DATA VISUALIZATION AND INFOGRAPHICS IN GOVERNMENT

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Presentation Topics

- About Boost Labs
- What Is Data Visualization
- Common Uses
- Characteristics of a Great Visualization
- How To Get Started
- Agency Case Studies
  - Earlene Dowell
  - Audrey Buehring
  - Wayne Kei

About Boost Labs

We are Entrepreneurs, Marketers, Data Geeks, Designers, and Technologists, as such; we know when an idea is good and have the necessary skills to bring it to production. Some of our clients include:

- Census Bureau
- White House Initiative AAPI
- Daimler
- Association For Financial Professionals

What Is Data Visualization

- GRAPHIC REPRESENTATION OF DATA WITH THE PURPOSE OF TELLING A STORY

Common Uses of Data Visualization

- Static Infographics for Press Releases, Seminars, News Articles, Blogs, Other Marketing Efforts

- Interactive Dashboards – Business Intelligence, Live Interpretation, Mobile Devices

- Full Feature Drill-Down Apps – Large Data Sets, Statistical Analysis, Threat Assessment, Comparison Tools, Data Mash up Tools, etc.

What Makes a Good Data Visualization?

▫ INTERESTING
   ▪ Relevant
   ▪ Meaningful
   ▪ Beautiful

▫ FUNCTIONAL
   ▪ Ease of Use
   ▪ Load Time
   ▪ Legibility

▫ INTEGRITY
   ▪ Accuracy
   ▪ Truthfulness
   ▪ Consistency

How To Get Started

Data → Convergence, Analysis, Statistics → Discoveries Conclusions → Strategy, Initiatives → Story → Design, Development → Publication

How To Get Started - Continued

□ Tools

  ◻ R - http://www.r-project.org/

  ◻ Microsoft Excel

  ◻ Google Chart Tools

  ◻ Tableau - http://www.tableausoftware.com/

Conclusion- Future of Data Visualization

- Data is growing exponentially. So is the need for dynamic data interpretation tools.

- The President's Open Government Initiative, requiring federal agencies to take immediate, specific steps to achieve key milestones in transparency, participation, and collaboration.

- The President's Digital Government Strategy, established to help Government unlock the power of government data to spur innovation across our Nation and improve the quality of services for the American people

- A whopping 75% of all environmental stimuli is received through visual reception. Using Graphics improves retention by over 50%

- Enhanced User Interface Design is pushing the boundaries of how much information the audience can consume.

do more with your data

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