

Data Visualisation Techniques for Public Dissemination

MCRHRD- Hyderabad
Training Program

Communicate

Visualise

Narrate

Socialise

Humanise

Personalise

Utilise

shed out with quotes, details and background
outlined above. In broadcast, data stories often lead on a case study t
ie numbers being reported.

Data visualisation tends to use charts, graphs and maps. Choos
type is important – as different charts are designed for different

Data Journalism: communicating data

Communicate

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Figure 5.2 Six ways of communicating data journalism

By Paul Bradshaw, 2011

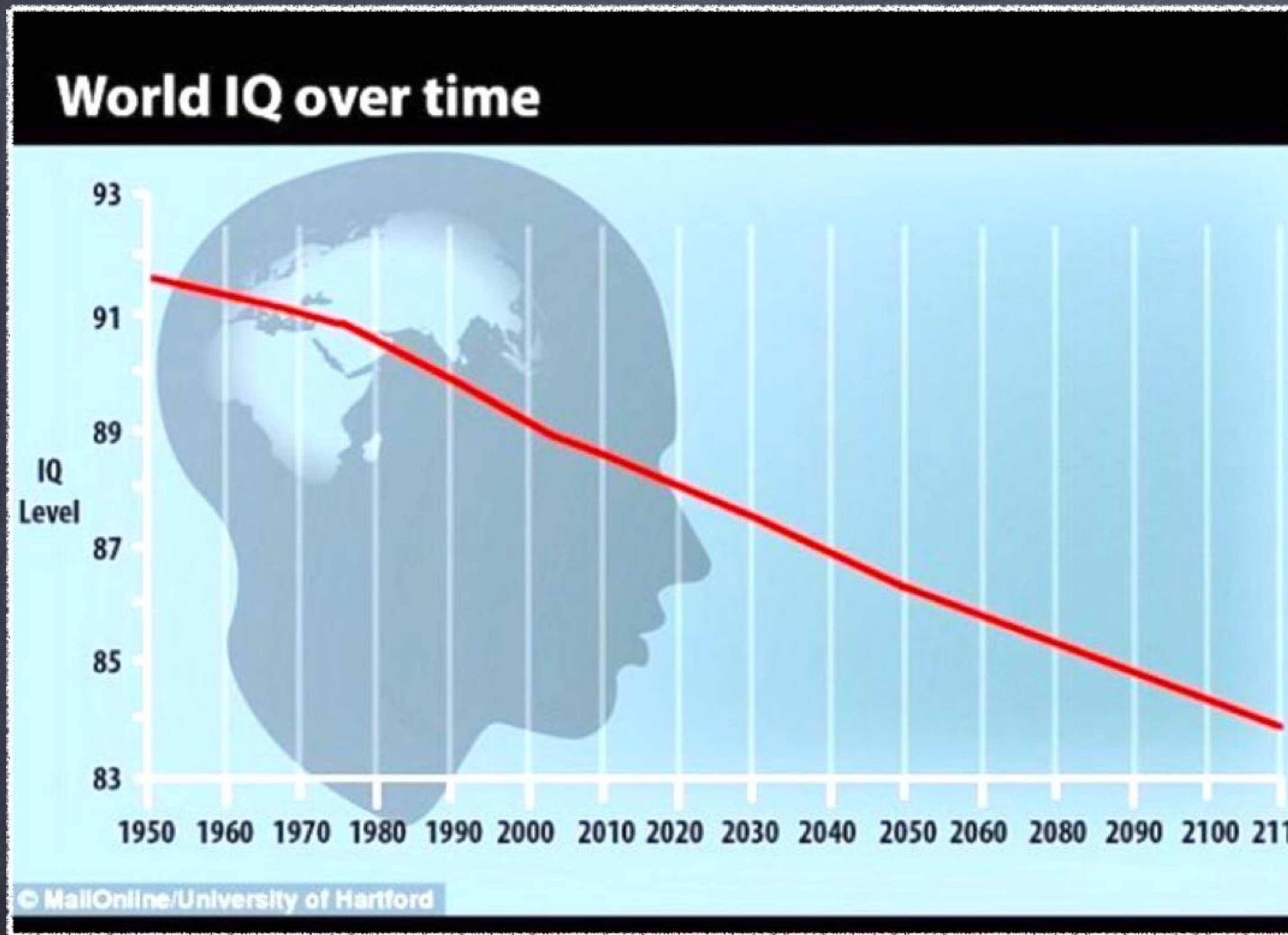
By Paul Bradshaw, 2011

Figure 5.2 Six ways of communicating data journalism

Utilise

Personalise

Visualise



Socialise

Personalise



GDP of Indian Districts in RED colour
is same as GDP of other districts

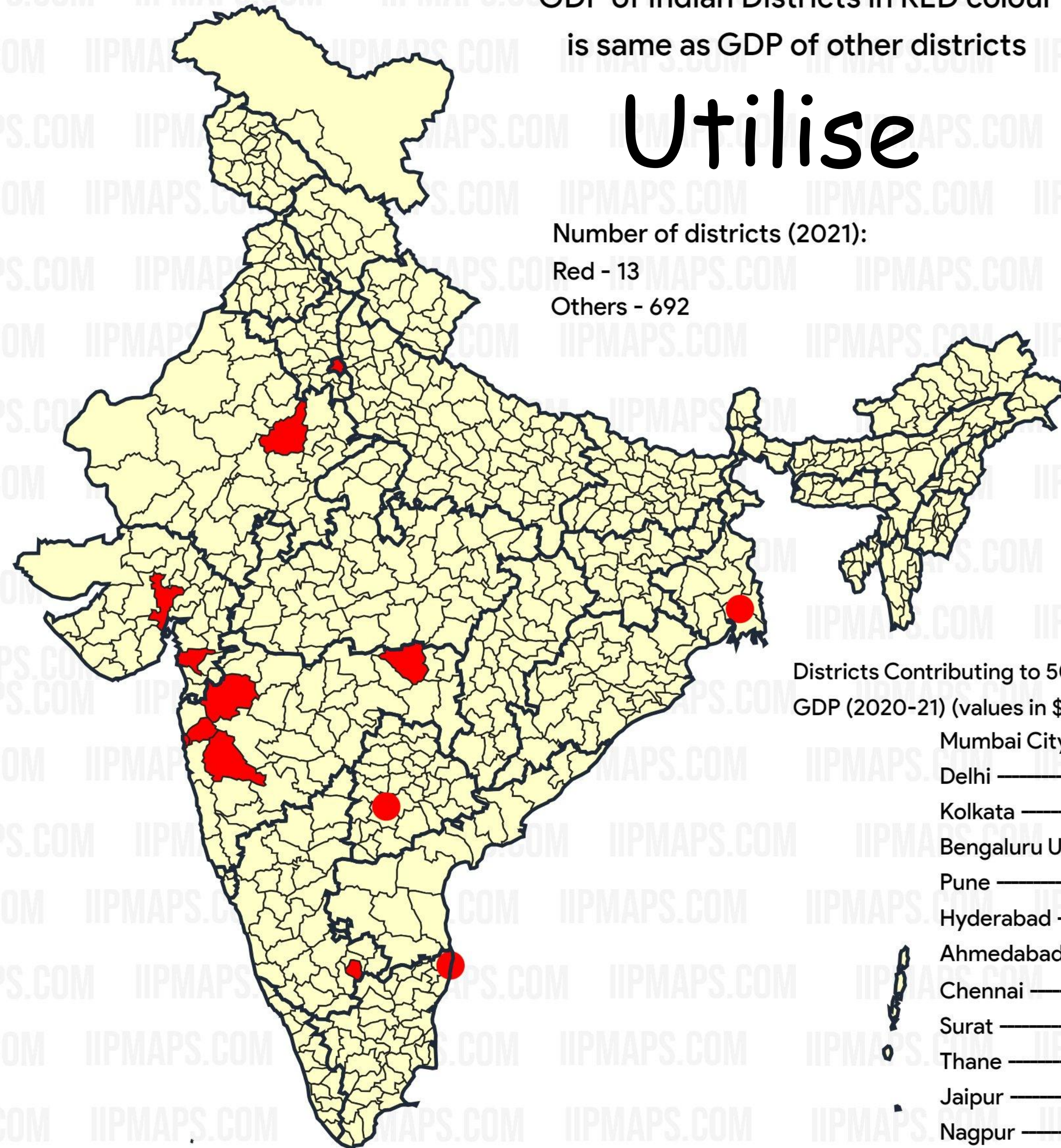
Utilise

Number of districts (2021):

Red - 13

Others - 692

Created with www.iipmaps.com



Districts Contributing to 50% of India's
GDP (2020-21) (values in \$bn)

Mumbai City	273
Delhi	262
Kolkata	151
Bengaluru Urban	120
Pune	117
Hyderabad	115
Ahmedabad	114
Chennai	109
Surat	80
Thane	80
Jaipur	66
Nagpur	62
Nashik	56

Source: Ministry of Statistics and Programme Implementation,
District Domestic Product Estimates 2020-21



United States



Europe



China

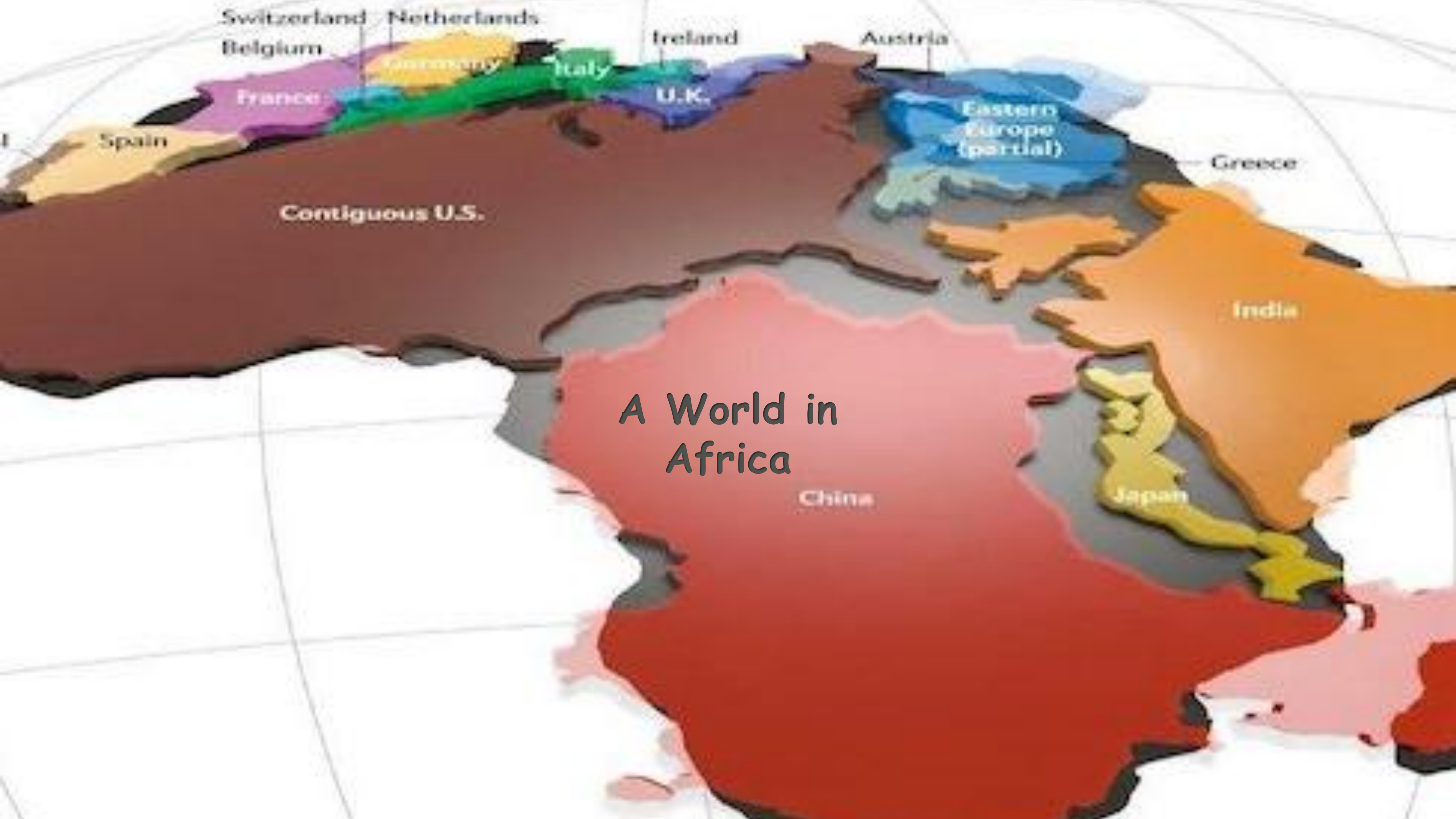
A world in Africa



India

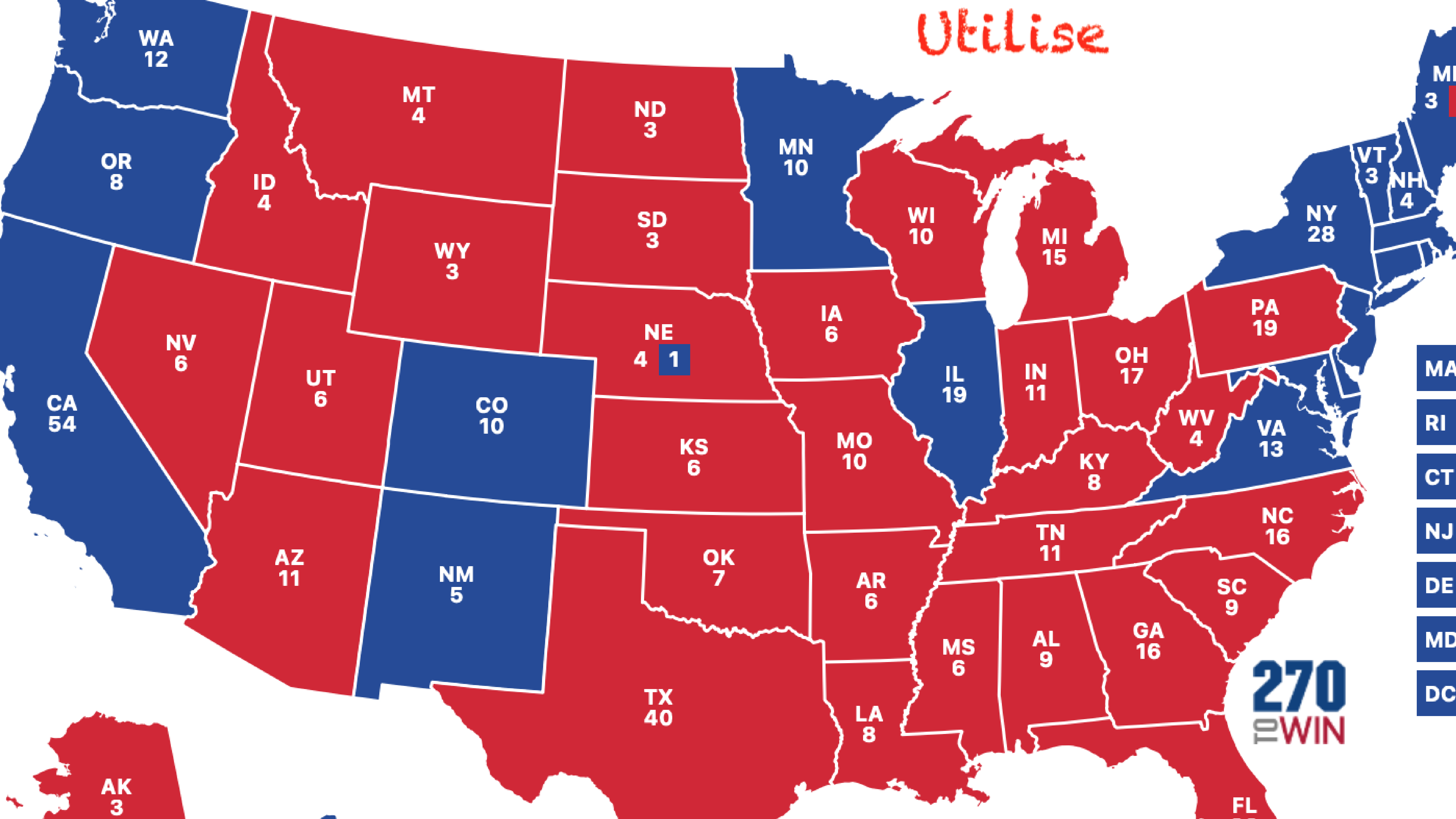


Japan



A World in Africa

Utilise



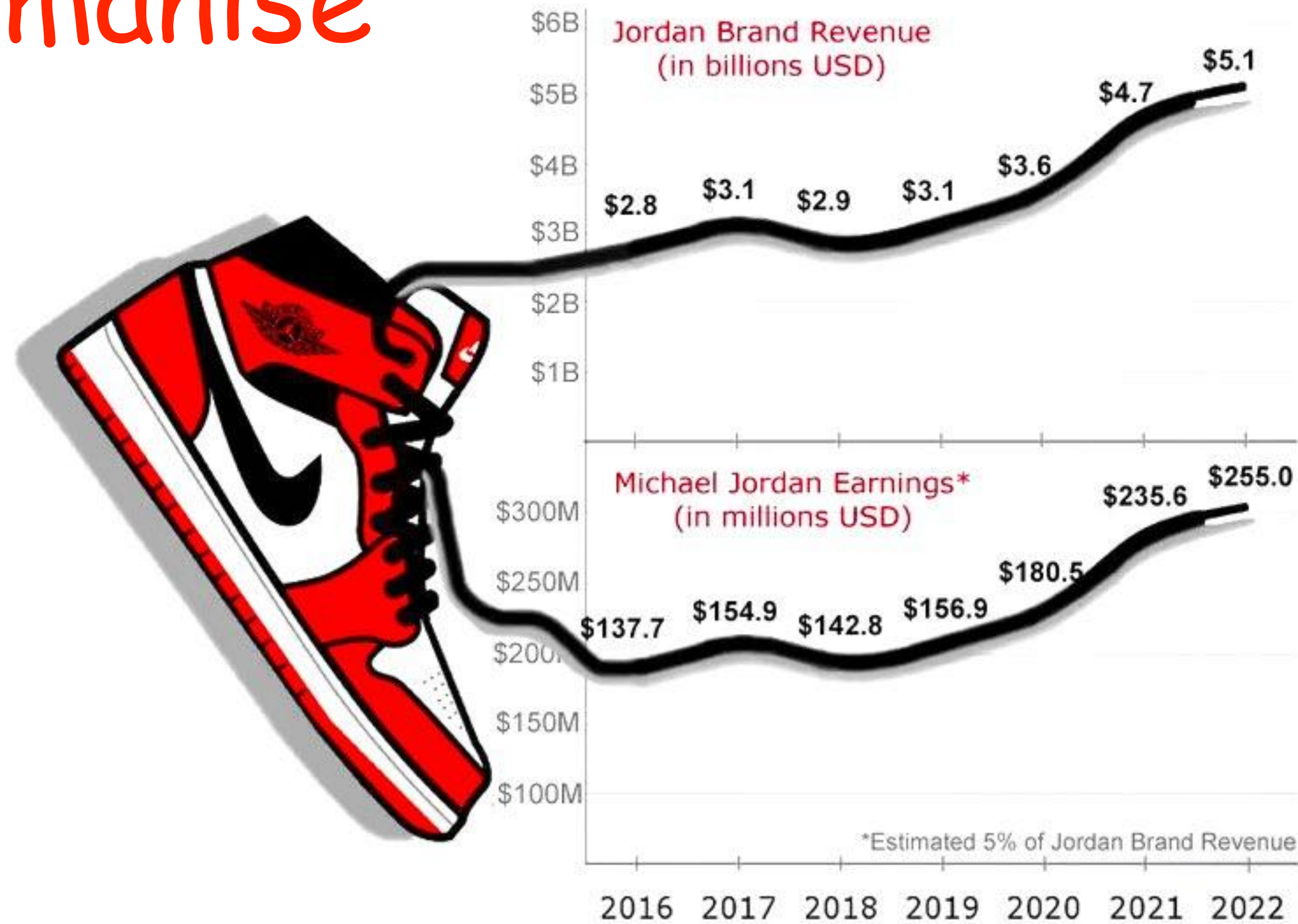
270
TO WIN



THE BUSINESS OF AIR

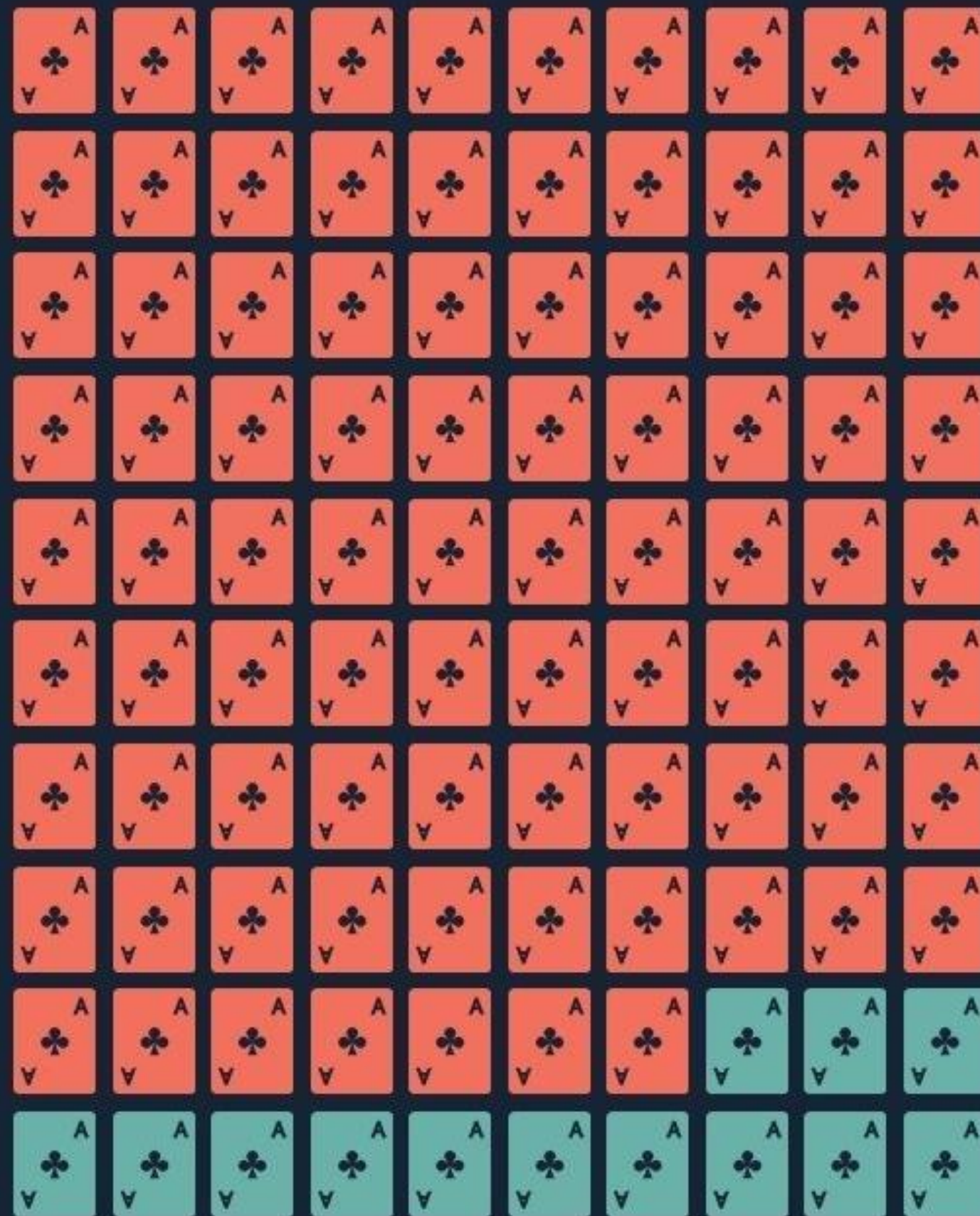
In 2022, Nike's Jordan Brand earned \$5.1 billion, with Michael Jordan entitled to \$256 million, nearly 3x his NBA career earnings

Humanise



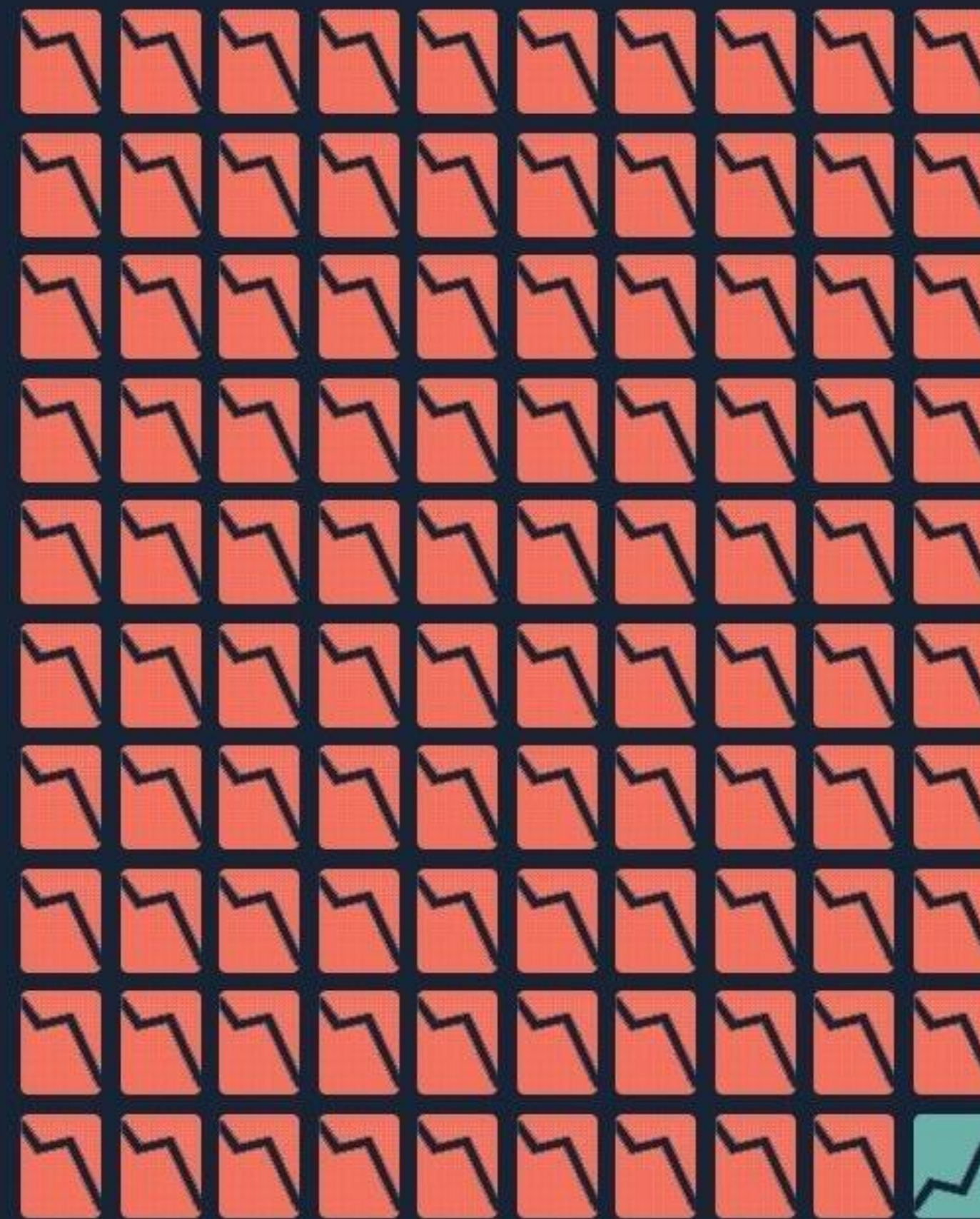
CASINO vs DAY GAMBLING TRADING

13 out of 100 gamblers
leave the casino a winner



Source: wsj.com (Maremont, Berzon, 2013)

1 out of 100 day traders
reliably beat the market



Source: berkeley.edu (Barber, et al, 2014)

Personalise

World's Largest ARMS IMPORTERS

(For the period 2018-2022)



‘UNITED COLOURS OF INDIA’ BY PER CAPITA INCOME





2006



2007



2009



2010



2012



2023

"Data, like beauty, lies in the eyes of the beholder"

Anonymous