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Good Morning

# Data visualisation and dissemination for the communication of official statistics

## IBCS Standard

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Krakow, 26th June 2018

# What is IBCS Standard?

**ibcs** ®

**HICHERT+FAISST**

- Conceptual, perceptual and semantic design of comprehensible business reports, presentations and dashboards

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# Why standard?

# SUCCESS

- **S**AY – convey a message
- **U**NIFY – apply semantic notation
- **C**ONDENSE – increase information density
- **C**HECK – ensure visual integrity
- **E**XPRESS – choose proper visualization
- **S**IMPLIFY – avoid clutter
- **S**TRUCTURE – organize content

# SAY message first

The market for Project B is too small and we expect high competition.
In addition, costs are above budget and desired quality is unattainable. Therefore, we should stop the project.

We should stop Project B
+ Market is too small
+ Competition is very high
+ Costs are above plan
+ Quality is unattainable

# Provide evidence

# Use precise words

| | |
|---|---|
| +Relevant cost cut | +Cost cut of 3.5 mEUR |
| +Around 100 units | +Between 98 and 102 units |
| +Significant variance | +Variance of +9% |
| +More than 5 tons | +6 or 7 tons |
| +Much better than plan | +3% above plan |

# Highlight message
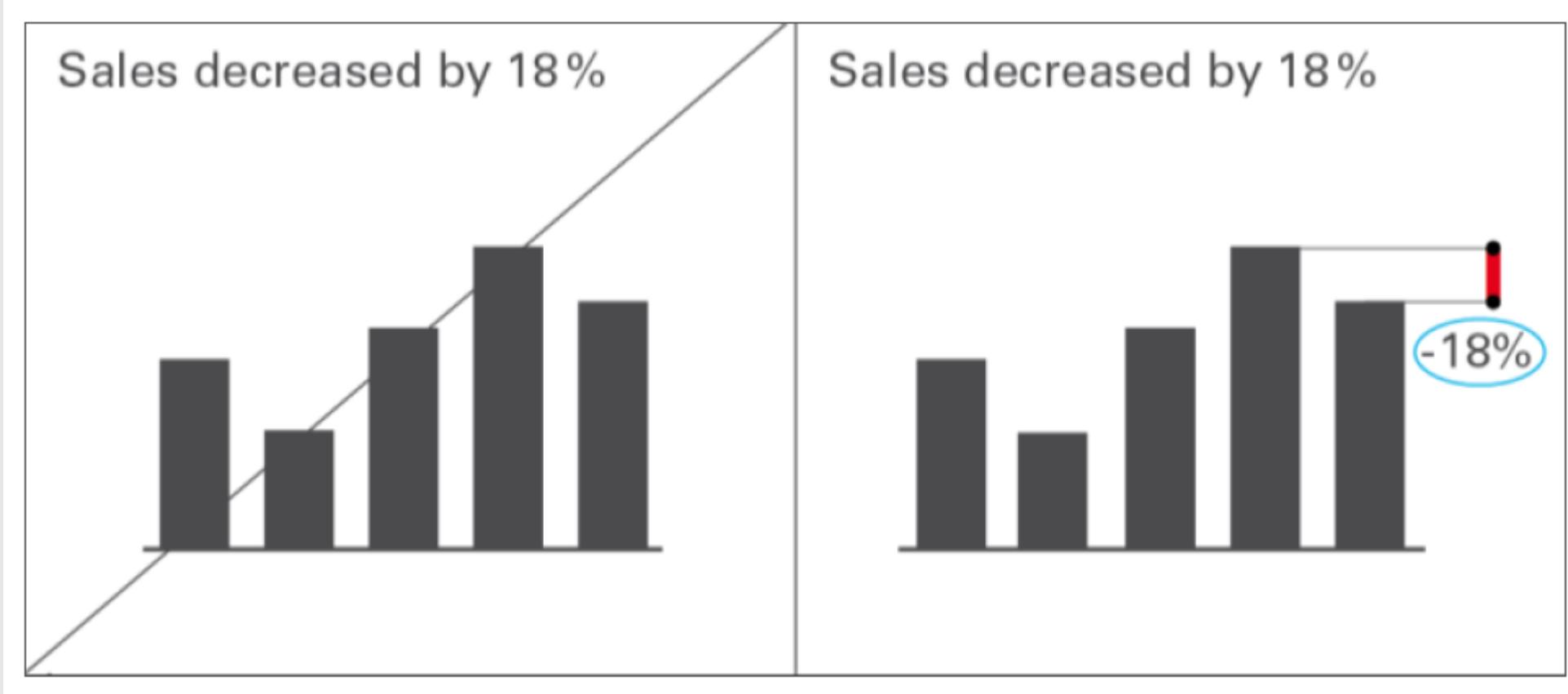
# Use consistent visualizations

# Single category axis



Accounts receivable in mUSD
Aug 2016..Apr 2017

| Month | Value |
|-------|-------|
| Aug | 653 |
| Sep | 1 040 |
| Oct | 943 |
| Nov | 737 |
| Dec | 898 |
| Jan 2017 | 985 |
| Feb | 1 150 |
| Mar | 984 |
| Apr | 943 |
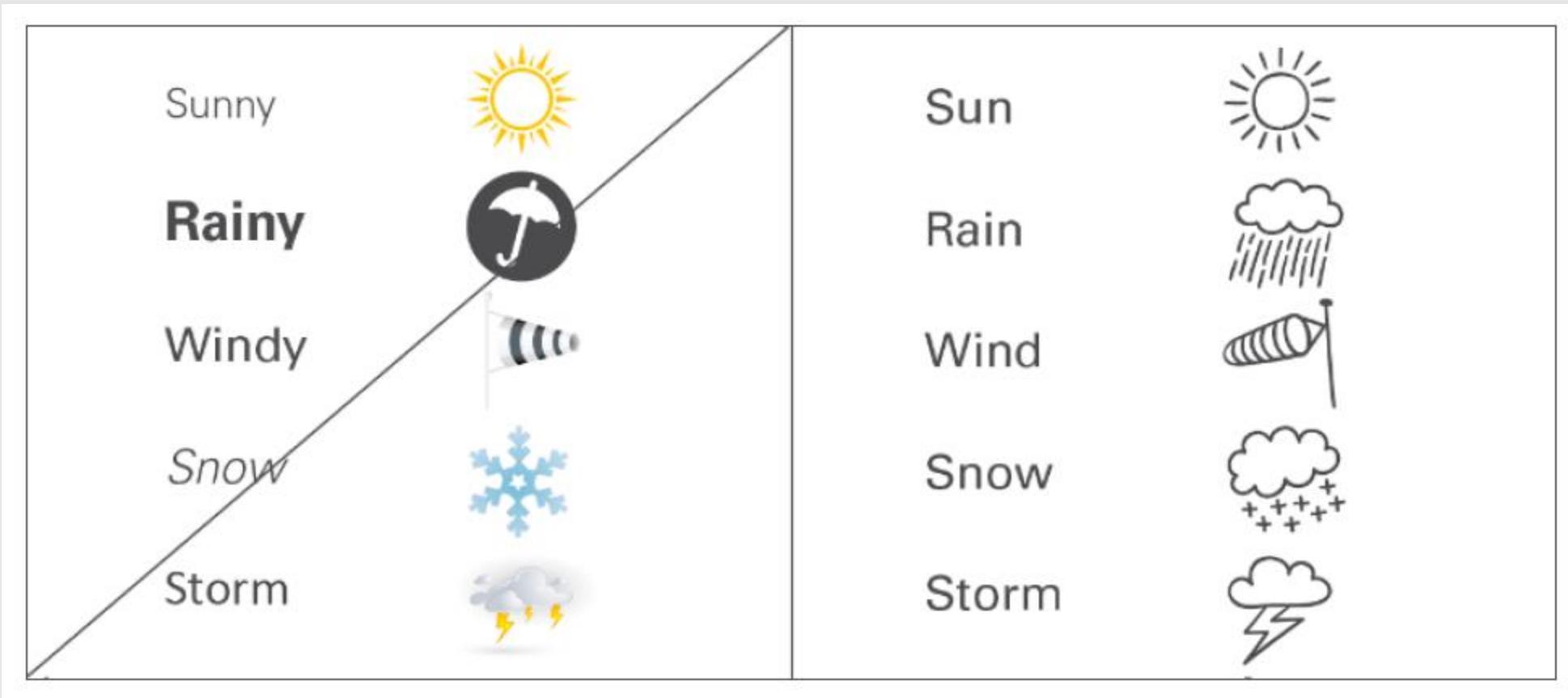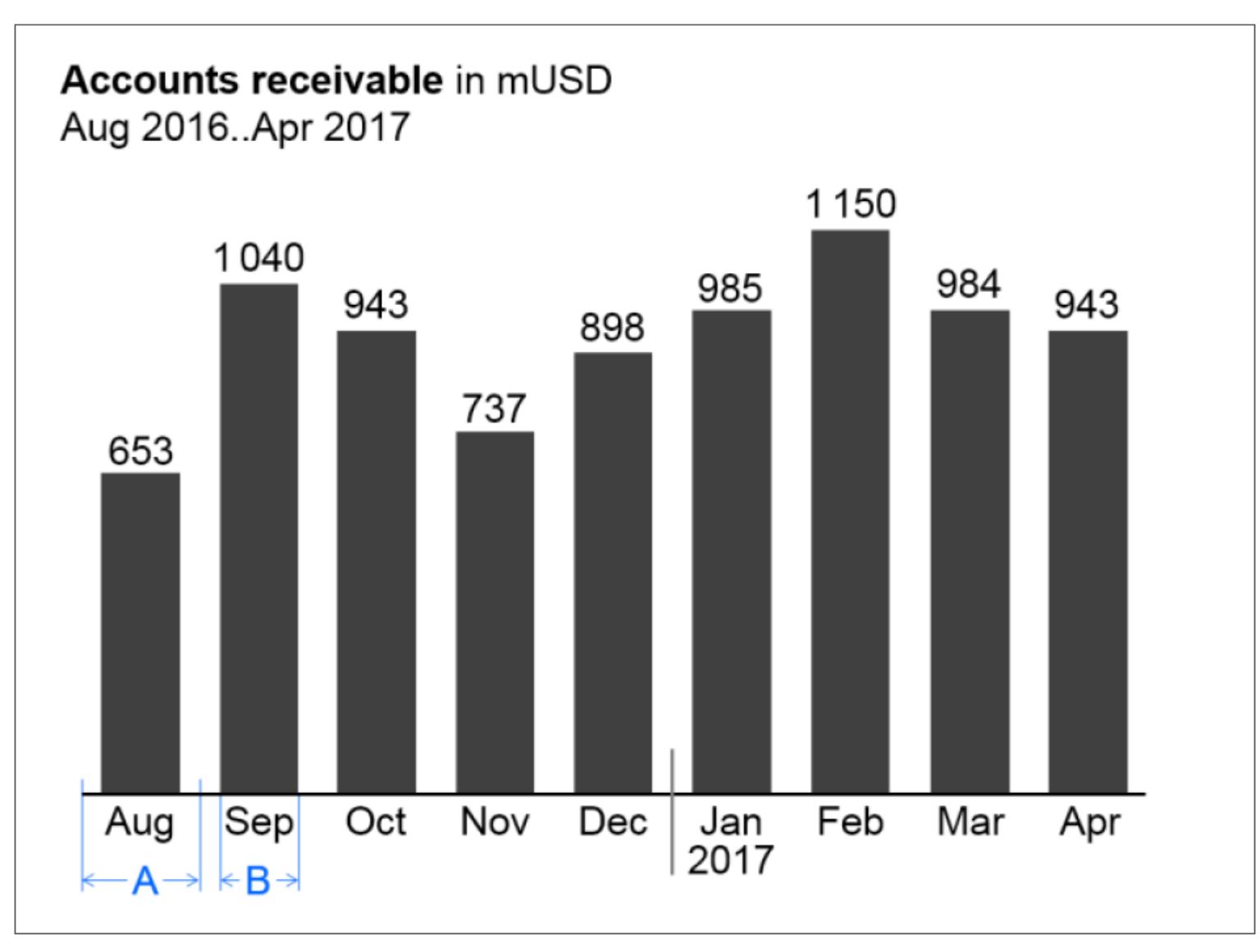
# Pin chart for relative variances
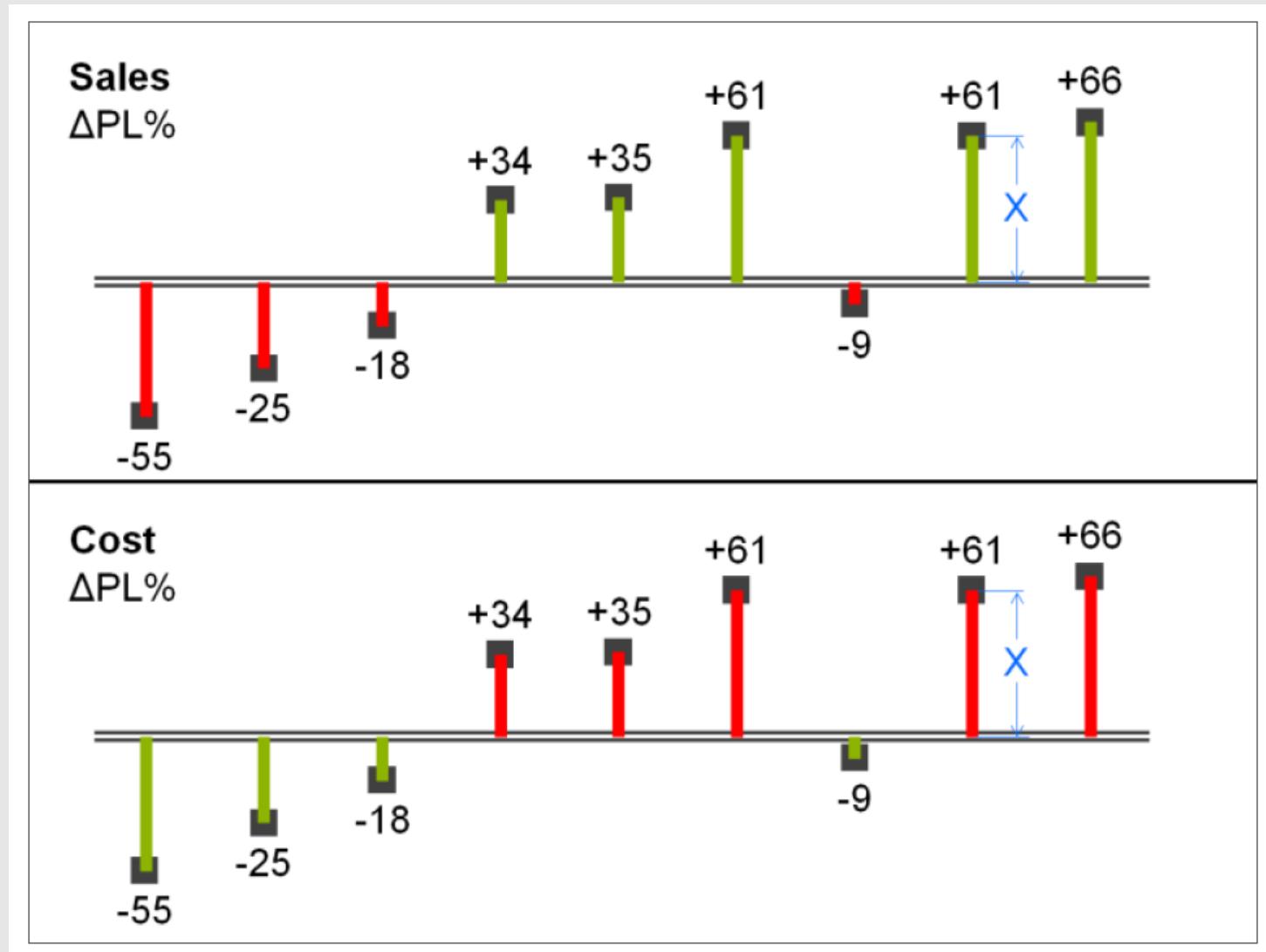
# Waterfall chart

# Line chart



Market capitalization in % of October 2016
Oct 2016..Apr 2017

# Horizontal bar chart



**Profit** in mEUR
2015-Q1

| | |
|---|---|
| A Office | 12.8 B |
| Home | 7.9 |
| Toys | 5.9 |
| Sports | 3.0 |
| Auto | 2.0 |
| Movies | 1.4 |
| Food | 0.7 |
| Clothing | 0.3 |
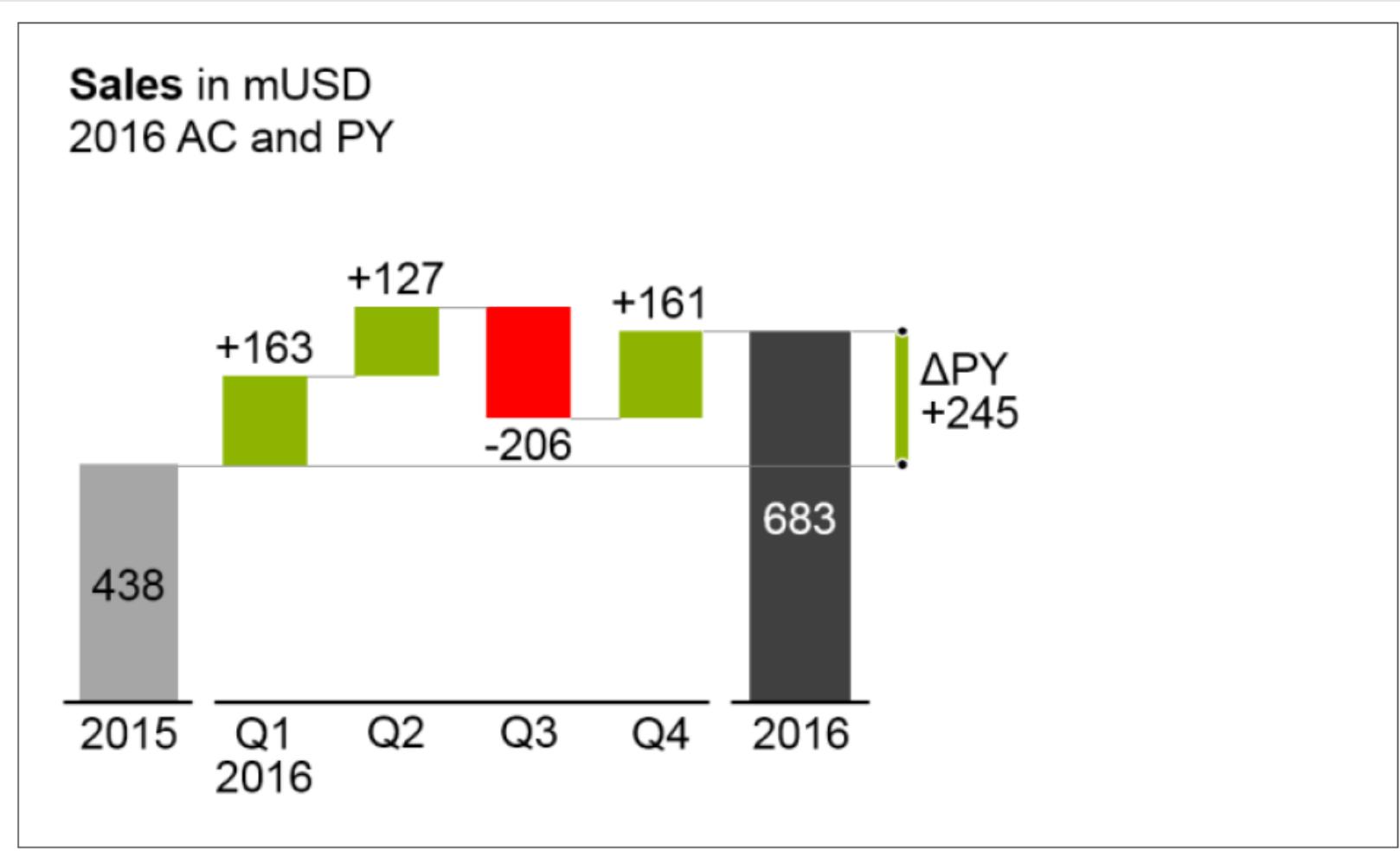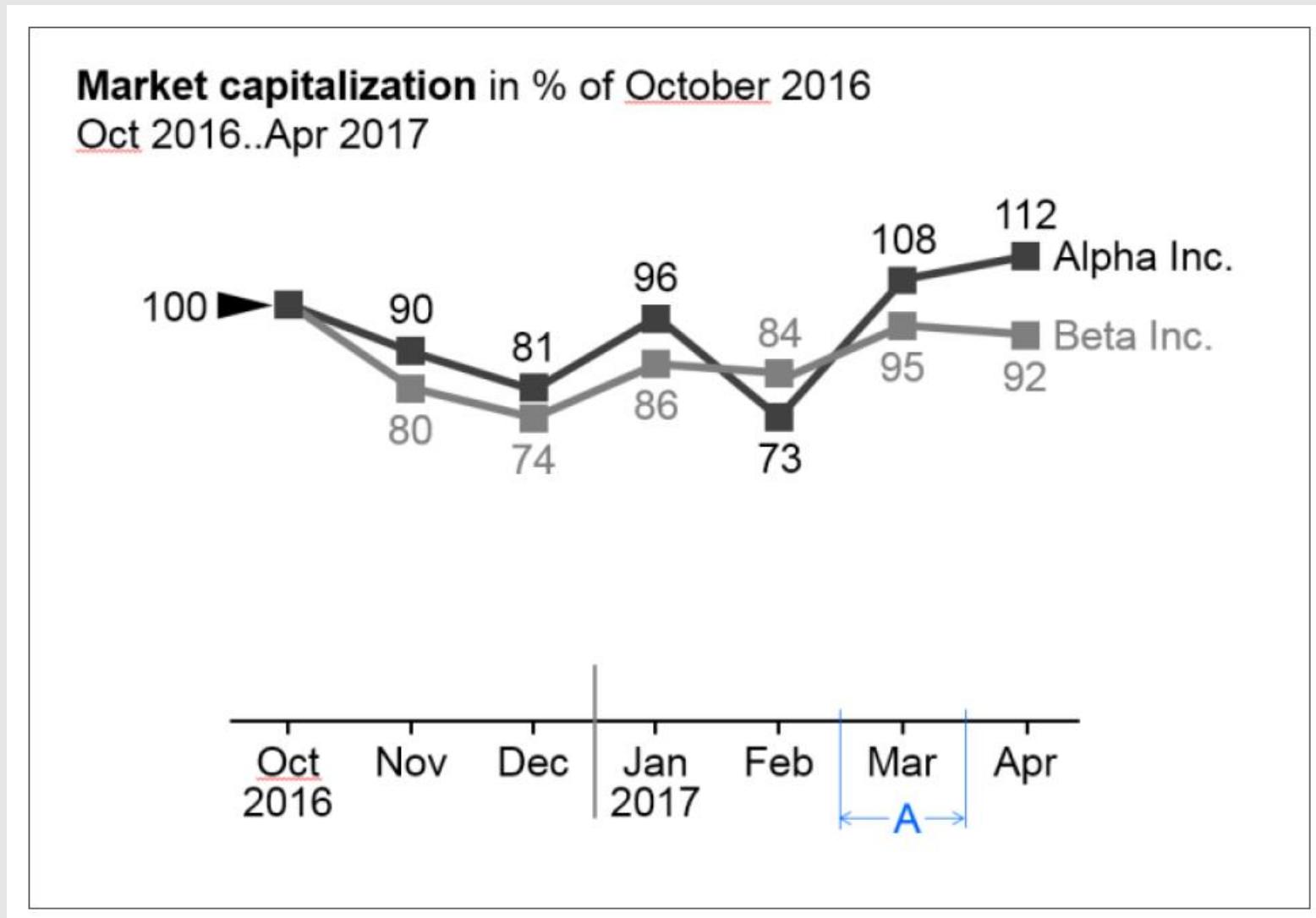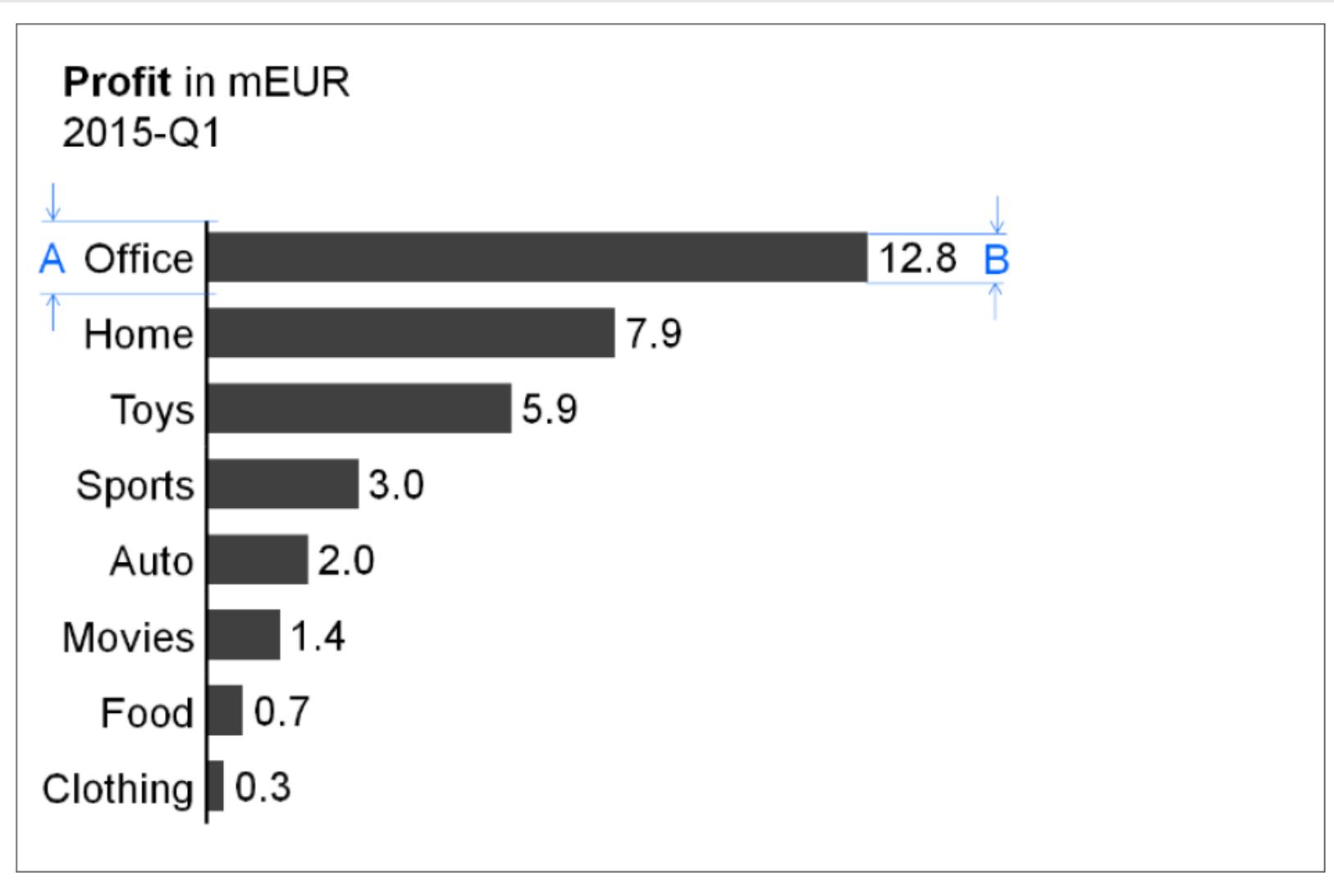
# Avoid pie charts
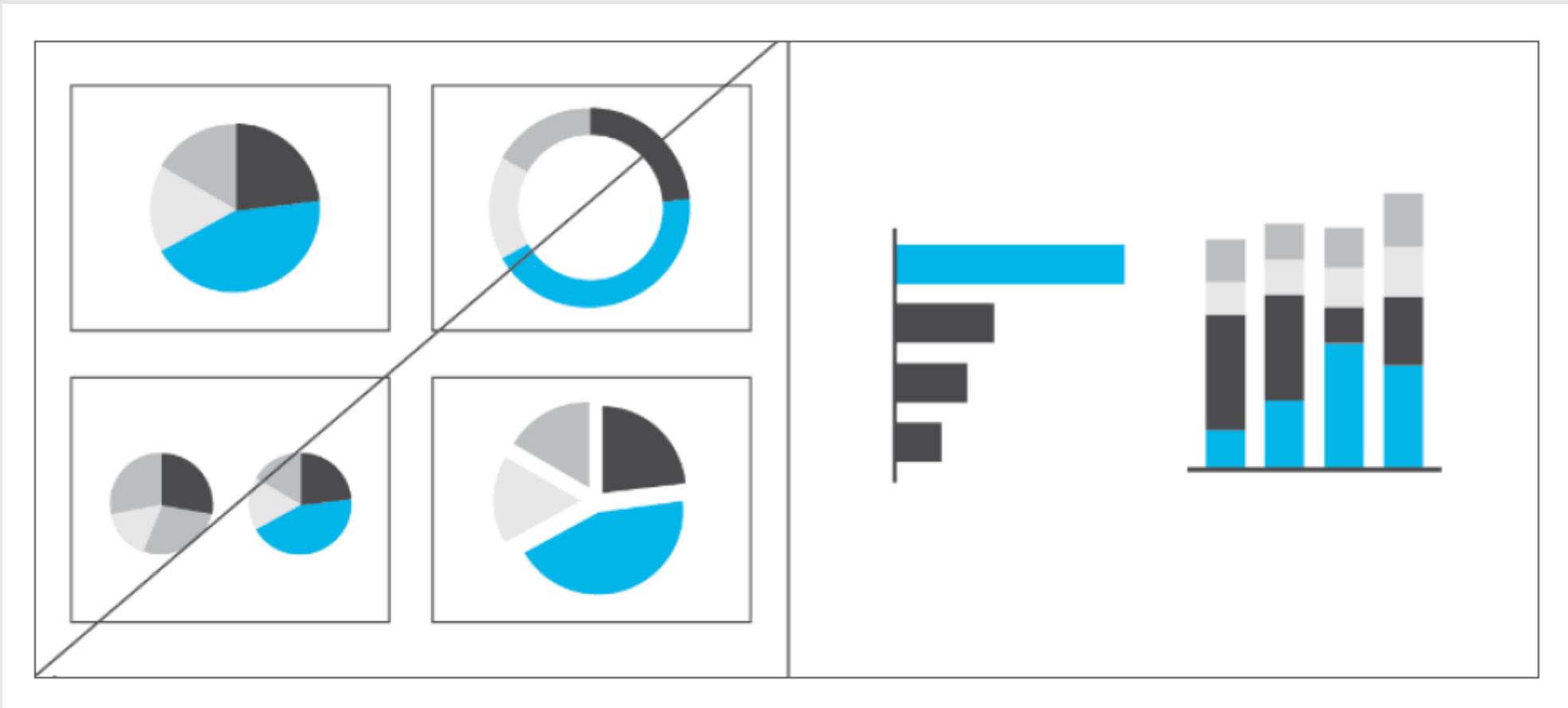
# Avoid gauges
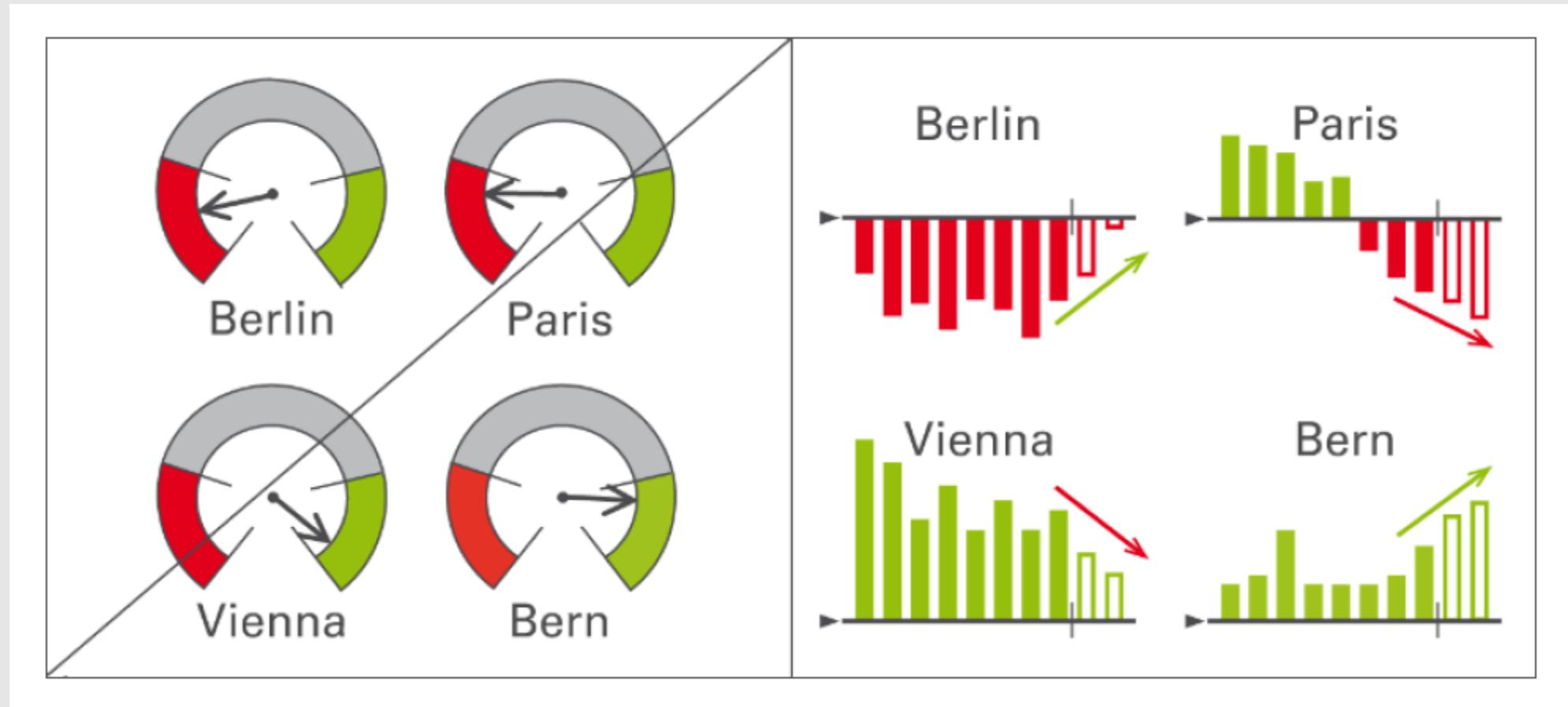
# Avoid radar and funnel charts
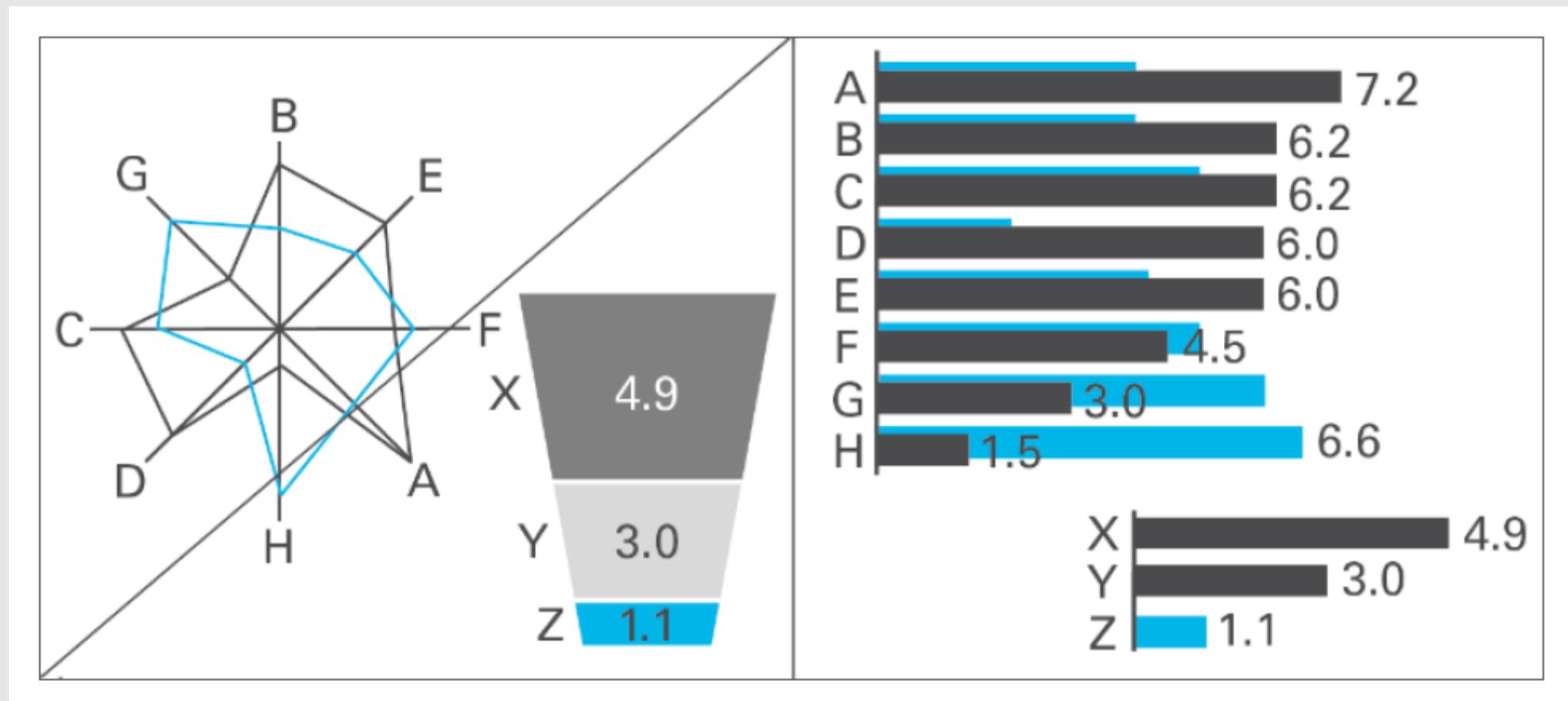
# Avoid spaghetti charts
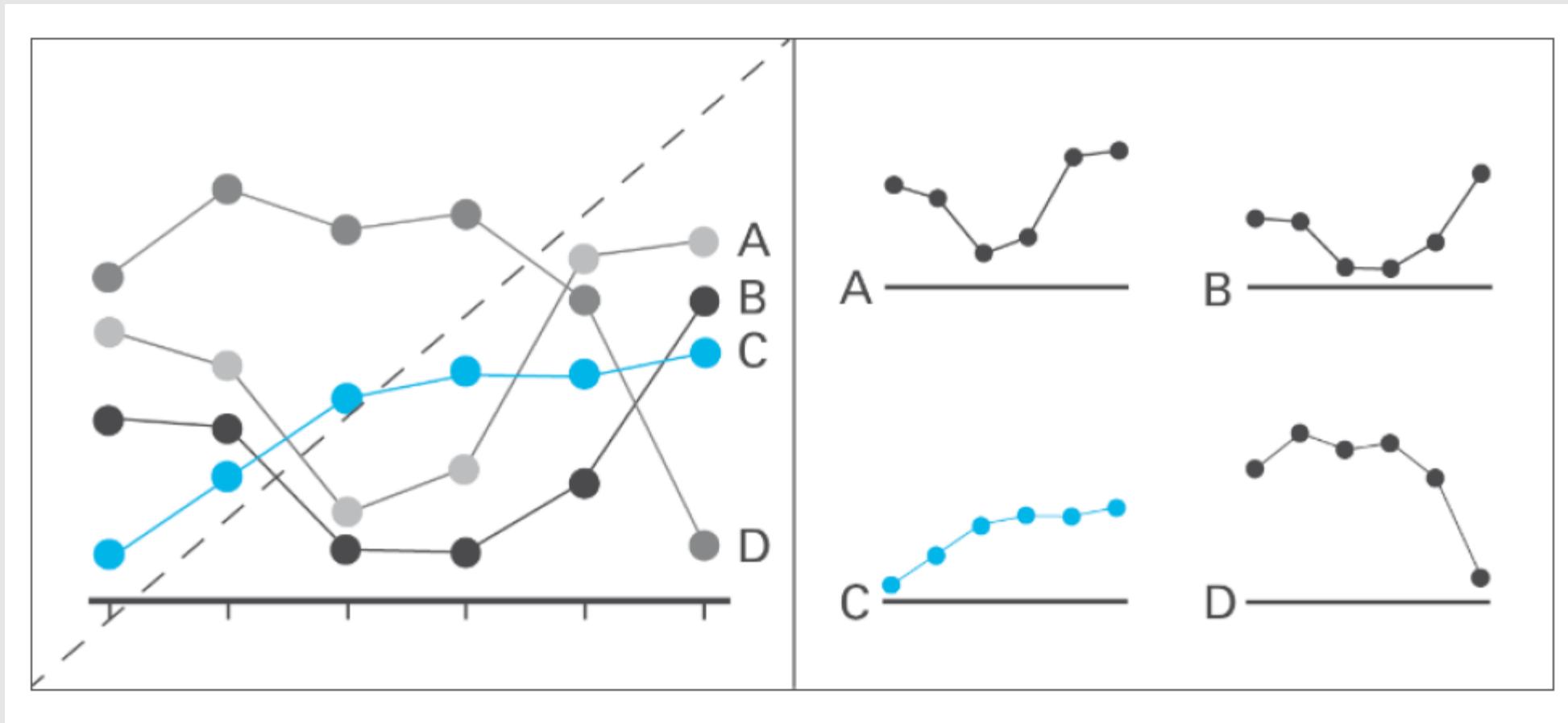
# Add scenarios
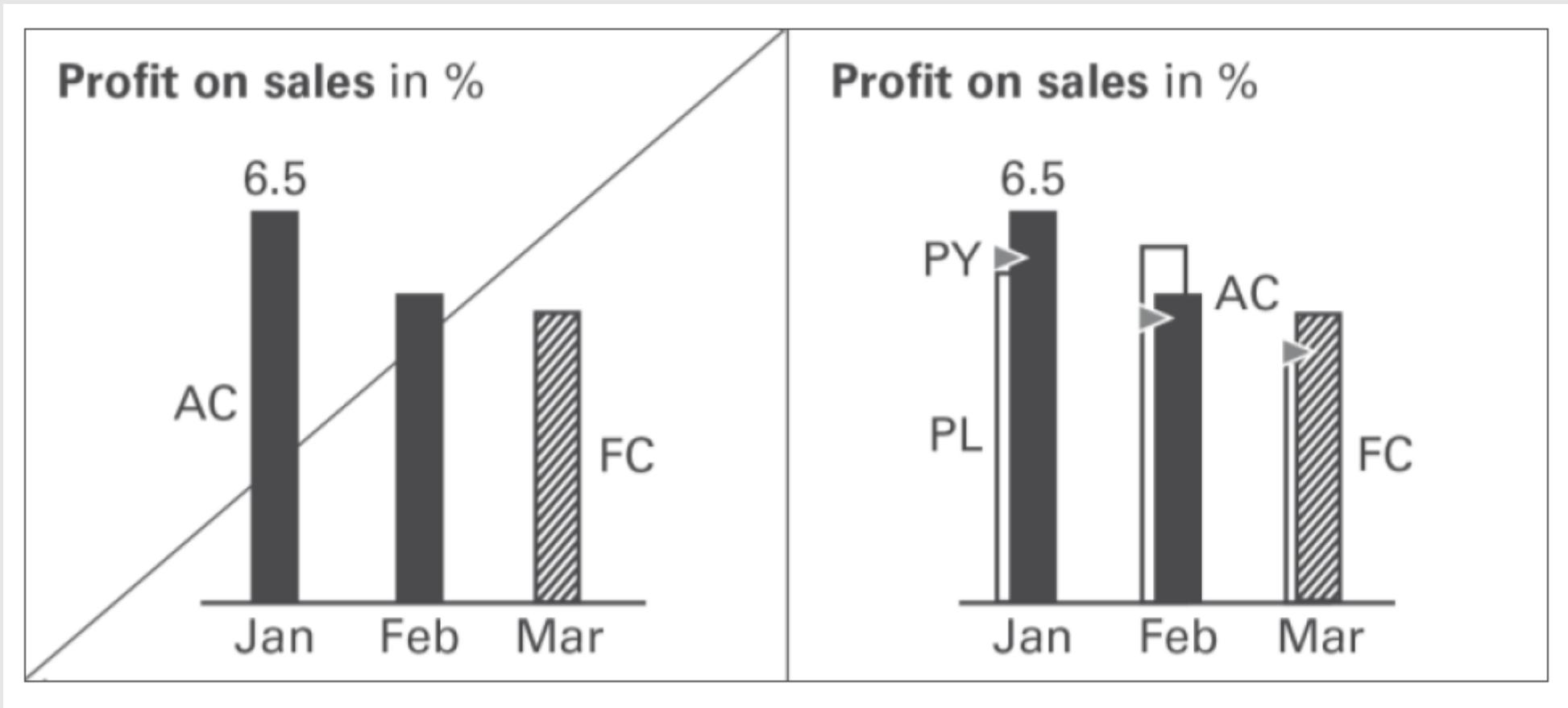
# Add variances
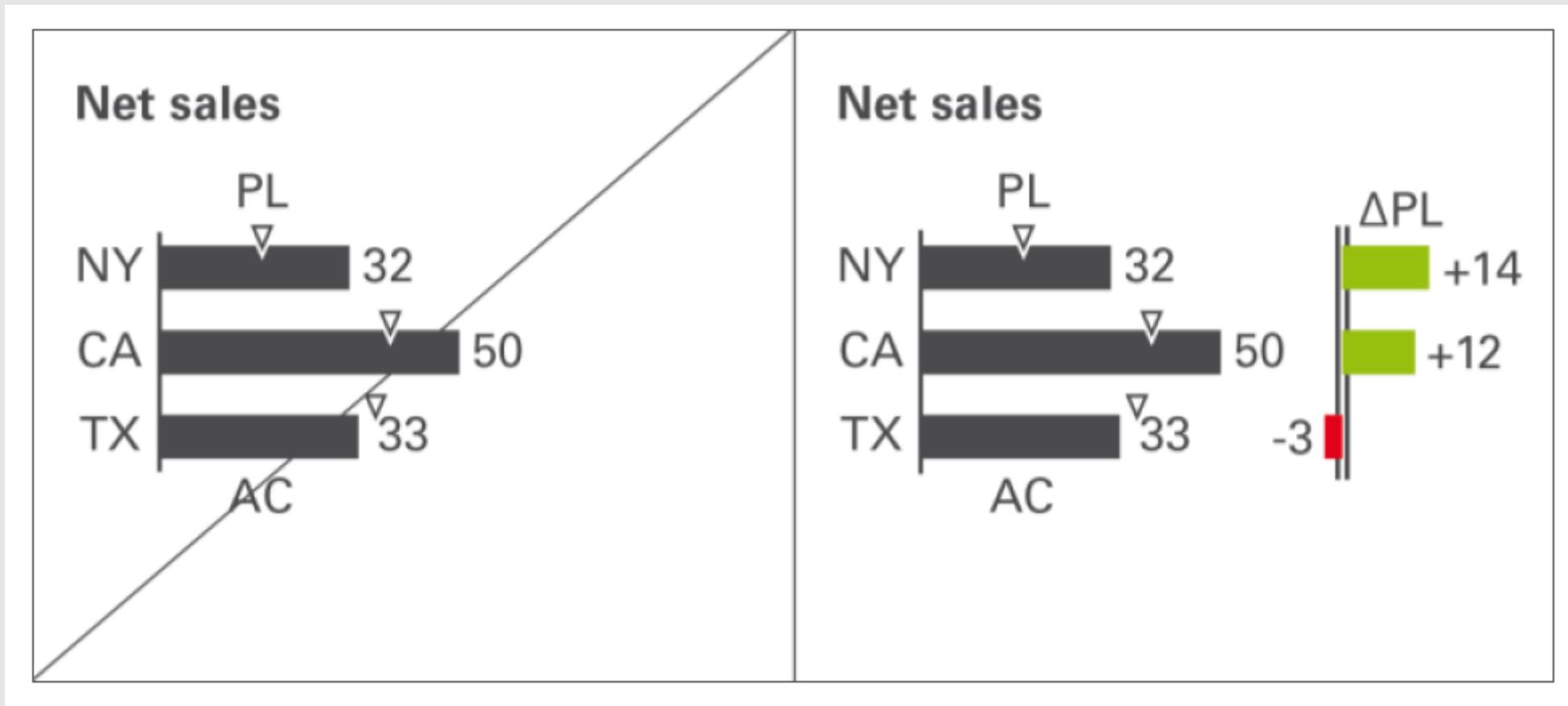
# Avoid cluttered layout

# Avoid borders and shades

# Avoid decorative fonts
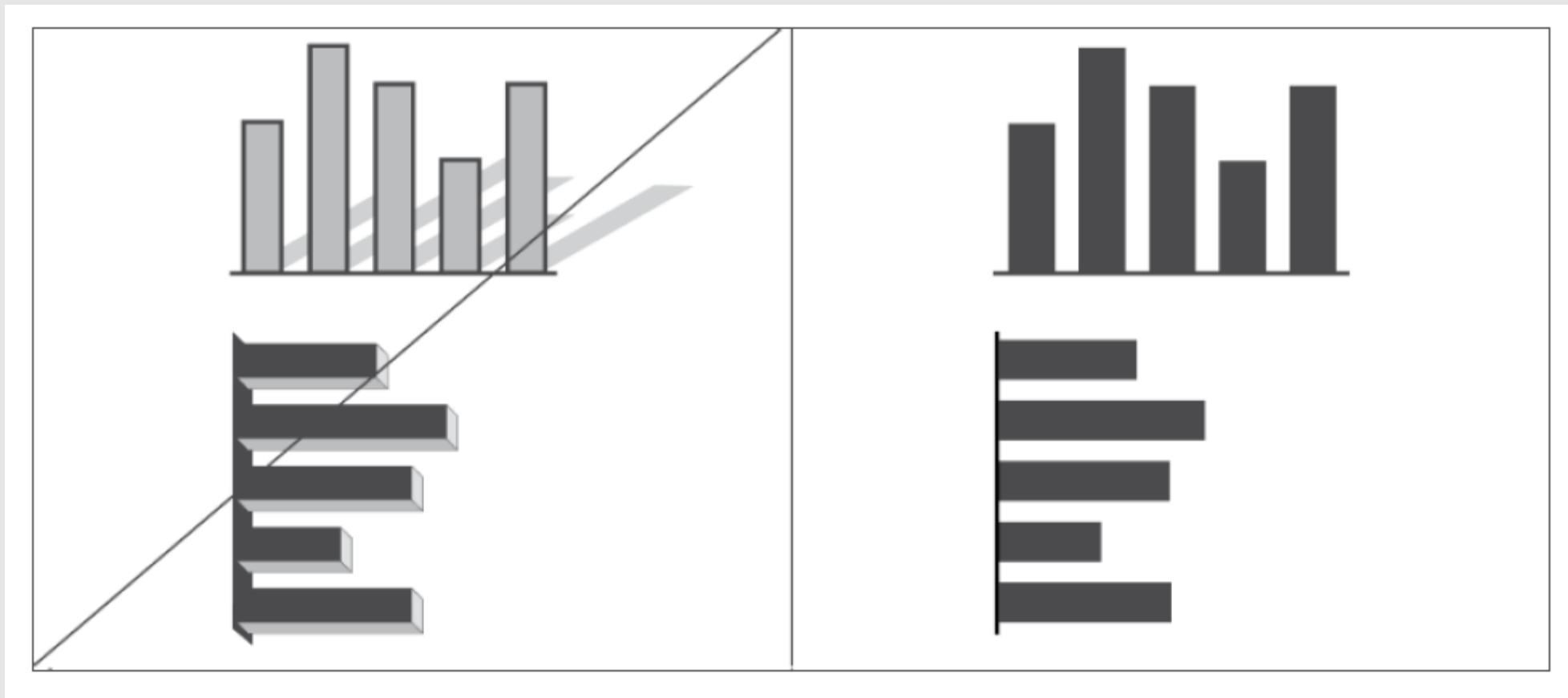
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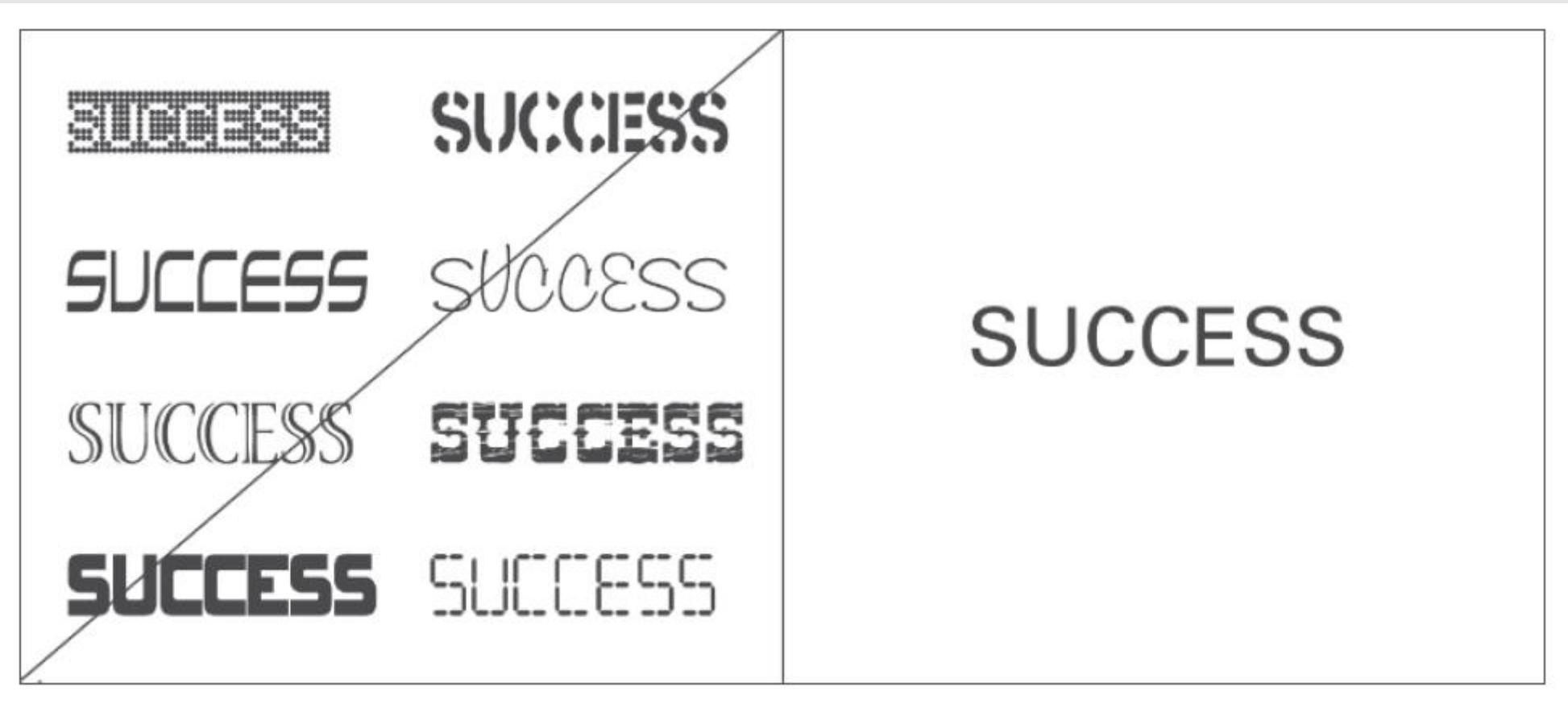
# Replace grid lines and value axes with data labels

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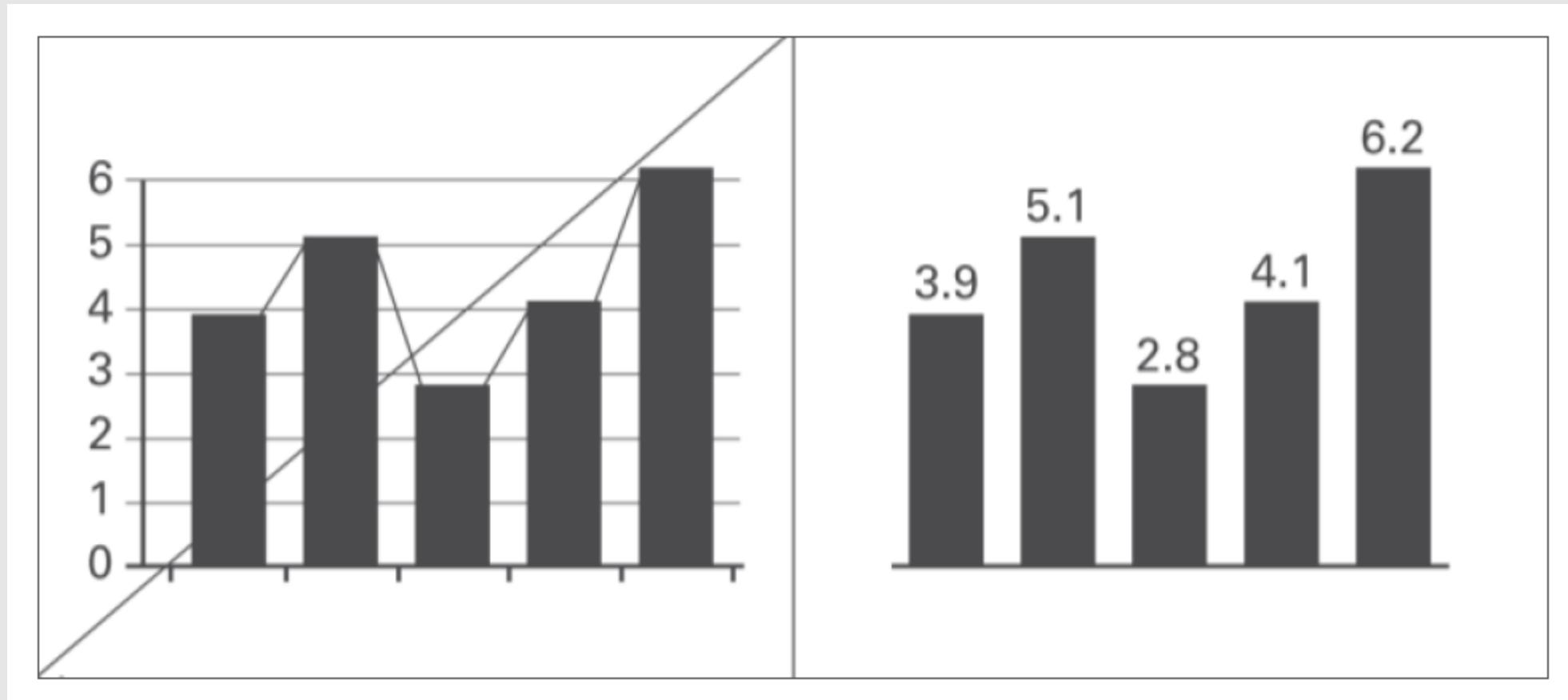
# Avoid superfluous extra words

# Avoid long numbers

# Add data points
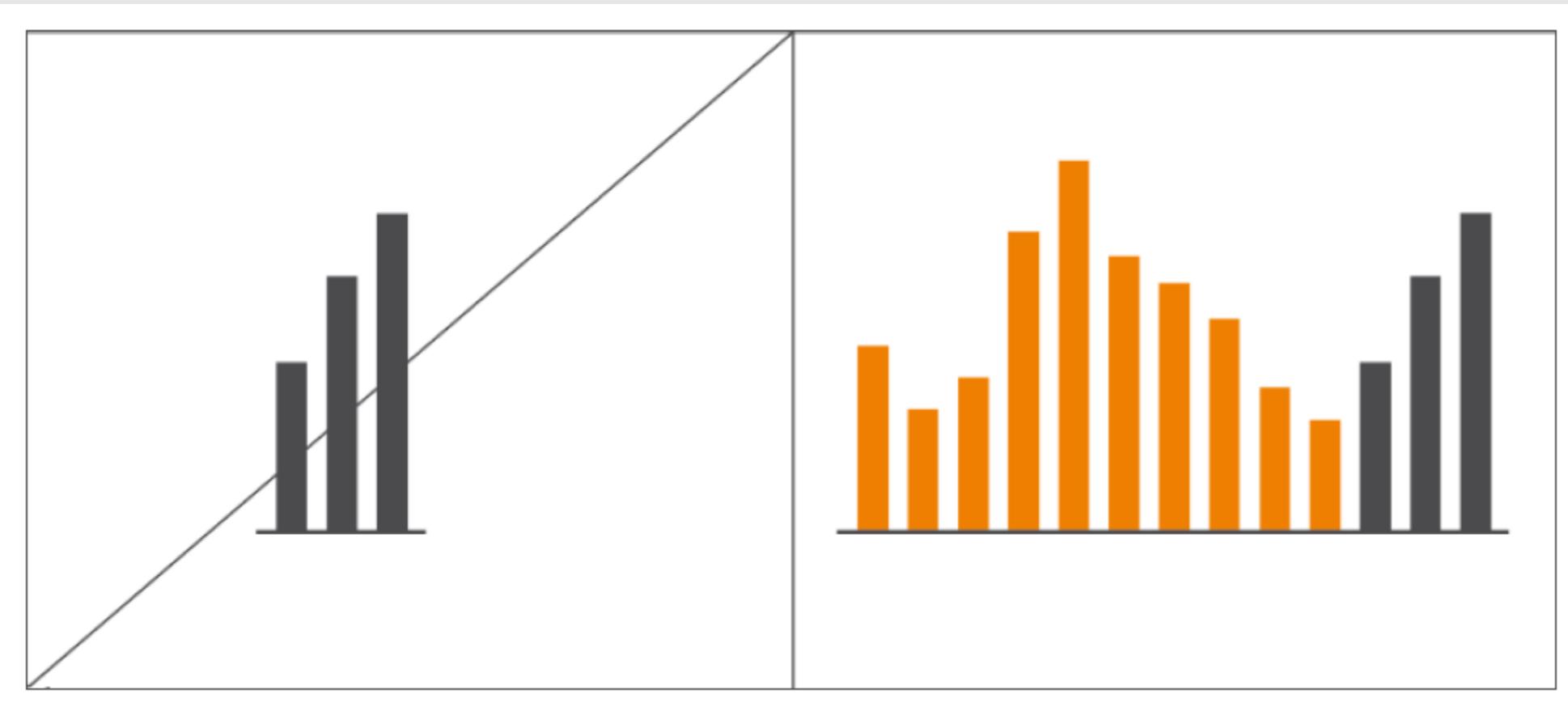
# Avoid truncated axes

# Avoid logarithmic axes
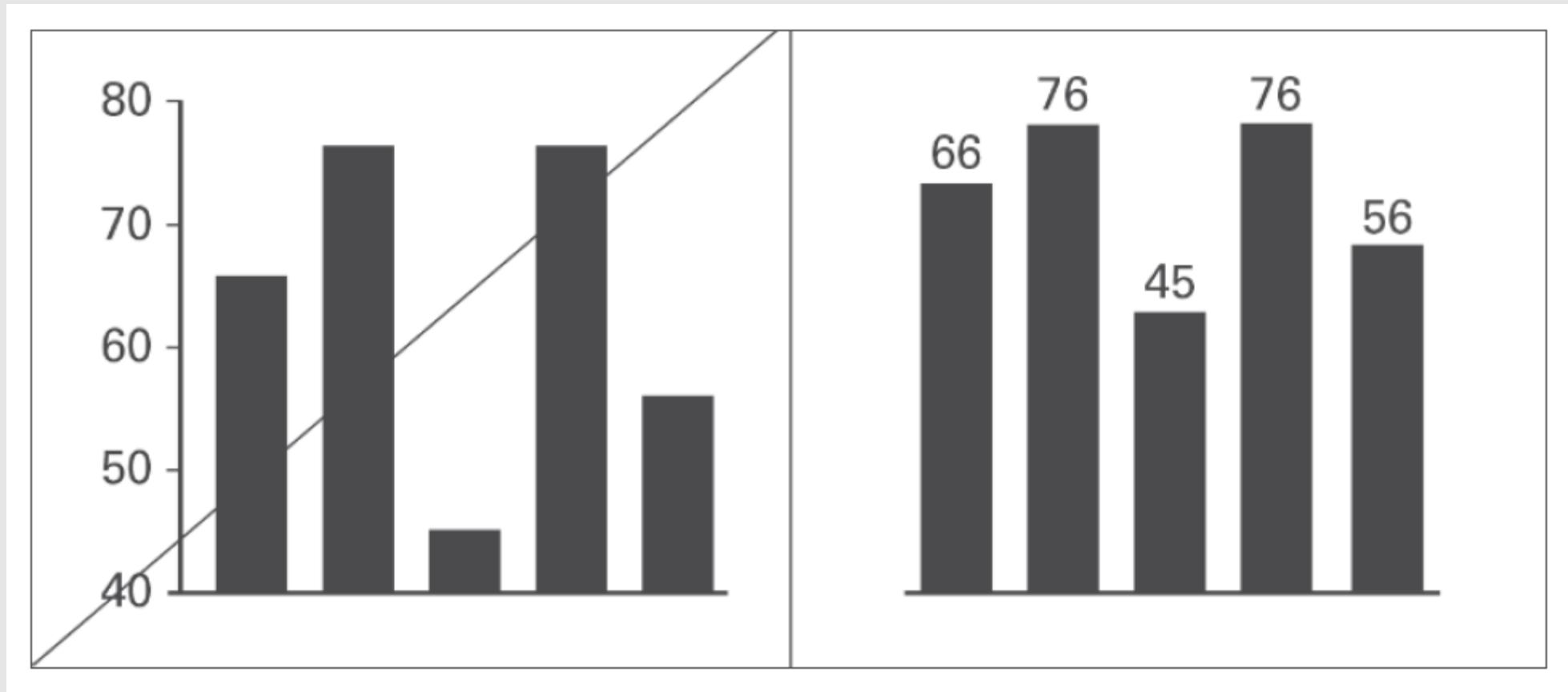
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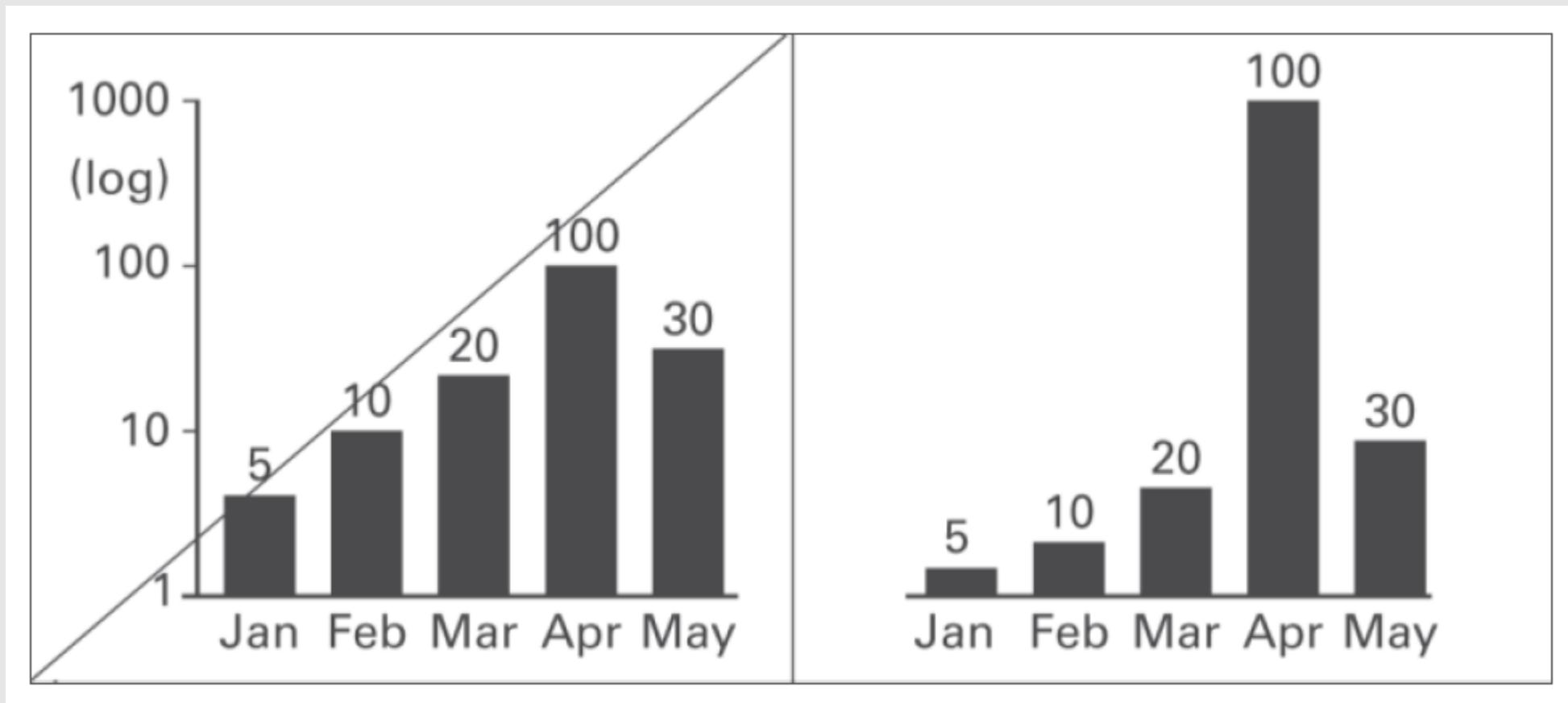
# Avoid clipped visualization elements

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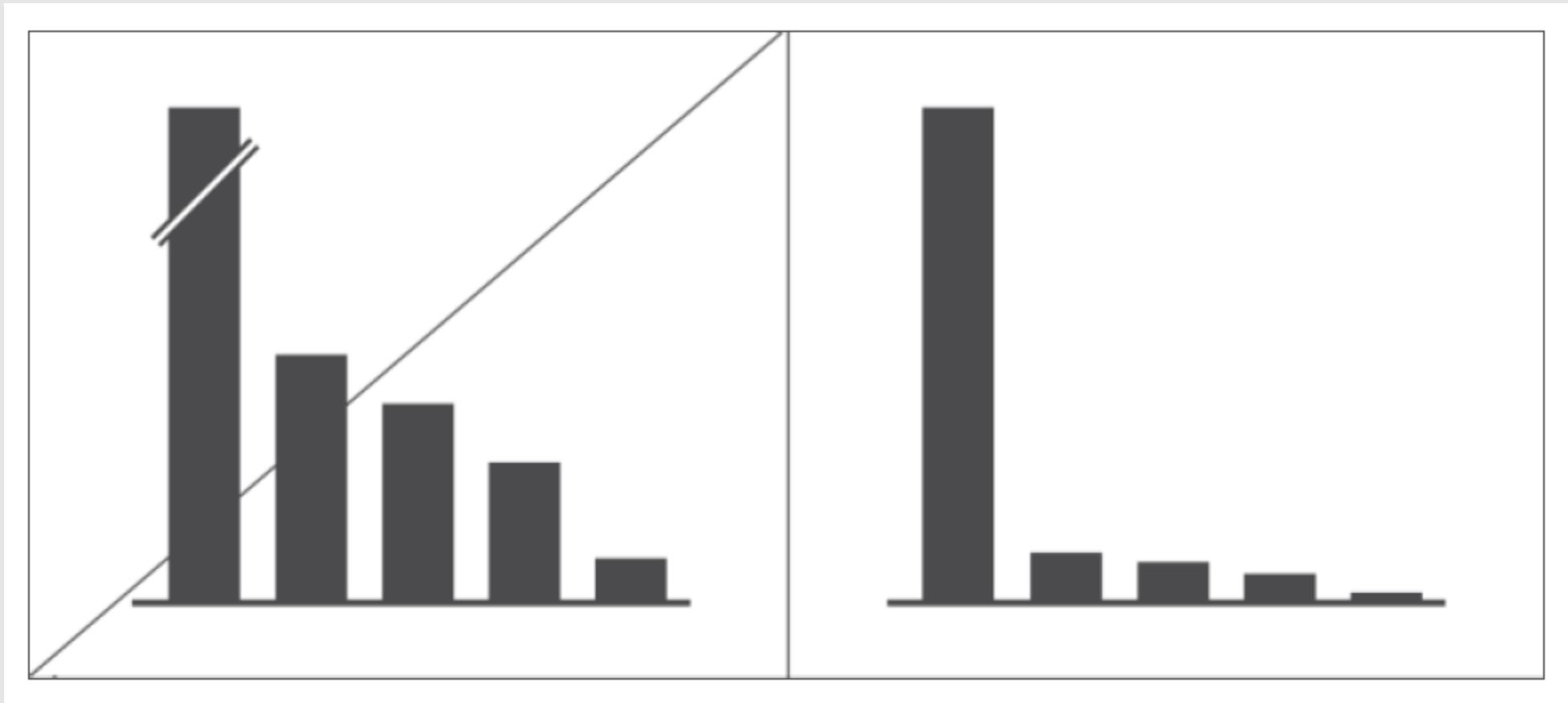
# Use identical scale for the same unit
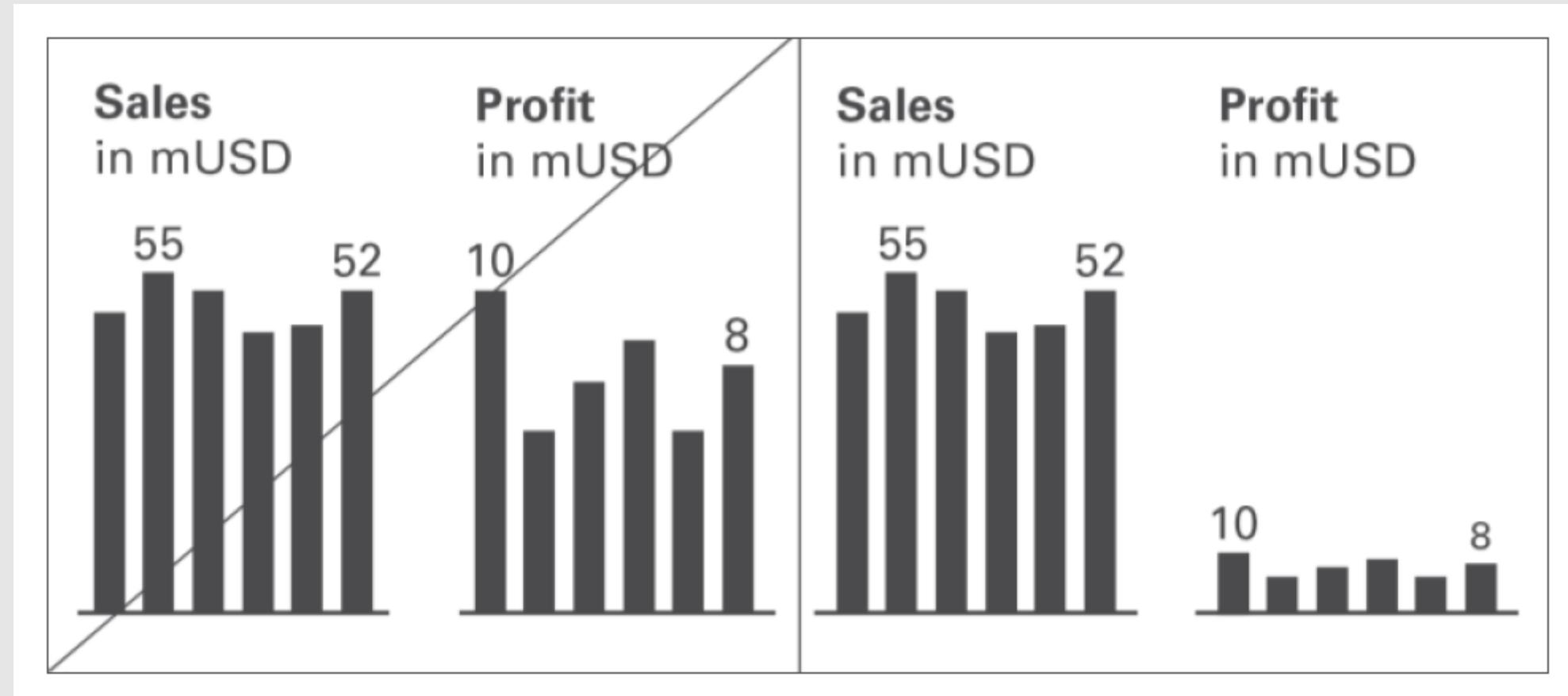
# Otherwise use scaling indicators

# ...and many more

- Visit https://www.ibcs.com/

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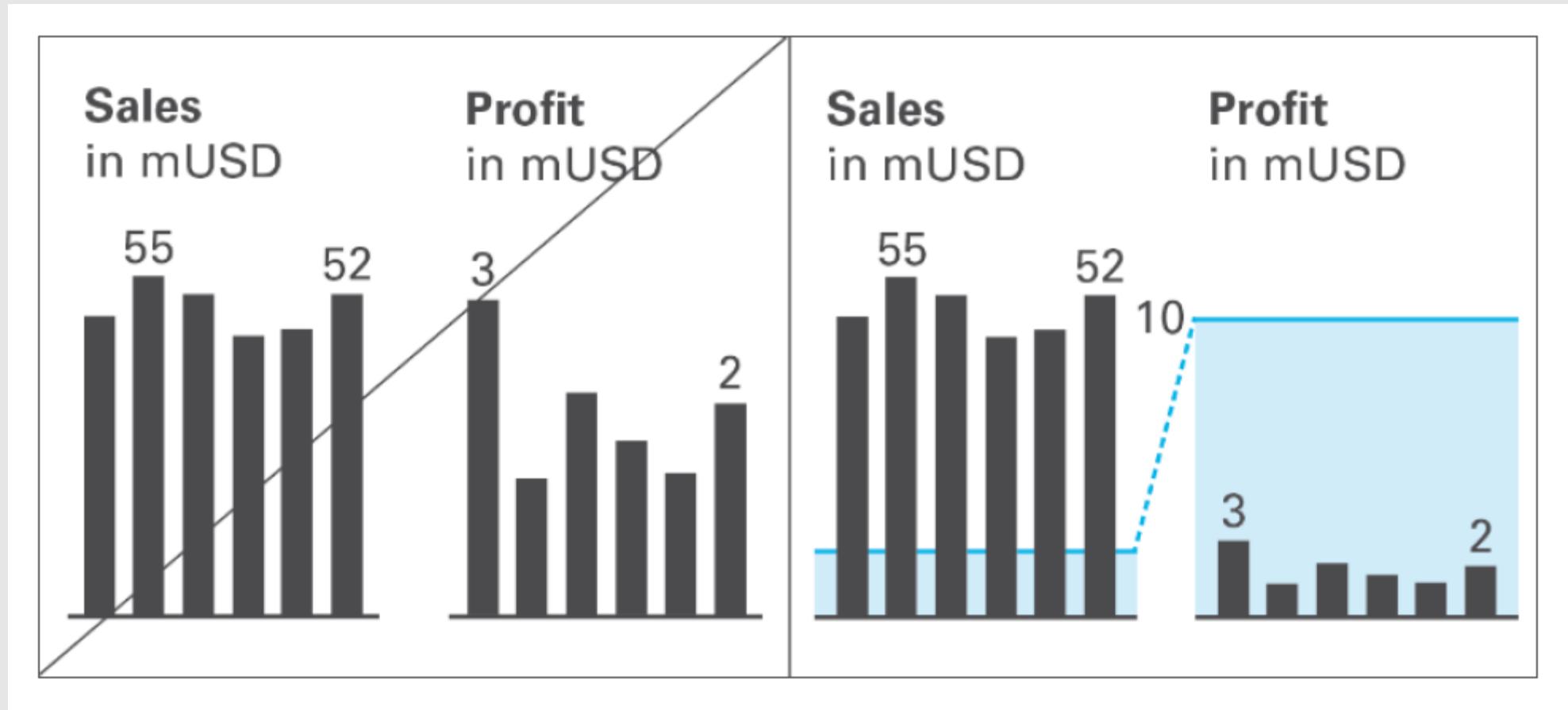
# To be continued…

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codec.pl