



The
Economist

Telling stories with data at *The Economist*



Agenda

1.

Data storytelling at *The Economist*

2.

Our toolbox

3.

An example

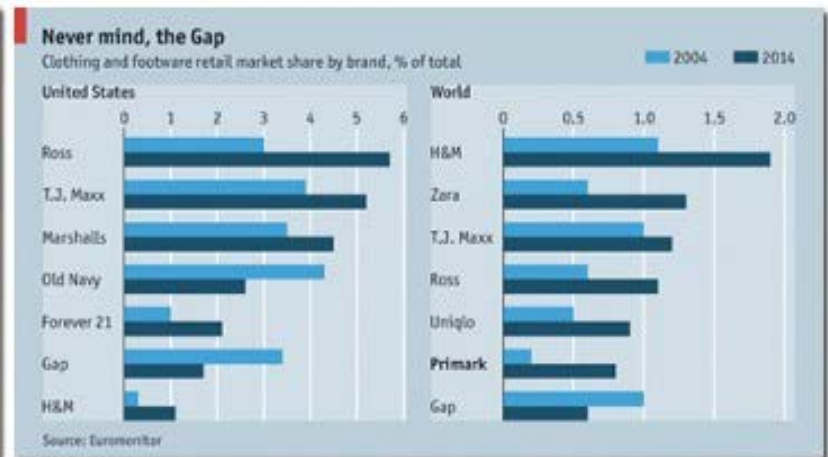
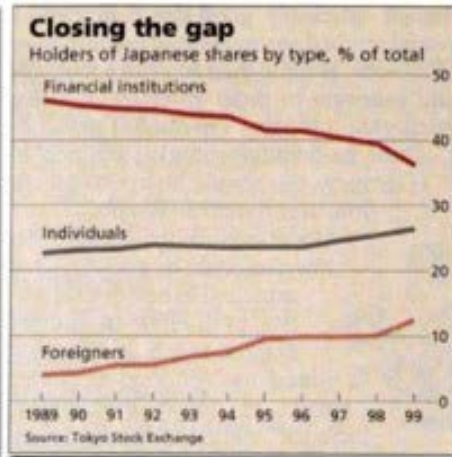
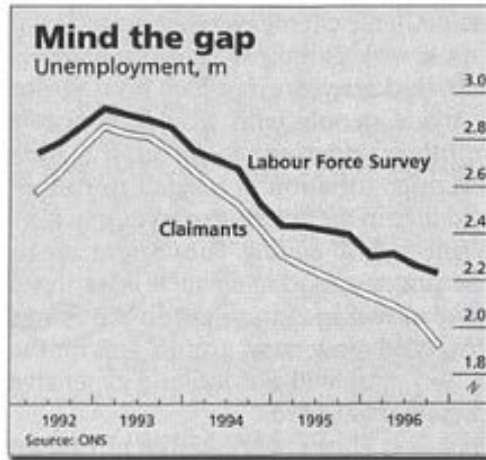


Data storytelling at *The Economist*

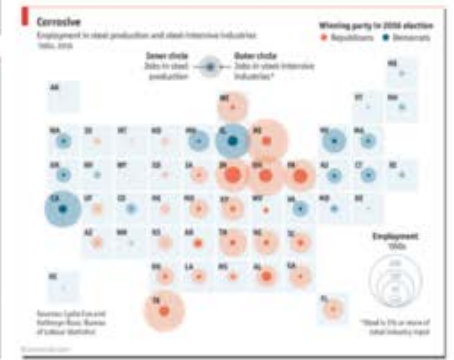
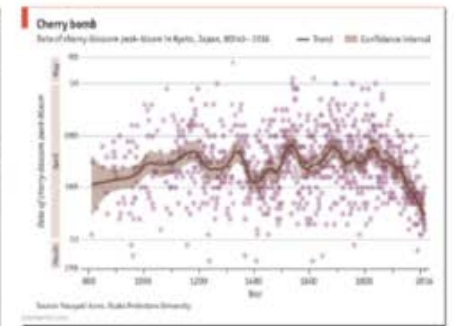
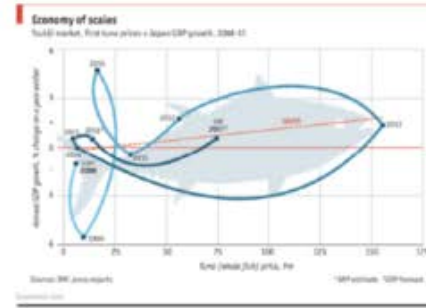
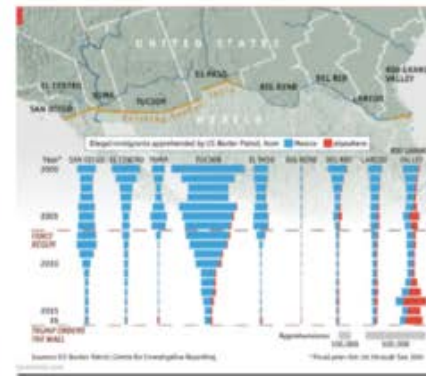
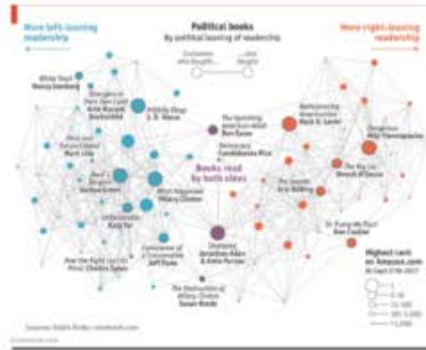
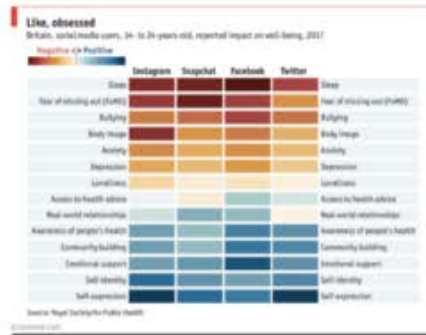
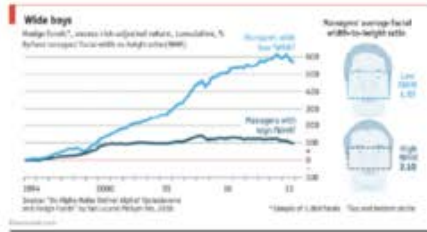
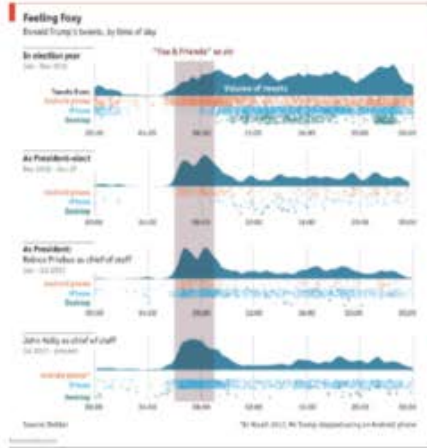
Data storytelling at *The Economist*



Data storytelling at *The Economist*

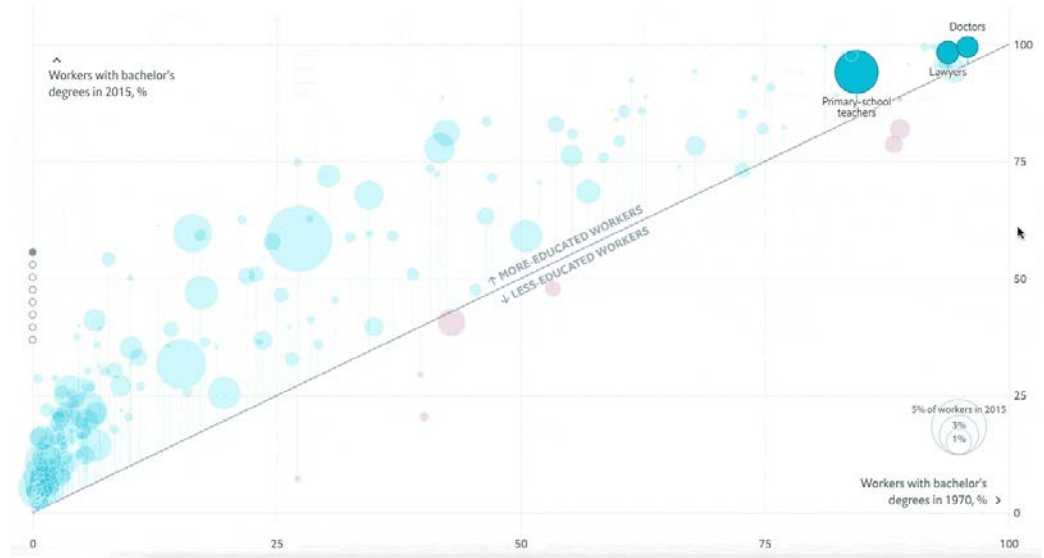


Data storytelling at *The Economist*



Team work

- We produce static charts and maps and data-driven articles
- Our developers work on [big interactives](#)



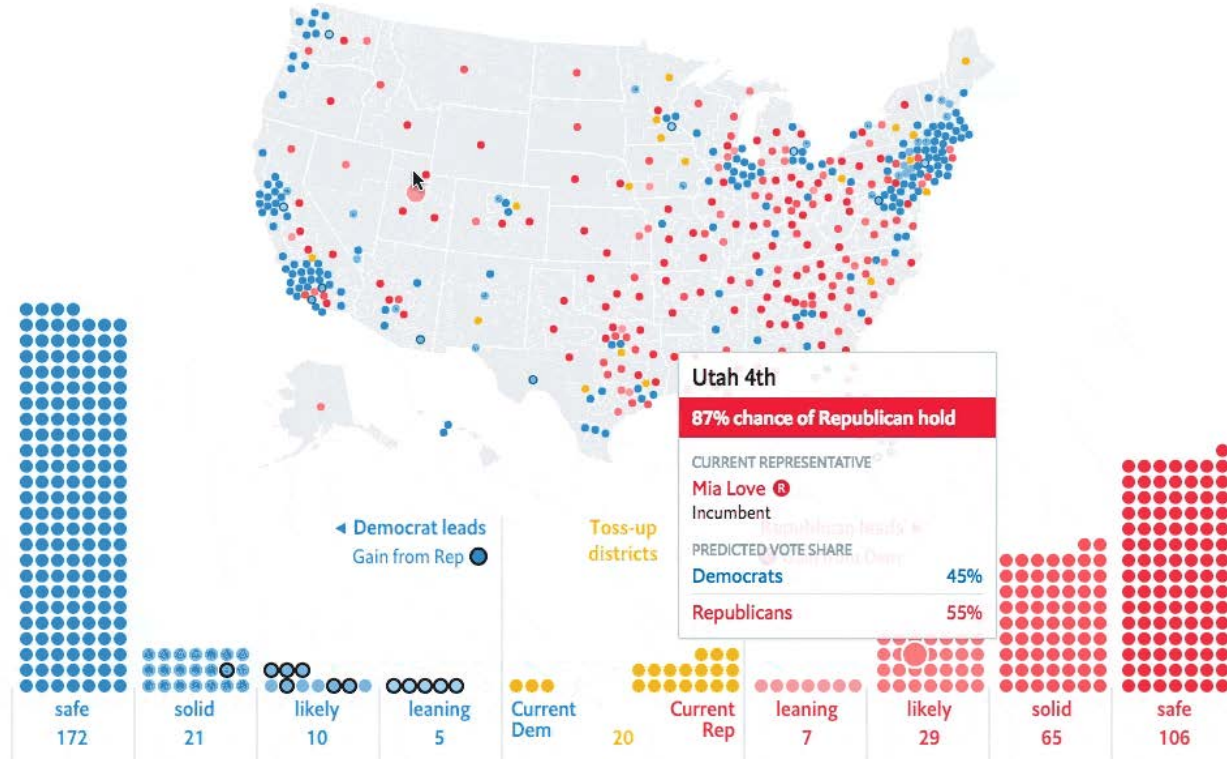
Team work

Chance of winning, by congressional district

One seat ●

Utah 4th

× ▼



Our toolbox



The Data Team at *The Economist*

- 20 data team members
 - 4 developers
 - Divided into **data** and **visual data** journalists

Toolbox

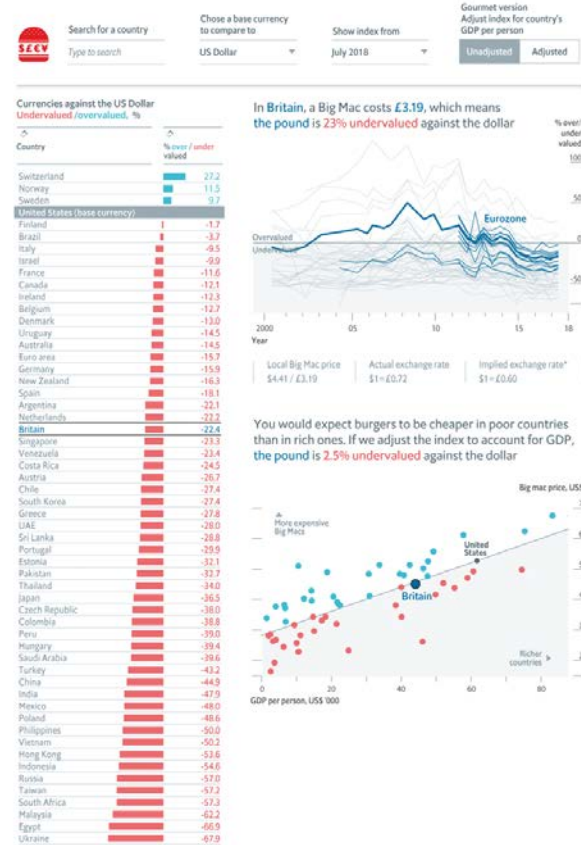
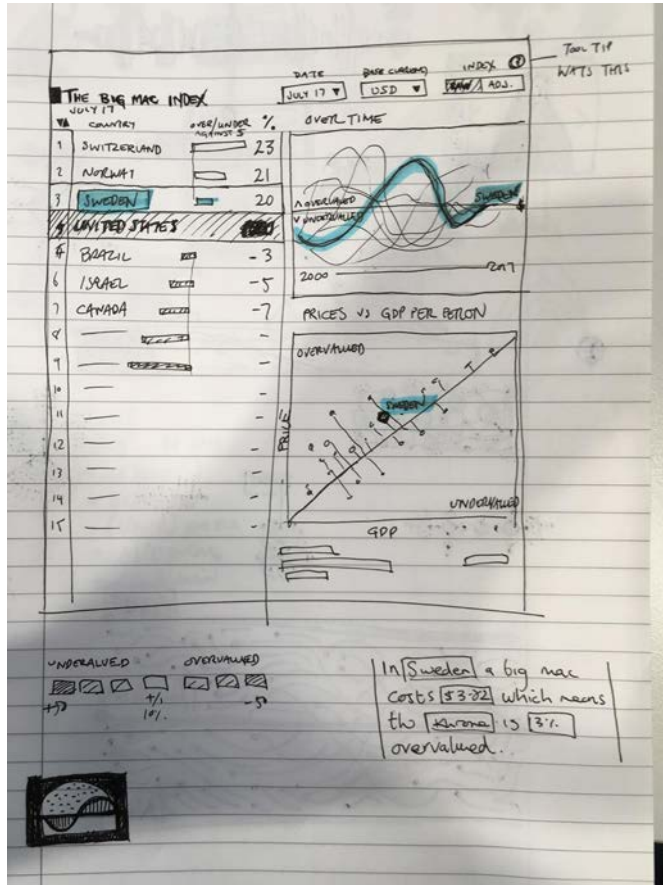
- Excel
- Google Sheets
- Open Refine
- R
- Python
- GitHub



Toolbox

- Silverbullet
- Adobe Creative Suite
- RAWGraphs
- QGIS
- R/ggplot2
- D3
- Observable

Toolbox



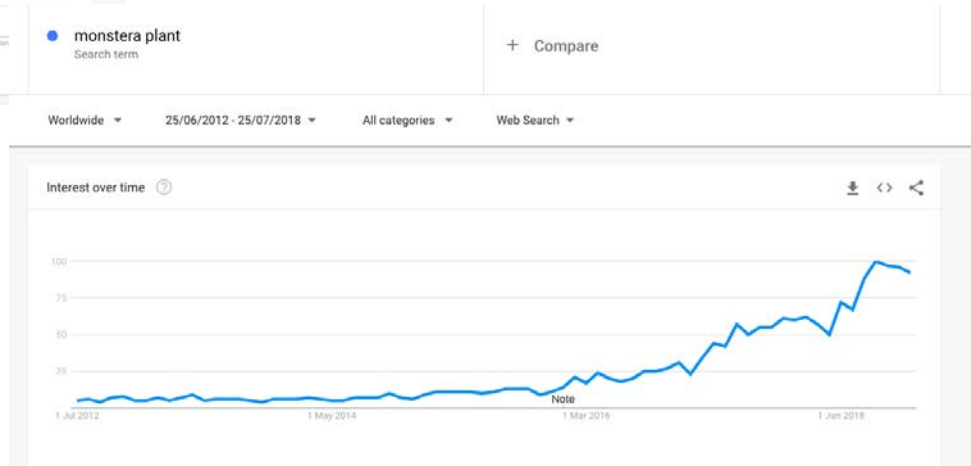
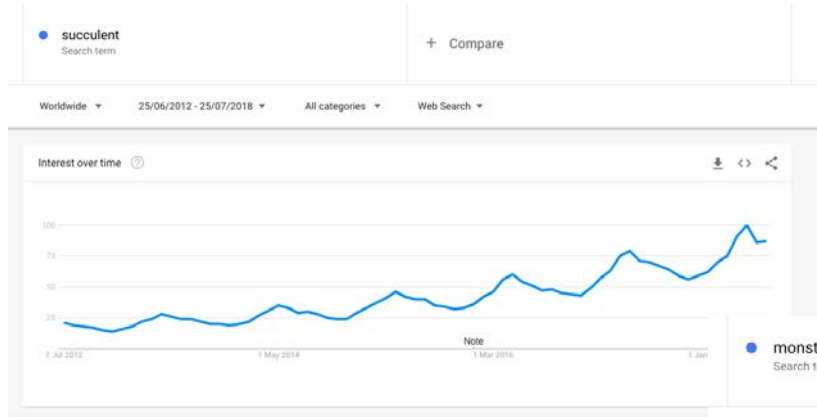
An example



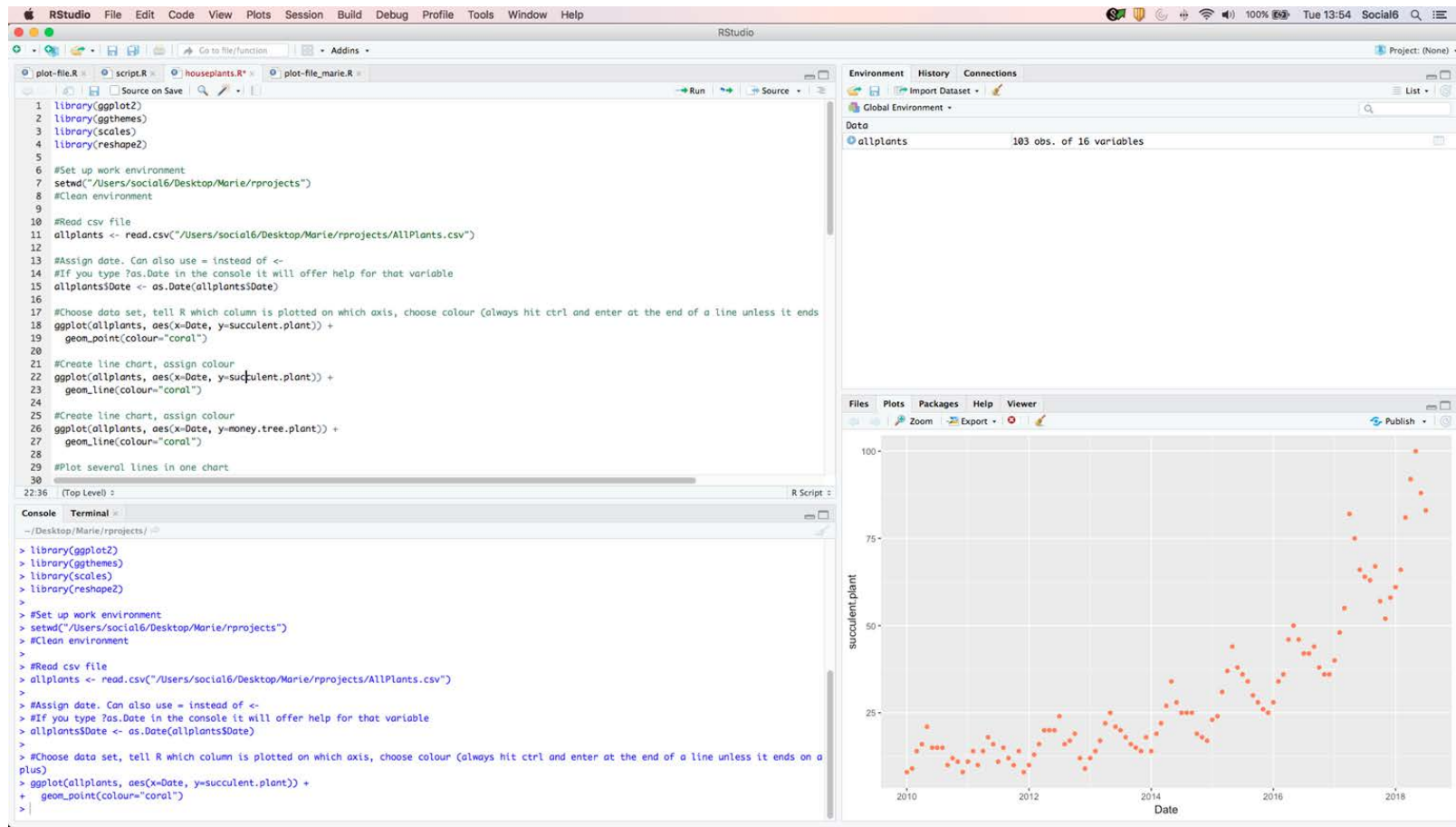
An example of a simple data story



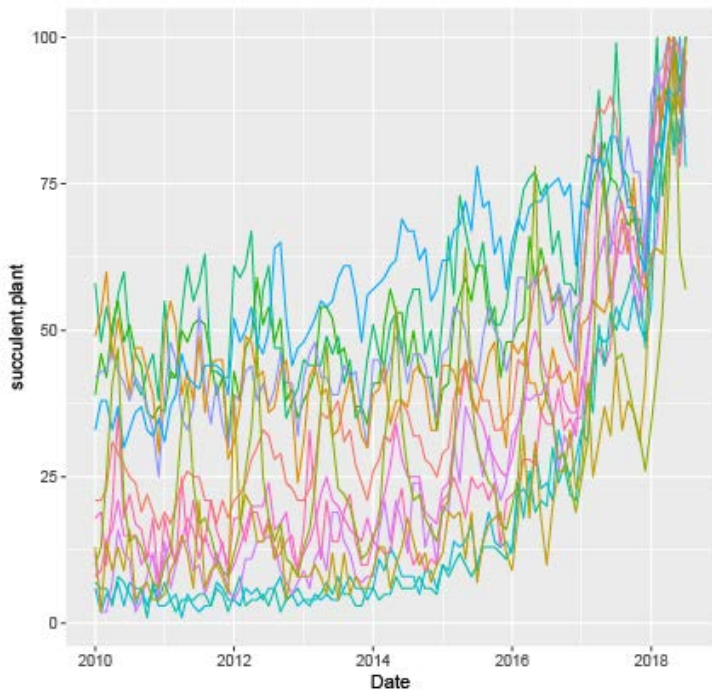
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An example of a simple data story

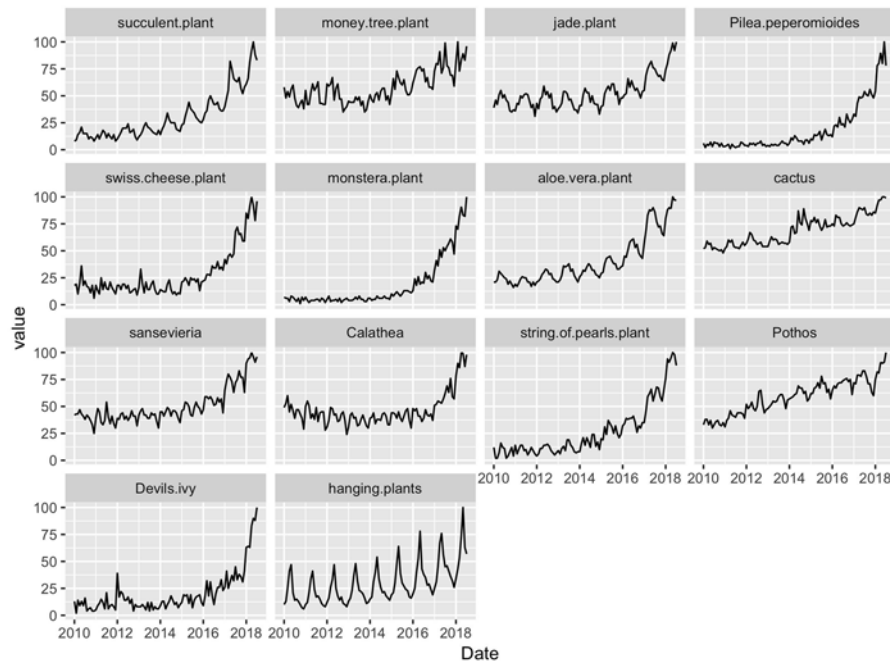


An example of a simple data story



colour

- Aloe vera plant
- Calathea
- Devil's ivy
- Hanging plants
- Jade plant
- Money tree plant
- Monstera plant
- Pilea peperomioides
- Pothos
- Sansevieria
- String of pearls plant
- Succulent plant
- Swiss cheese plant

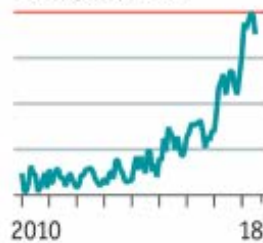


An example of a simple data story

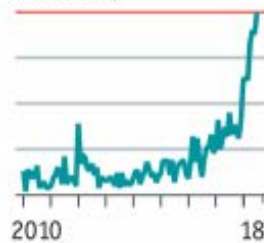
Growing interest

Worldwide Google searches for selected house plants, 100=peak

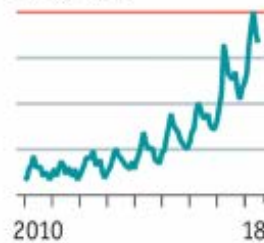
String of pearls



Devil's ivy



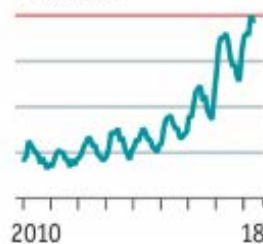
Succulent



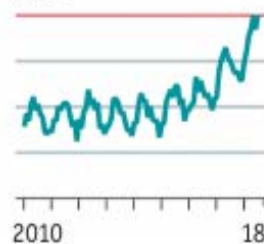
Swiss Cheese



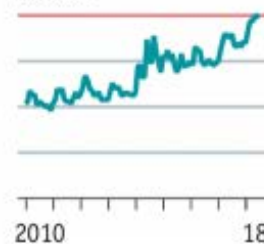
Aloe Vera



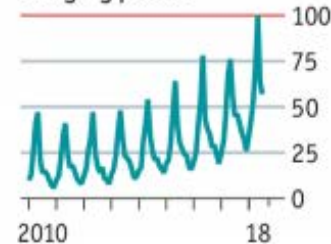
Jade



Cactus



Hanging plants

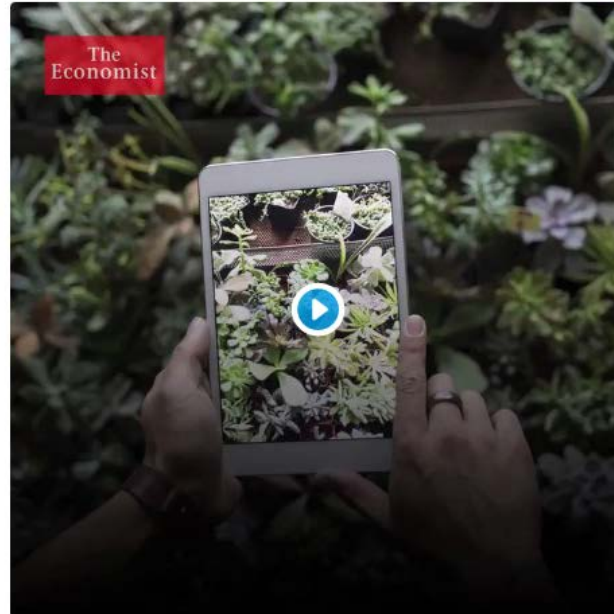


Sources: Google Trends; *The Economist*

An example of a simple data story



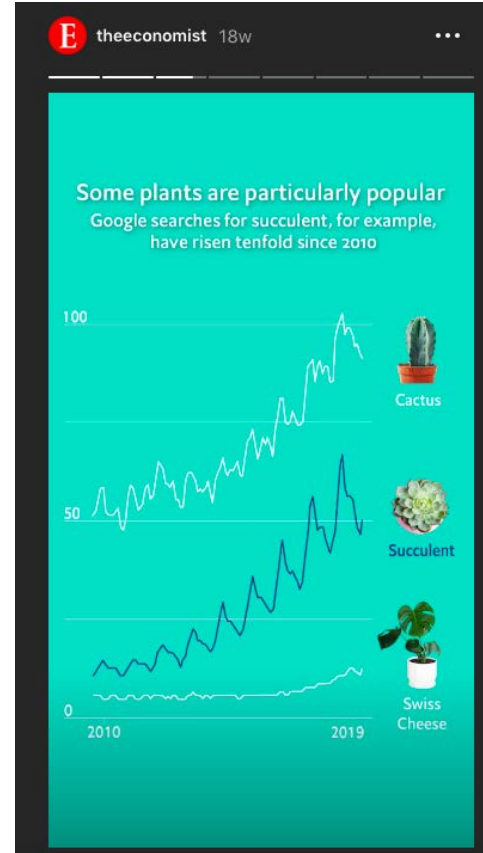
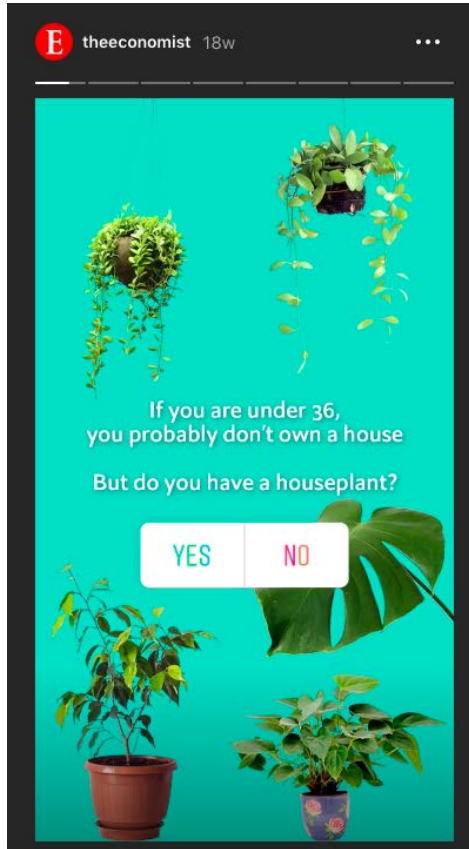
In America, millennials are thought to be behind one-third of houseplant sales. Why does owning a houseplant appeal to this generation in particular?



♥ 99 2:00 PM - Aug 18, 2018



An example of a simple data story



Further reading

- Sarah Leo's article about what we've learned from [errors in data visualisation](#) at The Economist
- [Datavisualisation at *The Economist* from 1987 to today](#) by Graham Douglas
- [Reddit AMA](#) with our interactive developers
- Amelia Wattenberger's blog post about [how to learn D3](#)
- Lisa Charlotte Rost's [blog post about what questions to ask when creating charts](#)





Thanks.

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Questions?