



CAMERA

Coordination and support Action for Mobility in Europe:
Research and Assessment

The importance of data visualisation

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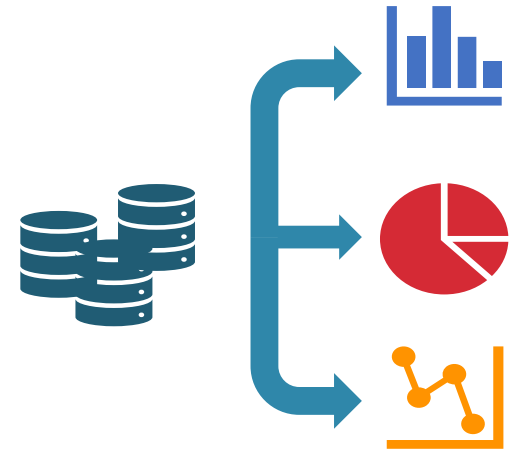
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Data Visualisation

What is Data Visualisation?

The visual representation of data or information with the goal of communicating clearly and effectively to readers



Why is it important?

The human brain processes images 60,000 times faster than text, and 90 percent of information transmitted to the brain is visual.



The human brain is hardwired for better retention and comprehension of visual content than written content.

What makes a visualisation good?

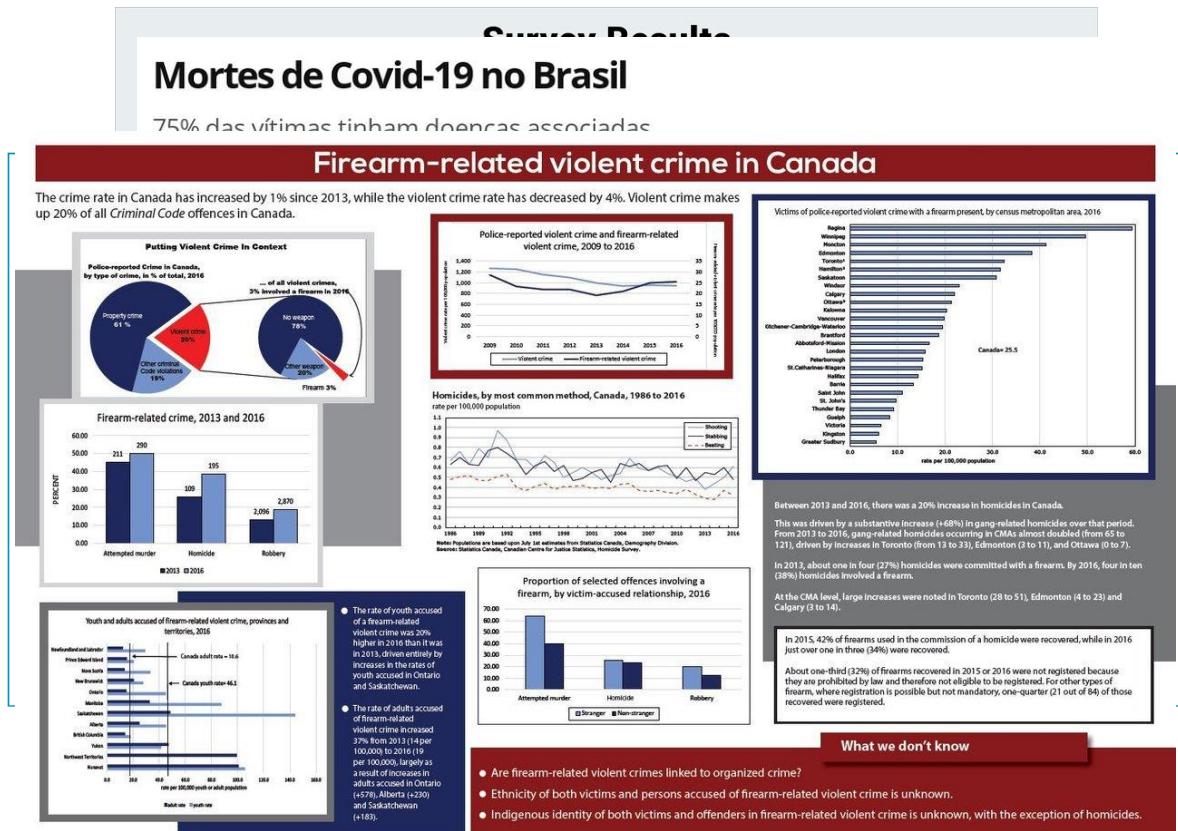
1. Tell the truth

2. Know your audience

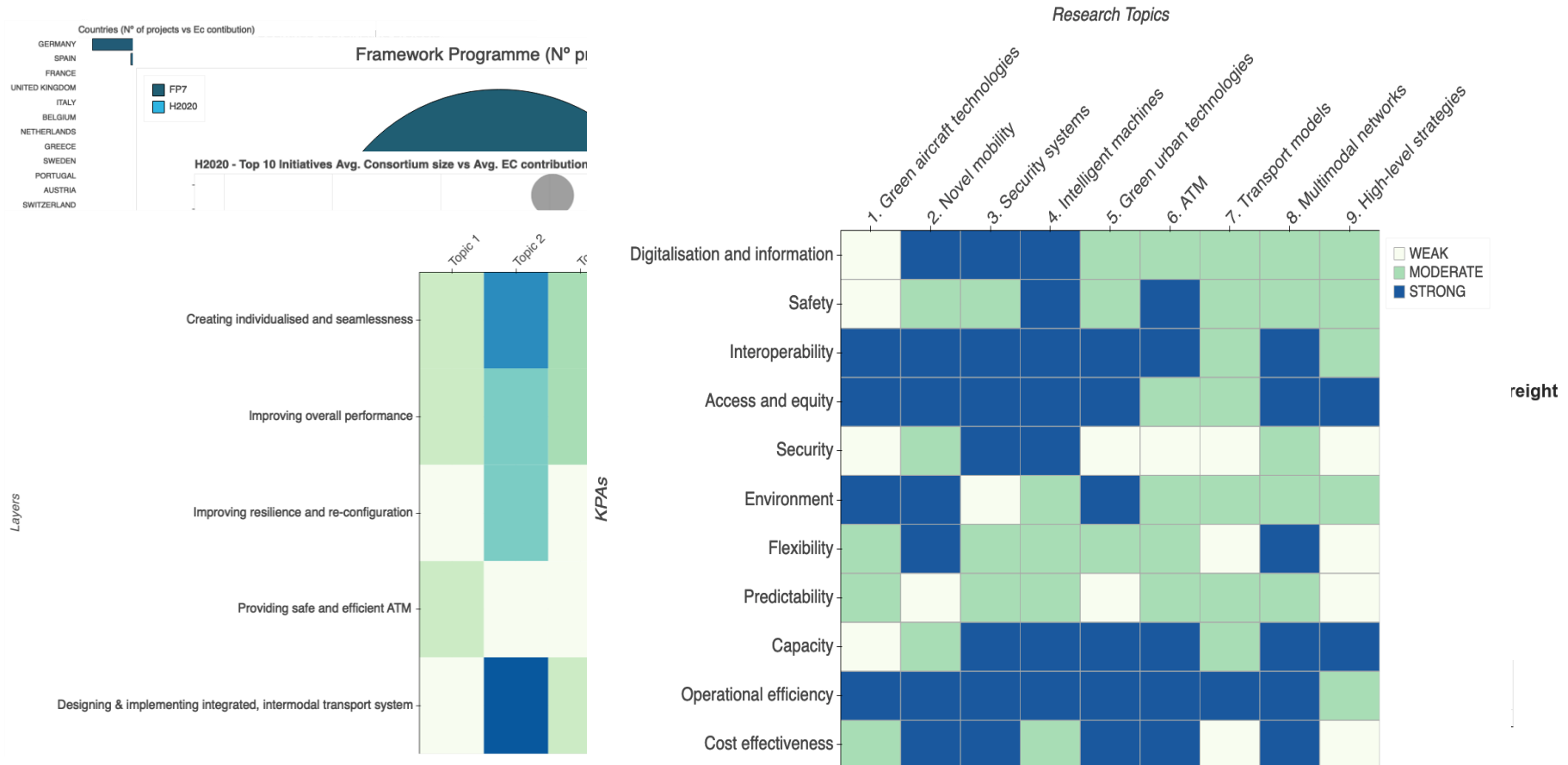
3. Right chart

4. Colour

5. Keep it simple



Mobility Report 1, 2 and 3





Dashboard

What is Dashboard?

A centralised display of data where users can find at-a-glance important pieces of information.

It needs to be configurable and allow you to choose which data to see and in what way

Why create a Dashboard?

- Information sharing
- Make data engaging and easily digestible
- Deep-level insight
- Better decision making



Link: <https://datastudio.google.com/reporting/71c442bd-ec4f-48f4-a8be-f758eeaf5a2d>

