We often know what the data says — and we know what we want to visualize.

JUICES SOLD
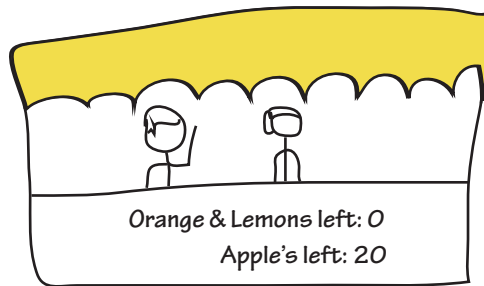
Type	Juice
Orange	45
Lemonade	23
Apple	9

Everyone loves orange juice! →
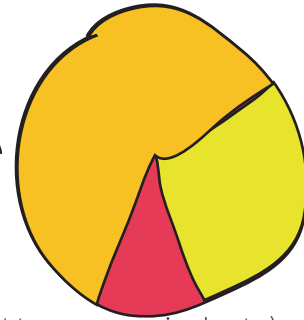
(Psst, try not to ever use pie charts.)

But we need to turn the numbers into pictures in people's heads — a narrative.

Orange & Lemons left: 0
Apple's left: 20

So how do you do it with data?

Ask yourself these questions:

1. What has changed?

JUICES SOLD

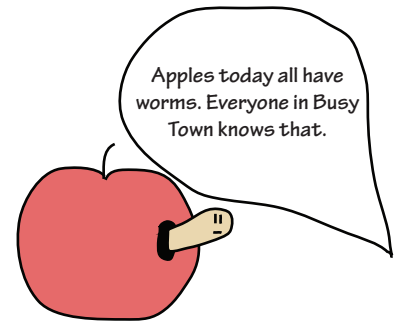| Type	Yesterday	Today
Orange	45	54
Lemonade	23	23
Apple	9	1

Good if there's a change in the data. Maybe it correlates with other data!

2. Who are the humans?

Juice line ^
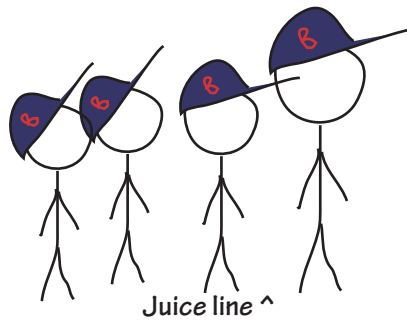
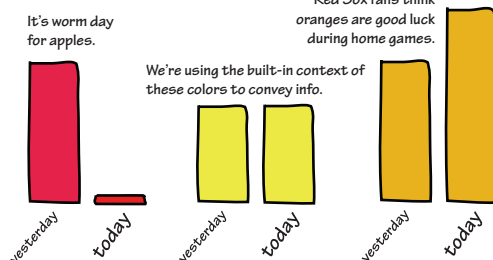Good if there's data made real with details about the people in the data

3. Details or context?

Apples today all have worms. Everyone in Busy Town knows that.

Is there surrounding context or details that need to be explained?

Did you make any discoveries with these questions? That's your story. That's what you need to tell us about.

It's worm day for apples.

We're using the built-in context of these colors to convey info.

Red Sox fans think oranges are good luck during home games.

yesterday   today   yesterday   today   yesterday   today

Also, if you have data, let us know! We want to use your data to tell stories.

Thanks!

Alvin: achang@ctmirror.org
Andrew: abtran@ctmirror.org