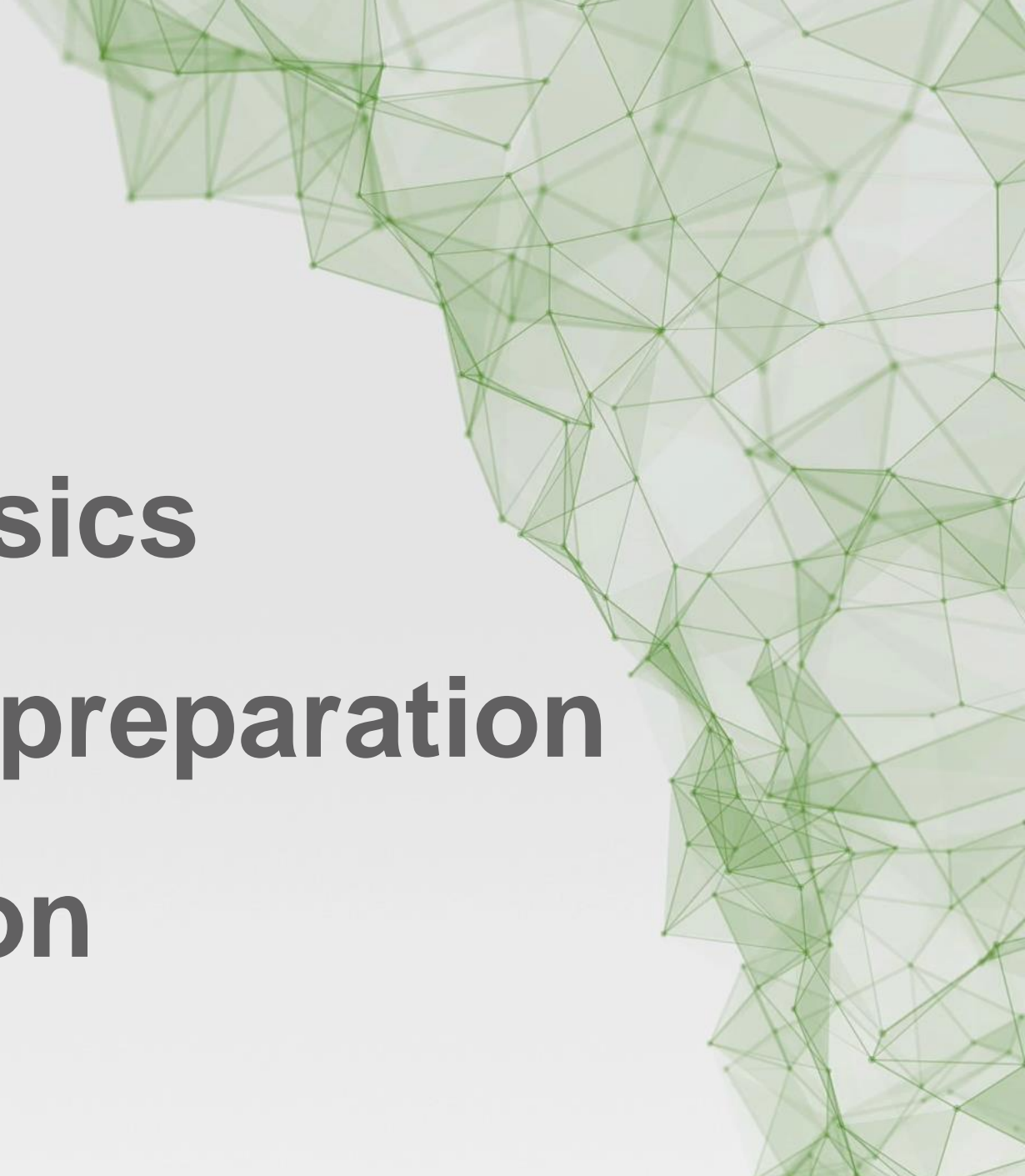


# Data Visualization



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- 
- 1. Visualization basics**
  - 2. Data collection, preparation**
  - 3. Data Visualization**

# 1. Visualization basics



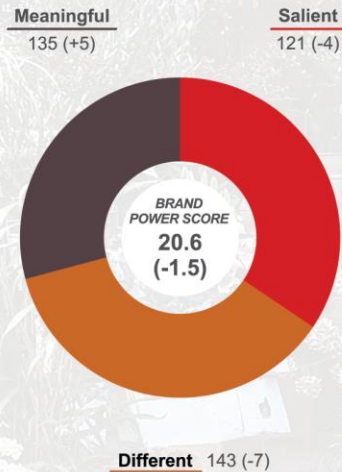


Year 2018	Filter No selection	Filter No selection	Filter No selection	Filter No selection	Filter No selection	Filter No selection	Update
Gender Female	Filter Option4	Filter Option4	Filter Option4	Filter Option4	Filter Option4	Filter Option4	

## COMPETITOR COMPARISON



### COMPETITORS



#### BRAND POWER SCORE

🔥 **20.6%**

	BRAND 2	BRAND 3	BRAND 4	BRAND 5	BRAND 6	BRAND 7	BRAND 8	BRAND 9	BRAND 10
Score	24.4%	14.6%	10.8%	8.6%	6.8%	5.5%	5.0%	3.9%	3.7%
Change	+0.6%	-0.4%	+1.8%	-0.4%	+0.2%	+1.5%	-1%	+1.1%	+0.2%

#### PREMIUM SCORE

⭐ **↑154**

	BRAND 2	BRAND 3	BRAND 4	BRAND 5	BRAND 6	BRAND 7	BRAND 8	BRAND 9	BRAND 10
Score	104	102	110	88	76	84	100	110	90
Change	+0.6	-0.4	+1.8	-0.4	+0.2	+1.5	-1	+1.1	+0.2

#### NET PROMOTER SCORE

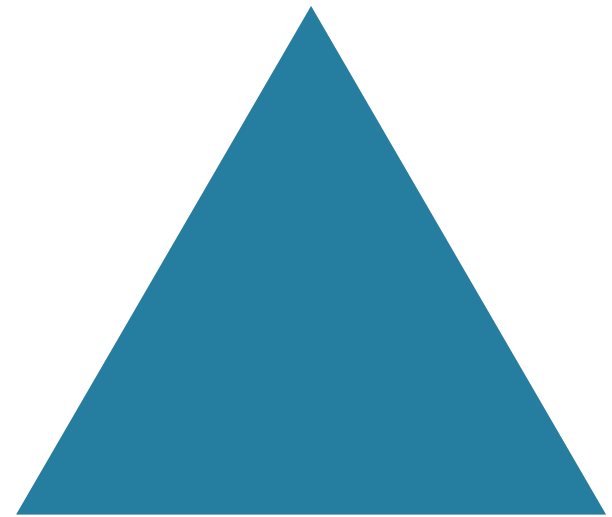
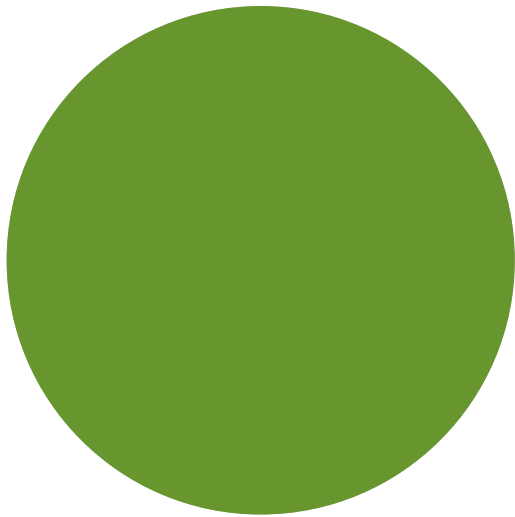
🌟 **69%**

	BRAND 2	BRAND 3	BRAND 4	BRAND 5	BRAND 6	BRAND 7	BRAND 8	BRAND 9	BRAND 10
Score	80%	78%	68%	88%	76%	84%	90%	75%	90%

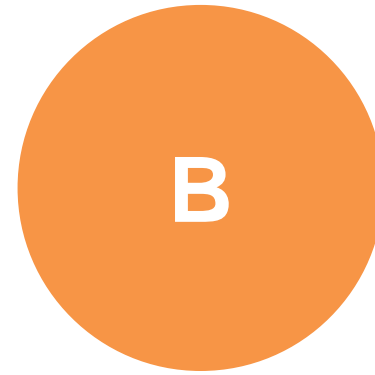
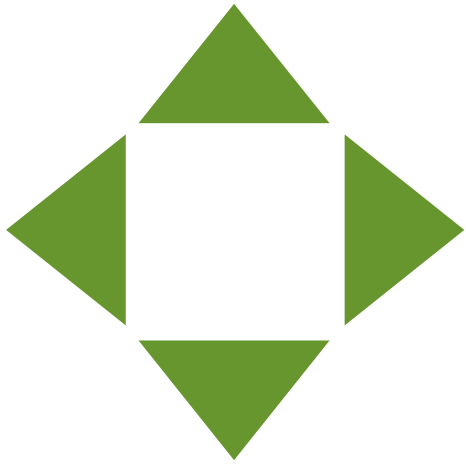
AMONG BRAND OWNERS ONLY

↑ ↓ Significance vs. Previous year (+/- 10 pts. Evolution for index)

# Easiest recognizable geometric shapes



# Geometric sizes, shapes

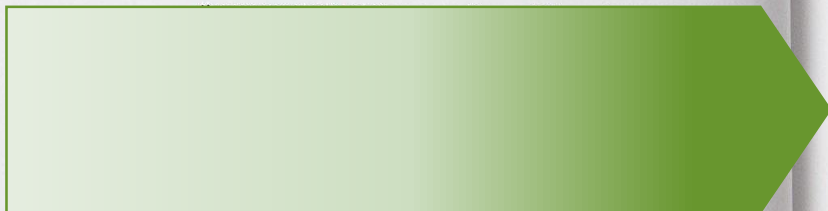




## OVERLAPPING COLOURS

### One plus One Equals Many

For decades designers have been using overlapping colours as a visual effect, exploring the multitude of colour possibilities opened up by mixing CMYK. Perhaps there is something comforting – or even magical – about watching these colours combine to make new hues and liquid-like patterns. Overlapping colour was a common trope in mid-century Modernist graphic design that represented contemporaneity. Arguably, this was the rebirth of colour, following



logo is perfect for both print and screen, as it allows the colourful graphics to be as vibrant and varied as needed. Colour – which changes with each application of the logo – is Bierut's tool for making the logo look different yet recognizable every time it is used.

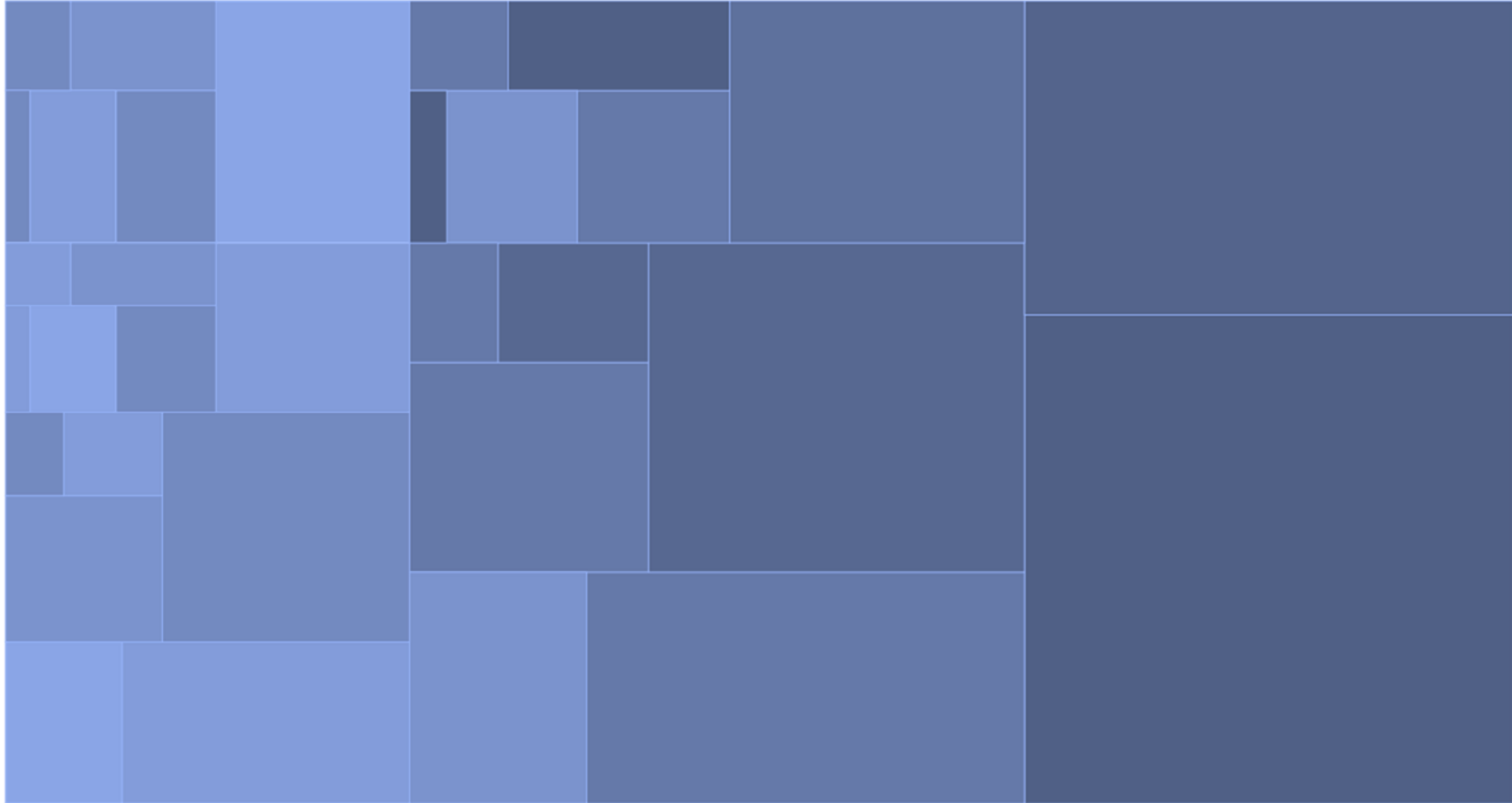
This ability to create numerous colourways further enables designers to play with this most versatile of toolkit devices. Colour impacts mood, attitude and meaning; overlapping colour only increases this potential. As Bierut said of his design, 'the hardest part was reducing all the different colours and combinations that looked fantastic to a practical number'.

☒ Michael Bierut, 2013  
Mohawk Fine Papers logo

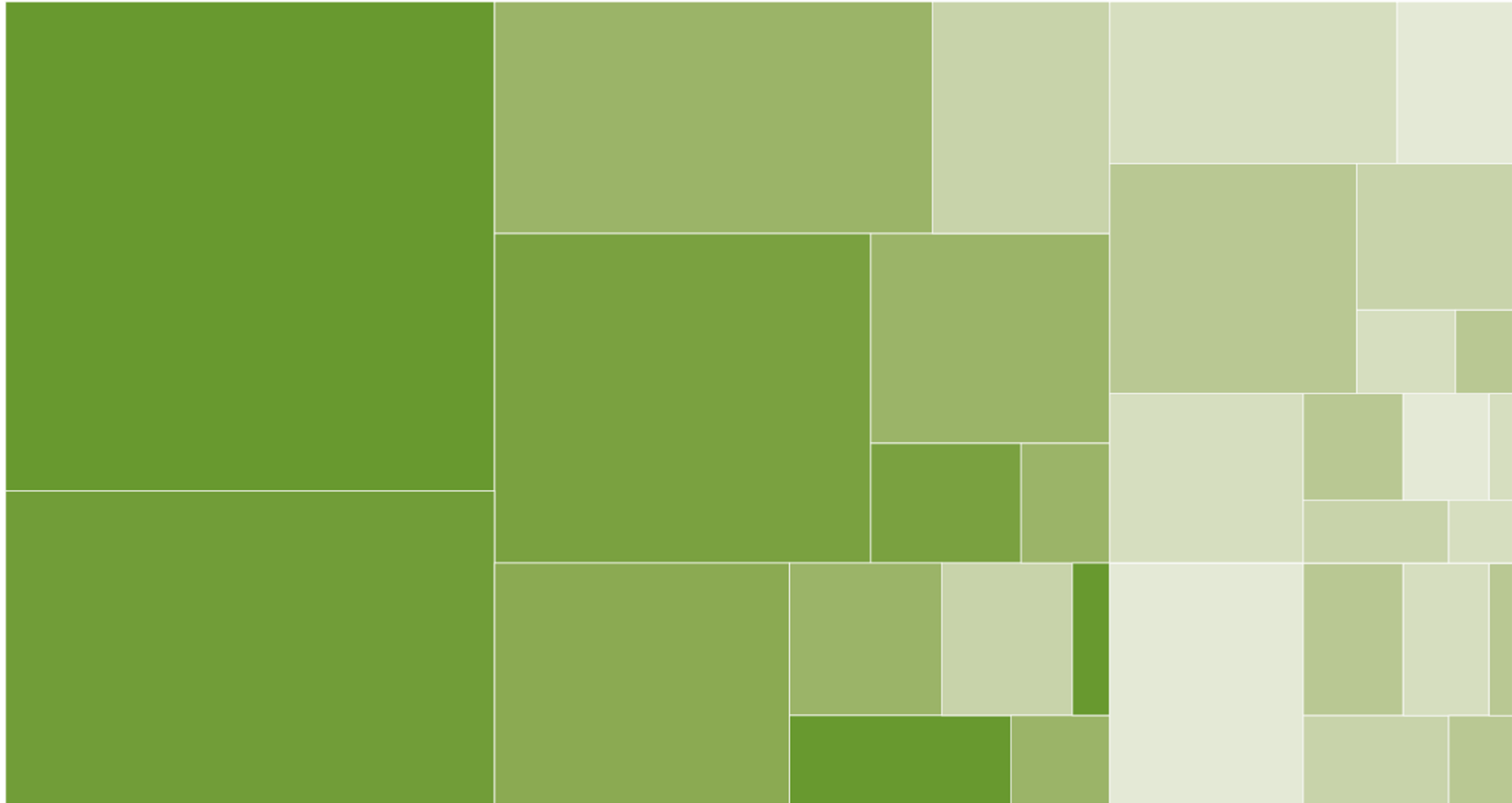
## Reading direction



# Direction of perception



# Direction of perception



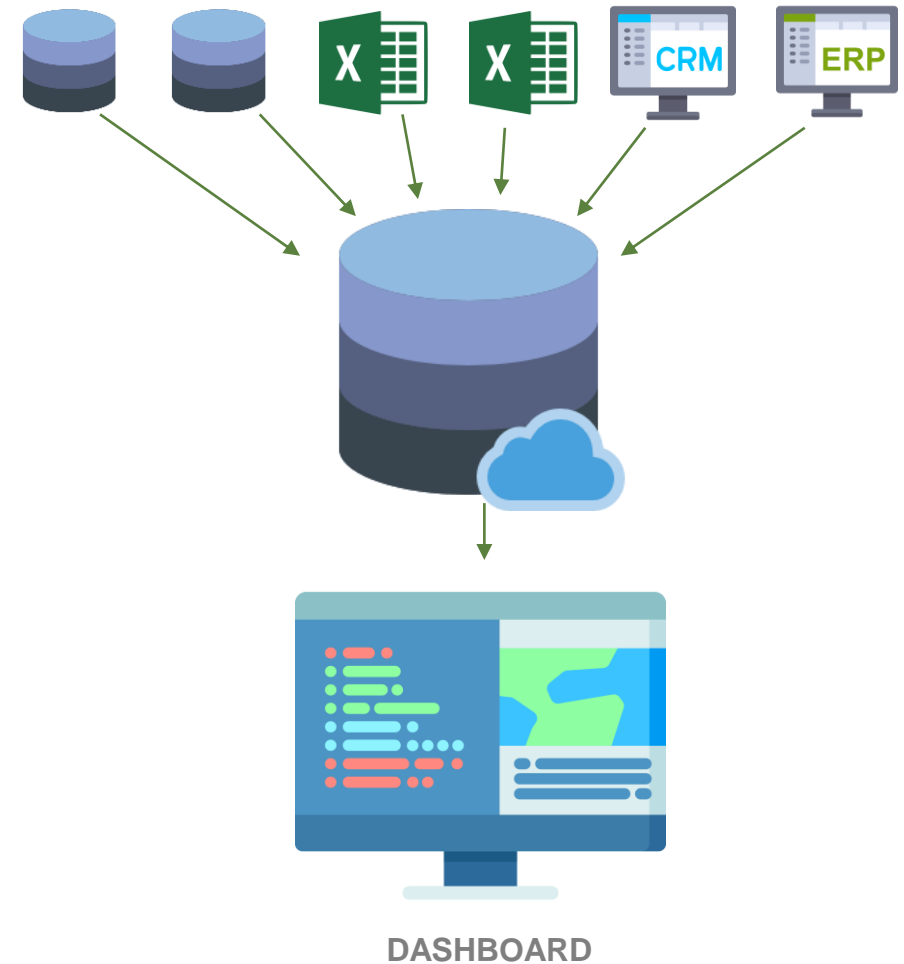
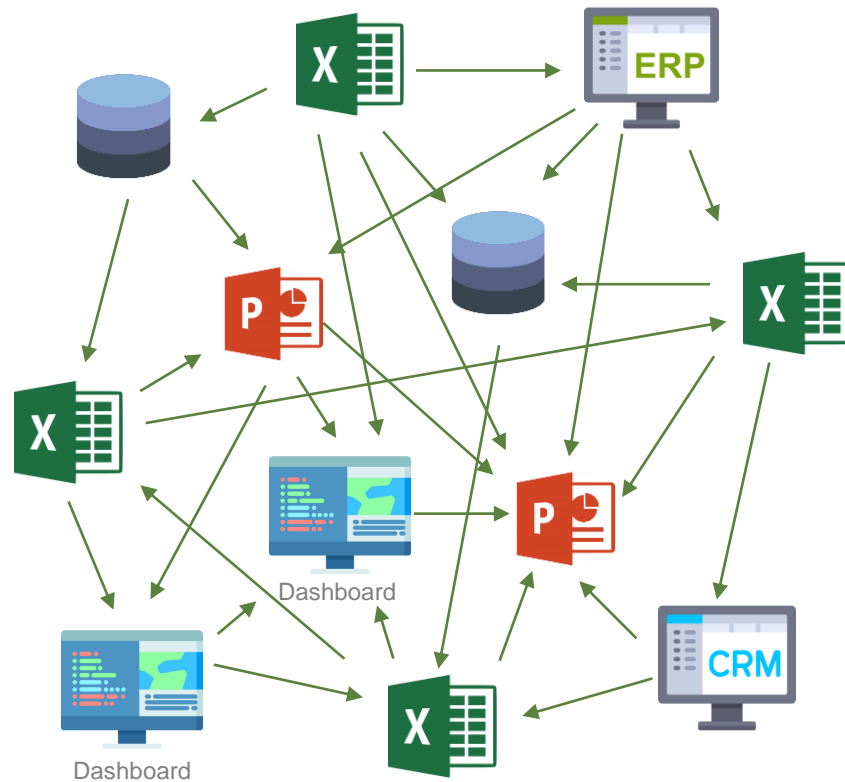
## **2. Data collection, preparation**



# Data driven organization



# Data storage





## Data collection

# Why are we collecting data?



**We have questions,  
but there is no data**



**We already  
have data, and  
a hypothesis**



**We want to  
improve our  
processes**



**We have always  
collected data**

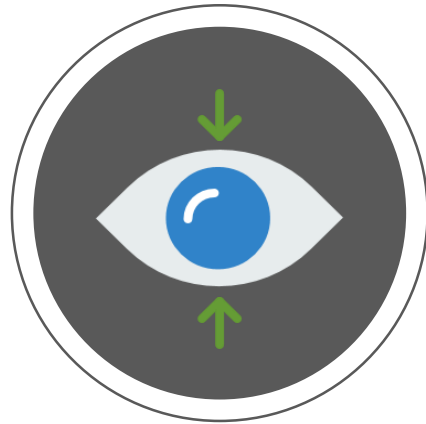


# Analysis

## How do we process the data?



Relevant  
data



Focusing,  
concentration



Continuous  
expansion



Common sense  
logic



Industrial  
expertise





## Sharing

# Who should we share the data with?





# Incorporating results



# 3. Data Visualization



# How data visualization helps us



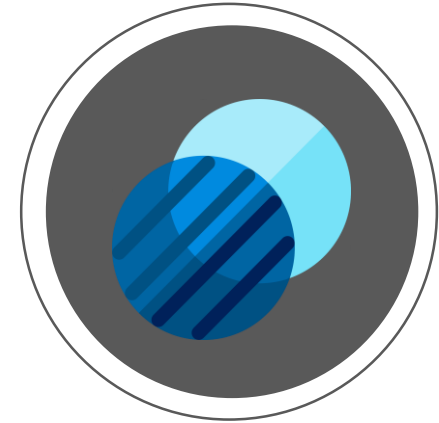
Quick information



The essence



Comparison



New context

# Consistent report building



# Consistent report building

[Company Name]

How Are We Doing?

RESP	AGE	YEAR	BRAND	GENDER	VALUE1	VALUE2	VALUE3	VALUE4	VALUES	VALUE6	VALUE7	VALUE8	VALUE9	VALUE10	VALUE11	VALUE12	VALUE13	VALUE14	VALUE15	VALUE16
146265	29	2018	10	2	3	7	4	10	4	1	10	7	8	10	2	7	3	10	3	6
963547	56	2018	5	1	8	3	8	9	6	3	2	3	10	2	3	2	7	9	6	4
929565	22	2016	6	3	4	4	3	8	7	8	10	9	8	6	1	10	5	3	1	10
348145	42	2016	1	3	3	6	10	1	4	7	7	9	7	9	9	4	2	6	10	7
260744	32	2019	5	2	2	4	7	4	9	8	1	6	4	6	6	6	9	10	8	2
685700	45	2017	3	2	6	6	7	1	9	2	5	6	3	3	6	9	9	4	10	10
781689	51	2017	6	3	8	10	8	3	4	7	2	6	5	5	9	2	4	6	5	9
330344	21	2018	6	1	8	5	7	6	3	7	5	3	7	4	5	6	6	9	9	8
395211	51	2016	6	3	3	3	2	3	4	6	4	3	8	5	5	3	2	3	7	1
366361	51	2019	9	2	8	4	2	7	9	4	10	6	1	10	10	4	10	2	2	4
553243	58	2016	3	3	8	9	9	5	10	2	9	8	3	9	8	10	3	7	8	6
246956	36	2017	6	3	5	5	4	1	6	7	9	4	10	3	4	5	10	1	2	1
242548	60	2018	8	1	10	8	2	4	7	2	3	4	6	7	5	3	10	4	9	5
180885	26	2016	10	3	4	4	2	10	9	1	6	3	3	1	4	4	9	8	3	6
293871	54	2016	5	3	8	7	8	8	8	6	8	4	6	5	9	3	6	5	10	8
799390	41	2019	3	2	10	8	7	4	3	5	6	4	7	3	8	7	6	1	8	10
349029	19	2018	3	3	4	5	5	8	9	1	2	2	2	6	3	10	2	7	6	4
159378	30	2019	10	2	3	3	3	7	7	6	8	10	4	7	4	9	9	10	2	3
216874	32	2018	8	3	4	10	9	2	6	4	1	4	10	10	7	1	5	6	6	3
867393	49	2016	6	2	3	9	10	3	10	9	1	9	3	3	1	6	9	8	3	4
467760	31	2016	5	3	8	3	6	5	4	3	8	10	7	3	8	2	1	6	1	6
307404	42	2018	4	1	7	10	8	1	4	4	1	9	5	3	2	6	2	9	3	2
272942	56	2019	3	3	7	9	10	5	4	5	4	3	3	2	1	3	6	1	4	3
283507	41	2017	4	1	7	8	7	3	5	4	6	7	9	7	10	6	3	9	10	8
747493	49	2016	1	2	1	3	6	3	4	3	1	6	4	1	6	4	1	1	1	4
122592	28	2018	8	1	3	3	2	4	2	3	3	3	10	7	8	4	1	5	5	9
227697	57	2017	7	3	3	6	10	4	3	6	5	4	9	5	2	4	4	8	5	6
400190	36	2017	9	1	10	2	9	1	8	6	7	4	5	8	6	6	1	5	2	10
473758	30	2018	9	1	7	9	7	1	10	6	8	8	10	2	1	6	7	1	10	8
908666	33	2018	3	3	8	3	4	2	6	7	2	7	3	4	8	4	6	6	5	8
305457	28	2018	1	1	3	8	3	7	1	10	9	2	4	2	5	10	7	10	6	9
966706	60	2019	9	3	5	9	6	10	9	3	9	2	6	6	8	4	5	7	9	9
166814	46	2018	3	1	7	6	2	9	6	9	1	8	7	8	6	4	6	4	6	5
814275	42	2019	3	1	8	5	7	2	10	4	6	4	6	1	8	7	8	2	2	10

# Consistent report building

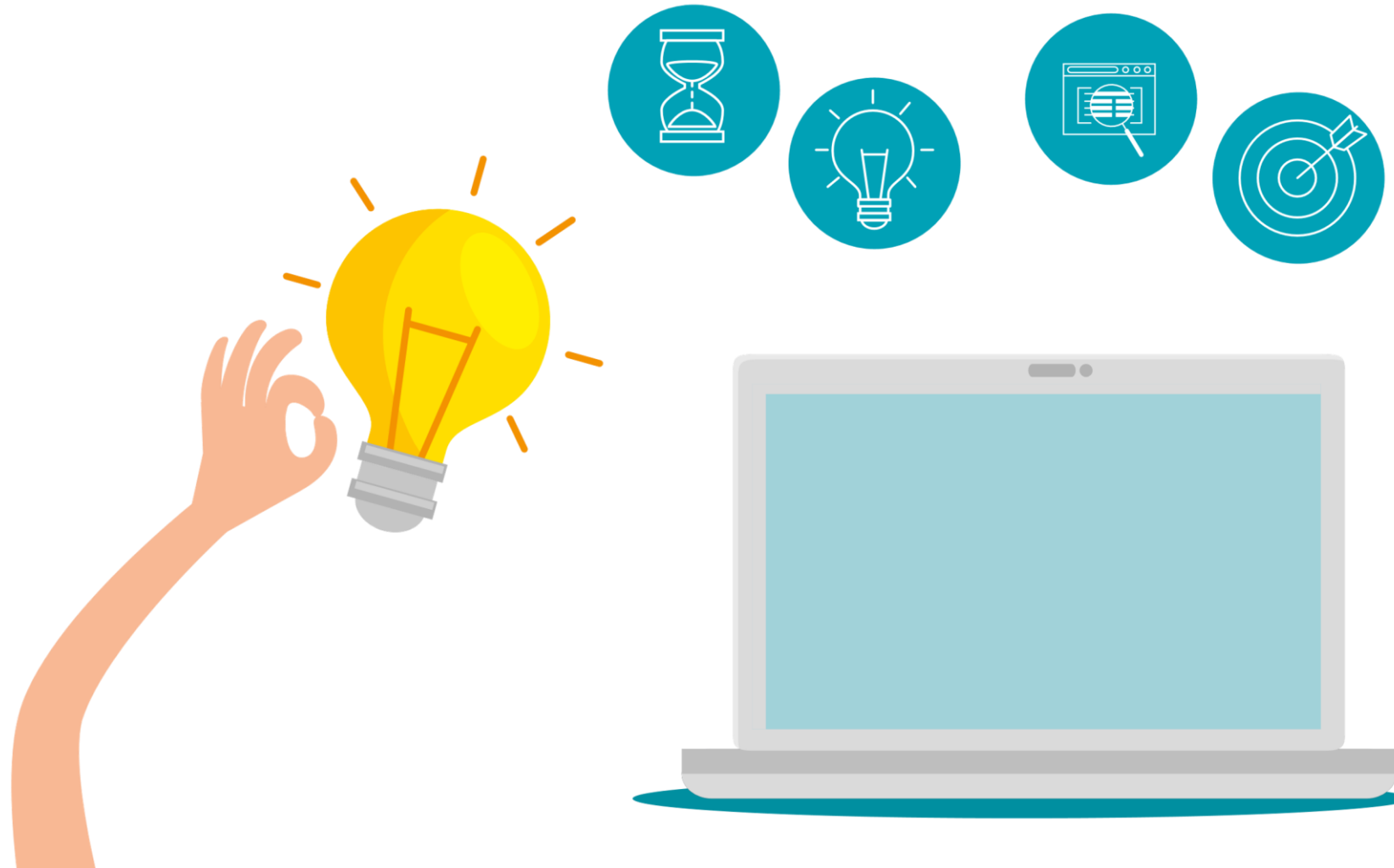
AGE	Filter	GENDER	VALUE1
YEAR	Compare		
BRAND	Compare		
GENDER	Filter		
VALUE4	Show (Year/Brand compare)		
VALUE6	Show (Year/Brand compare)		
VALUE7	Show (Year/Brand compare/Mainbrand)		
VALUE8	Show (Mainbrand)		
VALUE12	Show (Mainbrand)		
VALUE13	Show (Mainbrand)		

507208	53	2016	9	1	5
210308	46	2019	2	1	9
698730	48	2017	10	1	5
773818	49	2019	3	2	3
331649	30	2018	5	2	5
500349	27	2018	6	3	8
910231	31	2016	10	2	2
270708	24	2018	7	3	6
624788	55	2018	4	1	8
798836	56	2017	5	2	2
457007	32	2019	9	2	7
800519	36	2017	5	1	5
385942	24	2018	2	3	1
212313	37	2017	2	3	5
158985	22	2017	4	2	6
574401	47	2018	2	3	8
136162	60	2018	5	3	8
563465	18	2017	3	1	10
888148	45	2019	2	3	4
114239	43	2019	10	1	6
602057	41	2019	10	1	5
425036	27	2019	2	1	7
602791	36	2018	8	2	4



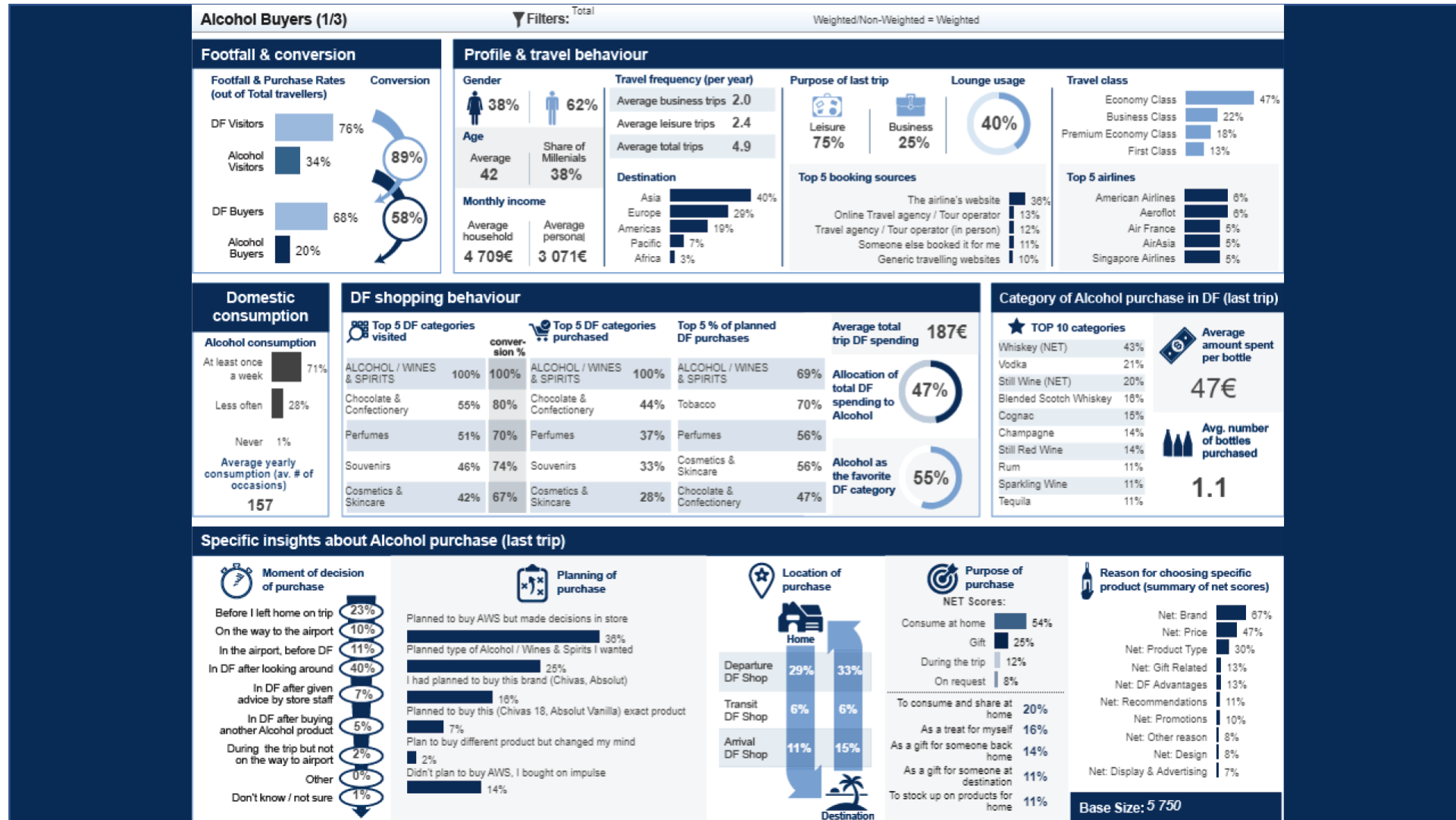
	2	1	5	5	9	5	1	10	5	4	7	4	10	9	4
	4	5	8	10	6	4	10	3	10	3	9	3	6	5	1
	5	10	5	2	5	3	9	9	9	5	7	9	3	9	9
	8	1	7	9	10	1	8	1	7	1	10	5	3	2	7

# Understand first, then visualize!

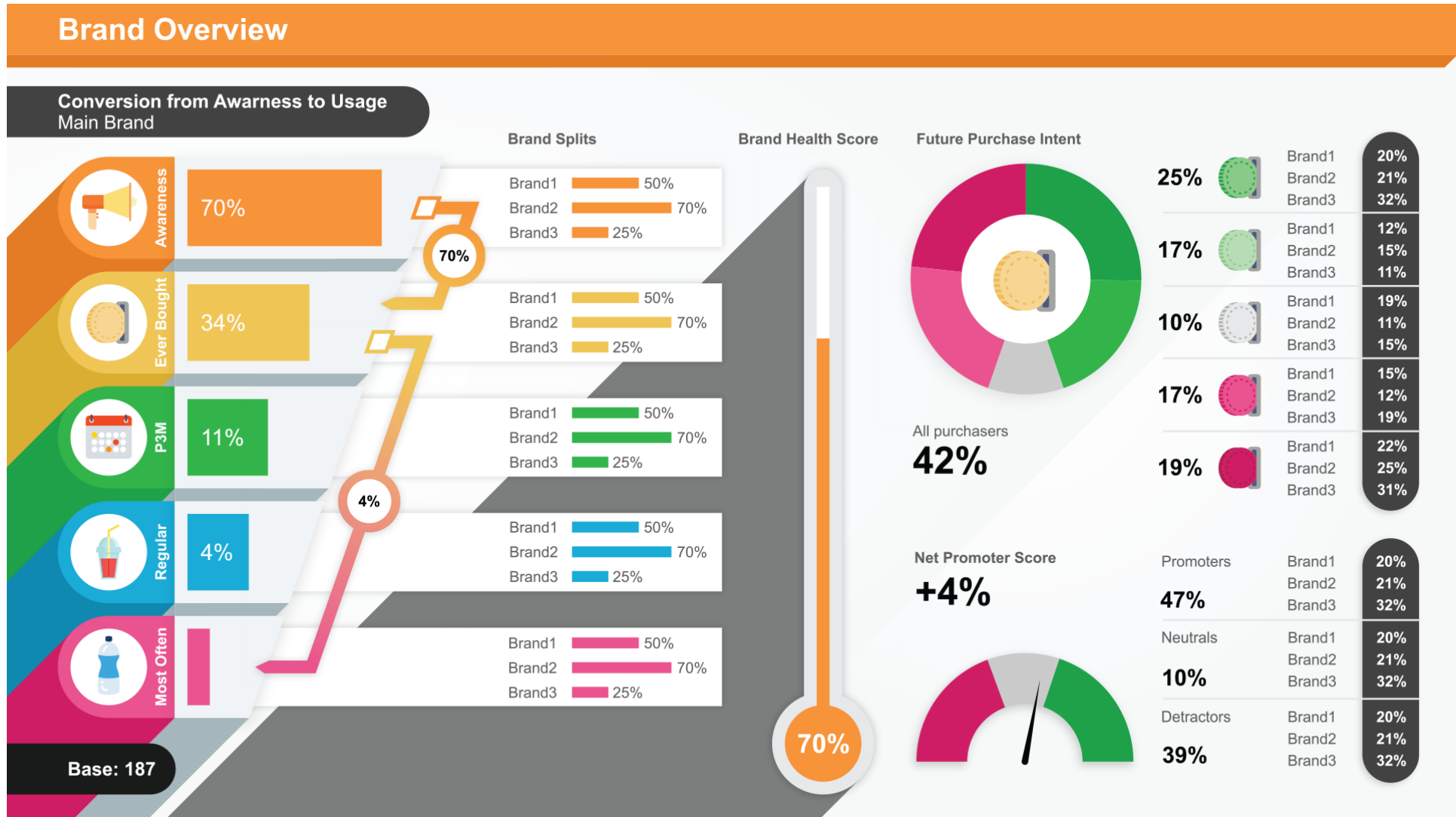




# Quantity of information – too much

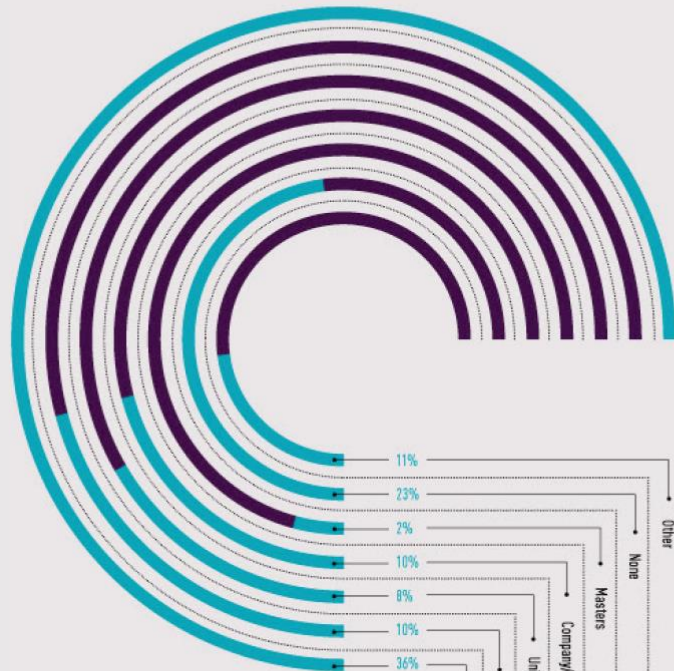


# Quantity of information – simply enough



# Spread – one page only

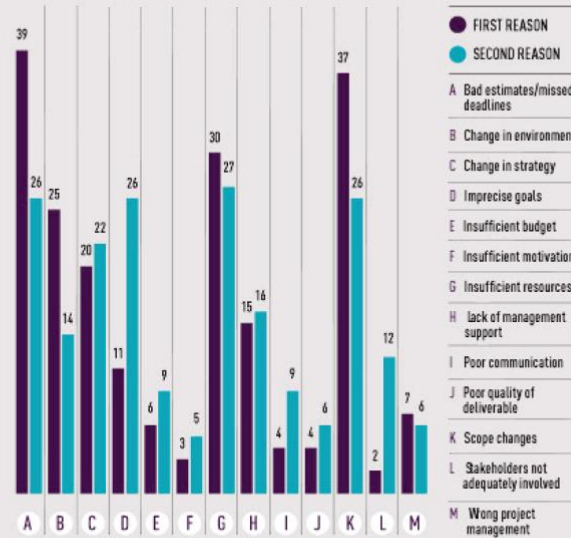
## PROJECT PERFORMANCE



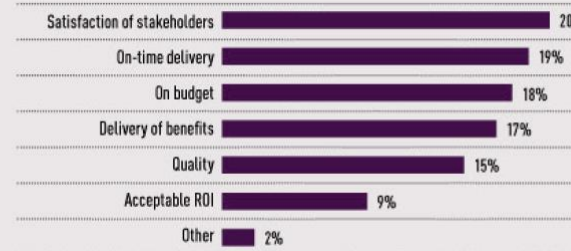
Source: PricewaterhouseCoopers, Insights and Trends: Current Programme and Project Management Practices

TYPE OF CERTIFICATION PROJECT MANAGERS HOLD

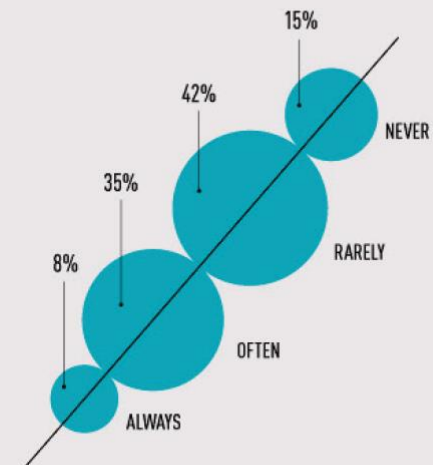
## FACTORS USED TO MEASURE PROJECT PERFORMANCE



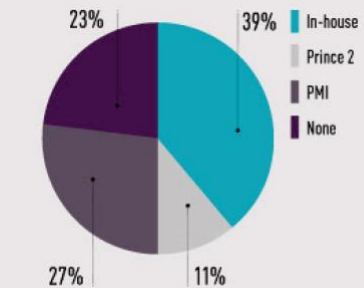
## ORGANISATIONS USE A VARIETY OF FACTORS TO DETERMINE SUCCESS



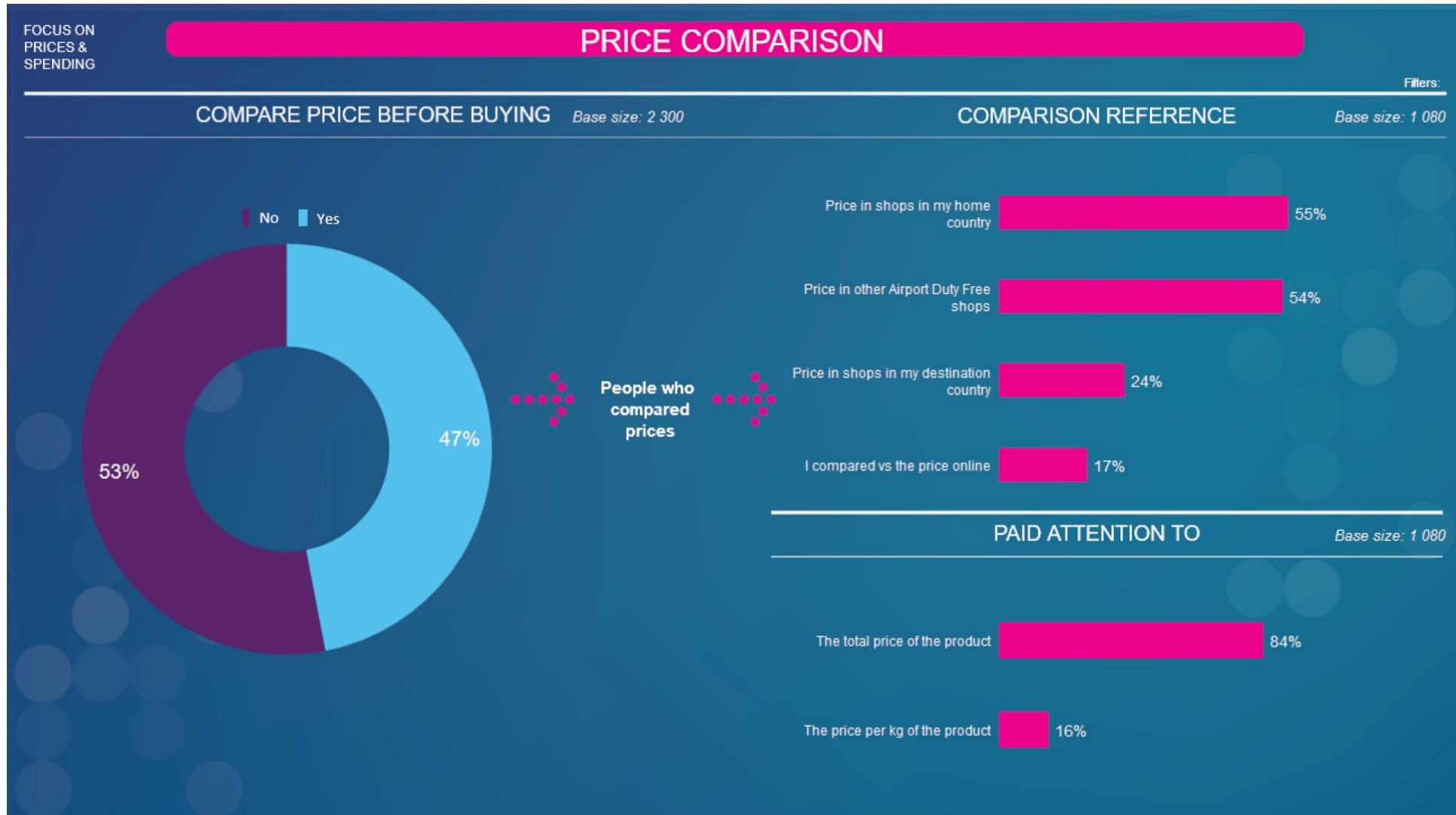
## DO ORGANISATIONS USE STAFF DEVELOPMENT PROGRAMMES TO BUILD PROJECT MANAGEMENT CAPABILITIES?



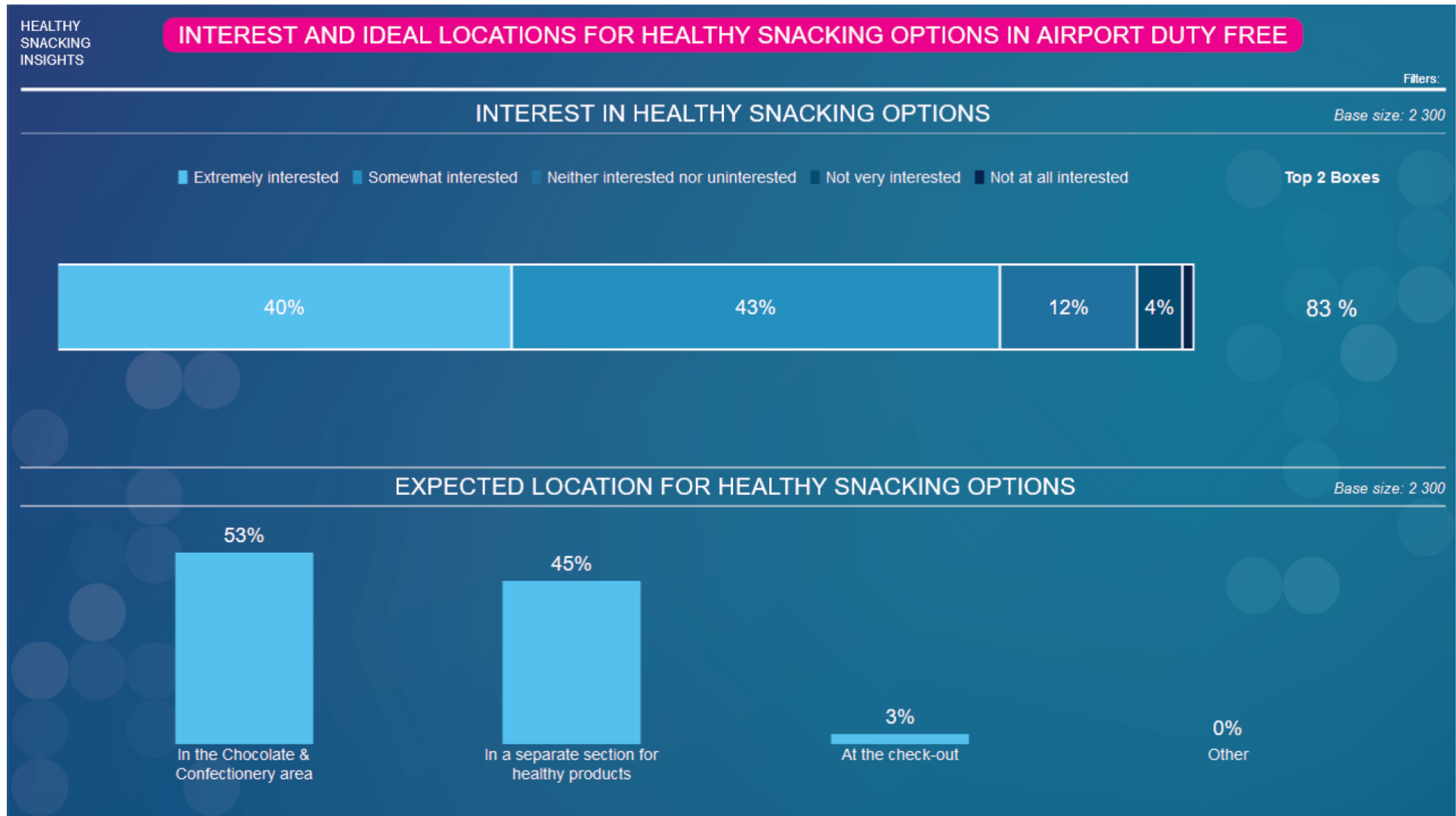
## METHODOLOGIES USED



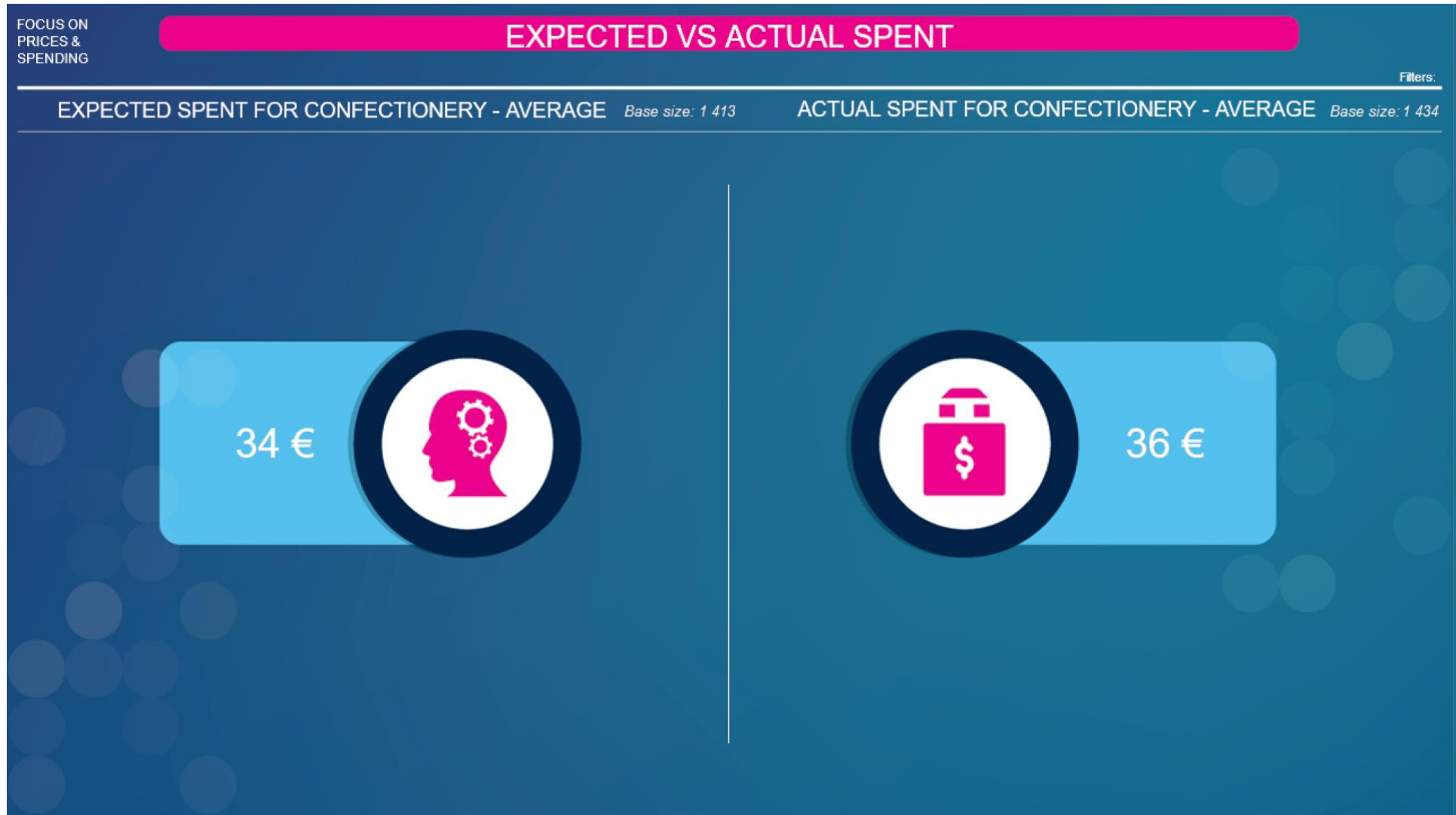
# Spread – more pages



# Spread – more pages



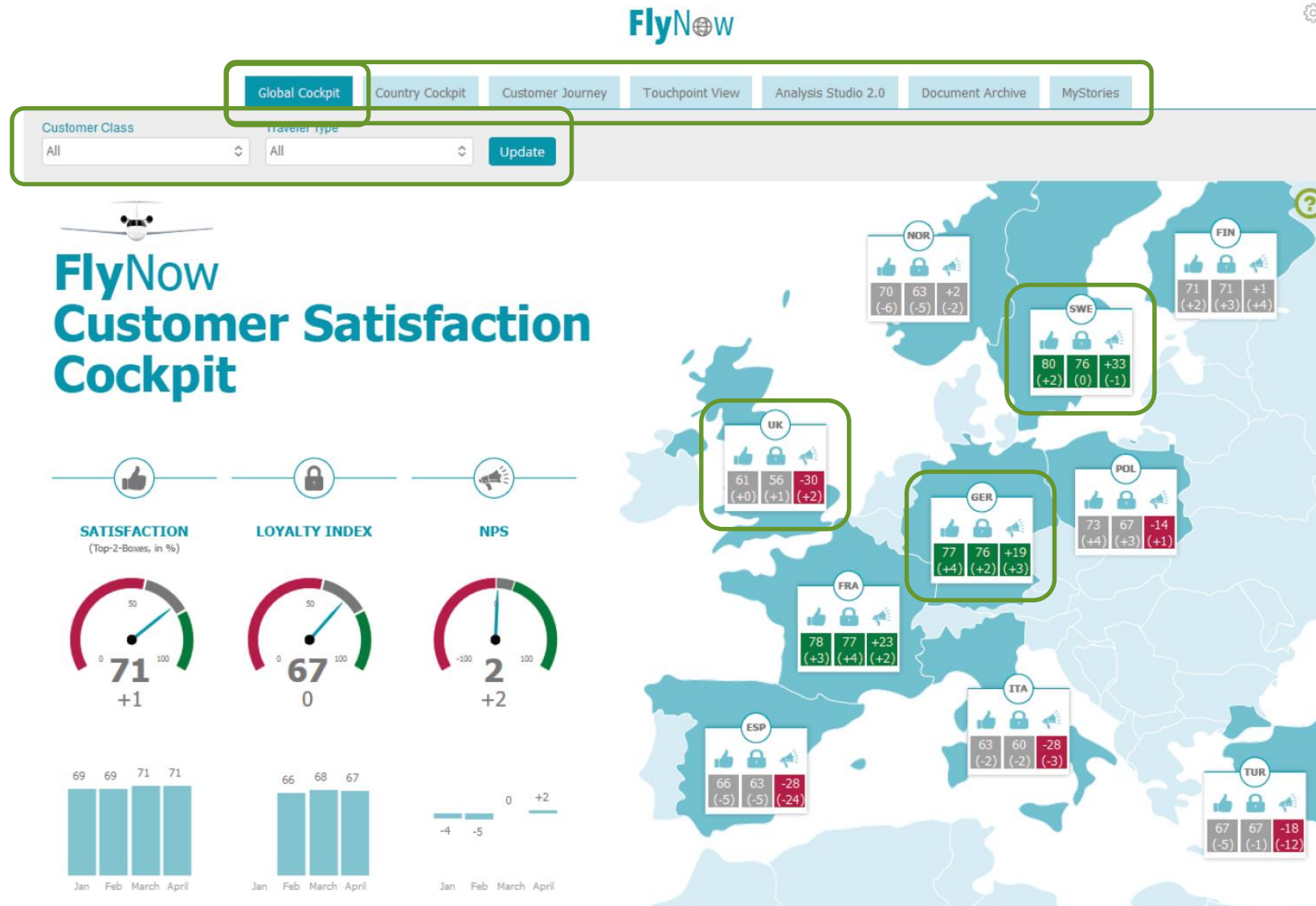
# Spread – more pages



# Interaction – all information on one page

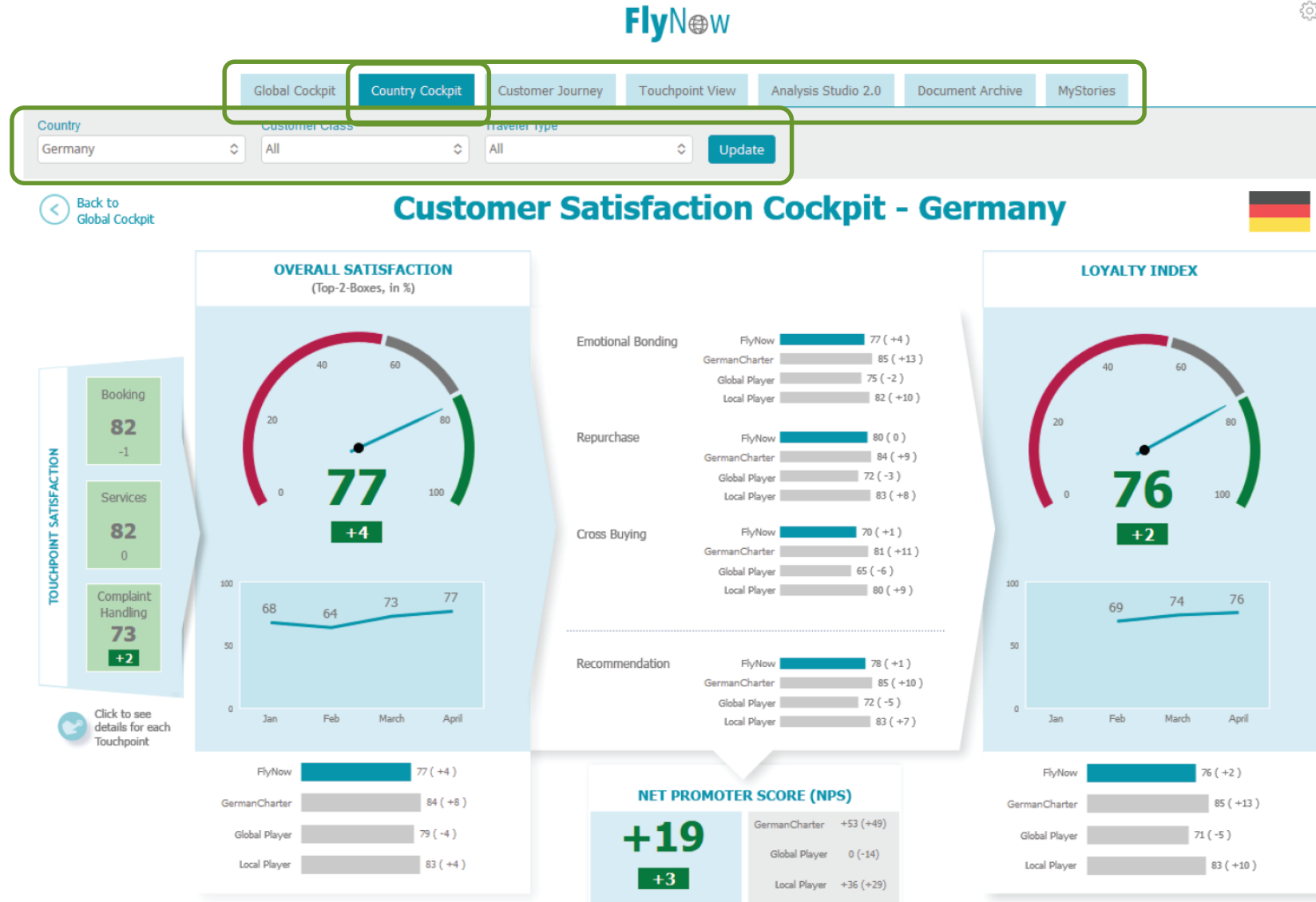


# Interaction – slice and dice, drill down





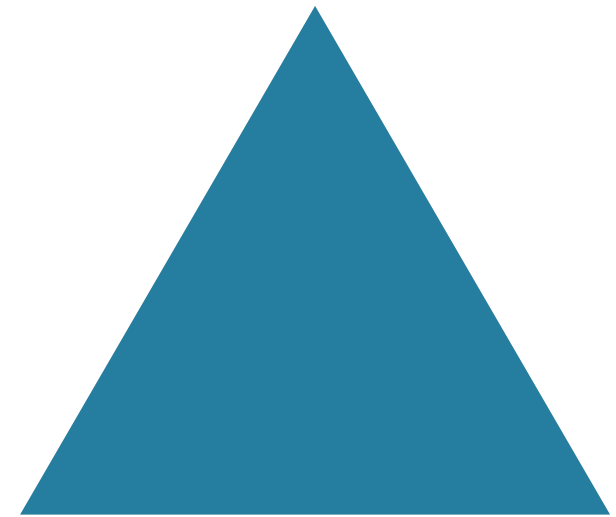
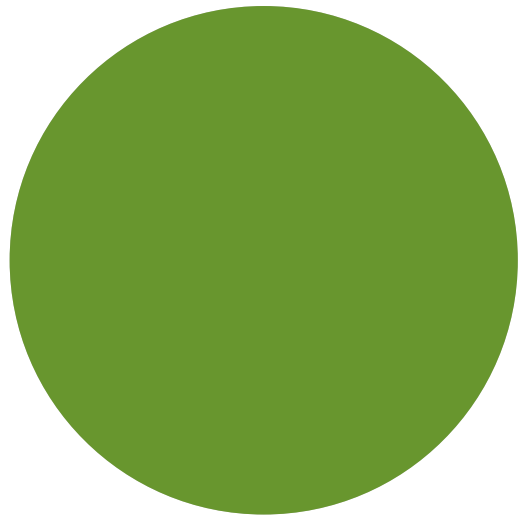
# Interaction – slice and dice, drill down



# Summary & Conclusion

An abstract geometric pattern composed of interconnected green lines and dots, forming a complex, crystalline structure that tapers from the top right towards the bottom right. The pattern is semi-transparent, allowing the white background to show through. A solid green horizontal bar is located at the very bottom of the page.

# Visualization is a profession



Segment: Dine in | Life Stage: Teens | Location: Central | Channel: TVC | Brand: Brand 1 | **Update**

Ad: Ad1 | **Export** | **Print**

**HOME** SNAPSHOT

Segment: Dine in, Life Stage: Teens, Location: Central, Channel: TVC, Brand: Brand 1, Ad: Ad1

IMPACT	AD	NORM
Ad Recognition	35	35
(T2B) Brand Linkage	35	35
(T2B) Enjoyment	35	35

RESPONSE (T2B)	AD	NORM
Deliver Main Thing	35	35
New News	35	35
Likely to buy	35	35
Different from others	35	35
Base:	100	100

- No Significant difference
- Significantly higher than Average
- Significantly lower than Average



Taiwan Average: 3.44

Go Fresh: 2.47

Significantly higher than TW norms at 95% level | Significantly lower than TW norms at 95% level

**COMMUNICATION**





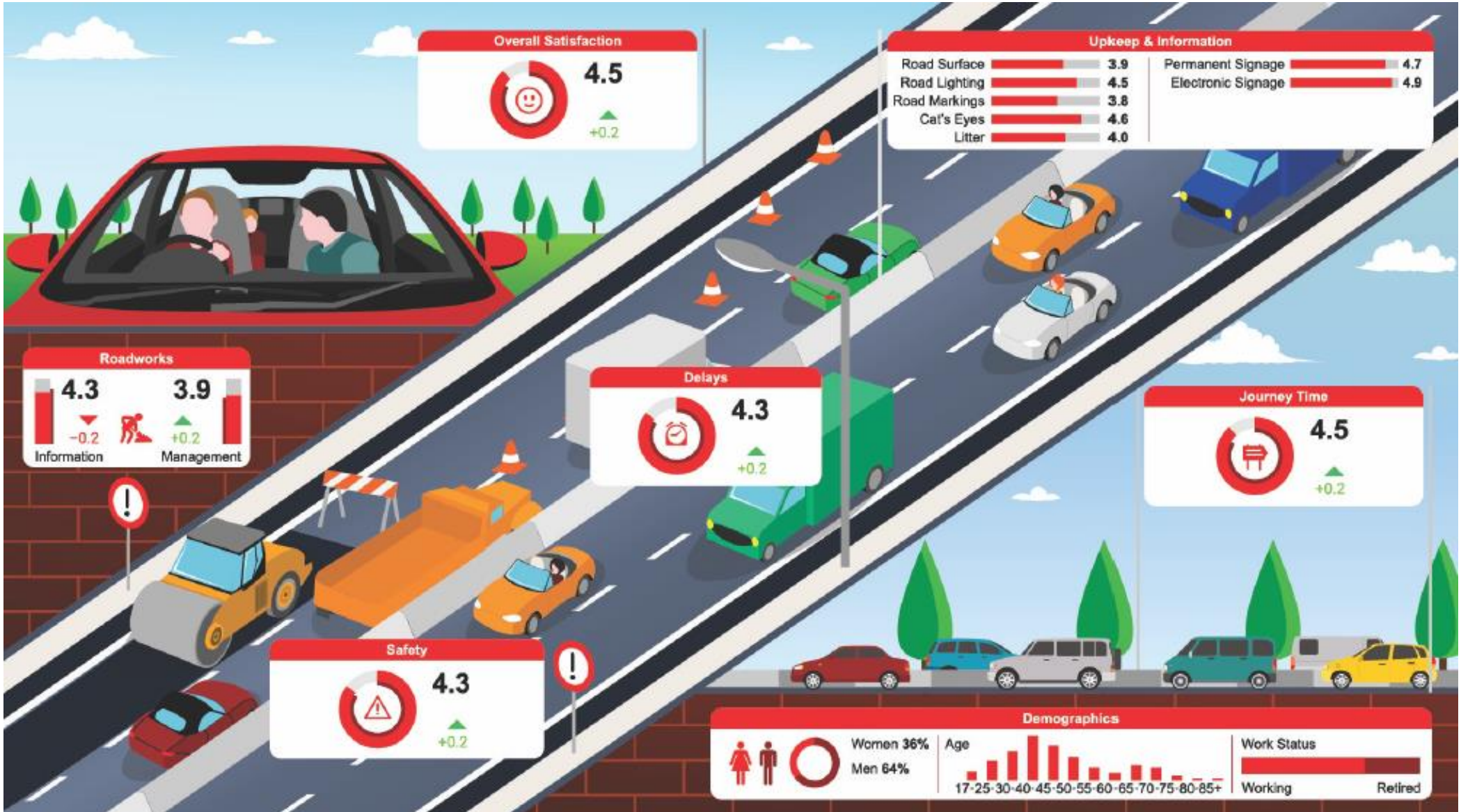
Country: No Selection | Region: No Selection | Service: No Selection | Segment: No Selection | Gender: No Selection  
Age Group: No Selection | Time periods: No Selection

Update | Export | Print

**TITLE**  
Client listening strategic KPIs

industry sector: INSURANCE, Time periods: Full period

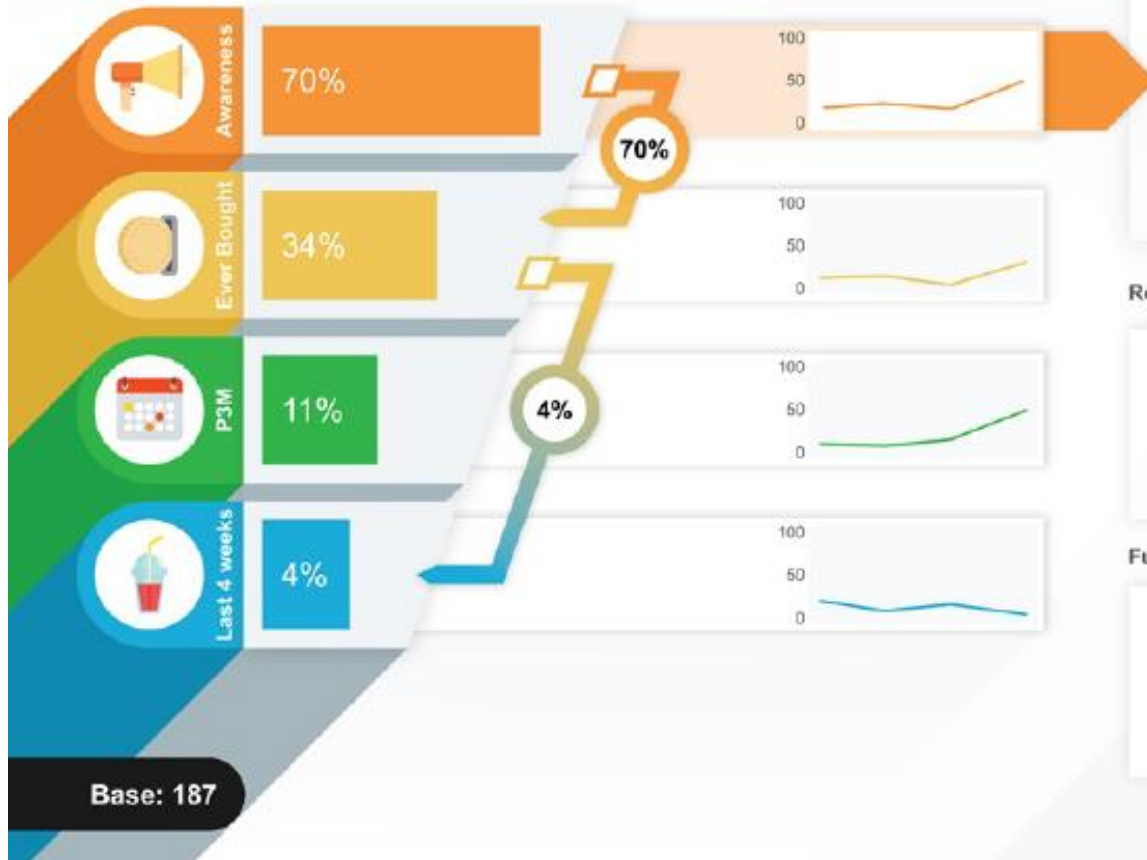




# Brand Overview

Conversion from Awareness to Usage

YOUR LOGO



## Brand Awareness/Advertising Awareness



## Recommendation



## Future Consumption



## Brand Health





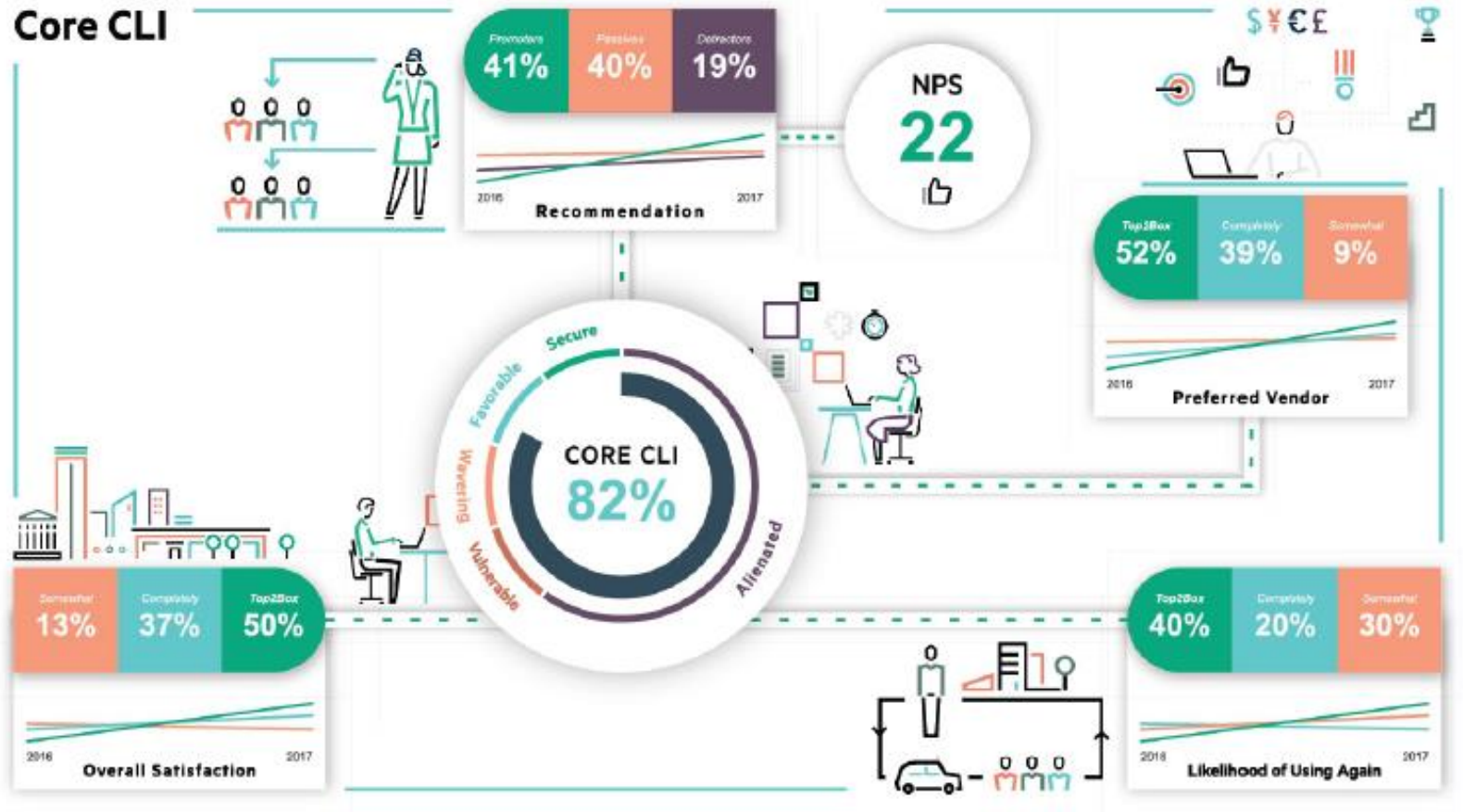
YOUR LOGO

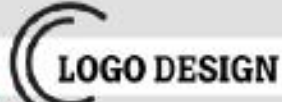
Core CLI CL Drill Down Business Outcomes Relationship Drill Downs Financing and Contracts



REGION	COUNTRY	CUSTOMER TEAM	CUSTOMER SEGMENT	TVS CUSTOMER	UPDATE
AI	AI	AI	AI	AI	UPDATE


### Core CLI





**LOGO DESIGN**

Globel Sweden Kazakhstan



COMPETITIVE LANDSCAPE / **MARKET OVERVIEW** / CUSTOMER EXPERIENCE / NETWORK QUALITY / CAMPAIGN OVERVIEW

EXPORT TABLE / DOCUMENTS

MARKET OVERVIEW / MARKET OVERVIEW - R2B

**Year**

2018 ▼

**Gender**

Female ▼

**Filter1**

Option1 ▼

**Filter2**

Option2 ▼

**Filter3**

Option3 ▼

**Filter4**

Option4 ▼

**Filter**

Option ▼

**Filter**

Option ▼

**Filter**

Option ▼

**Filter**

Option ▼

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Option ▼

Update

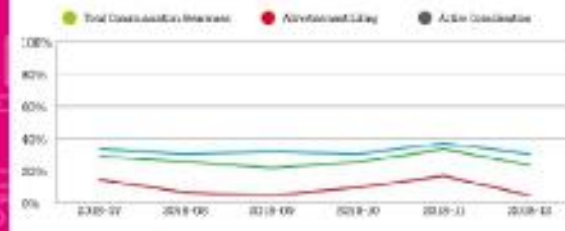
SWEDEN > MARKET OVERVIEW

Time period: October 2018, November 2018, December 2018 Base: 0-998

### COMPETITIVE LANDSCAPE

Total Awareness	98%
Spontaneous Awareness	60%
Top of Mind Awareness	13%
Active Consideration	30%
Preference	14%
Main Provider	14%

### CAMPAIGN OVERVIEW



### CUSTOMER EXPERIENCE

**NPS (base: Main Provider)** +24.81 Base: 343

**Delighted Customers (base: Main Provider)** 35% Base: 343

Customer Intake

12,235

Customer Churn

12%

### NETWORK QUALITY

- Has a wide network coverage: 21%
- Has a good mobile internet network coverage: 21%
- Offers fast and stable mobile internet: 21%
- Has a good voice quality: 22%

UK GER FR

POR US

Tab1 Tab2 Tab3 TAB4 TAB5 TAB5

Year 2018	Filter No selection	Filter3 2018	Filter4 No selection	Filter5 2018	Filter6 No selection
Gender Female	Filter Option4	Filter8 Female	Filter9 Option4	Filter10 Female	Filter11 Option4

Update

### COMPETITOR COMPARISON

SAMPLE • LOGO	COMPETITORS																												
	Brand1	Brand2	Brand3	Brand4	Brand5	Brand7	Brand6	Brand8	Brand10																				
Meaningful 135 (+5)	<table border="1"> <tr> <th>BRAND POWER SCORE</th> <td>24.4%</td> <td>14.4%</td> <td>10.8%</td> <td>4.4%</td> <td>4.8%</td> <td>5.0%</td> <td>5.0%</td> <td>3.8%</td> <td>3.7%</td> </tr> <tr> <td>20.6%</td> <td>+0.6%</td> <td>-0.4%</td> <td>+1.8%</td> <td>-0.4%</td> <td>+0.2%</td> <td>-1.3%</td> <td>-1%</td> <td>+1.1%</td> <td>+0.2%</td> </tr> </table>									BRAND POWER SCORE	24.4%	14.4%	10.8%	4.4%	4.8%	5.0%	5.0%	3.8%	3.7%	20.6%	+0.6%	-0.4%	+1.8%	-0.4%	+0.2%	-1.3%	-1%	+1.1%	+0.2%
BRAND POWER SCORE	24.4%	14.4%	10.8%	4.4%	4.8%	5.0%	5.0%	3.8%	3.7%																				
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	<table border="1"> <tr> <th>PREMIUM SCORE</th> <td>104</td> <td>102</td> <td>110</td> <td>88</td> <td>76</td> <td>84</td> <td>100</td> <td>110</td> <td>90</td> </tr> <tr> <td>154</td> <td>+0.6</td> <td>0.4</td> <td>+1.8</td> <td>-0.4</td> <td>+0.2</td> <td>+1.5</td> <td>-1</td> <td>+1.1</td> <td>+0.2</td> </tr> </table>									PREMIUM SCORE	104	102	110	88	76	84	100	110	90	154	+0.6	0.4	+1.8	-0.4	+0.2	+1.5	-1	+1.1	+0.2
PREMIUM SCORE	104	102	110	88	76	84	100	110	90																				
154	+0.6	0.4	+1.8	-0.4	+0.2	+1.5	-1	+1.1	+0.2																				
	<table border="1"> <tr> <th>NET PROMOTER SCORE</th> <td>80%</td> <td>78%</td> <td>68%</td> <td>88%</td> <td>76%</td> <td>84%</td> <td>90%</td> <td>75%</td> <td>90%</td> </tr> <tr> <td>69%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>									NET PROMOTER SCORE	80%	78%	68%	88%	76%	84%	90%	75%	90%	69%									
NET PROMOTER SCORE	80%	78%	68%	88%	76%	84%	90%	75%	90%																				
69%																													

AMONG BRAND OWNERS ONLY



Significant Previous year

# us on the e

Before

performance

of visualizations

sector 2

sector 3

sector 4

SEO

SEO

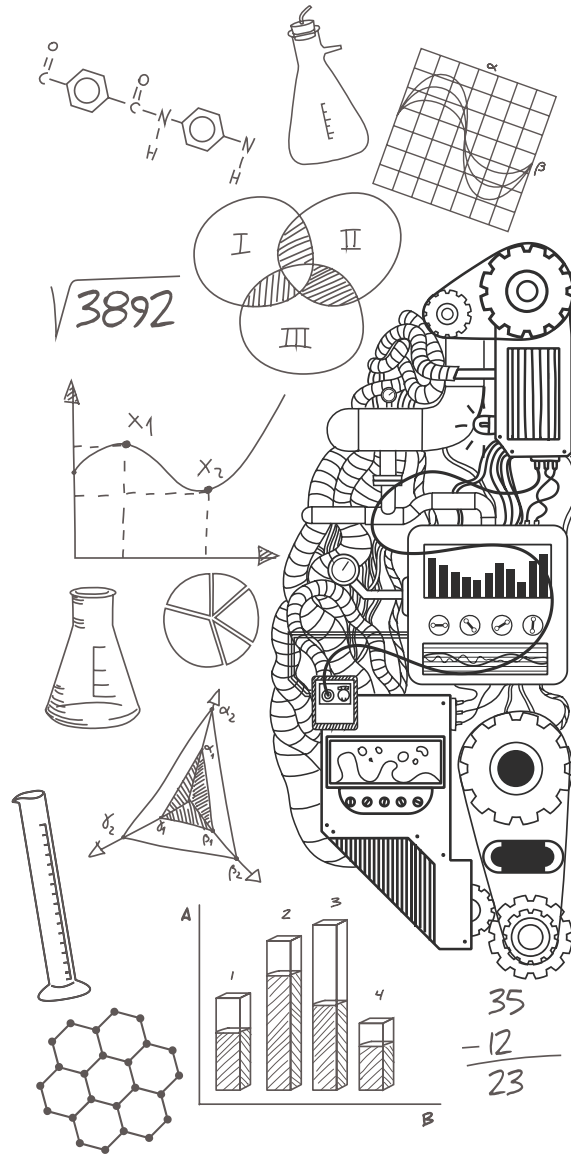


# Incorporating results continuously!

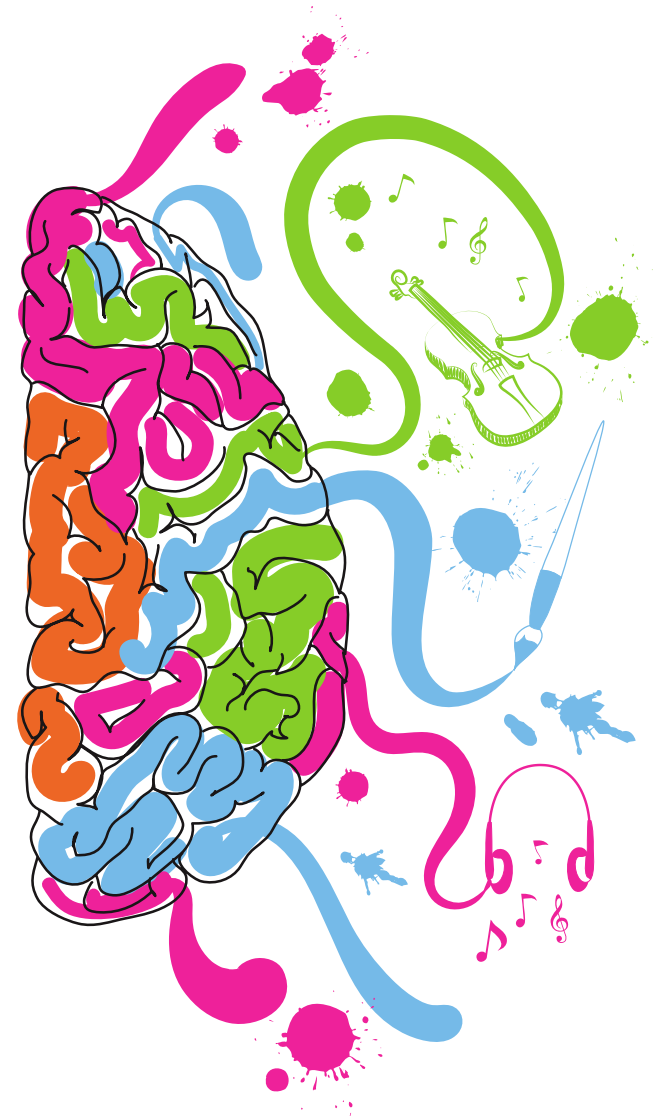


# Decision making ...

data driven



intuitive





DATAEXPERT

**Thank you for your attention!**