feuji

GETTING STARTED
ON INSIGHTFUL
VISUALIZATIONS

Whitepaper

Visualizing insights to prevent bias to allow better decision making

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What started the Insights and Visualization Revolution?

The goal of any insightful visualization is to provide a reasonable conclusion.

Better decisions are out of the picture when there is bias, hear-say and mood swings. And that is why today, we have everyone talking about data, insights, visualization and "better" decision making.

In addition to making better decisions, we can tell better stories that lead to making visualizations more sensible. Many business leaders have fallen victims to the terrible PowerPoint graphics that did the opposite of what they should. It is quite easy to create graphs, tabular charts, pie charts and the like on PowerPoint, as well as on Excel.

But the greatest need of the hour to make good decisions started with the need for clarity. Take the average PowerPoint, and there is so much "Noise". So much content that makes little sense, and so little content that can be considered as a valuable insight.
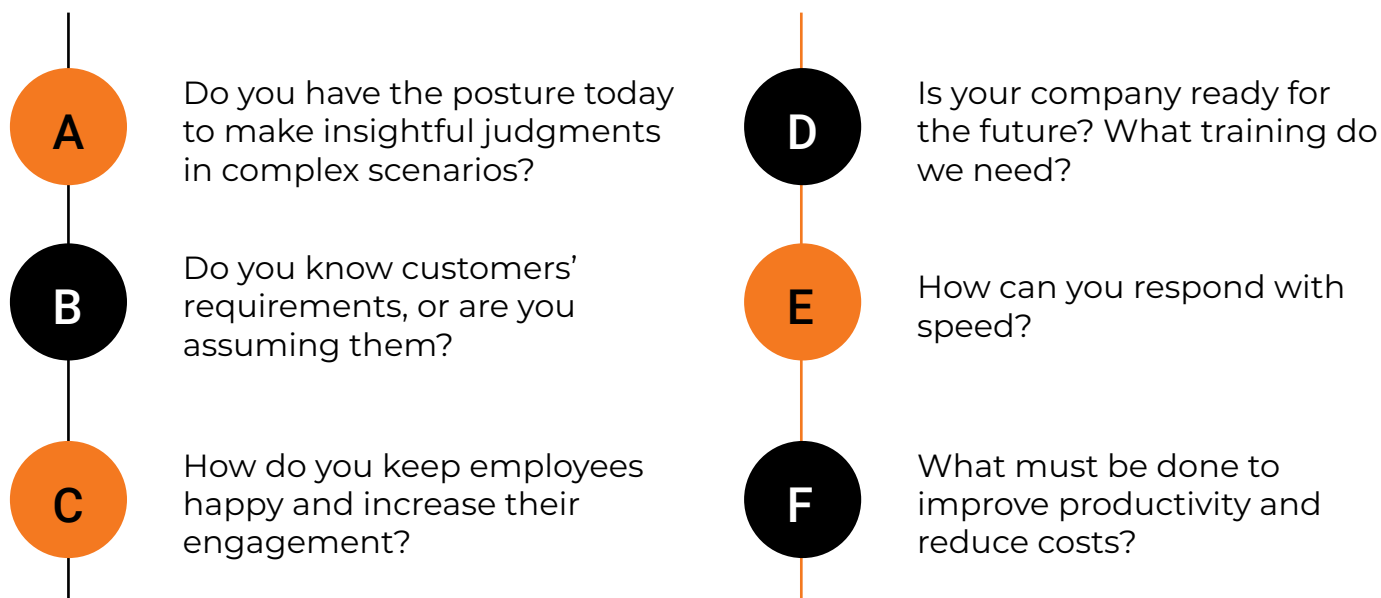
Why should You Start Thinking about Good Visualization?

Somehow, we like fashionable PowerPoint slides. Even if they leave you feel like they deserve a gold medal, that is a problem for another day.

They might look good, but often, there is so much clutter. They do not leave you with an insight. They may look great, but they do not allow you to make serious, reliable decisions. And that is why you need to start, at some point- to have a conversation about good, reliable, decision-worthy visualization tools.
When you use the data visualization tools, you can see where there's room for improvement or where performance is high, and where it is low. You arrive at conclusions on what your priorities are, and what your priorities are not. Some questions you can answer include:

A Do you have the posture today to make insightful judgments in complex scenarios?

B Do you know customers' requirements, or are you assuming them?

C How do you keep employees happy and increase their engagement?

D Is your company ready for the future? What training do we need?

E How can you respond with speed?

F What must be done to improve productivity and reduce costs?

They offer so many benefits when done well and put to the right use. Visualizing your data helps you make smarter decisions—and act faster on them. Visualization tools have made it possible for businesses to create dashboards that help them spot trends, key areas, and opportunities faster than ever before – and respond faster.

Visualization combined with insights that spell out analytics in the form of text – helps decision-makers take better, smarter decisions.

Where do you start?

Getting people interested in insightful visualization at your organization is not really that difficult. Everyone wants to make better decisions, especially in the organizations they work for, because they are accountable for the decisions they make.

Imagine a movie that has no conclusion - but leaves you hoping for a conclusion. You would end up trying to answer the question "why" or "so what". So, get them to think about movies that have no proper conclusions that leave them more confused at the end than when they started watching it. Take that analogy and use it to compare it to a bad visual presentation.

The importance is in telling an insightful story. It is not going after your manager and pursuing them. Think about the right visualization for a small problem you wish you can solve. Think about data, even if it non-existent currently.

Our other whitepaper on this subject goes into great depth and detail to articulate this. Once the POC is done, you will get the support you need to scale it up and make it useful to the entire organization.

How do you start?

If you are a decision maker, here is a four-step process to get your seniors and your team to get on board with you and sail through the tide.

01

You need a value proposition:

Tell business leaders why there is an urgent need to present data in simple, comprehensible, and yet appealing forms, to the right stakeholders. Tell them that they will have accelerated access to valuable data and insights through good Data Visualization. Get an approval, get enough time to plan and execute.

02

You need to start right, and start small:

Having a clear problem statement is just as crucial as starting with a POC in an area from where it can be scaled. Get the right tools. Get the right advice. Get the right people who have the right tools and the right advice. Using the combination of the three, present complex data in as simple a manner as possible.

This should be your goal: The viewer must be able to take a glance for not more than 10 seconds and draw the right conclusions from it. It is very important that you consider an important insight you want to gain, that can be scalable and applied in multiple scenarios.

03

You need to make insights and visualizations interactive:

Insights are best useful when they are interactive and clear. The visualization should respond to the changes required to show the business leader- to dictate what they need to do. It should also be accompanied by insights that point out to outliers and abnormalities- so that a rationale can be found for why something happened.

04

You need to make it easy-to-use:

Insightful visualizations should be easy-to-use and should not require any special skills or knowledge related to computer science or statistics. Decision makers must be able to understand and arrive at the right conclusions fast. Remember, your goal is not just efficiency and speed. It is equally effectiveness and accuracy.

The Big Disclaimer

Not all tools work for your organization. This is not going to be a one-size fits all solution. So, you need to figure out which visualization tool would be ideal for your specific problem and your organization. And it must work just as well in the long term as much as it works in the short term.

Remember, you must make it easy to use and interactive. You need to get the right insights out of it, or you risk losing credibility. If the tools you currently have cannot handle all the data that's out there, you need someone to guide you and give you a well configured, ideal tool that fits your specific requirements.
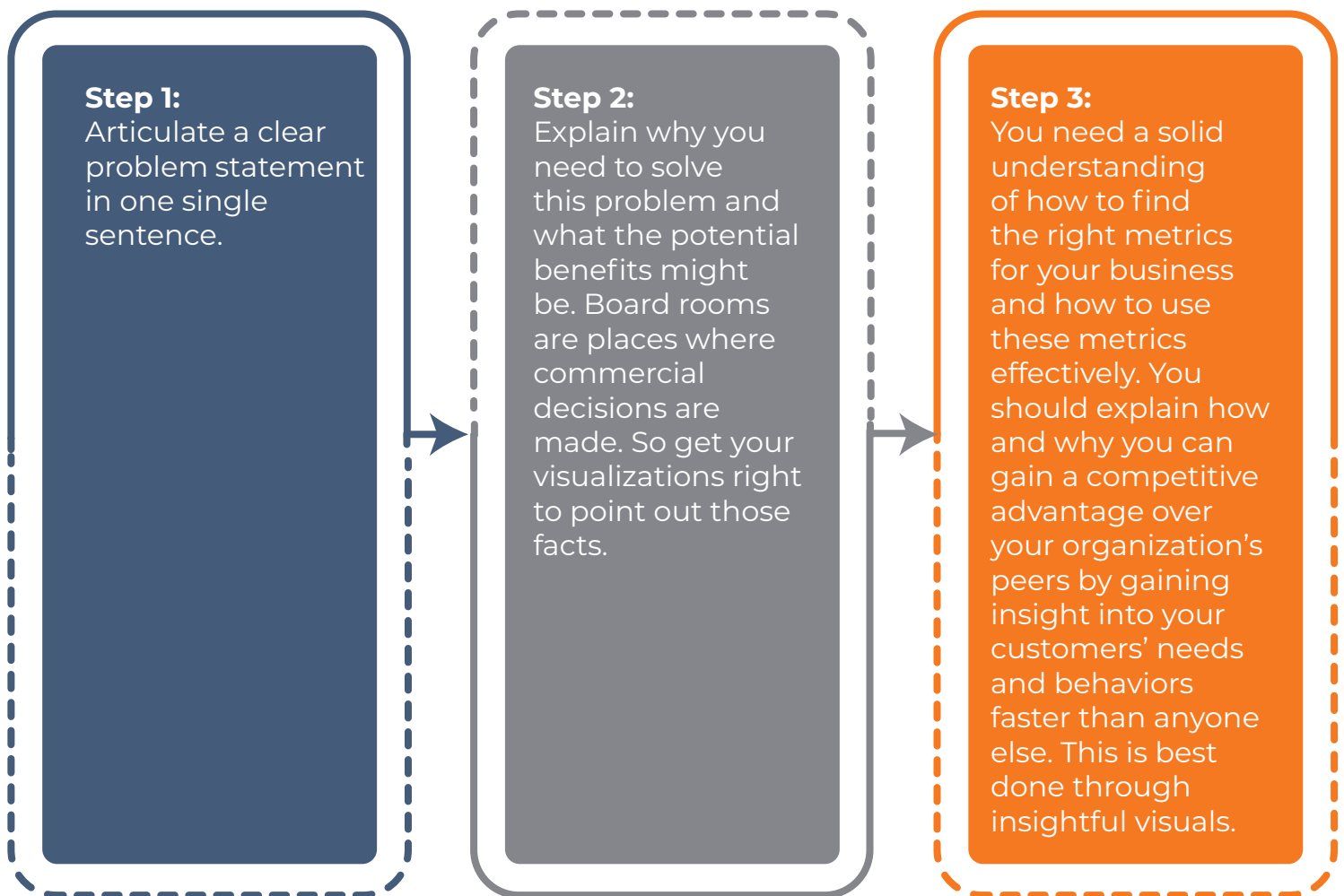
How do You Get this Right?

If you do not have a crystal-clear problem statement, just stop everything until you figure that out. It is true that with tools, organizations can spot trends so that they can act faster. But their actions might end up making decisions because they used the wrong tools, and gained the wrong insights.

You need to find the right tools, the right people who can use the tools and a systematic process that works well for your requirements. All these combined must address your organization and your industry's problems.

You must identify an expert in the fields of data analytics and insights who specializes in visualization to make the right decisions. And these are the tactics we've used for our clients and provided them with benefits they needed

Ensuring that the Board Room Invests in Your Idea

Step 1:
Articulate a clear problem statement in one single sentence.

Step 2:
Explain why you need to solve this problem and what the potential benefits might be. Board rooms are places where commercial decisions are made. So get your visualizations right to point out those facts.

Step 3:
You need a solid understanding of how to find the right metrics for your business and how to use these metrics effectively. You should explain how and why you can gain a competitive advantage over your organization's peers by gaining insight into your customers' needs and behaviors faster than anyone else. This is best done through insightful visuals.

Tell them how they help you stay ahead of the curve and beat those competitors.

We have Data Analytics and Data Science as our Centers of Excellence. That means we help you arrive at the right visualizations you need. We can help you use your data, provide insights and visualization to make sense of it. So, should you need any help, we're available to talk. Get in touch by contacting us here: www.feuji.com/contact/

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