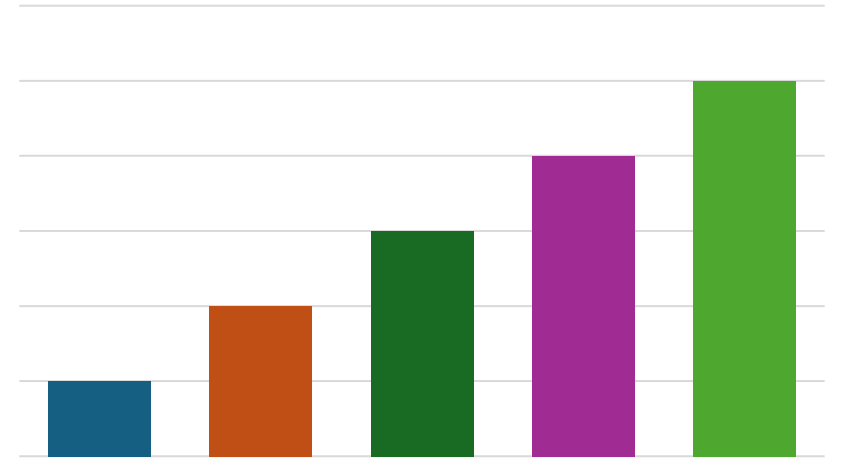


TECHNIQUES OF DATA VISUALIZATION



2024 Municipal Clerks Institute and Academy

School of Business



EASTERN ILLINOIS UNIVERSITY™

Nicholas Robinson, JD, LL.M., MBA

DoubleTree Hotel

Bloomington, Illinois

October 10, 2024

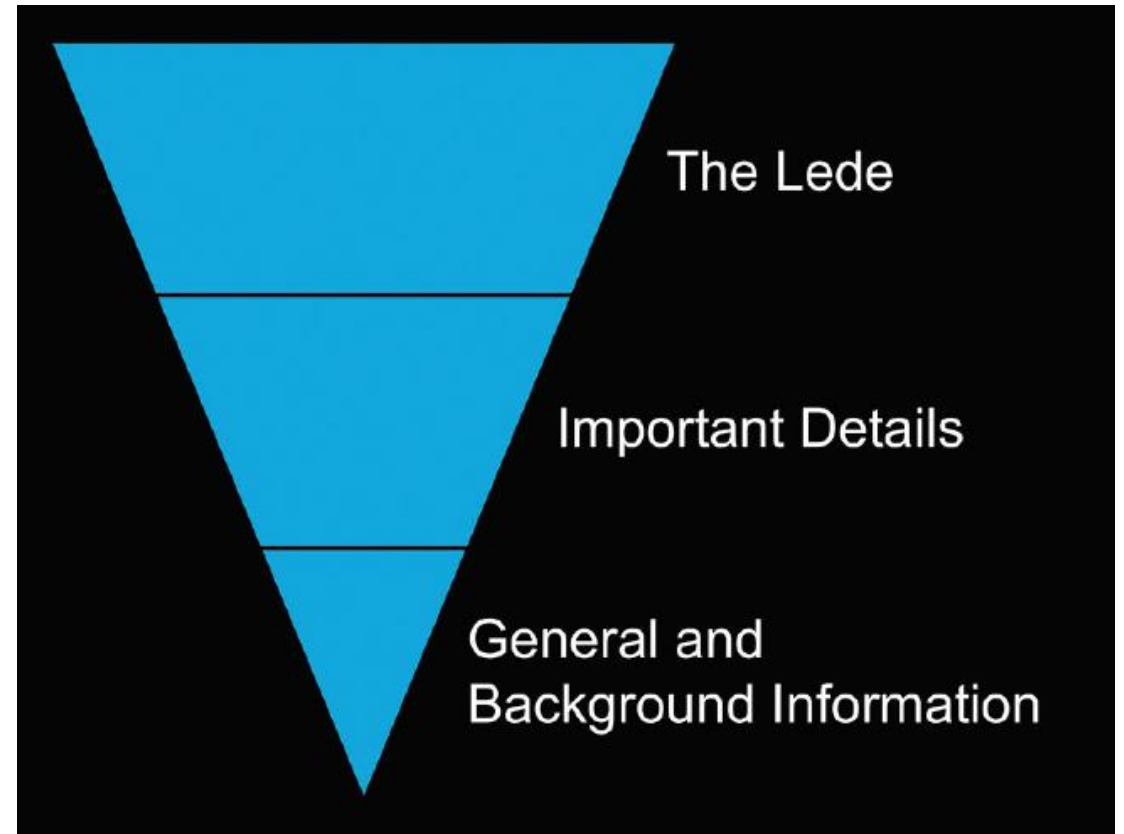
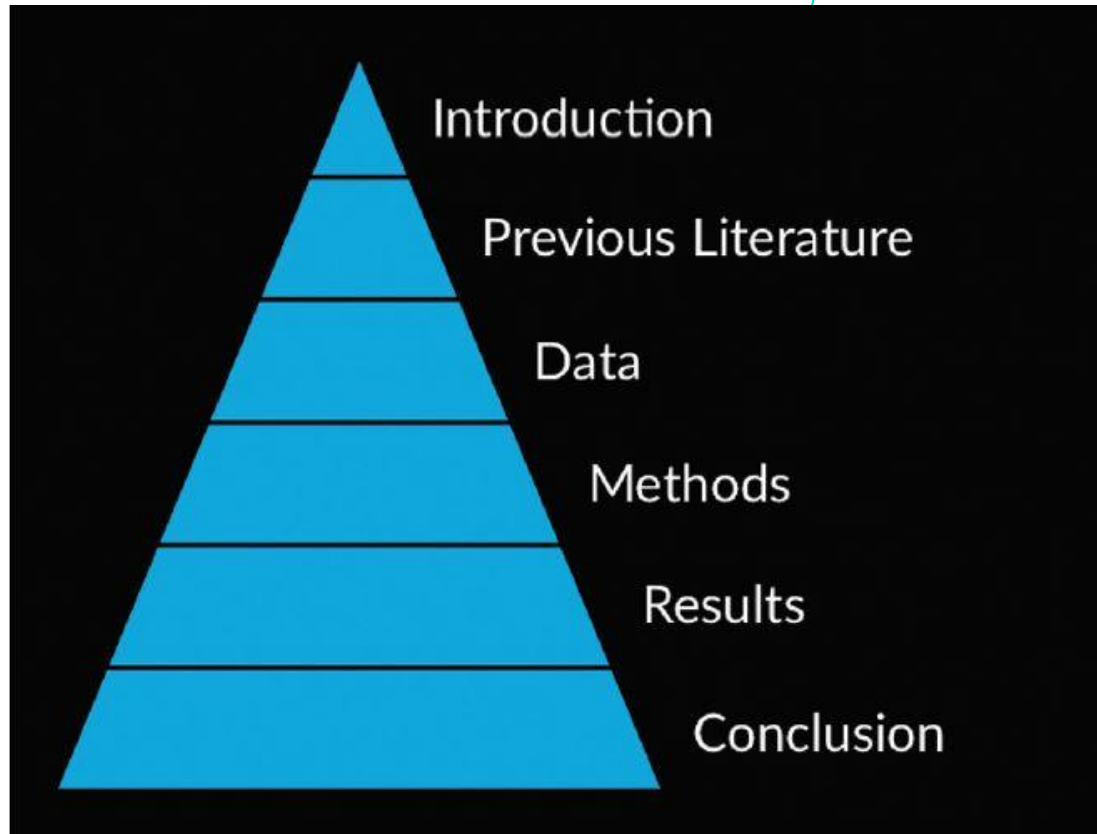
Techniques of Data Visualization

2024 Municipal
Clerks Institute
& Academy

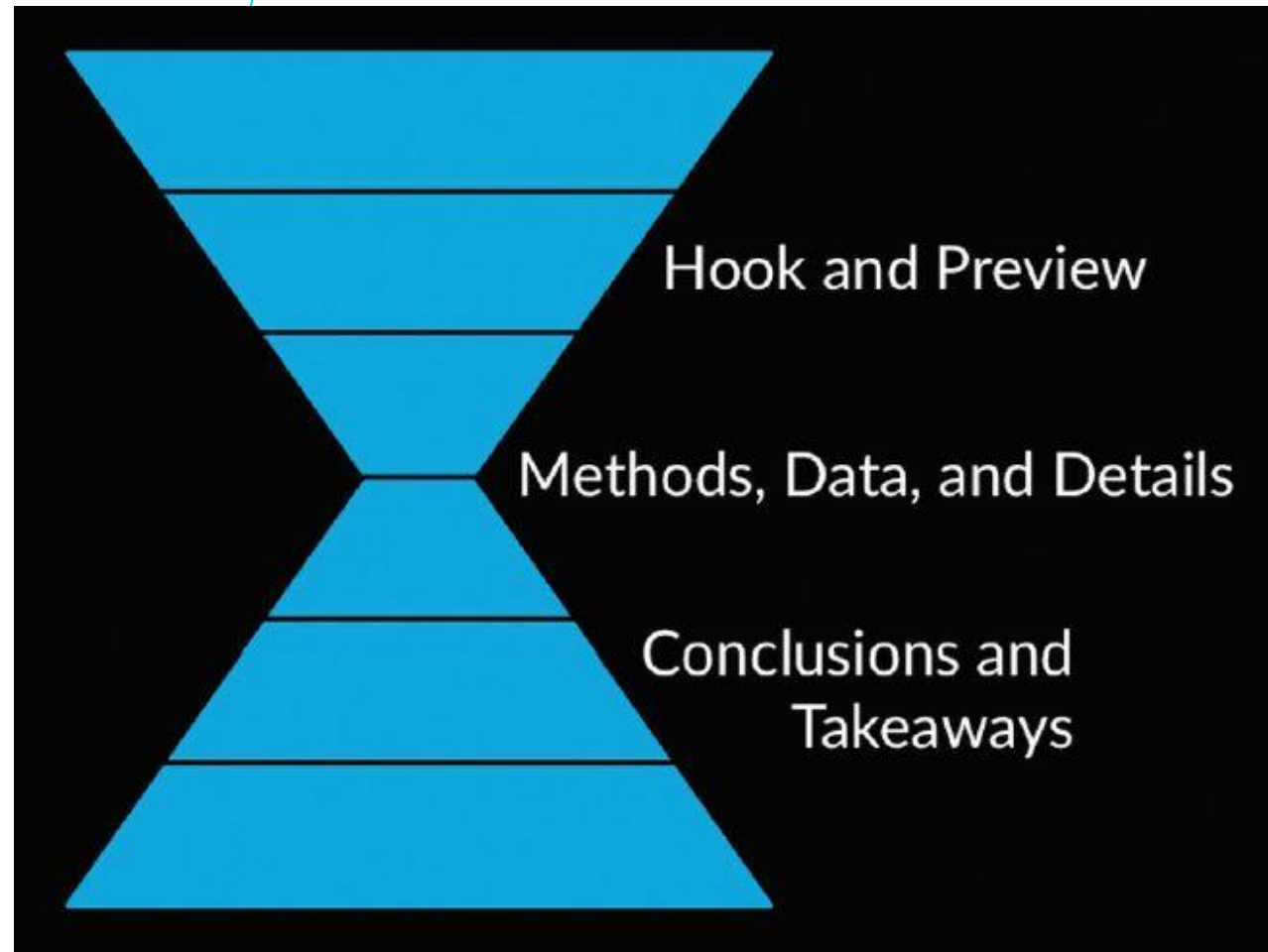
Nicholas Robinson, JD, LL.M., MBA
Bloomington, Illinois
October 10, 2024



STORYTELLING FOR IMPACT



STORYTELLING FOR IMPACT



GESTALT PRINCIPLES

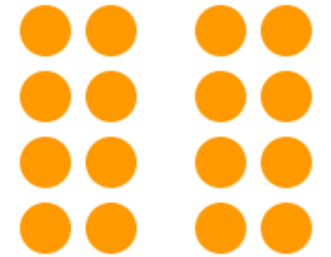
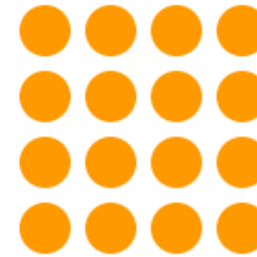
- Proximity
- Similarity
- Enclosure
- Closure
- Continuity
- Connection



GESTALT PRINCIPLES

- **Proximity:**

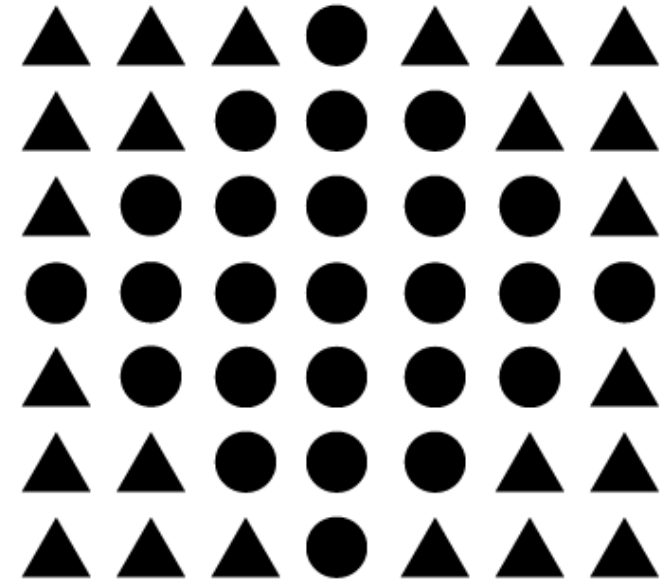
things that are close together appear to be more related than things that are spaced farther apart.



GESTALT PRINCIPLES

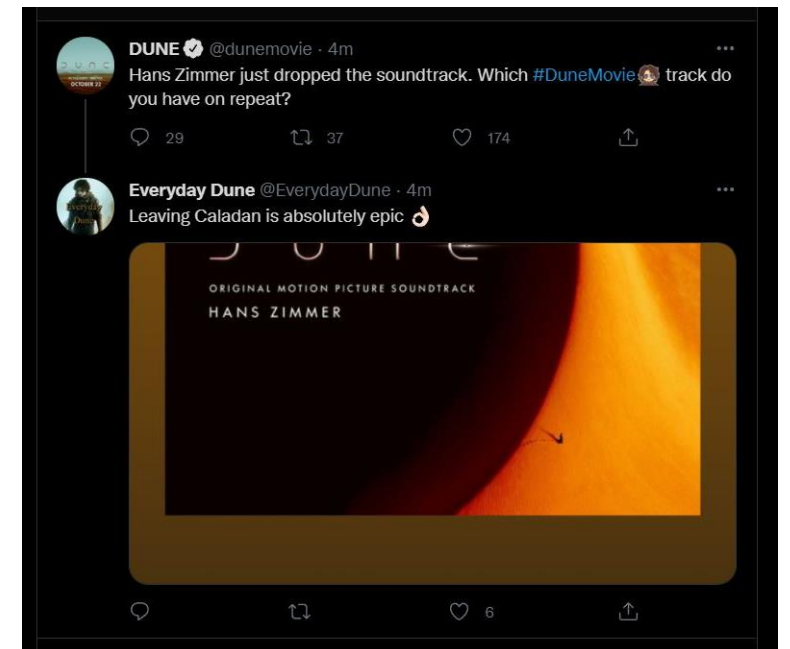
- **Similarity:**

when things appear to be similar to each other, we group them together. And we also tend to think they have the same function.



GESTALT PRINCIPLES

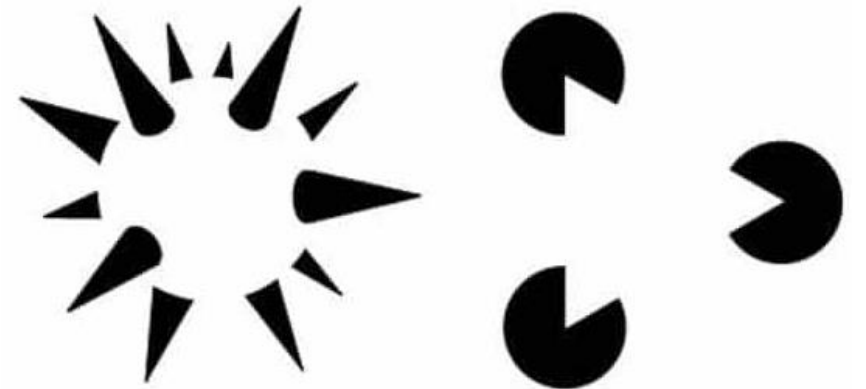
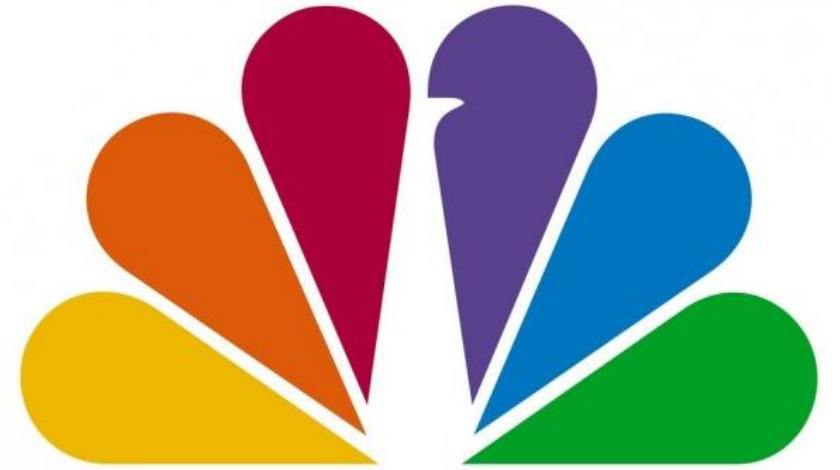
- **Enclosure (region):**
when objects are located within the same closed region, we perceive them as being grouped together.



GESTALT PRINCIPLES

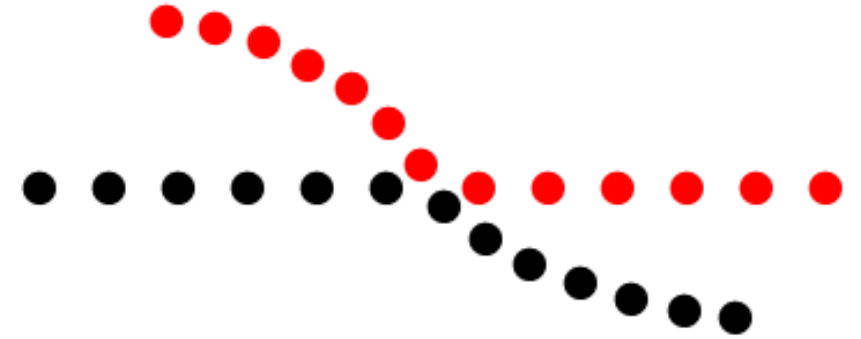
- **Closure:**

when we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern.



GESTALT PRINCIPLES

- **Continuity:**
elements that are arranged on a line or curve are perceived to be more related than elements not on the line or curve.



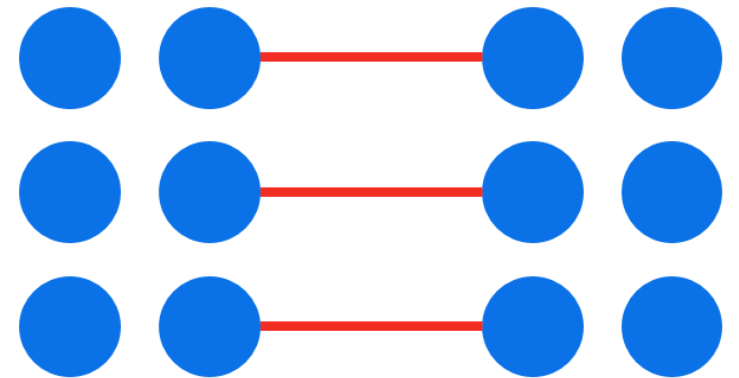
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GESTALT PRINCIPLES

- **Connection:**

we perceive elements as connected to each other thanks to colors, lines, frames, or other shapes.

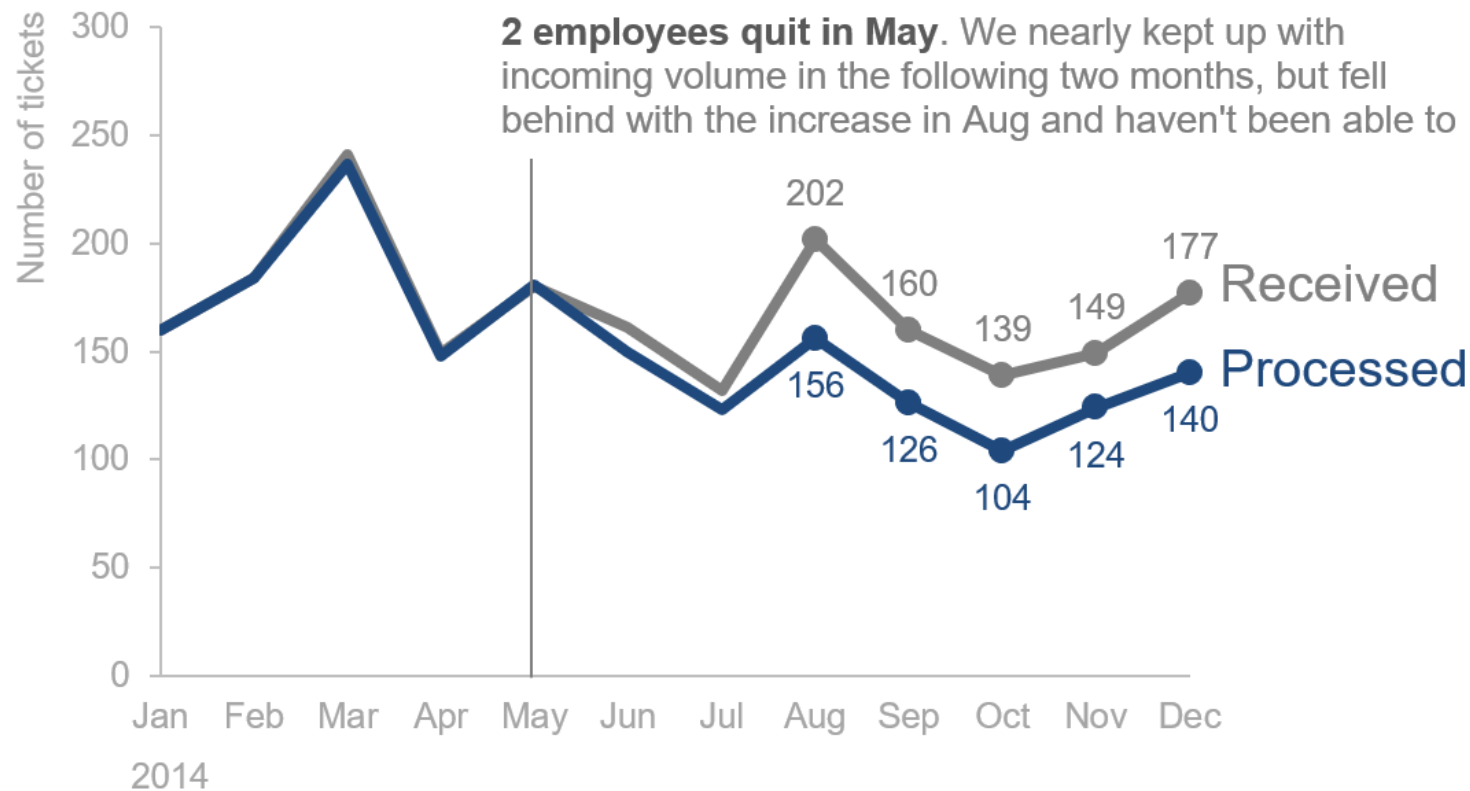


TEXT

Please approve the hire of 2 FTE

to backfill those who quit in the past year

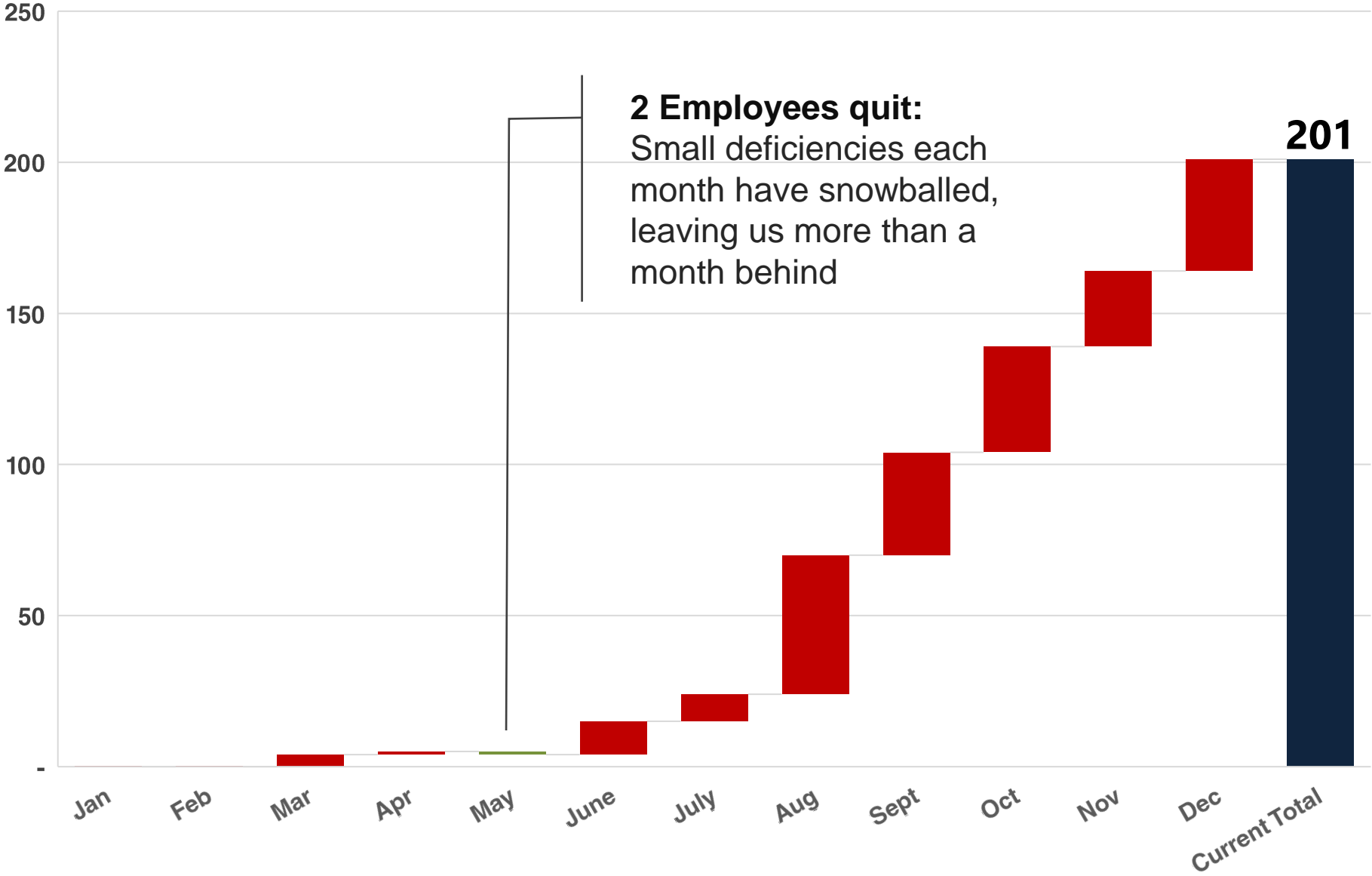
Ticket volume over time



Data source: XYZ Dashboard, as of 12/31/2014 | A detailed analysis on tickets processed per person and time to resolve issues was undertaken to inform this request and can be provided if needed.

TEXT

Cummulative Processing Deficiencies From Staff Shortage



POWER BI

2015

2016

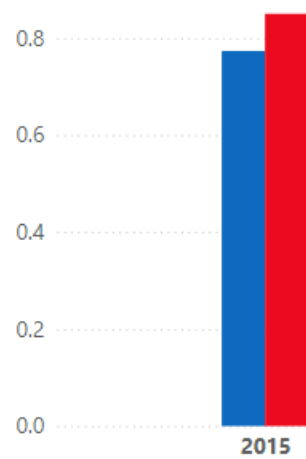
2017

2018

2019

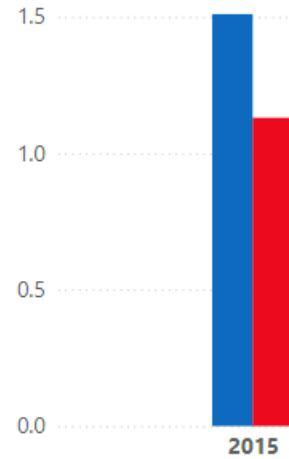
Quick Ratio

● Competitors ● Toyota



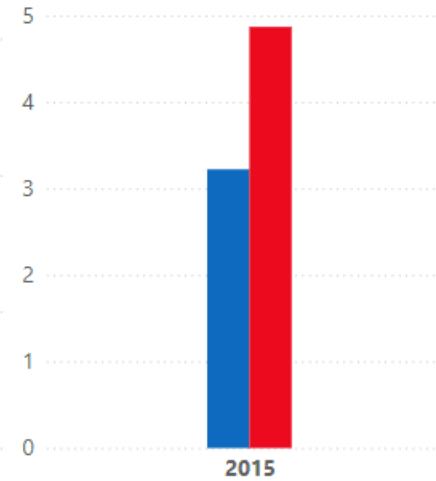
Debt to Equity

● Competitors ● Toyota



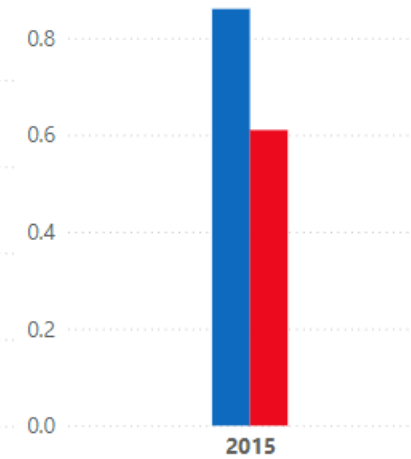
Return on Assets

● Competitors ● Toyota



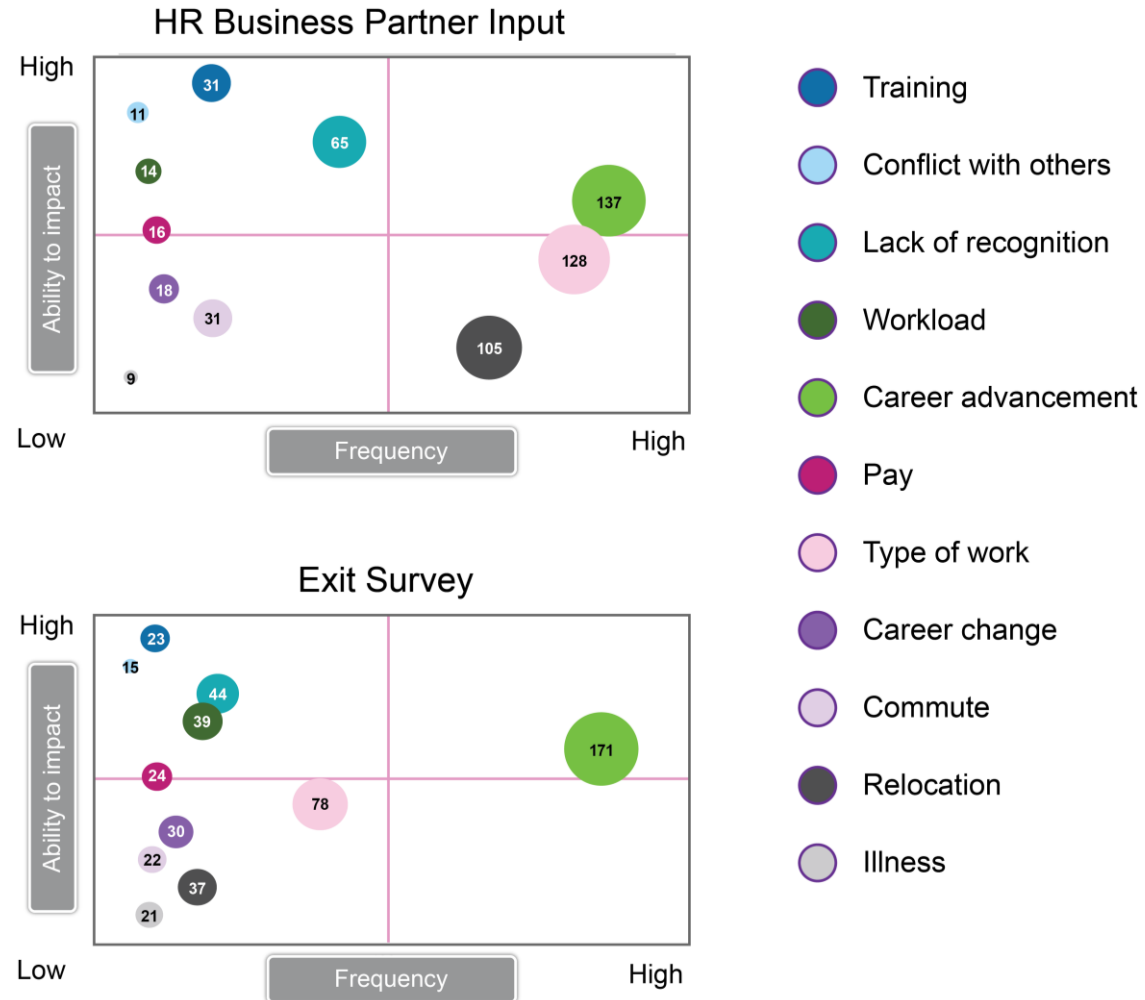
Total Asset Turnover

● Competitors ● Toyota

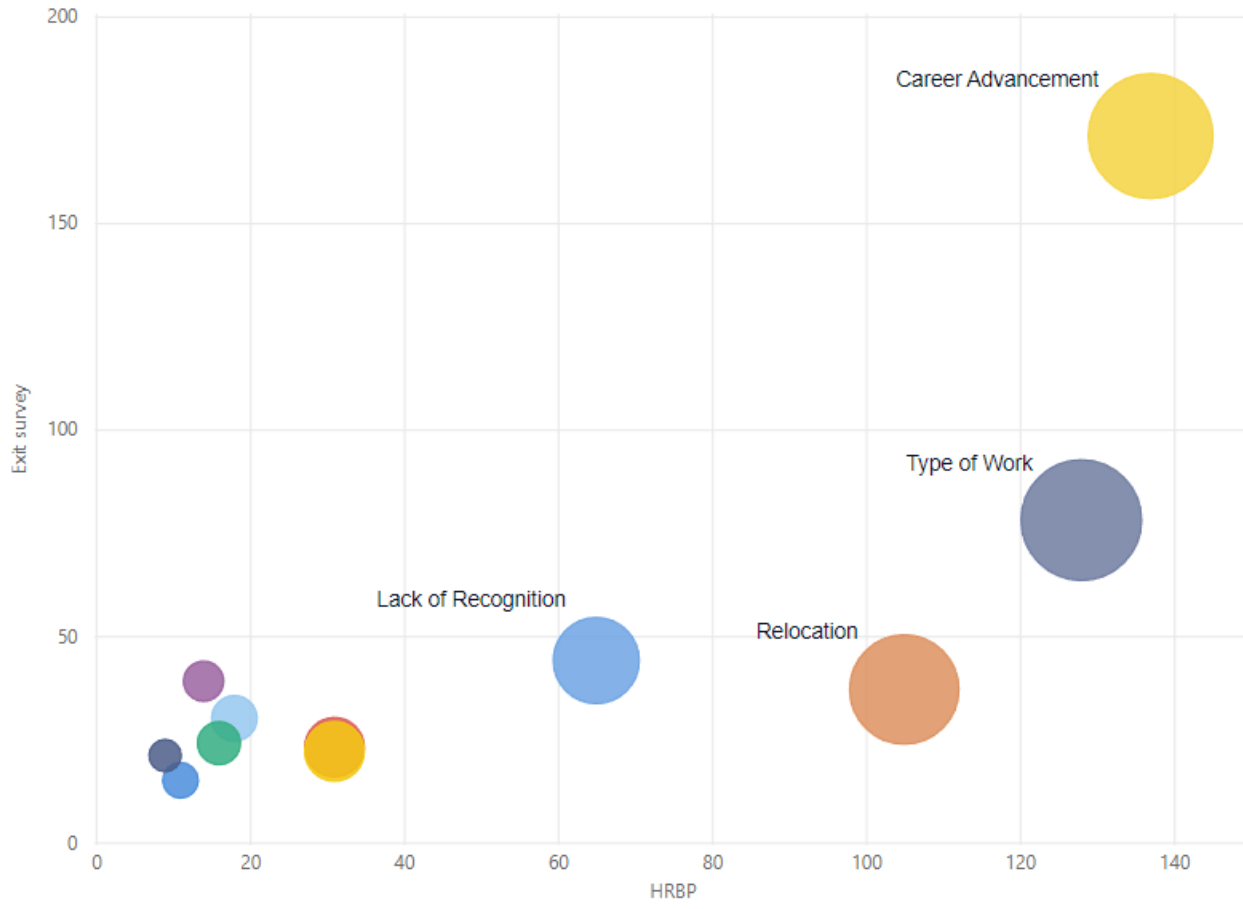


W/O POWER BI

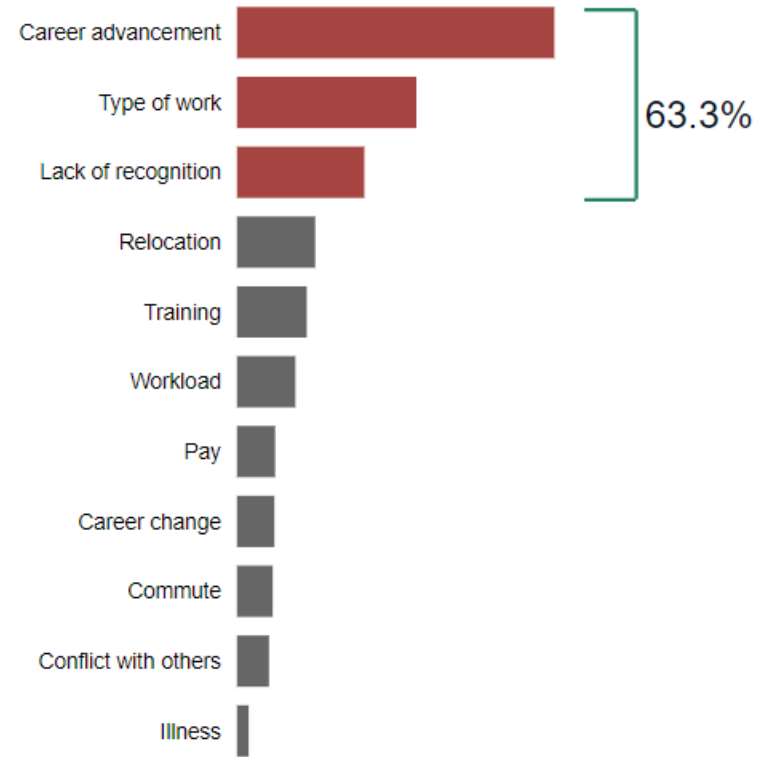
Reasons for Leaving



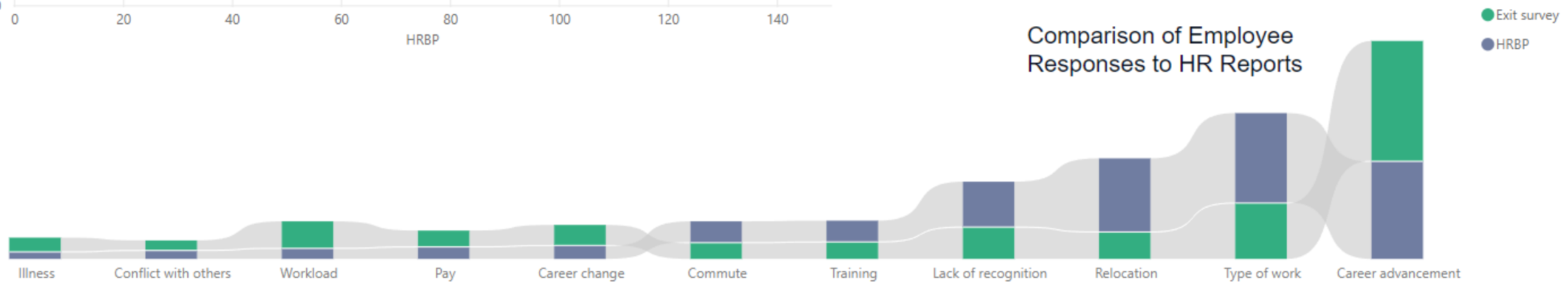
HRBP & Exit Survey Responses



Efficiency Factor Rankings and Proportions

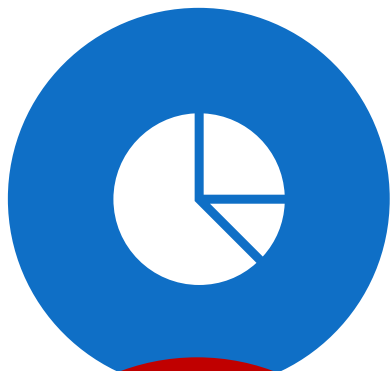


Comparison of Employee Responses to HR Reports

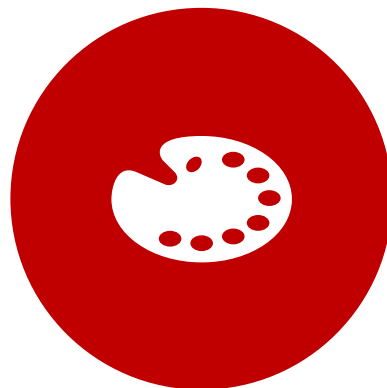


Filters

LOW HANGING FRUIT



~~File charts~~

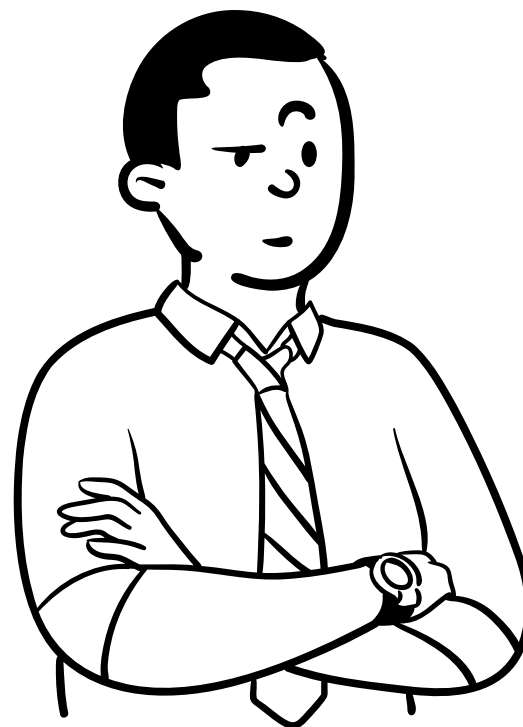


Color



Words

QUESTIONS?



RESOURCES

Charts: [Storytelling With Data](#)

Colors: [Interactive Color Wheel](#)
[Color Theory](#)

Google Design Guides:

- [Fonts](#)
- [Accessibility](#)
- [Color](#)

