An artist and an analyst walk into a bar...
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
This dataset of over 600 lighthouses was painstakingly compiled by Oliver Buxton Dunn and Eduardo J. Alvarez-Palau, and released under an open in 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.

Source: Richard Speigal on Tableau Public:
https://public.tableau.com/views/Lighthouses/Lighthouses?%3Adisplay_count=y&%3Alanguage=en&%3Aorigin=viz_share_link&%3Aretry=yes&mobile=
2% of respondents say they know someone that was KILLED by SARS
The Rules

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do you plan to vote?

no

my vote doesn't matter
really? click here

i don't have time
vote early! click here

i'm not qualified to vote
sure? click here

i'm fed up
got it click here

yes

yes but

my vote doesn't matter
really? click here

i don't have time
vote early! click here

i'm not qualified to vote
sure? click here

i'm fed up
got it click here

no

yes

i'm not registered
cool

not sure who's running

takes 2 min

click here

i don't know how

no prob

click here

no prob

click here

no prob

click here

no prob

click here

no prob

click here

THE AIR WE BREATHE

Healthy - Less than 12 µg/m³
Moderate - 12.1 µg/m³ to 35.4 µg/m³
Unhealthy - Greater than 35.4 µg/m³

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 has a diameter of less than 2.5 micrometers. Because the PM2.5 is smaller than the large PM10, its effects are more serious. Some heavy metals and cancer-causing organics compounds found in PM2.5 can have more health effects than the larger PM10.

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 global air quality. 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 Global Health Observatory, 7% of deaths 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 0%.

INTERACT AND EXPLORE

The scatterplot shown directly below uses the relationship between country GDP per capita and the concentration of PM2.5. Click on PM2.5 to see 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 matrix for the selected city. The navigation controls can be used to model increases in GDP of 10%, 20% and 30%.
The Rules

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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

Top 5
- Switzerland $18K
- United States $17K
- Norway $7K
- Germany $6K
- Sweden $5K

Bottom 5
- Mexico $1K
- Turkey $1K
- Colombia $1K
- Lithuania $2K
- Latvia $2K

Health Spending for year 2019

Data Source: OECD.org

© Data Viz For Nonprofits
HEALTH SPENDING

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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.
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Align Your Elements
Divide Your Design Into Thirds
Women’s representation in politics

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.

Source: Ivett Kovacs on Tableau Public.
https://public.tableau.com/views/Womensrepresentationinpoliticsvizforsocialgood/WomeninPolitics?%3Adisplay_count=y&%3Alanguage=en&%3Aorigin=viz_share_link&mobile=

© Data Viz For Nonprofits
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 up 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.
The Rules

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Align Your Elements
Divide Your Design Into Thirds
color-hex.com

Shades of Gray  aesthetic  Shades of Teal  Pastel
Beautiful Blues  Beach  Discord  Anime skin tones 1 (pale)
VaporWave  off white  Soft Black  RGB Grey White
Gryffindor  Skin and Lips  Blue-Grey  space-gray like
How Safe Are Ivy League Schools?

Liquor Law Violations

Drug Abuse Violations

Weapons Violations

Disciplinary Actions

Criminal Offenses

Arrests

Source: U.S. Department of Education

#HackingOpenData #VizsingEd tabsoft.co/2m7vy8H

Source: Alex Dixon and Tarannum Ansari on Tableau Public

© Data Viz For Nonprofits
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 tour activities. GDP = the total value of all goods and services produced in a country in a year.

Data Source: WTTC 2019 | Designed by: Chantilly Jaggernauth | @chantajapp

% of GDP > 7%: 36 countries
% of GDP 5% - 7%: 22 countries
% of GDP 2% - 5%: 90 countries
% of GDP < 2%: 34 countries

Top 10 Countries:

<table>
<thead>
<tr>
<th>Country</th>
<th>% of GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>4.6%</td>
</tr>
<tr>
<td>Egypt</td>
<td>3.6%</td>
</tr>
<tr>
<td>Turkey</td>
<td>3.4%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>3.3%</td>
</tr>
<tr>
<td>Honduras</td>
<td>4.0%</td>
</tr>
<tr>
<td>Panama</td>
<td>4.0%</td>
</tr>
<tr>
<td>Armenia</td>
<td>4.0%</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>4.0%</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>4.0%</td>
</tr>
<tr>
<td>Honduras</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

Source: Chantilly Jaggernauth on Tableau Public

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The Rules

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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$15-35 billion in property damage, and leaving an estimated 300,000 people homeless.

Around 2,750 tonnes of the substance equivalent to around 1.1 million kg 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, the NN Shoua.

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

Source: Soha Elghany on Tableau Public

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WOMEN STILL ARE BEING KEPT AWAY FROM THE DIRECTOR CHAIR

Directing a movie remains one of the rare opportunities for women 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 1,000 votes shows that in the last two decades only a minority of those films were directed by a woman. Between 2003 and 2018 the percentage of "popular movies" directed by women ranges from 8% 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 13%, 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 equality.

The 2018 documentary "Half the picture" by Amy Adrin 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.
IMCU

- COVID Positive: 1
- COVID PUI: 2
- RN Sick Calls: 3

Bed Occupancy: 45 out of 60 beds are available

RN Staffing

- Needed: 17
- Available: 17
- Variances: 0
- Unassigned: 0

ICU

- COVID Positive: 3
- COVID PUI: 5
- RN Sick Calls: 0

Bed Occupancy: 26 out of 30 beds are available

RN Staffing

- Needed: 8
- Available: 8
- Variances: 0
- Unassigned: 0

MED SURG

- COVID Positive: 2
- COVID PUI: 22
- RN Sick Calls: 11

Bed Occupancy: 37 out of 45 beds are available

RN Staffing

- Needed: 72
- Available: 75
- Variances: 3
- Unassigned: 0

TELE

- COVID Positive: 1
- COVID PUI: 5
- RN Sick Calls: 0

Bed Occupancy: 179 out of 244 are available

RN Staffing

- Needed: 12
- Available: 12
- Variances: 0
- Unassigned: 0

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

Source: Slalom NYC on Tableau Public
https://public.tableau.com/en-gb/profile/slalom5644#!/vizhome/SlalomcoSAFE/UnitView

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COVID-19 At The White House - Public Reports

Test Results So Far

- **385 Contacts**
  - 10% Positive
  - 23% Unknown
  - 67% Negative

Positive Case Symptoms

- **40 Positives**
  - 5% Asymptomatic
  - 8% Mild
  - 56% Unknown

Contact Category Filters

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

Test Results by Report Category

- **Administration**: 104
- **Rep. Official**: 43
- **Dem. Official**: 20
- **Media**: 31
- **Donor**: 19
- **Military**: 29
- **Other**: 139

Hover Here for Change Log

Full Reported Table

<table>
<thead>
<tr>
<th>Name</th>
<th>Category</th>
<th>Position</th>
<th>Date of Last Result</th>
<th>Severity</th>
<th>Quarantine Status</th>
<th>Test Result</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melania Trump</td>
<td>Administration</td>
<td>First Lady of the United States</td>
<td>10/14/2020</td>
<td>Mild</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Barron Trump</td>
<td>Administration</td>
<td>First Son</td>
<td>10/14/2020</td>
<td>Asymptomatic</td>
<td>Unknown</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Patricia Scala</td>
<td>Other</td>
<td>Wife of Eugene Scalia</td>
<td>10/13/2020</td>
<td>Mild</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Eugene Scalia</td>
<td>Administration</td>
<td>Secretary of Labor</td>
<td>10/13/2020</td>
<td>-</td>
<td>Quarantine</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Kamala Harris</td>
<td>Dem. Official</td>
<td>Vice Presidential Candidate</td>
<td>10/12/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Joe Biden</td>
<td>Dem. Official</td>
<td>President Candidate</td>
<td>10/10/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Paula Reid</td>
<td>Media</td>
<td>Journalist</td>
<td>10/8/2020</td>
<td>Not</td>
<td>Yes Quarantined</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Rina Bello</td>
<td>Media</td>
<td>White House press corps</td>
<td>10/8/2020</td>
<td>Asymptomatic</td>
<td>Unknown</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Karen Pence</td>
<td>Administration</td>
<td>Second Lady of the United S.</td>
<td>10/7/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Gary Thomas</td>
<td>Military</td>
<td>Assistant Commandant, Man.</td>
<td>10/7/2020</td>
<td>Mild</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Bill Barr</td>
<td>Administration</td>
<td>Attorney General</td>
<td>10/7/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>White House valet</td>
<td>Military</td>
<td>Military aide</td>
<td>10/6/2020</td>
<td>Unknown</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Stephen Miller</td>
<td>Administration</td>
<td>Senior Adviser</td>
<td>10/6/2020</td>
<td>Unknown</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Salud Carbajal</td>
<td>Dem. Official</td>
<td>Representative (D-CA)</td>
<td>10/6/2020</td>
<td>Mild</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Jalen Drummond</td>
<td>Administration</td>
<td>Deputy press secretary</td>
<td>10/6/2020</td>
<td>Unknown</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Rudy Giuliani</td>
<td>Administration</td>
<td>Personal Attorney</td>
<td>10/5/2020</td>
<td>-</td>
<td>Not Quarantined</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Pete Hegseth</td>
<td>Media</td>
<td>Fox Television Host</td>
<td>10/5/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Penny Nance</td>
<td>Other</td>
<td>CEO of Concerned Women I.</td>
<td>10/5/2020</td>
<td>-</td>
<td>Not Quarantined</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Patrick Leahy</td>
<td>Dem. Official</td>
<td>Senator (D-VT)</td>
<td>10/5/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Mike Pence</td>
<td>Administration</td>
<td>Vice President of the United</td>
<td>10/5/2020</td>
<td>-</td>
<td>Not Quarantined</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Michael Shea's wife</td>
<td>Other</td>
<td>Wife of NYT correspondent</td>
<td>10/5/2020</td>
<td>Unknown</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Macie Horns</td>
<td>Dem. Official</td>
<td>Senator (D-HI)</td>
<td>10/5/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Mark Meadows</td>
<td>Administration</td>
<td>Chief of Staff</td>
<td>10/5/2020</td>
<td>-</td>
<td>Not Quarantined</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Kayleigh McEnany</td>
<td>Administration</td>
<td>Press Secretary</td>
<td>10/5/2020</td>
<td>Unknown</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Karoline Leavitt</td>
<td>Administration</td>
<td>Assistant Press Secretary</td>
<td>10/5/2020</td>
<td>Unknown</td>
<td>Isolation</td>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Jason Lewis</td>
<td>Rep. Official</td>
<td>MN Senator Candidate</td>
<td>10/5/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Jared Kushner</td>
<td>Administration</td>
<td>Senior Advisor To The President</td>
<td>10/4/2020</td>
<td>-</td>
<td>Unknown</td>
<td>Negative</td>
<td></td>
</tr>
</tbody>
</table>

Source: Peter James Walker on Tableau Public


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The Rules

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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
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.

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  
Popeyes  
Sonic Drive-In  
Starbucks  
Subway  
Taco Bell  
Wendy's  
Whataburger  
Wingstop  
Zaxby's

Data Source: Visual Capitalist  |  Design: Sanaz Jamloo

Source: Sanaz Jamloo on Tableau Public

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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 this rate continues like this there will be 7 fall deaths every hour by 2050. One out of five falls causes a serious injury such as broken bone 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

- Higher
- Lower
- Equal

Count of states compared to average falls reported

- Higher
- Equal
- Lower

Total Cost breakdown

- Medicare
- Medicaid
- Private or out-of-pocket payments

Source: Varun Goenka on Tableau Public
https://public.tableau.com/views/OldAdultsFalls/FallRisk?%3Adisplay_count=y%3Alanguage=en%3Aorigin=viz_share_link

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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
- Europe: 178,230
- Asia: 85,142
- North America: 69,868
- South America: 40,188
- Oceania: 31,312

Total Visits by City

Source: Seema M. Rathod on Tableau Public
https://public.tableau.com/shared/CXW92TDH6/%3Adisplay_count=y&%3Aorigin=viz_share_link

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Change in funding structure.
126,111
COVID-19 Cases
including
1,122 deaths

Source: Kane County Health Department
on Tableau Public
https://public.tableau.com/app/profile/louise2101/viz/COVIDdashboard_15855315862970/Home
... After

Kane County COVID-19 Dashboard

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

Cases by Date

Cases by Municipality

© Data Viz For Nonprofits
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
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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