

KLAR FORMIDLING AF DATA OG DATAPUNKTER

RUNE LYKKE-KJELDEN, SAS INSTITUTE



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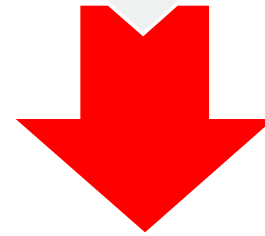
HVORFOR?



HVAD?



HVORDAN?





HEJ

Jeg er Kommunaldirektør

Jeg vil vide, om vi holder os på budget indenfor indkøb i de forskellige forvaltninger

Det er vigtigt for kommunen, for ellers skal vi omfordele

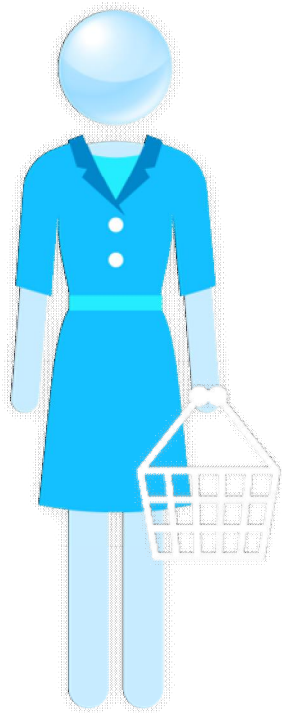


HEJ

Nu er jeg i borgerservice

Jeg skal hurtigt forklare en borger
behandlingstiden på udstedelse af nyt
kørekort

Vi skal kunne hjælpe borgerne hurtigt
og nemt



HEJ

Nu er jeg ansvarlig for indkøb

Jeg vil gerne vide om vi lever op til reglerne om udbud

Det er vigtigt, da vi har en defineret politik om at indkøbe i overensstemmelse med udbud.

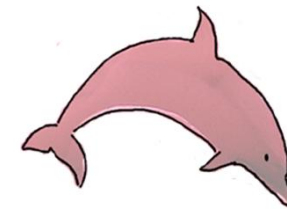


HEJ

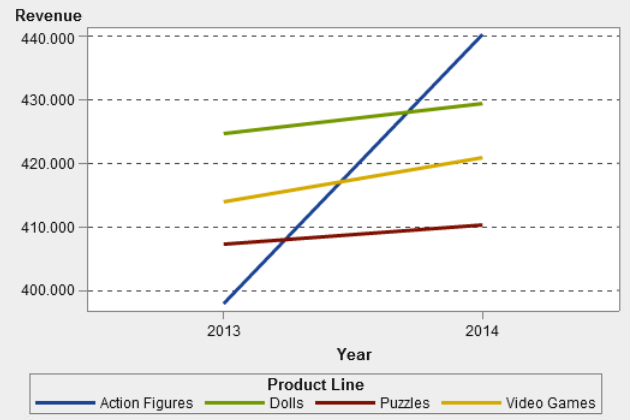
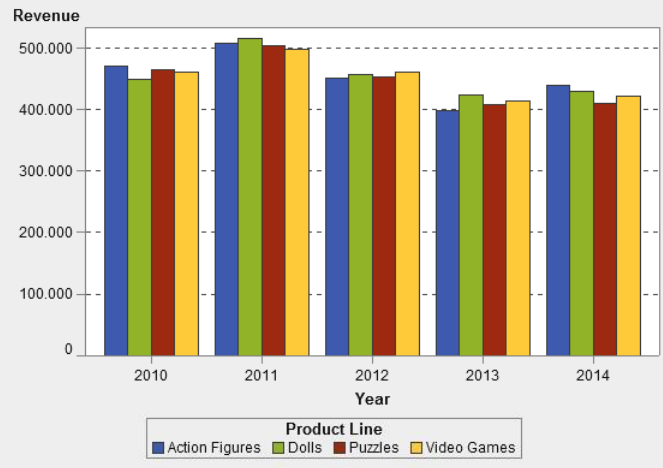
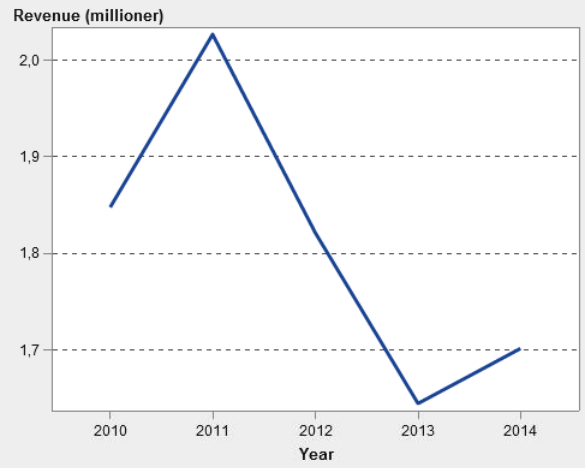
Nu er jeg Overlæge

Jeg skal redde liv og sikre fornuftig drift af min afdeling.

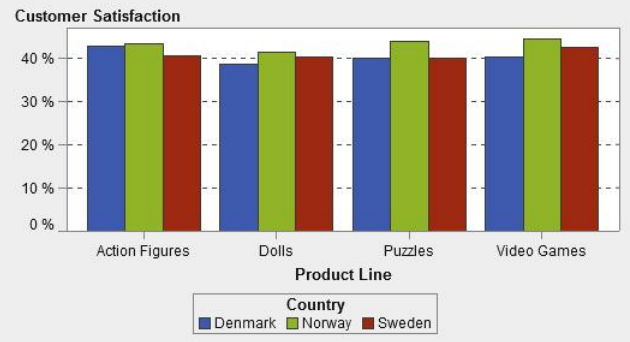
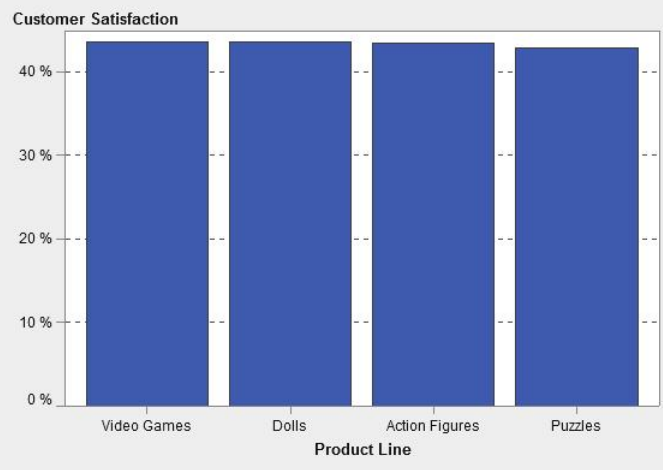
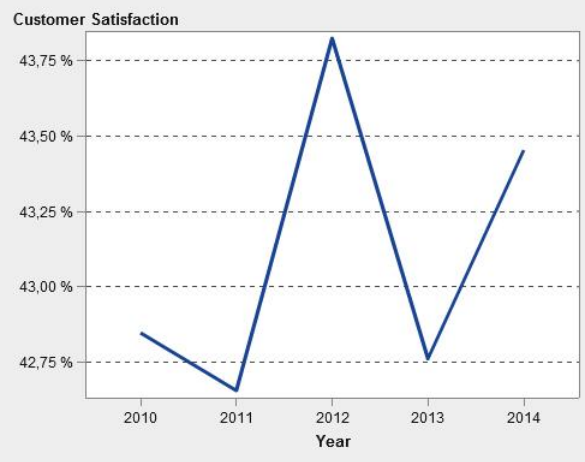
Jeg vil sikre mig, at vi køber ind i overensstemmelse med aftalerne, så vi får mest muligt for vores budget



Source: Stephen Few - <http://www.perceptualedge.com>
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Product Line	Action Figures	Dolls	Puzzles	Video Games
Year	Revenue	Revenue	Revenue	Revenue
2013	397.917	424.691	407.284	413.949
2014	440.300	429.439	410.290	420.910



Pre-attentive processing

- Hurtigt
- Genkendelse
- Korttidshukommelse

Attentive processing

- Langsommeligt
- Læring
- Langtidshukommelse

GENERELLE GUIDELINES

- Fremhæv det vigtige
- Nedton det mindre vigtige
- Fjern det overflødige og unødvendige
- Brug primært neutrale og bløde farver
- Fremhæv med kontrastfarver

Hvor mange femtaller er der?

1365984126310294778660013741638
2704879461305429746313529487663
1644908523314772294876315498694
4971301823697431980350349876312

Stephen Few (2012) Show me the numbers,
Second edition.
Analytics Press. Side 68



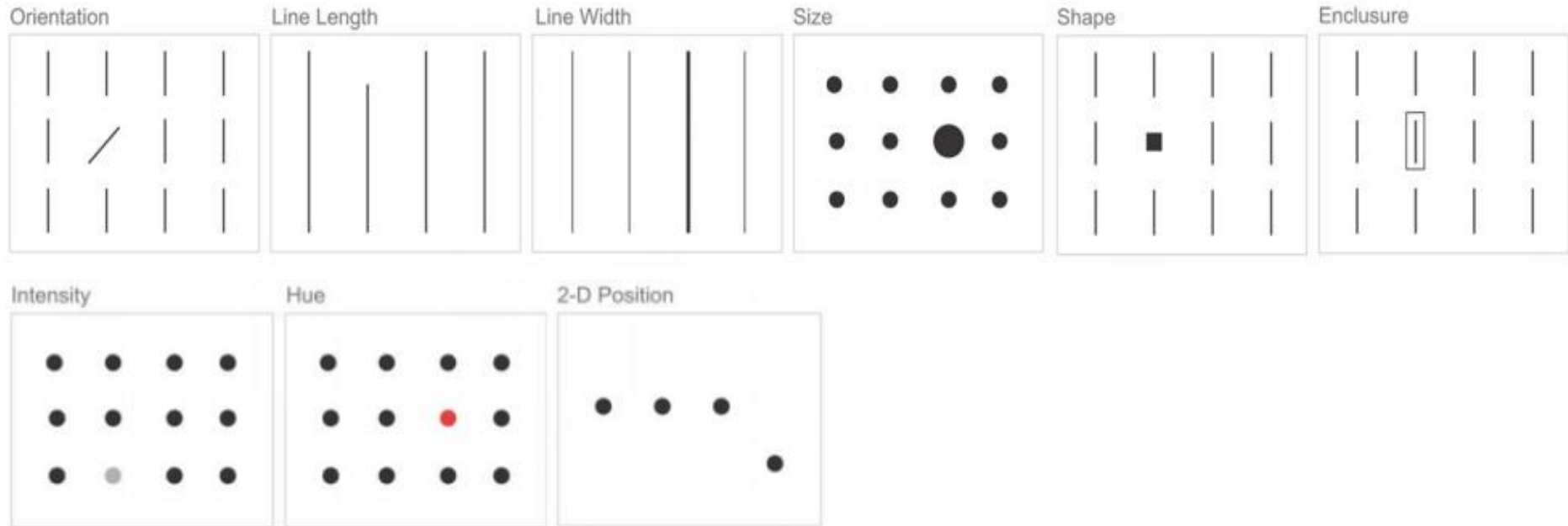
Hvor mange femtaller er der?

136**5**984126310294778660013741638
270487946130**5**429746313**5**29487663
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Stephen Few (2012) Show me the numbers,
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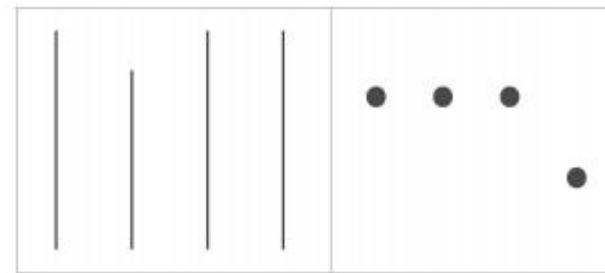
PRE-ATTENTIVE ATTRIBUTTER



Stephen Few (2004),
Tapping the Power of Visual Perception,
Perceptual Edge. Side 5

PRE-ATTENTIVE ATTRIBUTTER

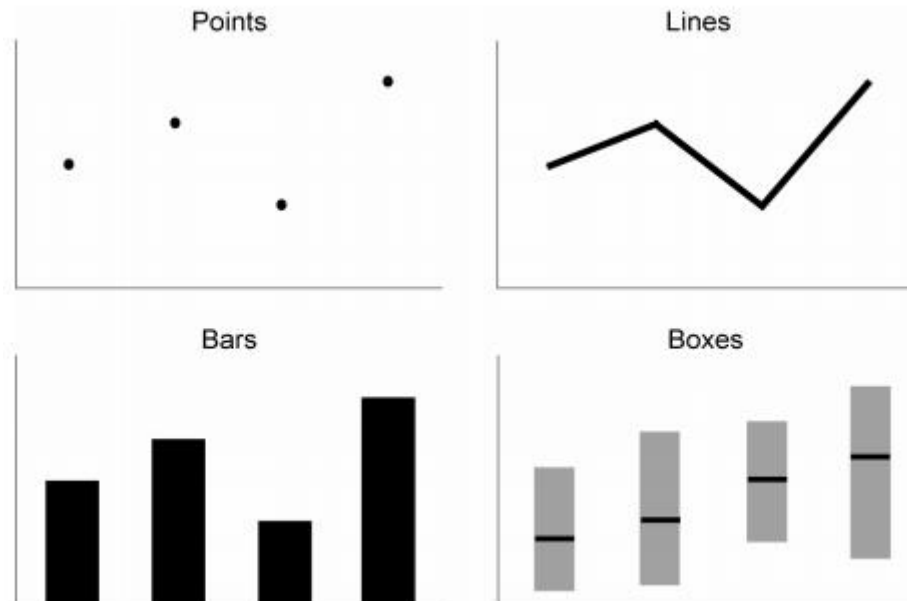
- Disse attributter opfattes som kvantitative
 - Længde
 - 2-D position



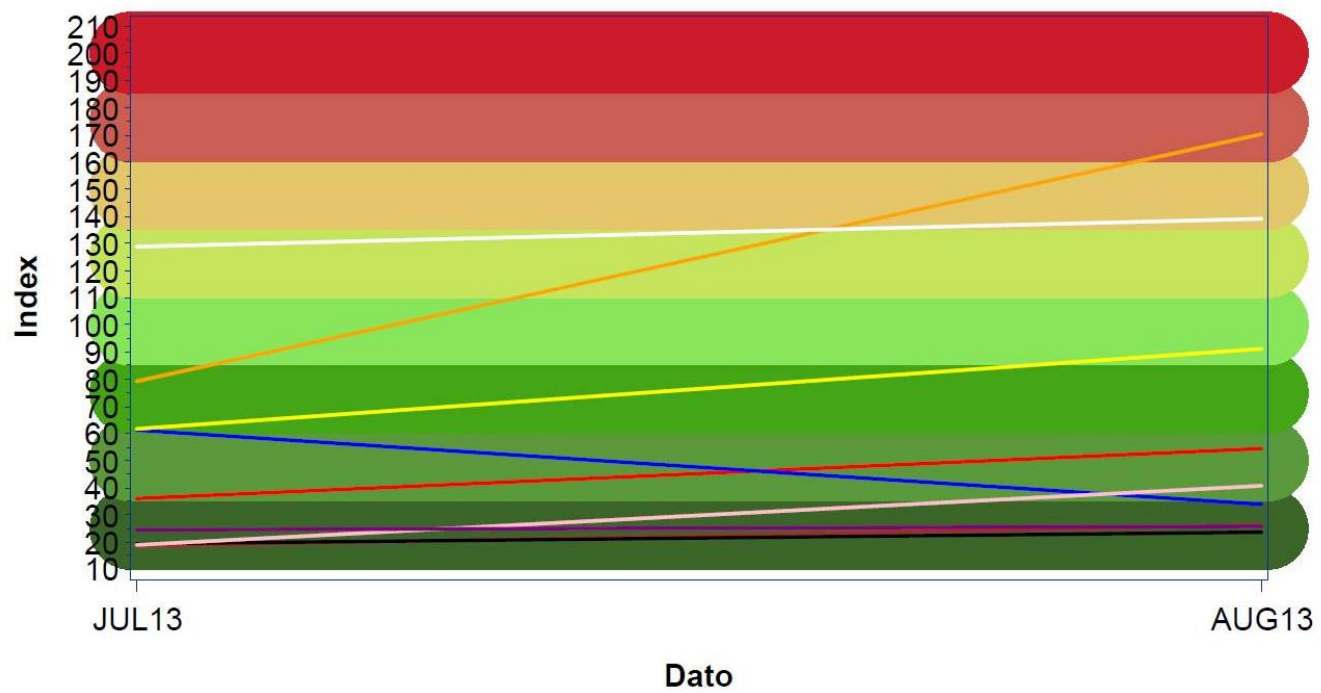
- Øvrige attributter kan bruges til kategorisering

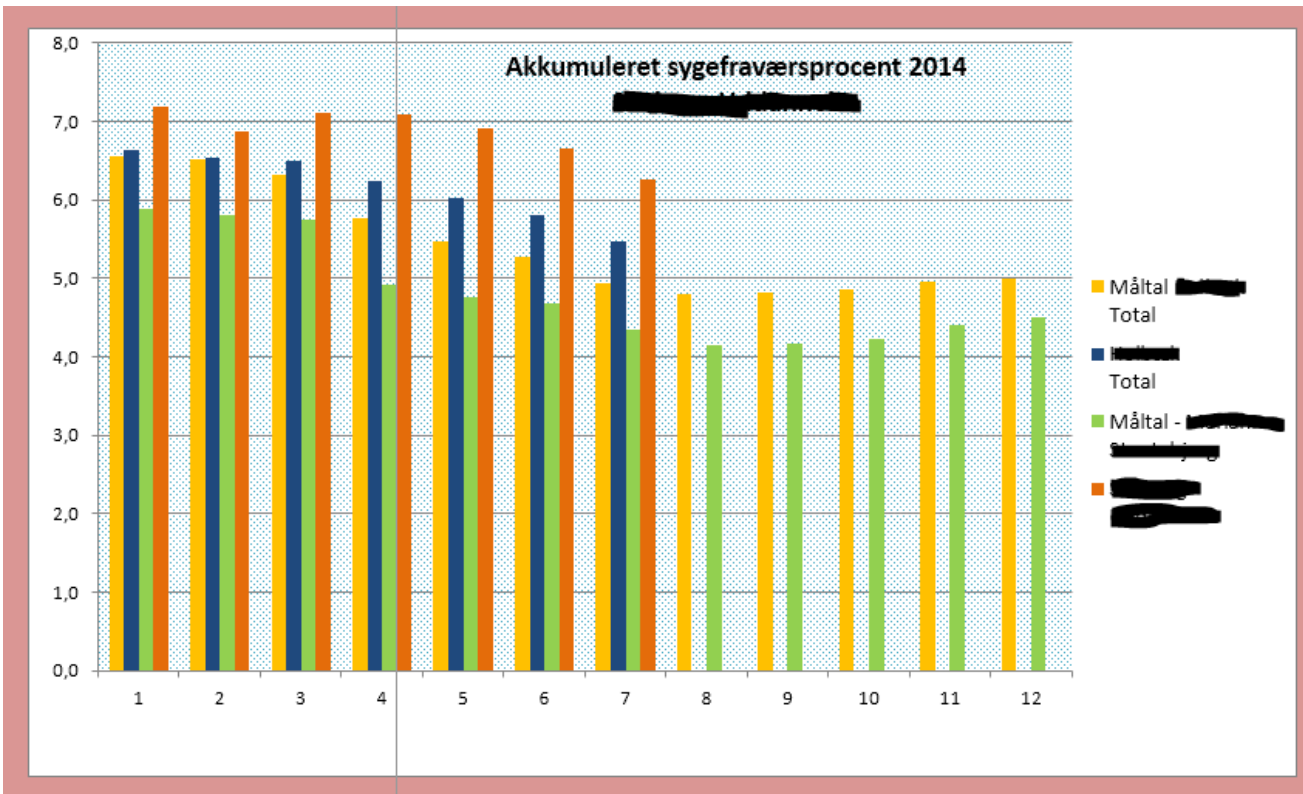
Stephen Few (2005),
Effectively Communicating Numbers,
Perceptual Edge. Side 10

- Hvilke pre-attentive graftyper kan vi lave med disse attributter?






























Stephen Few (2005),
Effectively Communicating Numbers,
Perceptual Edge. Side 10





	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Direktør ██████████												
2													
3	Udvikling i fravær - året 2014	jan	feb	mar	apr	maj	jun	jul	aug	sep	okt	nov	dec
5	Måltal ██████████ Total	6,6	6,5	6,3	5,8	5,5	5,3	4,9	4,8	4,8	4,9	5,0	5,0
6	Total	6,6	6,5	6,5	6,2	6,0	5,8	5,5					
8	Måltal - ██████████	6,5	6,3	6,1	5,5	5,2	5,1	4,8	4,6	4,7	4,7	4,8	4,9
9	██████████												
9	██████████	7,2	6,9	7,0	6,8	6,6	6,4	6,0					
11	Måltal - ██████████	7,6	7,6	7,4	6,8	6,5	6,3	5,9	5,7	5,7	5,8	5,8	5,9
12	██████████												
12	██████████	7,9	7,7	7,7	7,3	7,1	6,9	6,6					
14	Måltal - ██████████	3,1	3,3	3,4	3,6	3,4	3,5	3,5	3,4	3,3	3,2	3,1	3,1
15	██████████												
15	██████████	4,6	4,9	4,2	3,9	3,4	3,0	2,6					
17	Måltal - ██████████	5,9	5,8	5,7	4,9	4,8	4,7	4,3	4,1	4,2	4,2	4,4	4,5
18	██████████												
18	██████████	7,2	6,9	7,1	7,1	6,9	6,7	6,3					
20	Måltal - ██████████	6,5	6,0	5,7	5,1	4,9	4,8	4,6	4,4	4,5	4,6	4,7	4,7
21	██████████												
21	██████████	6,7	6,0	6,2	6,1	5,8	5,7	5,5					

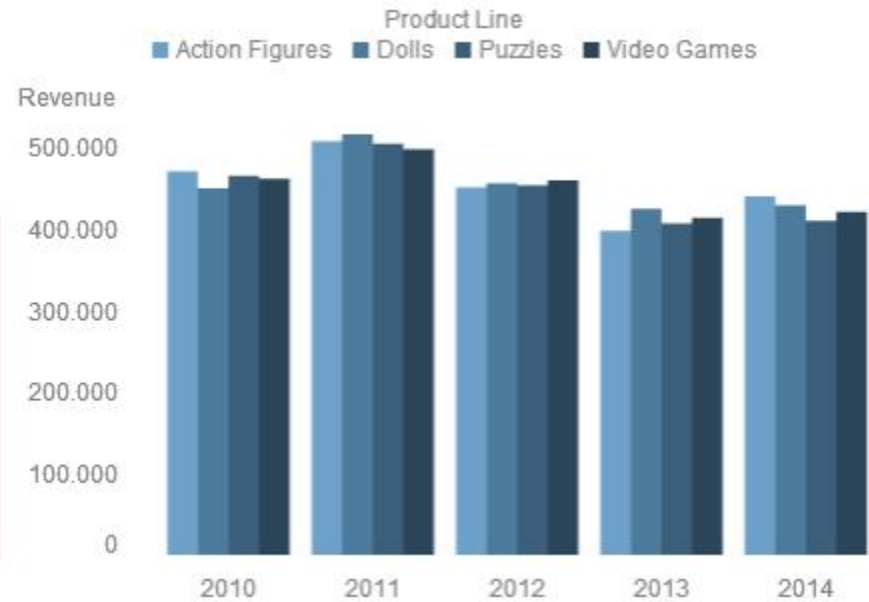
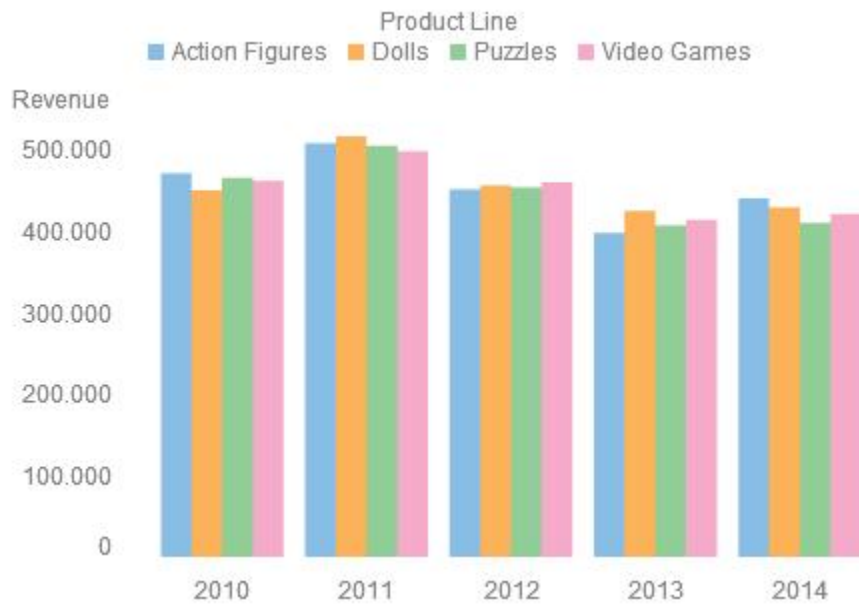
Ni farver, som er nemme at se og skelne fra hinanden

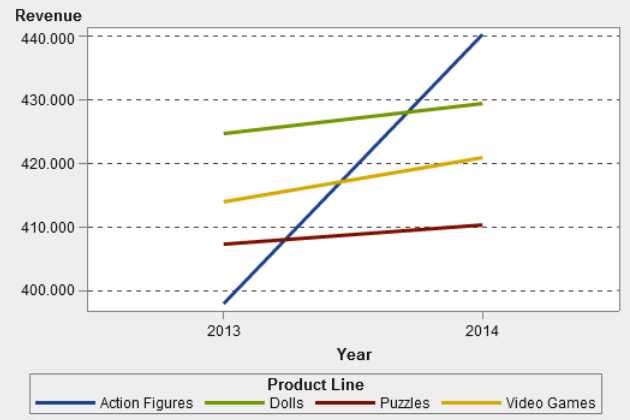
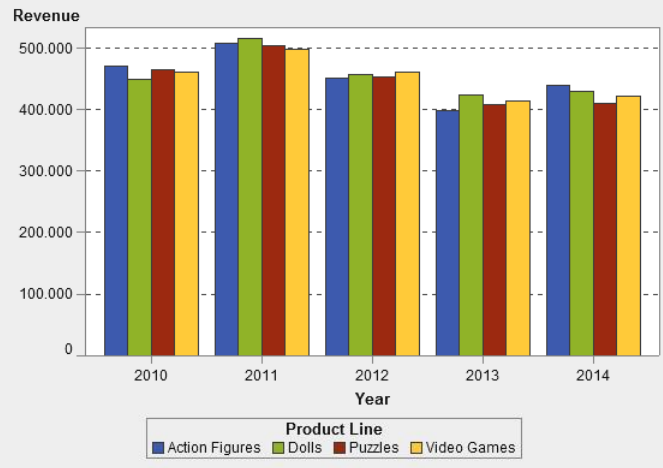
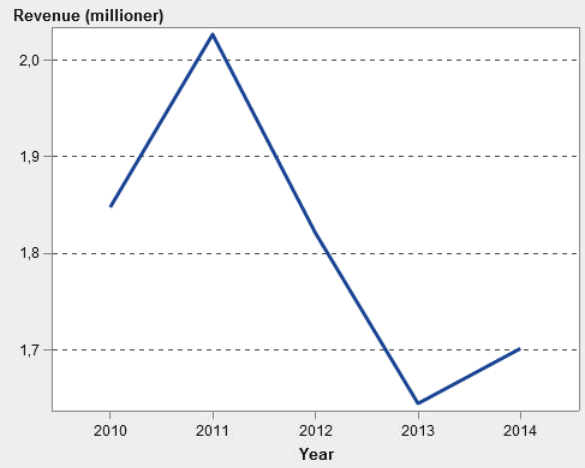
1.	Grå			
2.	Blå			
3.	Orange			
4.	Grøn			
5.	Pink			
6.	Brun			
7.	Lilla			
8.	Gul			
9.	Rød			

Stephen Few (2012) Show me the numbers,
Second edition.
Analytics Press. Appendix I

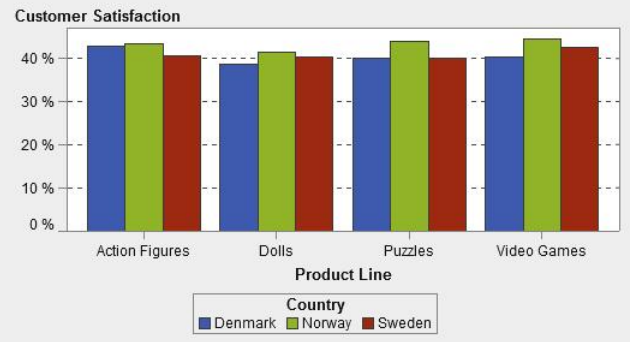
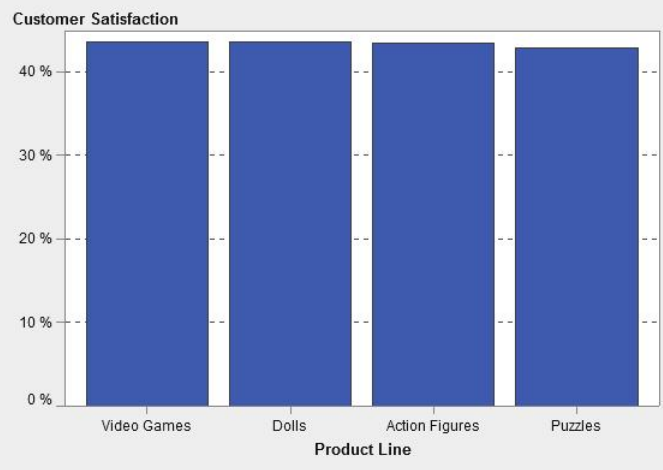
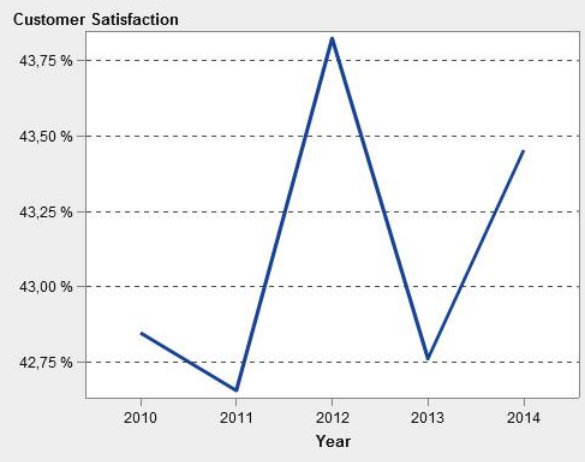
4 REGLER OM FARVER

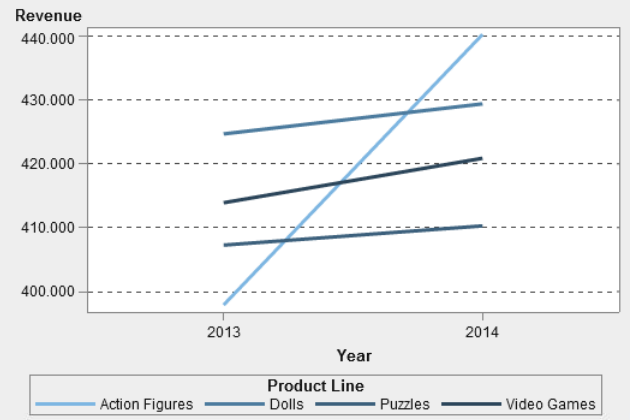
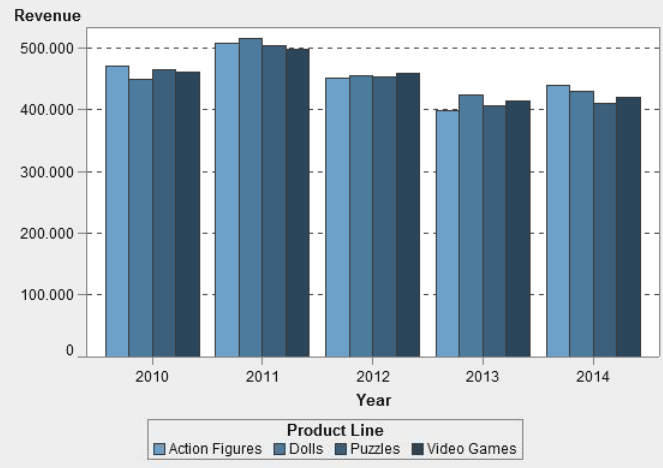
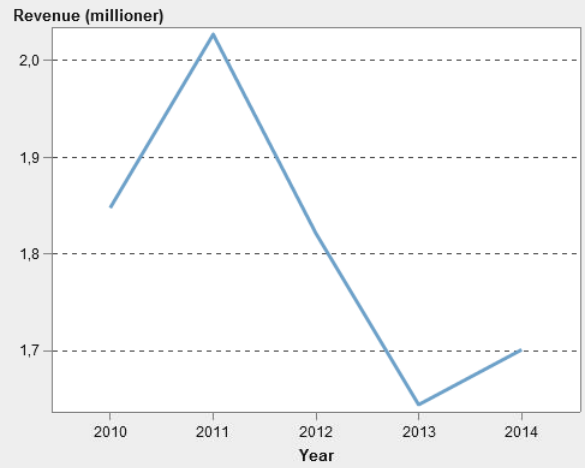
- Baggrundsfarve – kontrastfarve til objekterne
- Bløde, neutrale og naturlige farver til hovedparten
- Kraftige lyse eller mørke farver til at fremhæve
- HUSK: Kontrast er kun effektivt, hvis én ting skiller sig ud



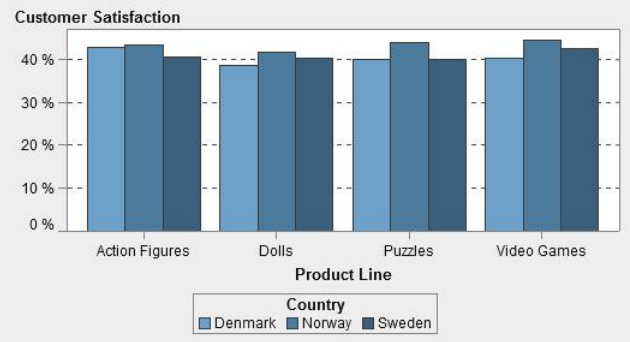
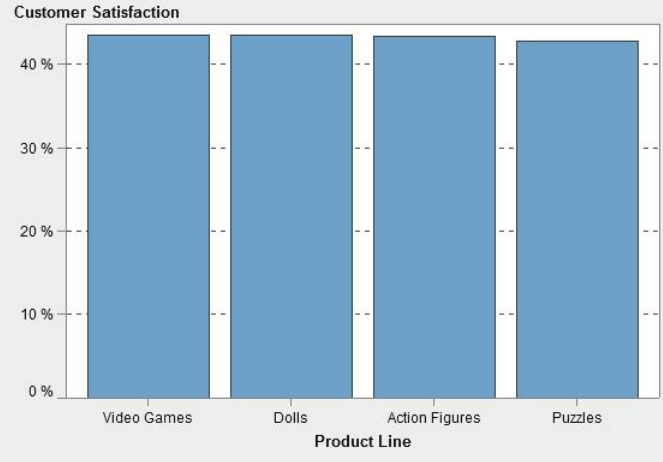
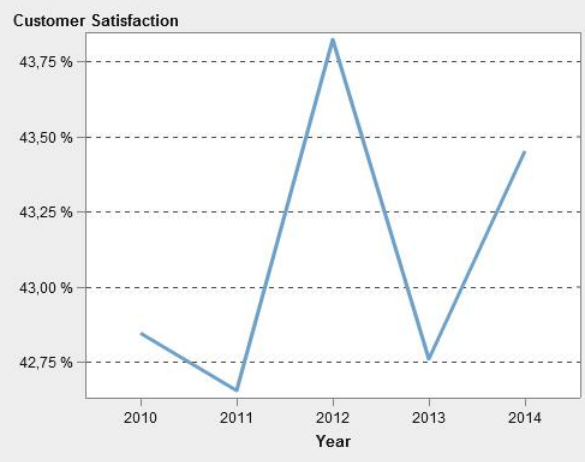


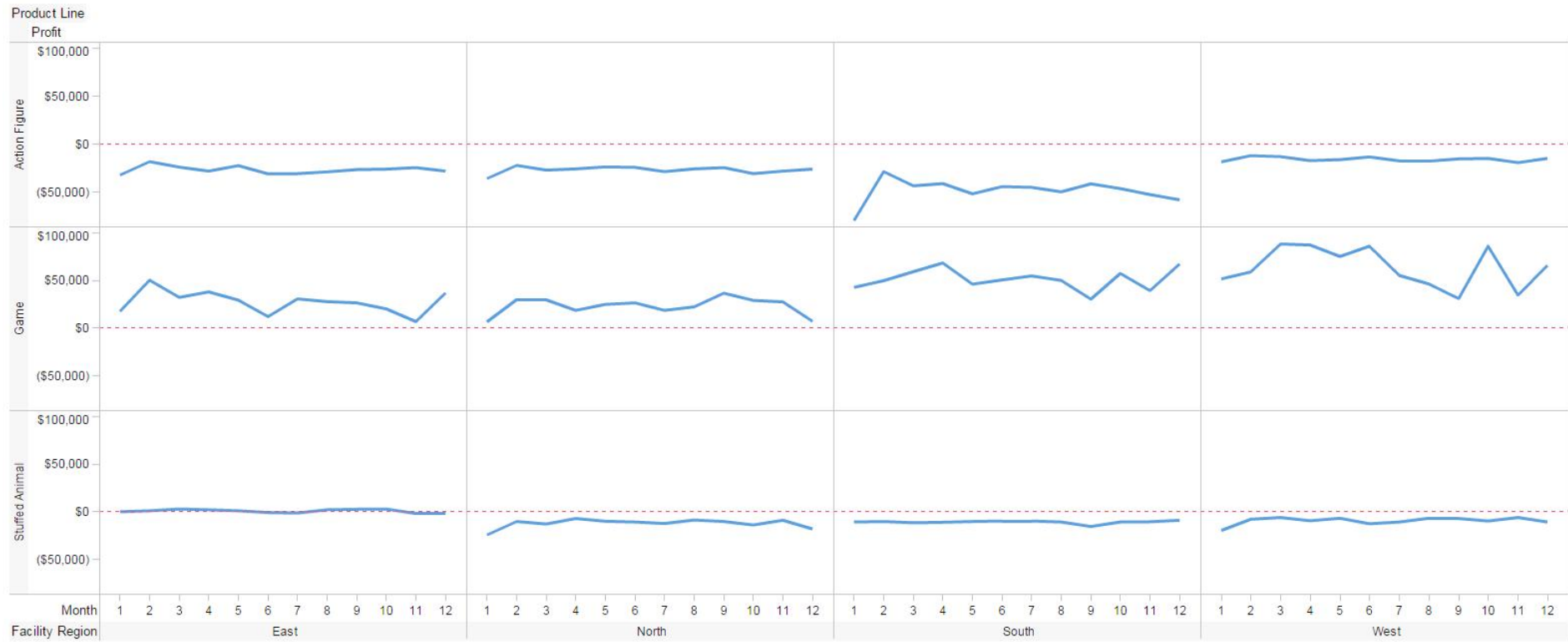
Product Line	Action Figures	Dolls	Puzzles	Video Games
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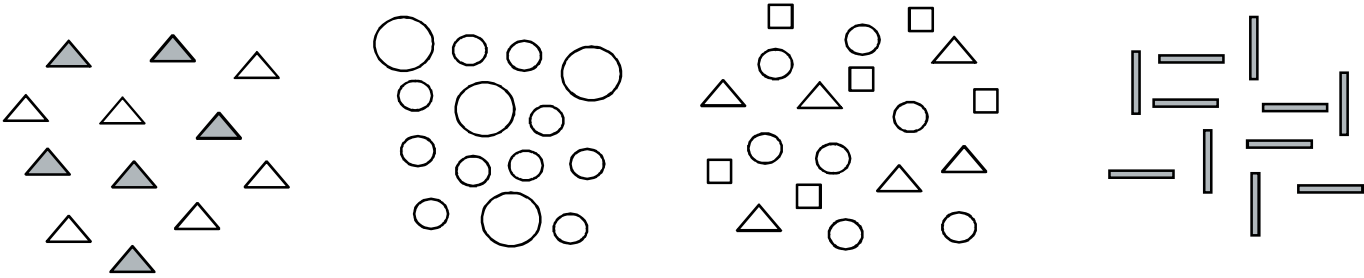
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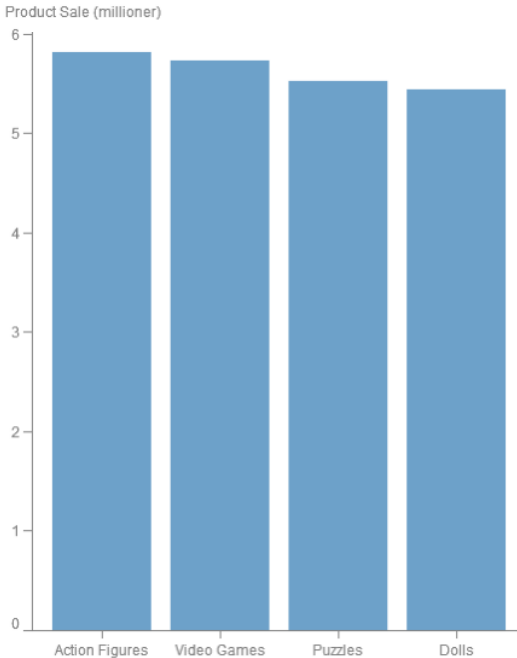
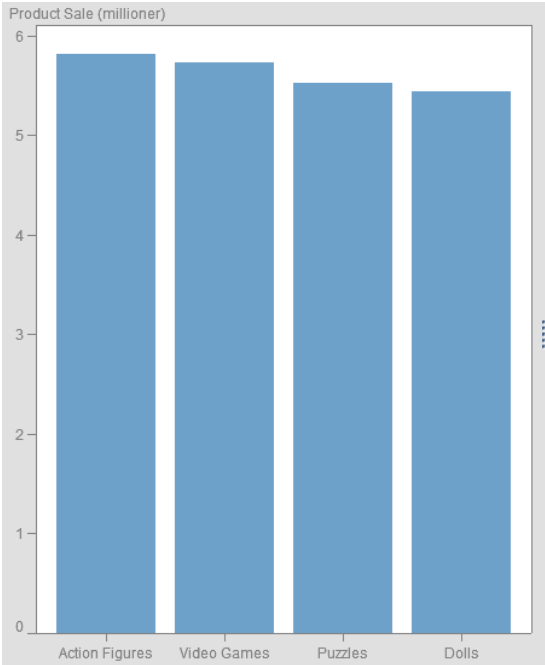
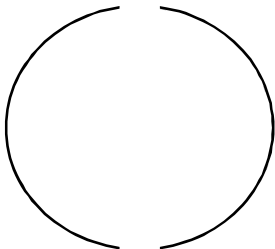


GESTALTPRINCIPPER FOR VISUET DESIGN

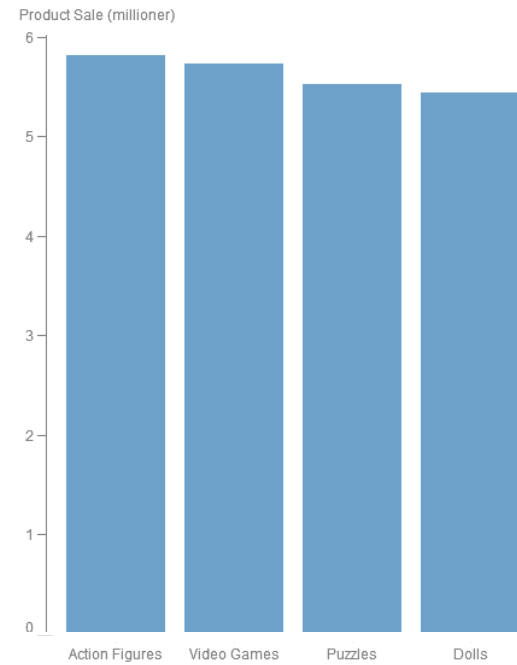
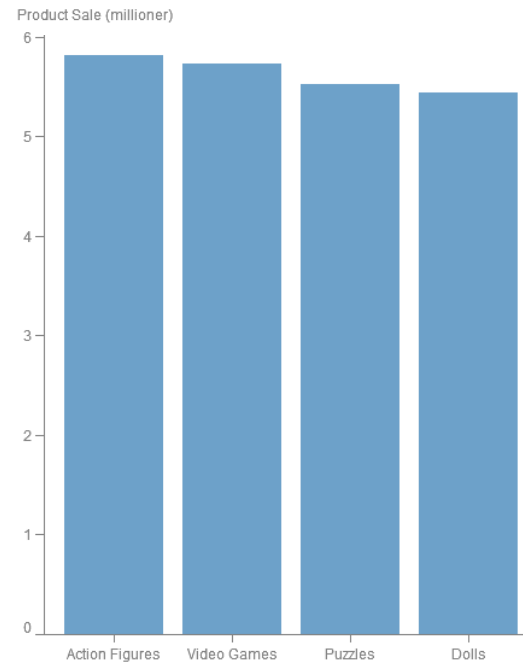
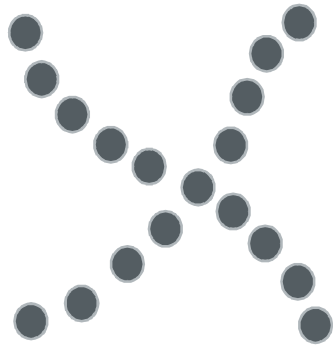
PRINCIPPET OM LIGHED



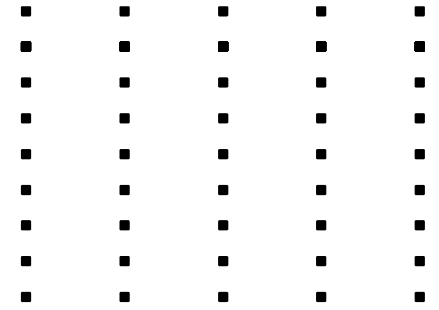
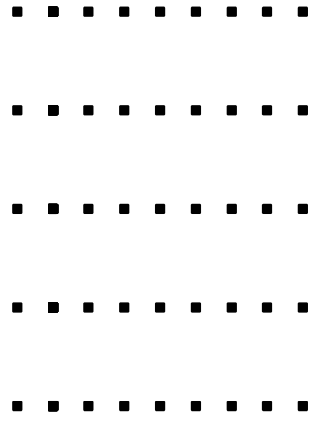
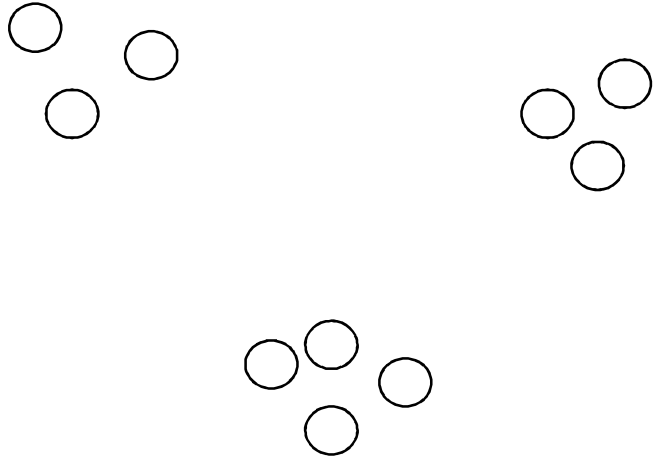
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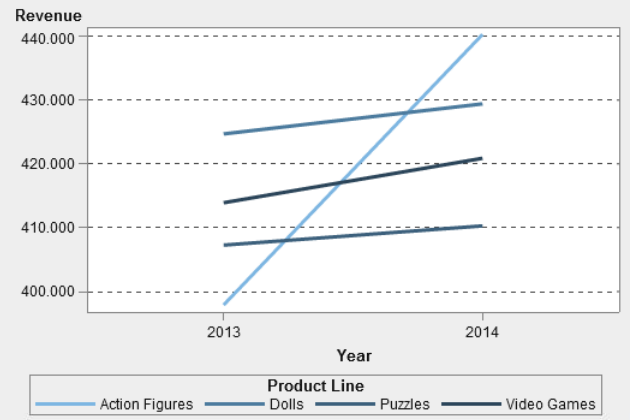
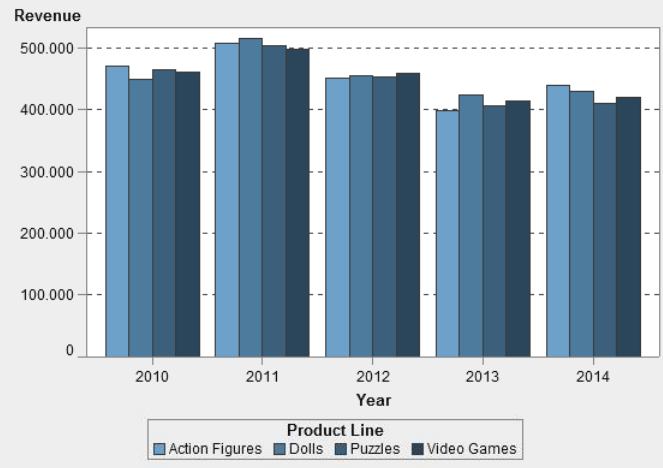
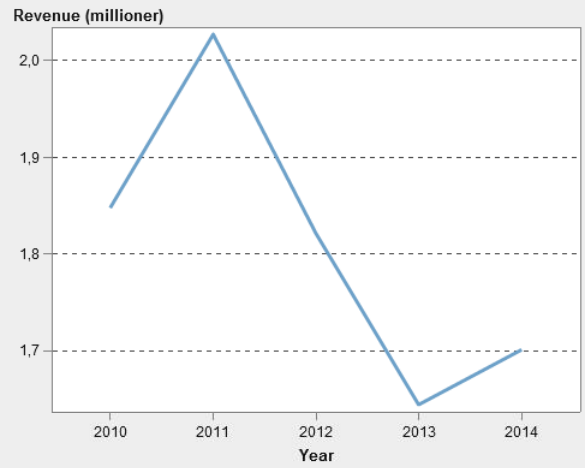


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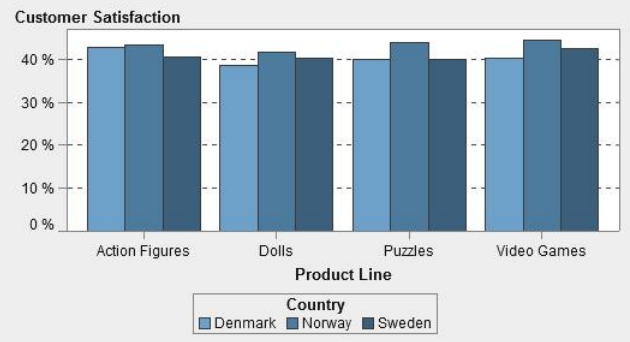
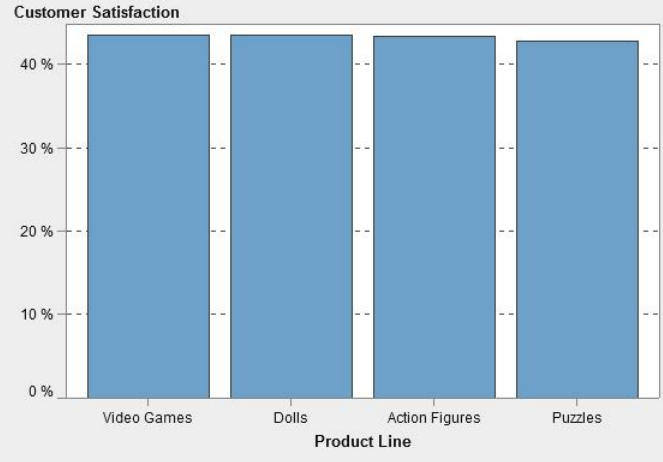
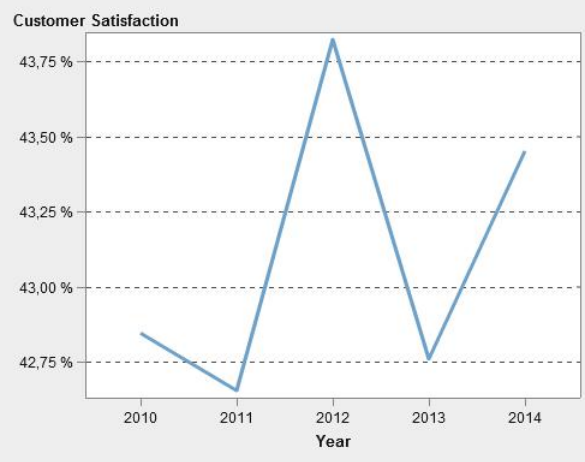


PRINCIPPET OM NÆRHED





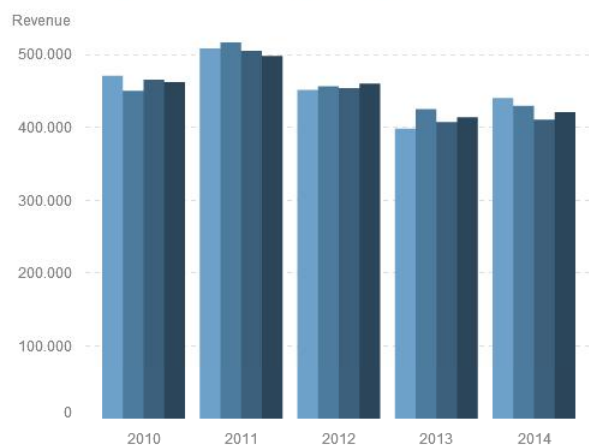
Product Line	Action Figures	Dolls	Puzzles	Video Games
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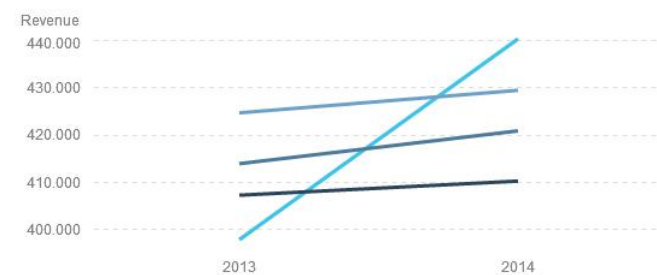
Revenue (millioner)



Product Line
Action Figures Dolls Puzzles Video Games

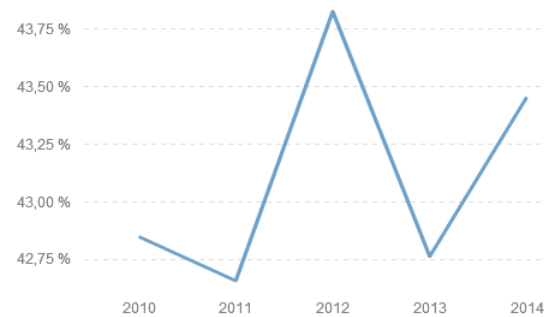


Product Line
Action Figures Dolls Puzzles Video Games

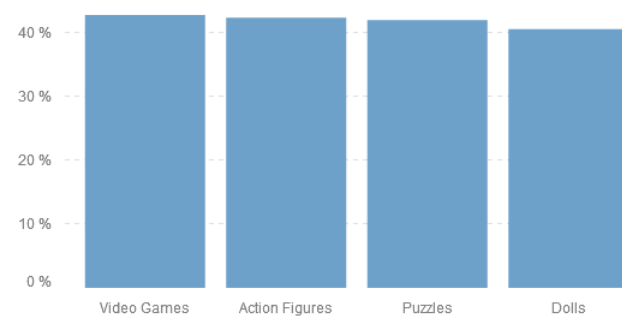


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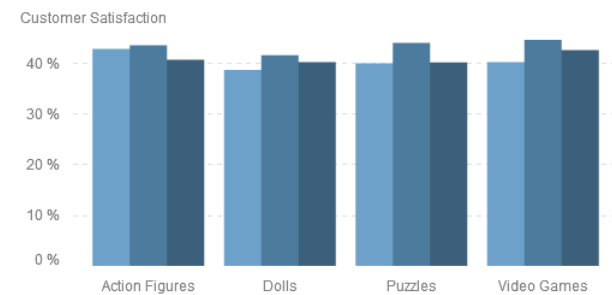
Customer Satisfaction



Customer Satisfaction



Country
Denmark Norway Sweden



GRAF ELLER TABEL?

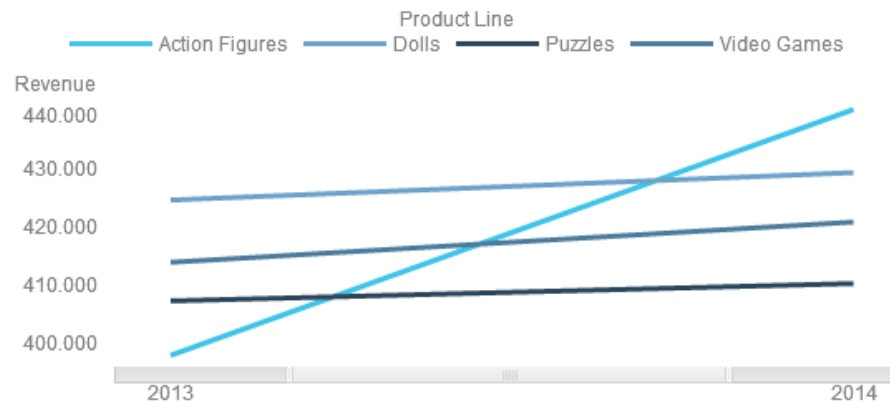
- Brug en tabel, når man skal:
 - Slå enkelte værdier op
 - Slå nøjagtige værdier op
 - Sammenligne to værdier
 - Bruge summen af værdier
 - Bruge flere måleenheder – kr., %, diff. osv.

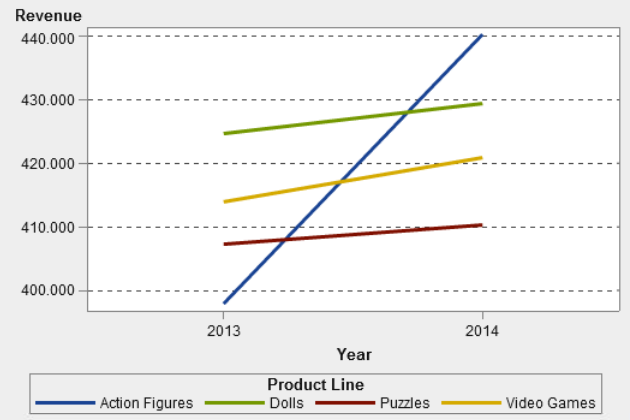
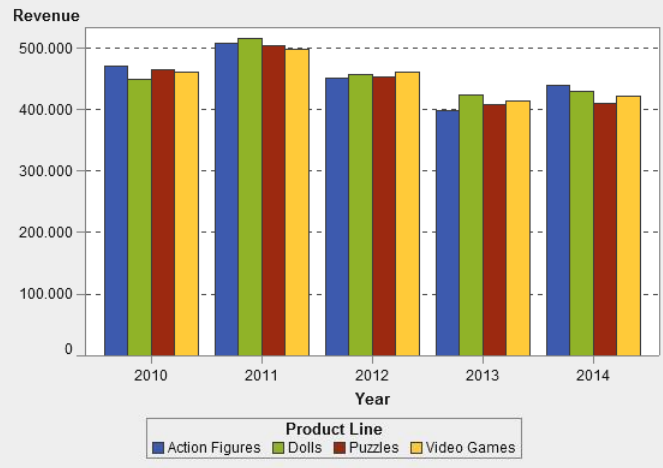
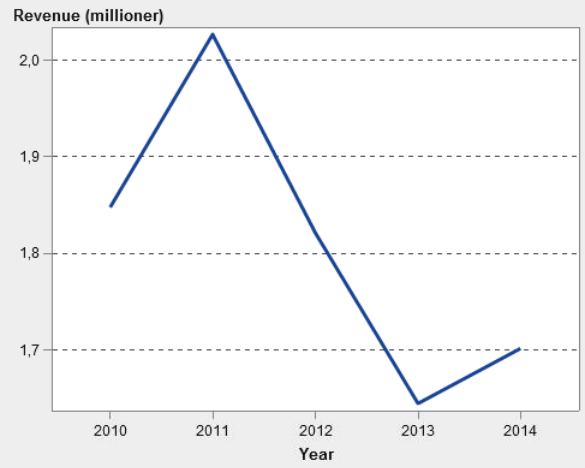
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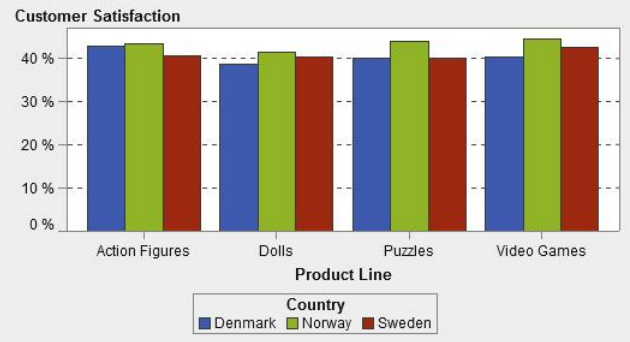
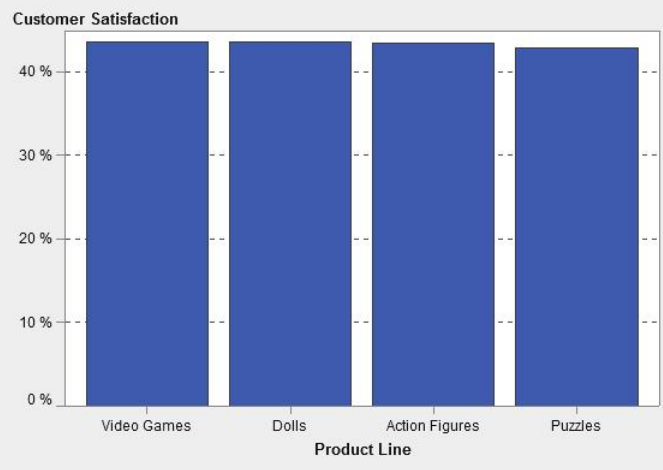
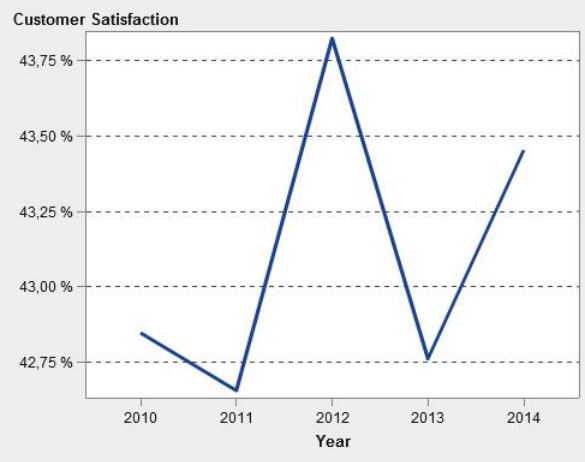
Brug en graf, når man skal se:

- Et mønster, en trend eller afvigelser
- Sammenhængen mellem hele sæt af værdier

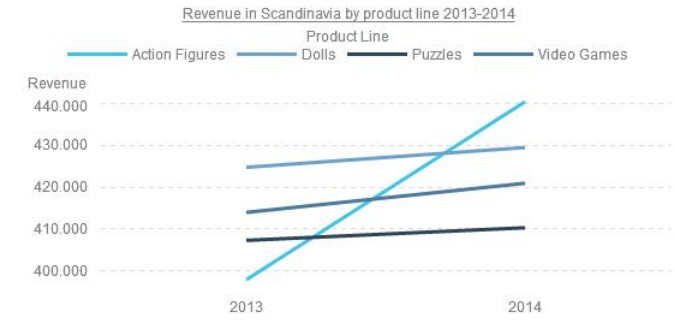
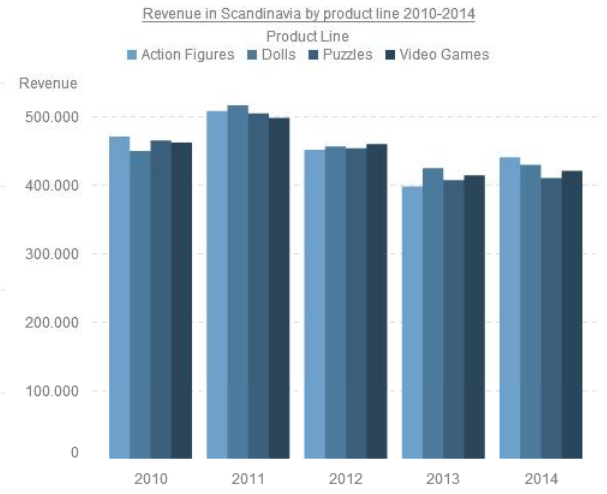
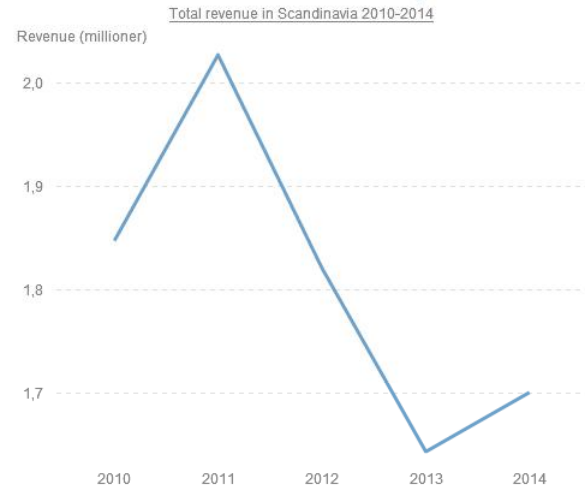




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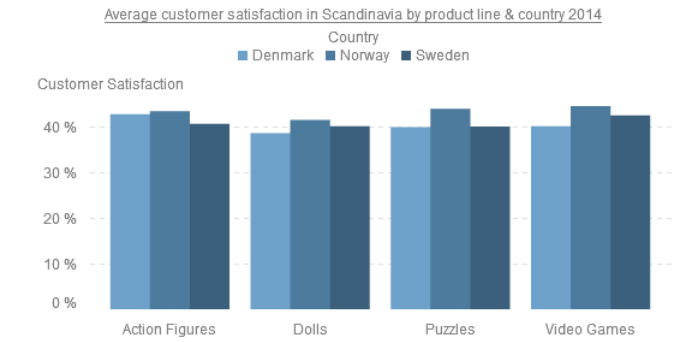
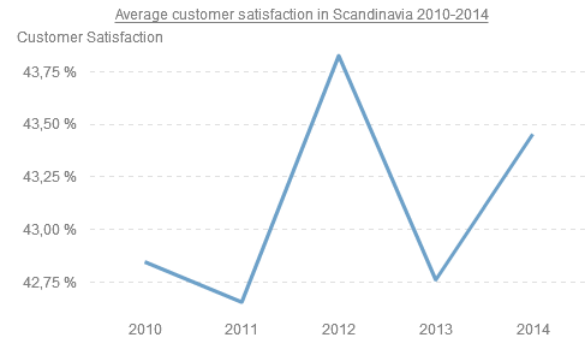


Revenue & Customer Satisfaction in Scandinavia by Product Line 2010-2014



Revenue in Scandinavia by product line 2013-2014

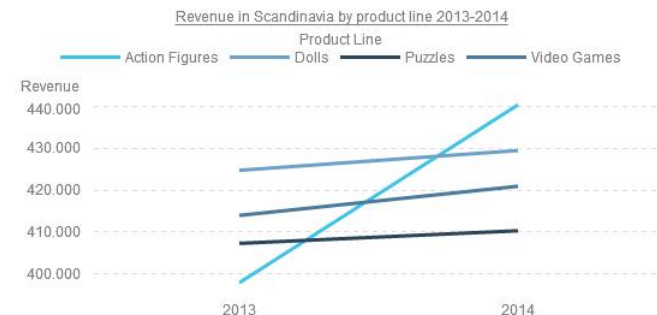
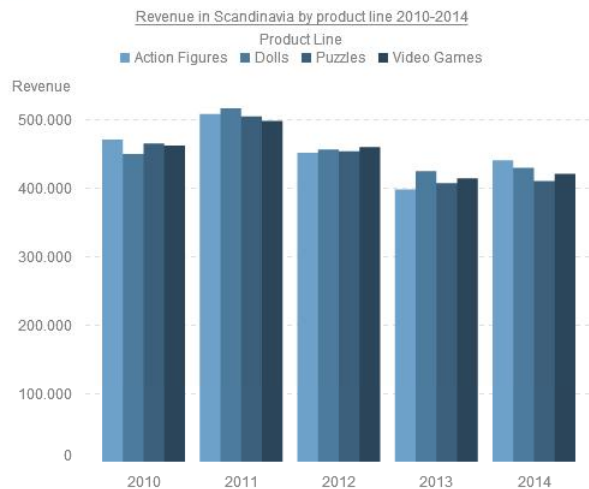
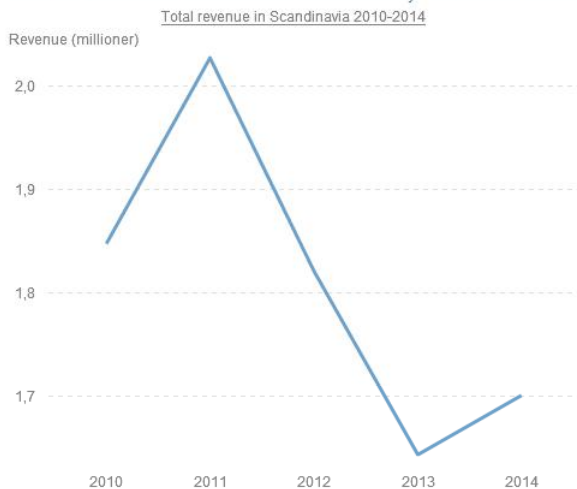
Product Line	Action Figures	Dolls	Puzzles	Video Games
Year	Revenue	Revenue	Revenue	Revenue
2013	397.917	424.691	407.284	413.949
2014	440.300	429.439	410.290	420.910



Data was updated October 1st 2014

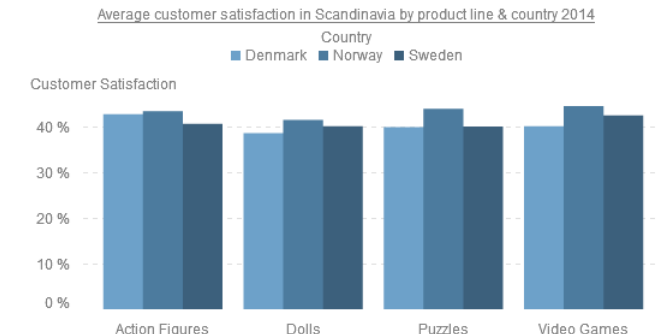
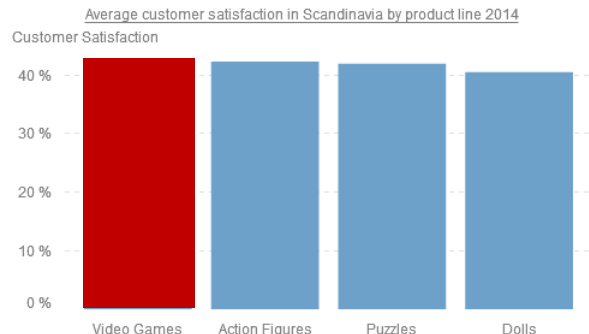
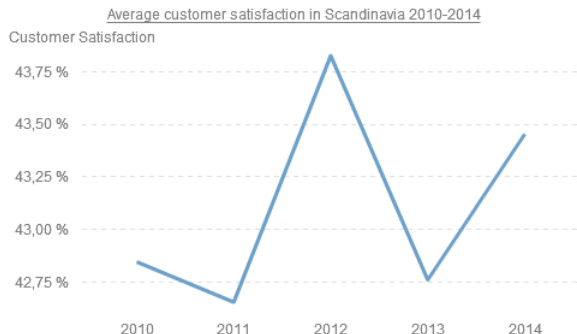
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Revenue & Customer Satisfaction in Scandinavia by Product Line 2010-2014



Revenue in Scandinavia by product line 2013-2014

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