

Excellence in Business Analytics

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Winning Entry:

A LOAD OF NEW BALLS – creating an interactive online data-visualization for respondent profiling



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Entrants' short summary

Data-visualizations are all the rage. Visually playing with data allows people to quickly spot patterns and get a feel for meaning. We noticed that the better examples were online and interactive, and that PowerPoint and the like couldn't deliver the same impact or flexibility, which we found frustrating. With this in mind, we set about building our own **online interactive data-visualization**. We identified an idea that was a good fit with our type of work and set about learning new skills and hacking about with code. The resultant "balls" technique is now a popular part of our deliverables.

What the Judges said:

"Easy to read and interesting. **Addresses a need** that's definitely increasing with clients, especially Marketing. **An innovative approach** with a **clear application** & all done with no budget – **wow!**"

Supporting Team:
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