



Telling stories with data at *The Economist*



Agenda

1.

Data storytelling at *The Economist*

2.

Our toolbox

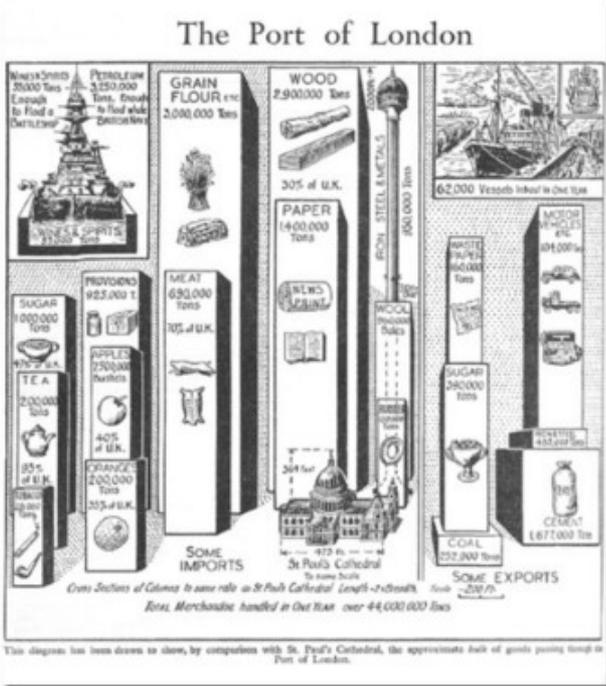
3.

An example

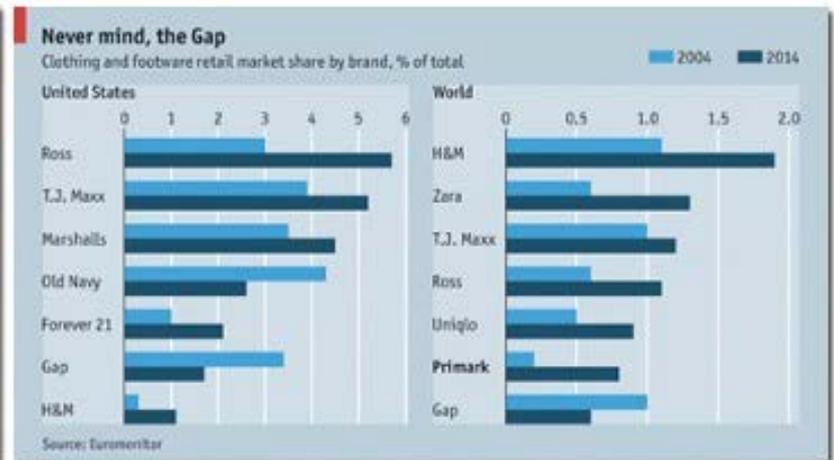
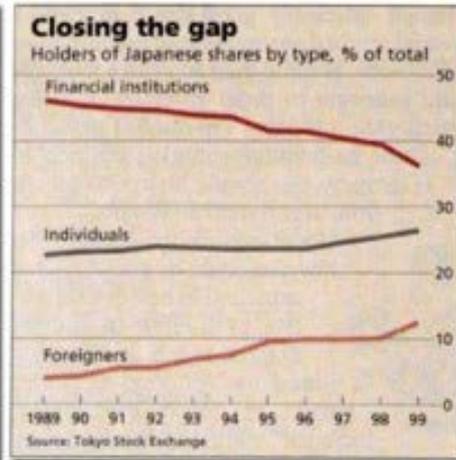
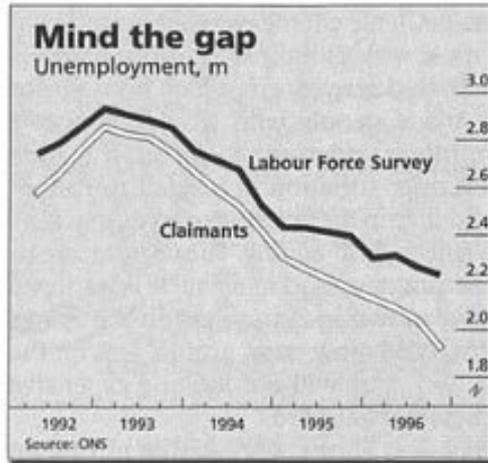


Data storytelling at *The Economist*

Data storytelling at *The Economist*

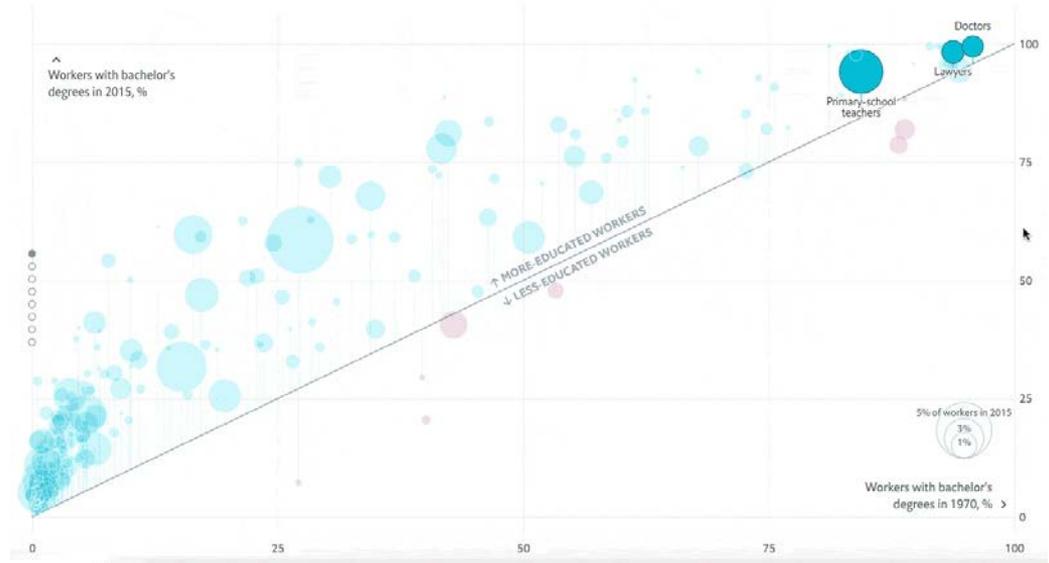


Data storytelling at *The Economist*



Team work

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

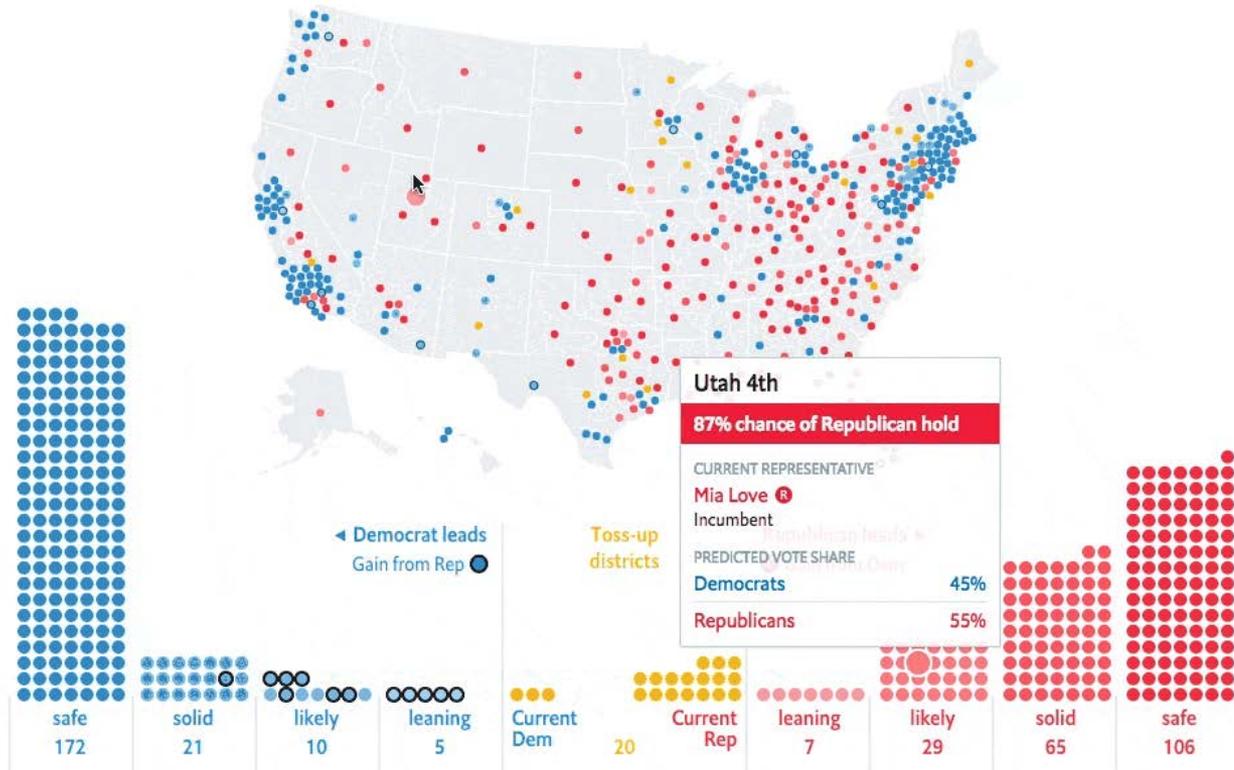


Team work

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

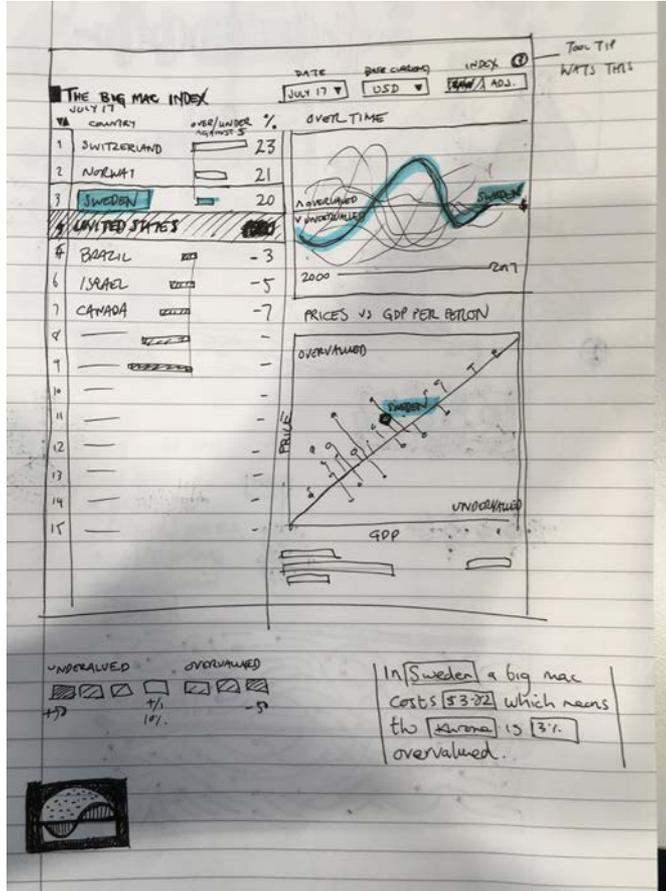


Toolbox

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



Toolbox



Search for a country
Type to search

Choose a base currency to compare to
US Dollar

Show index from
July 2018

Gourmet version
Adjust index for country's GDP per person
Undequired Adjusted

Currencies against the US Dollar

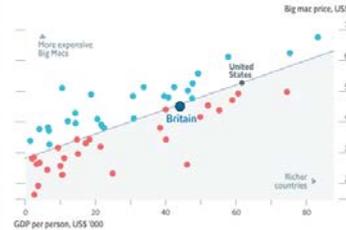
Undervalued / overvalued, %

Country	% over / under valued
Switzerland	27.2
Norway	11.5
Sweden	9.7
United States (base currency)	0
Brazil	-3.7
Italy	-9.5
Spain	-9.9
France	-11.6
Canada	-12.1
Ireland	-12.3
Belgium	-12.3
Denmark	-13.0
Uruguay	-14.5
Australia	-14.5
Euro area	-15.7
Germany	-15.8
New Zealand	-16.3
Spain	-18.1
Argentina	-22.1
Netherlands	-22.2
Britain	-22.4
Singapore	-23.3
Venezuela	-24.4
Costa Rica	-24.5
Austria	-26.7
Chile	-27.4
South Korea	-27.4
Greece	-27.8
UAE	-28.0
Sri Lanka	-28.8
Portugal	-29.9
Estonia	-32.1
Pakistan	-32.7
Thailand	-34.0
Japan	-36.5
Czech Republic	-36.0
Colombia	-38.8
Peru	-39.0
Hungary	-39.4
Saudi Arabia	-39.6
Turkey	-43.2
China	-44.9
India	-47.9
Mexico	-48.0
Poland	-48.6
Philippines	-50.0
Vietnam	-50.2
Hong Kong	-53.6
Indonesia	-54.6
Russia	-57.0
Taiwan	-61.2
South Africa	-61.3
Malaysia	-62.2
Egypt	-66.9
Ukraine	-67.9

In Britain, a Big Mac costs £3.19, which means the pound is 23% undervalued against the dollar



You would expect burgers to be cheaper in poor countries than in rich ones. If we adjust the index to account for GDP, the pound is 2.5% undervalued against the dollar



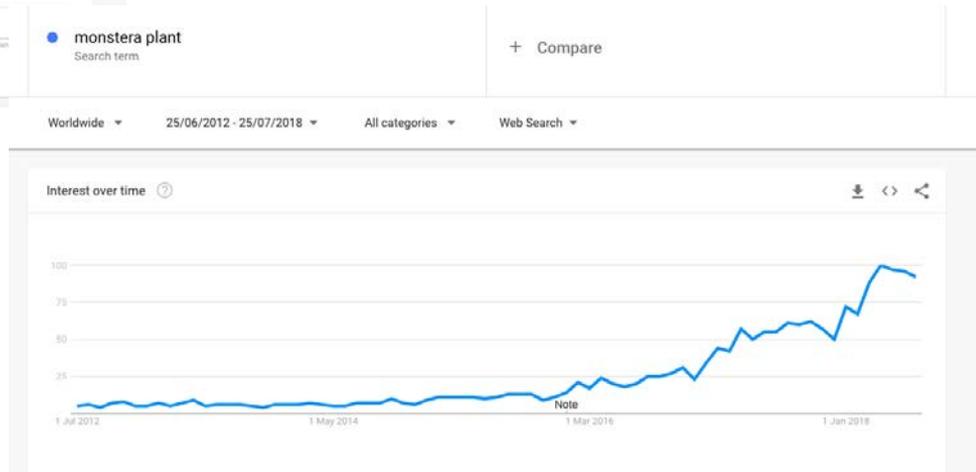
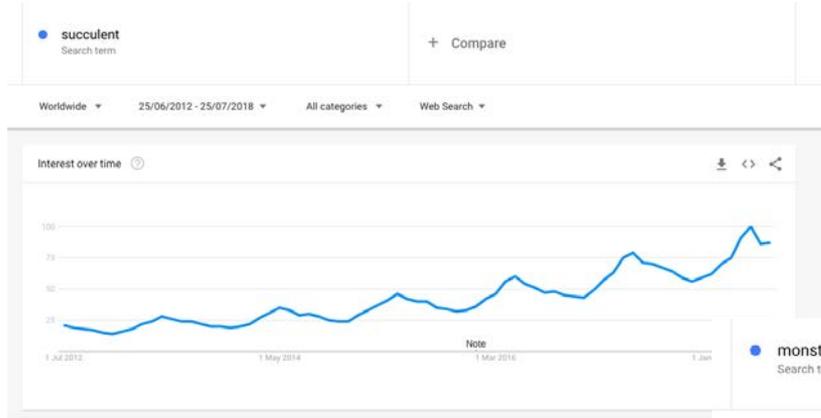
An example



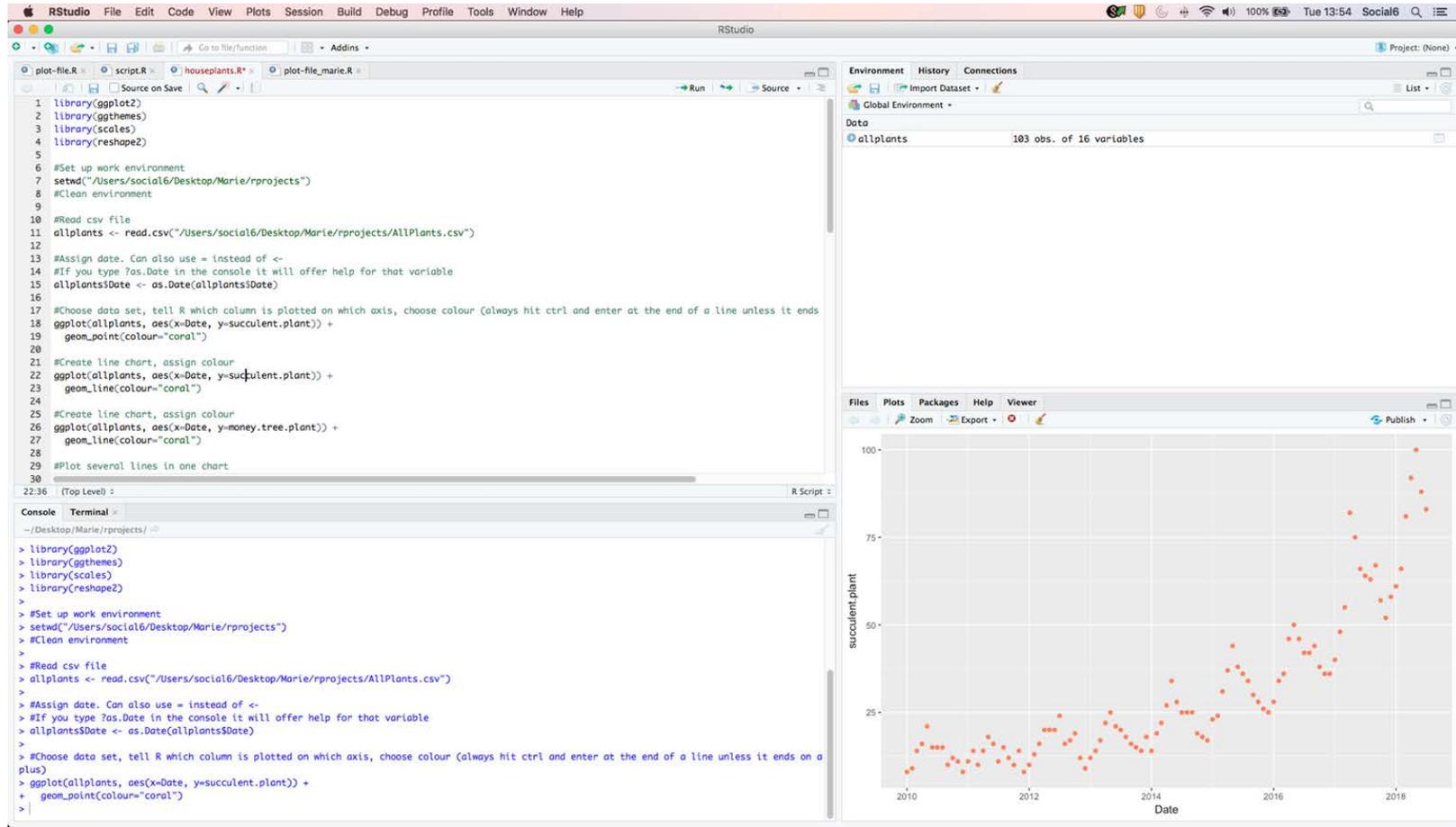
An example of a simple data story



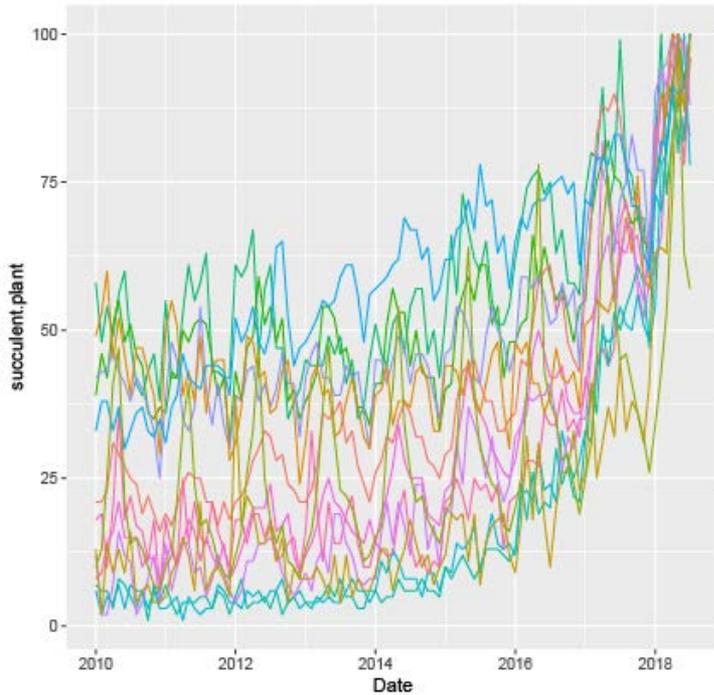
An example of a simple data story



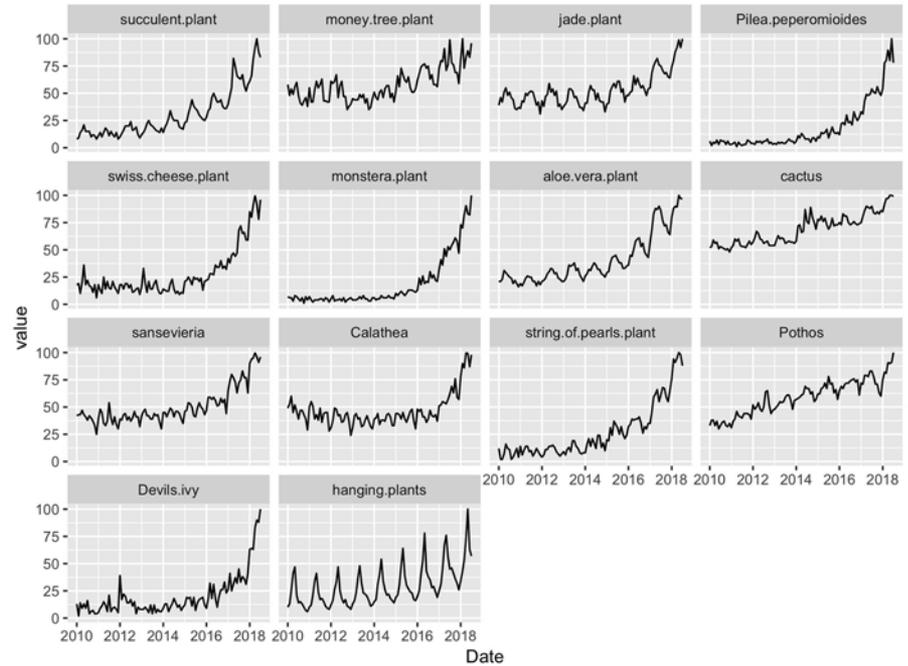
An example of a simple data story



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

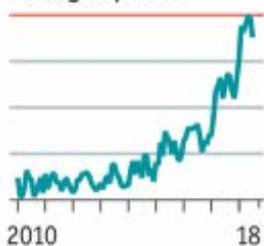


An example of a simple data story

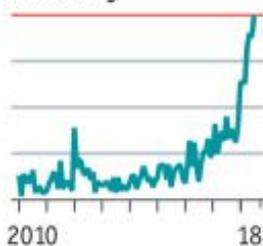
Growing interest

Worldwide Google searches for selected house plants, 100=peak

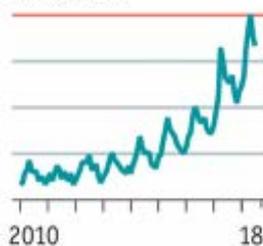
String of pearls



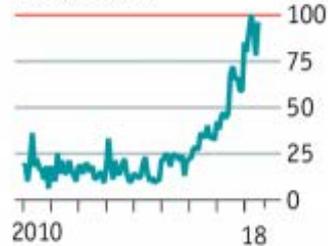
Devil's ivy



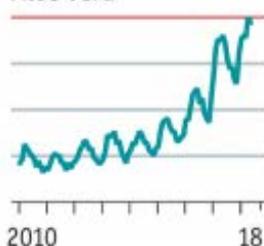
Succulent



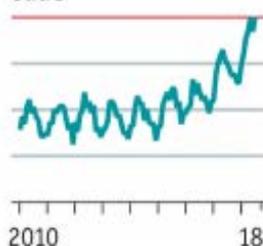
Swiss Cheese



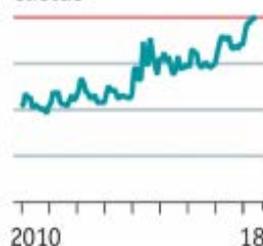
Aloe Vera



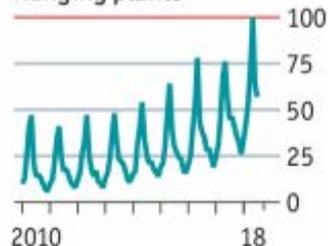
Jade



Cactus



Hanging plants

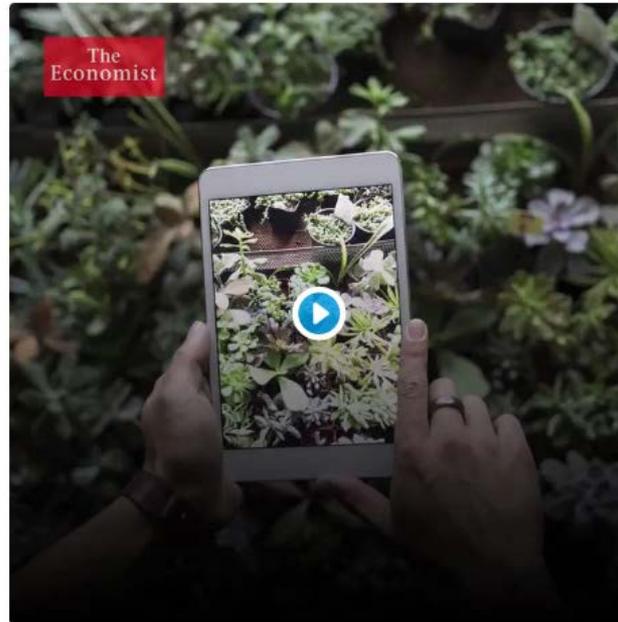


Sources: Google Trends; *The Economist*

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

theeconomist 18w



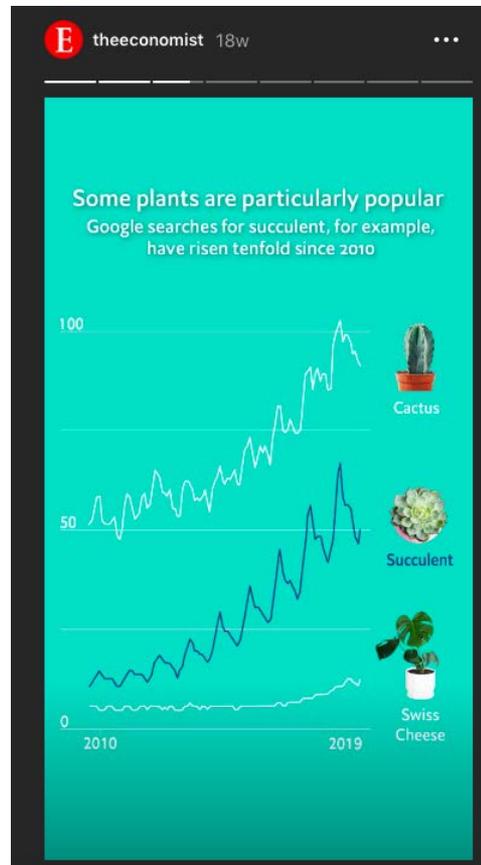
If you are under 36,
you probably don't own a house

But do you have a houseplant?

YES NO

theeconomist 18w

In America millennials are thought
to account for about one-third
of houseplant sales



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](#)



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Thanks.

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Questions?