# An introduction to data visualisation

James Akers, Wednesday 6 October 2021

Digital Culture Network

ARTS COUNCIL ENGLAND

# digitalnetwork@artscouncil.org.uk

# digitalculturenetwork.org.uk

Digital Culture Network

ARTS COUNCIL ENGLAND

Ask a Tech Champion | Events | External Support | News | About | Knowledge Hub

We've created resources and advice for you to use during the COVID-19 lockdown. Read More

## Digital skills for the arts

### Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

Browse our Knowledge Hub

Knowledge Hub

Beginner Read

Video and Digital Content

**Podcasting and how to get started**

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

Marc Burns · 2 months ago

Beginner Read

Social Media

**Engaging Audiences with Social Media**

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

Haydn Corrodus · 2 months ago

Beginner Read

Social Media

**Introduction to Social Media**

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

Haydn Corrodus · 4 months ago

- Exploratory visualisations
- Preattentive attributes
- [Short break]
- Explanatory visualisations
- Tools and further reading
- Q&A

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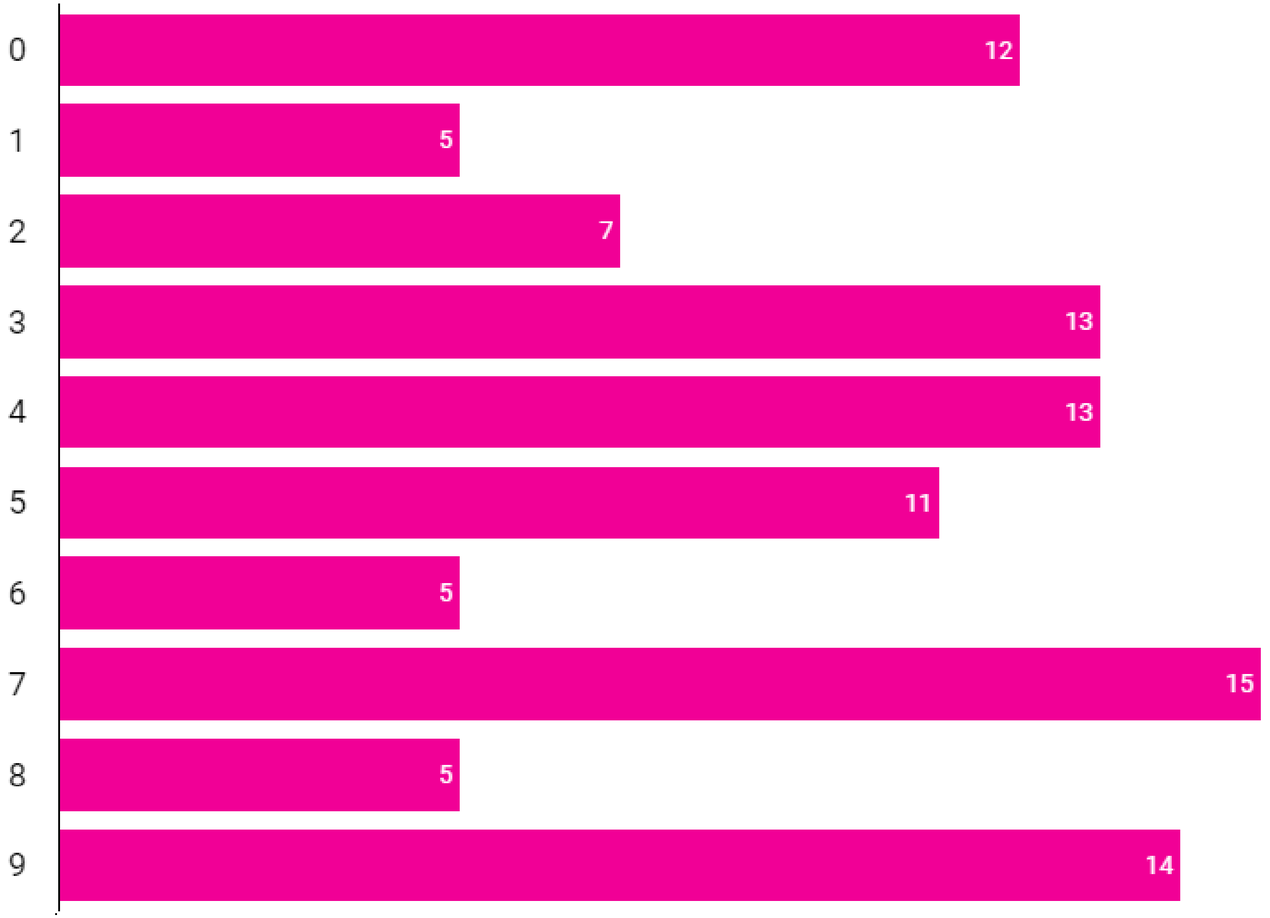
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## Position

4 0 7 9 1 9 8 9 5 7
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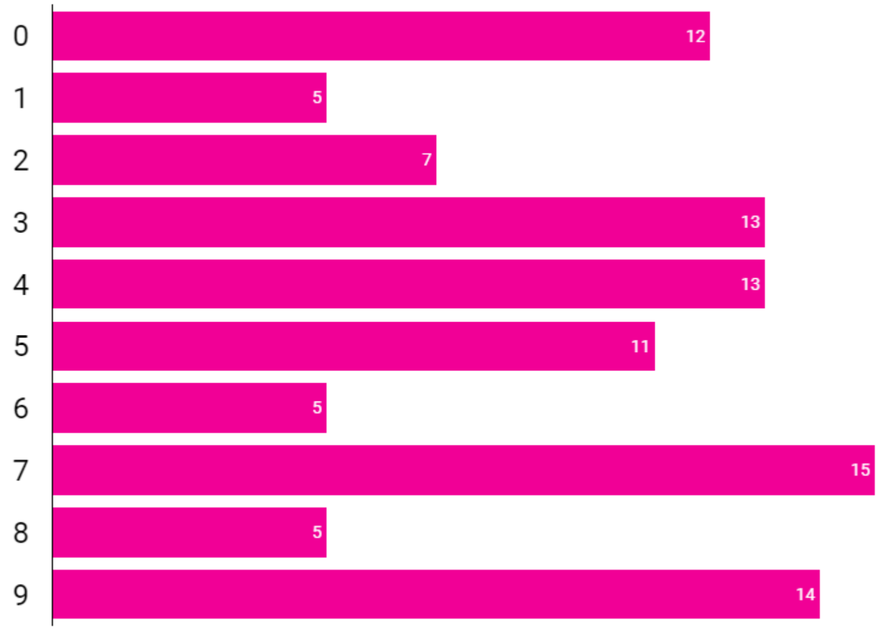
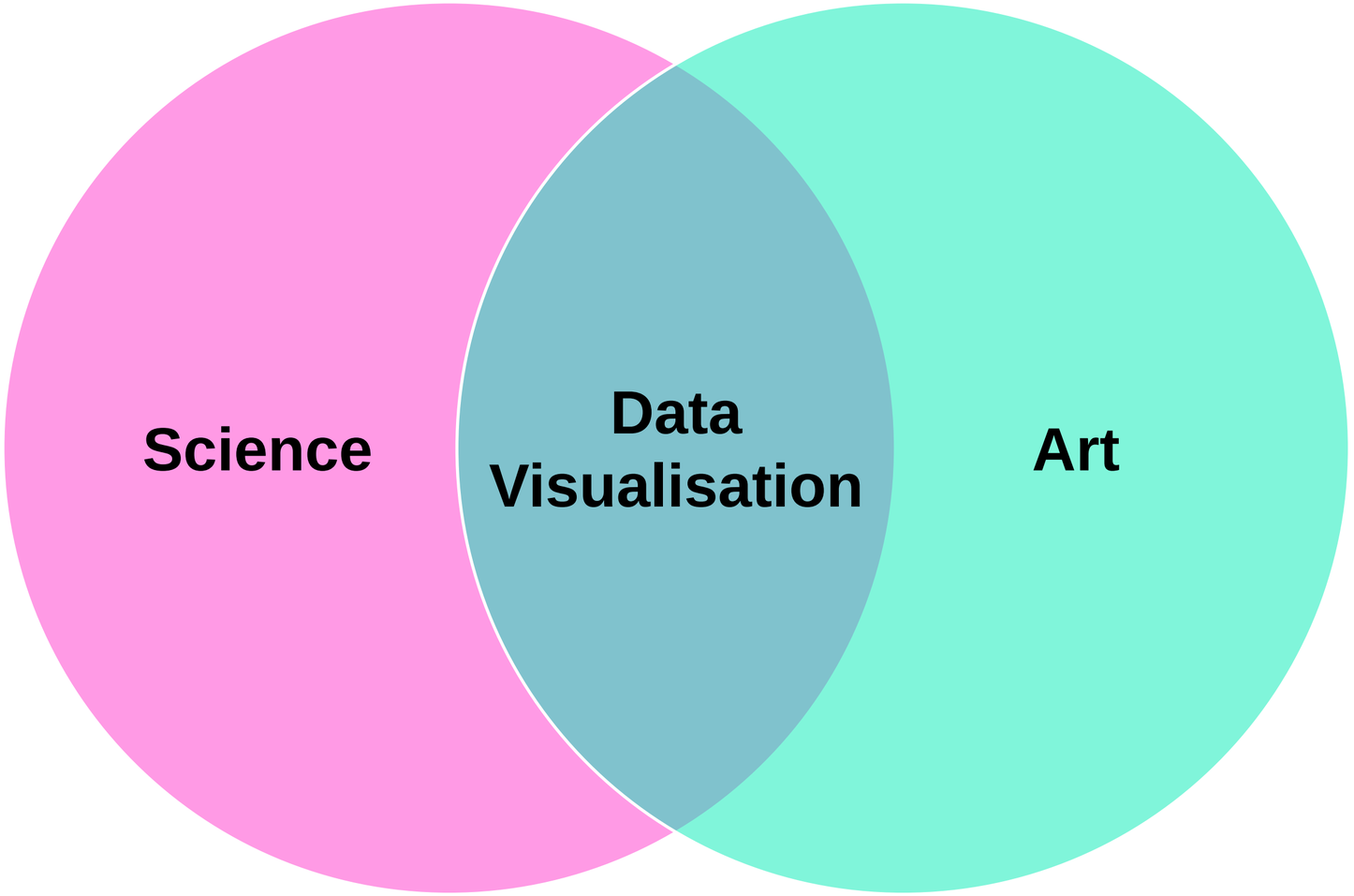
3 3 3 2 4 3 2 5 3 6
9 4 0 8 7 9 7 5 3 5
0 0 8 3 6 9 8 4 4 9
7 5 2 2 7 0 7 1 1 2
6 5 0 8 0 9 5 1 4 4
5 7 7 3 2 0 4 7 7 3

## Colour

4 0 7 9 1 9 8 9 5 7
9 3 0 4 3 7 9 9 4 1
4 6 5 7 3 0 6 4 2 7
9 4 5 0 9 5 0 7 3 9
3 3 3 2 4 3 2 5 3 6
9 4 0 8 7 9 7 5 3 5
0 0 8 3 6 9 8 4 4 9
7 5 2 2 7 0 7 1 1 2
6 5 0 8 0 9 5 1 4 4
5 7 7 3 2 0 4 7 7 3

## Length

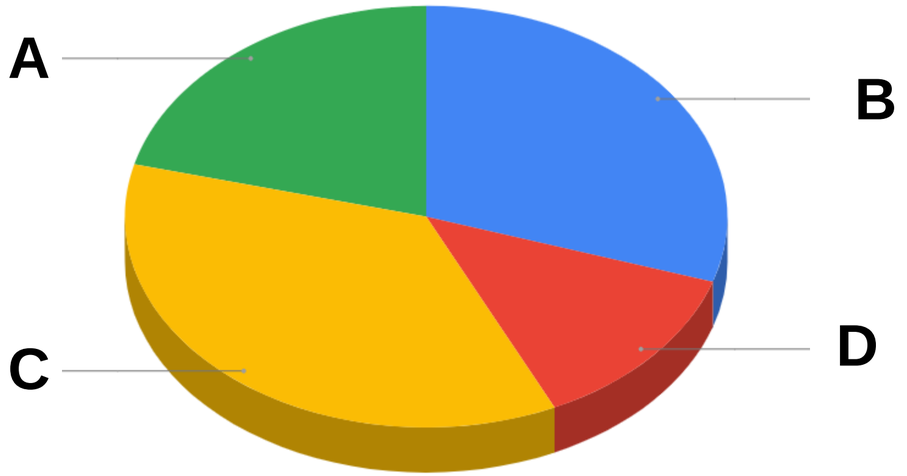



Science
Data Visualisation
Art

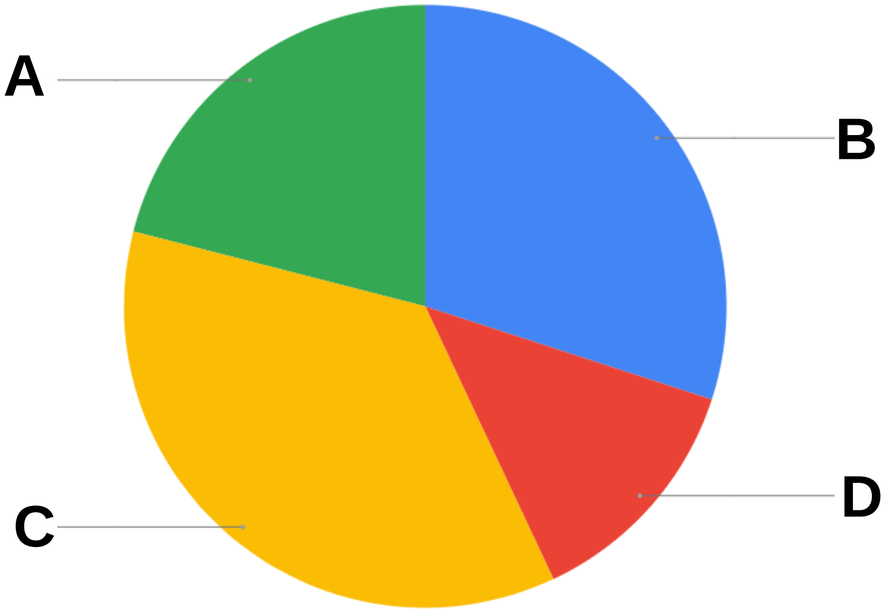
# Exploratory visualisations

| Month | Shop Orders Received | Shop Orders Processed |
|---|---|---|
| January | 103 | 102 |
| February | 120 | 118 |
| March | 90 | 89 |
| April | 95 | 95 |
| May | 102 | 103 |
| June | 107 | 102 |
| July | 105 | 100 |
| August | 92 | 82 |
| September | 89 | 79 |
| October | 95 | 75 |
| November | 130 | 100 |
| December | 150 | 120 |

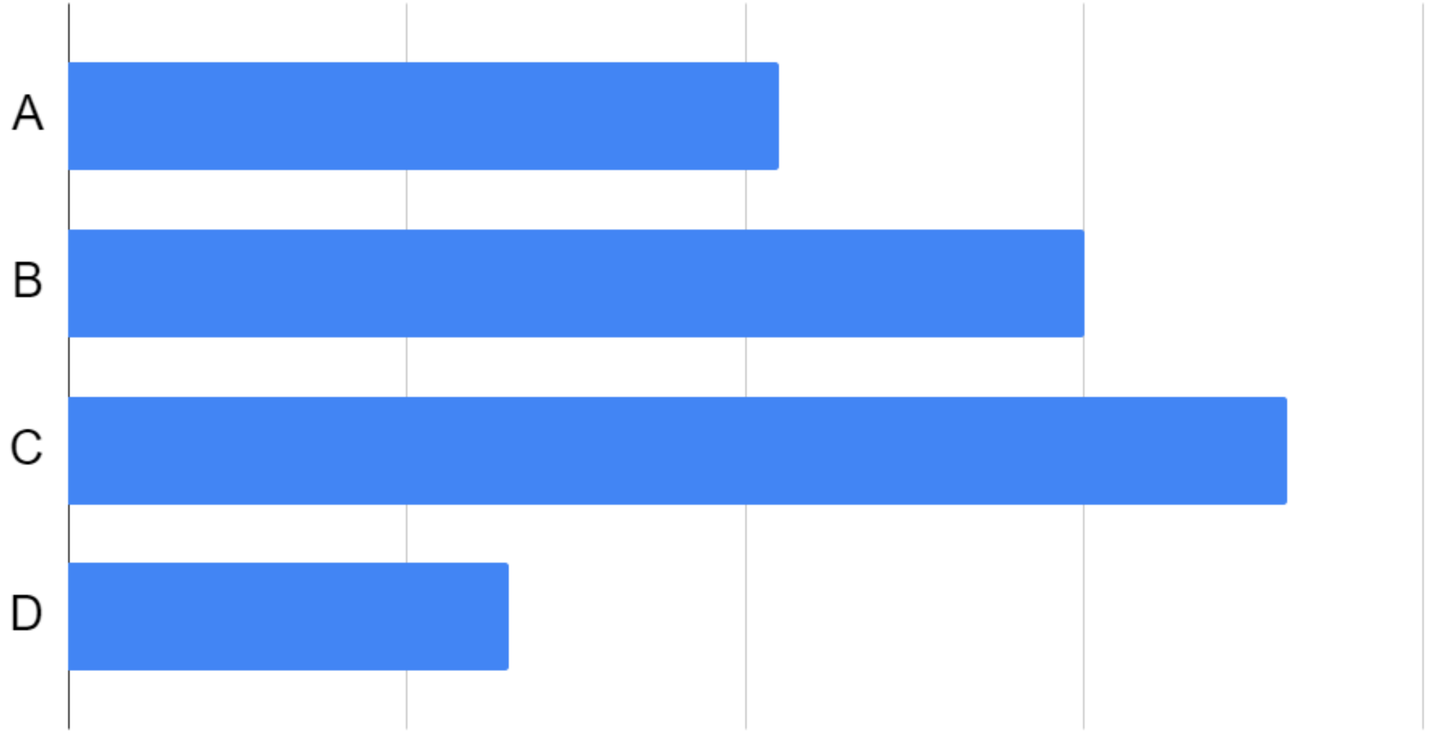
# Which is bigger, B or C?



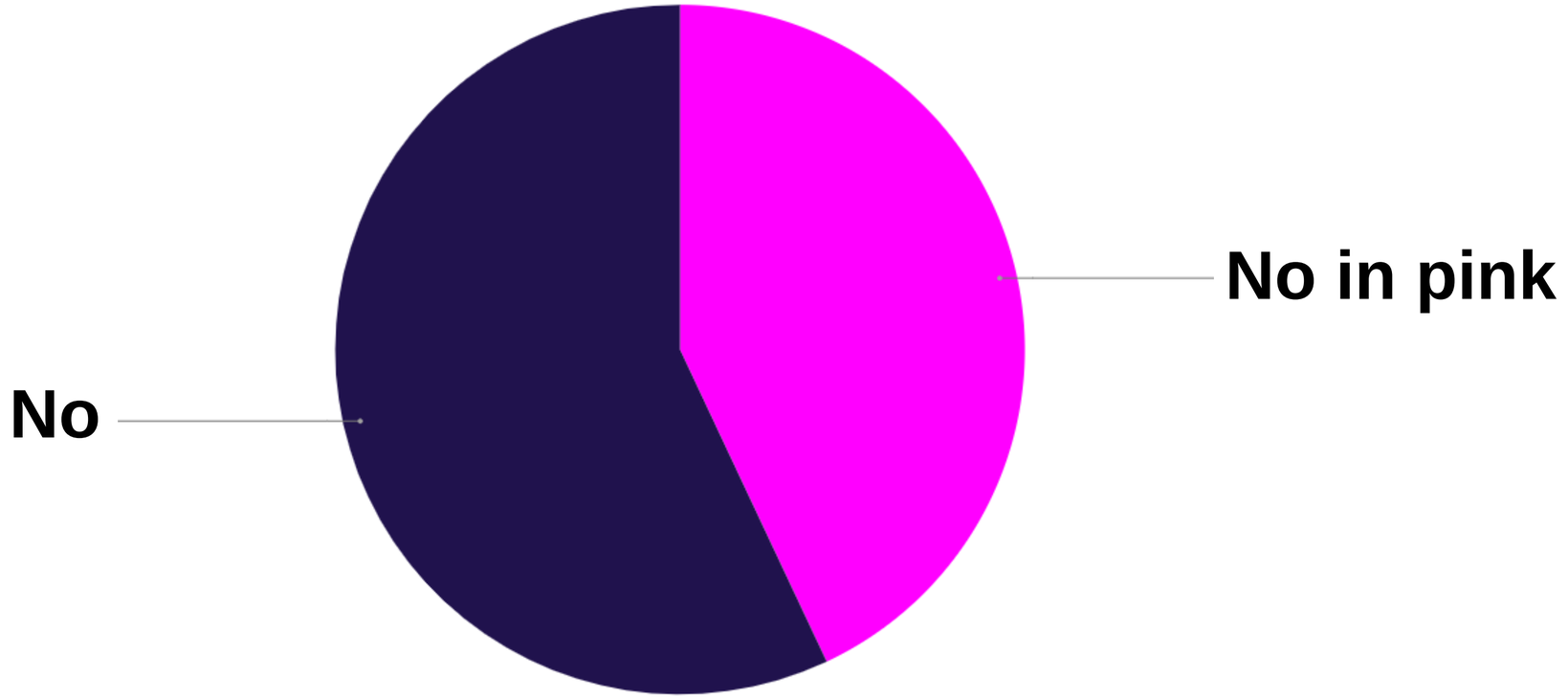
# Which is bigger, B or C?



# Which is bigger, B or C?

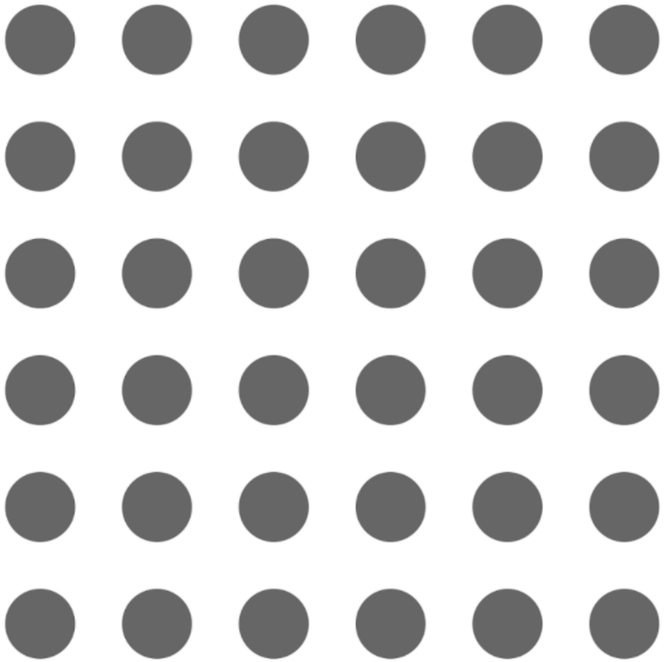


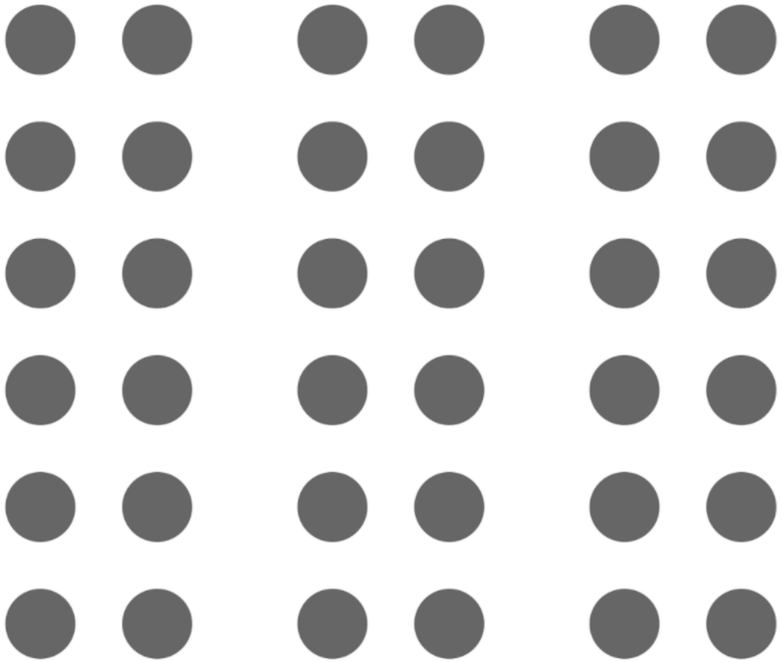
# Should I use a pie chart?



# Preattentive attributes

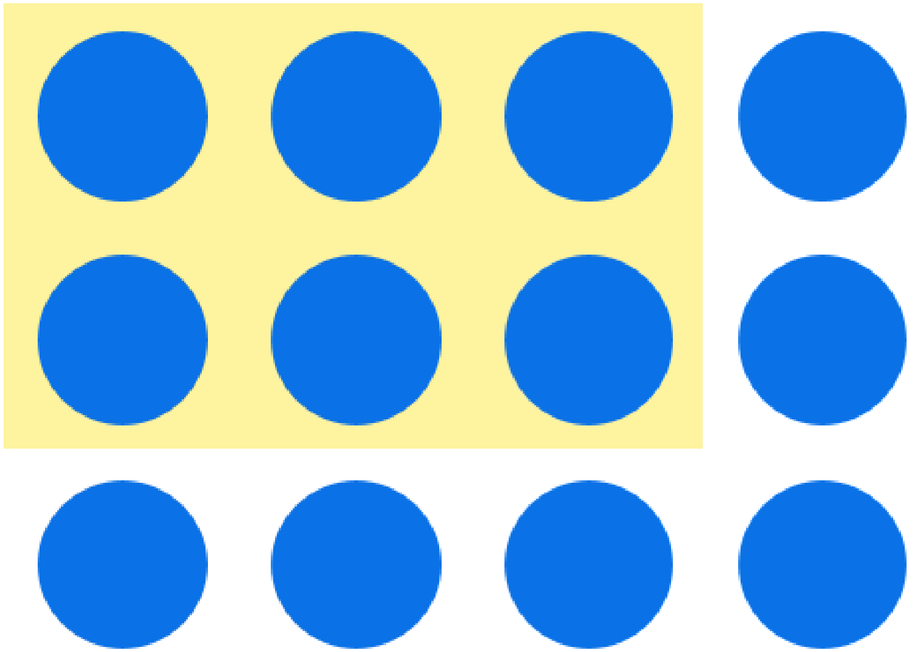
# Proximity





# Similarity

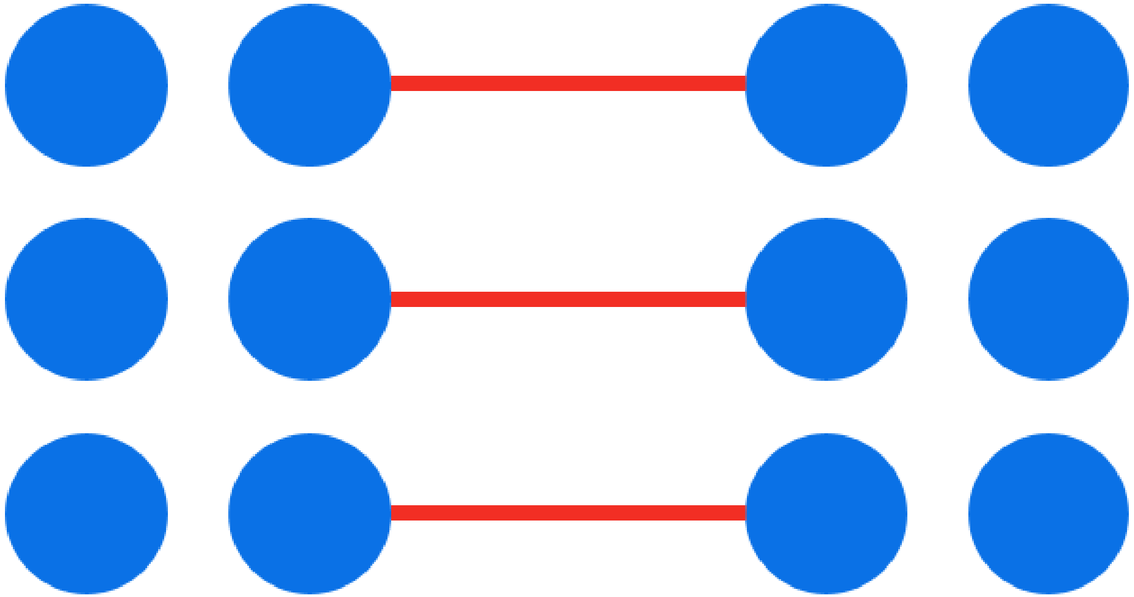
# Enclosure



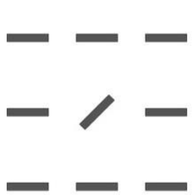
# Closure

# Continuity

# Connection



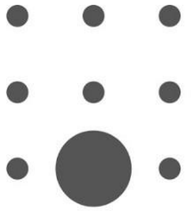
# Preattentive attributes



Orientation

Length

Width



Size

Shape

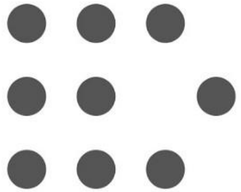
Curvature

Added Marks

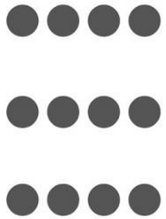
Enclosure

Contrast

Colour



Position



Spatial Grouping

## Deviation

Emphasise variations (+/-) from a fixed reference point. Typically the reference point is zero but it can also be a target or a long-term average. Can also be used to show sentiment (positive/neutral/negative).

**Example FT uses**
Trade surplus/deficit, climate change

### Diverging bar

A simple standard bar chart that can handle both negative and positive magnitude values.

### Diverging stacked bar

Perfect for presenting survey results which involve sentiment (eg disagree/neutral/agree).

### Spine

Splits a single value into two contrasting components (eg male/female).

## Correlation

Show the relationship between two or more variables. Be mindful that, unless you tell them otherwise, many readers will assume the relationships you show them to be causal (i.e. one causes the other).

**Example FT uses**
Inflation and unemployment, income and life expectancy

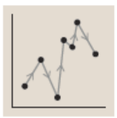
### Scatterplot

The standard way to show the relationship between two continuous variables, each of which has its own axis.

### Column + line timeline

A good way of showing the relationship between an amount (columns) and a rate (line).

### Connected scatterplot



Usually used to show how the relationship between 2 variables has changed over time.

## Ranking

Use where an item's position in an ordered list is more important than its absolute or relative value. Don't be afraid to highlight the points of interest.

**Example FT uses**
Wealth, deprivation, league tables, constituency election results

### Ordered bar

Standard bar charts display the ranks of values much more easily when sorted into order.

### Ordered column

See above.

### Ordered proportional symbol

Use when there are big variations between values and/or seeing fine differences between data is not so important.

## Distribution

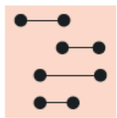
Show values in a dataset and how often they occur. The shape (or 'skew') of a distribution can be a memorable way of highlighting the lack of uniformity or equality in the data.

**Example FT uses**
Income distribution, population (age/sex) distribution, revealing inequality

### Histogram

The standard way to show a statistical distribution - keep the gaps between columns small to highlight the 'shape' of the data.

### Dot plot



A simple way of showing the change or range (min/max) of data across multiple categories.

### Dot strip plot

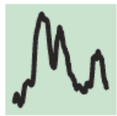
Good for showing individual values in a distribution, can be a problem when too many dots have the same value.

## Change over Time

Give emphasis to changing trends. These can be short (intra-day) movements or extended series traversing decades or centuries: Choosing the correct time period is important to provide suitable context for the reader.

**Example FT uses**
Share price movements, economic time series, sectoral changes in a market

### Line



The standard way to show a changing time series. If data are irregular, consider markers to represent data points.

### Column

Columns work well for showing change over time - but usually best with only one series of data at a time.

### Column + line timeline

A good way of showing the relationship over time between an amount (columns) and a rate (line).

## Magnitude

Show size comparisons. These can be relative (just being able to see larger/bigger) or absolute (need to see fine differences). Usually these show a 'counted' number (for example, barrels, dollars or people) rather than a calculated rate or per cent.

**Example FT uses**
Commodity production, market capitalisation, volumes in general

### Column

The standard way to compare the size of things. Must always start at 0 on the axis.

### Bar

See above. Good when the data are not time series and labels have long category names.

### Paired column

As per standard column but allows for multiple series. Can become tricky to read with more than 2 series.

## Spatial

Aside from locator maps only used when precise locations or geographical patterns in data are more important to the reader than anything else.

**Example FT uses**
Population density, natural resource locations, natural disaster risk/impact, catchment areas, variation in election results

### Basic choropleth (rate/ratio)

The standard approach for putting data on a map – should always be rates rather than totals and use a sensible base geography.

### Proportional symbol (count/magnitude)

Use for totals rather than rates – be wary that small differences in data will be hard to see.

### Flow map

For showing unambiguous movement across a map.

## Flow

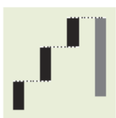
Show the reader volumes or intensity of movement between two or more states or conditions. These might be logical sequences or geographical locations.

**Example FT uses**
Movement of funds, trade, migrants, lawsuits, information; relationship graphs.

### Sankey

Shows changes in flows from one condition to at least one other; good for tracing the eventual outcome of a complex process.

### Waterfall



Designed to show the sequencing of data through a flow process, typically budgets. Can include +/- components.

### Chord

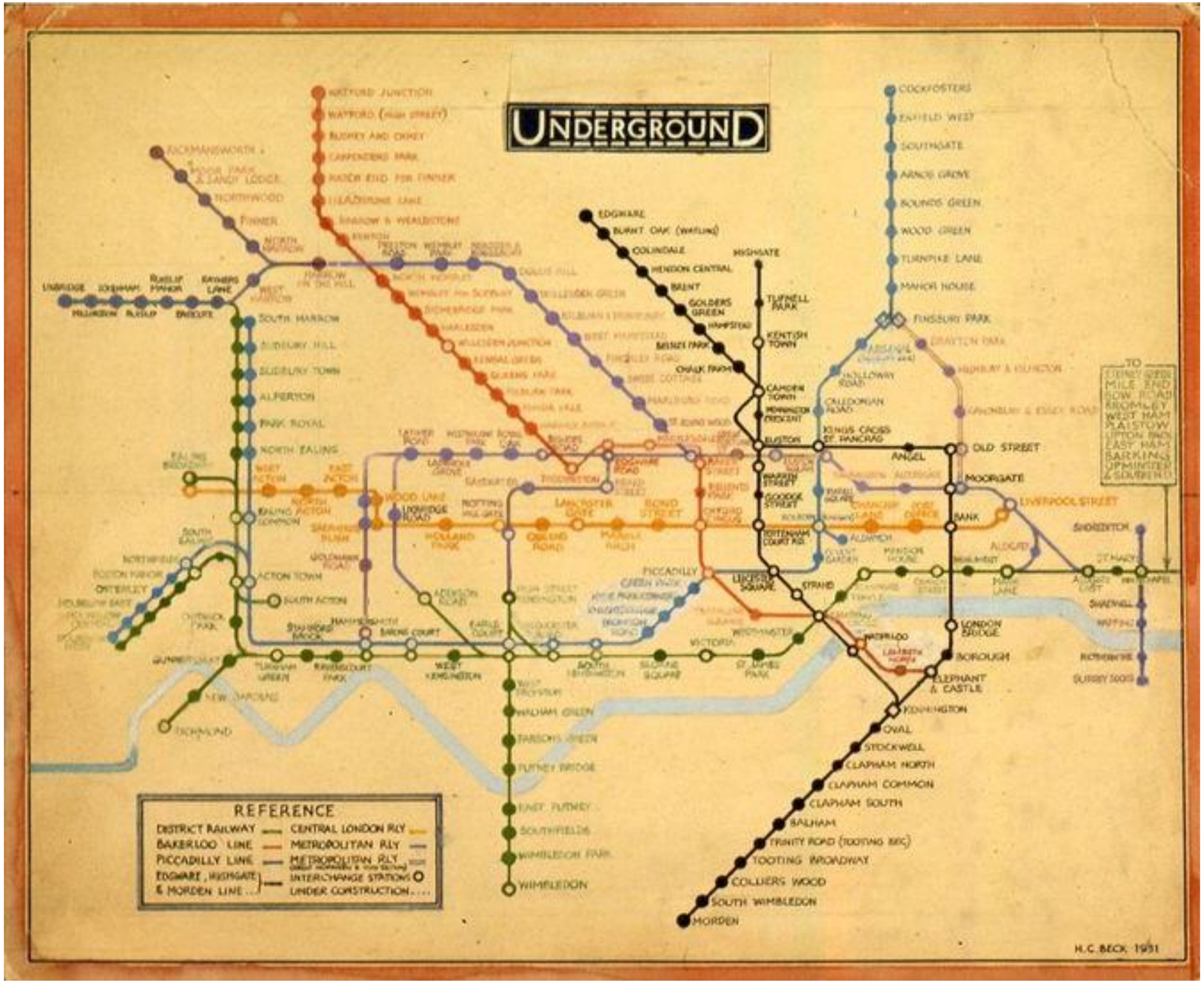
A complex but powerful diagram which can illustrate 2-way flows (and net winner) in a matrix.

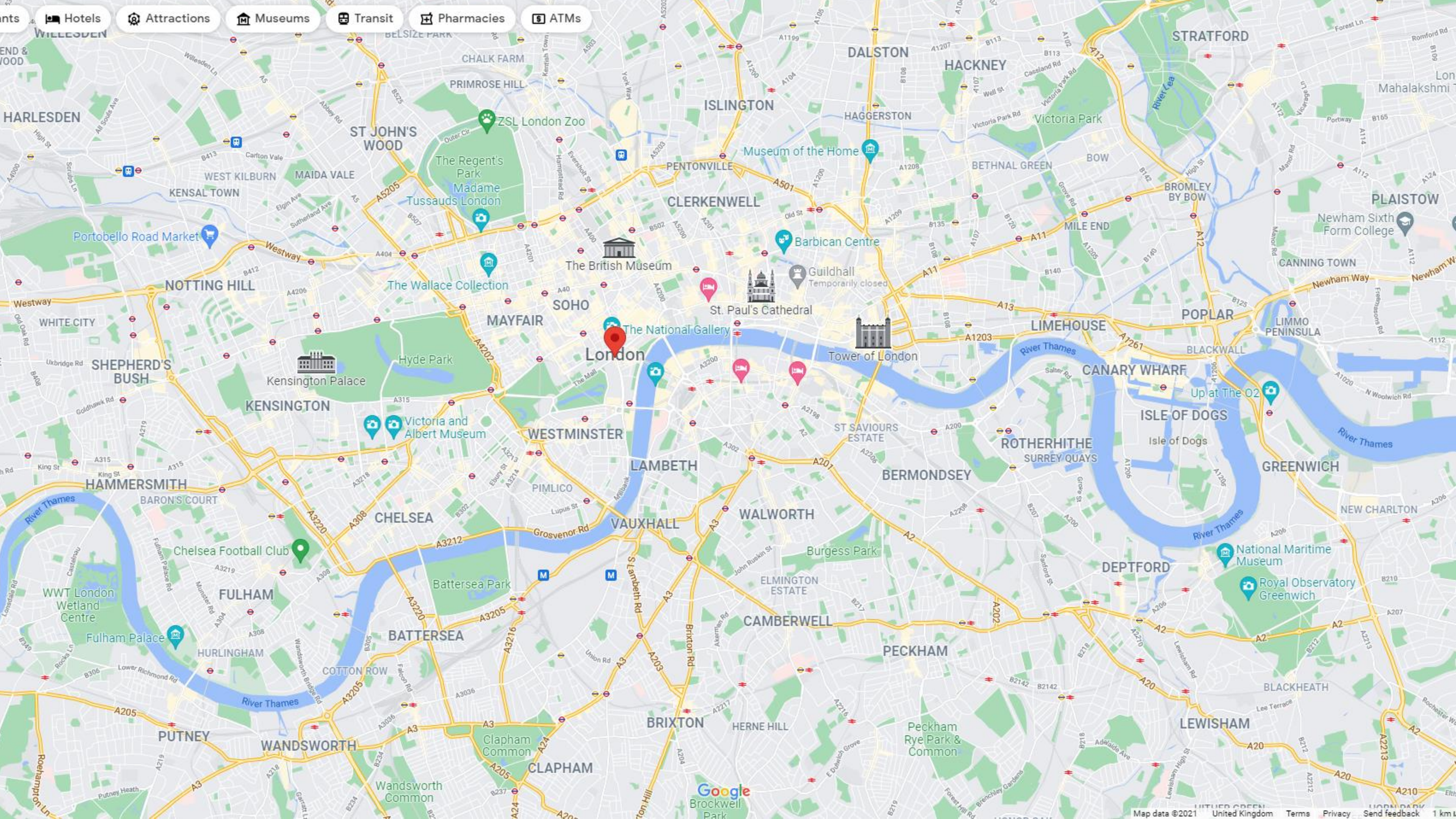
FINANCIAL TIMES

# Time for a short break

3 minutes

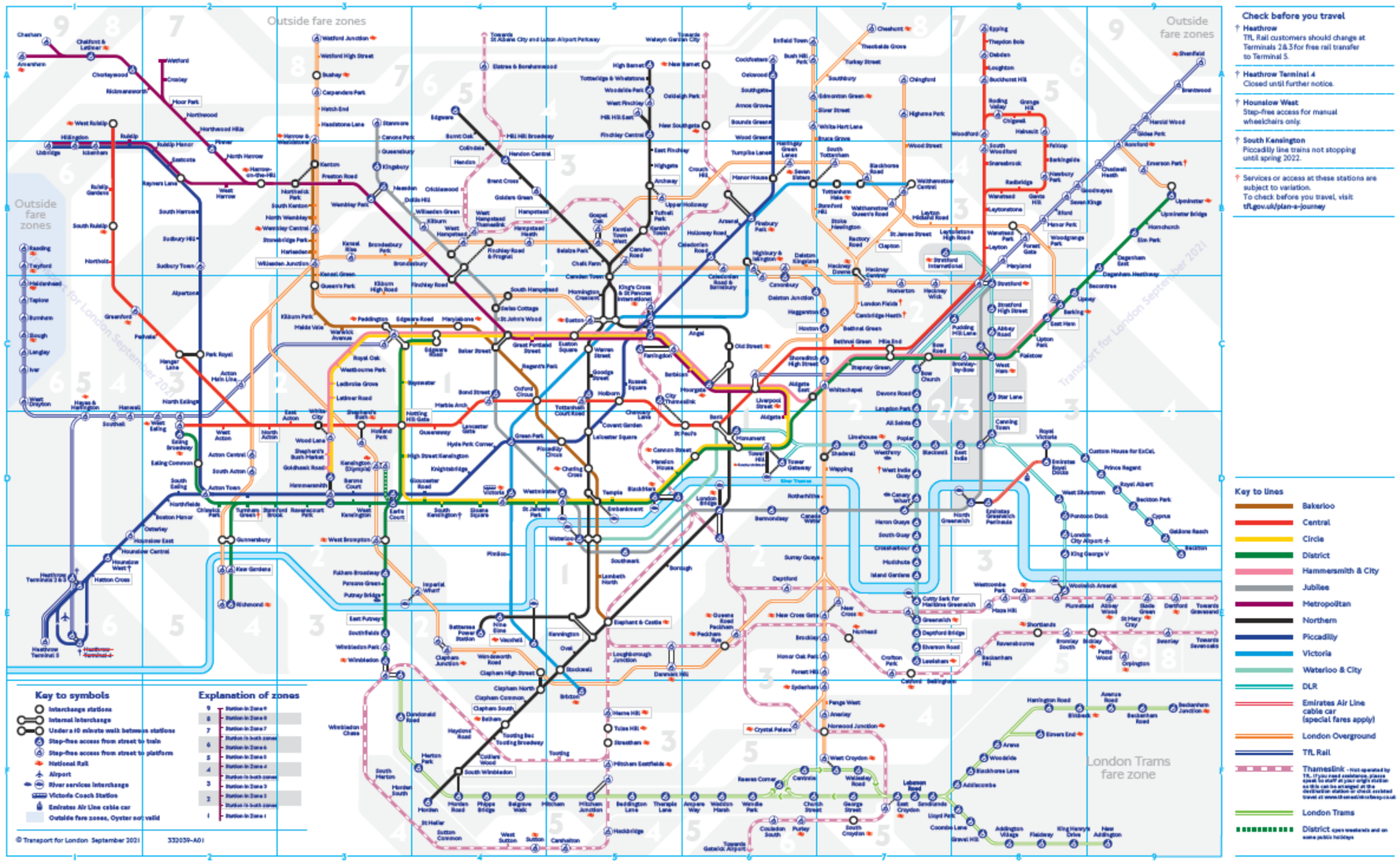
# Explanatory visualisations


UNDERGROUND
REFERENCE
DISTRICT RAILWAY
CENTRAL LONDON RLY
BAKERLOO LINE
METROPOLITAN RLY
PICCADILLY LINE
METROPOLITAN RLY
EDGWARE, HIGHGATE & MORDEN LINE
INTERCHANGE STATIONS
UNDER CONSTRUCTION
H.C. BECK 1931



Hotels
Attractions
Museums
Transit
Pharmacies
ATMs
WILLESDEN
HARLESDEN
ST JOHN'S WOOD
CHALK FARM
PRIMROSE HILL
ZSL London Zoo
The Regent's Park
Madame Tussauds London
WEST KILBURN
MAIDA VALE
KENSAL TOWN
Portobello Road Market
NOTTING HILL
WHITE CITY
SHEPHERD'S BUSH
KENSINGTON
Kensington Palace
Hyde Park
Victoria and Albert Museum
HAMMERSMITH
BARON'S COURT
CHELSEA
Chelsea Football Club
FULHAM
WWT London Wetland Centre
Fulham Palace
HURLINGHAM
BATTERSEA
COTTON ROW
PUTNEY
WANDSWORTH
Wandsworth Common
Clapham Common
CLAPHAM
BRIXTON
HERNE HILL
Peckham Rye Park & Common
Brockwell Park
PECKHAM
CAMBERWELL
ELMINGTON ESTATE
Burgess Park
WALWORTH
VAUXHALL
PIMLICO
LAMBETH
WESTMINSTER
MAYFAIR
SOHO
The Wallace Collection
The British Museum
The National Gallery
London
St. Paul's Cathedral
Guildhall
Temporarily closed
Barbican Centre
CLERKENWELL
PENTONVILLE
Museum of the Home
ISLINGTON
HAGGERSTON
DALSTON
HACKNEY
Victoria Park
BETHNAL GREEN
BOW
BROMLEY BY BOW
MILE END
STRATFORD
PLAISTOW
Newham Sixth Form College
CANNING TOWN
LIMMO PENINSULA
POPLAR
LIMEHOUSE
BLACKWALL
CANARY WHARF
Up at The O2
ISLE OF DOGS
Isle of Dogs
ROTHERHITHE
SURREY QUAYS
GREENWICH
NEW CHARLTON
DEPTFORD
National Maritime Museum
Royal Observatory Greenwich
BLACKHEATH
LEWISHAM
Tower of London
ST SAVIOURS ESTATE
BERMONDSEY
River Thames
River Lea
Westway
Newham Way
Grosvenor Rd
Brixton Rd
S Lambeth Rd
Map data ©2021
United Kingdom
Terms
Privacy
Send feedback
1 km

# Tube map




MAYOR OF LONDON

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*Network changes may apply. See tfl.gov.uk/terms for details.

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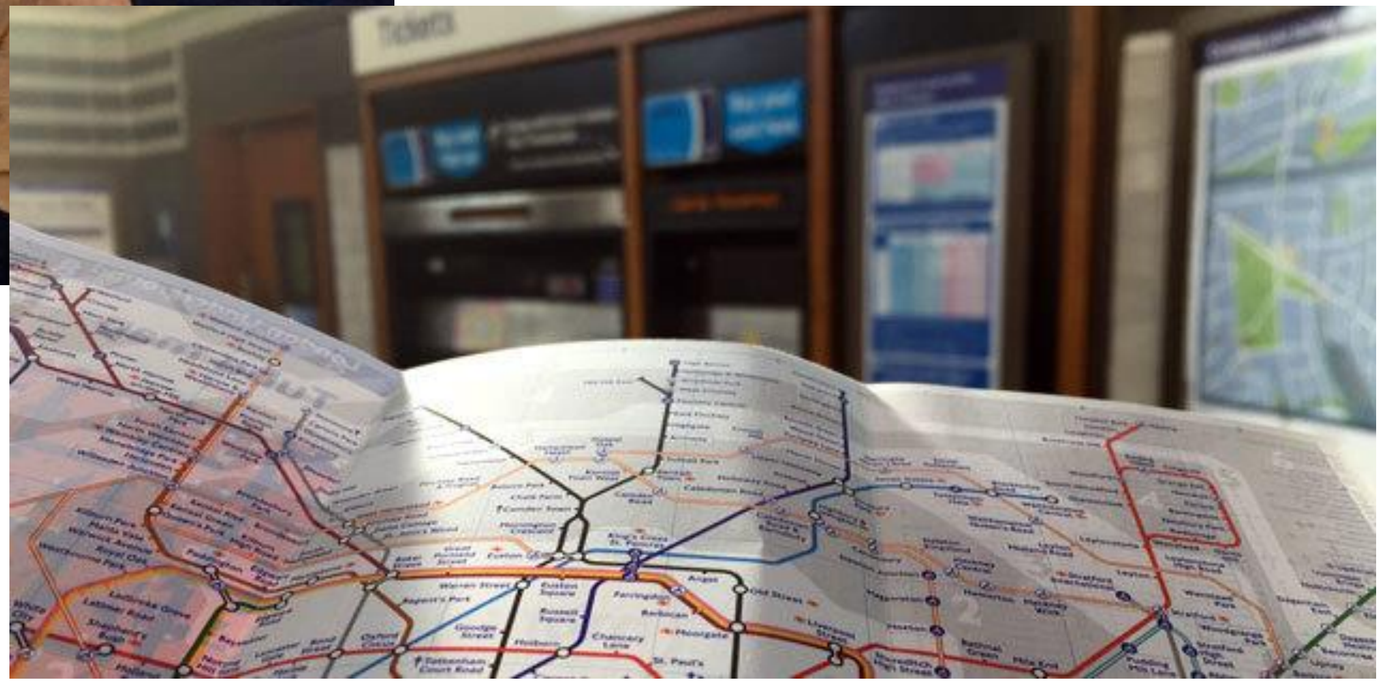
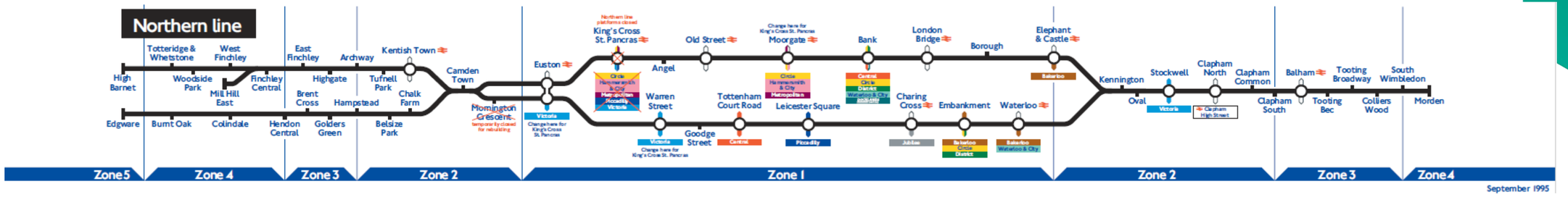
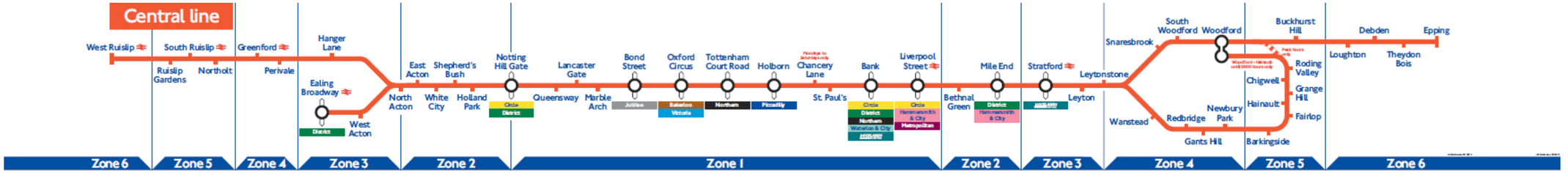
TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

London Underground
Tube map


Tickets

Elizabeth line
Eastbound platform A
Farringdon
Liverpool Street
Whitechapel
Canary Wharf
Custom House
Woolwich
Abbey Wood
Stratford
Maryland
Forest Gate
Manor Park
Ilford
Seven Kings
Goodmayes
Chadwell Heath
Romford
Gidea Park
Harold Wood
Brentwood
Shenfield
Elizabeth line
Westbound platform B
Farringdon
Tottenham Court Road
Bond Street
Paddington
Acton Main Line
Ealing Broadway
West Ealing
Hanwell
Southall
Hayes & Harlington
Heathrow Airport
Terminals 2 & 3
Terminal 4
Terminal 5
West Drayton
Iver
Langley
Slough
Burnham
Taplow
Maidenhead
Twyford
Reading


Northern line
High Barnet
Totteridge & Whetstone
Woodside Park
West Finchley
Mill Hill East
Finchley Central
East Finchley
Brent Cross
Hendon Central
Archway
Highgate
Hampstead
Golders Green
Tufnell Park
Belsize Park
Kentish Town
Chalk Farm
Camden Town
Edgware
Burnt Oak
Colindale
Mornington Crescent
Euston
King's Cross St. Pancras
Angel
Old Street
Moorgate
Bank
London Bridge
Borough
Elephant & Castle
Warren Street
Goodge Street
Tottenham Court Road
Leicester Square
Charing Cross
Embankment
Waterloo
Kennington
Oval
Stockwell
Clapham North
Clapham Common
Clapham South
Balham
Tooting Bec
Tooting Broadway
Colliers Wood
South Wimbledon
Morden
Zone 5
Zone 4
Zone 3
Zone 2
Zone 1
Zone 2
Zone 3
Zone 4
September 1995


Central line
West Ruislip
Ruislip Gardens
South Ruislip
Northolt
Greenford
Perivale
Hanger Lane
Ealing Broadway
West Acton
North Acton
East Acton
White City
Shepherd's Bush
Holland Park
Notting Hill Gate
Queensway
Lancaster Gate
Marble Arch
Bond Street
Oxford Circus
Tottenham Court Road
Holborn
Chancery Lane
St. Paul's
Bank
Liverpool Street
Bethnal Green
Mile End
Stratford
Leyton
Leytonstone
Snaresbrook
South Woodford
Woodford
Wanstead
Redbridge
Gants Hill
Newbury Park
Barkingside
Buckhurst Hill
Chigwell
Roding Valley
Grange Hill
Hainault
Fairlop
Debden
Loughton
Theydon Bois
Epping
Zone 6
Zone 5
Zone 4
Zone 3
Zone 2
Zone 1
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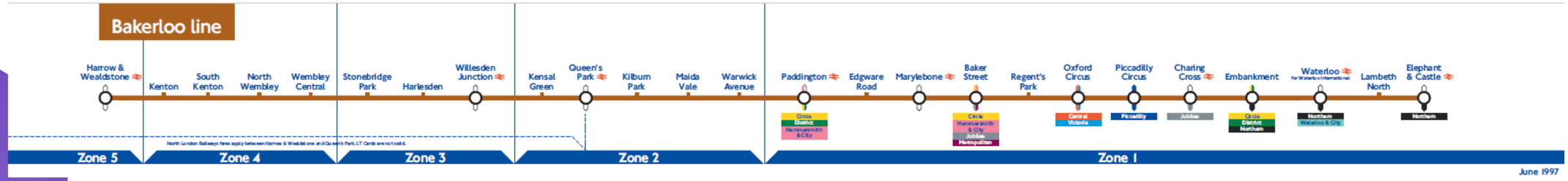
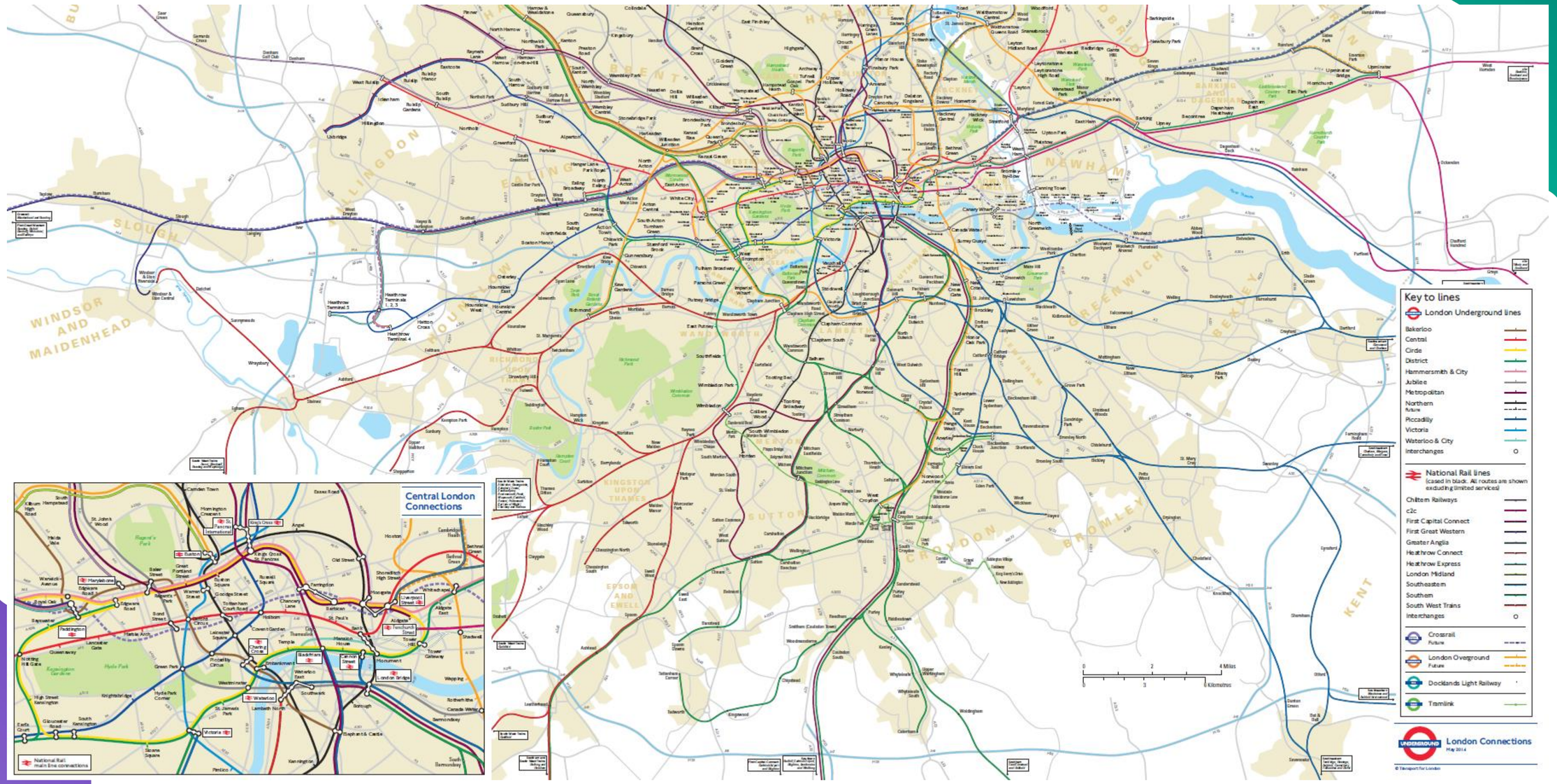
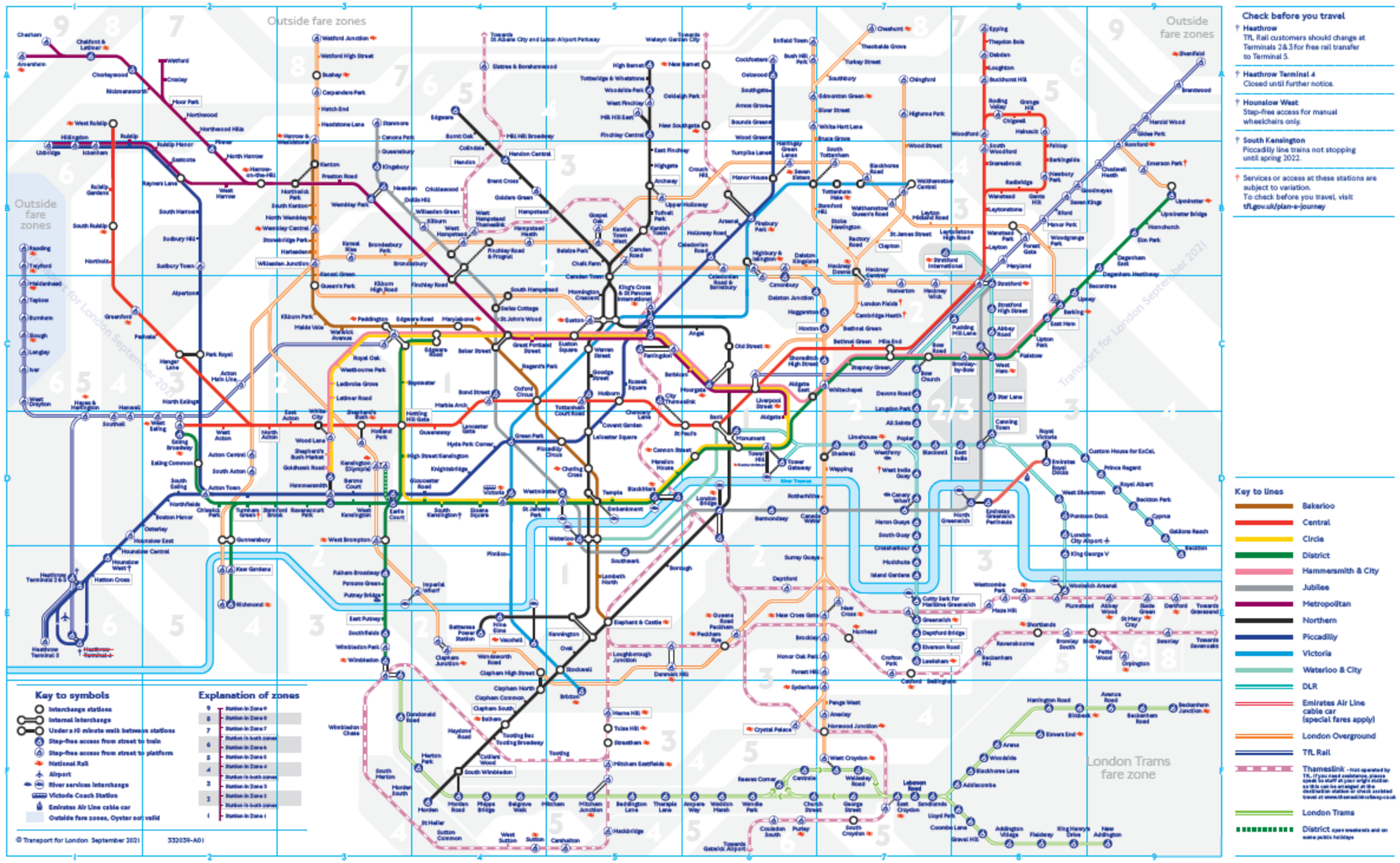
Zone 3
Zone 4
Zone 5
Zone 6
June 1998


Bakerloo line
Harrow & Wealdstone
Kenton
South Kenton
North Wembley
Wembley Central
Stonebridge Park
Harlesden
Willesden Junction
Kensal Green
Queen's Park
Kilburn Park
Maida Vale
Warwick Avenue
Paddington
Edgware Road
Marylebone
Baker Street
Regent's Park
Oxford Circus
Piccadilly Circus
Charing Cross
Embankment
Waterloo
Lambeth North
Elephant & Castle
Zone 5
Zone 4
Zone 3
Zone 2
Zone 1
June 1997


Central London Connections
National Rail main line connections
Key to lines
London Underground lines
Bakerloo
Central
Circle
District
Hammersmith & City
Jubilee
Metropolitan
Northern
Piccadilly
Victoria
Waterloo & City
Interchanges
National Rail lines
(cased in black. All routes are shown excluding limited services)
Chiltern Railways
c2c
First Capital Connect
First Great Western
Greater Anglia
Heathrow Connect
Heathrow Express
London Midland
Southeastern
Southern
South West Trains
Interchanges
Crossrail
Future
London Overground
Future
Docklands Light Railway
Tramlink
0 2 4 Miles
0 3 6 Kilometres
London Connections
May 2014
© Transport for London

Hill
Willesden Green
West Hampstead
Finchley Road & Frognal
Kilburn
Belsize Park
Kentish Town West
Kentish Town
Caledonian Road
Drayton Park
Canonbury
Dalston Kingsland
Hackney Downs
Homerton
Stratford International
Forest Gate
Maryland
Highbury & Islington
Finchley Road
Chalk Farm
Swiss Cottage
Camden Road
Camden Town
Caledonian Road & Barnsbury
Essex Road
Dalston Junction
Hackney Central
Hackney Wick
Stratford
Brondesbury Park
Brondesbury
Kilburn High Road
South Hampstead
Harlesden
Kensal Rise
Queen's Park
Willesden Junction
Kilburn Park
St. John's Wood
Mornington Crescent
St. Pancras International
King's Cross
Angel
Haggerston
London Fields
Victoria Park
Stratford High Street
Upton
Plaistow
Cambridge Heath
Bethnal Green
Hoxton
Pudding Mill Lane
West Ham
Abbey Road
Kensal Green
Maida Vale
Regent's Park
Euston
King's Cross St. Pancras
Old Street
Bethnal Green
Mile End
Bow Church
Bow Road
North Acton
Warwick Avenue
Marylebone
Edgware Road
Baker Street
Great Portland Street
Euston Square
Russell Square
Farringdon
Shoreditch High Street
Moorgate
Stepney Green
Devons Road
Bromley-by-Bow
Star Lane
Wormwood Scrubs
Royal Oak
Regent's Park
Warren Street
Goodge Street
Tottenham Court Road
Holborn
Barbican
Liverpool Street
Whitechapel
Aldgate East
Langdon Park
West Acton
East Acton
Westbourne Park
Bayswater
Edgware Road
Bond Street
Oxford Circus
Chancery Lane
St. Paul's Bank
Aldgate
Fenchurch St.
Tower Hill
Canning
Ladbroke Grove
Paddington
Marble Arch
Leicester Square
Covent Garden
City Thameslink
Mansion House
Shadwell
Limehouse
Poplar
All Saints
Royal Victoria
Acton Main Line
White City
Latimer Road
Lancaster Gate
Temple
Charing Cross
Blackfriars
Cannon Street
Monument
Tower Gateway
Westferry
Blackwall
West India Quay
East India
Acton Central
Wood Lane
Queensway
Notting Hill Gate
Hyde Park
Green Park
Piccadilly Circus
Embankment
Canary Wharf
Shepherd's Bush Market
Holland Park
Kensington Gardens
Westminster
Waterloo East
London Bridge
Wapping
Heron Quays
West Silvertown
South Acton
Shepherd's Bush
Goldhawk Road
High Street Kensington
Knightsbridge
Hyde Park Corner
Southwark
Rotherhithe
South Quay
North Greenwich
Turnham Green
Kensington (Olympia)
Waterloo
Borough
Canada Water
St. James's Park
Lambeth North
Bermondsey
Crossharbour
Gloucester Road
Sloane Square
Victoria
Elephant & Castle
Surrey Quays
Hammersmith
Earl's Court
Stamford Brook
Ravenscourt Park
Barons Court
South Kensington
Mudchute
Island Gardens
Westcom Park
Gunnersbury
West Kensington
West Brompton
Kennington
South Bermondsey
Chiswick
Pimlico
Vauxhall
Nine Elms
Battersea
Battersea Park
River Thames
Oval
Cutty Sark for Maritime Greenwich
Deptford
Maze Hill
Fulham Broadway
Battersea Park
Greenwich
Greenwich Park
Queenstown Road
Queens Road Peckham
Parsons Green
Imperial Wharf
Stockwell
Denmark Hill
Peckham Rye
New Cross Gate
New Cross
Deptford Bridge
Barnes Bridge
Loughborough Junction
Elverson Road
Putney Bridge
Clapham Junction
Wandsworth Road
Clapham North
Brixton
Nunhead
St. Johns
Lewisham
Barnes
Blackheath
WESTMINSTER
KENSINGTON AND CHELSEA
HAMMERSMITH AND FULHAM
SOUTHWARK
TOWER HAMLETS
A404
A407
A5
A40
A4020
A315
A4
A306
A3220
A316
A219
A3
A23
A215
A202
A2
A13
A1200
A1208
A1205
A106
A10
A100
A1203
A200
A1206
A102

# Tube map




MAYOR OF LONDON

tfl.gov.uk

24 hour travel information
0343 222 1234*

Check your travel
tfl.gov.uk/travel-tools

*Network changes may apply. See tfl.gov.uk/terms for details.

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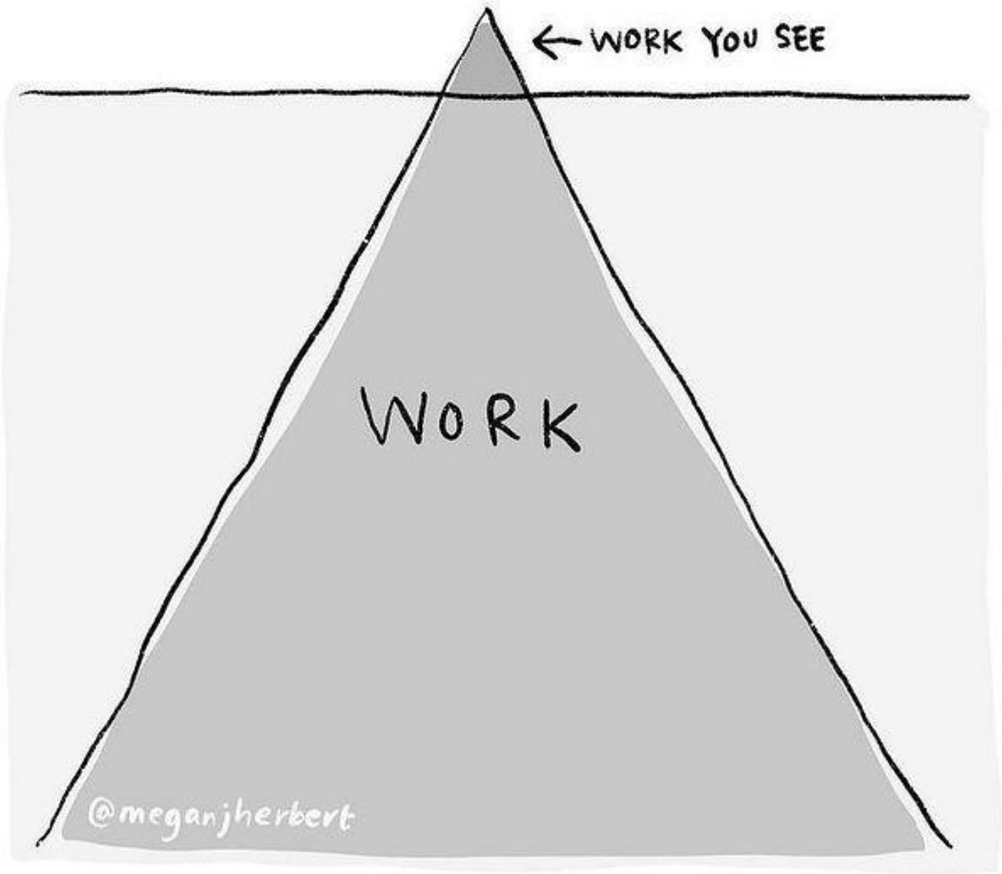
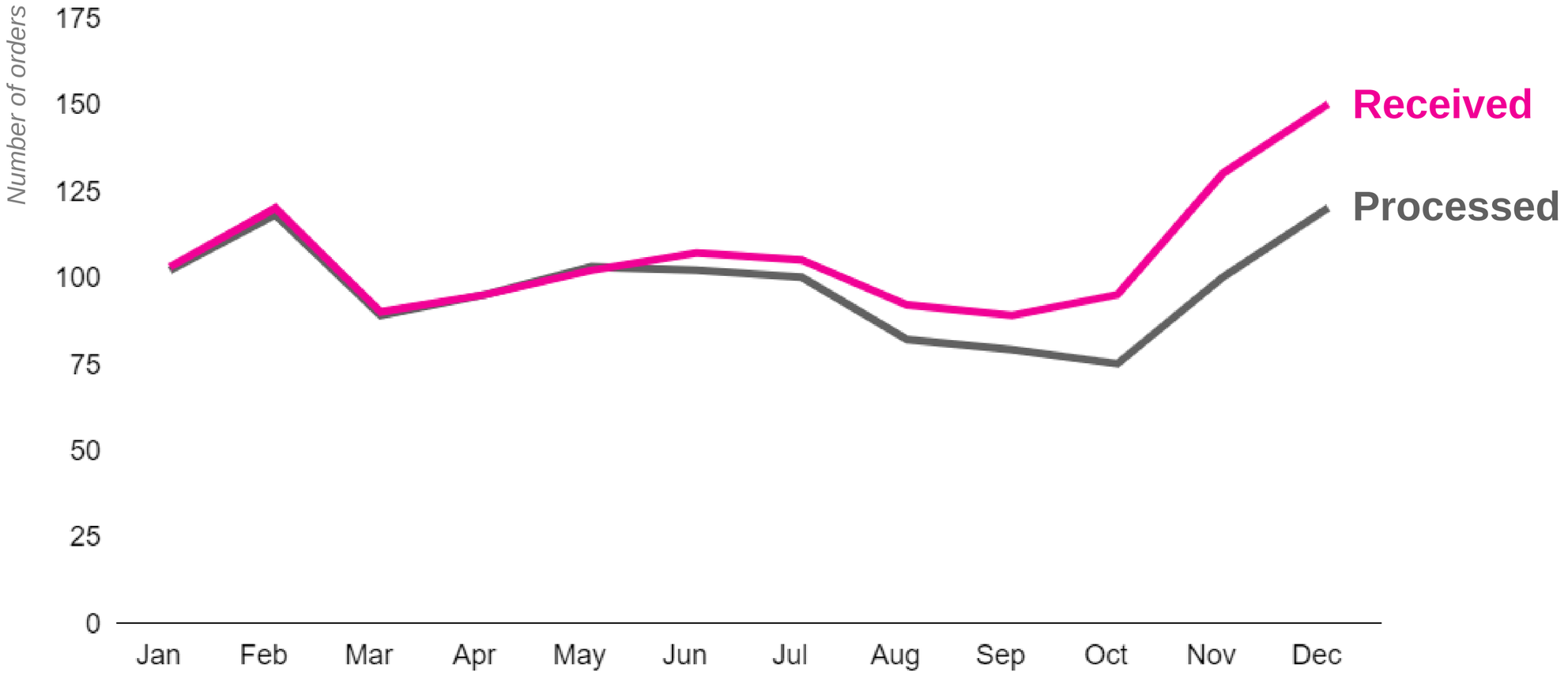
TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS



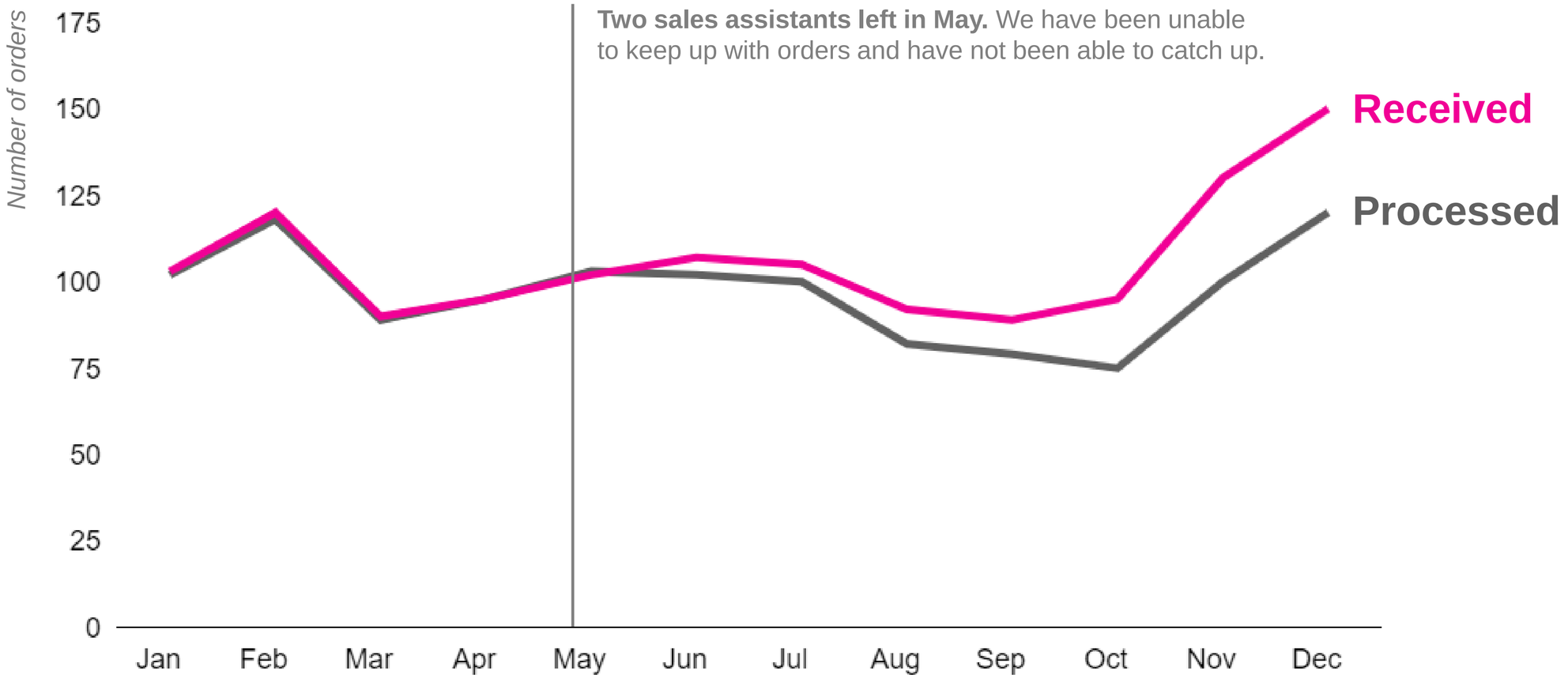

*The life of an ~~artist~~. analyst.*

| Month | Shop Orders Received | Shop Orders Processed |
|---|---|---|
| January | 103 | 102 |
| February | 120 | 118 |
| March | 90 | 89 |
| April | 95 | 95 |
| May | 102 | 103 |
| June | 107 | 102 |
| July | 105 | 100 |
| August | 92 | 82 |
| September | 89 | 79 |
| October | 95 | 75 |
| November | 130 | 100 |
| December | 150 | 120 |

# Shop sales over time



# Shop sales over time

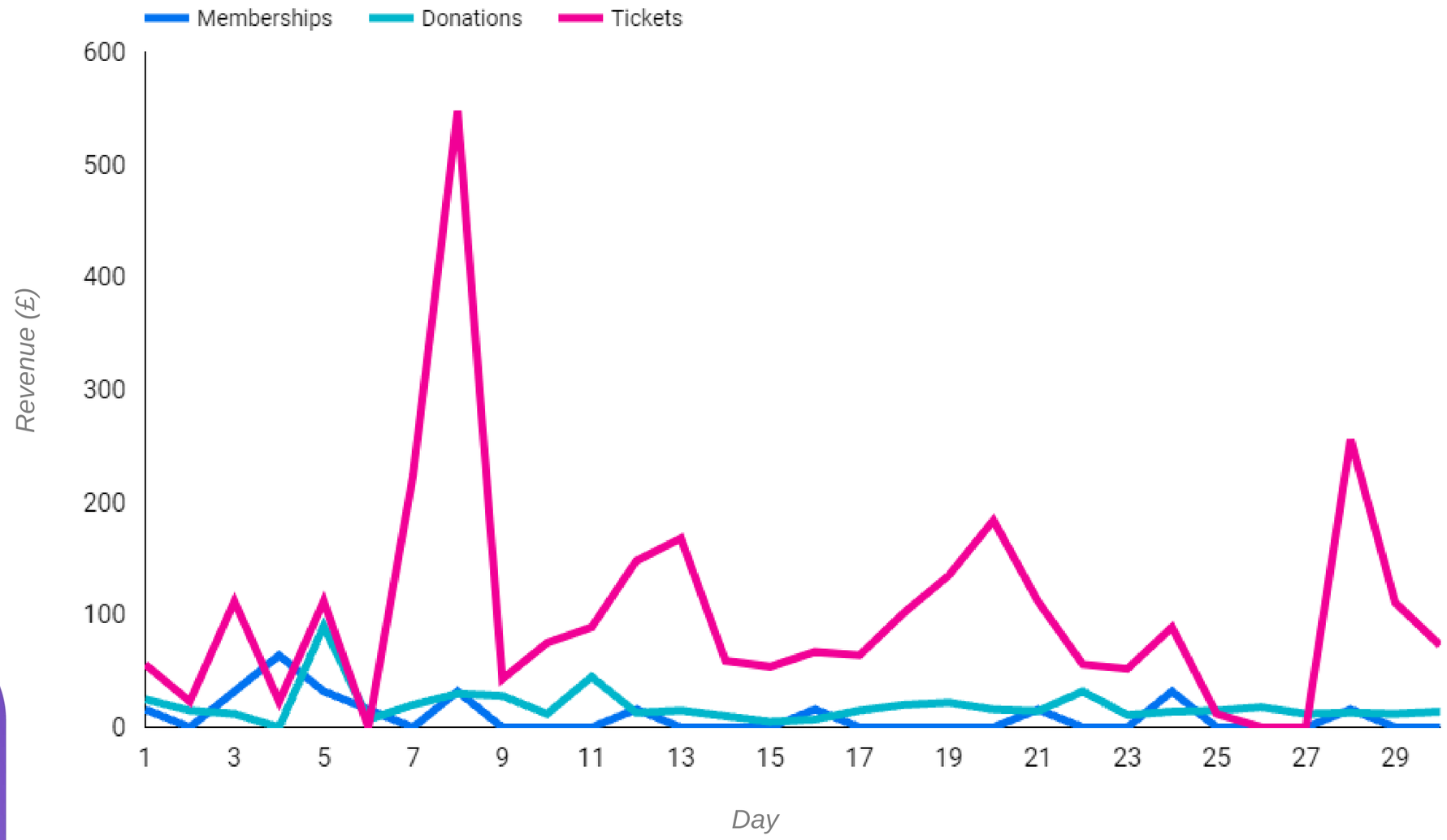


# Focus attention

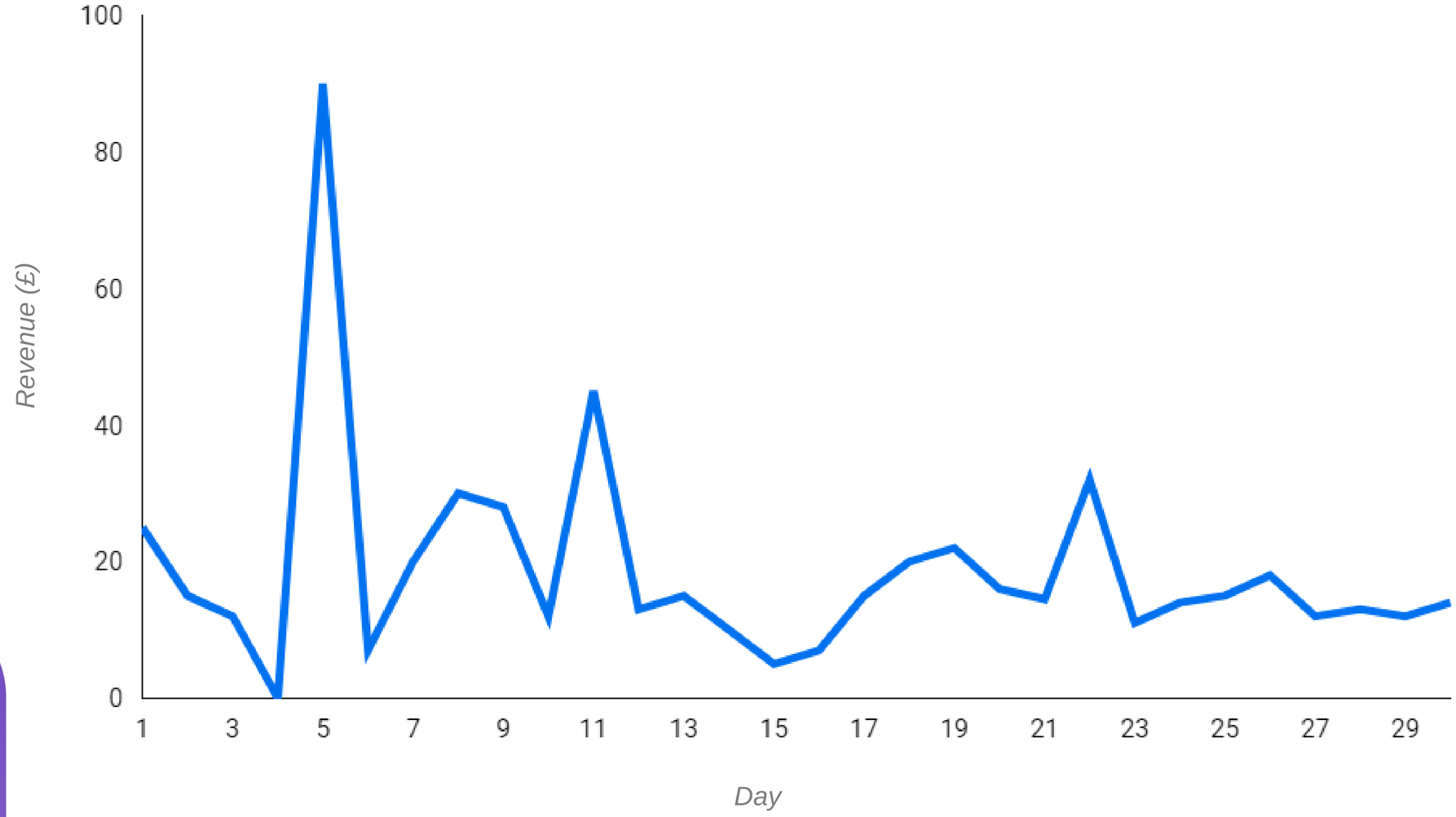
## Highlight the important stuff

- **Bold**, *italics* and underlining
- CASE and typeface
- Colour
- Inversing elements
- Size

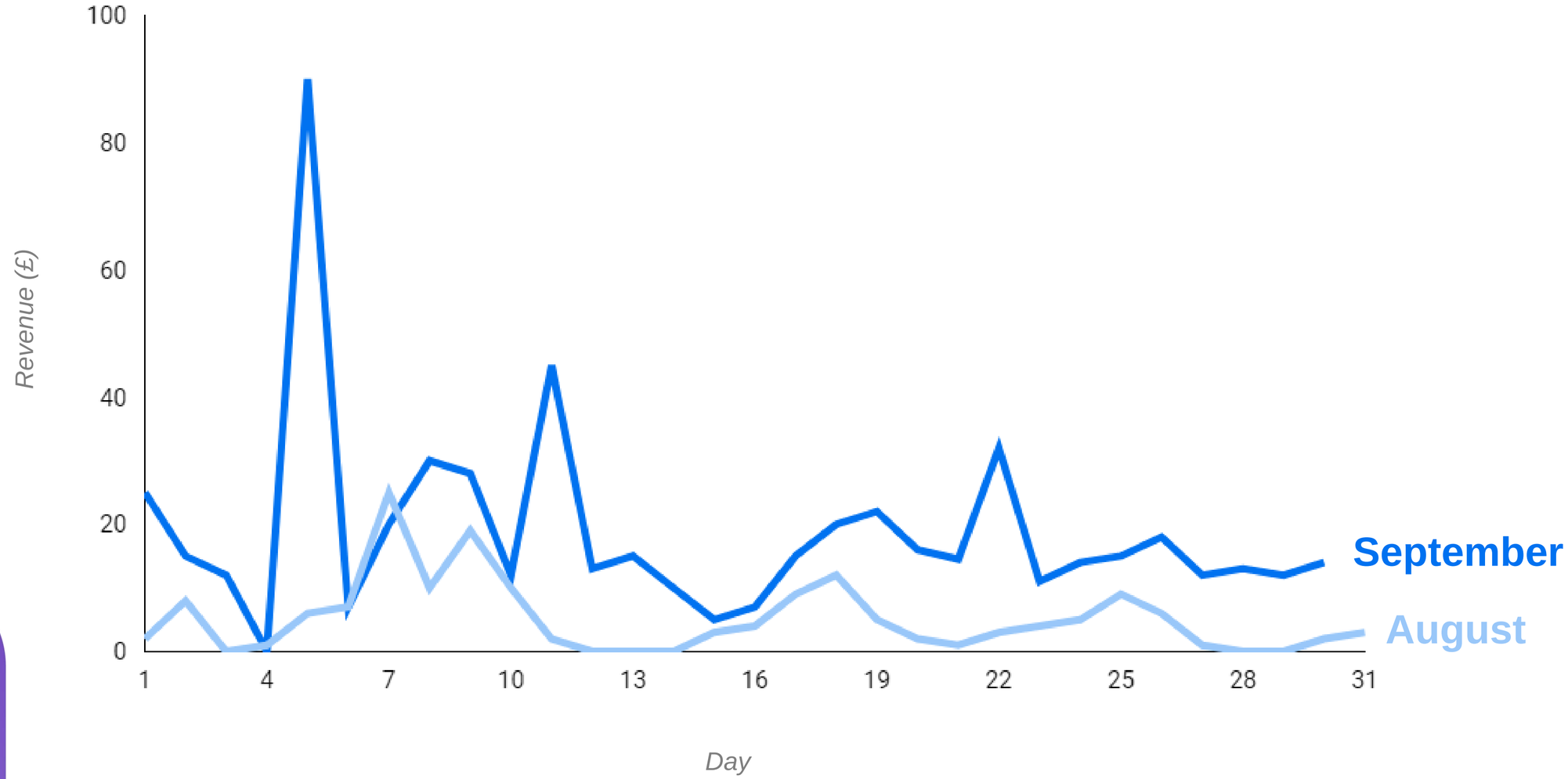
# September revenue



# September donation revenue



# September vs August donation revenue



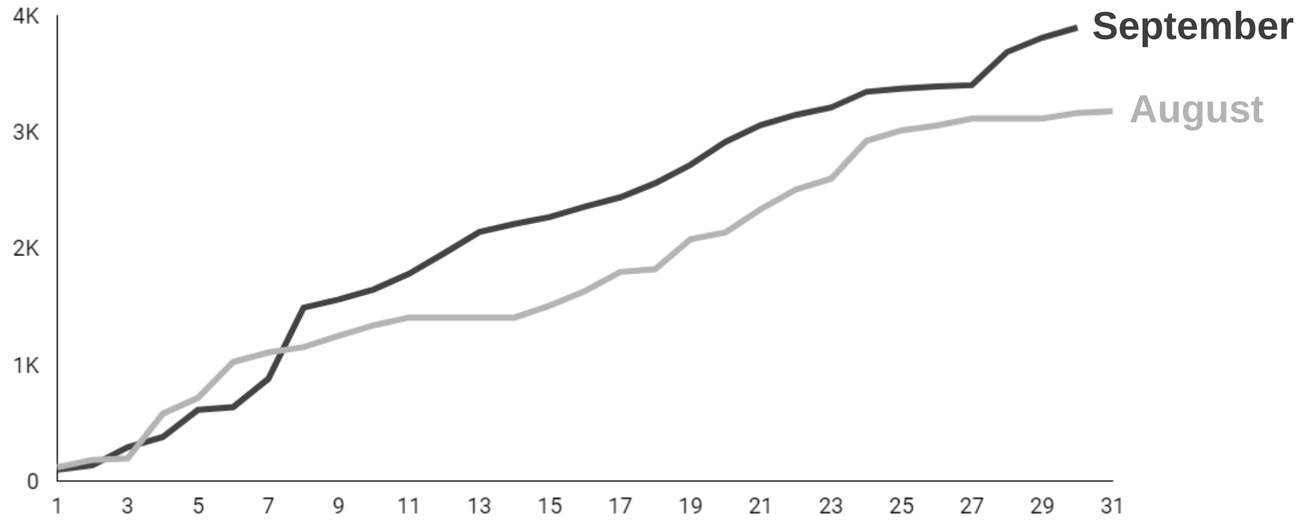
# Donations significantly increased in September

## compared to August

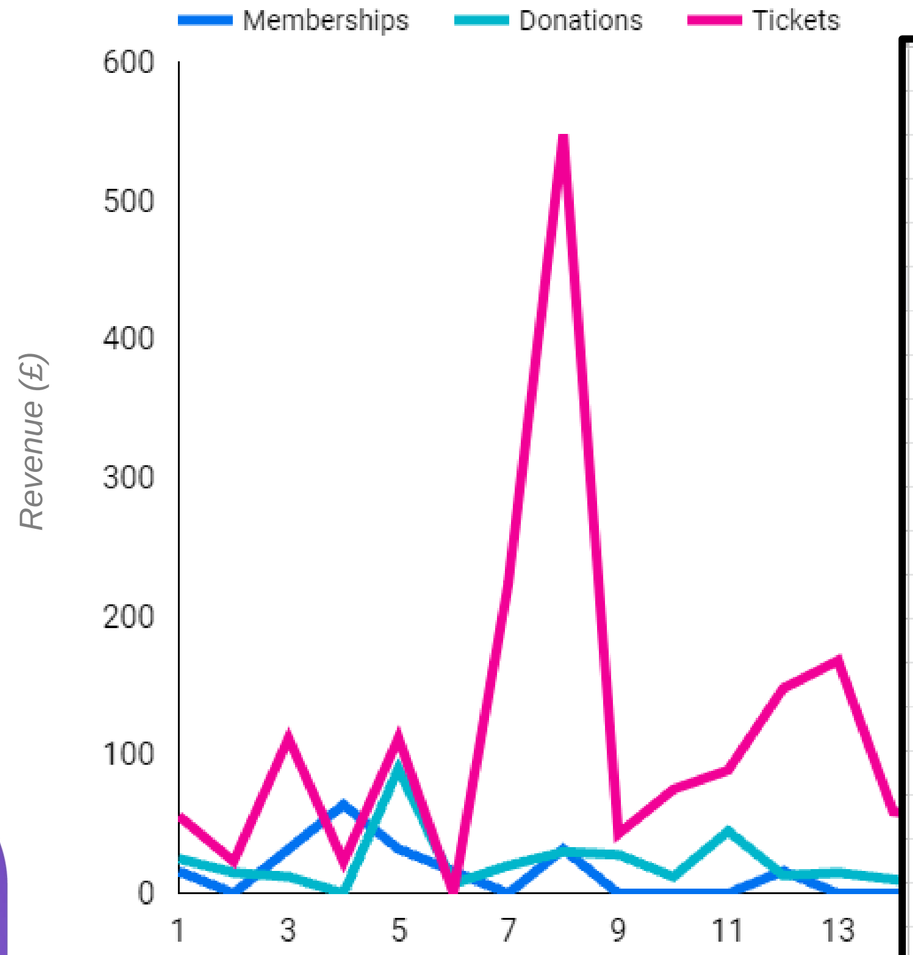
On 8 September we changed the placement and wording of donation prompts on the website

| Donations | Memberships | Tickets |
|---|---|---|
| £562.50 | £288.00 | £3,047.00 |
| ⬆ 253.8% | ⬆ 12.5% | ⬆ 10.2% |

Total revenue



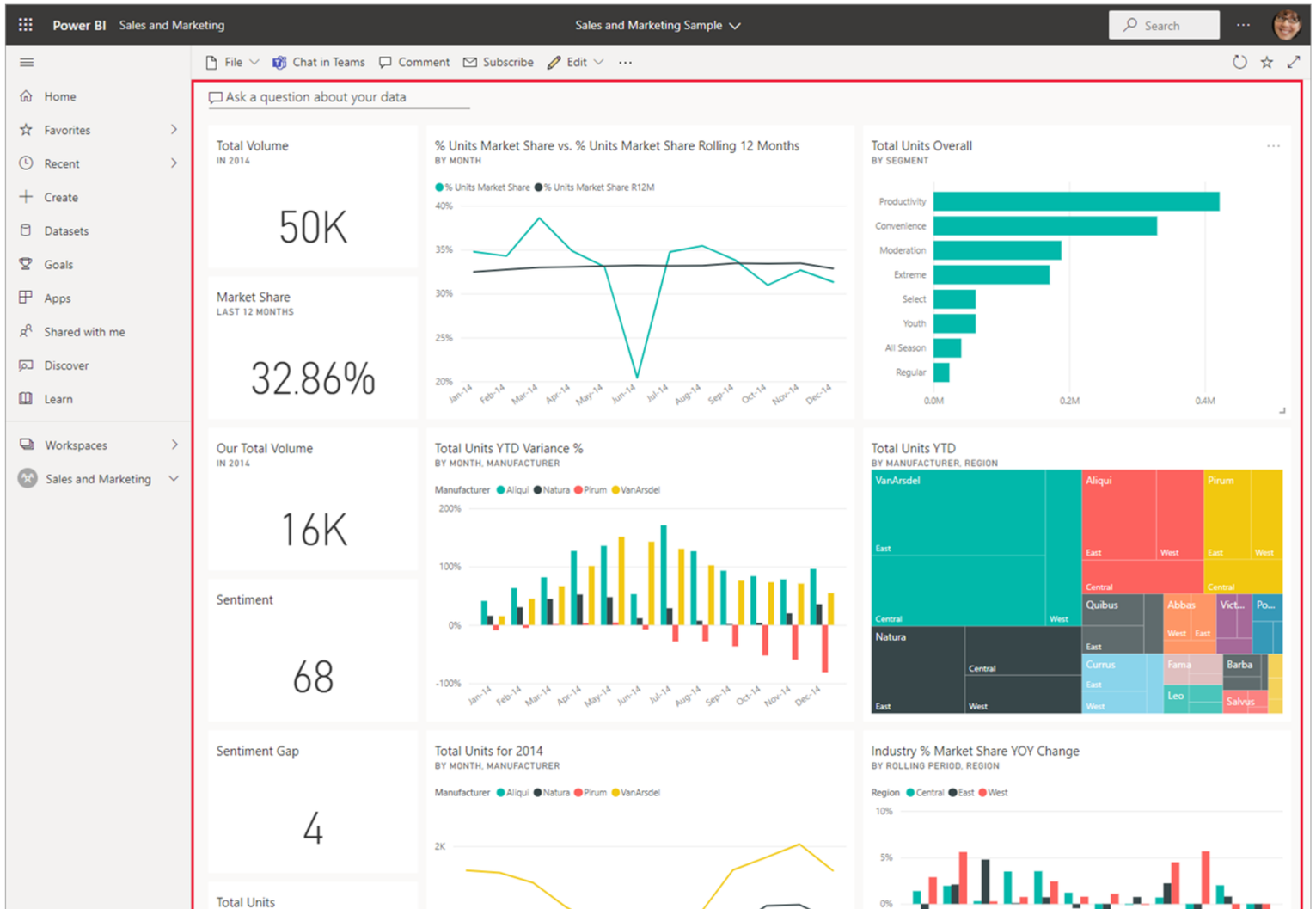
# September revenue

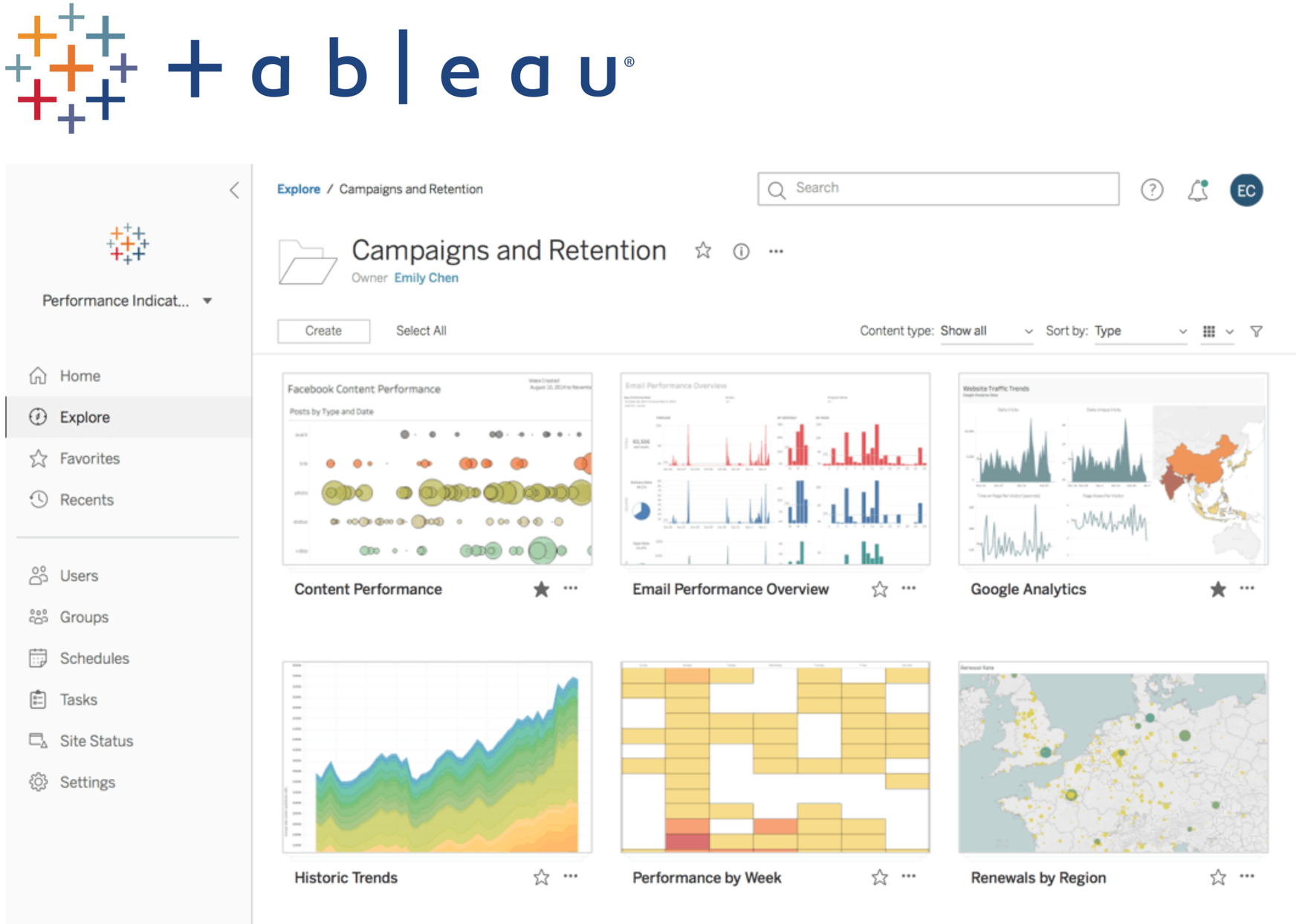



| Date | Donations | Memberships | Tickets | Total |
|---|---|---|---|---|
| 01/08/2021 | £2.00 | £16.00 | £100.00 | £118.00 |
| 02/08/2021 | £8.00 | £0.00 | £56.00 | £64.00 |
| 03/08/2021 | £0.00 | £0.00 | £12.00 | £12.00 |
| 04/08/2021 | £1.00 | £64.00 | £320.00 | £385.00 |
| 05/08/2021 | £6.00 | £16.00 | £115.00 | £137.00 |
| 06/08/2021 | £7.00 | £0.00 | £300.00 | £307.00 |
| 07/08/2021 | £25.00 | £32.00 | £25.00 | £82.00 |
| 08/08/2021 | £10.00 | £0.00 | £36.00 | £46.00 |
| 09/08/2021 | £19.00 | £0.00 | £78.00 | £97.00 |
| 10/08/2021 | £10.00 | £16.00 | £65.00 | £91.00 |
| 11/08/2021 | £2.00 | £32.00 | £32.00 | £66.00 |
| 12/08/2021 | £0.00 | £0.00 | £0.00 | £0.00 |
| 13/08/2021 | £0.00 | £0.00 | £0.00 | £0.00 |
| 14/08/2021 | £0.00 | £0.00 | £0.00 | £0.00 |
| 15/08/2021 | £3.00 | £0.00 | £100.00 | £103.00 |
| 16/08/2021 | £4.00 | £0.00 | £120.00 | £124.00 |
| 17/08/2021 | £9.00 | £16.00 | £140.00 | £165.00 |
| 18/08/2021 | £12.00 | £0.00 | £13.00 | £25.00 |
| 19/08/2021 | £5.00 | £0.00 | £250.00 | £255.00 |
| 20/08/2021 | £2.00 | £0.00 | £58.00 | £60.00 |
| 21/08/2021 | £1.00 | £0.00 | £200.00 | £201.00 |
| 22/08/2021 | £3.00 | £32.00 | £133.00 | £168.00 |
| 23/08/2021 | £4.00 | £0.00 | £89.00 | £93.00 |
| 24/08/2021 | £5.00 | £0.00 | £320.00 | £325.00 |

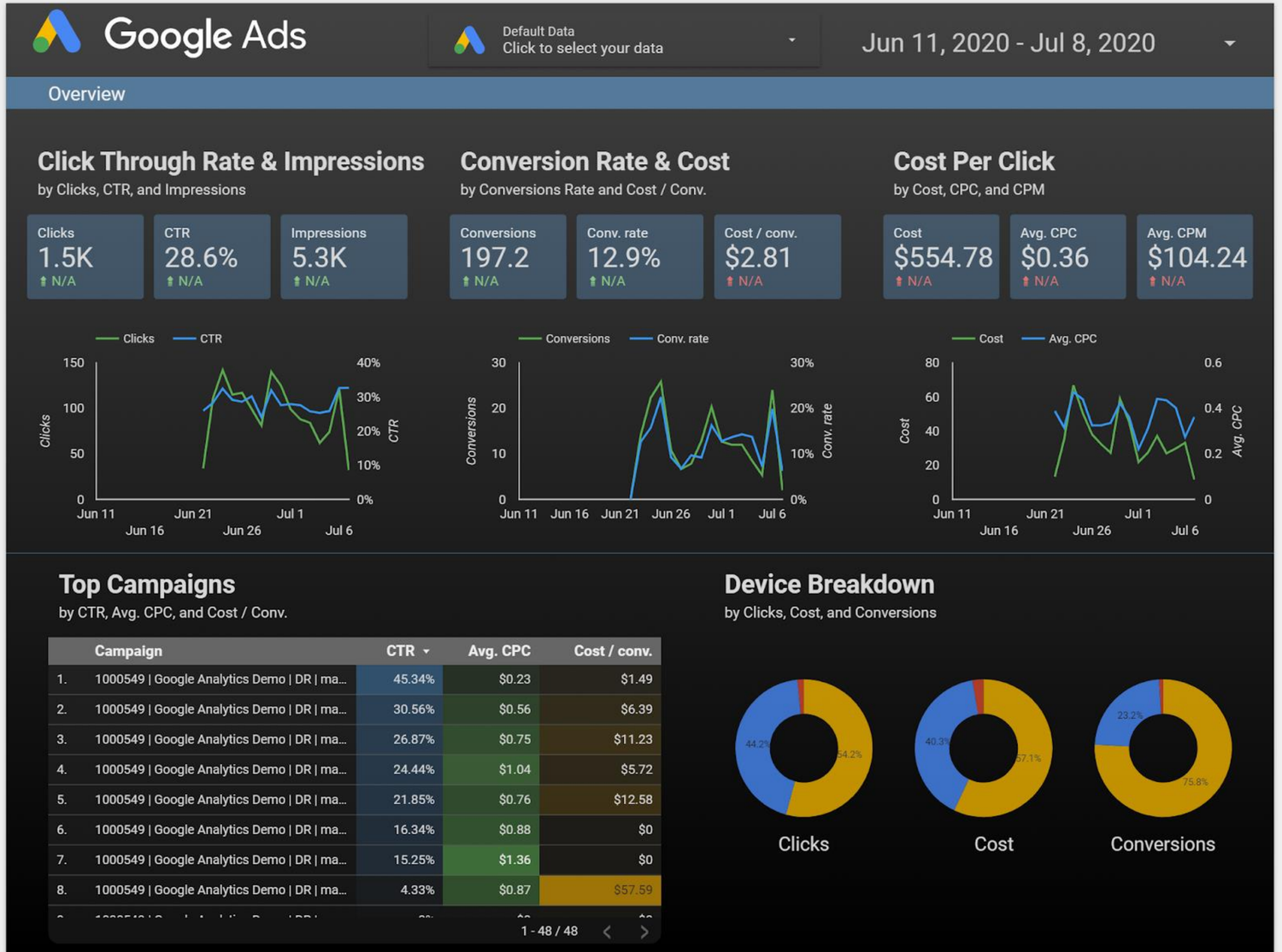
# Tools and further reading

# Power BI


Power BI
Sales and Marketing
Sales and Marketing Sample
Search
File
Chat in Teams
Comment
Subscribe
Edit
Home
Favorites
Recent
Create
Datasets
Goals
Apps
Shared with me
Discover
Learn
Workspaces
Sales and Marketing
Ask a question about your data
Total Volume
IN 2014
50K
Market Share
LAST 12 MONTHS
32.86%
% Units Market Share vs. % Units Market Share Rolling 12 Months
BY MONTH
% Units Market Share
% Units Market Share R12M
Total Units Overall
BY SEGMENT
Productivity
Convenience
Moderation
Extreme
Select
Youth
All Season
Regular
Our Total Volume
IN 2014
16K
Sentiment
68
Total Units YTD Variance %
BY MONTH, MANUFACTURER
Manufacturer
Aliqui
Natura
Pirum
VanArsdel
Total Units YTD
BY MANUFACTURER, REGION
Sentiment Gap
4
Total Units for 2014
BY MONTH, MANUFACTURER
Industry % Market Share YOY Change
BY ROLLING PERIOD, REGION
Region
Central
East
West


Performance Indicat...
Home
Explore
Favorites
Recents
Users
Groups
Schedules
Tasks
Site Status
Settings
Explore / Campaigns and Retention
Search
EC
Campaigns and Retention
Owner Emily Chen
Create
Select All
Content type: Show all
Sort by: Type
Facebook Content Performance
Posts by Type and Date
Content Performance
Email Performance Overview
Google Analytics
Historic Trends
Performance by Week
Renewals by Region

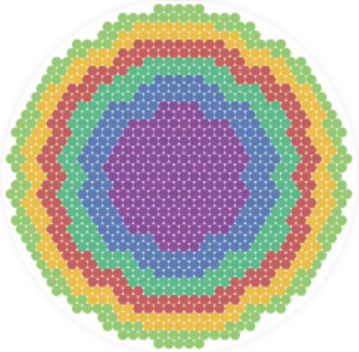
# Data Studio


Google Ads
Default Data
Click to select your data
Jun 11, 2020 - Jul 8, 2020
Overview
Click Through Rate & Impressions
by Clicks, CTR, and Impressions
Clicks 1.5K N/A
CTR 28.6% N/A
Impressions 5.3K N/A
Conversion Rate & Cost
by Conversions Rate and Cost / Conv.
Conversions 197.2 N/A
Conv. rate 12.9% N/A
Cost / conv. $2.81 N/A
Cost Per Click
by Cost, CPC, and CPM
Cost $554.78 N/A
Avg. CPC $0.36 N/A
Avg. CPM $104.24 N/A
Clicks CTR
Conversions Conv. rate
Cost Avg. CPC
Jun 11 Jun 16 Jun 21 Jun 26 Jul 1 Jul 6
Top Campaigns
by CTR, Avg. CPC, and Cost / Conv.
Campaign CTR Avg. CPC Cost / conv.
1. 1000549 | Google Analytics Demo | DR | ma... 45.34% $0.23 $1.49
2. 1000549 | Google Analytics Demo | DR | ma... 30.56% $0.56 $6.39
3. 1000549 | Google Analytics Demo | DR | ma... 26.87% $0.75 $11.23
4. 1000549 | Google Analytics Demo | DR | ma... 24.44% $1.04 $5.72
5. 1000549 | Google Analytics Demo | DR | ma... 21.85% $0.76 $12.58
6. 1000549 | Google Analytics Demo | DR | ma... 16.34% $0.88 $0
7. 1000549 | Google Analytics Demo | DR | ma... 15.25% $1.36 $0
8. 1000549 | Google Analytics Demo | DR | ma... 4.33% $0.87 $57.59
1 - 48 / 48
Device Breakdown
by Clicks, Cost, and Conversions
Clicks
Cost
Conversions

Flourish

Features Examples Pricing Sign up

JOBS (3) BLOG COMPANY DEVELOPERS SIGN IN

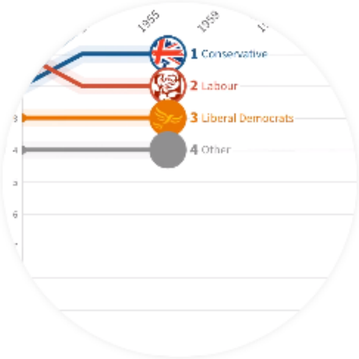


## Engage your audience

Create agency-quality data graphics and animated stories that bring your data to life.

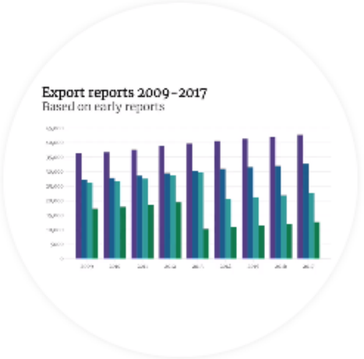
## Empower the whole team

Flourish is easy enough for anyone to use. Start with a template and drop in data.




## Embed, share, present

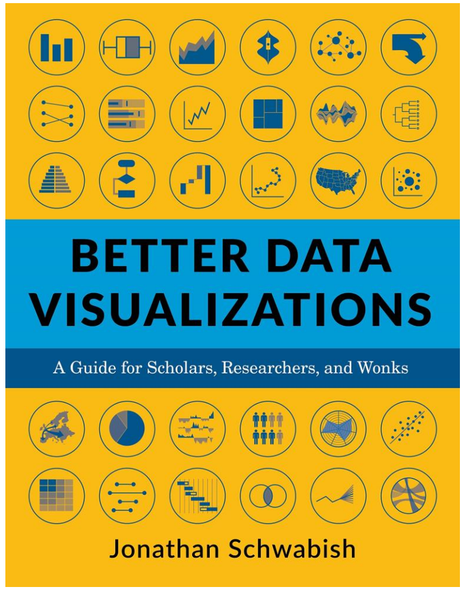
Create seamless embeds, magical presentations, or engaging content for social.

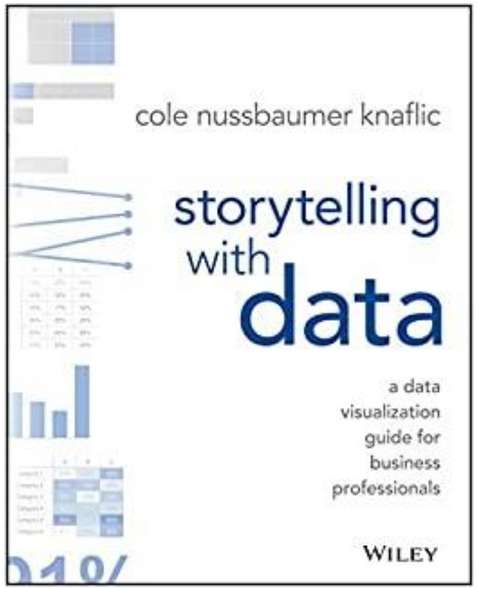


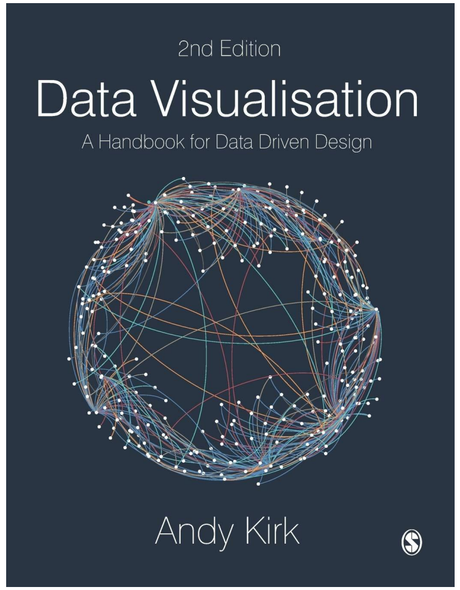

## Your brand, your style

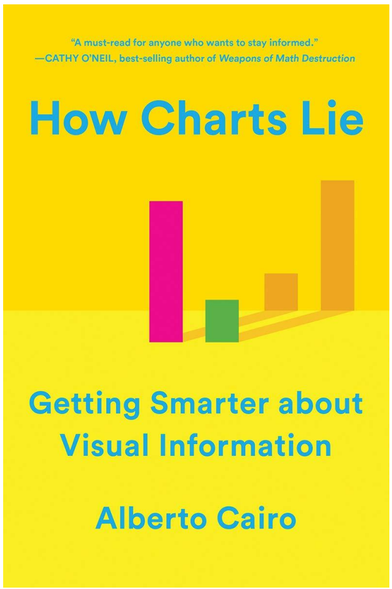
Get custom themes so everything has your logo, fonts, colours and styles.

# Further reading



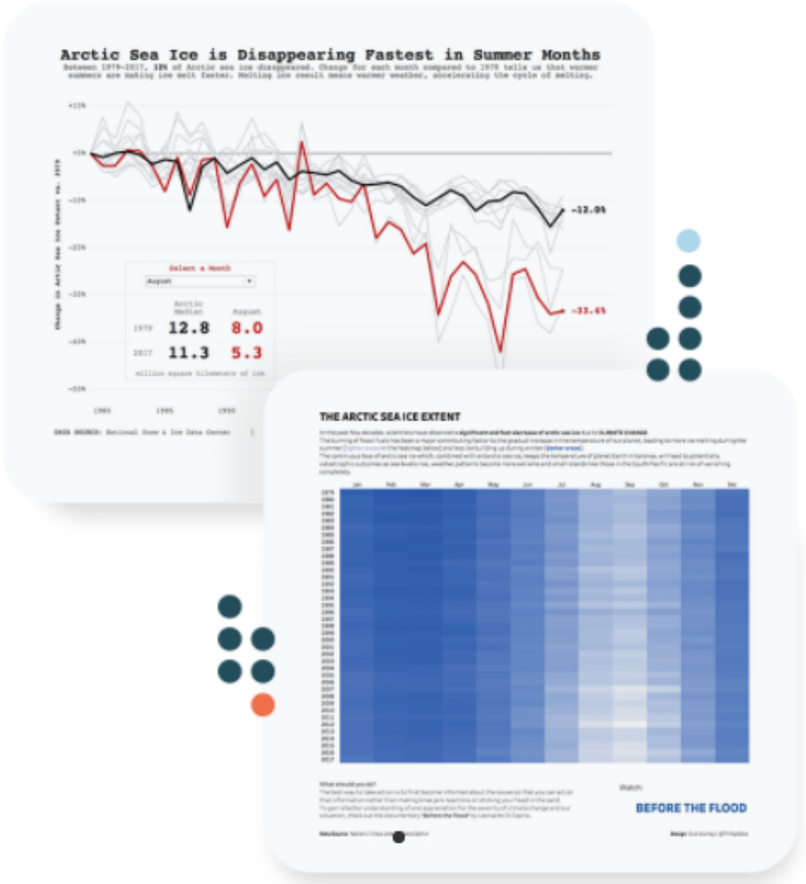
# #MakeoverMonday

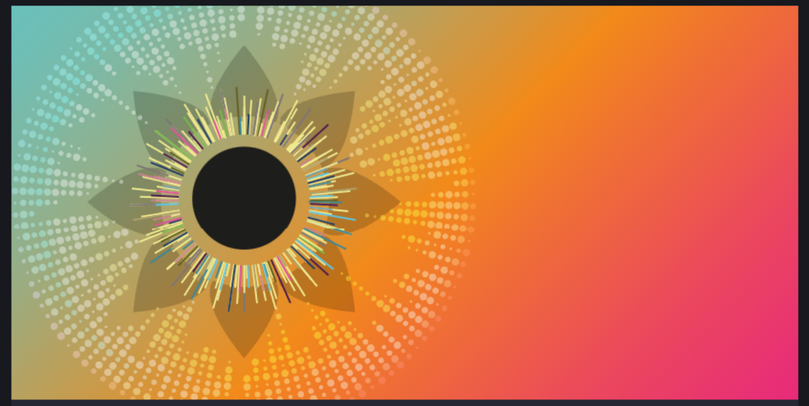
## Welcome to Makeover Monday!

Makeover Monday is your weekly learning and development appointment with yourself and hundreds of passionate data people. For free!

Join us every Monday to work with a given data set and create better, more effective visualizations and help us make information more accessible.

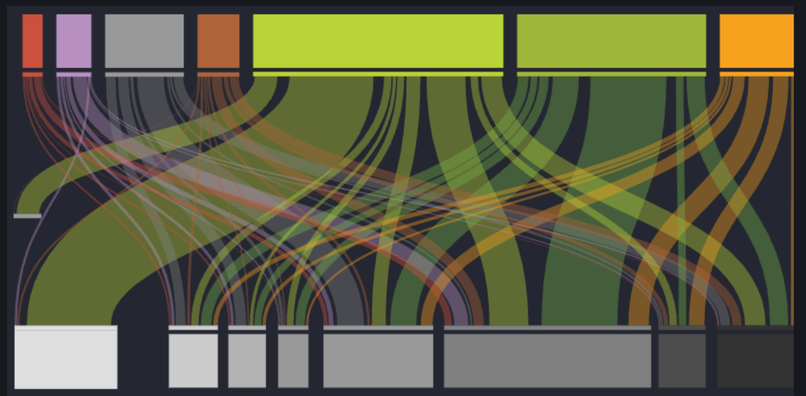
The Makeover Monday community comes together every week from around the globe and we would love for YOU to become part of it, too.





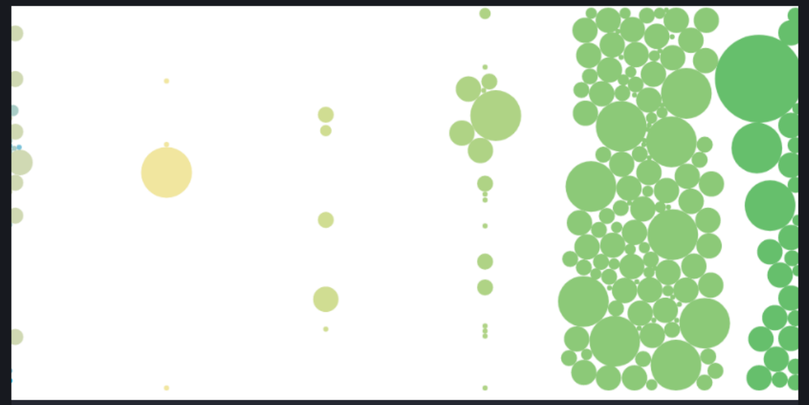
## Beautiful News, The Book, by David McCandless

our new 256-page infographic tome



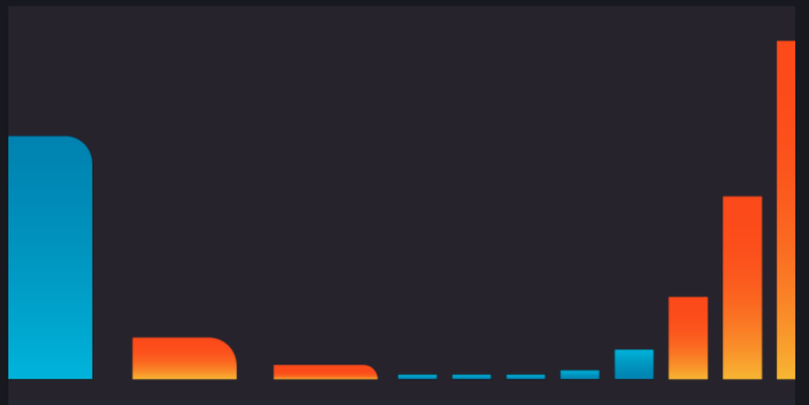
## Global Food Supply – Where Does All The World's Food Go?

## 400+ Words Shakespeare Invented or Coined



## Ransomware Attacks

## Coronavirus Riskiest Activities



## COVID-19 #CoronaVirus Infographic

- Exploratory visualisations
- Preattentive attributes
- [Short break]
- Explanatory visualisations
- Tools and further reading
- Q&A

# Q&A

Digital Culture Network

ARTS COUNCIL ENGLAND

# digitalnetwork@artscouncil.org.uk

# digitalculturenetwork.org.uk

Digital Culture Network

ARTS COUNCIL ENGLAND

Ask a Tech Champion | Events | External Support | News | About | Knowledge Hub

We've created resources and advice for you to use during the COVID-19 lockdown. Read More

## Digital skills for the arts

### Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

Browse our Knowledge Hub

Knowledge Hub

Beginner Read

Video and Digital Content

**Podcasting and how to get started**

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

Marc Burns · 2 months ago

Beginner Read

Social Media

**Engaging Audiences with Social Media**

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

Haydn Corrodus · 2 months ago

Beginner Read

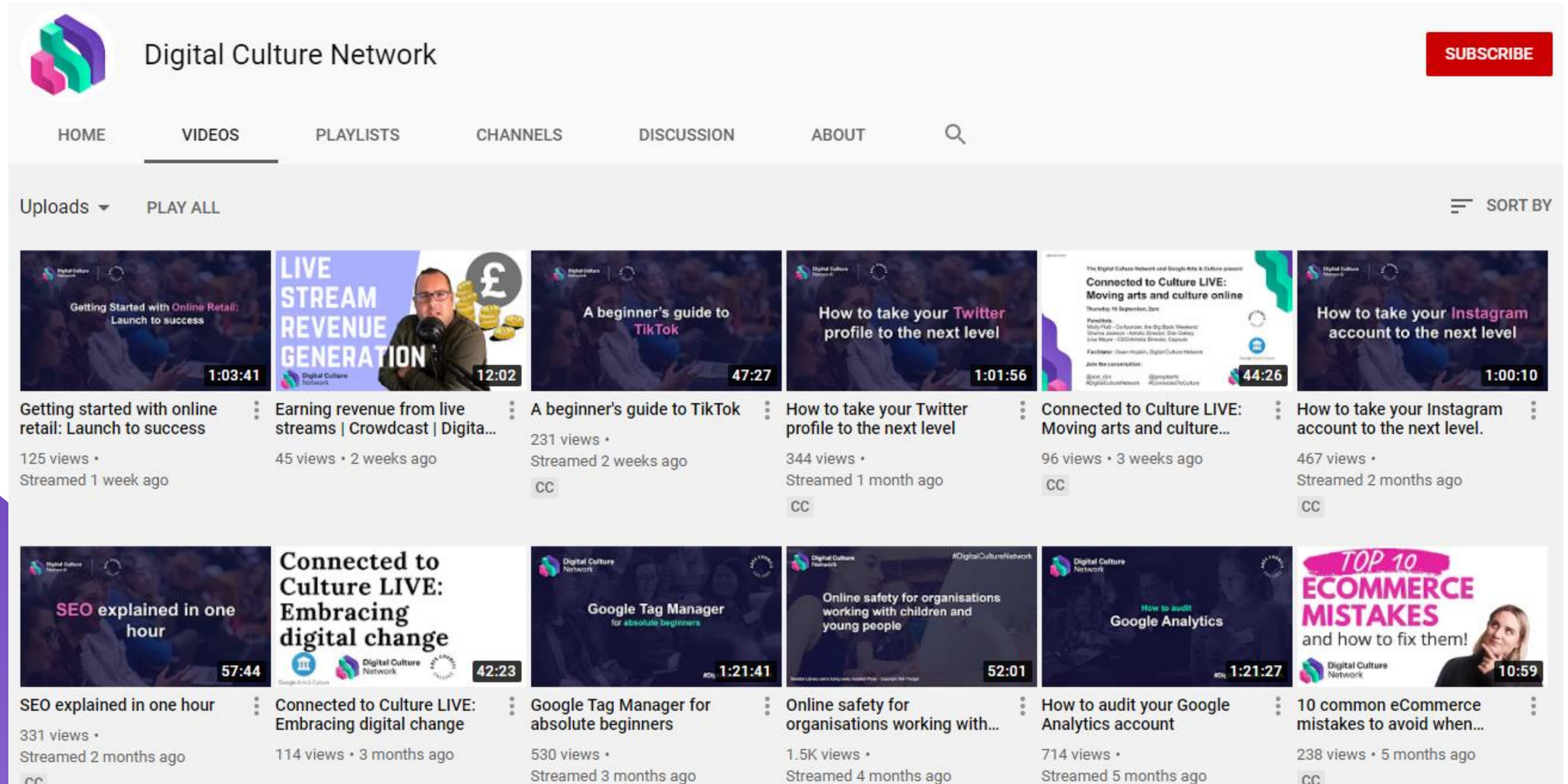
Social Media

**Introduction to Social Media**

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

Haydn Corrodus · 4 months ago

# YouTube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1:03:41
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# Get in touch

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## Join the conversation

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