



Can a Dashboard Tell a Story?

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We're All Analysts



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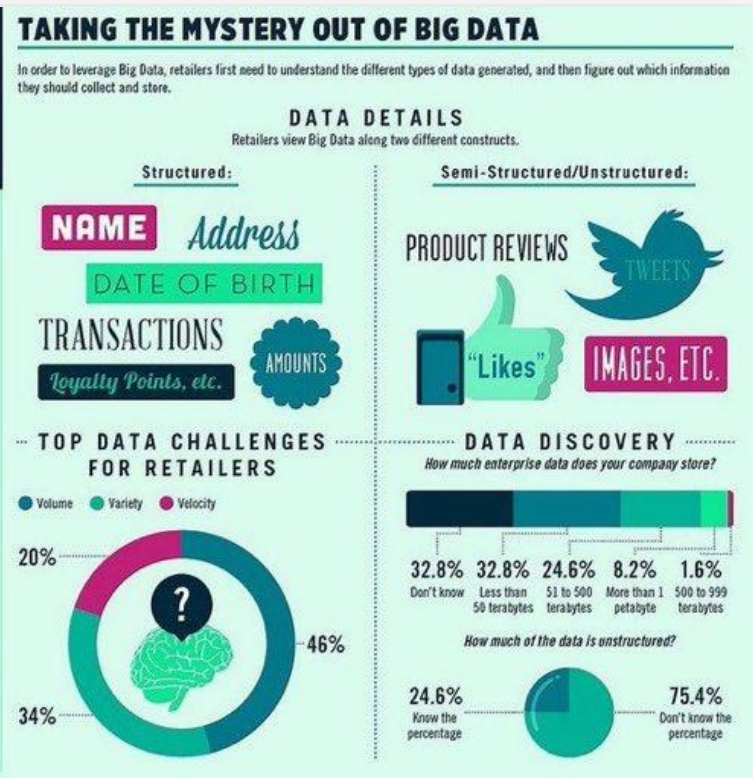
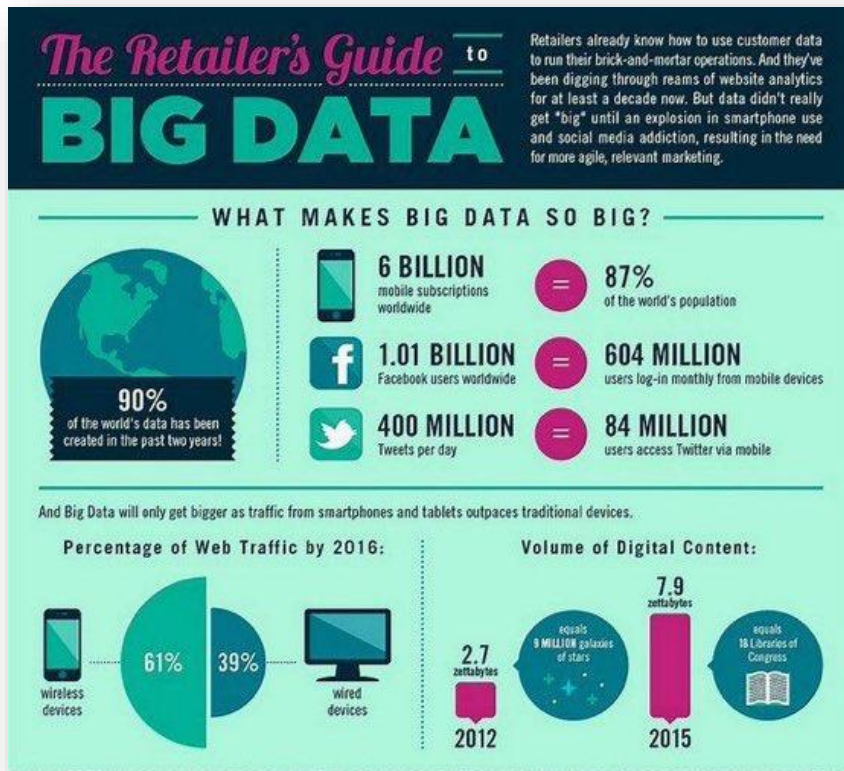
Data Storytelling

Really useful tool for
communicating information...

but what does it actually mean?

Data Storytelling

Data Journalism and Infographics



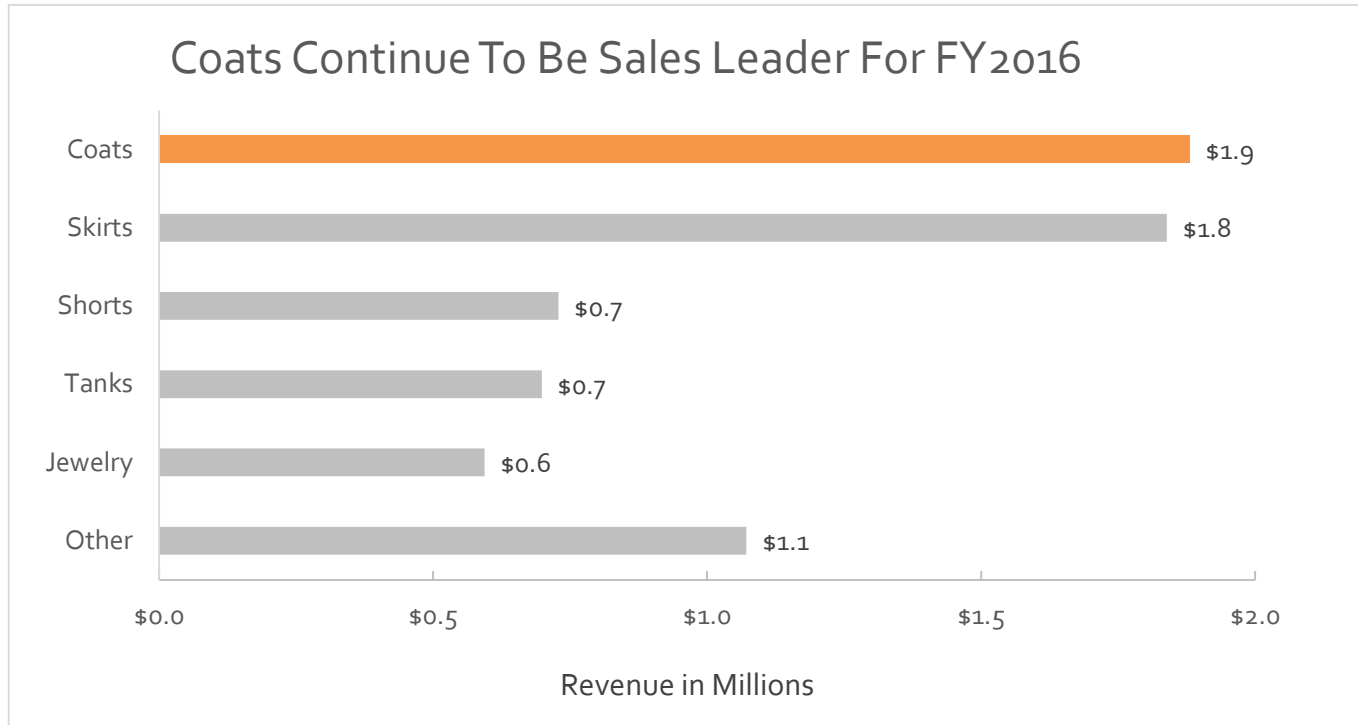
A Better Definition

Annotation

Sequencing

Full-on Storytelling

Annotation



- Create a headline that draws in the viewer
- Use color, arrows, boxes, etc. to highlight what is important
- Group smaller numbers of categories into an 'Other' bucket

Sequencing

Customer behavior and purchase funnel should align reporting

Acquisition

- Channels
- Campaigns
- Attribution

Site Behavior

- Time series analysis
- Last 30 Days
- YoY and prior period
- Geo, device, visit type
- Entry and exit pages

Conversion / Sales

- Time series analysis
- Last 30 Days
- YoY and prior period
- Geo, device, visit type
- Funnel analysis

Returns

- Return Rates
- By line of business
- By product
- Satisfaction and loyalty

Full-on Storytelling

The New York Times

METRICS

HANNAH FAIRFIELD

Driving Shifts Into Reverse

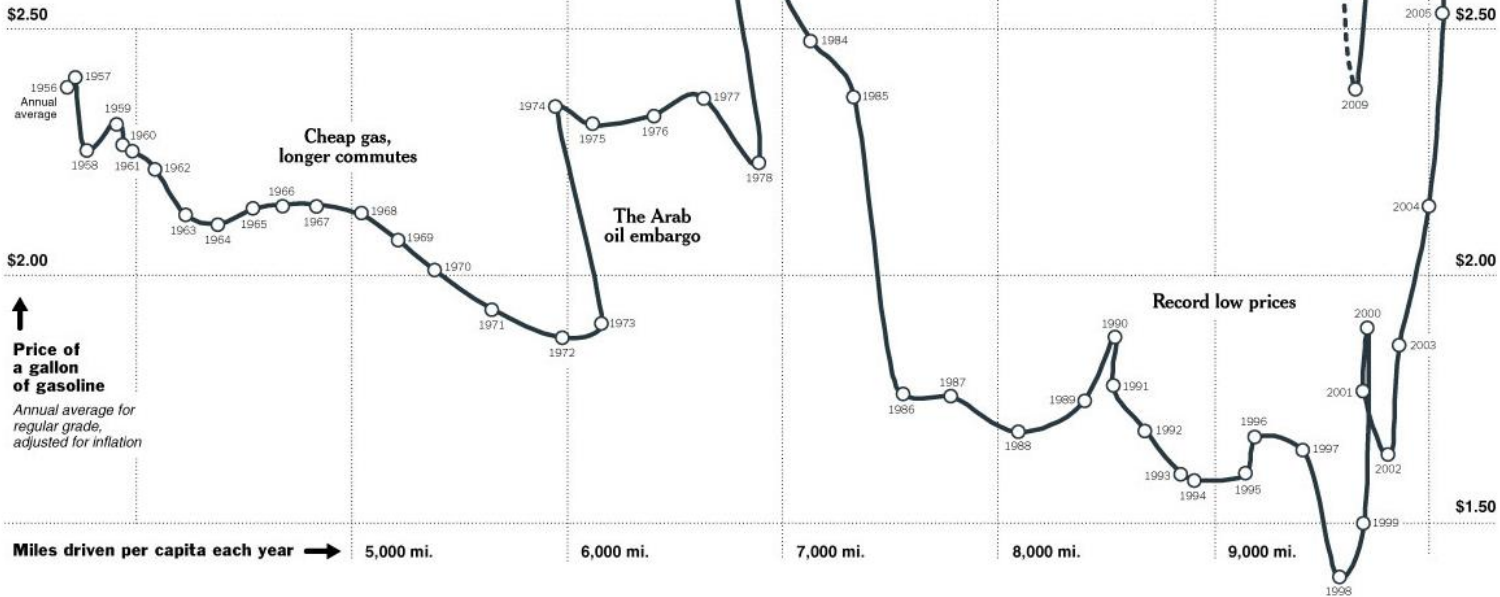
ECONOMISTS have long studied the relationship between driving habits and gasoline prices. Low gas prices can bring periods of profligate driving, and a quick jump in prices can cause many vehicles to languish in garages.

Until recently, Americans have driven more each year than the previous one, with a few brief exceptions. In 1956, Americans of driving age drove about 4,000 miles a year, on average. Fifty years later, that figure had climbed above 10,000.

But the latest recession has caused some big changes. High unemployment meant that fewer people were driving to work, and a slump in consumer spending

meant that less freight needed to be moved around the country. As gas prices soared in 2005, the number of miles driven — including commercial and personal — began to fall, and continued to drop after 2008 even as gasoline became cheaper.

"People were surprised by the very rapid rise in gas prices, and they changed their driving behavior," said Kenneth A. Small, a transportation economist at the University of California, Irvine. "But my suspicion is that it is temporary. As soon as unemployment gets back to pre-recession levels, we will see Americans doing a lot more driving again."



What do I use and when?

1. Know your **audience**
2. Be clear with your **message**
3. Be intentional about **design**

Thank You!

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