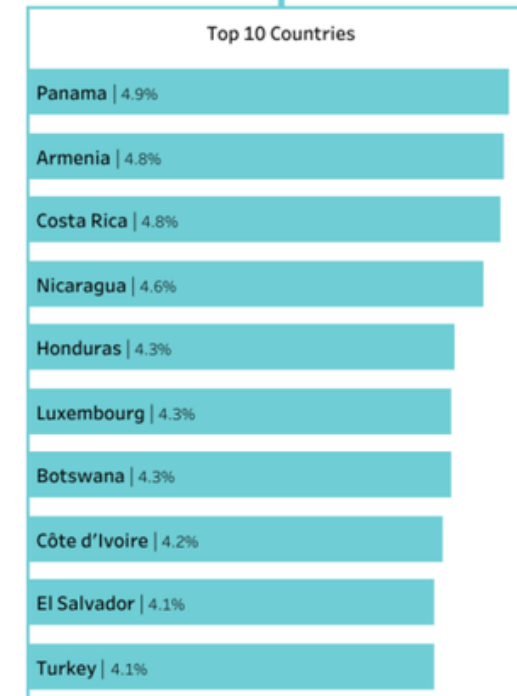
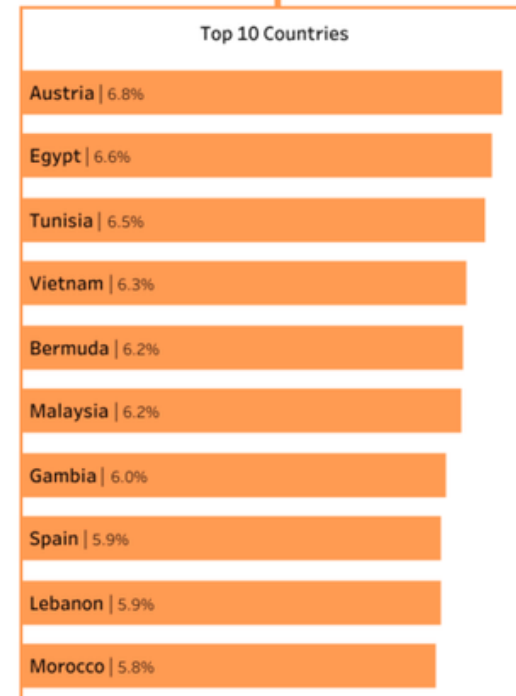
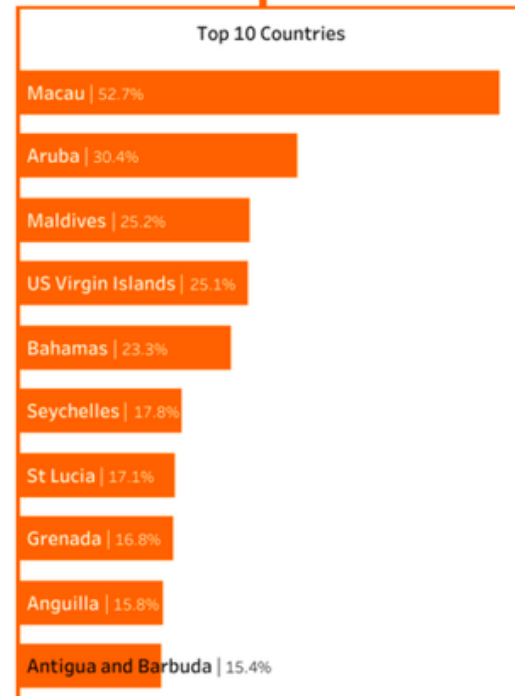
# THE WORLD'S DEPENDENCY ON THE TRAVEL INDUSTRY

What percentage of each country's GDP is directly contributed from travel and tourism?

The travel and tourism industry is one of the world's largest industries. It contributes not only to the global economy but is also a large contributor to the overall economy of many countries. The visualization below analyzes the Gross Domestic Product (GDP\*) that is generated by industries that deal directly with tourism - hotels, travel agencies, airlines, transportation services, and tourist activities. GDP = the total value of all goods and services produced in a country in a year.

Data Source: WTTC 2019 | Designed by: Chantilly Jaggernaut | @chanjagg

Highlight a Country | No items highlighted



Source: Chantilly Jaggernaut on Tableau Public  
<https://public.tableau.com/en-us/gallery/worlds-dependency-travel-industry?tab=featured&topic=industry-travel-and-transportation>

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THE DAY

# LEBANON CHANGED

On 4 August 2020, a large amount of ammonium nitrate stored at the port of the city of Beirut, the capital of Lebanon, exploded, causing at least 250 deaths, 6,000 injuries, US\$10-15 billion in property damage, and leaving an estimated 300,000 people homeless.

Around 2,750 tonnes of the substance (equivalent to around 1.1 kilotons of TNT) had been stored in a warehouse without proper safety measures for the previous six years, after having been confiscated by the Lebanese authorities from the abandoned ship MV Rhosus.

It is not yet known what caused the ammonium nitrate to detonate; suggested reasons include a fire in an alleged fireworks warehouse, an attack, or a fire in an ammunition warehouse; investigation to examine whether the explosion was an accident or due to negligence.

250

Deaths

6K+

Injuries

40

Missing

300K+

Homeless

\$15B+

Damages

01 ●○○○

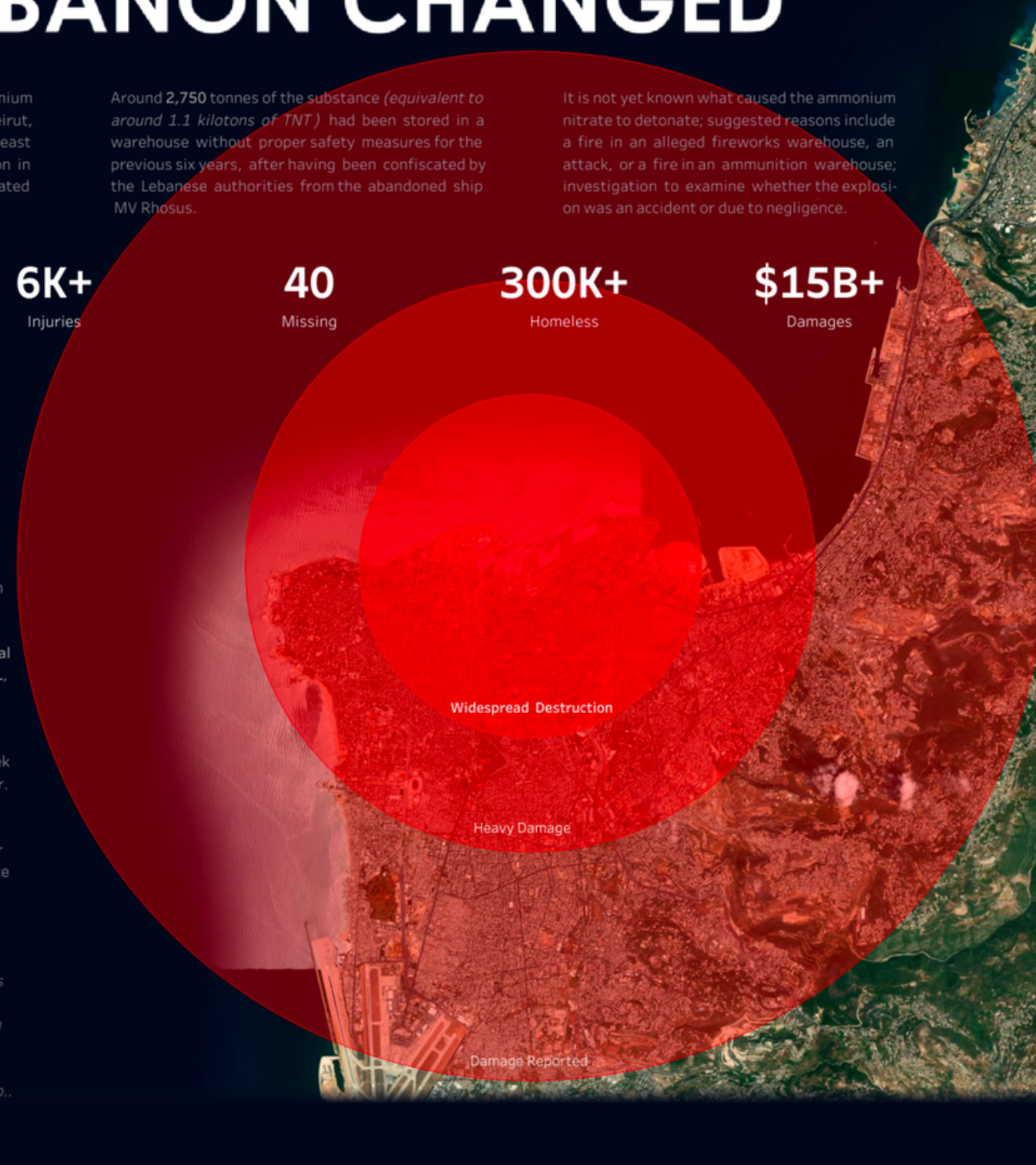
Aug 4th 2020

In the midst of the COVID pandemic an explosion happened in Beirut. The explosion was felt in Turkey, Syria, Palestine, and parts of Europe, and was heard in Cyprus, more than 250 km (160 mi) away.

It was detected by the United States Geological Survey as a seismic event of magnitude 3.3 ML, and is considered one of the **most powerful non-nuclear explosions in history**.

The Lebanese government declared a two-week state of emergency in response to the disaster. In its aftermath, protests erupted across Lebanon against the government for their failure to prevent the disaster, joining a larger series of protests which have been taking place in the country since 2019.

*"The important thing when talking about the tragedy that hit Beirut is that we don't normalise violence in the Middle East, which is something that is unfortunately done by Western media where they portray violence in the Middle East as something common. What happened in Lebanon was neither a normal event nor was it something common that happ.."*



Source: Soha Elghany on Tableau Public  
<https://public.tableau.com/en-us/gallery/day-lebanon-changed?tab=viz-of-the-day&type=viz-of-the-day>



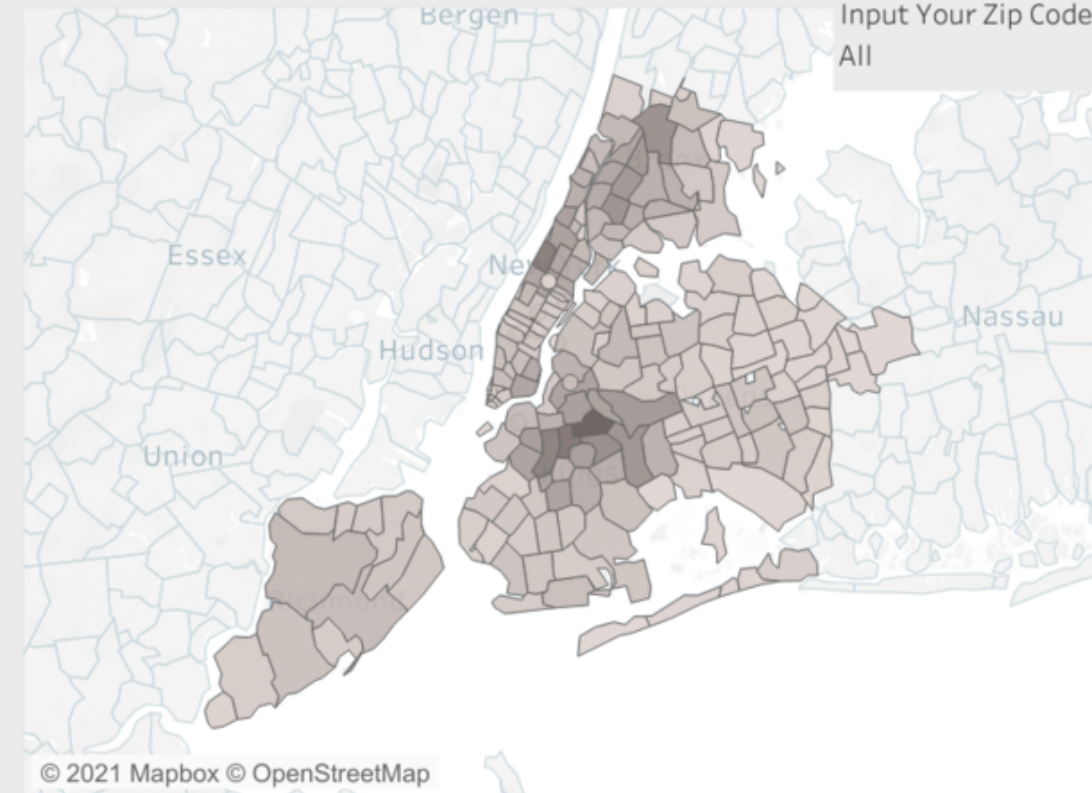
# New York Rat Sightings

Data Source Info



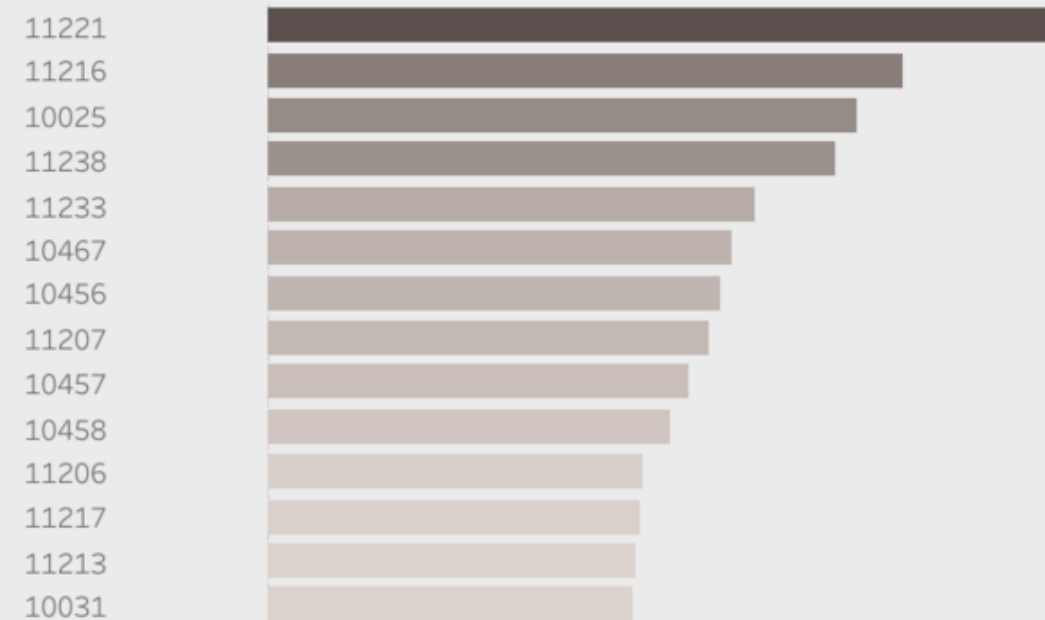
Select a **borough** or **cell** for more details

	2010	2011	2012	2013	2014	2015	2016	2017	
BRONX 21,661	156	144	161	178	179	229	241	268	Jan
	128	150	146	166	172	194	252	422	Feb
	168	162	178	185	204	232	281	299	Mar
	179	189	170	198	223	281	250	335	Apr
	167	199	243	179	244	262	329	280	May
	199	227	179	182	255	297	286	314	Jun
	214	221	197	186	252	391	342	352	Jul
	206	208	195	191	265	310	342	319	Aug
	188	213	175	189	246	297	331	322	Sep
	172	173	173	169	269	278	331	313	Oct
	139	130	159	138	220	215	259	260	Nov
	151	158	149	159	214	203	253	262	Dec
	BROOKLYN 36,433	208	228	237	258	227	358	399	522
180		247	210	233	238	285	378	592	Feb
291		319	283	272	233	373	450	482	Mar
265		316	283	273	304	406	487	645	Apr
345		379	372	312	400	468	599	640	May
355		441	335	338	371	524	607	714	Jun
352		324	374	313	436	532	571	819	Jul
382		309	402	343	469	578	624	689	Aug
344		361	351	294	357	529	576	618	Sep
254		282	287	280	421	485	501	621	Oct
234		236	229	197	247	360	419	487	Nov
189		229	237	187	265	365	368	424	Dec
MANHATTAN 27,984		177	153	226	221	204	257	336	331
	156	168	172	222	202	221	368	406	Feb
	246	185	213	272	255	310	394	351	Mar
	227	226	233	266	271	352	371	373	Apr
	267	224	301	299	348	353	448	374	May
	275	279	250	271	329	346	451	378	Jun
	346	223	240	308	322	453	437	427	Jul
	331	207	311	267	301	401	373	424	Aug
	250	267	249	256	348	419	455	417	Sep
	230	178	229	225	442	435	353	440	Oct
	217	181	225	219	243	299	315	314	Nov
	145	170	208	192	276	277	309	272	Dec



## Neighborhood with The Most Rats

Show Top N  
15



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## WOMEN STILL ARE BEING KEPT AWAY FROM THE DIRECTOR CHAIR

Directing a movie remains one of the roles in the film industry that still shows significant gender disparities.

The analysis of the most popular films on IMDb -measured in this case as films with more than 10,000 votes- shows that in **the last two decades only a minority of those films were directed by a woman:** between 2000 and 2018 the percentage of "popular movies" directed by women ranges from 6% to 13%.

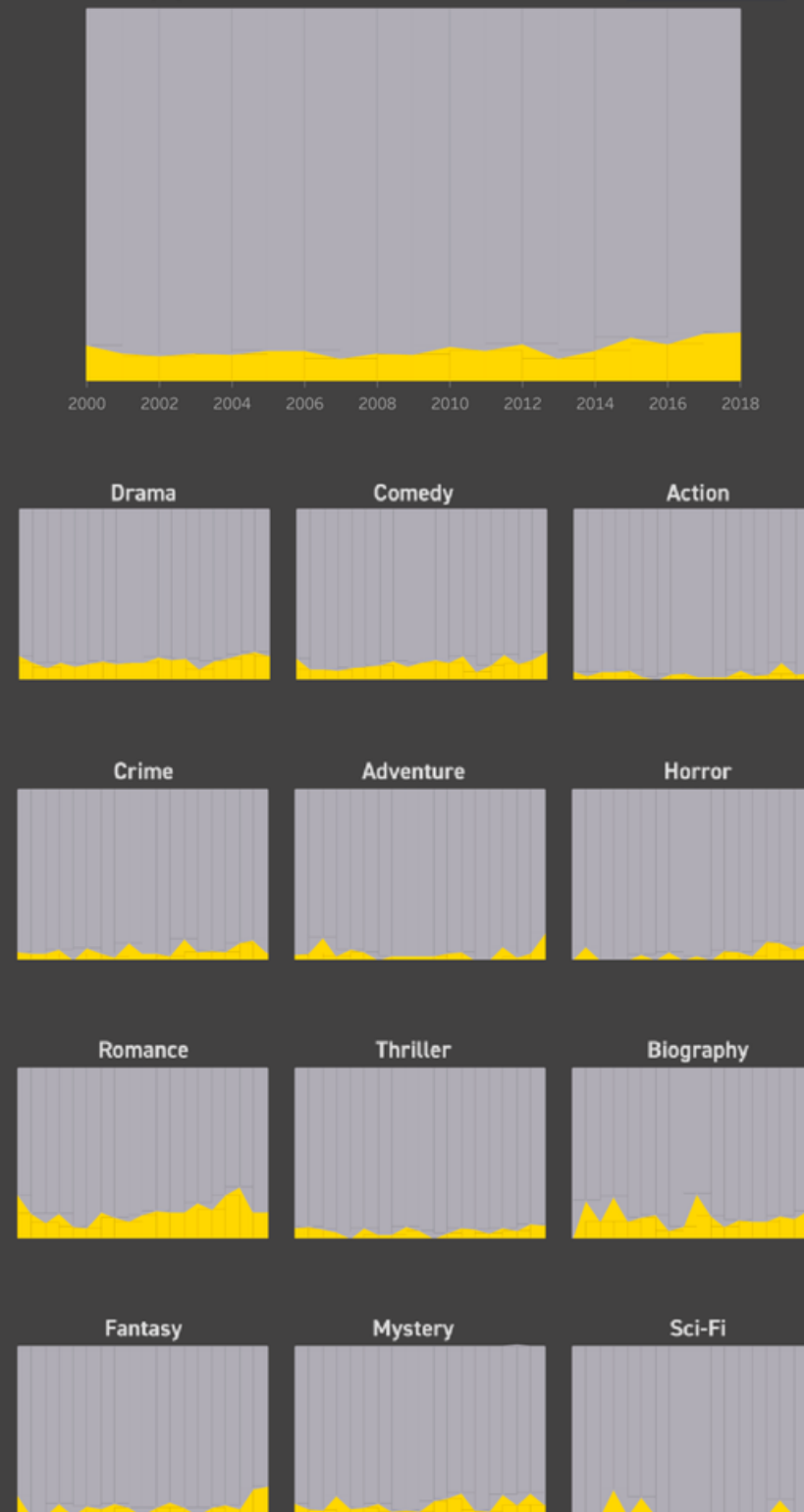
And **there is not a clear upward trend:** the average of films directed by women for the period 2000-2009 is 8%; while for the period 2010-2018 this figure reaches 10%, only 2 percentage points more.

Although the under-representation of women is observed in all kind of films, **there are some differences by genre:** Sci-Fi, Action, Adventure, and Horror movies have a lower presence of female directors (on average, around 2% to 4% of films directed by women for the period analyzed).

On the other hand, **Romance** and **Biography** genres have a greater presence of films directed by women (16% and 12% on average). Although those percentages are still very far from gender equity.

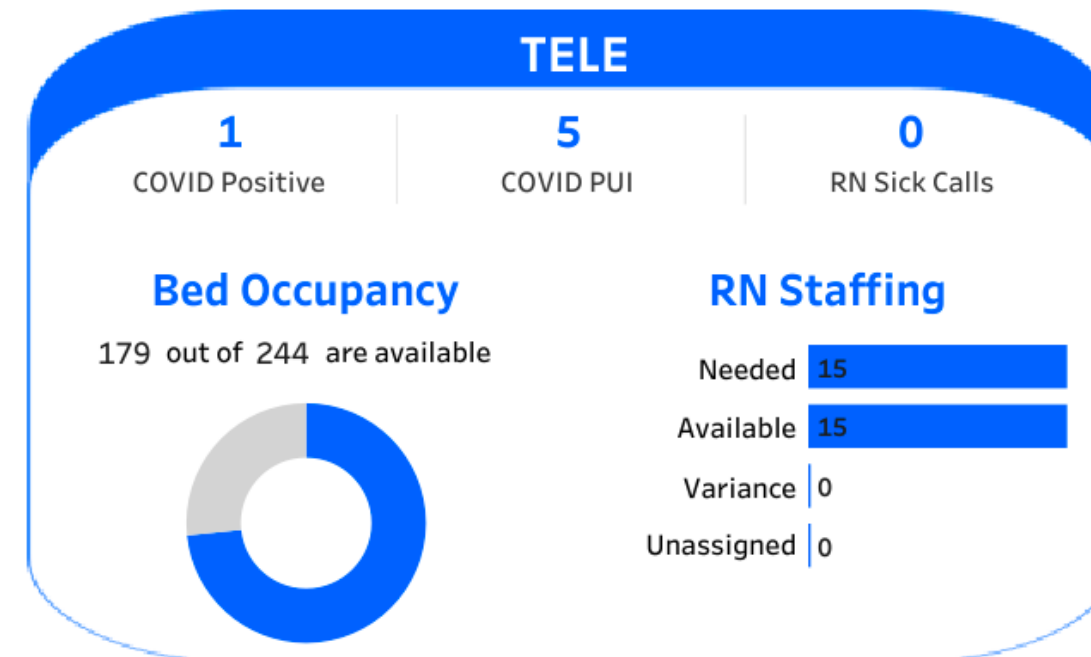
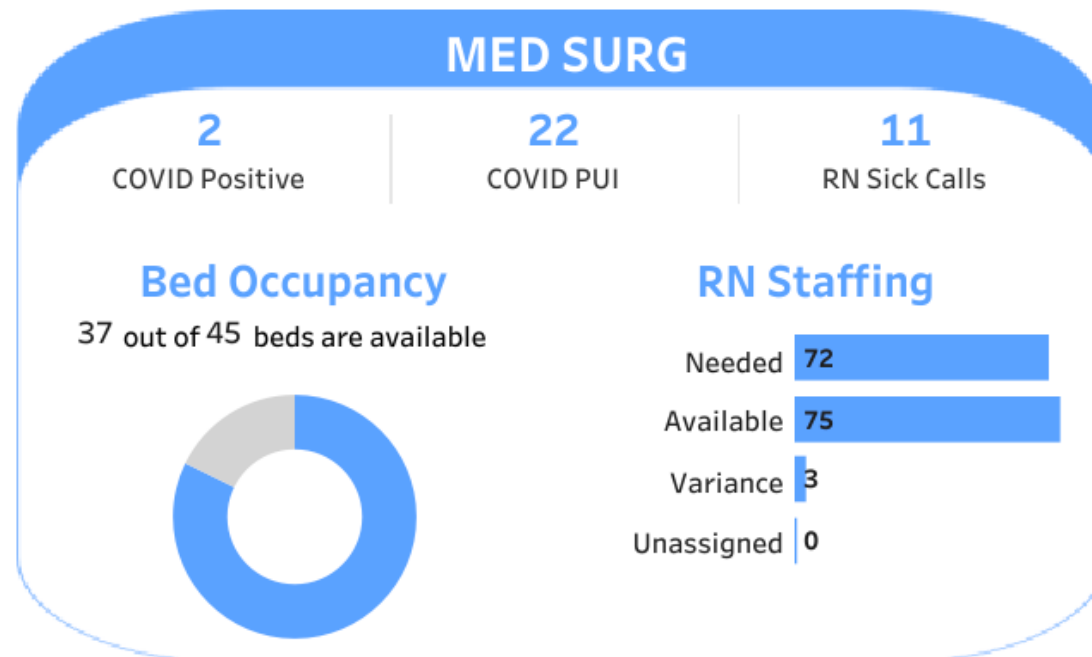
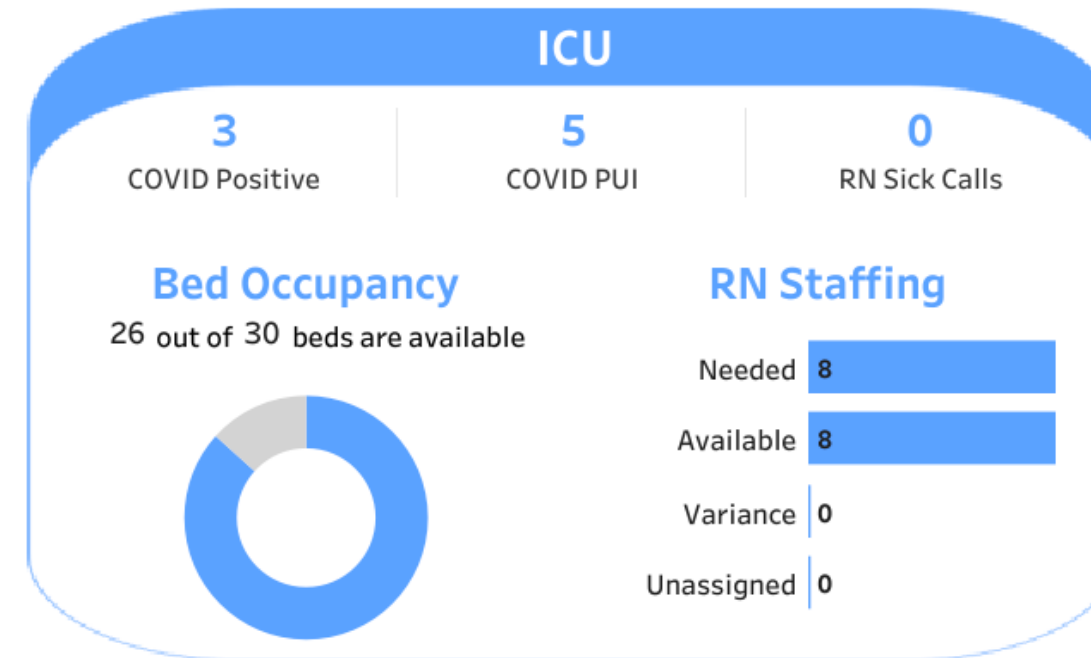
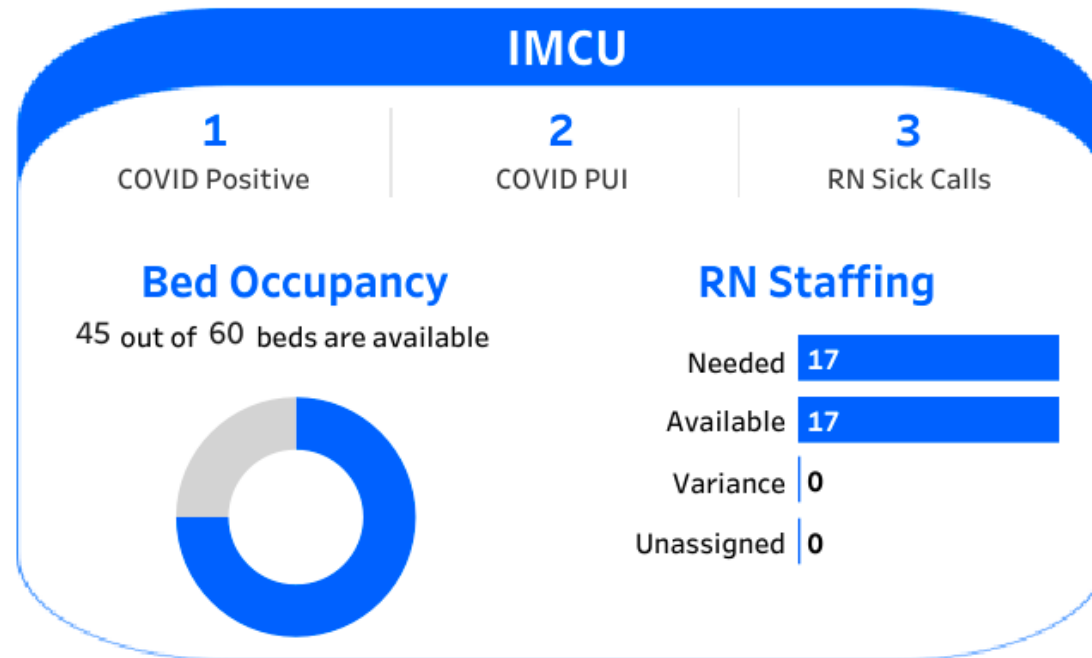
The 2018 documentary *"Half the picture"* by Amy Adrion shows how the ingrained sexism in **the film industry creates a series of barriers for women to reach the position of director.** In all areas of the industry most top-level decision-makers are men, and women tend to be limited to small budget projects, they do not get offered "the next shot" as much as men, and women's experiences are less likely to receive positive press attention.

% of most popular films on IMDb (2000-2018) that have a **female director**



SOURCE: IMDb Datasets | Viz by Max Tham for the #SWDChallenge

Campus: Campus A



Have questions about this dashboard or need support? Contact us at Slalom

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# COVID-19 At The White House - Public Reports

If you have information on contacts to add or adjust, please use our [Google Form](#)

Overview Dash

Test Grid

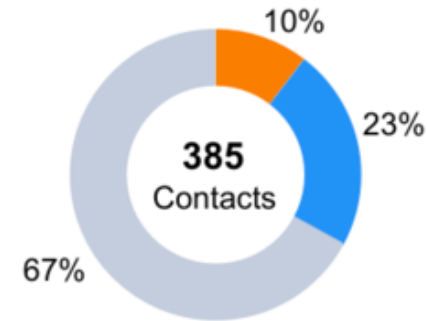
See Dates

See Events

See Map

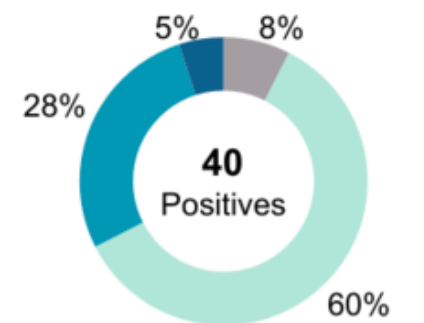
See Network

## Test Results So Far



Positive Negative Unknown

## Positive Case Symptoms

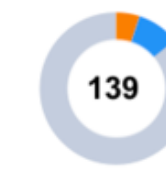
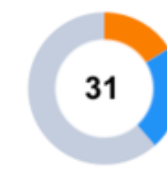
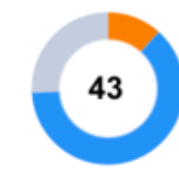


Asymptomatic Mild Unknown Hospitalized

## Contact Category Filters

- Administration
- Dem. Official
- Donor
- Media
- Military
- Other
- Rep. Official

## Test Results by Report Category



Administration

Rep. Official

Dem. Official

Media

Donor

Military

Other

Hover Here For Change Log

## Full Reported Table

Search All

Name	Category	Position	Date of Last Result	Severity	Quarantine Status	Test Result	Source
Melania Trump	Administration	First Lady of the United States	10/14/2020	Mild	Isolation	Positive	→
Barron Trump	Administration	First Son	10/14/2020	Asymptomatic	Unknown	Positive	→
Patricia Scalia	Other	Wife of Eugene Scalia	10/13/2020	Mild	Isolation	Positive	→
Eugene Scalia	Administration	Secretary of Labor	10/13/2020	-	Quarantine	Negative	→
Kamala Harris	Dem. Official	Vice Presidential Candidate	10/12/2020	-	Unknown	Negative	→
Joe Biden	Dem. Official	Presidential Candidate	10/10/2020	-	Unknown	Negative	→
Paula Reid	Media	Journalist	10/9/2020	Null	Yes Quarantined	Negative	→
Journalist 4	Media	White House press corps	10/8/2020	Asymptomatic	Unknown	Positive	→
John Cornyn	Rep. Official	Senator (R-TX)	10/8/2020	-	Not Quarantined	Negative	→
Karen Pence	Administration	Second Lady of the United S..	10/7/2020	-	Unknown	Negative	→
Gary Thomas	Military	Assistant Commandant, Mari..	10/7/2020	Mild	Isolation	Positive	→
Bill Barr	Administration	Attorney General	10/7/2020	-	Not Quarantined	Negative	→
White House valet	Military	Military aide	10/6/2020	Unknown	Isolation	Positive	→
Stephen Miller	Administration	Senior Adviser	10/6/2020	Unknown	Isolation	Positive	→
Salud Carbajal	Dem. Official	Representative (D-CA)	10/6/2020	Mild	Isolation	Positive	→
Jalen Drummond	Administration	Deputy press secretary	10/6/2020	Unknown	Isolation	Positive	→
Rudy Giuliani	Administration	Personal Attorney	10/5/2020	-	Not Quarantined	Negative	→
Pete Hegseth	Media	Fox Television Host	10/5/2020	-	Unknown	Negative	→
Penny Nance	Other	CEO of Concerned Women f..	10/5/2020	-	Not Quarantined	Negative	→
Paul Gazelka	Rep. Official	Majority Leader, MN State S..	10/5/2020	-	Unknown	Negative	→
Patrick Leahy	Dem. Official	Senator (D-VT)	10/5/2020	-	Unknown	Negative	→
Mike Pence	Administration	Vice President of the United ..	10/5/2020	-	Not Quarantined	Negative	→
Michael Shear's wife	Other	Wife of NYT correspondent ..	10/5/2020	Unknown	Isolation	Positive	→
Mazie Hirono	Dem. Official	Senator (D-HI)	10/5/2020	-	Unknown	Negative	→
Mark Meadows	Administration	Chief of Staff	10/5/2020	-	Not Quarantined	Negative	→
Kayleigh McEnany	Administration	Press Secretary	10/5/2020	Unknown	Isolation	Positive	→
Karoline Leavitt	Administration	Assistant Press Secretary	10/5/2020	Unknown	Unknown	Positive	→
Jason Lewis	Rep. Official	MN Senate Candidate	10/5/2020	-	Unknown	Negative	→
Jared Kushner	Administration	Senior Advisor to the Presid	10/5/2020	-	Unknown	Negative	→

Source: Peter James Walker on Tableau Public  
<https://public.tableau.com/en-us/gallery/covid-19-white-house?tab=viz-of-the-day&type=viz-of-the-day>

# COVID-19

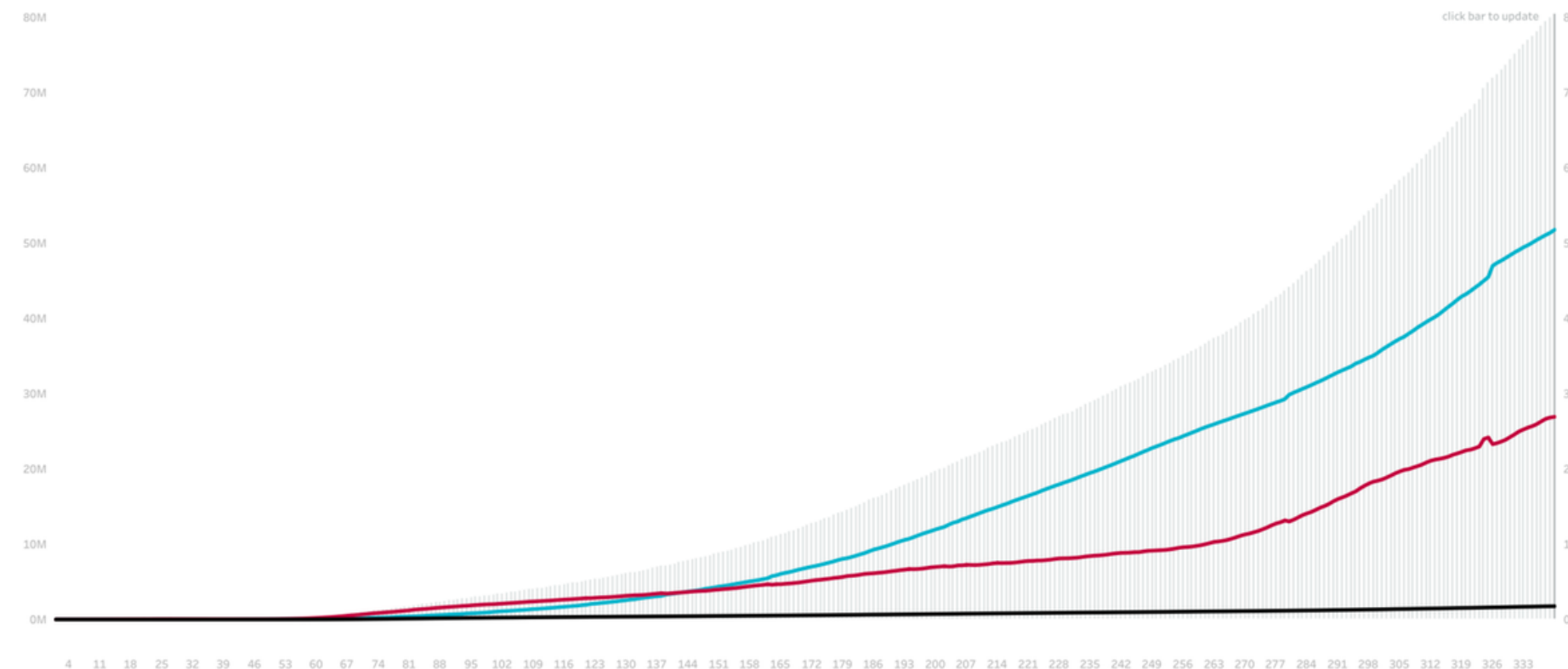
Day 340 : Saturday, December 26, 2020

**80,351,598**  
Confirmed

**1,757,657**  
Deaths  
2.19%

**26,885,568**  
Infected  
33.46%

**51,708,373**  
Recovered  
64.35%



hover on a country to see its details

Country	Confirmed	Deaths	Infected	Recovered
US	18,982,634	23.62%	1.75%	65.07%
India	10,187,850	12.68%	1.45%	2.74%
Brazil	7,465,806	9.29%	2.56%	8.32%
Russia	2,992,123	3.72%	1.79%	17.93%
France	2,607,688	3.25%	2.40%	90.09%
United Kingdom	2,262,735	2.82%	3.12%	96.67%
Turkey	2,133,373	2.66%	0.92%	5.61%
Italy	2,038,759	2.54%	3.51%	28.49%
Spain	1,854,951	2.31%	2.69%	89.21%
Germany	1,646,240	2.05%	1.82%	22.05%
Colombia	1,584,903	1.97%	2.65%	6.24%
Argentina	1,578,267	1.96%	2.69%	8.46%
Mexico	1,377,217	1.71%	8.86%	16.22%
Poland	1,253,957	1.56%	2.16%	18.70%

Source: Sarah Burnett on Tableau Public  
[https://public.tableau.com/profile/sarah.burnett#/vizhome/COVID-19\\_15834136269130/COVID-19](https://public.tableau.com/profile/sarah.burnett#/vizhome/COVID-19_15834136269130/COVID-19)

# The Rules

Find Your focus

Direct the Eye With Leading Lines

Impose a Hierarchy

Balance Out Your Elements

Use Complementing Elements

Boost (or Reduce) Your Contrast

Repeat Elements of Your Design

Don't Forget the White Space

## **Align Your Elements**

Divide Your Design Into Thirds



Sales

Shipment Count

Cost per Weight

Cost per Unit

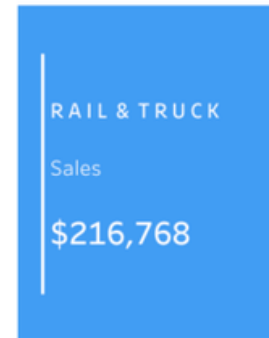
Cost per Shipment

Units

Weight

Weight per Shipment

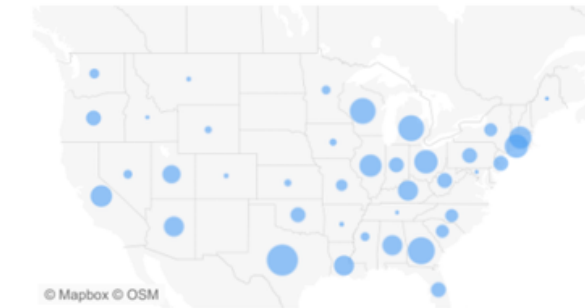
GRAND TOTAL MONTHLY VIEW



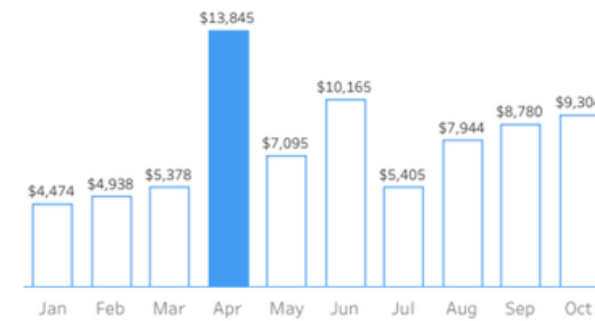
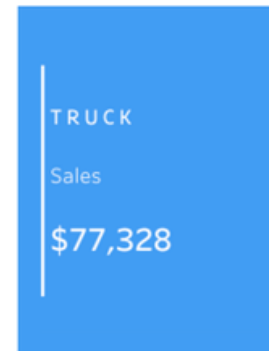
GRAND TOTAL TOP 5 CARRIERS



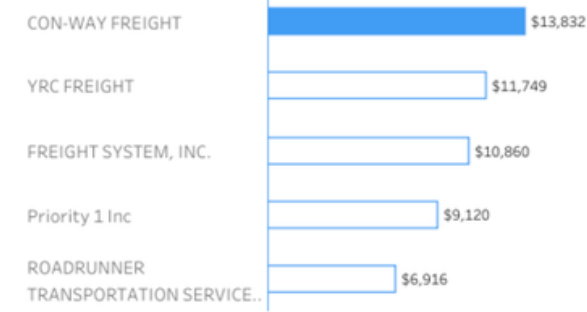
GRAND TOTAL PER CONSIGNEE STATE



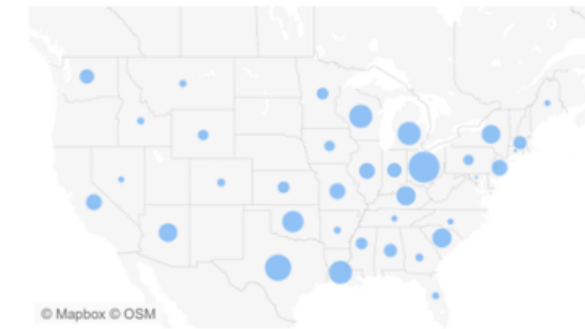
TRUCK MONTHLY VIEW



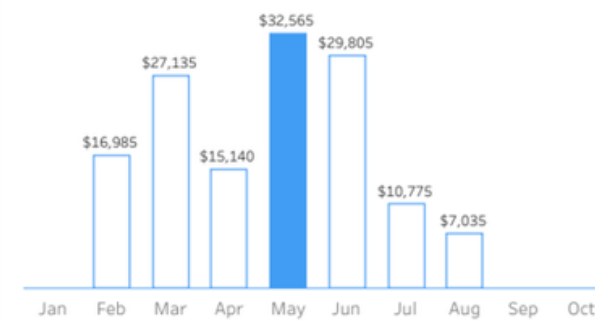
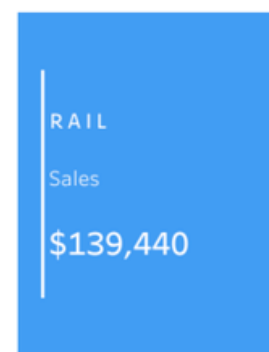
TRUCK TOP 5 CARRIERS



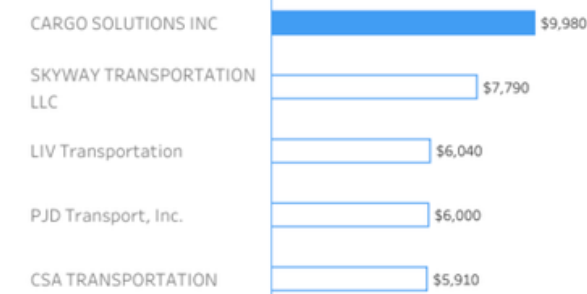
TRUCK PER CONSIGNEE STATE



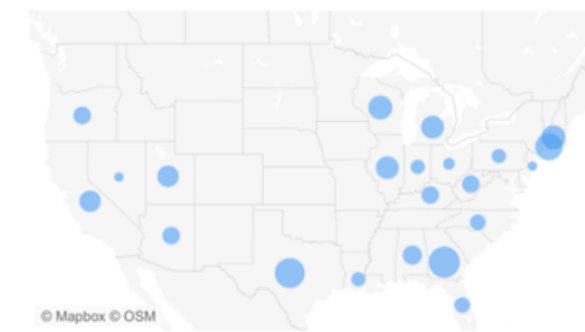
RAIL MONTHLY VIEW



RAIL TOP 5 CARRIERS



RAIL PER CONSIGNEE STATE



Designed By: Dzifa Amexo | @datadzif

# Mental Health

Is your Mental Health a Reflection of your current Physical Health and Lifestyle factors? Lets find out!

**20%**  
Issues in the US in the Past Year  
Mental Health issues, unlike physical health are prevalent throughout the States.



Studying Mental Health Metrics by the States:



**46%**  
**Income as a Factor**  
Almost half the people facing debts, were also suffering from mental health issues. This goes on to show that the cause of mental health cannot be zeroed down to one thing. However, financial troubles are a huge cause of concern for your mental health too!

# Physical Health

Is your Physical Health a Reflection of your current Mental Health and Lifestyle factors? Lets find out!

**26%**  
Average Physical Inactivity in the US  
Physical health issues are prevalent in the southern States primarily for a variety of reasons.



Studying Physical Health Metrics by the States:



**18%**  
**Income as a Factor**  
That's the income gap between the West and the South. The South has the least average income amongst all which is a major reason for their lifestyle. One study reported that the higher obesity was due to the consumption of fast foods and lack of fruits and vegetables in the diets.

# What is the most popular fast food restaurant in the United States? (2017)

Sales  
\$172.20B

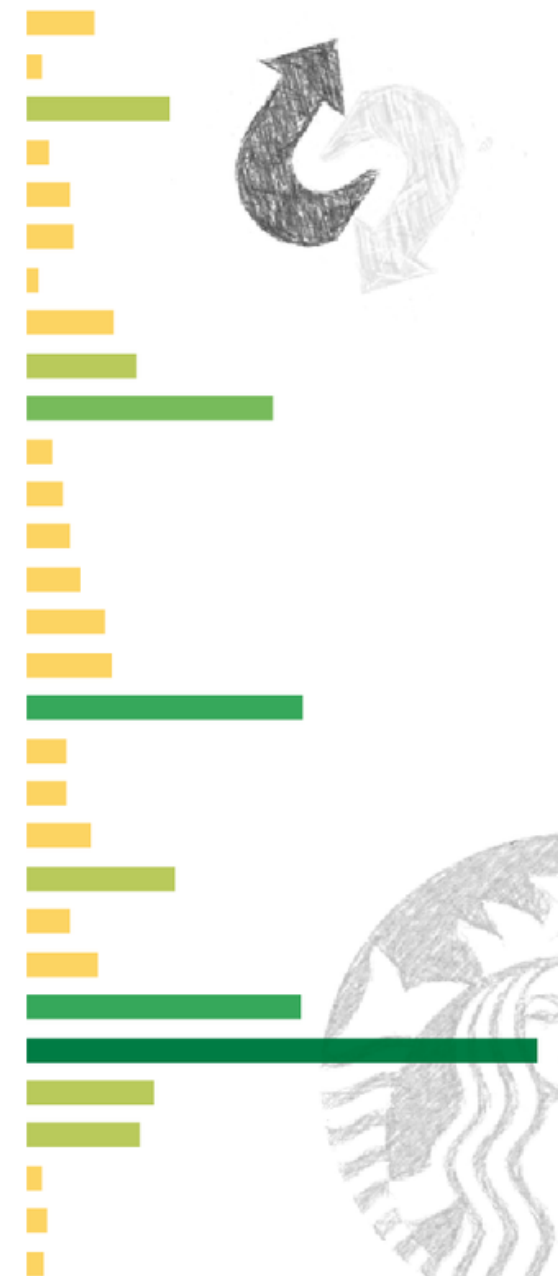
Number of Locations  
146,463

Sales per Location  
\$1,175,724

Click on the name to filter the metrics for each c..



- Arby's
- Bojangles'
- Burger King
- Carl's Jr.
- Chick-fil-A
- Chipotle
- Culver's
- Dairy Queen
- Domino's
- Dunkin' Donuts
- Five Guys
- Hardee's
- Jack in the Box
- Jimmy John's
- KFC
- Little Caesars
- McDonald's
- Panda Express
- Panera Bread
- Papa John's
- Pizza Hut
- Popeye's
- Sonic Drive-In
- Starbucks
- Subway
- Taco Bell
- Wendy's
- Whataburger
- Wingstop
- Zaxby's



Data Source: Visual Capitalist | Design: Sanaz Jamloo

Sales (USD)

Number of Locations

Source: Sanaz Jamloo on Tableau Public  
<https://public.tableau.com/profile/sanazjamloo#!/vizhome/MostPopularFastFoodChains/Dashboard2>

# The Rules

Find Your focus

Direct the Eye With Leading Lines

Impose a Hierarchy

Balance Out Your Elements

Use Complementing Elements

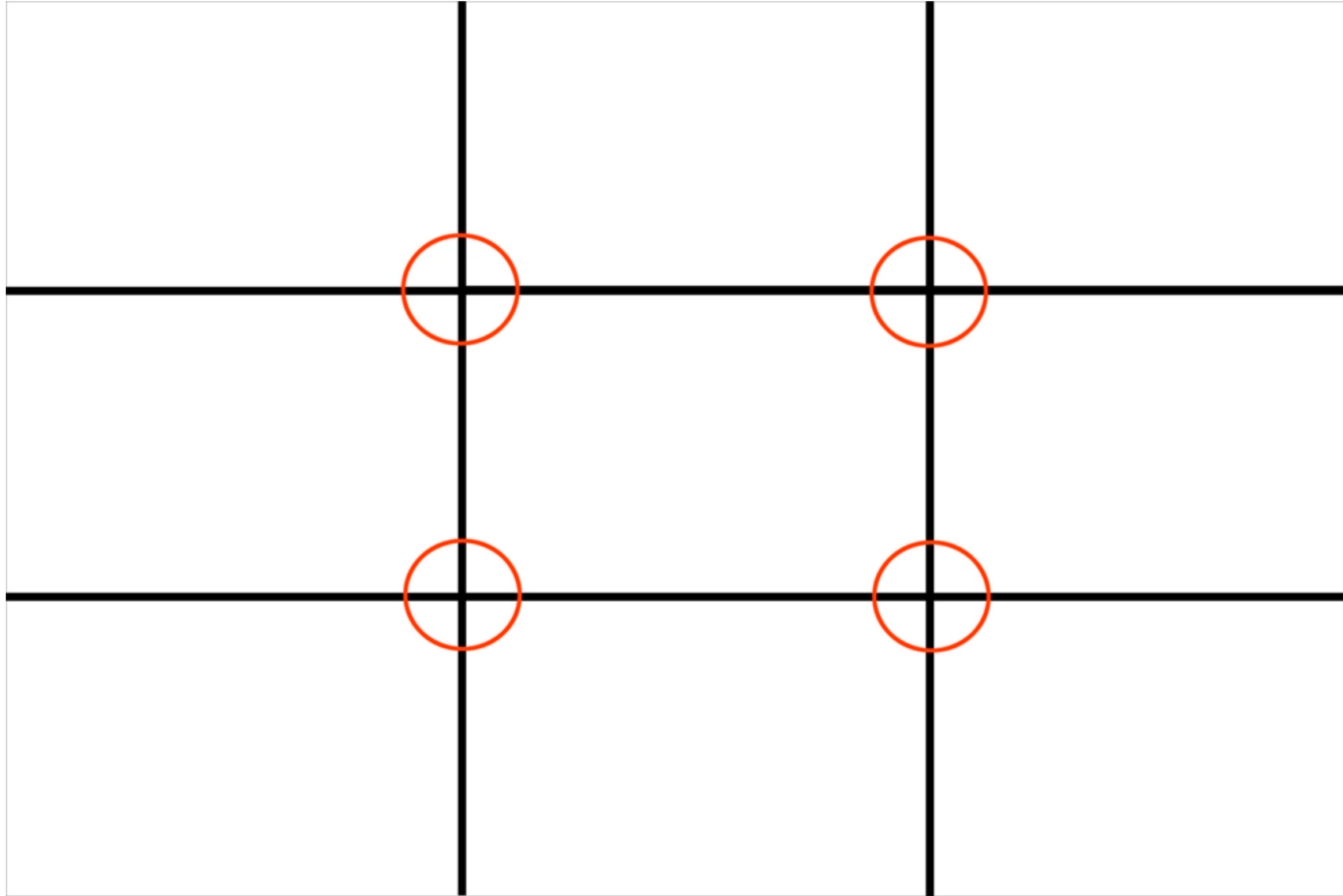
Boost (or Reduce) Your Contrast

Repeat Elements of Your Design

Don't Forget the White Space

Align Your Elements

**Divide Your Design Into Thirds**



# Older Adults Falls in USA

Falls are the leading cause of injury-related death among adults age 65. Fall death rates increased about 30% from 2009 to 2018. If rate continues like this there will be 7 fall deaths every hour by 2030. One out of five falls causes a serious injury such as broken bones or a head injury

## Total Deaths per 100,000



3,788

## Average fall in Older adults



27.60%

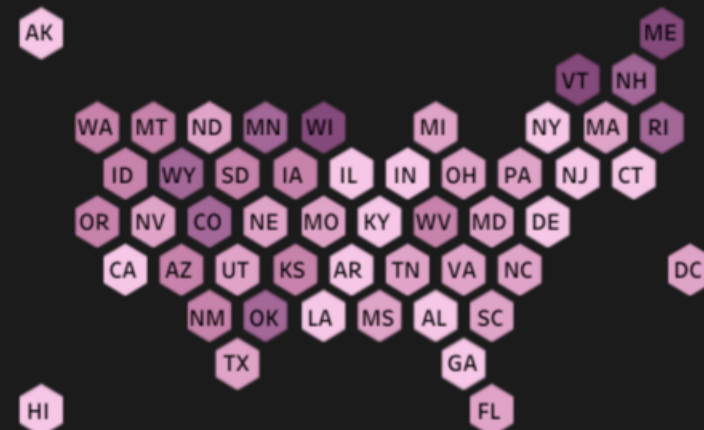
## Total Costs



\$43B



### Deaths by states



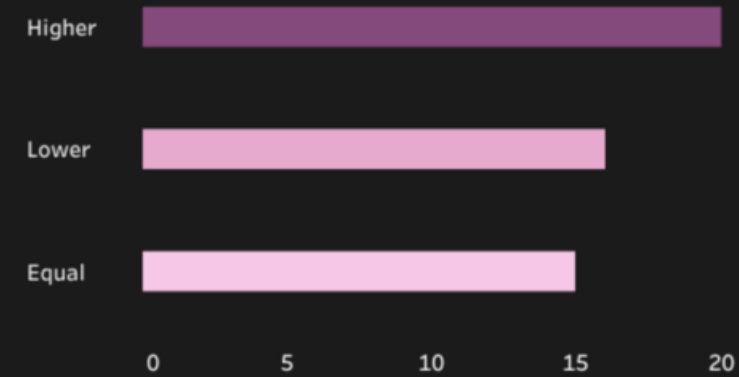
### Falls by states



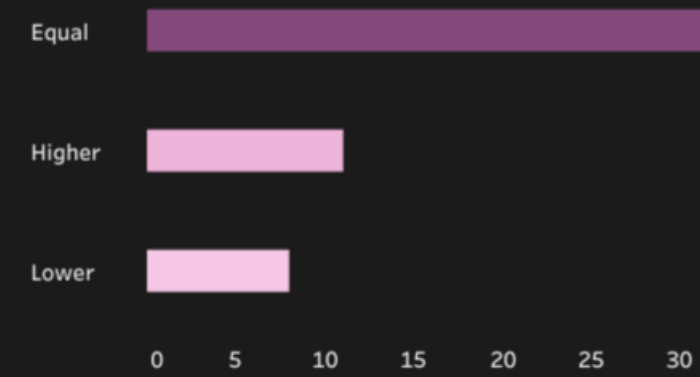
### Costs by states



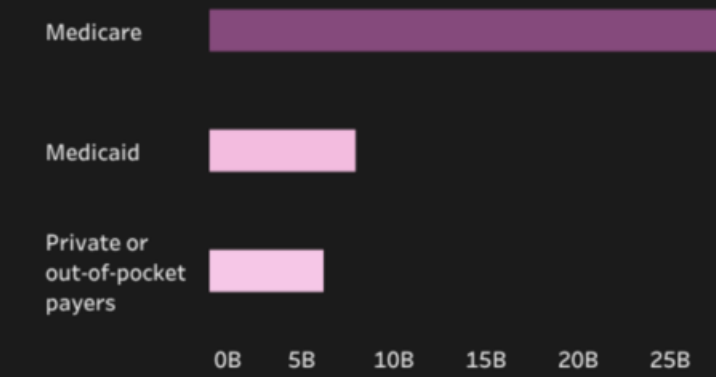
### Count of states compared to average deaths



### Count of states compared to average falls reported



### Total Cost breakdown



in Created By - Varun Goenka

Source: Varun Goenka on Tableau Public  
[https://public.tableau.com/views/OldAdultsFalls/FallRisk?%3Adisplay\\_count=y&%3Alanguage=en&%3Aorigin=viz\\_share\\_link](https://public.tableau.com/views/OldAdultsFalls/FallRisk?%3Adisplay_count=y&%3Alanguage=en&%3Aorigin=viz_share_link)

# Web Data Analysis

August 15, 2020 - September 30, 2020

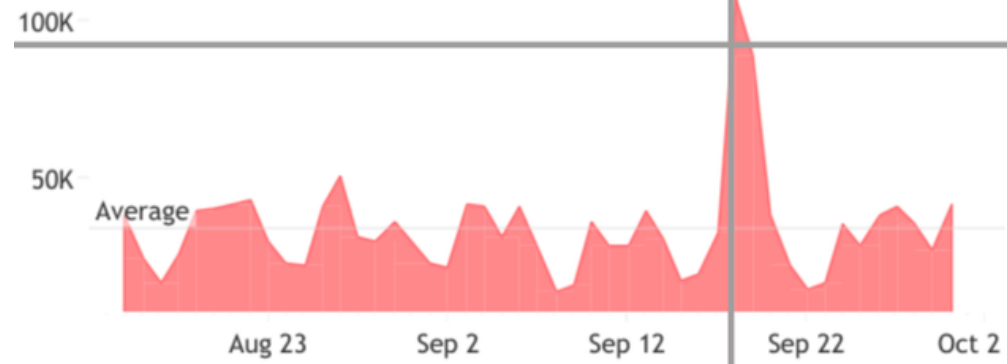


404,740 Unique Visitors

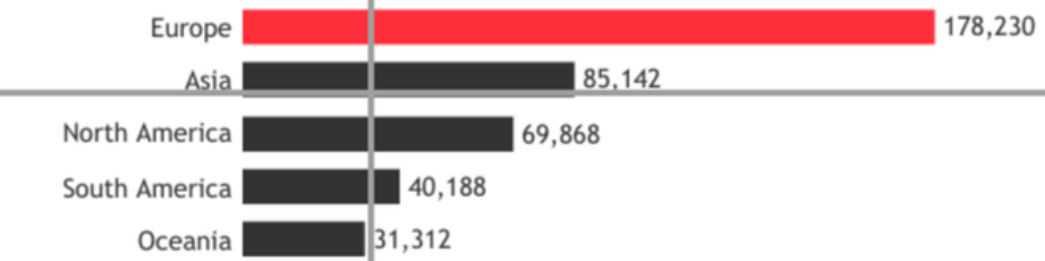
1,187,299 Total Pageviews

7,214 Total Downloads

Number of Visits per Day



Visits per Region



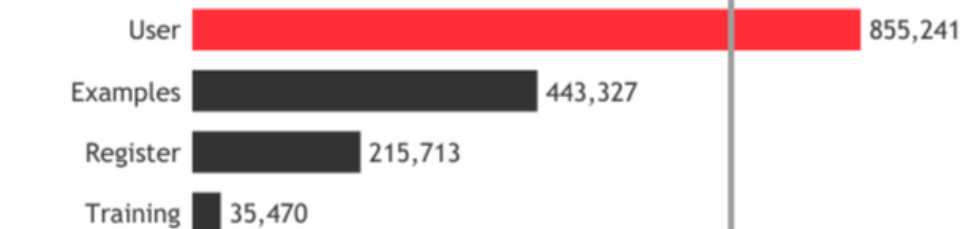
Visits per Source



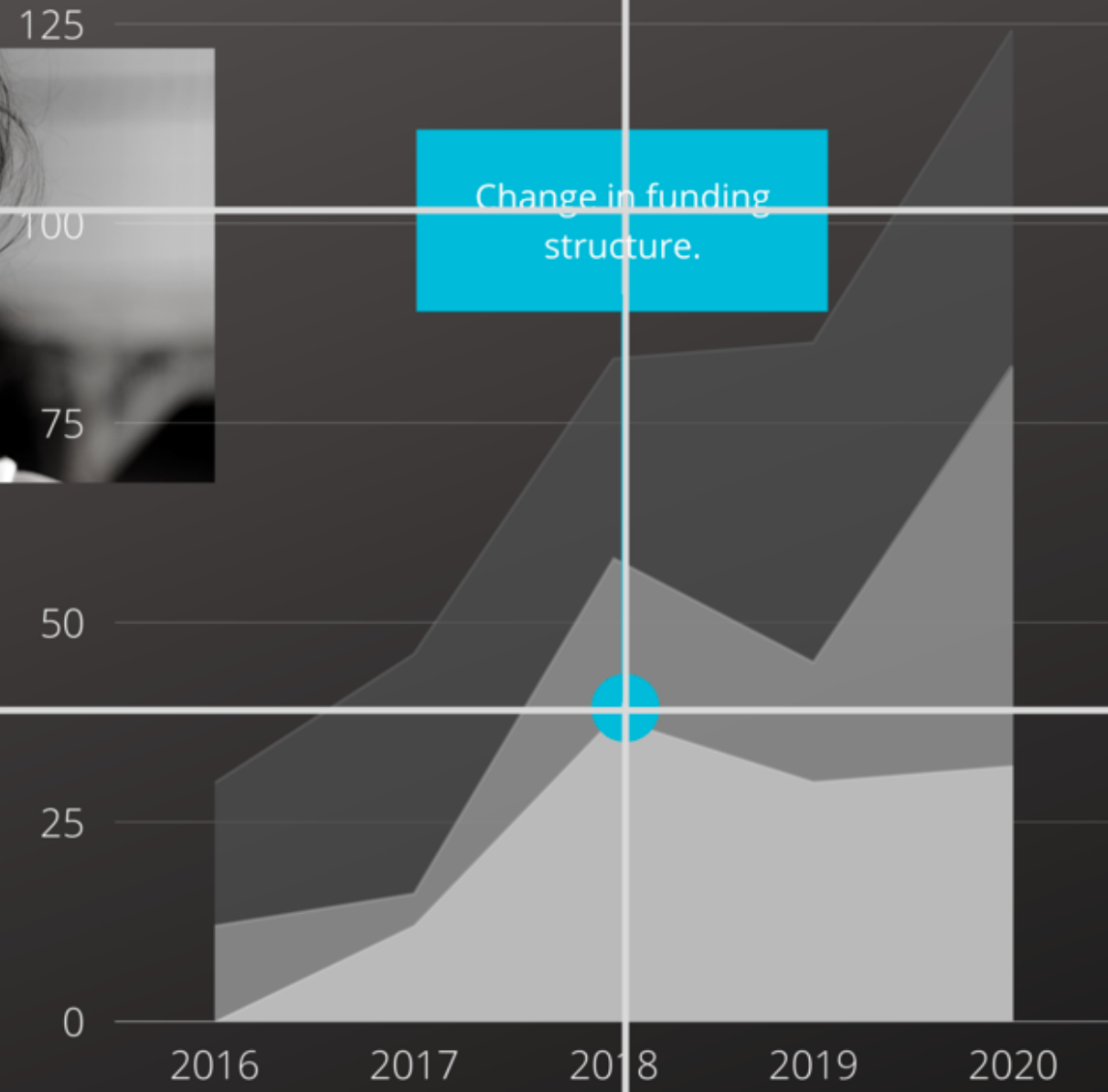
Total Visits by City



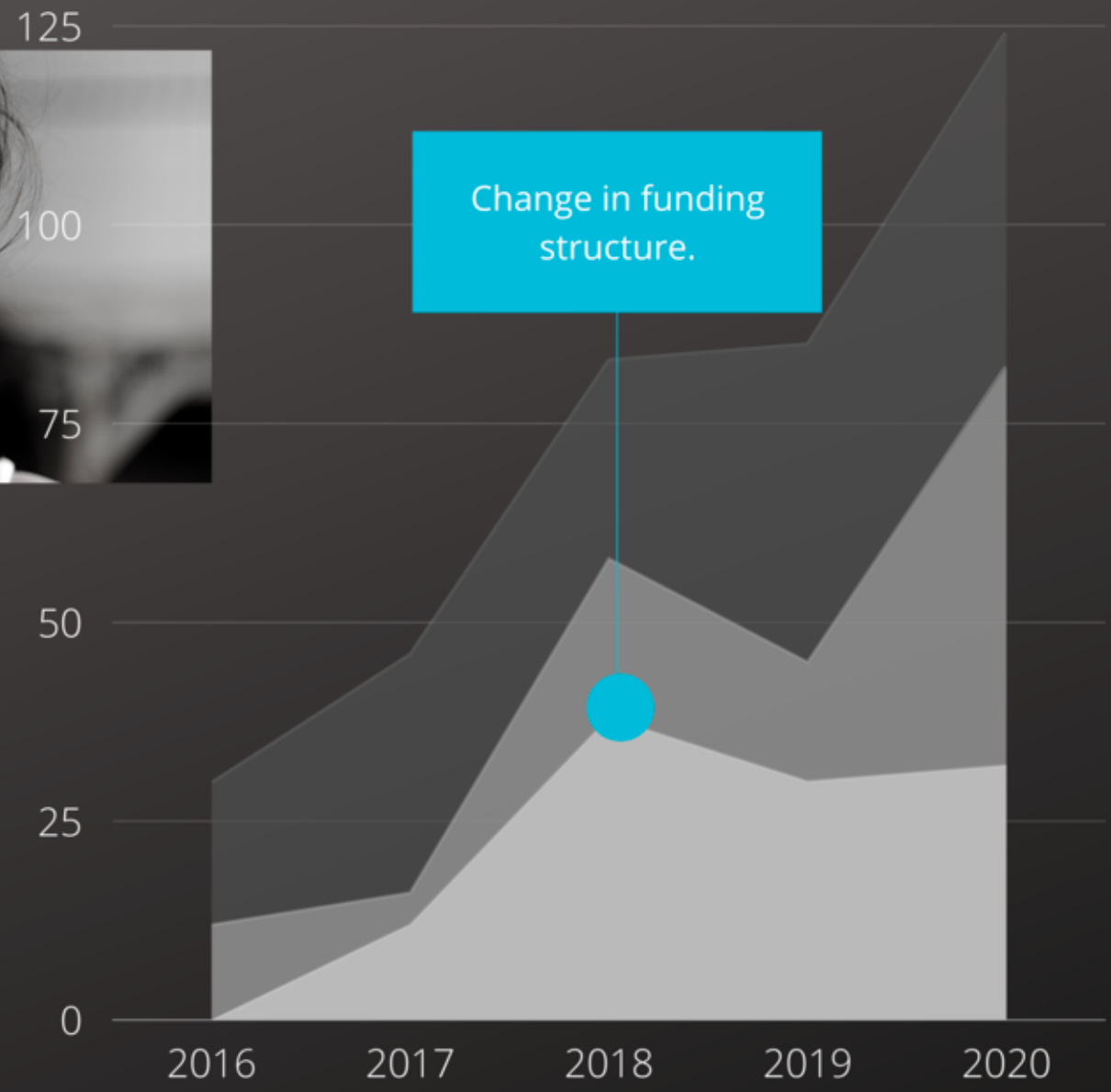
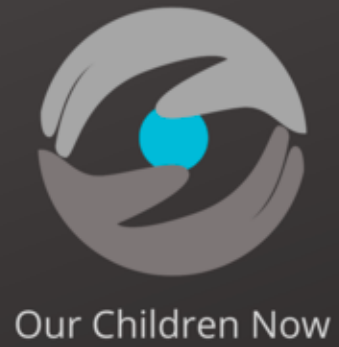
Visits per Content Type



Source: : Seema M. Rathod on Tableau Public  
[https://public.tableau.com/shared/CXW92TDH6?%3Adisplay\\_count=y&%3Aorigin=viz\\_share\\_link](https://public.tableau.com/shared/CXW92TDH6?%3Adisplay_count=y&%3Aorigin=viz_share_link)







# Before . . .



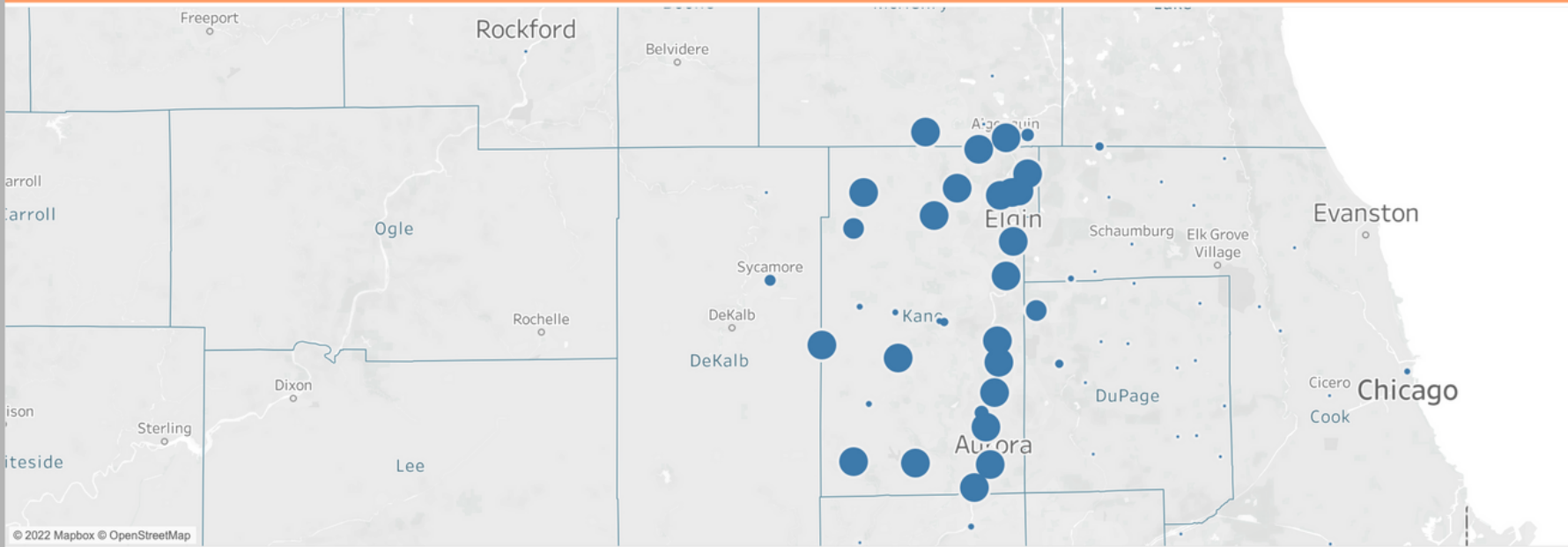
## Kane County COVID-19 Dashboard

Data is currently refreshed daily at 4:30pm.

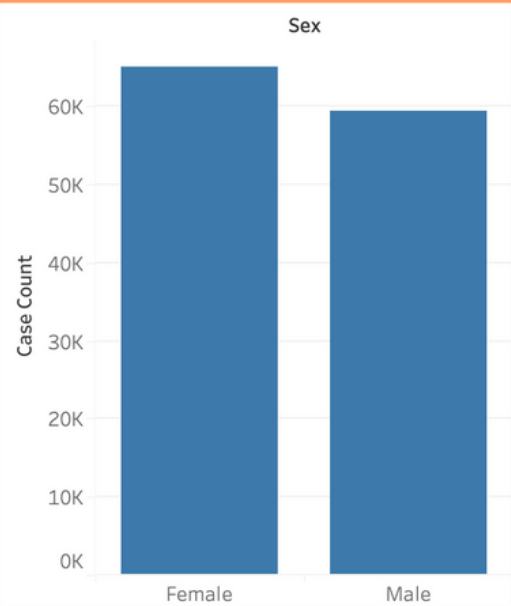
**126,111**  
COVID-19 Cases  
including  
1,122 deaths

Last updated 4/7/2022 4:38:26 PM (-5hrs for CT)

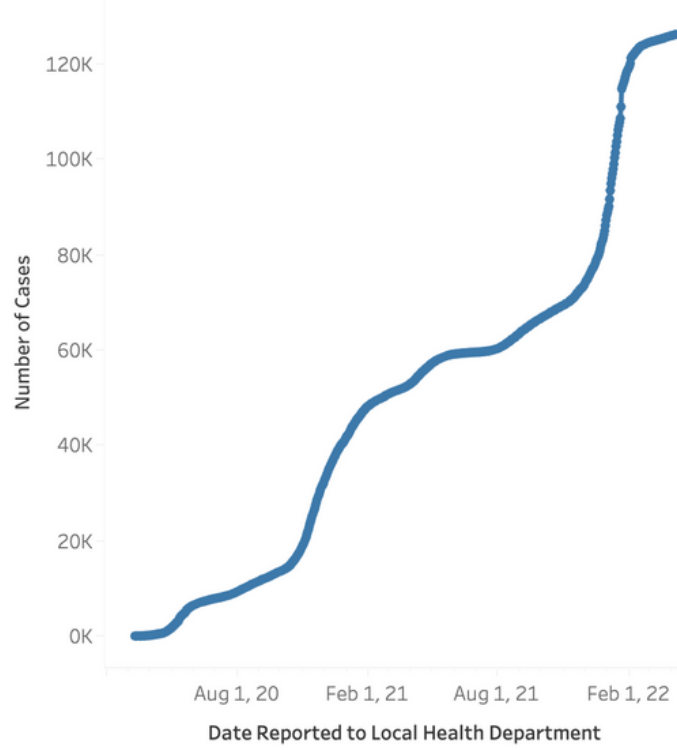
### Kane County Coronavirus Disease (COVID-19) Cases



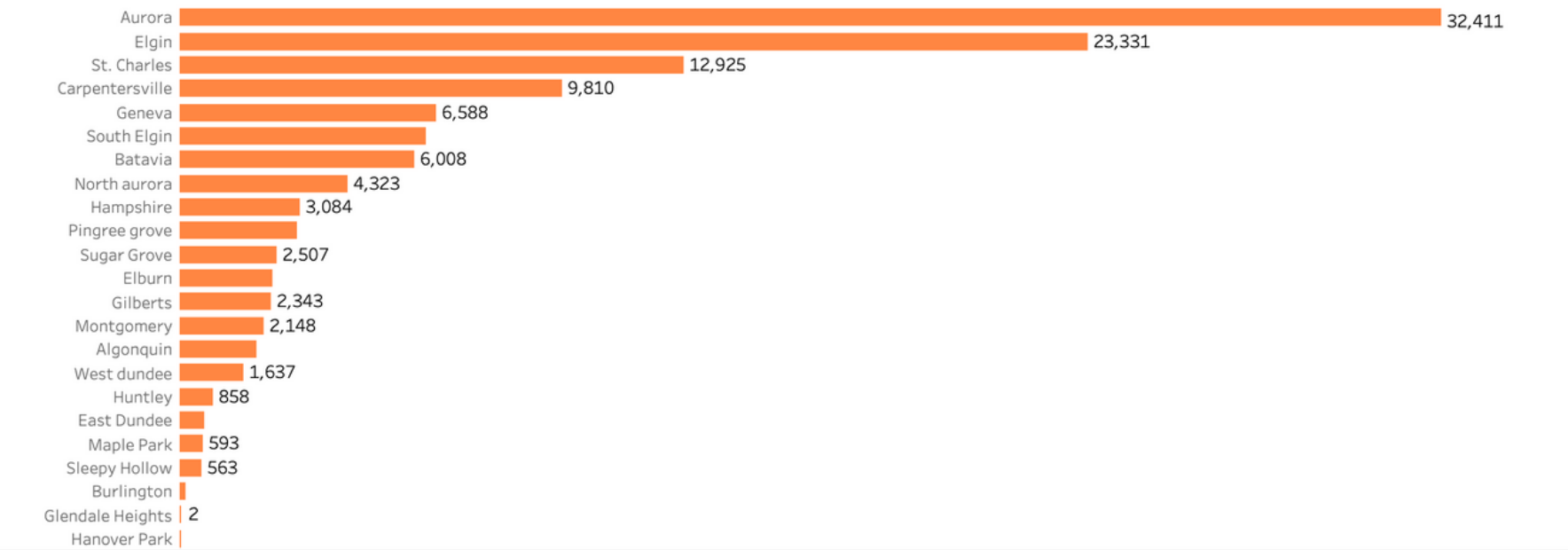
### Case Count by Gender



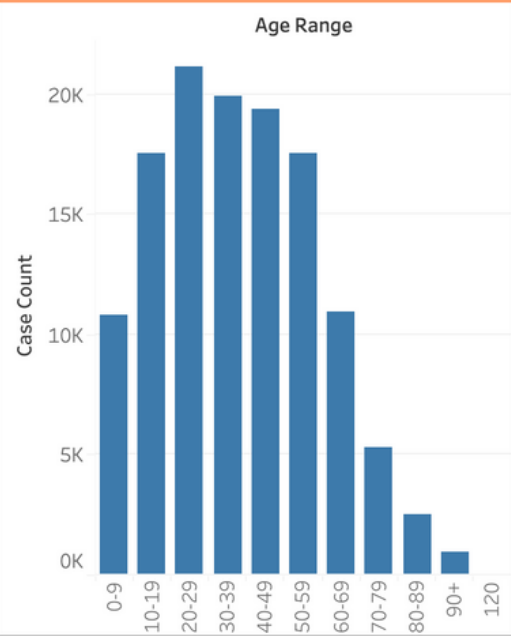
### Cases by Date Reported to Kane County Health Department



### Cases by Municipality



### Case Count by Age Range



Information presented in charts reflects the most current data captured at last access and may differ slightly from reported total. Data Source: Illinois National Electronic Disease Surveillance System (I-NEDSS).

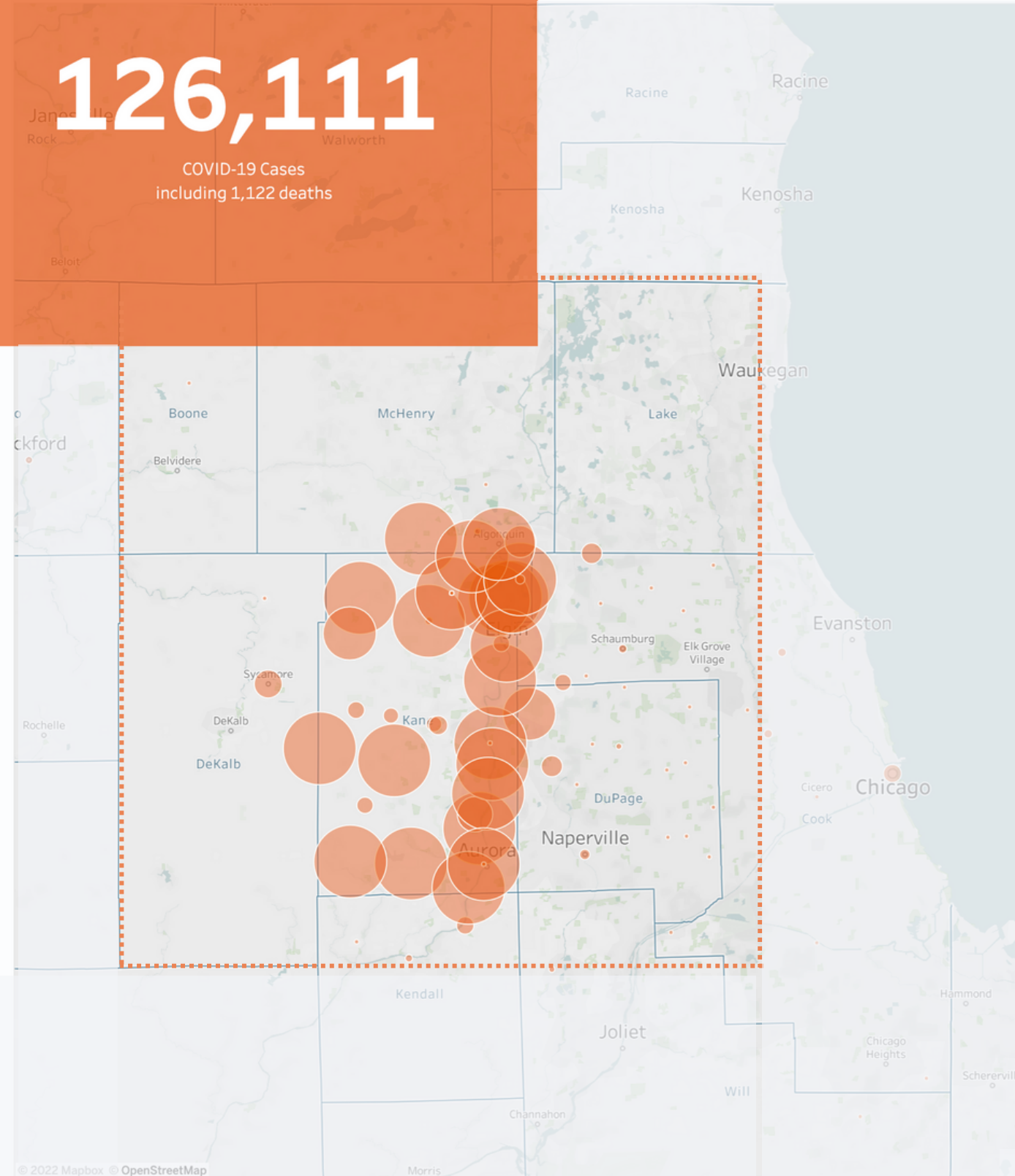
# ... After

## Kane County COVID-19 Dashboard

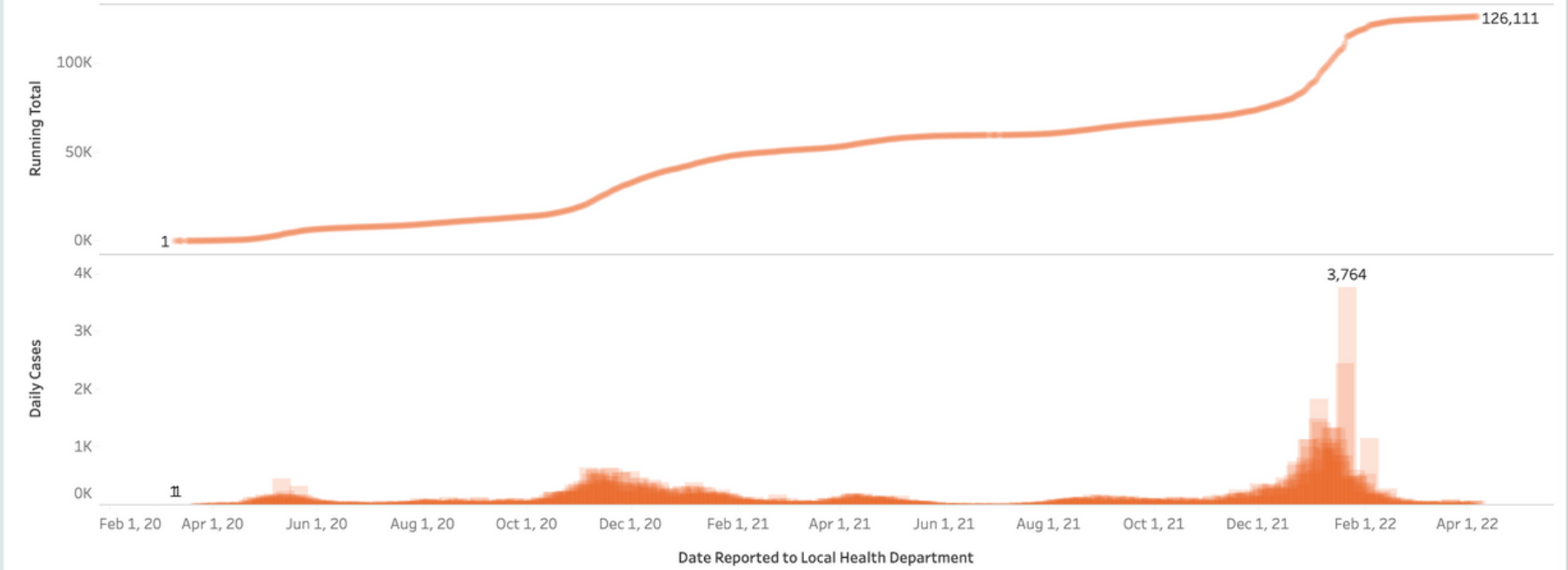


# 126,111

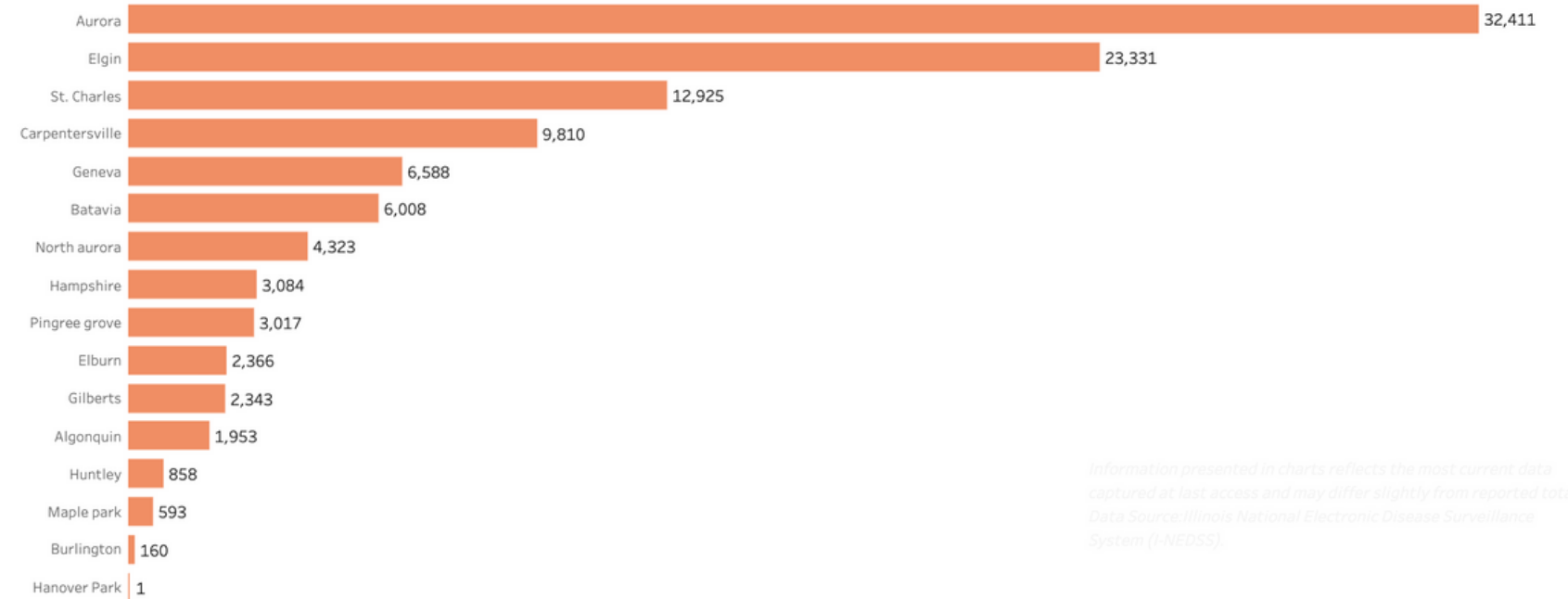
COVID-19 Cases  
including 1,122 deaths



### Cases by Date



### Cases by Municipality



Information presented in charts reflects the most current data captured at last access and may differ slightly from reported total. Data Source: Illinois National Electronic Disease Surveillance System (I-NEDSS).

# DATA VIZ COMPOSITION RULES

To make great charts, maps, and graphs, you need to channel your inner analyst and artist. Here are 10 art rules that elevate any data viz.

Click on the rule to learn more!



## 1 FIND YOUR FOCUS

Direct attention to your most important message or data points by placing them in the center of the composition, by coloring them so that they contrast with the background, or by using larger type than used elsewhere in the composition.

## 2 USE LEADING LINES

The first thing you want your audience to see is the focal point. Leading lines are like signposts, which tell the viewer where to go after the focal point. They can be lines, arrows, or other shapes, which guide viewers' eyes in a certain direction.

## 3 IMPOSE A HIERARCHY

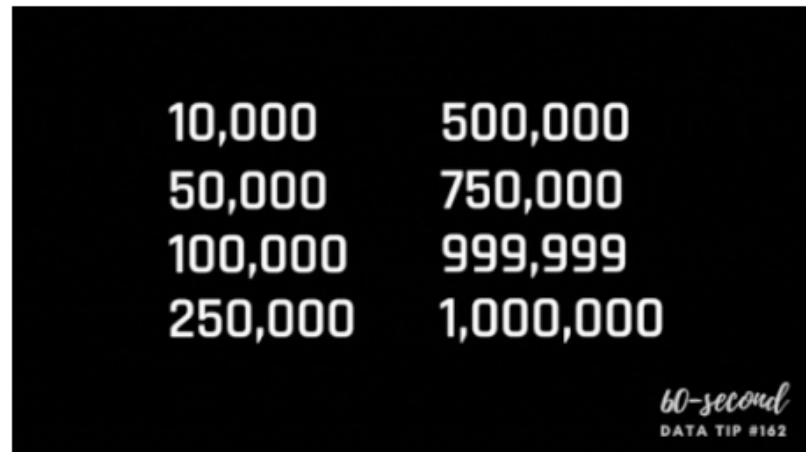
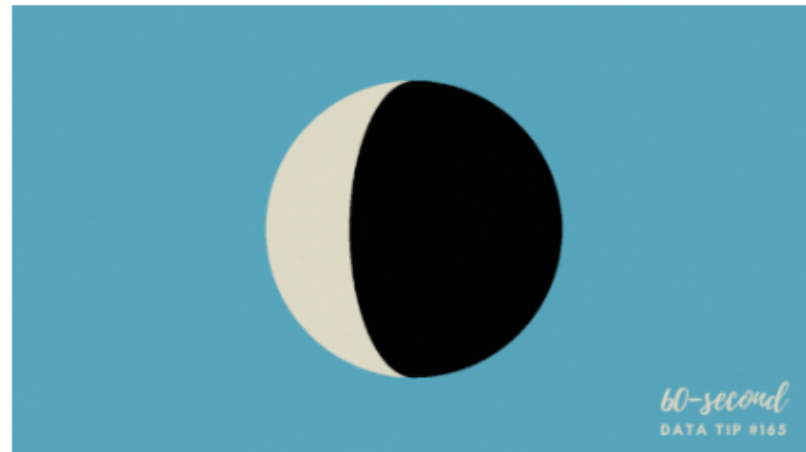
You create a hierarchy when you design elements (like text, images, and charts) according to their significance. Generally, the most significant elements are bigger and bolder, and the less significant ones are smaller and fainter.

## 4 BALANCE YOUR ELEMENTS



**The Cheat Sheet!**

# Sign up for 60-Second Data Tips at **NONPROFITVIZ.COM**



# DataViz

FOR NONPROFITS

HOME SERVICES BIO WORKSHOPS TESTIMONIALS 60-SECOND DATA TIPS INDEX/SEARCH CONTACT

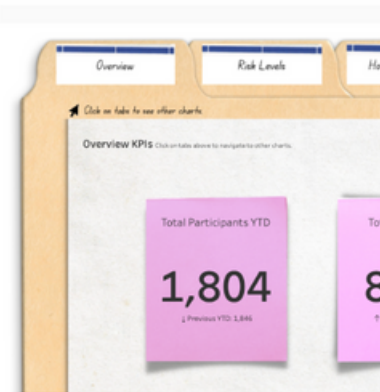
SUBSCRIBE TO 60-SECOND DATA TIPS

Data Viz for Nonprofits helps organizations to quickly grasp their data, improve their work, and show their impact. We custom design interactive data dashboards as well as charts, maps, and graphs for presentations, reports, social media, or websites.

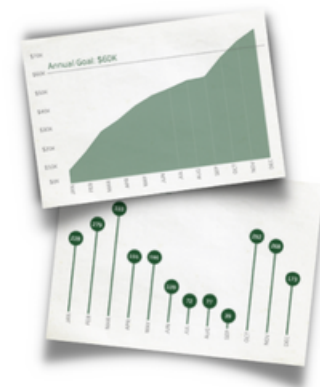
Click on examples below to learn more.



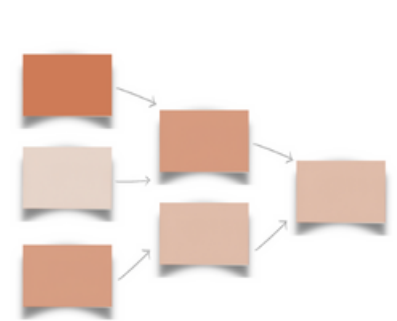
SHOW NEED



TRACK PROGRESS



FUNDRAISING



LIVING LOGIC MODEL



SURVEY RESULTS



MAPPING

## Let's talk about

# YOUR DATA

- Custom Interactive Data Dashboard
- Data Visualizations for Presentations, Reports, Websites
- Infographics
- Living (Not Annual) Reports
- Data Auditing and Cleaning
- Data Game Plans
- Data Visualization Workshops



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Q&A

