

# Data visualisation

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Master 1 IDSM

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# 6 leçons de storytelling

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1. L'importance du contexte.
2. Choisir un visuel efficace.
3. Eliminer la surcharge.
4. Attirer l'attention du public.
5. Penser comme un designer.
6. Raconter une histoire.

Penser comme un  
designer



# Concepts du design

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- Les affordances
- L'accessibilité
- L'esthétique

# Les affordances

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Employer des affordances visuelles pour signaler au public comment interpréter nos visualisations.

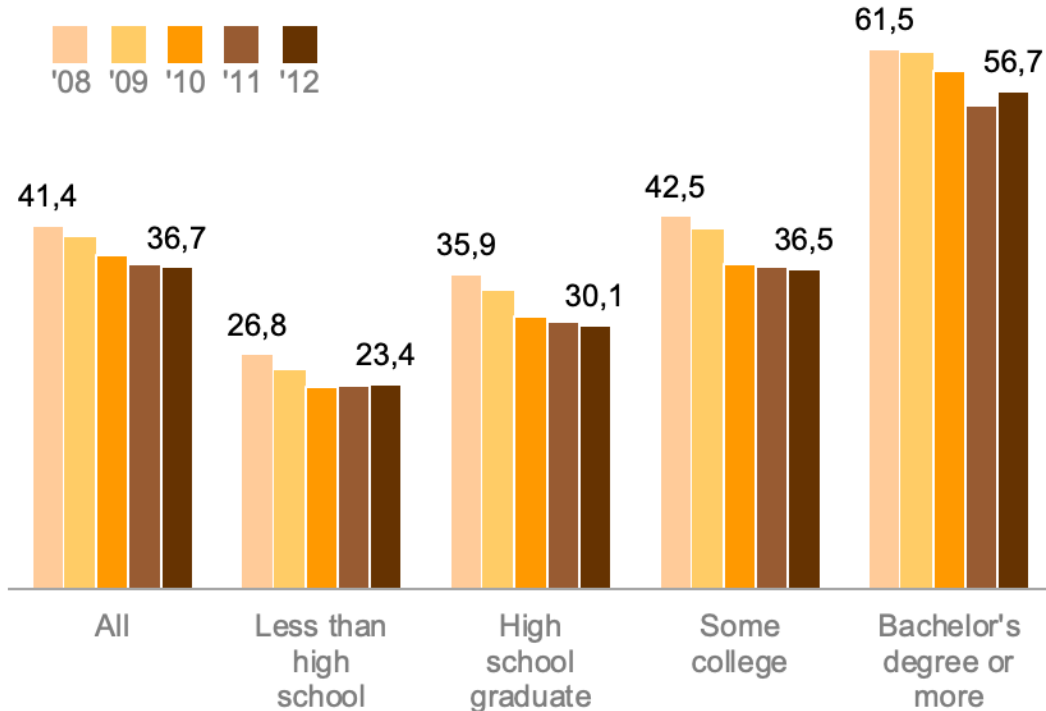
- Mettre en évidence l'essentiel
- Éliminer les sources de distraction
- Créer une hiérarchie visuelle

# Mettre en évidence l'essentiel

- Le gras, l'italique et le soulignage
- Les majuscules et la police de caractère
- La couleur
- La surbrillance
- La taille

## New Marriage Rate by Education

*Number of newly married adults per 1,000 marriage eligible adults*



Note: Marriage eligible includes the newly married plus those widowed, divorced or never married at interview.

Source: US Census

Adapted from PEW RESEARCH CENTER

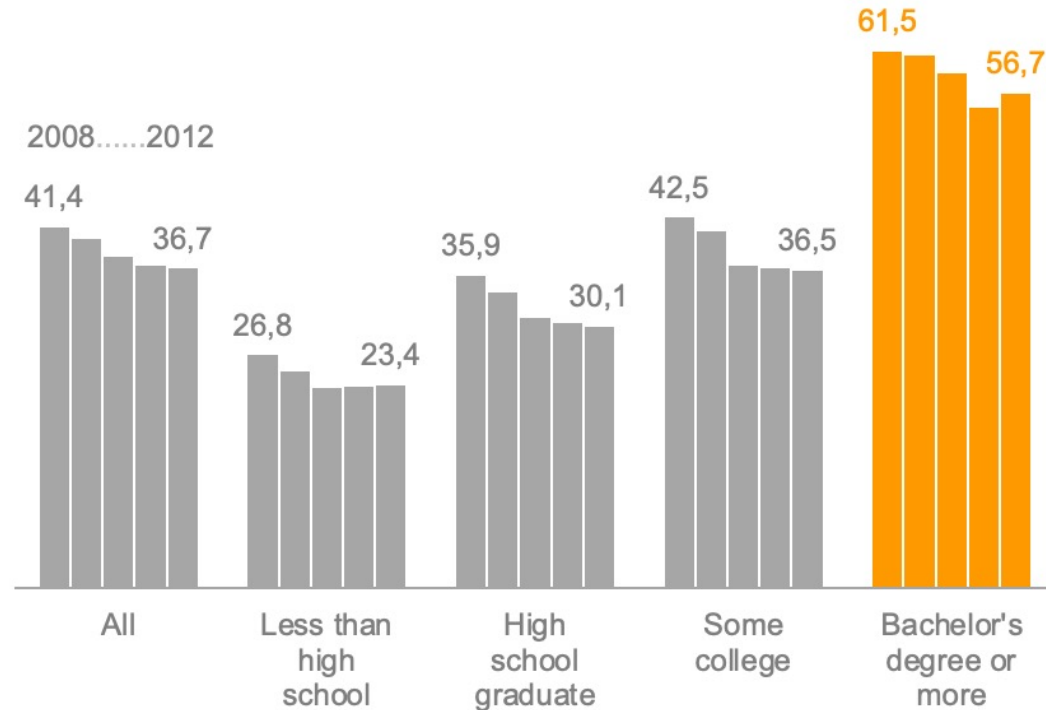
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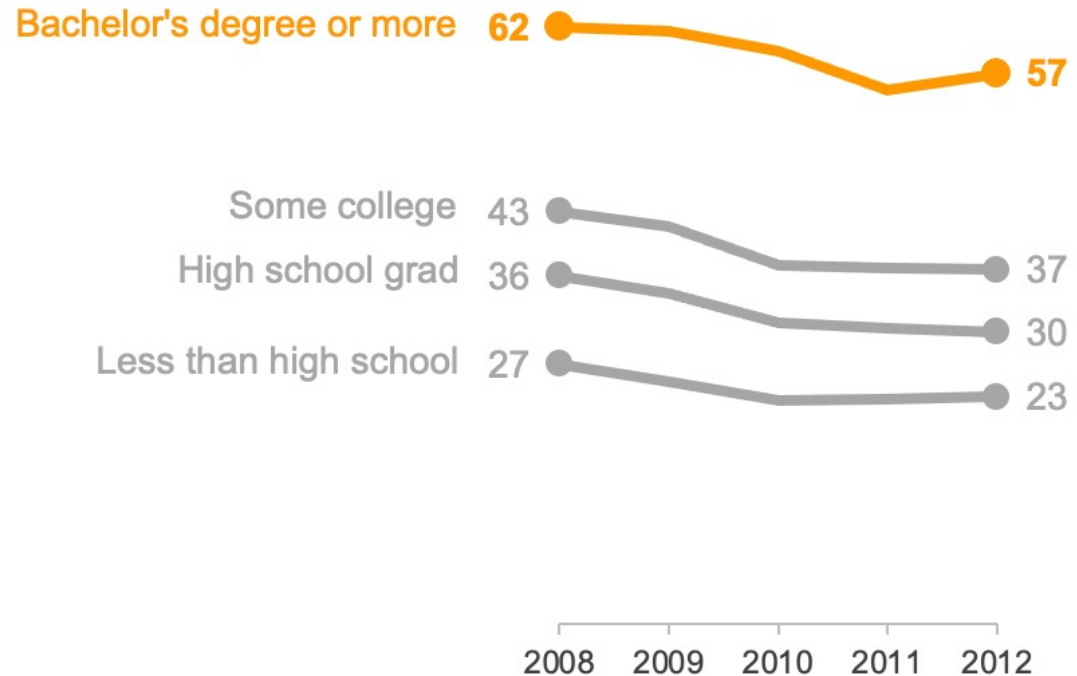
# Éliminez les sources de distraction

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- Toutes les données n'ont pas la même importance.
- Si les détails sont inutiles, résumez.
- Posez la question : éliminer cet élément change-t-il quelque chose ?
- Passez à l'arrière-plan les éléments nécessaires, mais sans influence sur le message.

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# L'accessibilité

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Un objet doit être utilisable par des personnes aux capacités diverses.

- Évitez les complications inutiles
- Améliorez la lisibilité
- Utilisez un langage simple

# L'esthétique

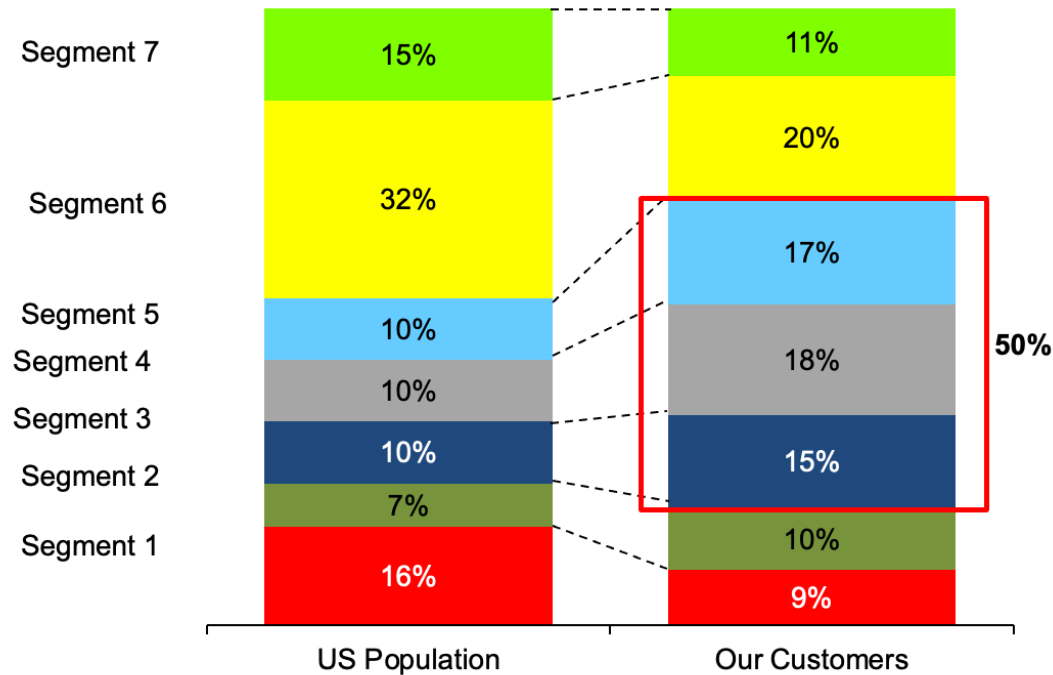
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Prendre le temps de réaliser des designs esthétiquement agréables

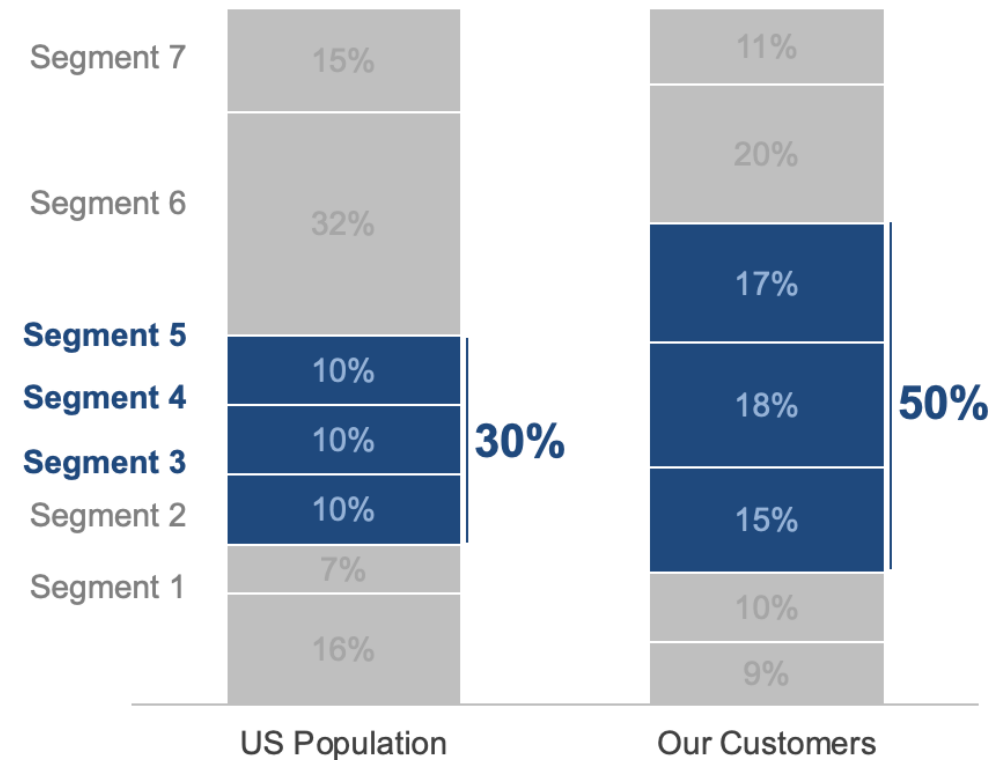
- Utilisez intelligemment la couleur
- Prêtez attention à l'alignement
- Exploitez le blanc

# L'esthétique : exemple

Distribution by customer segment



Distribution by customer segment



Raconter une histoire



# Construction d'un récit

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- Un commencement (une intrigue)
- Un milieu (des rebondissements)
- Une fin (un appel à l'action)

Tous nos récits doivent avoir le même héros – le public.

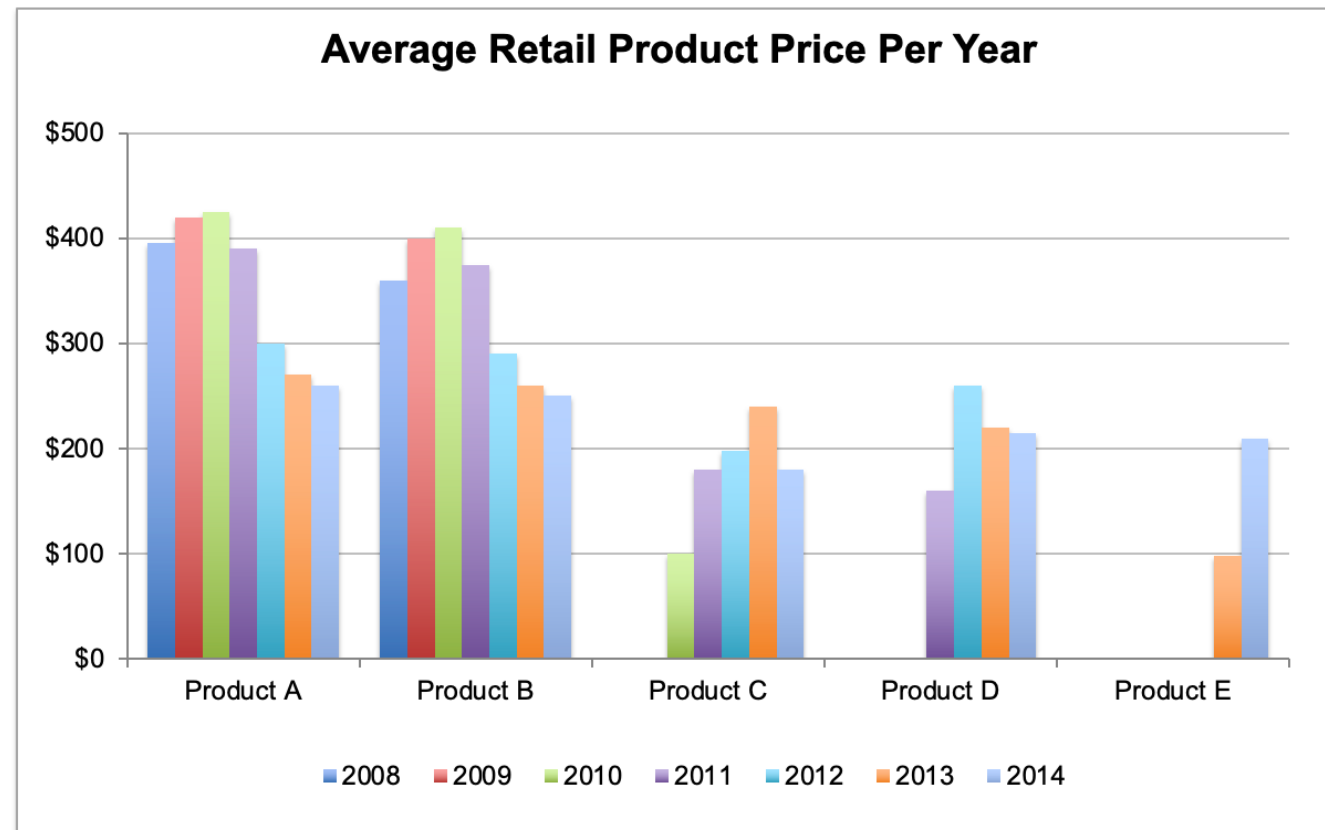
# Pour présenter efficacement vos données

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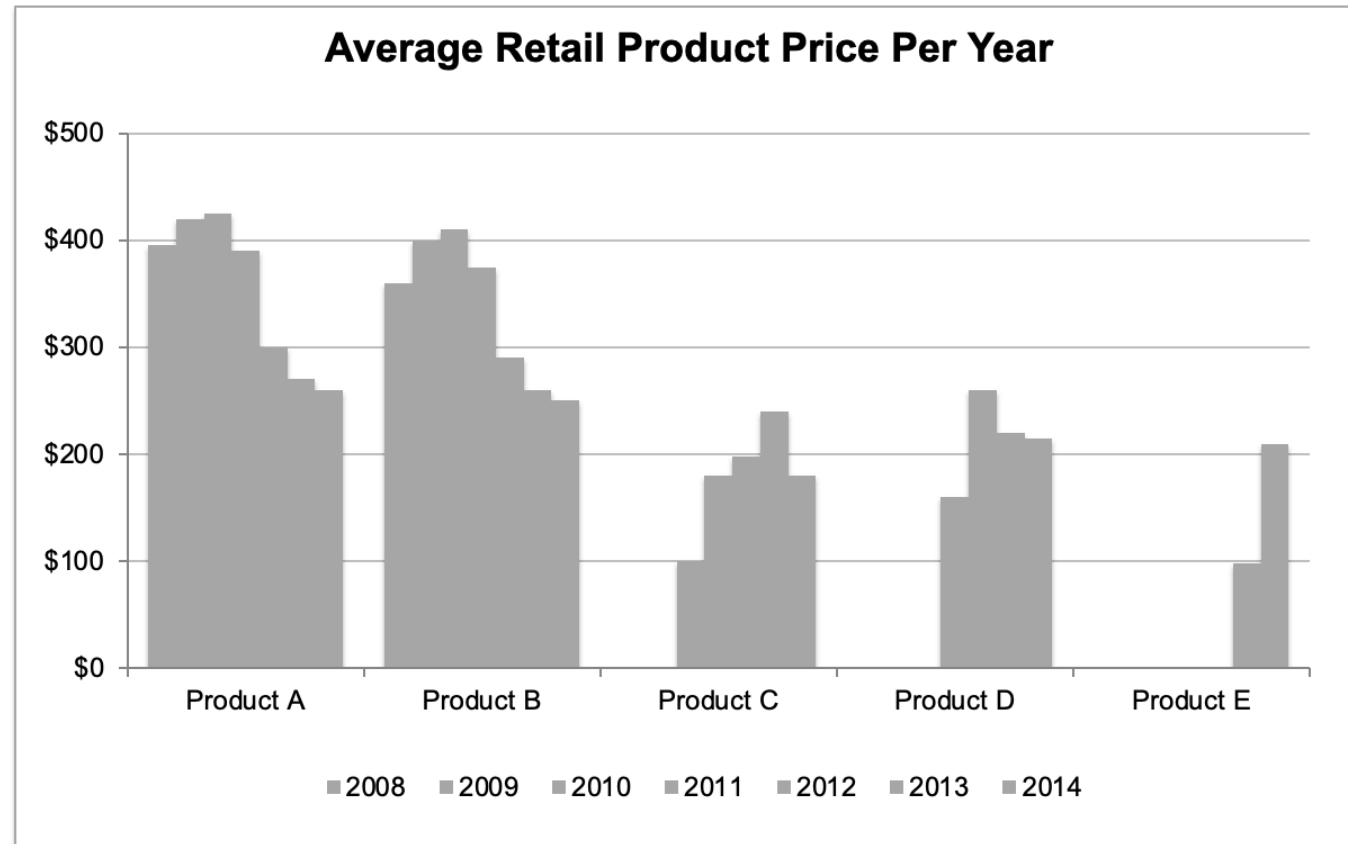
1. Comprendre le contexte.
2. Choisir un visuel efficace.
3. Eliminer la surcharge.
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# Exemple : les données

Price has declined for all products on the market since the launch of Product C in 2010

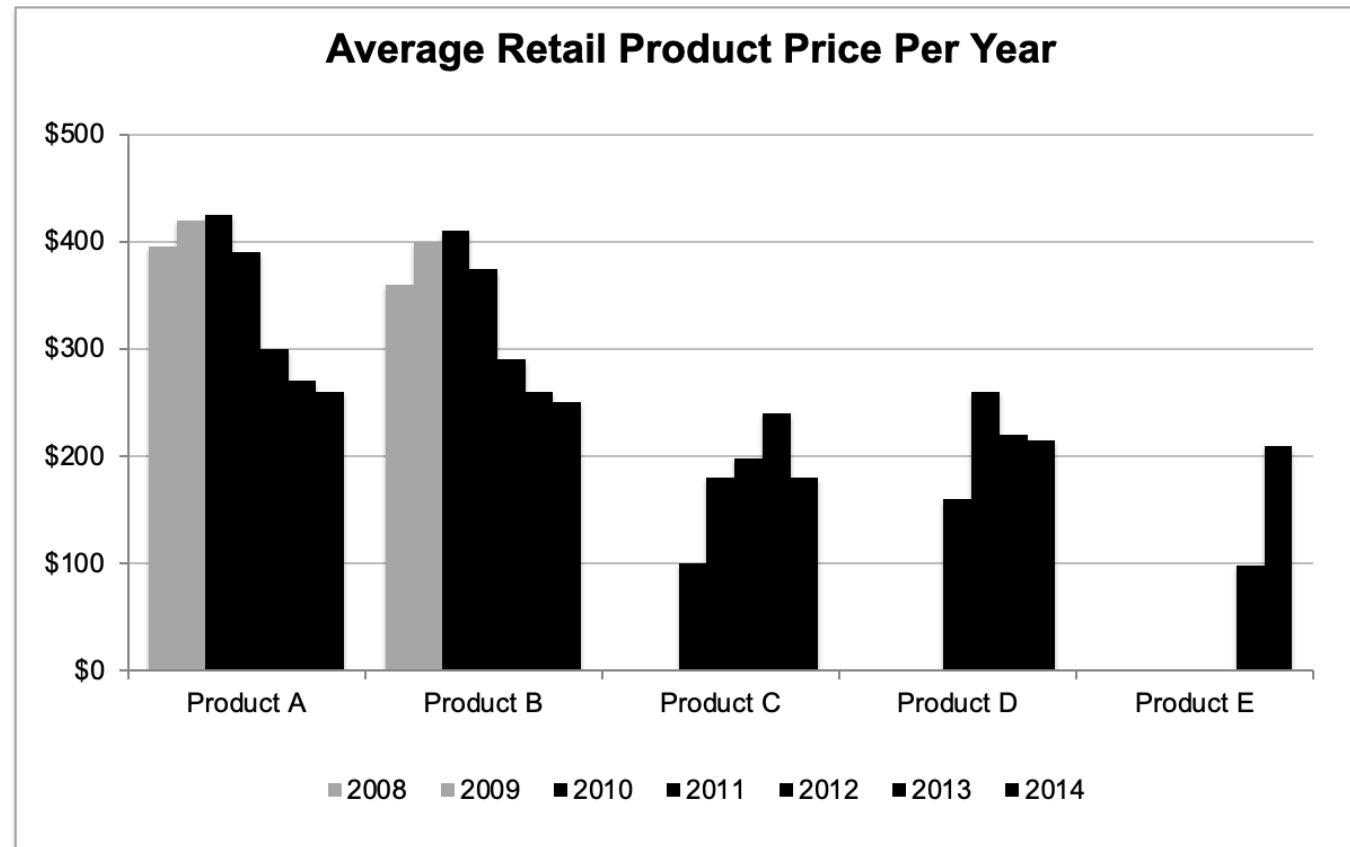


# Exemple : Choisir un visuel efficace

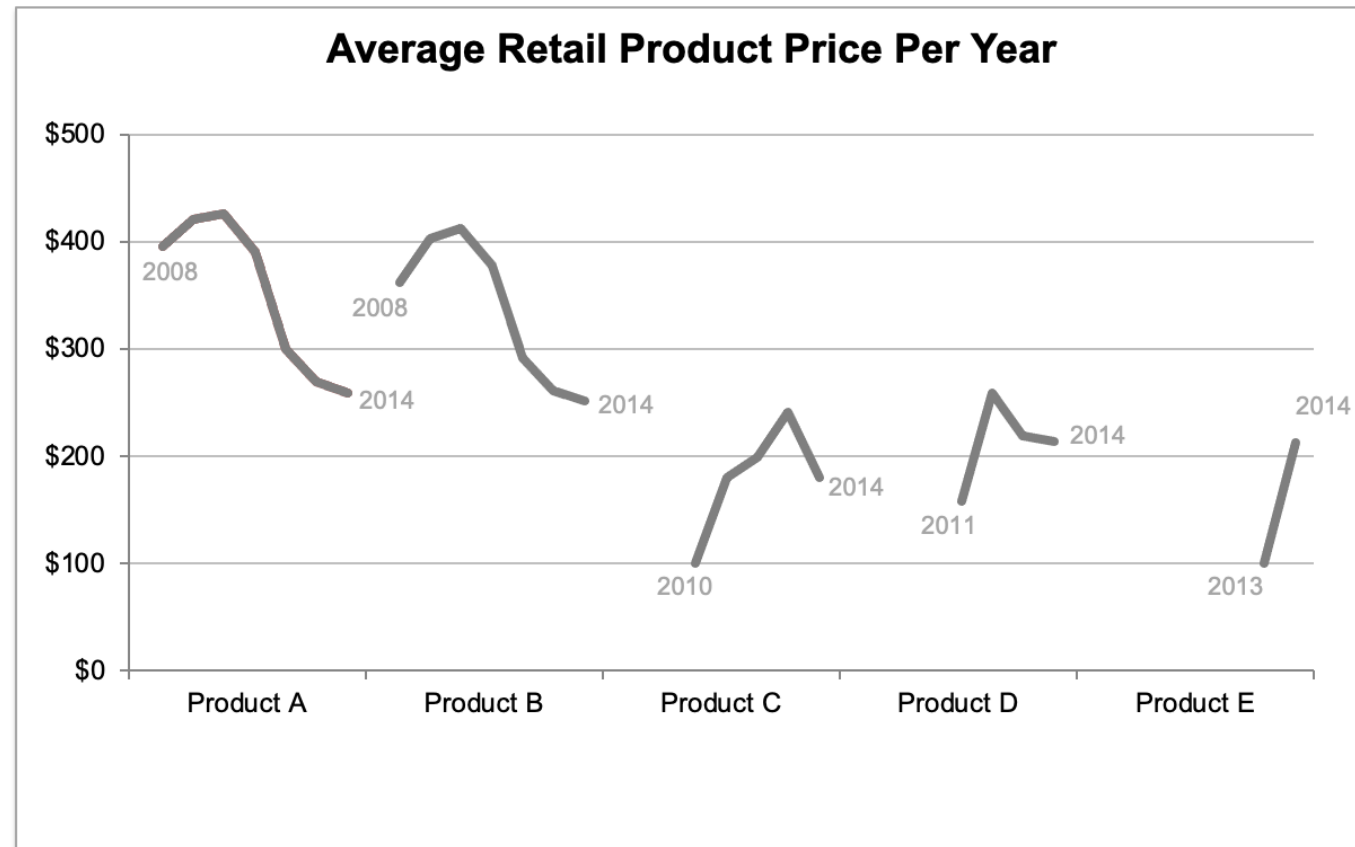




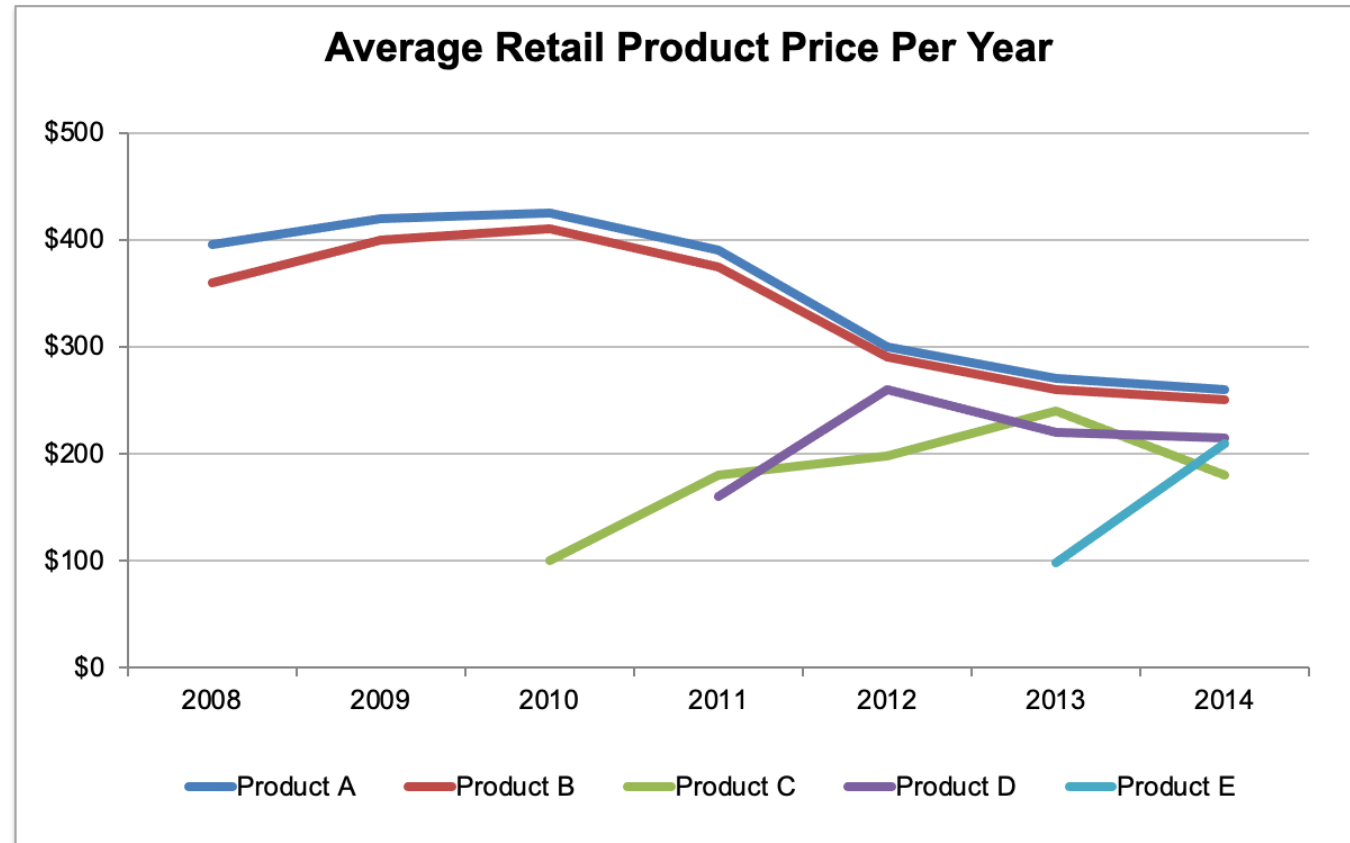
# Exemple : Choisir un visuel efficace



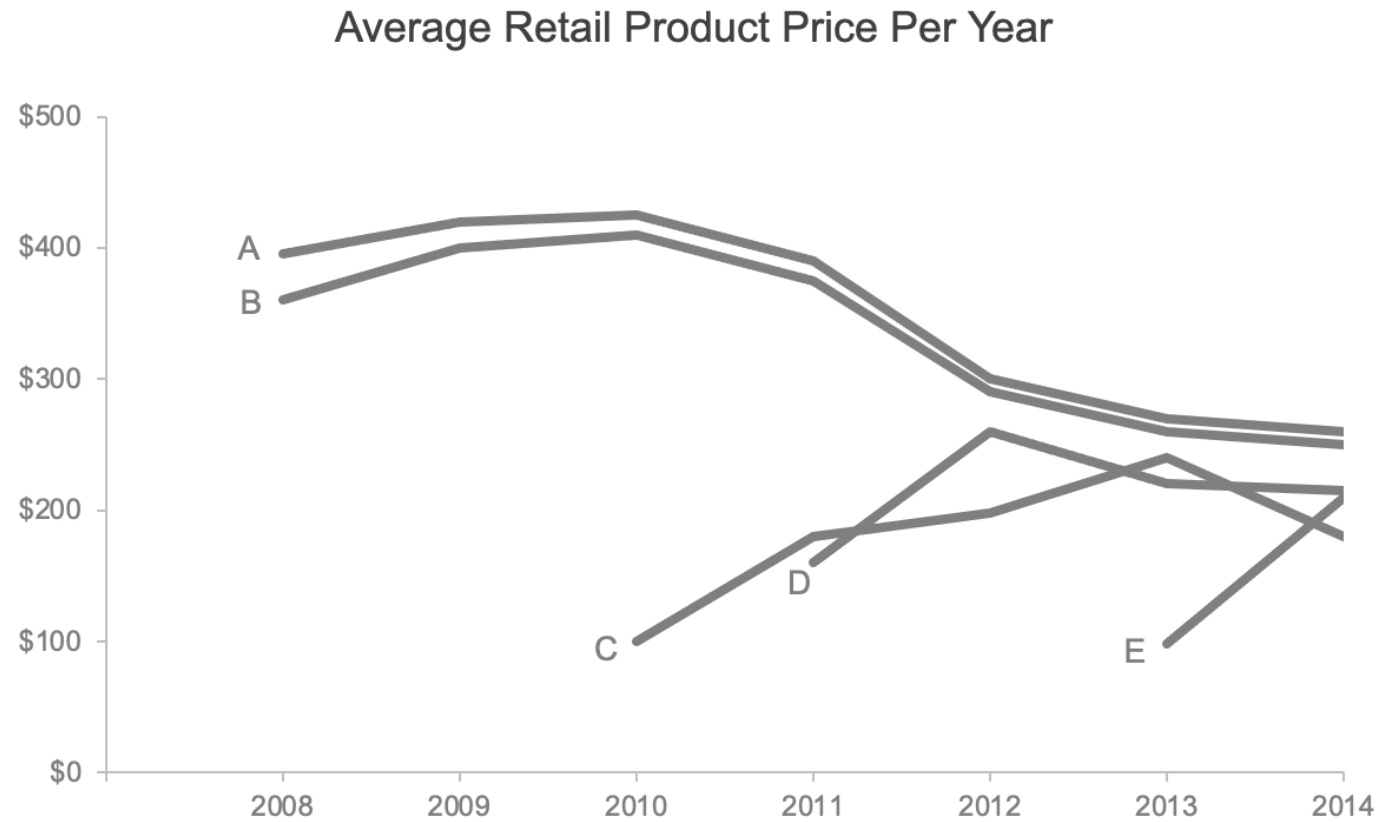
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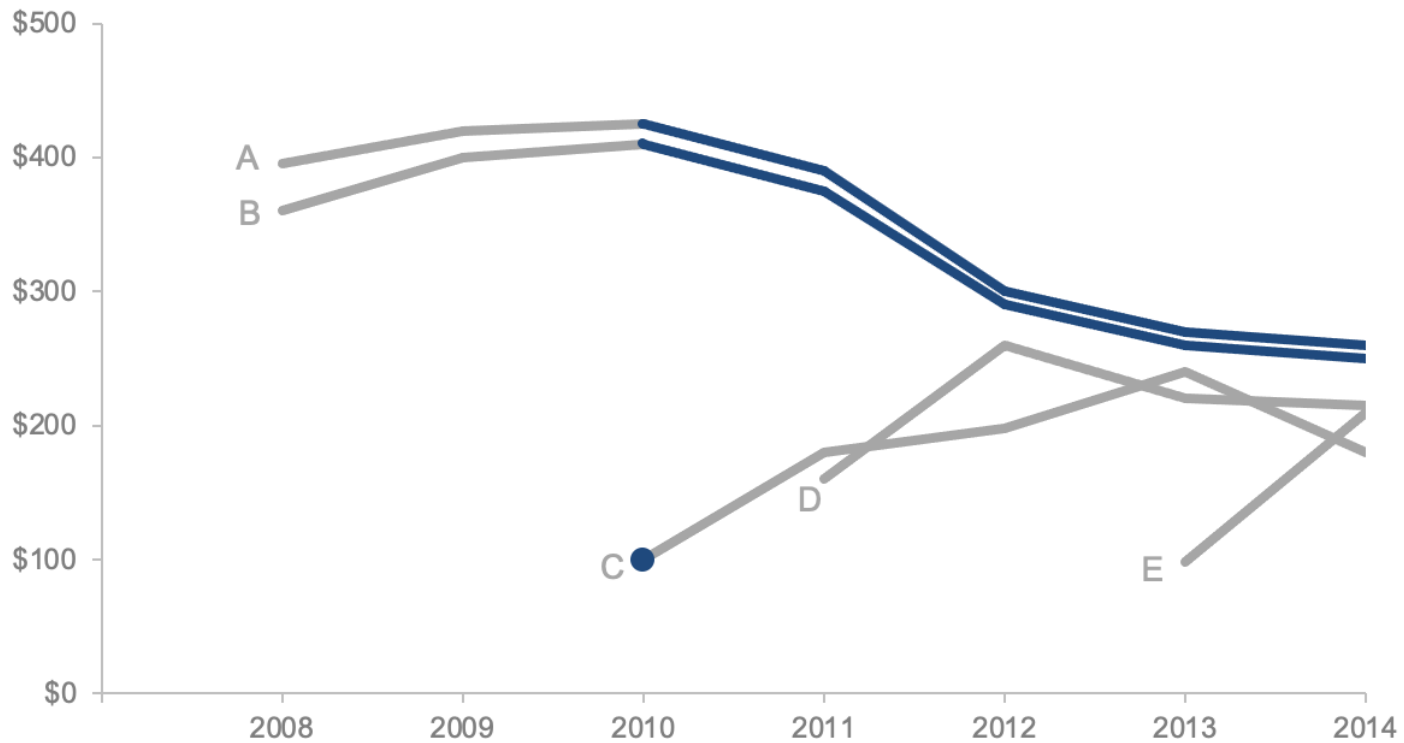


# Exemple : Éliminer la surcharge

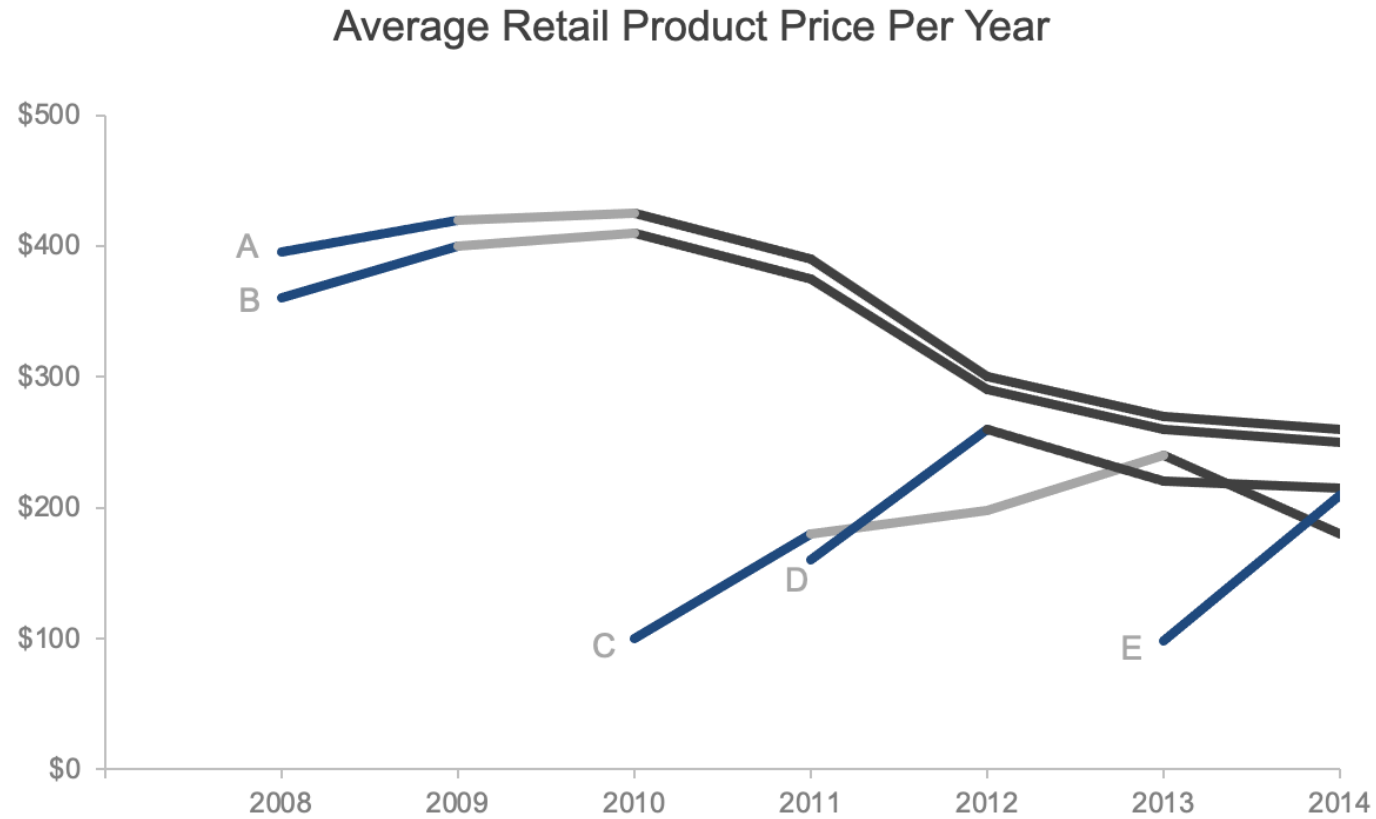


# Exemple : Attirer l'attention

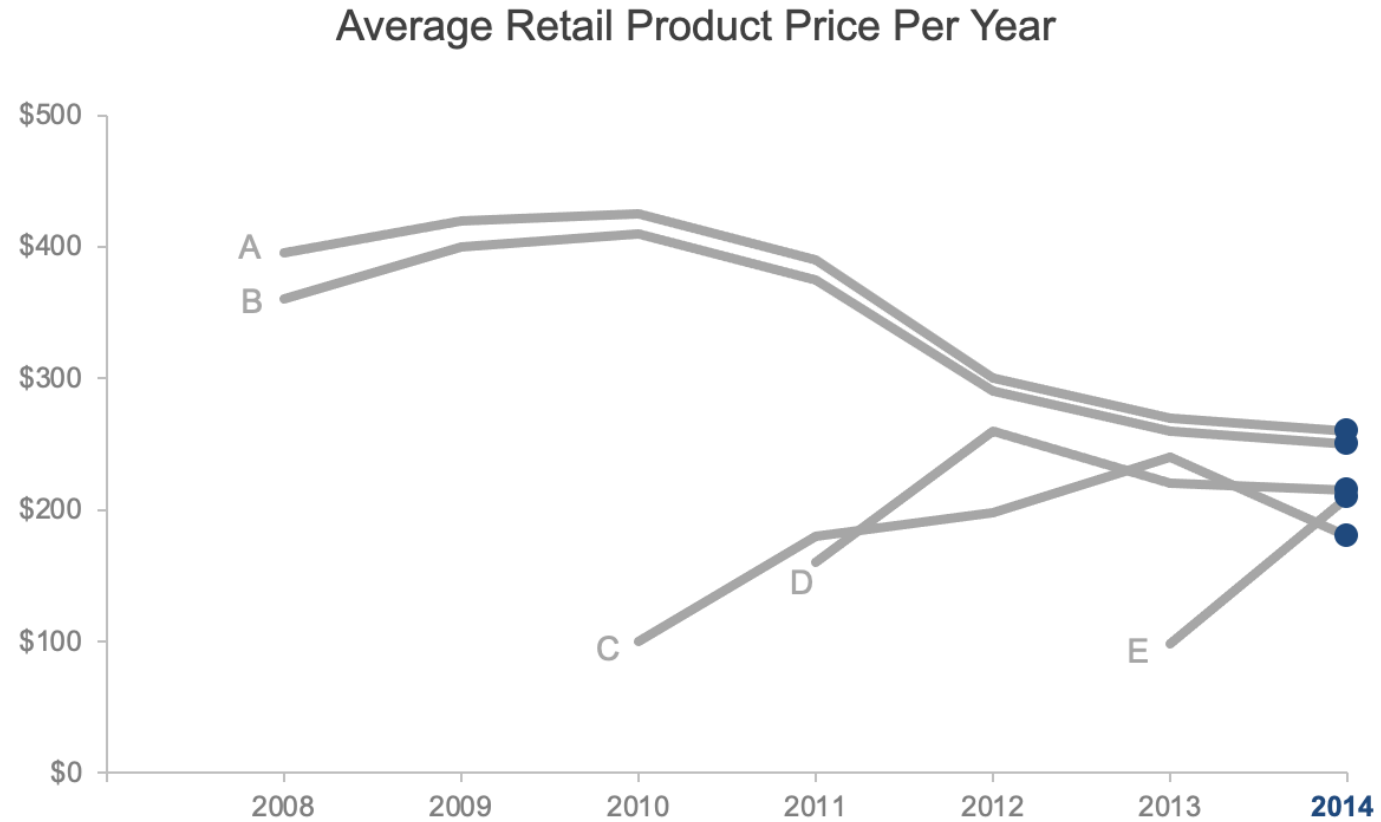
Average Retail Product Price Per Year



# Exemple : Attirer l'attention

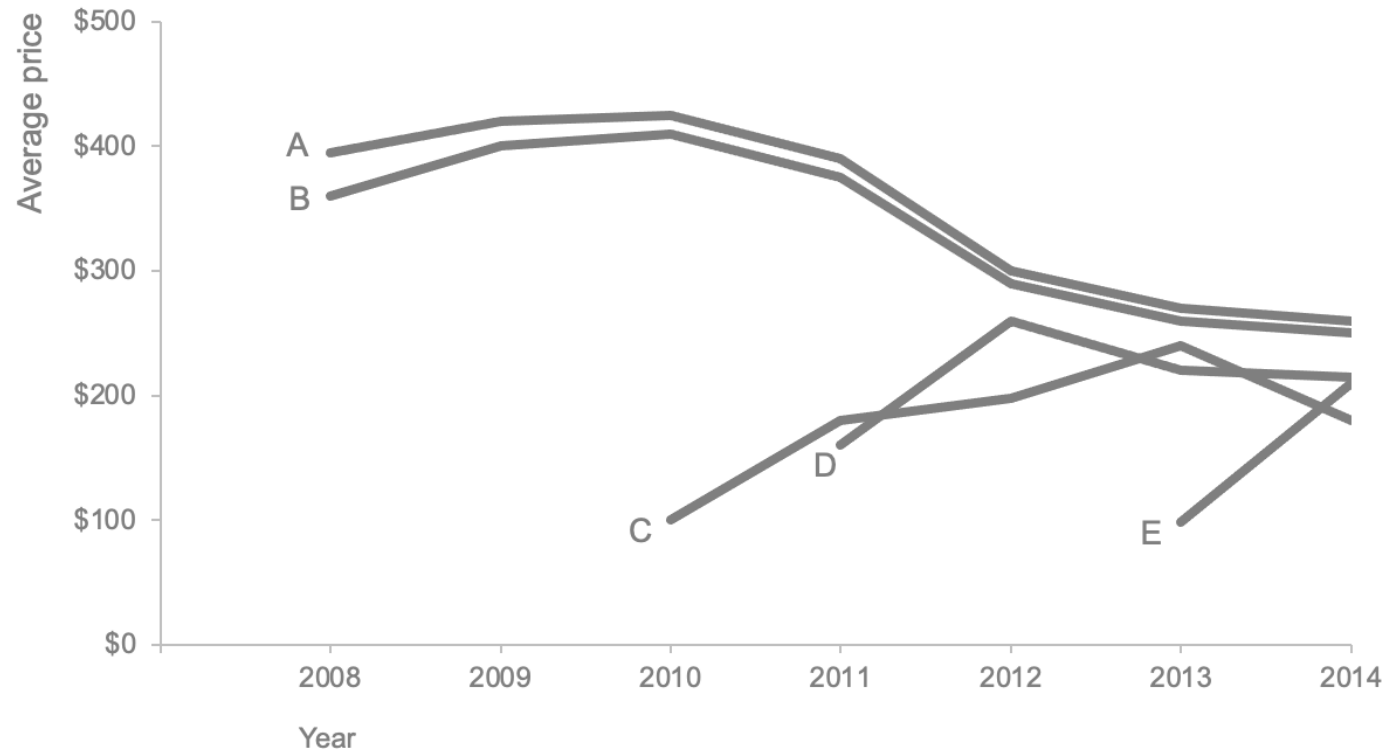


# Exemple : Attirer l'attention



# Exemple : Penser comme un designer

Retail price over time





# Exemple : Raconter une histoire

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In the next **5 minutes...**

## **OUR GOAL:**

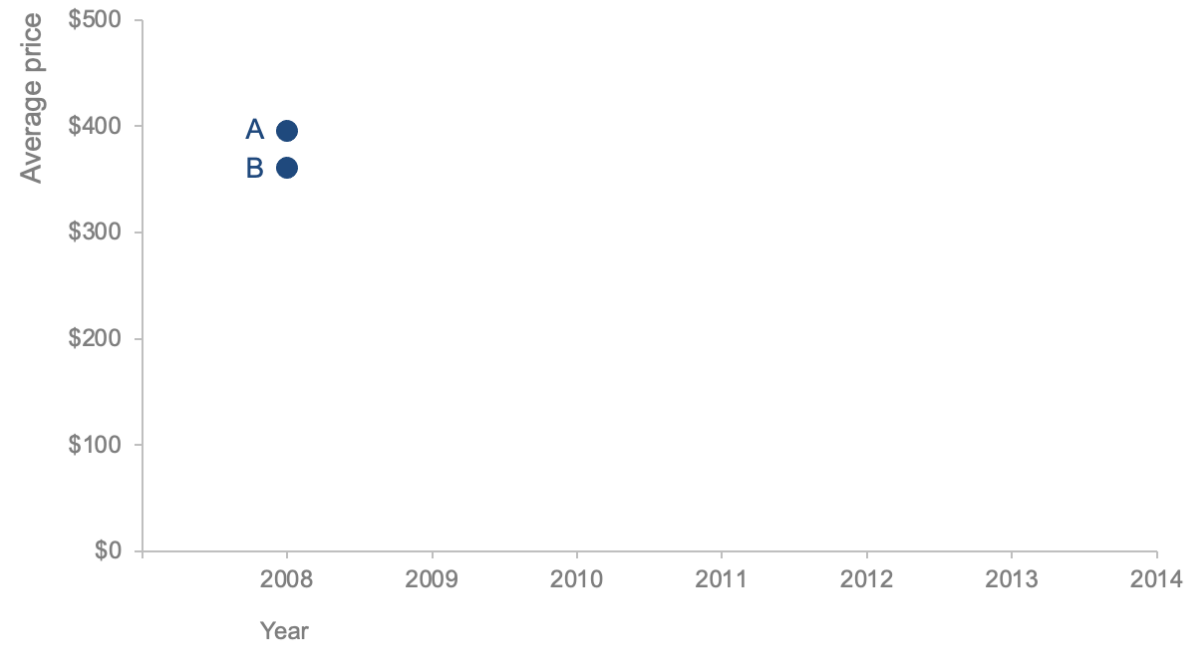
- 1** Understand **how prices have changed over time** in the competitive landscape.
- 2** Use this knowledge to **inform the pricing of our product**.

We will end with a **specific recommendation**.

# Exemple : Raconter une histoire

Products A and B were launched in 2008 at price points of **\$360+**

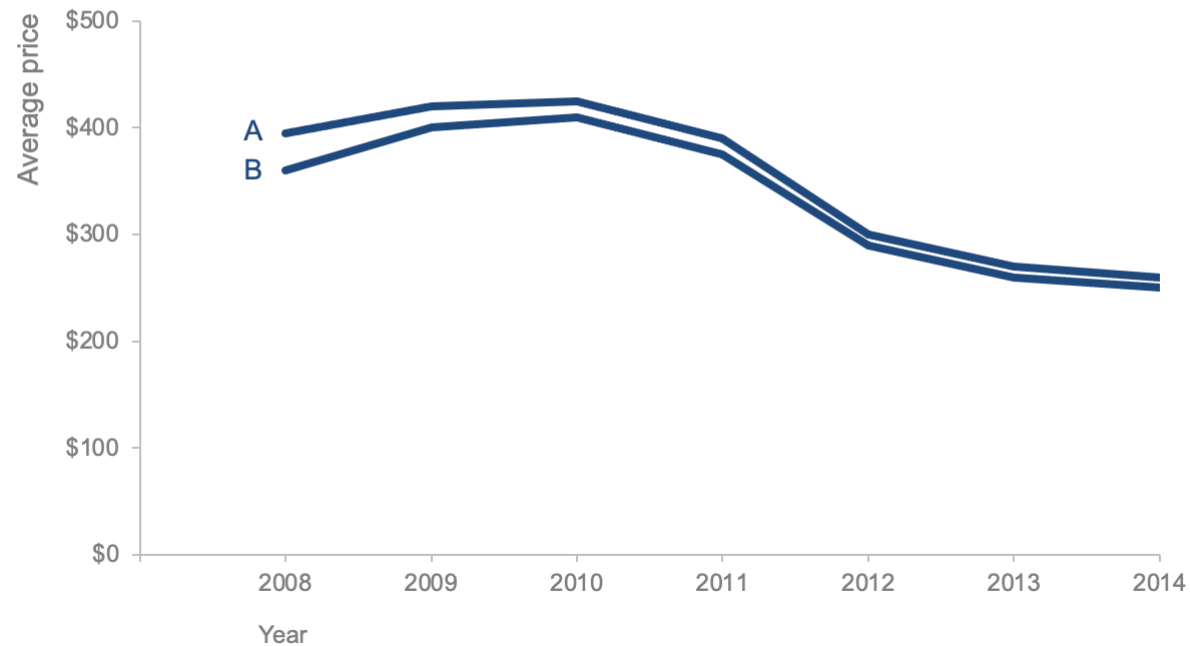
Retail price over time



# Exemple : Raconter une histoire

They have been priced similarly over time, with B consistently slightly lower than A

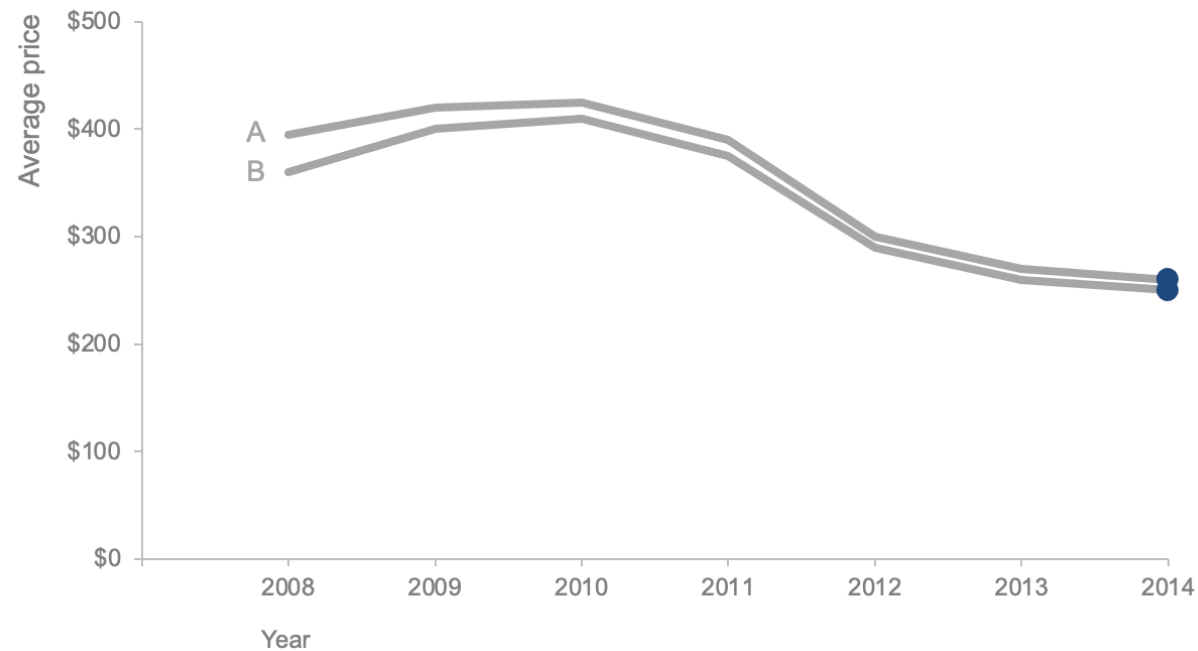
Retail price over time



# Exemple : Raconter une histoire

In 2014, Products A and B were priced at **\$260** and **\$250**, respectively

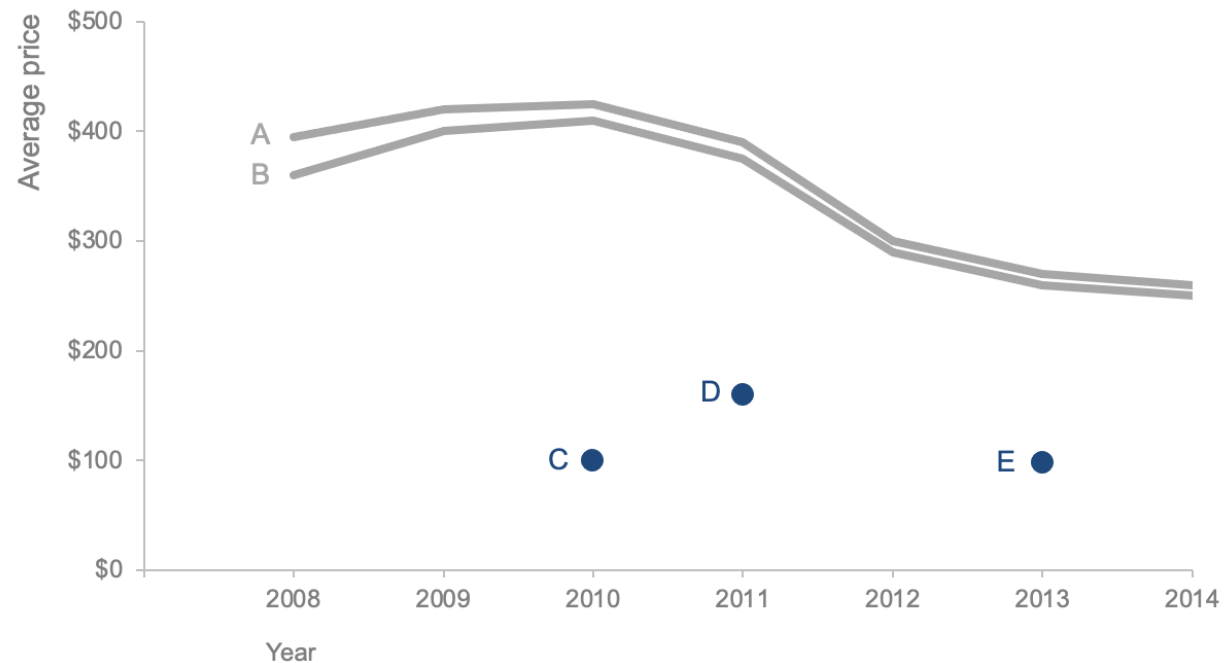
Retail price over time



# Exemple : Raconter une histoire

Products C, D, and E were each introduced later  
at **much lower price points...**

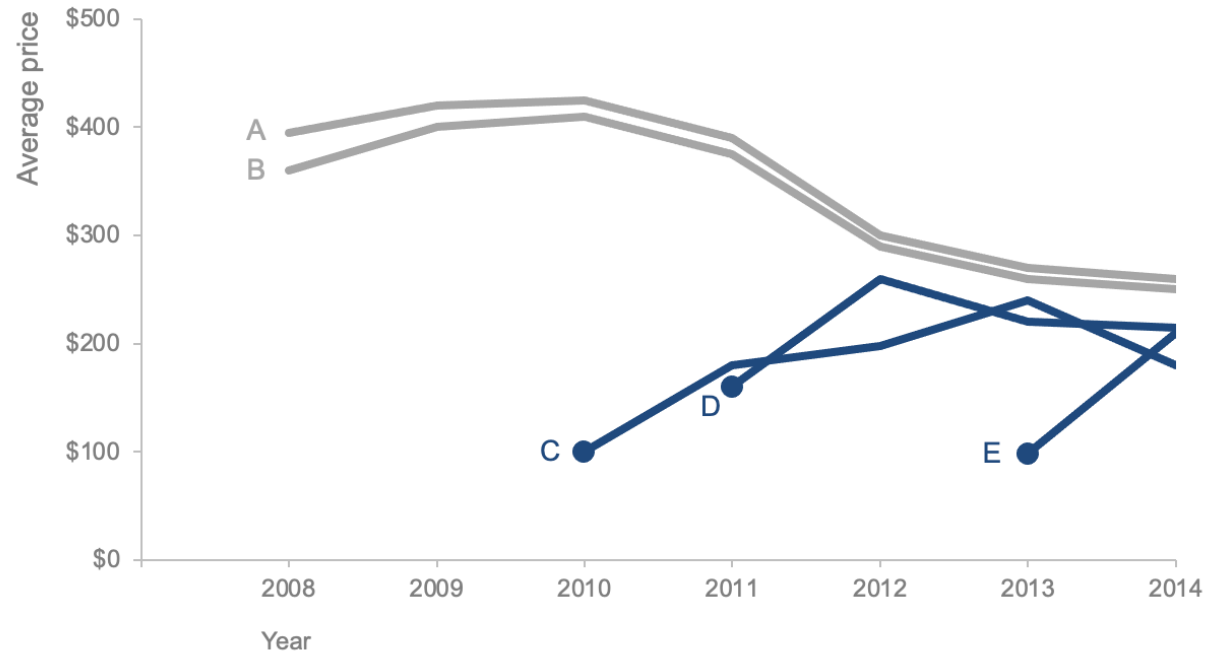
Retail price over time



# Exemple : Raconter une histoire

...but all have **increased in price** since their respective launches

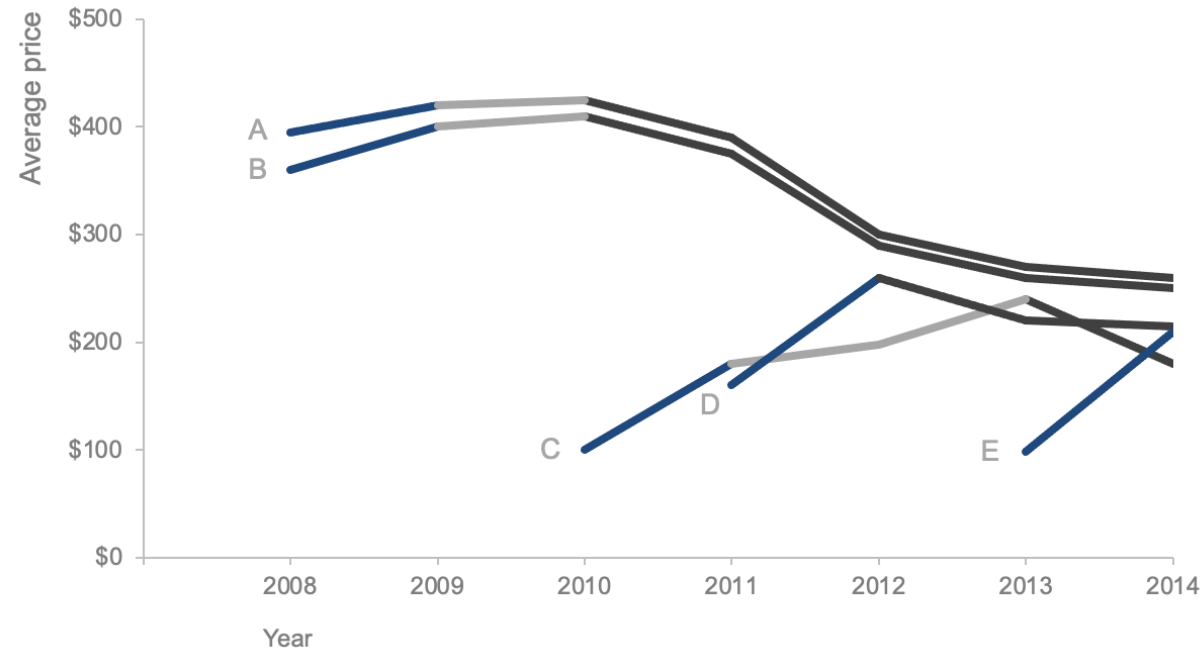
Retail price over time



# Exemple : Raconter une histoire

In fact, with the launch of a new product in this space, we tend to see an **initial price increase**, followed by a **decrease** over time

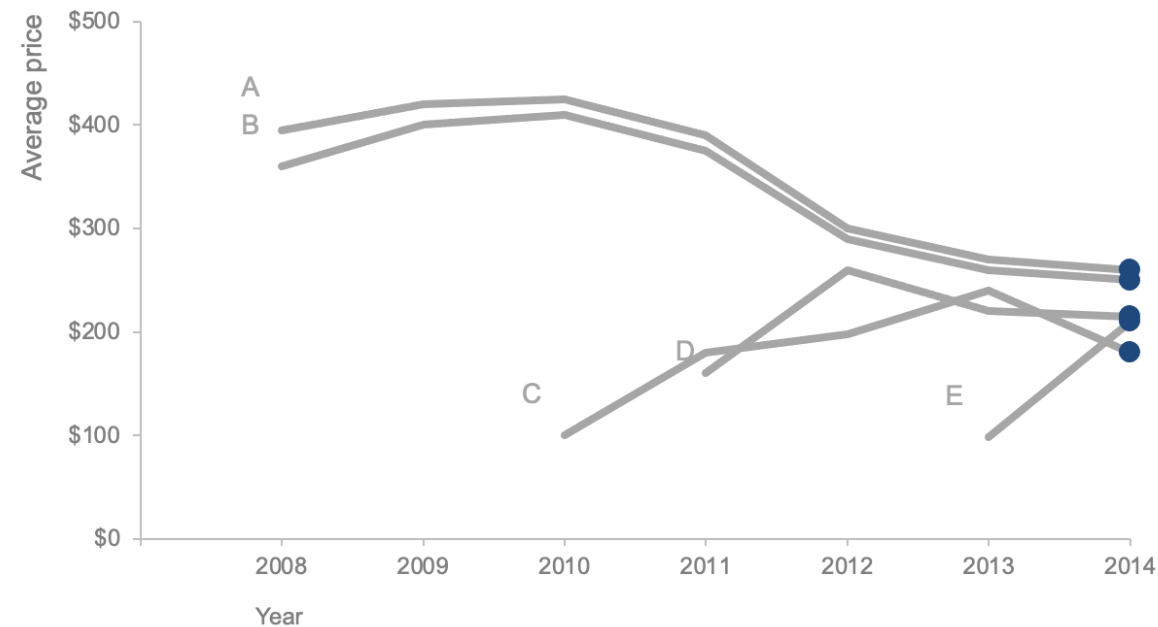
Retail price over time



# Exemple : Raconter une histoire

As of 2014, retail prices have converged, with an **average retail price of \$223**, ranging from a low of \$180 (C) to a high of \$260 (A)

Retail price over time

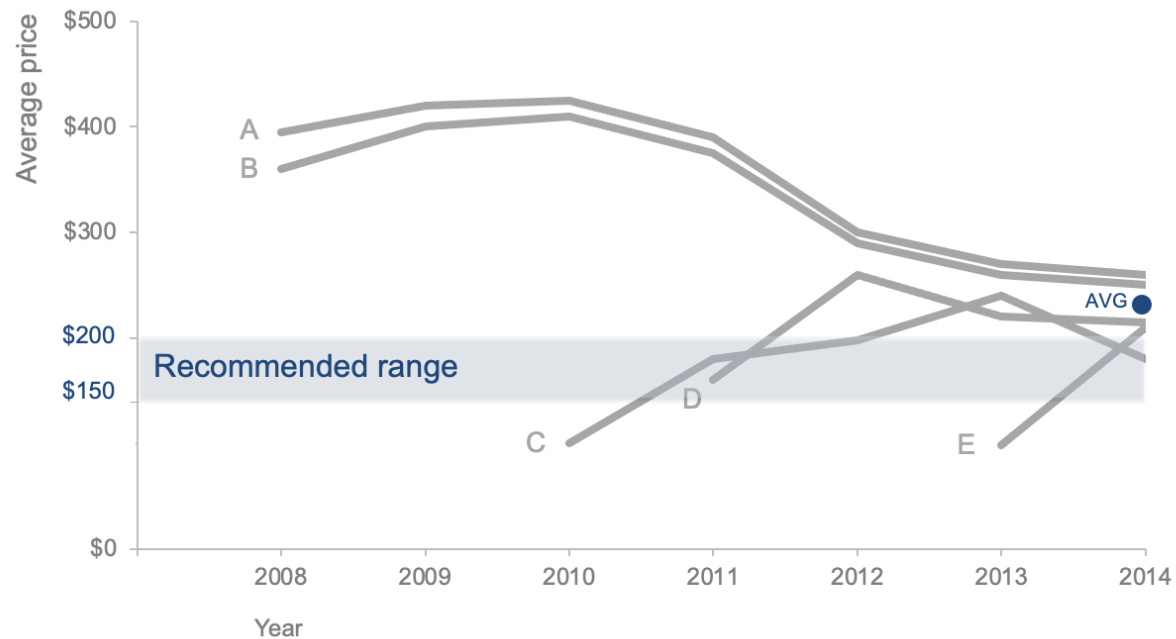




# Exemple : Raconter une histoire

To be competitive, we recommend introducing our product *below the \$223 average price point* in the **\$150-\$200 range**

Retail price over time



# Contrôle continue

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- Sujet en ligne
- Le rendu par mail avant 21h le 20/03/2024 en Ukraine et 20h en France

**Exercice 1** : Analyse des graphiques

**Exercice 2** : Raconter l'histoire avec mes données

**Exercice 3** : Raconter l'histoire avec vos données

**La page du cours :**

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