

# Getting started with data visualisation for engagement and decision making

---

Elaine Sykes – Head of Open Research

Tim Leonard – Associate Director (Space, Experience and Innovation)

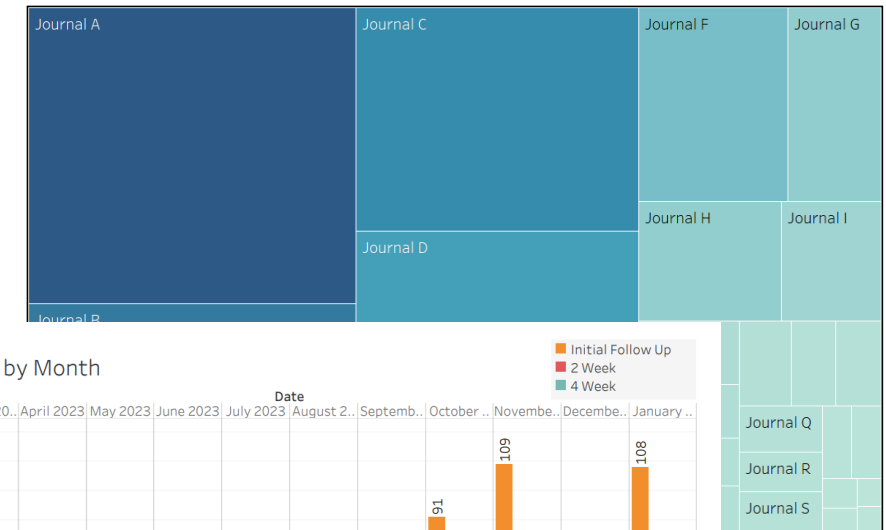
# Why Data Visualisation?

---

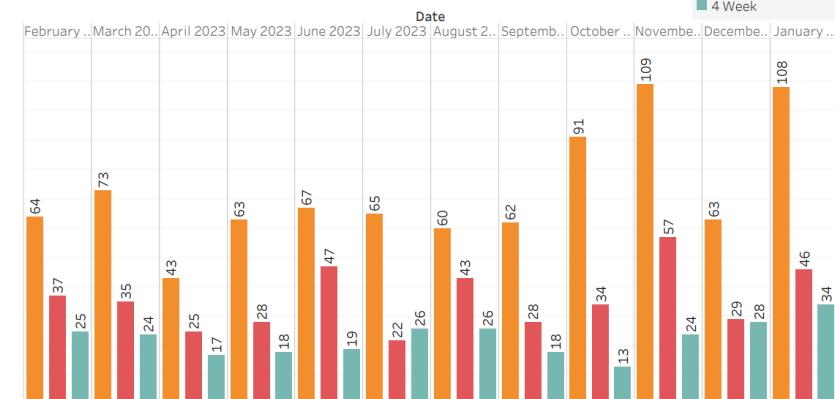
# Why Data Visualisation?

- Pictures tell a thousand words!
- Good data visualisation makes analysis clear even to non-experts
- Can communicate findings clearly and concisely

Treemap



Follow Ups by Month



Reasons for Return



# What Goes Into Creating Good Data Visuals?

---

# Creating Good Data Visuals

---

## Starting Out

- What do you want to know?
- Who is your intended audience?
- What data sources do you have?
- What data analysis tool(s) will you use?
- What format will your output be?

# Creating Good Data Visuals

---

## The Data

- What data sources have you available?
- Are they comprehensive?
- Do they require cleaning?
- Can they be automatically linked to your data visualisation tool?

# Tools

---

- Some require greater knowledge of programming languages/data architecture than others



**PIKTOCHART**



Looker Studio



**Panorama**<sup>™</sup>  
Insights Through Analytics



Power BI

# Creating Good Data Visuals

---

## Analysis - Investigation

- Remember your initial research question!
- Try out different visualisations – do they give you any insights?
- Can you combine different data sources to give you more insight?
- Are there any correlations between different measures?

# Creating Good Data Visuals

---

## Analysis – Communicating Findings

- Keep visualisations to a minimum and keep to task
- Vary chart types
- Provide annotation where helpful
- Keep consistent colours/style etc.
- Make it accessible – image descriptors, accessible colourways, compatible with onscreen readers etc.

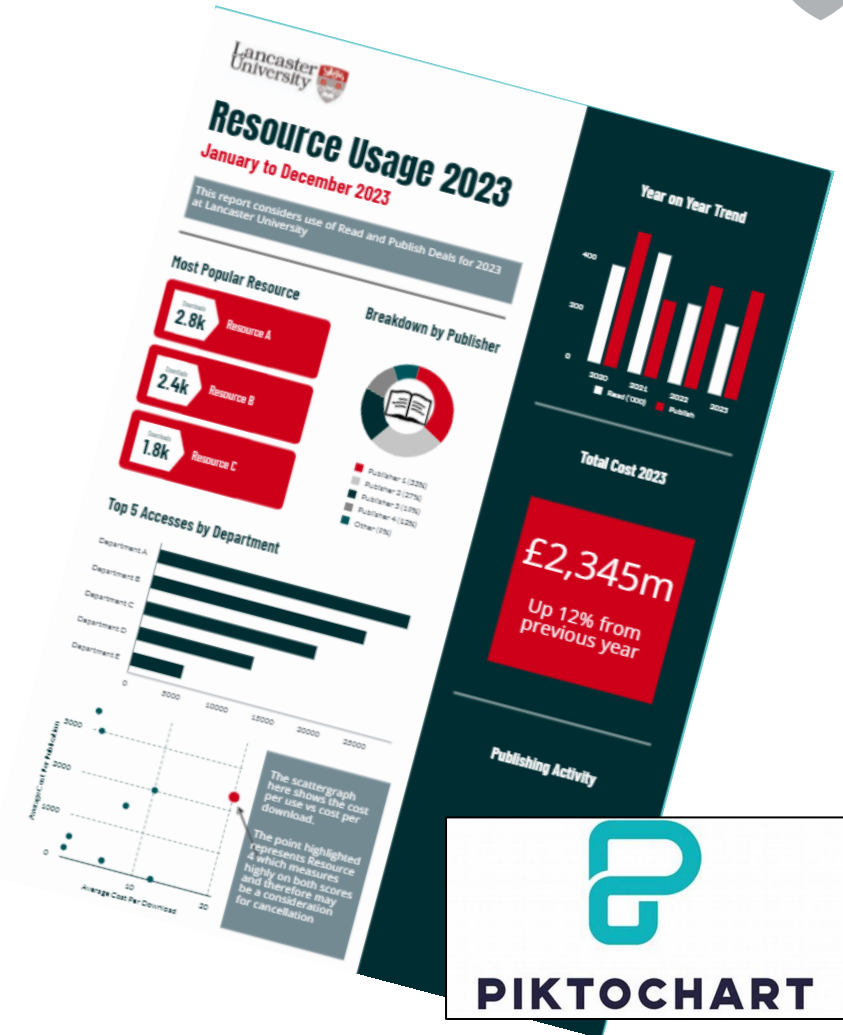
# Demonstration 1: Piktochart

---

# Piktochart

## Scenario

- Research Question: What was our usage of Read and Publish deals like in 2023?
- Audience: Library Leadership Team (Senior Library Managers)
- Output Type: Infographic



# Demonstration 2: Looker Studio

---

# Looker Studio

- Formerly Google Data Studio
- Free to get started
- Can be used to visualise data from a range of sources including Google Sheets, Excel, Google Analytics etc

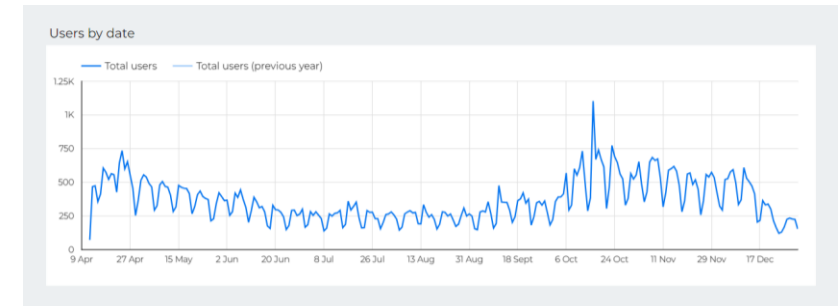
<https://lookerstudio.google.com>



# Looker Studio

## Scenario

- Communicate digital resource usage during the pandemic
- Challenge preconceived notions about the library
- Audience: Senior university leadership
- Output type: infographics and dashboard



# Learn more

---

## Get Started with Looker

Google Cloud skills course that takes approx. 2 hours 45 mins to complete

## Looker Studio Tutorial for Beginners 2024


Good introductory tutorial on YouTube – lots of other videos available

COURSE Skill badge

### Get Started with Looker

Introductory

Earn a skill badge by completing the Get Started with Looker quest, where you learn how to analyze, visualize, and curate data using Looker Studio and Looker. A skill badge is an exclusive digital badge issued by Google Cloud in recognition of your...

 2 hours 45 minutes 



# Thank you for attending, any questions?

---

- Elaine Sykes – [e.sykes4@lancaster.ac.uk](mailto:e.sykes4@lancaster.ac.uk)
- Tim Leonard – [t.j.leonard@lancaster.ac.uk](mailto:t.j.leonard@lancaster.ac.uk)