



Pernod Ricard South Africa

Creators of Conviviality

Data Visualisation



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A Picture Says a Thousand Words

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It takes 7 Seconds to make an impression !

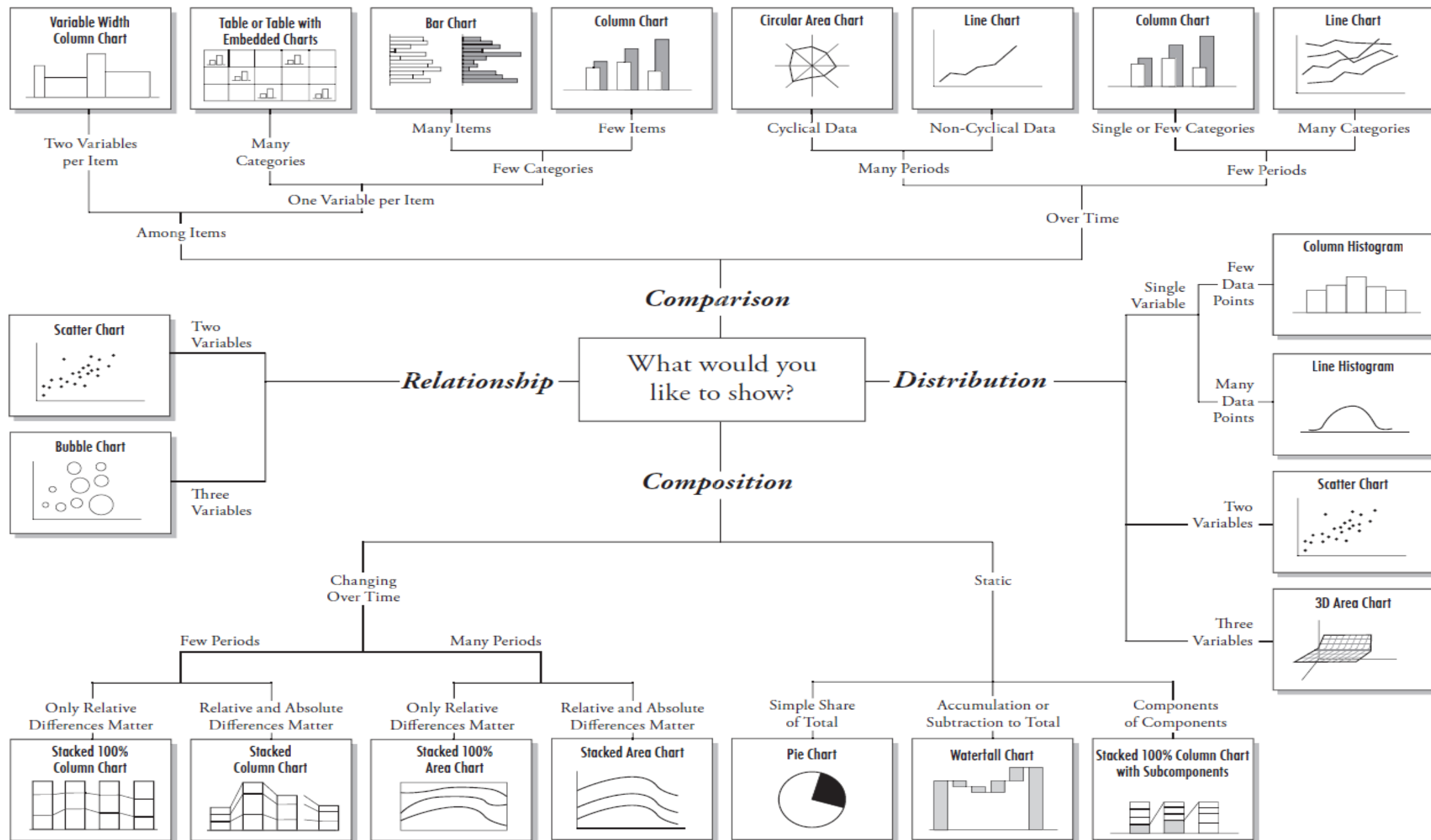
*Numbers have an important story to tell.
They rely on you to give them a*

CLEAR AND CONVINCING VOICE.

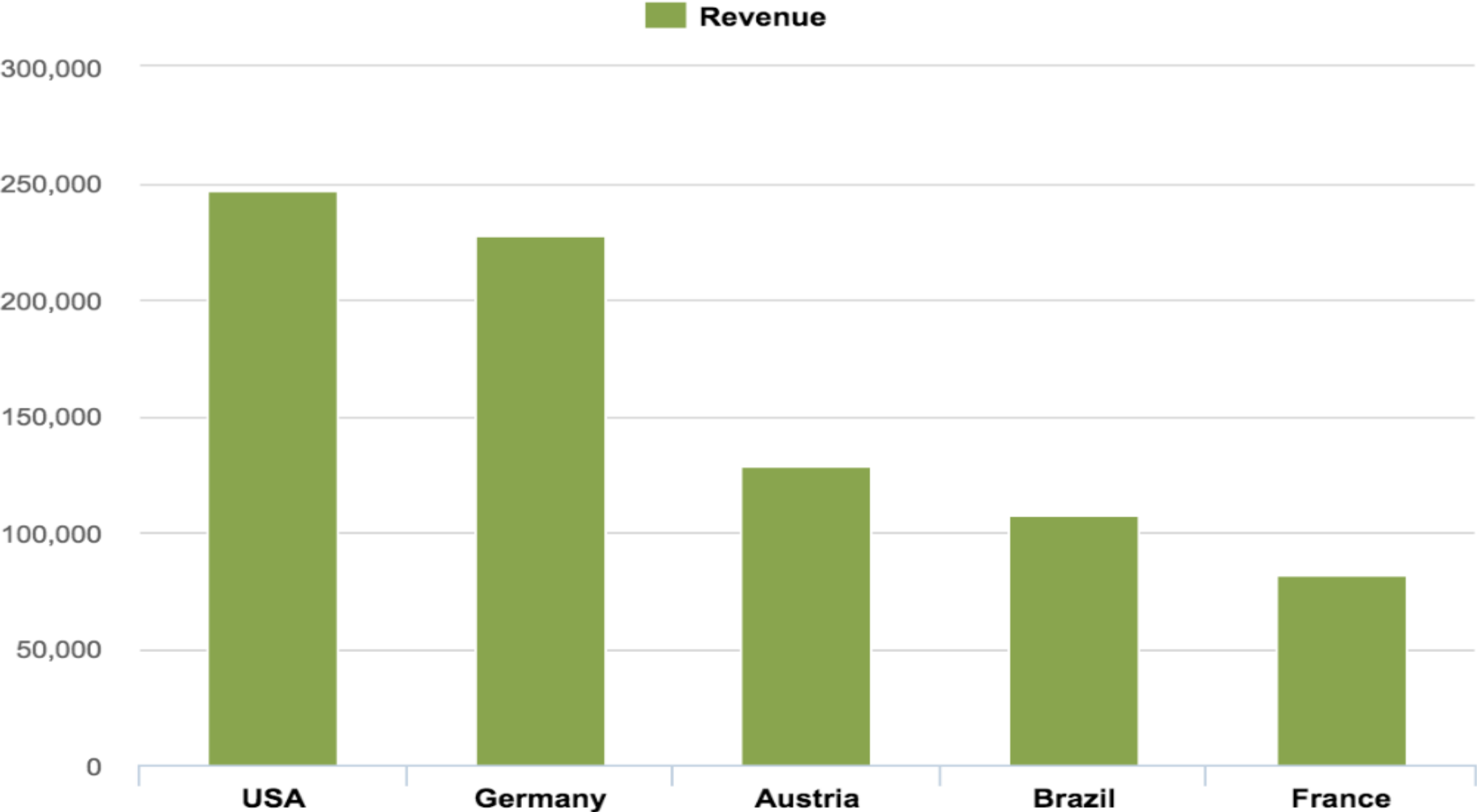
*—Stephen Few, data visualization expert
and author of Now You See It*

- There are four **basic presentation types** that you can use to present your data:
 - Comparison
 - Composition
 - Distribution
 - Relationship

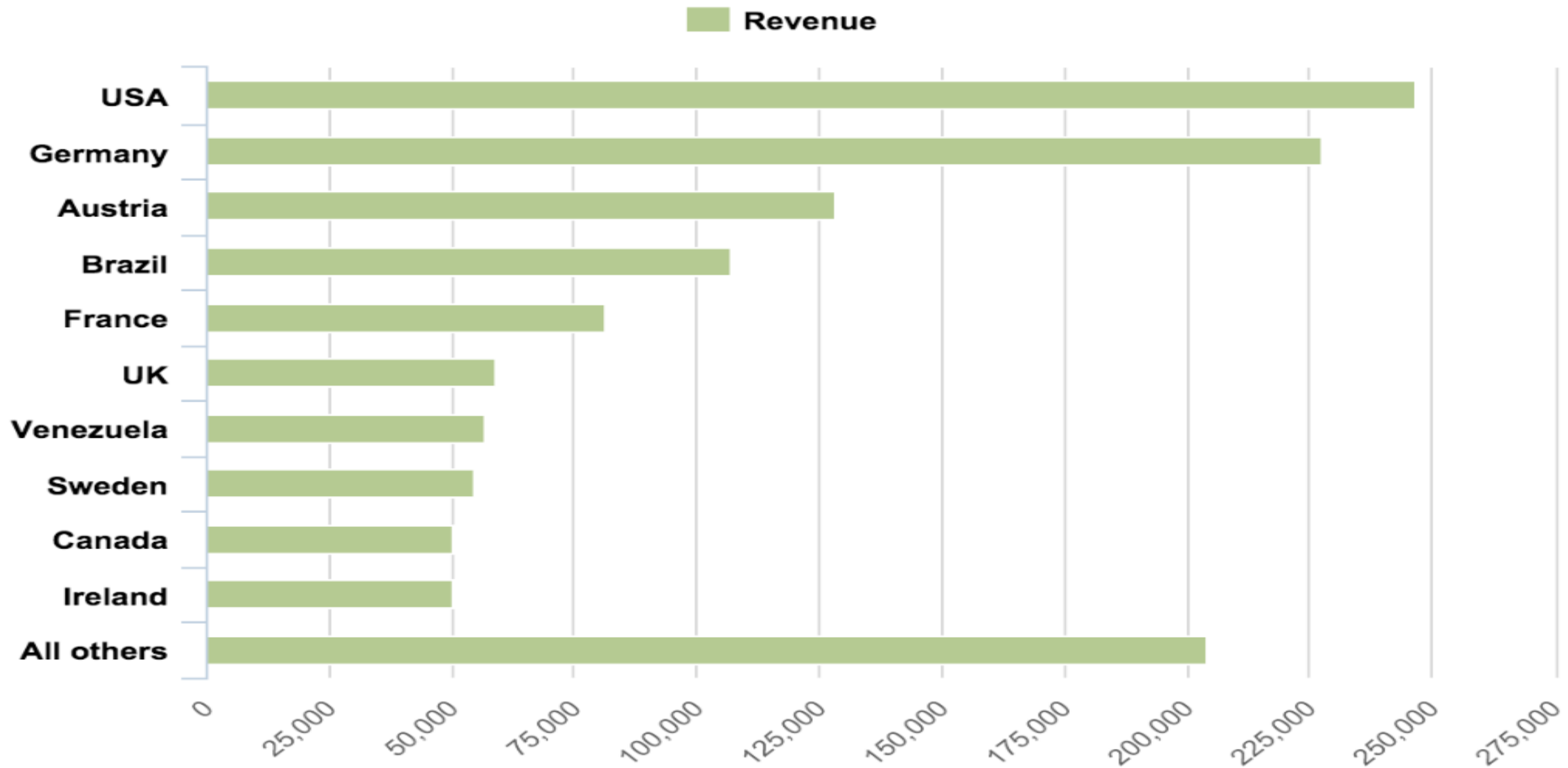
Chart Suggestions—A Thought-Starter



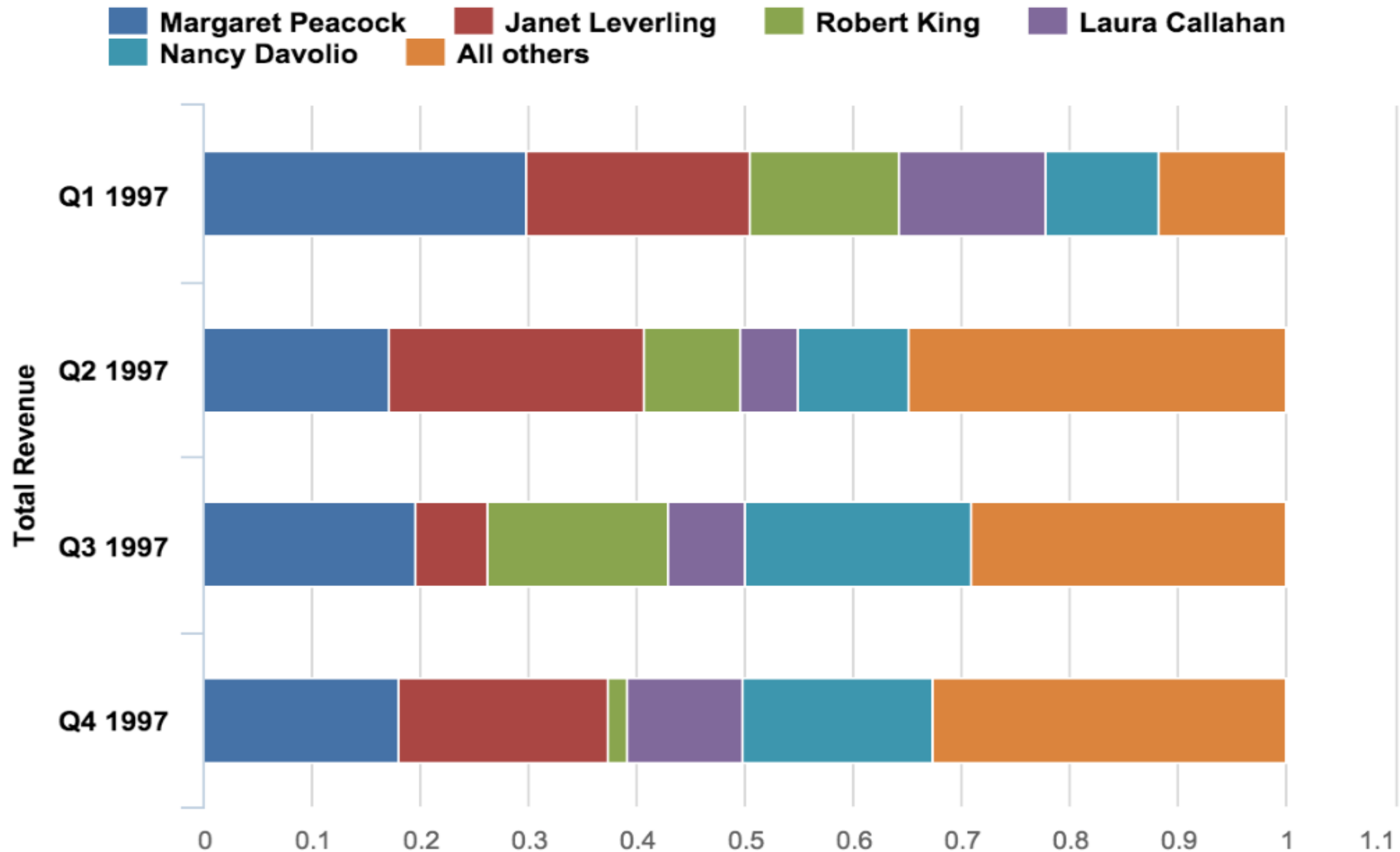
Column Charts



Bar Charts



Stacked Bar Charts



Tables

	Store Sales	Store Cost	Unit	Average
– All Customers	139,628.35	55,752.240		
– USA	139,628.35	55,752.240		
+ CA	36,175.20	14,431.085		
– OR	40,170.29	16,081.073		
+ Albany	4,491.26	1,782.817		
+ Beaverton	2,407.97	950.359		
+ Corvallis	5,695.13	2,281.248		
+ Lake Oswego	2,262.56	907.6483	1,102	6.41
+ Lebanon	5,934.62	2,390.0872	2,826	6.49
+ Milwaukie	2,892.32	1,155.6925	1,345	6.92
+ Oregon City	2,324.62	929.6752	1,113	6.55
+ Portland	2,122.12	847.5187	1,001	6.65
+ Salem	4,251.81	1,697.9039	2,104	6.28
+ W. Linn	2,161.61	871.0418	1,041	6.59

Drill across

- Select this
- Remove
- Order by
 - Top rows
 - Bottom rows
- Filter rows
- Cell formatting

Gender

- Products
- Time
 - Year
 - Quarter
 - Month
 - Day

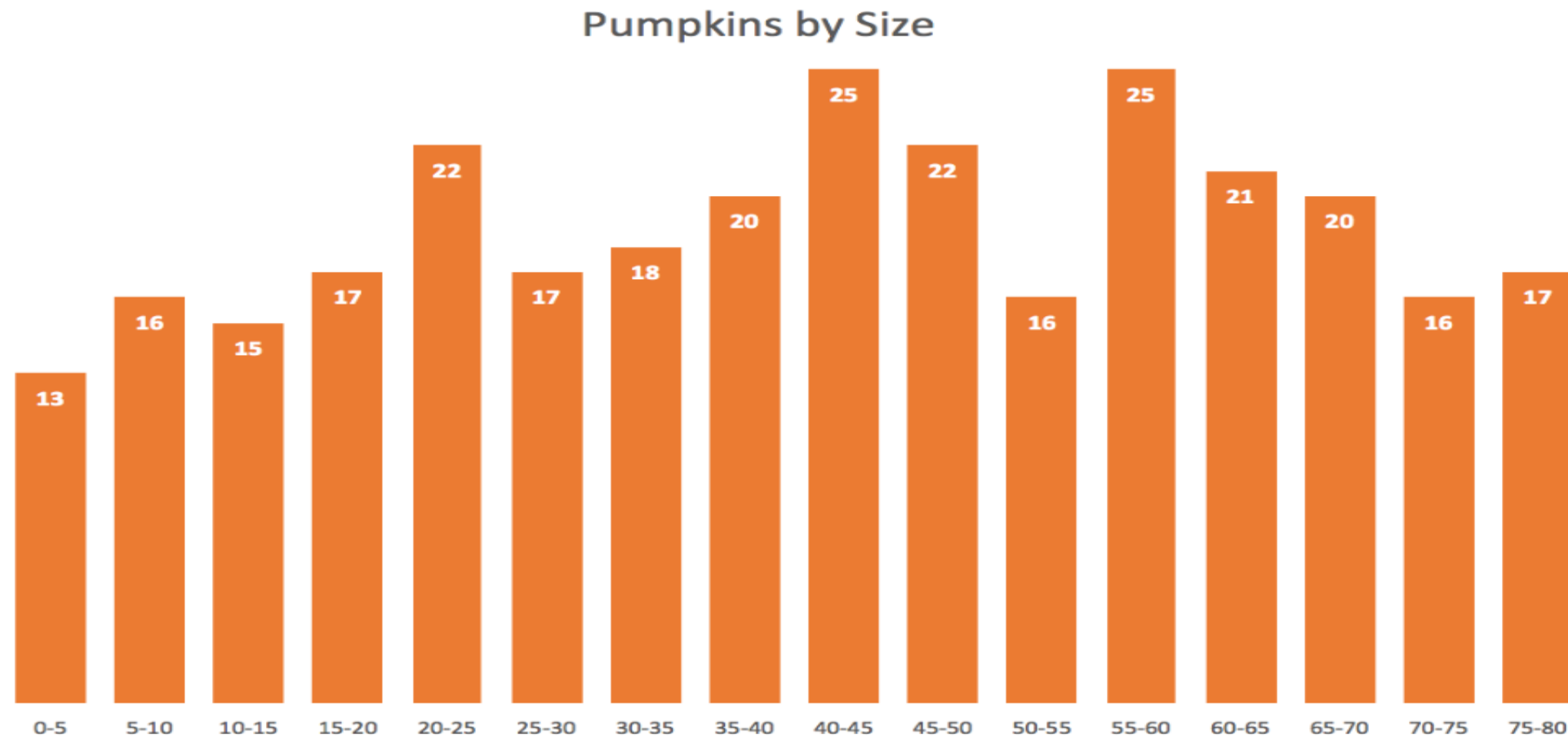
Weekly

- Year
- Week
- Day

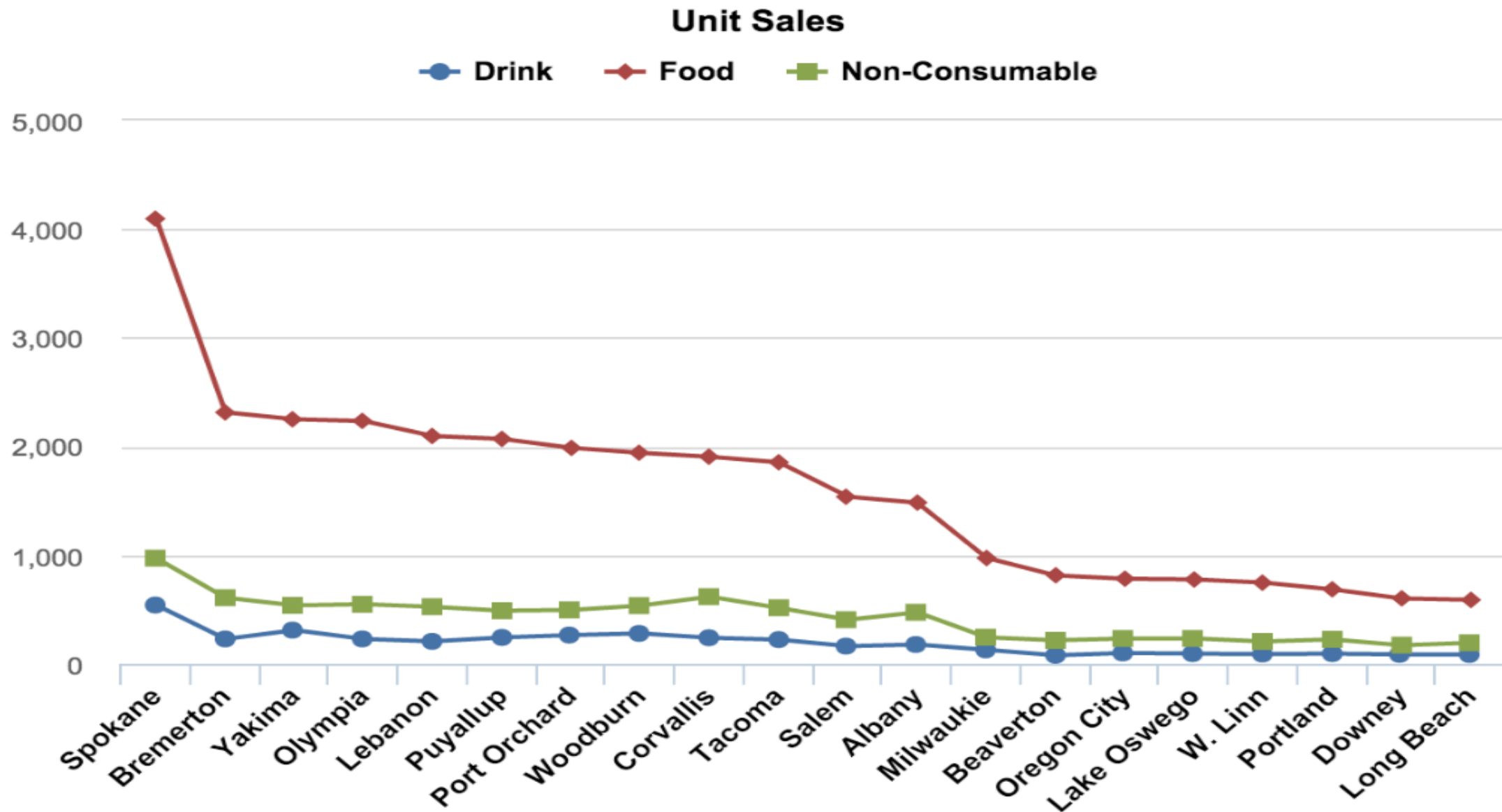
Fiscal

- Year
- Quarter
- Month
- Day

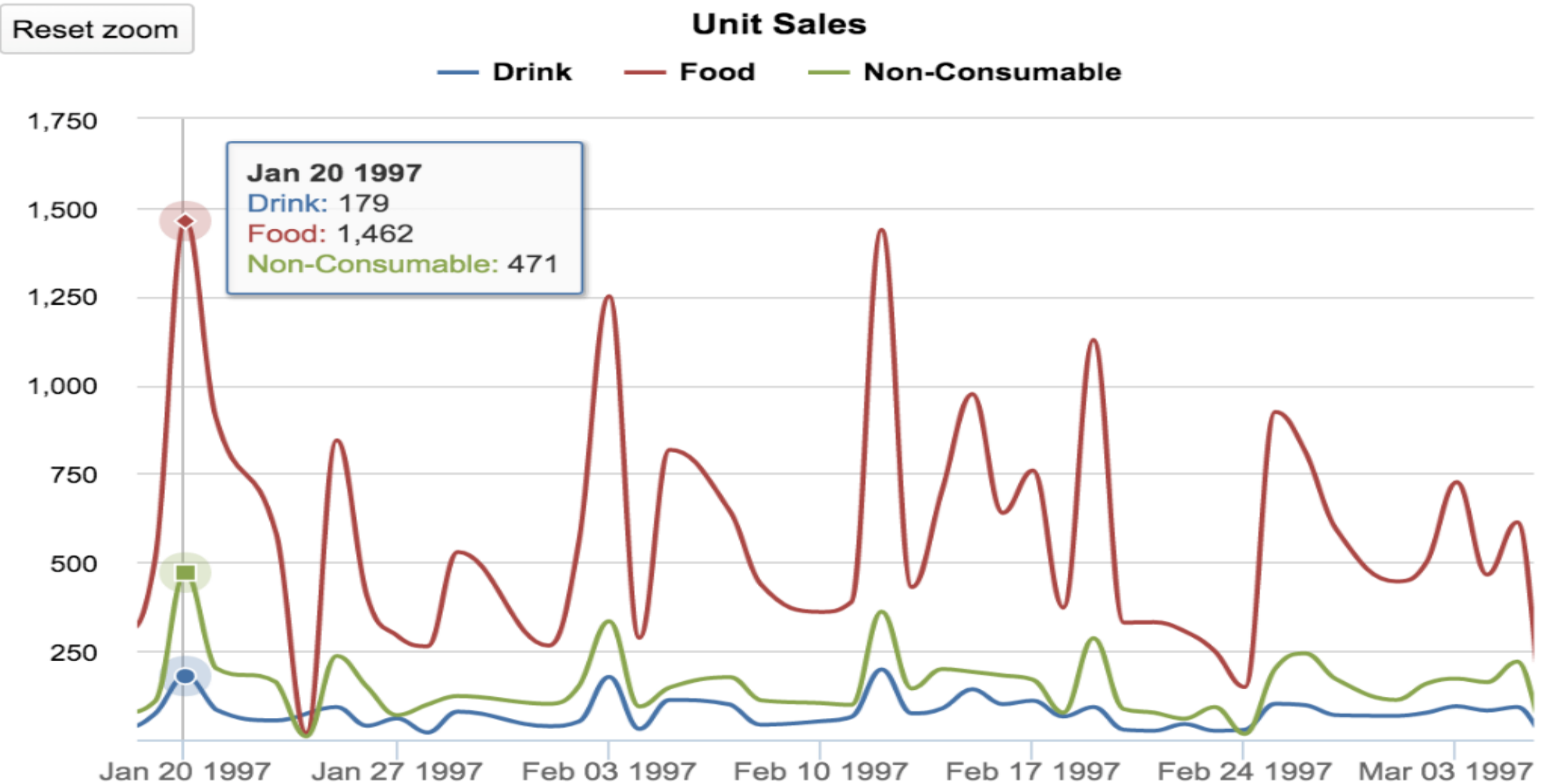
Column Histograms



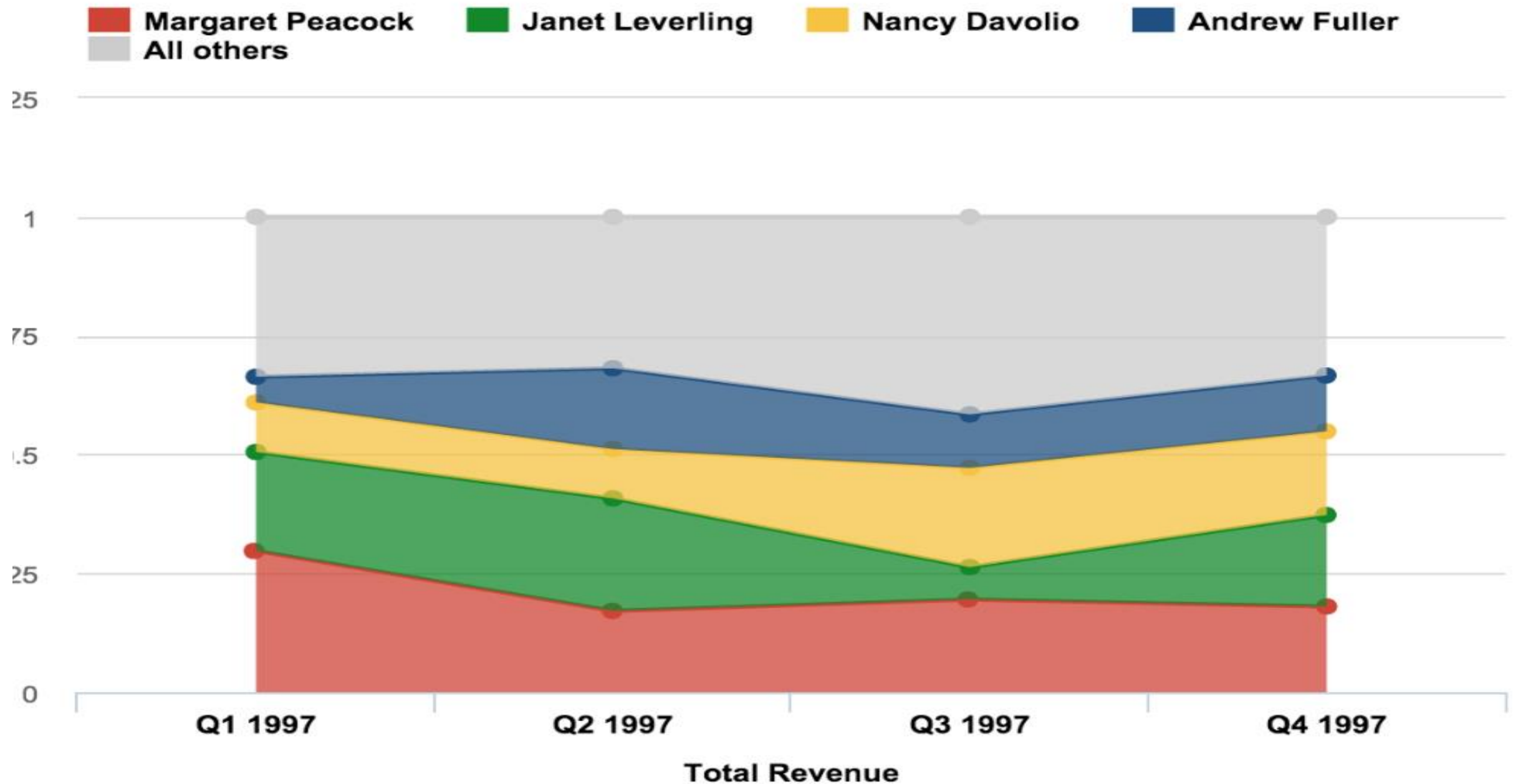
Line Charts



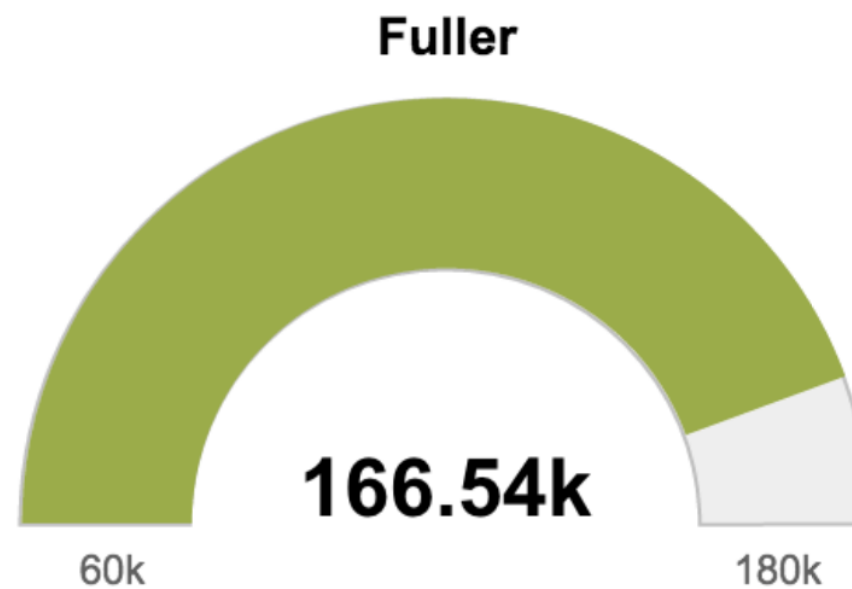
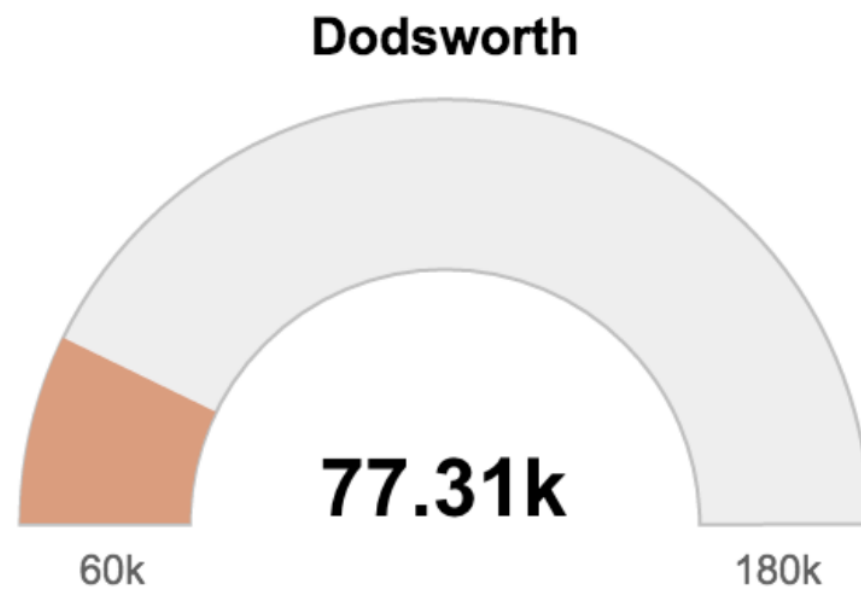
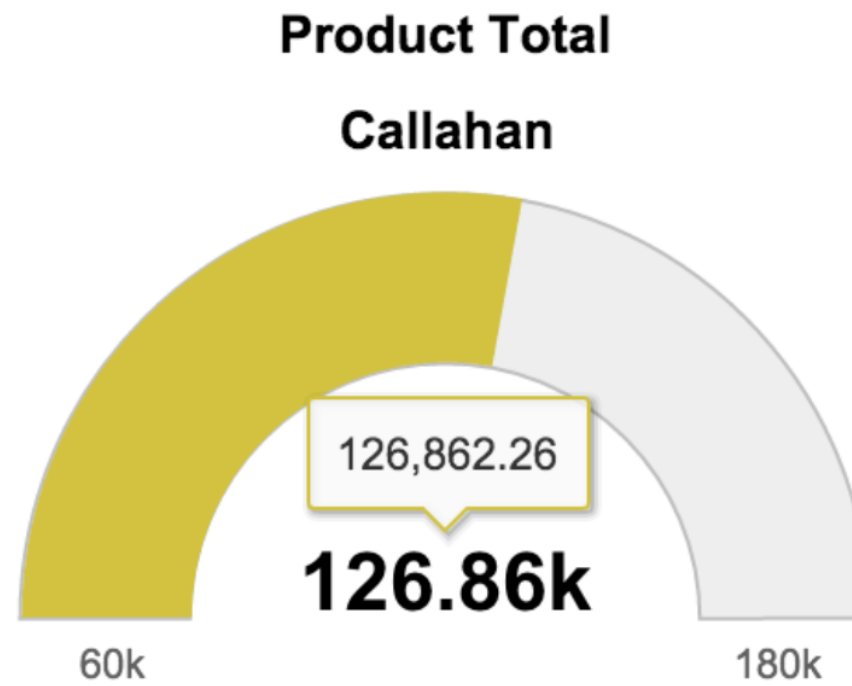
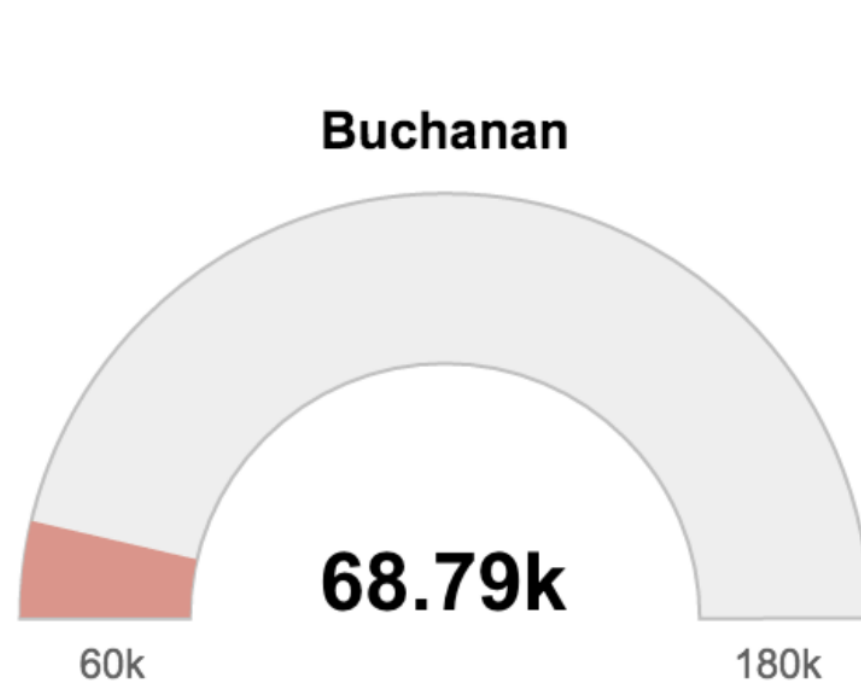
Time Line Charts



Stacked Area Charts



KISS – Keep It Simple Stupid



KISS – Keep It Simple Stupid



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Remove
to improve
(the **data-ink** ratio)

Created by Darkhorse Analytics

www.darkhorseanalytics.com

Why Tell Great Stories with Data?



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- Stories have impact, create memories, and lead a viewer down a chosen path!!
- How to Tell Great Stories with Data . BE Authentic and your story will flow!
- Find the Story - By Exploring the Data
- What Insights are highlighted ?
- What paths /actions do you want people to take based on story ?
- Create a Story Board (Dashboard) for your audience

Benefits of Data Visualization



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- What Story is it telling you ?
You can Identify areas that need attention , trends
history and forecasting
- Clarify factors that influence behavior
Understand your products, identify short comings
Measures : Sales , Actuals Budgets , DTG , SOH,
Profit and Loss - (KPI's)
Provide Stats and analytics

Putting Data Visualisation To Work

” Keep in mind that data doesn’t belong to IT, data scientists, or analysts,” “It belongs to everyone in the business. So, your tools need to allow all employees to create their own analyses and visualizations and share their discoveries with their colleagues.” - Ashish Thusoo

Democratising Data: how can you use visualisation to make data easier to understand, so it can be used by anyone in your organisation?

How do you create an external visualisation functionality that makes it easy for your customers to access information?

Select a **BI tool** that will allow users to
Access and Analyze data integrated from
disparate data sources
Access data in a high-performance, mobile
environment on a desktop, tablet, laptop or smart
phone

Allow users the **flexibility** to create personalized
dashboards, reports, and alerts and share data
without having a degree in programming or being
a data scientist. □