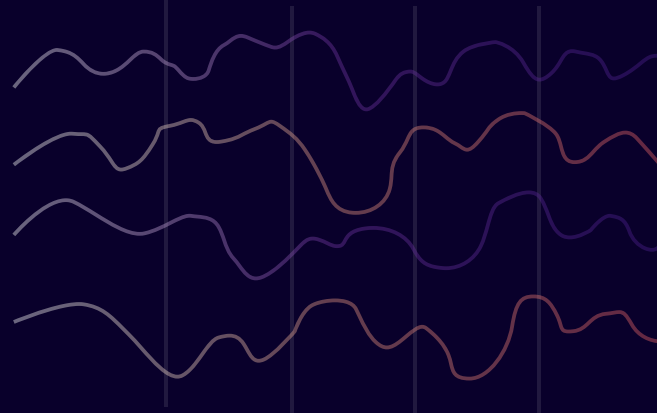# Data vis

How to tell a story with numbers
– plus our favourite data vis examples
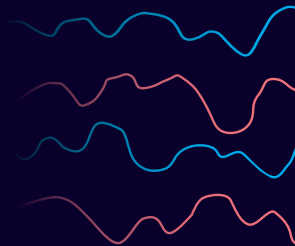
Clever content. Made by humans

Highb**rook.**

The best data visualisation is priceless. It can extract the essential story from a vast, complex dataset. Or make the simplest statistics relevant and arresting. The harmonious combining of illustration, figures and text is alchemical. It has impact and longevity far beyond what each can achieve on its own.

Michael Pilgrim, Chairman, Highbrook Media
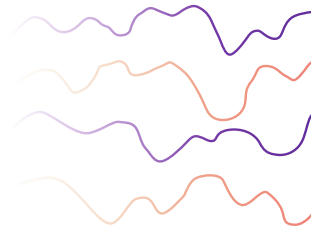
"**OUR GOLDEN RULES FOR DATA VIS. DON'T START WITH THE DATA, START WITH A QUESTION. AND REMEMBER, THE STORY IS IN THE COMPARISON OF THE NUMBERS.**"
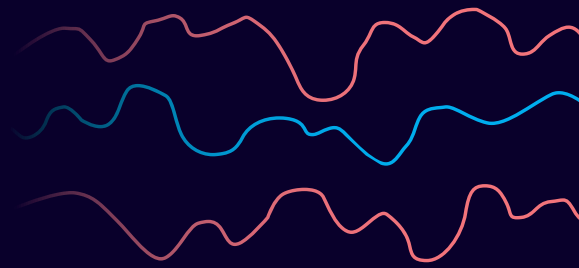
Data Vis CREATIVE BOOK

Types of data vis
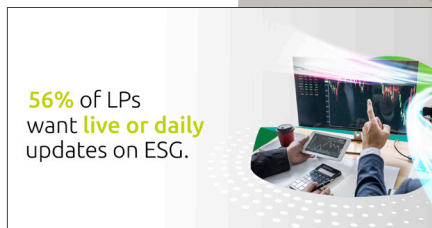
Because there's more than one way to shoe a horse

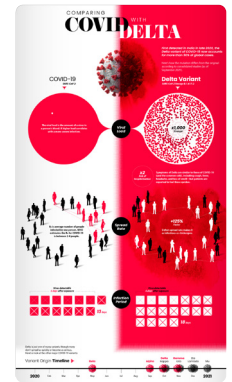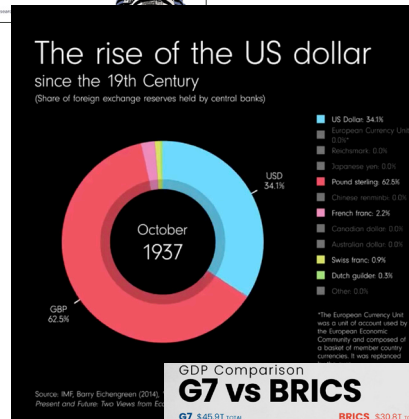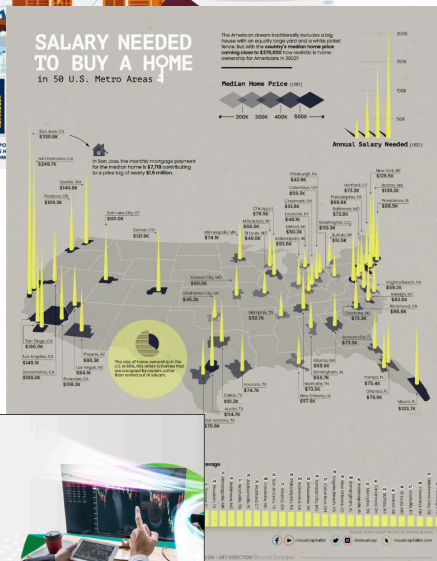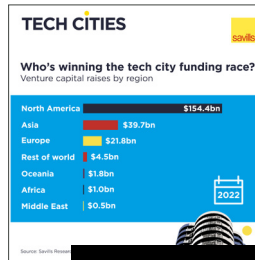|				
Alluvial Diagram	**Sankey Diagram**	**Donut Chart**	**Line Graph**	**Radial Bar Chart**
Polar Area Chart	**Bar Chart (Vertical)**	**Exploded View Drawing**	**Pictorial Percentage Chart**	**Radial Histogram**
Sunburst Diagram	**Heat Map**	**Treemap**	**Flow Map**	**Sorted Stream Graph**
Stacked Bar Chart	**Pictorial Stacked Chart**	**Chord Diagram**	**Arc Diagram**	**Table Chart**
Proportional Area Chart (Square)	**Choropleth Map**	**Hexagonal Binning**	**Progress Bar**	**Matrix Diagram (Roof Shaped)**

SOURCE: DATAVIZPROJECT.COM

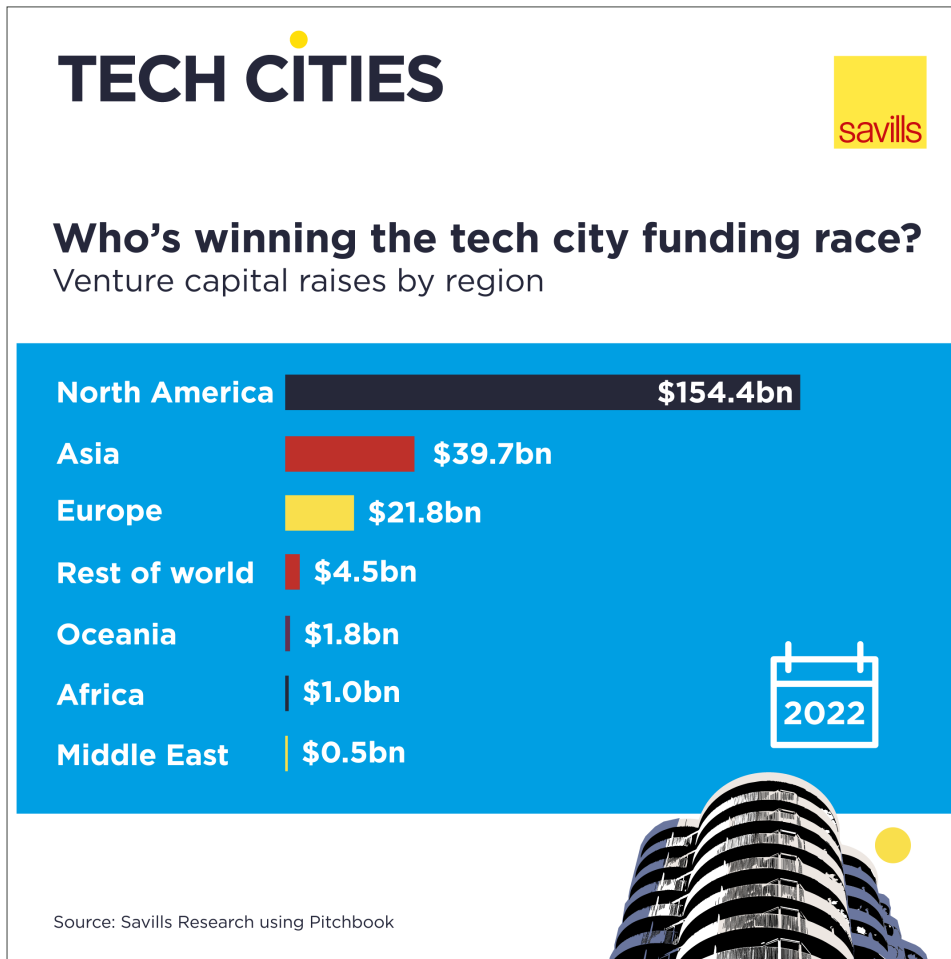# AND HERE ARE SOME OF OUR FAVOURITE DATA VIS EXAMPLES, SOME BY US AND SOME BY OTHERS...

In practice

Data vis takes many forms, from heavily illustrative to sparser, data-driven executions
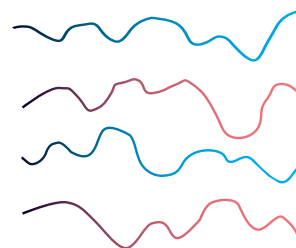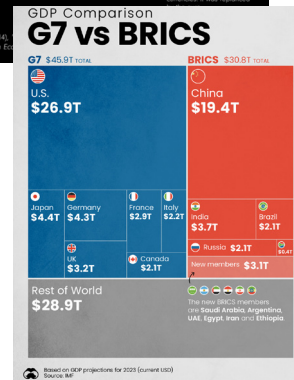
Data Vis CREATIVE BOOK

Boat race

Animated data over time reveals changing trends

TECH CITIES

savills

Who's winning the tech city funding race?
Venture capital raises by region

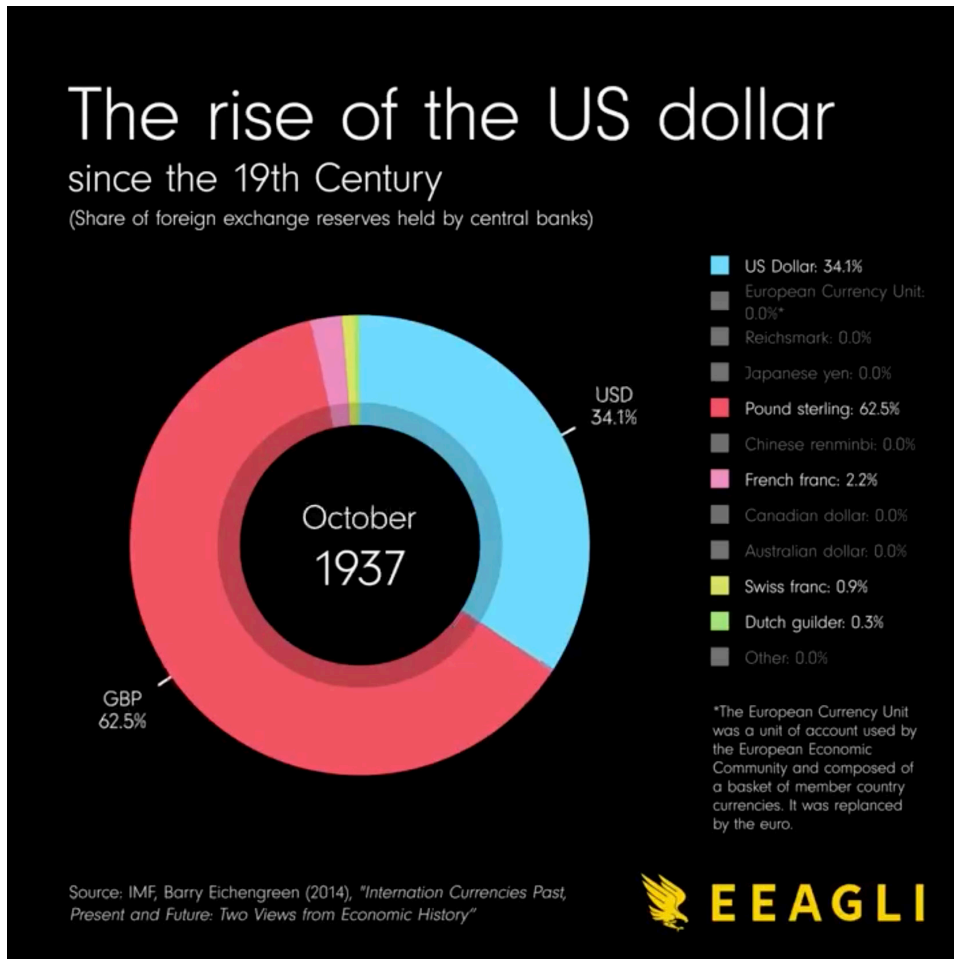| Region	
North America	$154.4bn
Asia	$39.7bn
Europe	$21.8bn
Rest of world	$4.5bn
Oceania	$1.8bn
Africa	$1.0bn
Middle East	$0.5bn

2022

Source: Savills Research using Pitchbook

Channels Animation for social and web

Data Most effective when data reveals shifting dominance and changing trends over a long period. Use boats for absolute values...

Click to view

DataVis CREATIVE BOOK

Doughnut race

Animated data over time reveals changing trends

The rise of the US dollar
since the 19th Century
(Share of foreign exchange reserves held by central banks)

US Dollar: 34.1%
European Currency Unit: 0.0%*
Reichsmark: 0.0%
Japanese yen: 0.0%
Pound sterling: 62.5%
Chinese renminbi: 0.0%
French franc: 2.2%
Canadian dollar: 0.0%
Australian dollar: 0.0%
Swiss franc: 0.9%
Dutch guilder: 0.3%
Other: 0.0%

USD 34.1%

October 1937

GBP 62.5%

*The European Currency Unit was a unit of account used by the European Economic Community and composed of a basket of member country currencies. It was replaced by the euro.

Source: IMF, Barry Eichengreen (2014), "Internation Currencies Past, Present and Future: Two Views from Economic History"
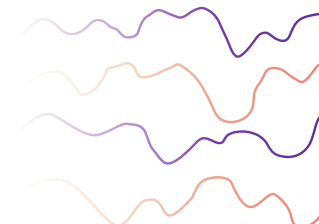
EEAGLI

SOURCE: JAMES EAGLE/EEAGLI

Channels Animation for social and web

Data Most effective when data reveals shifting dominance and changing trends over a long period. Use doughnuts to display percentages – in this case, the share of foreign exchange reserves held by central banks
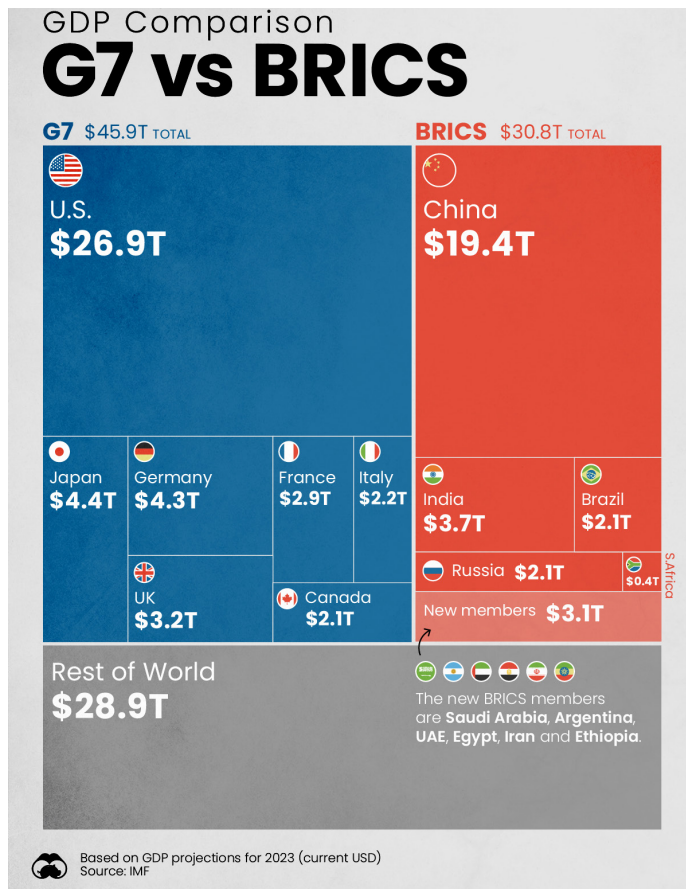
Click to view

Compare and contrast #1

**Similar entities face off. Big picture and fine detail combined**

GDP Comparison
G7 vs BRICS

G7 $45.9T TOTAL

BRICS $30.8T TOTAL

U.S.
$26.9T

China
$19.4T

Japan
$4.4T

Germany
$4.3T

France
$2.9T

Italy
$2.2T

India
$3.7T

Brazil
$2.1T

UK
$3.2T

Canada
$2.1T

Russia **$2.1T**

S.Africa **$0.4T**

New members **$3.1T**

Rest of World
$28.9T

The new BRICS members are **Saudi Arabia**, **Argentina**, **UAE**, **Egypt**, **Iran** and **Ethiopia**.

Based on GDP projections for 2023 (current USD)
Source: IMF

Channels Static, for report or web.

Data Versatile in terms of data types, but best limited to comparing two or three entities.

Compare and contrast #2

Similar entities face off. Big picture and fine detail combined
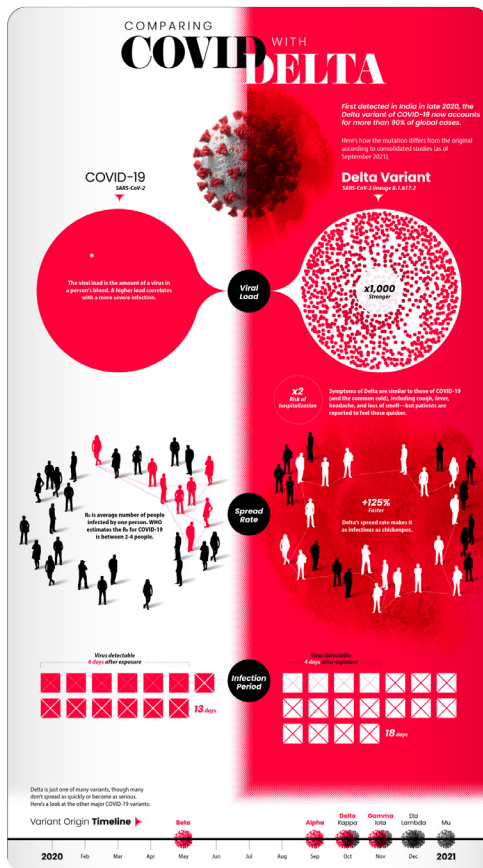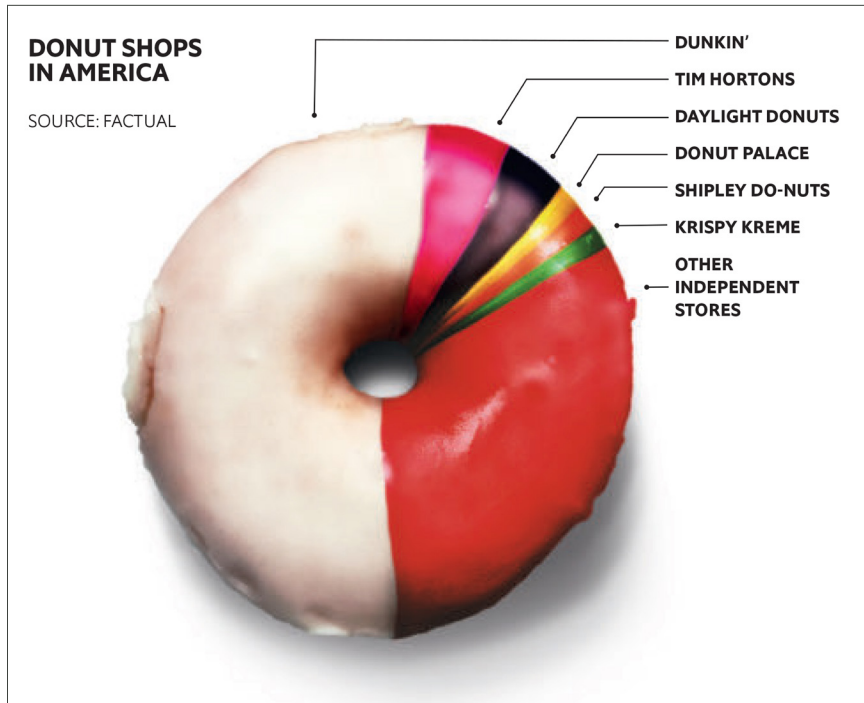

Channels Static, for report or web.

Execution A face-off between two similar entities. Contrasting colours instantly convey the overall picture. Closer inspection reveals finer details.

Data Versatile in terms of data types, but best limited to comparing two or three entities.

SOURCE: VISUAL CAPITALIST

Subject equals form #1

When data gives you doughnuts

DONUT SHOPS
IN AMERICA

SOURCE: FACTUAL

- DUNKIN'
- TIM HORTONS
- DAYLIGHT DONUTS
- DONUT PALACE
- SHIPLEY DO-NUTS
- KRISPY KREME
- OTHER INDEPENDENT STORES

Channels Static

Data Best used when the theme is visually arresting. For this reason, not to be over-used.

Data
V1s CREATIVE BOOK

Subject equals form #2

Imagery takes its cues directly from the data's specific theme
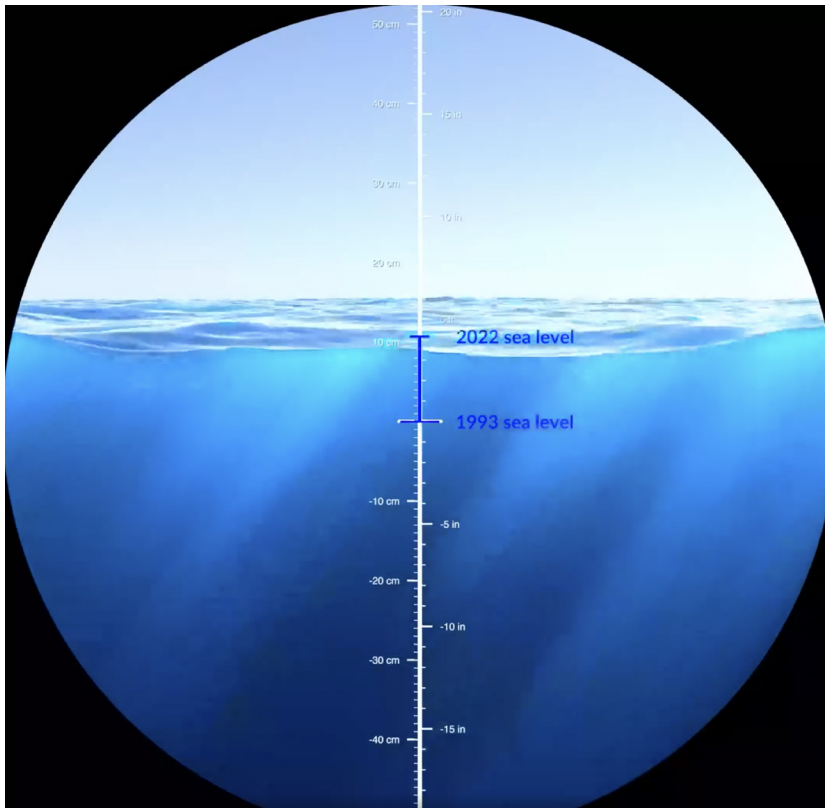
Channels Animation

Data Best used when the theme is visually arresting. For this reason, not to be over-used. **Click to view**

SOURCE: NASA

Data Vis CREATIVE BOOK

Illustrated story

Longer-form pieces featuring animated data visualisation
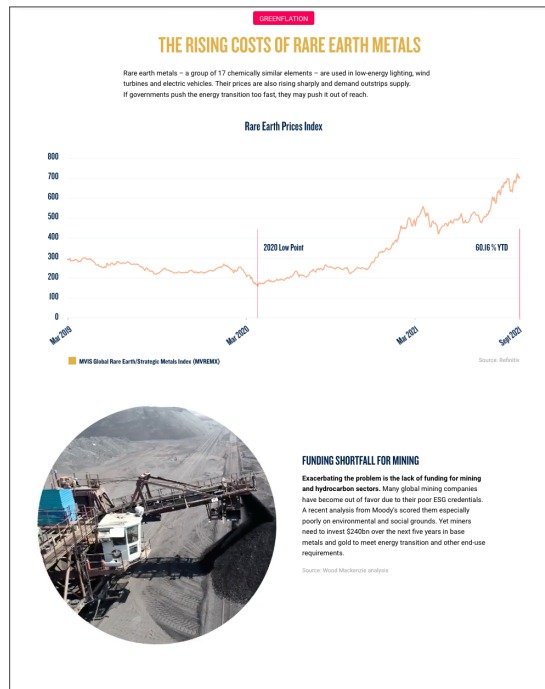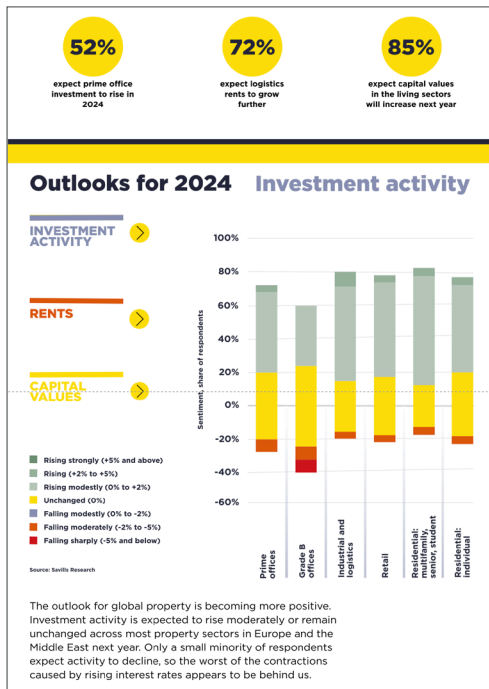
Channels Web

Data Ideal for data-driven stories with minimal commentary.

Click on images.

Infographic

Statistics and statements held together by illustration

Channels Static

Data Versatile. Can be used to link data points and statements that are not necessarily directly comparable.

Speed of sight

A picture paints more than a thousand words, according to 3M research

60k

## People process images 60,000 times faster than they process text

Data Vis CREATIVE BOOK

Bouncing boxes

Brings a simple dataset to life using shifts in perspective and fun animation

HANGZHOU
#12 AgTech & FoodTech
Pop: 10.36m

SINGAPORE
#4 FinTech
Pop: 5.454m

MELBOURNE
#6 Life Sciences & HealthTech
Pop: 5.078m

OSLO
#7 ClimateTech & CleanTech
Pop: 634,293

HELSINKI
#6 ClimateTech & HealthTech
Pop: 631,695

DETROIT
#11 MobilityTech
Pop: 632,464

ATLANTA
#4 MedTech
Pop: 496,461

BRISTOL
#12 Deep Tech
Pop: 467,099

Channels Animation for social and web

Data Best used with simple data that spans a vast range of figures – in this case city populations
Click to view

SOURCE: HIGHBROOK MEDIA
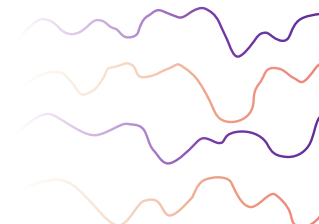
Commentary animation

Scripted animation reveals the story behind the figures

SOURCE: HIGHBROOK MEDIA

Channels Animation for social and web

Data Here, the story is in charge. Data is cherry-picked to support the narrative
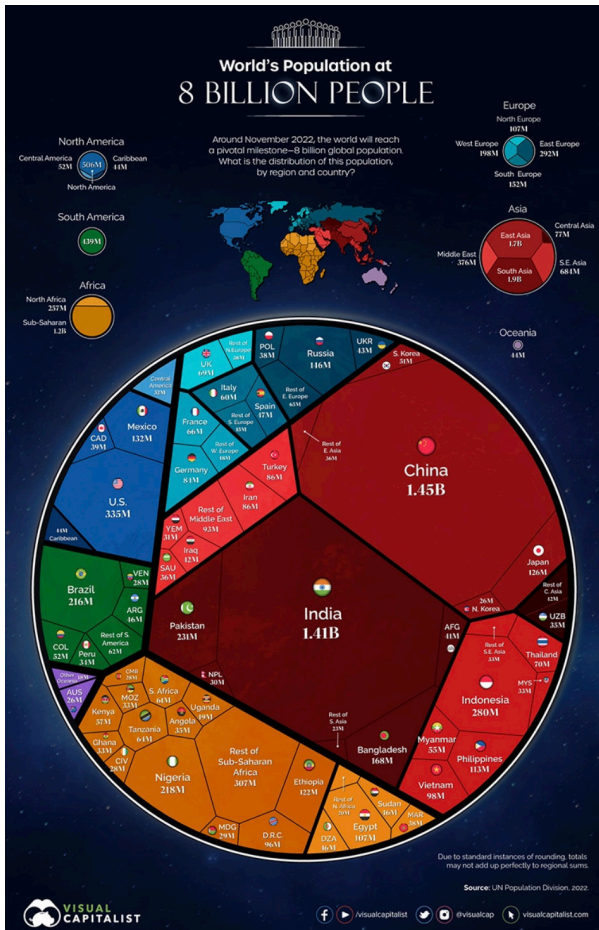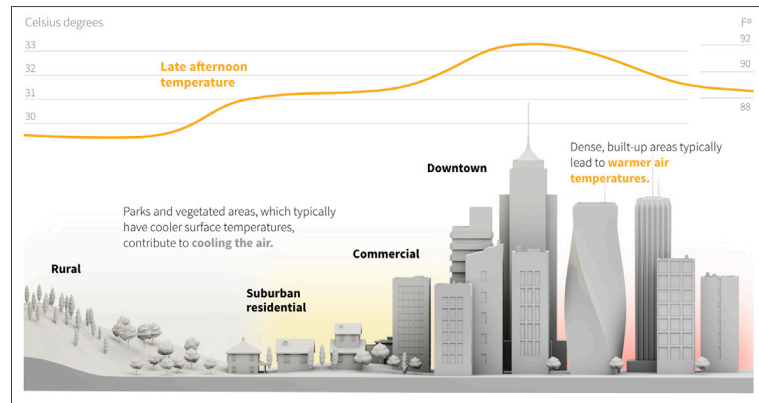
Click to view

Complex set piece #1

Data to (not) get lost in
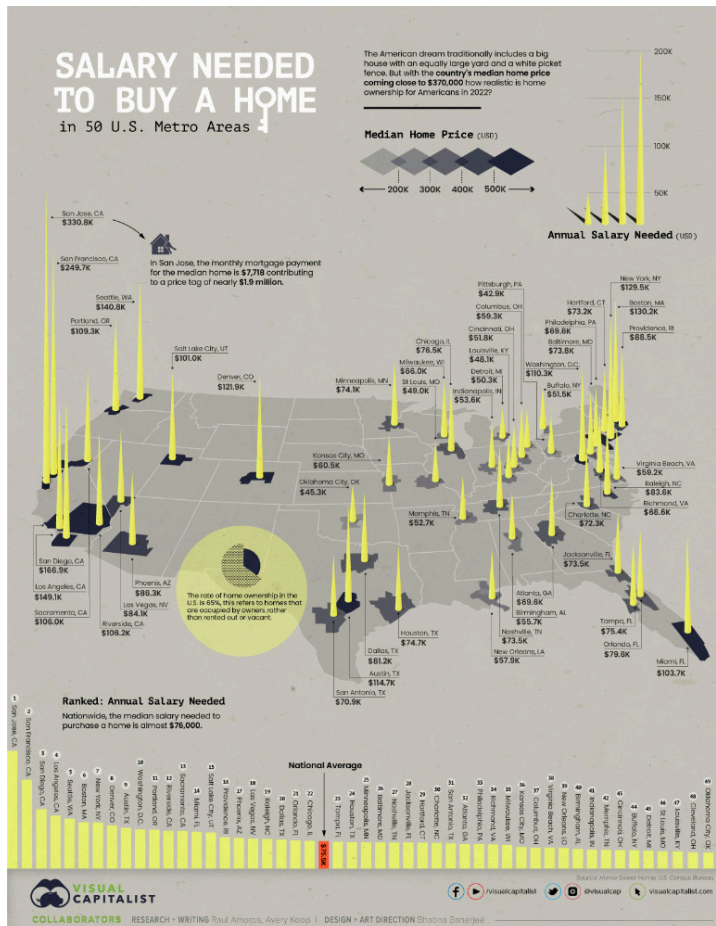
Channels Static, for print or web. Could be sliced and diced for social

Data Many sources of related, yet simple data

SOURCE: VISUAL CAPITALIST

Data
V1s CREATIVE BOOK

Complex set piece #2

Perfect for print, as a full page or double-page spread

Channels Static, for print or web. Could be sliced and diced for social

Data Many sources of related, yet simple data

SOURCE: VISUAL CAPITALIST

DataVis CREATIVE BOOK

Split screen

Simple line graphs augmented by animation/illustration

Channels Static or animation for web and social

Data A rich dataset showing simple variation over time

Click to view

Data
Vis CREATIVE BOOK

Circular bar #1 (animated)

Data animated over time and plotted on a circular axis, to create a more engaging shape than a simple bar chart
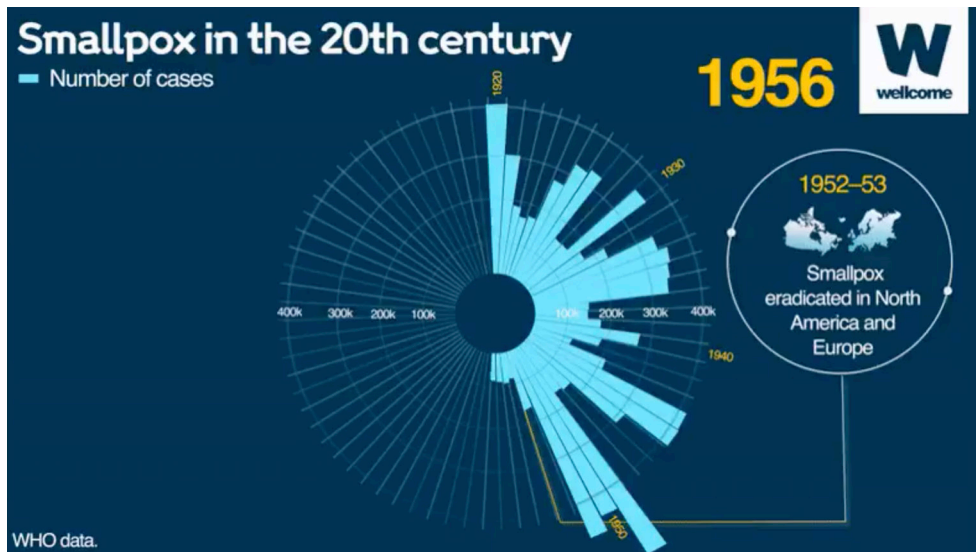
Channels Animation, for web and social

Data Barchart-friendly data. Animation allows for pop-up facts to provide extra insight. Can accommodate lots of data points

Click to view

DataVis CREATIVE BOOK

Circular bar #2

Barcharts, but not as you know them

Carbon Intensity
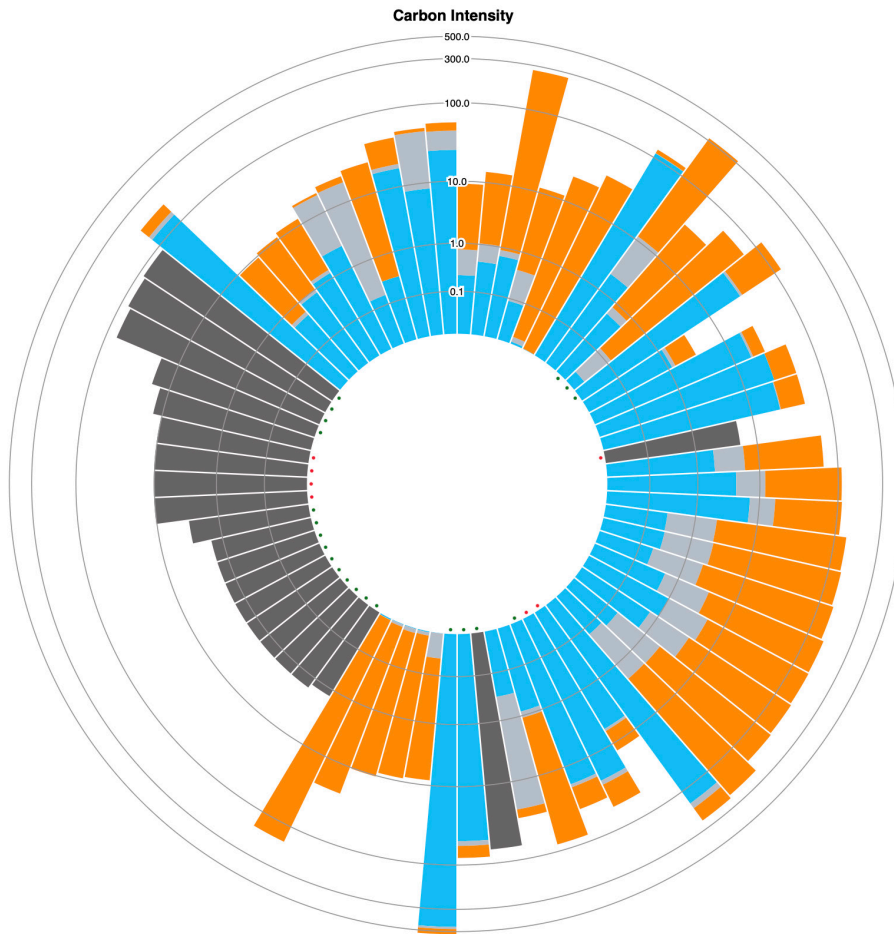
Channels Static for print and web. Could also be animated for social/web (see previous page).

Execution Stacked barchart but running on a circular axis. Creates more engaging shapes.
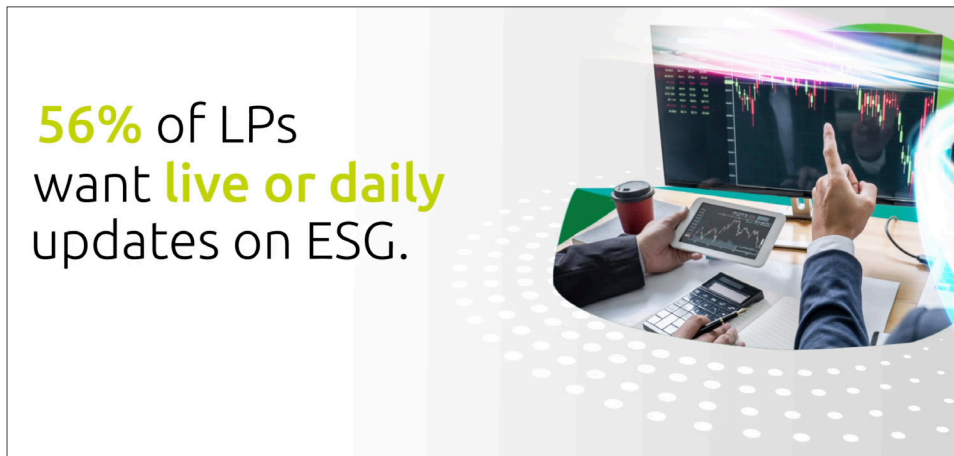
Data Capable of handling 20 entries or more

SOURCE: CARBONCATALOGUE.COCLEAR.CO

Text and stock #1

Scripted narrative running over stock footage
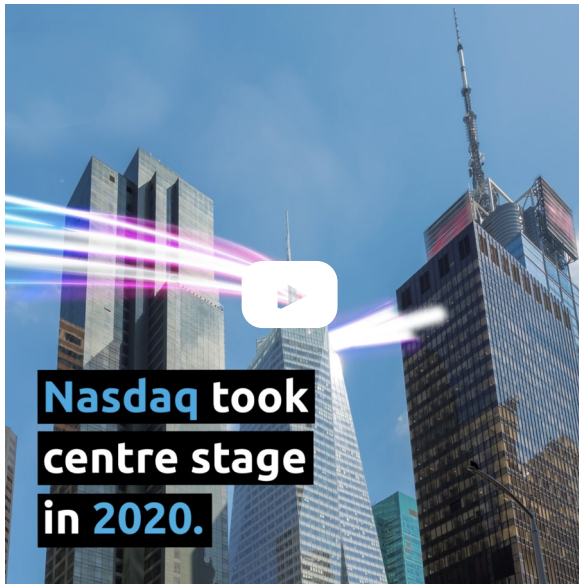
Channels Video/animation for social/web
Click images to view

Data VIS CREATIVE BOOK

Text and stock #2

Scripted narrative running over stock images

56% of LPs want live or daily updates on ESG.
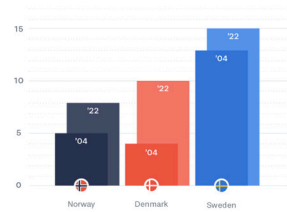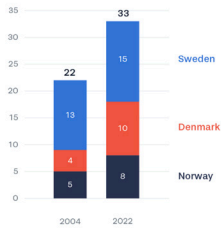
Channels Animation for social and web

Data Narrative-driven. Could lean on headline figures, but need not actually include any data
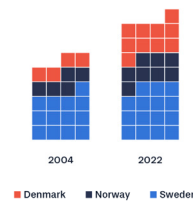
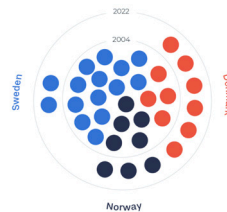**Click to view**

DataVis CREATIVE BOOK

Small sample, big impact

Smaller datasets enable a wealth of engaging executions
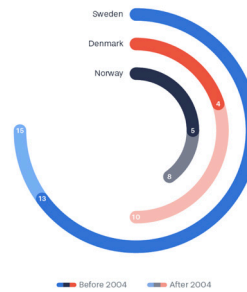
Channels Static for print. Web and social could also be animated

Data Best limited to five entries, each with two data points.

Highbrook Media

Book an appointment

michael.pilgrim@hbrk.co.uk
07508 883 640

tamsin.brown@hbrk.co.uk
07728 007 283

rachael.adams@hbrk.co.uk
0794 199 1739

Highbrook.