

## Navigating the Data Center Part 2: Data Visualizations & Reports

- Welcome to the third video in the Data Center series and Part 2 to the “Navigating the Data Center” videos. If you haven’t already be sure to check out the first two videos as these videos build on previous knowledge. In this video we will take a look at data visualizations that the Data Center provides, so let’s take a look...

### **1. Data Visuals**

- The Data Center is truly a one-stop shop because it not only includes data, but also data visualizations, which are super helpful when using data for storytelling & advocacy. Data itself is one piece of the puzzle, but how you present it is another piece and it’s extremely important because you want your community, lawmakers, co-organizers to understand the visual. Let’s continue with the example of Children in poverty-by-poverty level in Illinois for data visuals and see what the Data Center can provide...
- The Data Center provides three options for data visualizations, so let’s review those and talk through when it’s good to use these different types of visuals.

### **2. Map**

- First up is, a map. Maps can be captivating data visualizations because we see the differences across geographic locations. For example, we can view children living in poverty at the 100% of federal poverty threshold as seen on your screen now. An added feature is the Data



Center allows you to compare to the state for your map. In addition, the map includes a legend, which the Data Center chooses the percentage categories. Overall, the mapping feature help you create a great visualization to compare poverty by county.

### 3. Trends

- Next up is the trends tab, which has a line graph option. Line graphs can show the change over time for an indicator AND reveal changes across categories or locations overtime. So using the same indicator, we can select multiple years and a few counties to compare the differences overtime of poverty in those counties and the state. For this chart we have years on the x-axis and the percentage of children in poverty on the y-axis. In this chart there is also a legend, so you know which color is related to which location we're observing over time. Overall, the trends tab creates a great line graph that we could use to compare the state and county in changes in poverty over time.

### 4. Bar

- Last, but not least, a bar chart is another option on the Data Center. Bar charts can be helpful for a point in time comparison across geographic locations and/or categories such as age groups or race/ethnicity or in this case, poverty level. So let's select the same counties and compare to the state and add in 200% of the federal poverty threshold. For this chart the x-axis is the location, and the y-axis is the



percentage of children in poverty. The legend for this chart shows the different categories of poverty level we selected for our bar chart. Overall, the bar chart tab helps us create a chart comparing poverty across locations and by poverty level for a point in time.

## 5. Data Visuals Closing

- These are the data visualizations offered by the Data Center and another helpful mechanism of the Data Center is these visuals you create can be embedded onto your website, or you can save them as an image file for other uses.

## 6. Return to Indicator Page

- Now that we reviewed the available data visuals on the Data Center, let's navigate back to the main page and see other indicators. My recommended way to navigate back to the indicator page would be to select the "Change Indicator" button to return.

## 7. Run a Report

- So before we wrap up, another great resource on the Data Center is the ability to run custom reports. Once you're on the indicator homepage scroll down on the left-hand side and look for "Create A Custom Report." You can select the location, and then you can select specific indicators you want for the report. Once you have those selections, click "Create Report."
- A report will generate, and at the top of the report you can check a box to compare your selected indicators to Illinois. This can be helpful if you're looking at a certain county



and want to compare to the state. In addition, if you created a report with many indicators, you could jump to an indicator in the list you want to view. And you can print this page, save as a PDF, email, or share the report with your colleagues or network.

## **8. Closing/Contact Information**

- We hope this video is helpful tool as you explore the Data Center. And we are here to support you as you become a data expert. My contact information is available on the Data Center in case you have questions or need clarifications outside the scope of this video series. Stay tuned for the last video of the series where we will combine what we have learned about the Data Center and connect it to storytelling for advocacy.

