ANALYTICS COMMUNITY OF PRACTICE

MONTHLY NEWSLETTER

Hello, Analytics Community of Practice Members. This month we are highlighting new Analytics and Data Governance hire Ezra Brooks, Data Innovations Lead for USC's Division of Information Technology. Our Viz of the Month explores the trends of our favorite fruits. We also have a great list of analytics related events available through our great university libraries! Finally, this month we also have a Tip of the Month for Tableau users.

ARTICLES

ACP FEATURE MEMBER:

Ezra Brooks

Role at USC: Data Innovations Lead

Can you tell us a bit about your previous job experience and how it helps you here at USC?

My career has taken me from systems administration to database development to institutional data management. Having these different perspectives has given me a more holistic view of IT overall, which makes it easier to work collaboratively with colleagues throughout the organization.

What is your vision on data integration?

In a perfect world there is a single place that everyone can go to get reliable data, and easily perform all the filtering, analysis, and visualization needed to answer questions.

What difficulties do you face when following your vision on data integration?

In the real world, data is messy. There are always nuances and special cases that require custom solutions.

What are you looking forward to most in your new role?

I'm excited to discover new ways we can use data at the university, and to develop tools that will help us explore data more effectively.

What is your favorite data visualization and/or analytics tool and why?

I love the ggplot2 package in R, which implements the "grammar of graphics" to provide low level control for customizing just about any aspect of a data visualization.

How did you learn about the ACP?

I'm on the Analytics and Data Governance team in DoIT, so I'm pretty sure Caroline Maulana told me about ACP on my first day.

What/who inspires you?

James Thurber said, "it is better to know some of the questions than all of the answers." I think this applies to data, and to life in general.

Book recommendations (work-related or not):

"The Wind in The Willows" is a beautiful examination of human psychology, disguised as a children's book. I've read it dozens of times, and still find something new in it every time.

American Fruit Consumption

Ever wondered which fruits Americans eat the most from year to year? This nifty Tableau Viz, created by user Leigh Fonseca shows the number of fruit consumed per capita by Americans on a yearly basis. The information is easily digestible and is filterable by clicking on the corresponding fruit at the top of the Viz.

American Fruit Consumption
Click a fruit to highlight per capita consumption

Data Sourced from the USDA Fruit and Tree Nut Yearbook - Table G36
https://data.world/throwback-thurs/tbt-week-19-fresh-fruit-consumption-1980-to-2016

Click here to explore

DGPO WEBINAR: EFFECTIVE DATA CLASSIFICATION IS CRITICAL FOR DATA GOVERNANCE

SEPT. 6TH 2:00PM EST

LOCATION: Zoom Virtual Webinar

During this webinar you will learn:
· How to define a clear data classification scheme.
· Aligning classifications to your information security standards.
· Tagging and metadata management.
· Associating subject areas of data back to the business.
· Defining the system of record for each data group.
· Aligning structured and unstructured data classification.

Register now

ARTIFICIAL INTELLIGENCE: HIGHER EDUCATION'S NEW FRONTIER

SEPT. 11TH 1:10PM – 2:00PM

LOCATION: University Blackboard Collaborate Session

A picture may be worth a thousand words but are they the words you want to say? During this session, we will define data visualization, describe its primary uses, briefly review where some of the ideas came from, and explain the scientific basis underlying what makes data visualization work. A variety of examples will be shared.

Register now

SEE WHAT I MEAN? FOUNDATIONS OF DATA VISUALIZATION

SEPT. 11TH 1:10PM – 2:00PM

LOCATION: University Library Virtual Workshop

A picture may be worth a thousand words but are they the words you want to say? During this session, we will define data visualization, describe its primary uses, briefly review where some of the ideas came from, and explain the scientific basis underlying what makes data visualization work. A variety of examples will be shared.

[Register now](#)

THE GOOD, BAD, UGLY, AND WRONG: DISCERNING EFFECTIVE DATA VISUALIZATIONS

SEPT. 19TH 10:05AM – 11:20AM

LOCATION: University Library Virtual Workshop

Data visualization can be very effective, very ineffective, and sometimes blatantly wrong. This session will share basic principles of effective and ineffective data visualization, tips for success, and effective color use. We will review and discuss examples of effective and ineffective visualizations. We will also consider issues of ethics and accessibility.

[Register now](#)

TABLEAU DASHBOARD PERFORMANCE BEST PRACTICES

SEP. 28TH 3:00PM - 4:00PM

LOCATION: Tableau Virtual Webinar

This intermediate Tableau Success Connector session is primarily designed for working professionals who are currently Chief Analytics Officers, Project Managers, Community Leaders or Analytics Champions. This session provides an overview of:
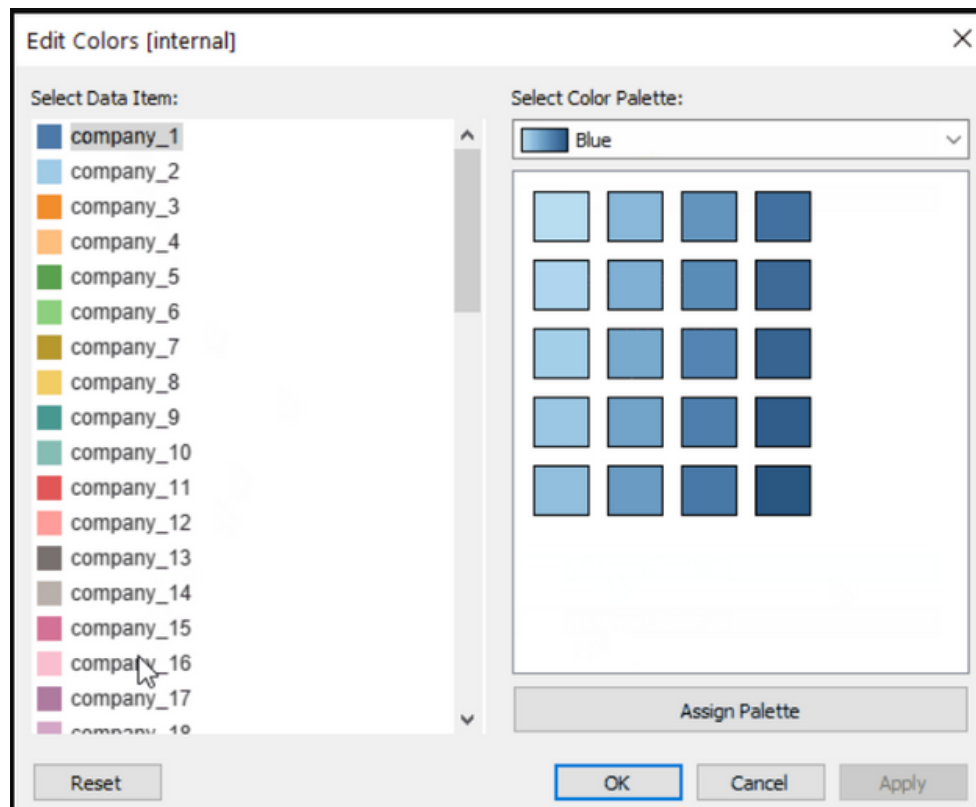
- Factors affecting dashboard performance
- Tips to improve dashboard performance
- Best practices for testing dashboard performance
- Additional resources

[Register now](#)

TIP OF THE MONTH

Assigning a Color Palette to a Subsection of your marks

Assigning a color palette to a subsection of your marks can be useful to provide a targeted focus in your visualizations. One situation where this would be useful is fi you were dealing with a data set showing the popularity of different majors at a university. If these majors were grouped by faculty, you could assign a unique palette to one major group, drawing the viewers eye to that specific subset, guiding them through the data narrative you're presenting. To do this, open your workbook & visualization, navigate to the "Marks" card, click on the "Color" button to open the color palette dialog box, hold down the 'Ctrl' key then click on the specific marks you want to apply a different color palette to then finally assign that color palette to your desired subset of marks.

CONTRIBUTING TO THE COMMUNITY

The new ACP **Microsoft Teams Site** is a great way to spread the word about coming events and opportunities! In an effort to reduce email traffic, we encourage you all to send communications via the Microsoft Teams Site. All events shared will also be included in the newsletter, which will continue to go out via the listserv.

As always, the following links and email addresses can be used for the specified purposes:

- To contact the list owner: ANALYTICS-request@LISTSERV.SC.EDU
- Click here to join the Analytics Community of Practice

Please send us visualizations suggestions for the viz of the month!

If you would like to suggest a visualization for next months viz of the month be sure to share it with us at any one of our communication channels! We are software and tool agnostic so you can send us vizzes from across the spectrum of BI technologies. The visualization can be something you created, a coworker, or something you found. We look forward to seeing your suggestions!

LOOKING FOR MORE EVENTS?

University Libraries offer students, faculty, staff and the entire community opportunities to engage with data. The University Library workshops are a great way to further your knowledge - check them out through the link below!

Click here for more events