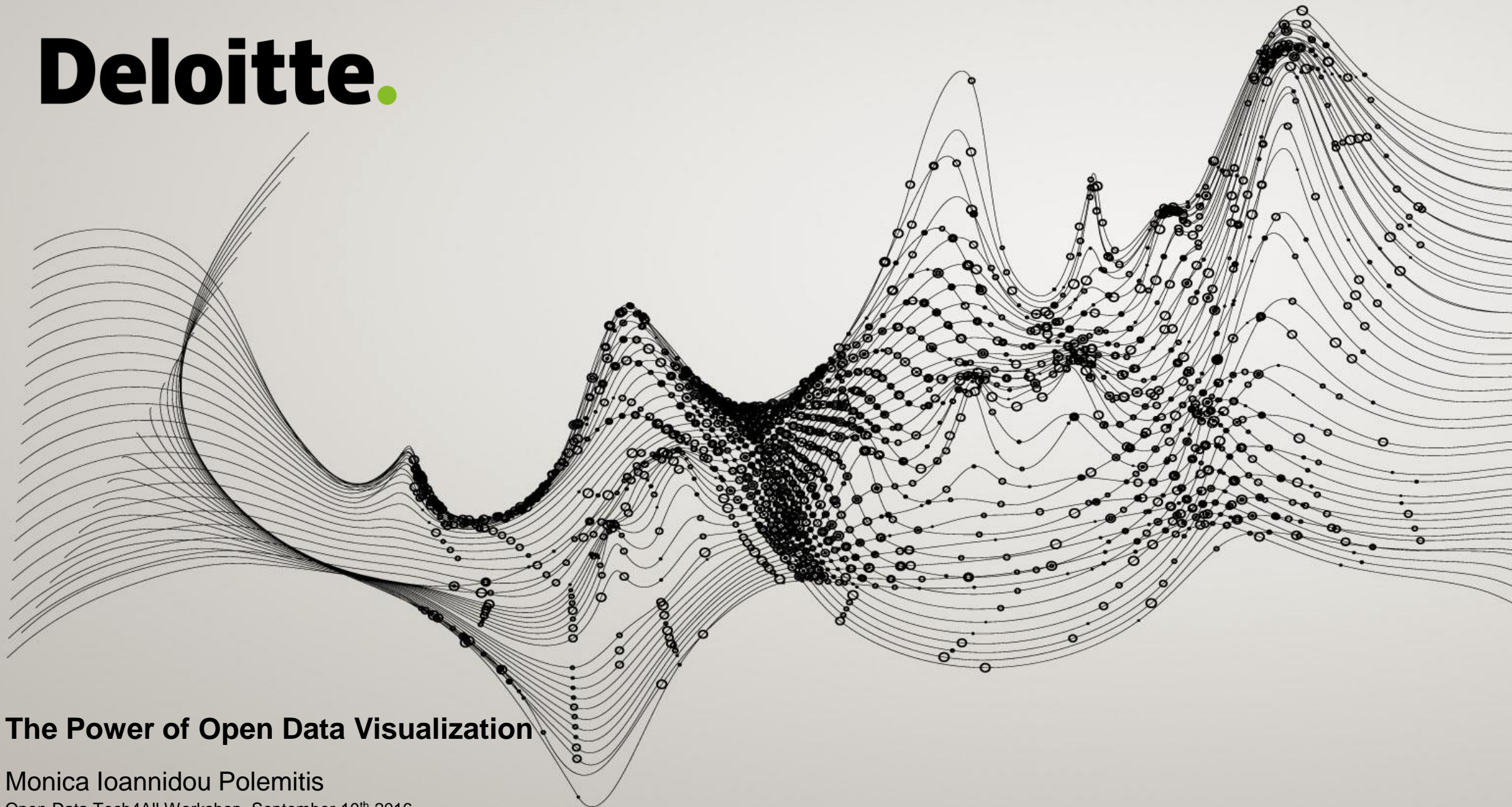# Deloitte.

The Power of Open Data Visualization

Monica Ioannidou Polemitis

Open Data Tech4All Workshop, September 10th 2016

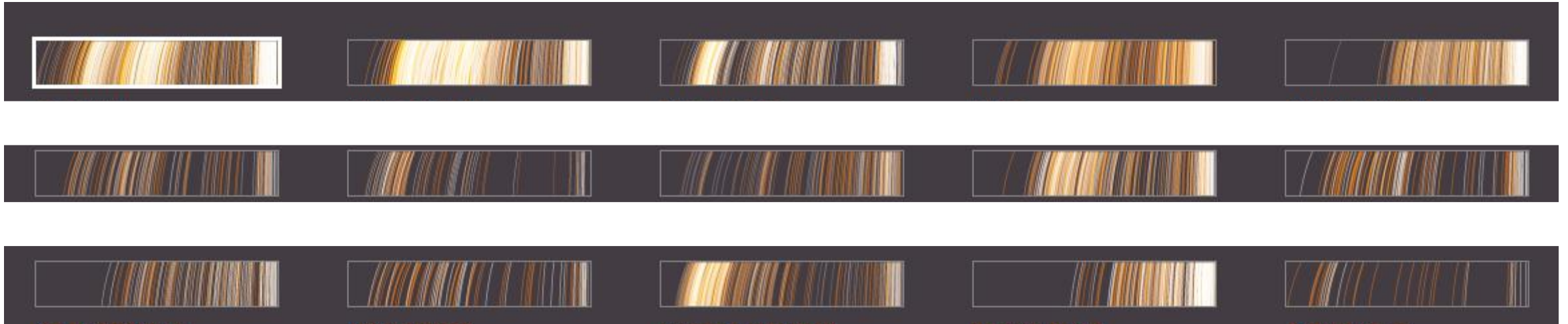# HAVE YOU EVER THOUGHT OF BECOMING A BLONDE?

BLONDES HAVE MORE FUN

BLONDES DO IT BETTER

it's better to be blonde
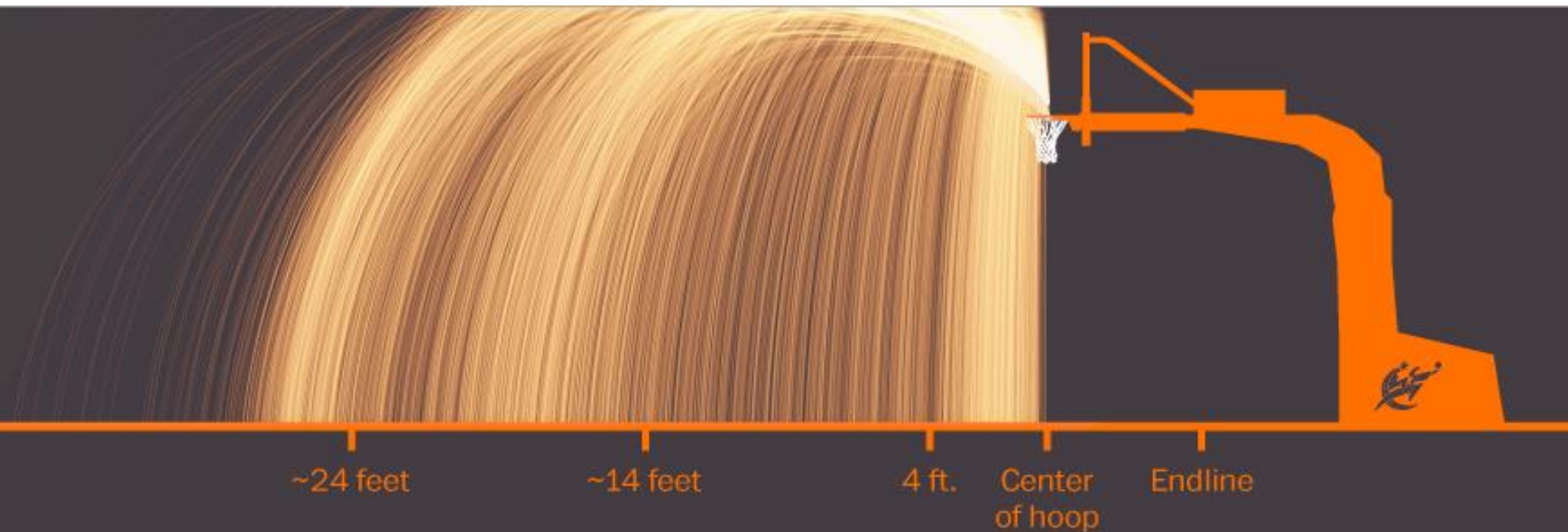
There is a shade of blonde for everyone!

2013 Wizards' shots

3,177 field goals made
6,920 attempts

45.9%

Half court   ~24 feet   ~14 feet   4 ft.   Center of hoop   Endline

EXPLORE THE 2014 WASHINGTON WIZARDS

JOHN WALL   BRADLEY BEAL   PAUL PIERCE   NENE   MARCIN GORTAT
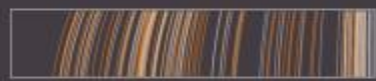
DREW GOODEN   RASUAL BUTLER   ANDRE MILLER   KRIS HUMPHRIES   GARRETT TEMPLE

KEVIN SERAPHIN   OTTO PORTER   MARTELL WEBSTER   DEJUAN BLAIR   GLEN RICE JR.

Beal's range

481 field goals made
1,149 attempts
41.9%

Half court ~24 feet ~14 feet 4 ft. Center of hoop Endline

Rice Jr.'s range

11 field goals made
37 attempts
36.3%

Half court ~24 feet ~14 feet 4 ft. Center of hoop Endline
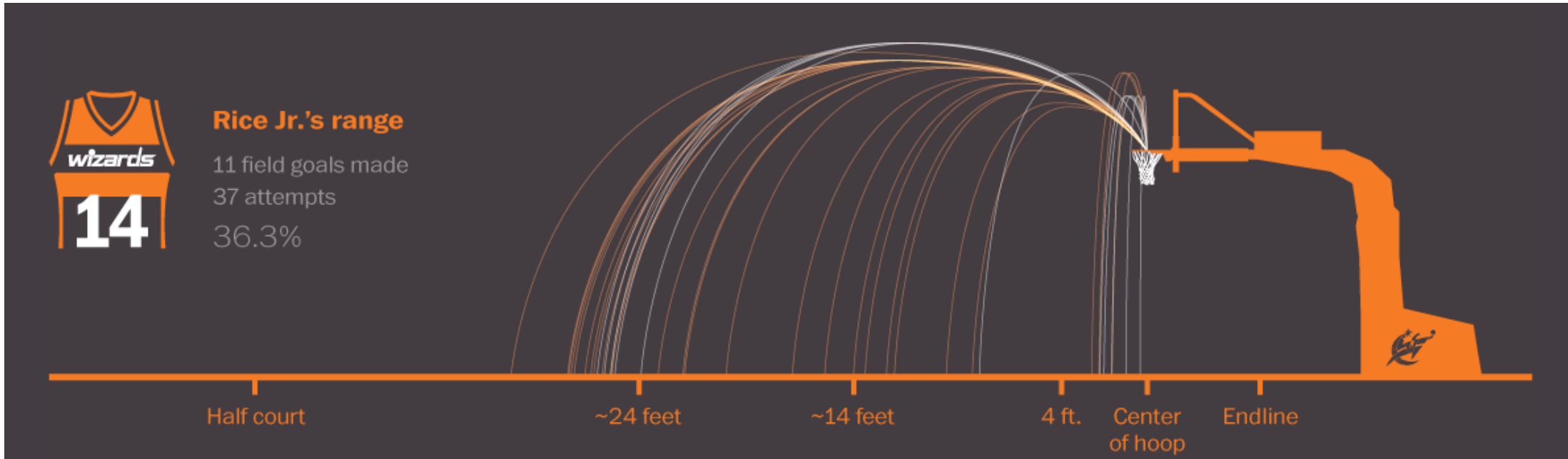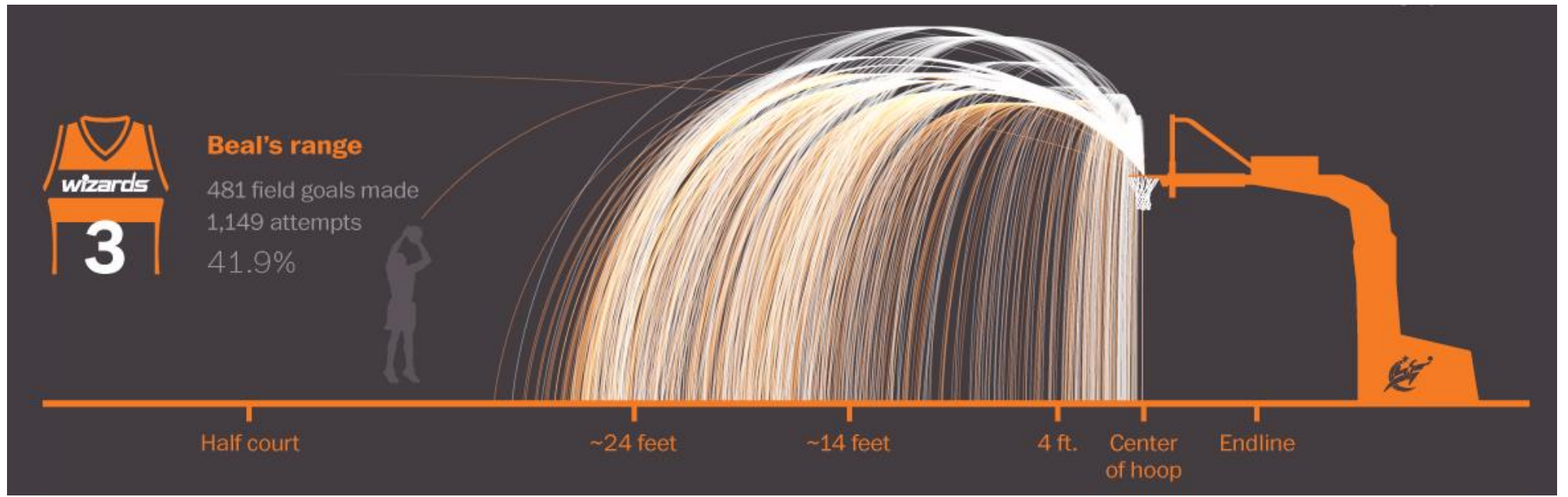
Why open data?

- It is the new raw material of the 21st century

- Transparency and accountability

- Wealth of information held by the public sector

- Data is beautiful

BUT

- The global annual rate of data production is expected to reach 5.6 zettabytes, double the rate of growth in 2012 ➔ Titanic amount of data

So it's important to visualize data

Absorb information in new and more constructive ways. the human retina can transmit data at roughly 10 million bits per second – about the same rate as an Ethernet connection! But most business intelligence reports that are compiled for senior management are typically populated with static tables and charts that fail to make information vi

Foster a new business language. Tell a story through data ➔ data journalism

Data can be very powerful. If you can actually understand what it's telling you.

Identify and act on emerging trends faster. Using data visualization, decision makers are able to grasp shifts in customer behaviors and market conditions across multiple data sets much more quickly.

Manipulate and interact directly with data. brings actionable insights to the surface. Unlike one-dimensional tables and charts that can only be viewed, data visualization tools enable users to interact with data.

Who is NOT confused about Syria?

	Syrian Government	Syrian Rebels	ISIS	Jabhat al-Nusra	Kurds	U.S. and Allies	Iraq	Iran and Hezbollah	Russia	Saudi Arabia, Gulf States	Turkey
Syrian Government		🔴	🔴	🔴	🟡	🔴	🟢	🟢	🟢	🔴	🔴
Syrian Rebels	🔴		🔴	🟡	🟡	🟢	🔴	🔴	🔴	🟢	🟢
ISIS	🔴	🔴		🔴	🔴	🔴	🔴	🔴	🔴	🔴	🔴
Jabhat al-Nusra	🔴	🟡	🔴		🔴	🔴	🔴	🔴	🔴	🟡	🟡
Kurds	🟡	🟡	🔴	🔴		🟢	🔴	🟢	🟢	🟡	🔴
U.S. and Allies	🔴	🟢	🔴	🔴	🟢		🟢	🟡	🟡	🟢	🟢
Iraq	🟢	🔴	🔴	🔴	🔴	🟢		🟢	🟢	🟡	🟡
Iran and Hezbollah	🟢	🔴	🔴	🔴	🟢	🟡	🟢		🟢	🔴	🟡
Russia	🟢	🔴	🔴	🔴	🟢	🟡	🟢	🟢		🔴	🔴
Saudi Arabia, Gulf States	🔴	🟢	🔴	🟡	🟡	🟢	🟡	🔴	🔴		🟢
Turkey	🔴	🟢	🔴	🟡	🔴	🟢	🟡	🟡	🔴	🟢	

PUBLIC OUTRAGE

ACTUAL HAZARD

TERRORIST ATTACK
GUN CRIME
BIRD FLU
MOBILE PHONES
STOCK PORTFOLIO CRASH
PLANE CRASH
DAILY GLASS OF WINE

HEAT
CREDIT CARD FRAUD
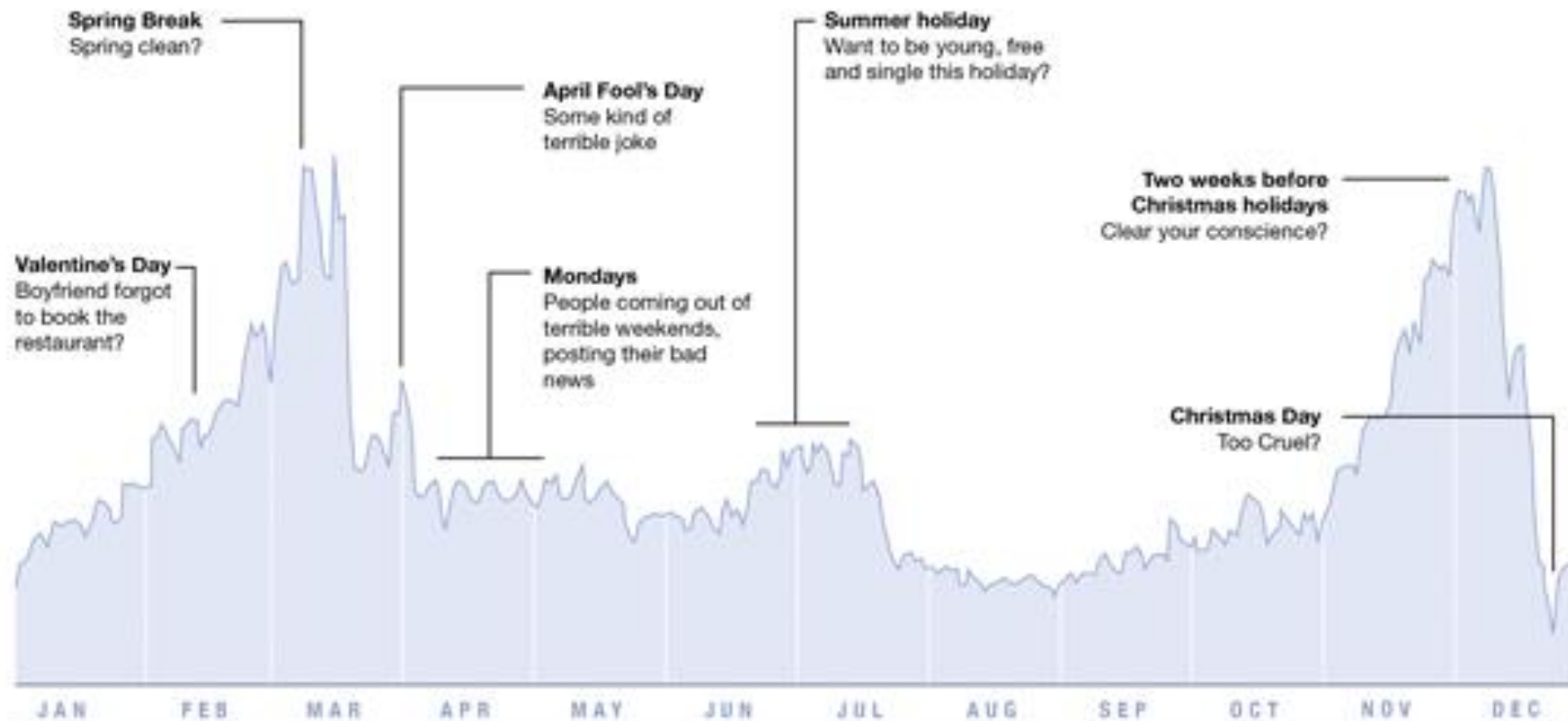PEDESTRIAN ACCIDENT
CANCER
HEART CONDITION

SCREENCAP from Susanna Hertrich's REALITY CHECKING DEVICE susannahertrich.com [via InformationIsBeautiful.net]

Peak Break-up Times
According to Facebook status updates

InformationIsBeautiful.net

Spring Break
Spring clean?

April Fool's Day
Some kind of
terrible joke

Summer holiday
Want to be young, free
and single this holiday?

**Two weeks before
Christmas holidays**
Clear your conscience?

Valentine's Day
Boyfriend forgot
to book the
restaurant?

Mondays
People coming out of
terrible weekends,
posting their bad
news

Christmas Day
Too Cruel?

JAN   FEB   MAR   APR   MAY   JUN   JUL   AUG   SEP   OCT   NOV   DEC

David McCandless & Lee Byron
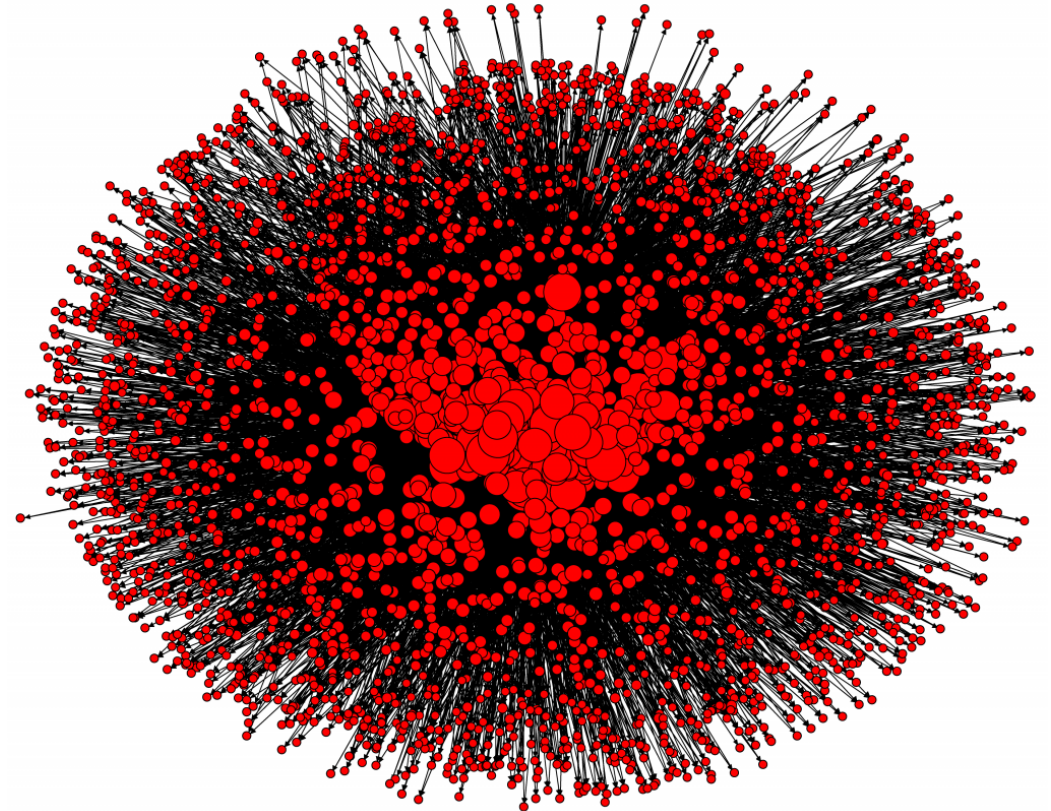InformationIsBeautiful.net / LeeByron.com

source: Facebook Lexicon 2008

So… endless possibilities!
And a wise investment…

Data is important.

But it's data *visualization* that allows data to unleash its true impact.

DO BLONDES REALLY DO HAVE MORE FUN?

DOES HAIR COLOR DETERMINE OUR SOCIAL STANDING?

Percentage of respondents who agreed that hair color can influence your social status, such as how many friends you have and how well you are liked.

37%	37%	36%	35%	34%	34%
Black-haired	White-haired	Brunettes	Blondes	Red-headed	Gray-haired

Source: CouponCabin.com

Deloitte.

THANKS!