What’s An Infographic?

By Bernard Marr
An infographic is basically an artistic representation of data and information using different elements such as:

- graphs,
- pictures,
- diagrams,
- narrative,
- timelines,
- check lists,
- etc.
Infographics allow us to tell a more complete story of the data and are more engaging than most traditional ways of communicating data and information.

The focus of good Infographics is always on communicating insights.
Here are some examples of graphical elements that you might find on an Infographic.
Use engaging visualisations but keep the **focus** on the **message**, not the artistic greatness.
Maps and flow-charts are great additions to any infographic.
Key is to **translate** the **raw data** in easy to use visualisations
Let’s look at some of my favourite examples

But please note that they are all copy-righted and only used as illustrative examples
WATCH THIS SPACE. INFOGRAPHICS ARE ‘IN’

100% OF BUSINESSES CAN BENEFIT
EVERYONE SHOULD CONSIDER THE POTENTIAL ADVANTAGES

INFOGRAPHIC PRODUCTION INCREASES BY 1% EVERY DAY

THEY SHOW AN EXPERT UNDERSTANDING OF A SUBJECT AREA OR TOPIC

INFOGRAPHICS HELP TO VISUALISE RELATIONSHIPS & STATISTICS SIMPLY & EASILY

40% OF PEOPLE WILL RESPOND BETTER TO VISUAL INFORMATION THAN PLAIN TEXT

90% OF INFORMATION THAT COMES TO THE BRAIN IS VISUAL

≈ 13 MILLION RESULTS FOR THE TERM ‘INFOGRAPHIC’ ON GOOGLE

INFOGRAPHICS GO VIRAL

INFOGRAPHIC OF GRAPHICS

INFOGRAPHIC BROUGHT TO YOU BY ZABISCO

WWW.ZABISCO.COM
MEN’S HEALTH FACTS

4.4 11
Men live 4.4 years less than Women. The last 11 years will be in poor health.

Men are more likely to die from heart disease at earlier ages.

Men are at a significantly higher risk of dying from liver disease.

80% of spinal cord injuries occur in young Men.

70% of developmental and learning disabilities affect Boys.

Men have an increased risk of dying from diabetes.

Men make up 56% of the workforce.

Yet 94% of all workforce fatalities are Men.

The top 3 reasons for reduced lifespan in Men are cardiovascular disease, suicide, and motor vehicle accidents.

Only 30% of a Man’s overall health is determined by his genetics:

Having a Y chromosome is not an excuse for unhealthy lifestyle choices.

Globally, alcohol kills almost 6 times more Men than Women.

All statistics sourced from "A Roadmap to Men’s Health: Current Status, Research, Policy & Practice 2018" published by the Men’s Health Initiative of British Columbia.
SIMPLE INNOVATIONS HELP AFRICAN FARMERS THRIVE

Better Information

**TEACHES FARMERS TO INCREASE YIELDS**

Working with radio stations in five African countries, a radio project has reached 39 million farmers with valuable information on a range of agricultural techniques to help farmers improve their productivity and access to markets.

Better Seeds

**30% MORE YIELD IN DROUGHT-PRONE AREAS**

New and improved maize (corn) varieties that can survive on less water are already helping more than 2 million smallholder farmers in Africa get higher yields and incomes.

Better Tools

**50% MORE AFFORDABLE THAN MOTORIZED PUMPS**

Instead of buying motorized pumps that are costly and difficult to maintain, farmers are using “foot power” to operate treadle pumps that can lift water from 20 feet below the surface.

Better Storage

**PROTECTS CROPS FROM INSECTS**

Special storage bags cost only $2 and protect cowpea crops from destructive insects. Since 2007, more than one million bags have been sold, saving harvests for thousands of farmers.

GROWING SUCCESS IN GHANA

Facing severe food shortages in the mid-1980s, the Ghanaian government increased investments to help rebuild the nation’s agricultural system. Through this effort, farmers received technical advice, seeds, fertilizer, ways to manage insects and disease, and gained access to new markets.

75% HUNGER LEVELS DROPPED by 75 percent between 1990 and 2004.

50% CHILD MALNUTRITION has been REDUCED by almost 50 percent since the end of the 1980s.

The proportion of UNDERWEIGHT INFANTS DECREASED from 30 percent in 1988 to 17 percent in 2008.

The population living in POVERTY FELL from 52 percent in 1991-92 to 28.5 percent in 2005-2006.

GOOD, IN PARTNERSHIP WITH THE BILL & MELINDA GATES FOUNDATION. SOURCE: BILL & MELINDA GATES FOUNDATION
GLOBAL LOGISTICS

A DAY IN THE LIFE OF THE UPS FLEET

218 JETS IN SERVICE
92,734 DELIVERY CARS, VANS, TRACTORS & MOTORCYCLES
1,928 ALTERNATIVE FUEL VEHICLES
26.2 MILLION TRACKING REQUESTS PER DAY
27,280 FREIGHT TRACTORS & TRAILERS
15.6 MILLION PACKAGES & DOCUMENTS DELIVERED DAILY
942 DOMESTIC AND 815 INTERNATIONAL FLIGHT SEGMENTS PER DAY

UPS WORLDPORT BY THE NUMBERS

UPS WORLDPORT IS LOCATED IN LOUISVILLE, KENTUCKY
Worldport recently has undergone a billion dollar upgrade, and is now one of the most advanced distribution hubs in the world.

1.5 MILLION PACKAGES DELIVERED ON AN AVERAGE DAY
HAS 155 MILES OF CONVEYOR BELTS

WORLDPORT MEASURES 5,200,000 SQ. FT. OR ABOUT 90 FOOTBALL FIELDS

AIRPORTS AND HUBS WORLDWIDE

EUROPE: COLOGNE/BONN, GERMANY
Covers 60 countries and territories

ASIA PACIFIC:
CHINA: SHANGHAI, SHENZHEN, HONG KONG
Covers 40 countries and territories

UPS EMPLOYES OVER 400,000 PEOPLE WORLDWIDE
COUNTRIES AND TERRITORIES COVERED 220

PREDICTING MOTHER NATURE

A TEAM OF 5 METEOROLOGISTS FOLLOW THE ATMOSPHERIC CONDITIONS 24 HOURS A DAY,

TO ENSURE ON-TIME DELIVERY, THEY WORK WITH THE NATIONAL WEATHER SERVICE TO FORECAST WEATHER ALONG ROUTES AND WILL RE-RUTE OR SWITCH MODES OF TRANSPORTATION TO AVOID BAD WEATHER.

UPS PLANES ARE EQUIPPED WITH SENSORS FOR REAL-TIME WEATHER DATA RETRIEVAL.

USE ON-SITE MODEL OF AN AIRPLANE WING TO PREDICT ICING AND FROST CONDITIONS IN THE AIR.
The World of Data

- Number of emails sent every second: 2.9 million
- Data consumed by households each day: 375 megabytes
- Video uploaded to YouTube every minute: 20 hours
- Data per day processed by Google: 24 petabytes
- Tweets per day: 50 million
- Total minutes spent on Facebook each month: 700 billion
- Data sent and received by mobile internet users: 1.3 exabytes
- Products ordered on Amazon per second: 72.9 items

In the 21st century, we live a large part of our lives online. Almost everything we do is reduced to bits and sent through cables around the world at light speed. But just how much data are we generating? This is a look at just some of the massive amounts of information that human beings create every single day.

Sources: Cato, comScore, MapR, Facebook, Adobe, Google, Twitter, YouTube
Last week, General Motors began the fourth largest bankruptcy proceedings in history, joining the many other large and venerable companies that have sunk to the bottom during this economic crisis. In fact, eight of the 20 largest bankruptcies have happened during the last two years of crisis. Here is a look at the biggest sinking ships in business history.
18 Ways to be more positive at work

**Commute**
Listen to audio books, podcasts or inspirational music on your commute.

**Arrive Early**
Arrive early and focus on the tasks required today.

**Pace Yourself**
Rushing tasks will create more errors that inevitably you will have to re-do.

**Be Positive**
Infuse positive emotions into your work and colleagues and enjoy the contagious nature.

**Emails**
Avoid checking emails first thing. Focus on tasks in hand and periodically check emails through the day.

**Support**
Share your achievements with others and support the results of colleagues.

**Compassion**
Remain compassionate to negative colleagues. People are usually negative for a reason.

**Time Usage**
Are you making the most of your time? Focus efforts on what matters most.

**Planning**
Schedule your day and set out achievable objectives.

**Office Politics**
Don’t get bogged down in office politics. Focus on what is needed to move forward.

**Break Times**
Plan breaks into your day to allow recovery and re-focus on your tasks.

**Collaboration**
Never be afraid to ask for help. Collaborate with others to achieve mutual goals.

**Critisms**
Understand any criticism aimed at you and use the feedback to improve your work.

**Meetings**
Walking meetings help focus. Leave the meeting with clear and achievable objectives.

**Health & Well Being**
Exercise is proven to reduce stress and the resulting feel good factor can boost your productivity, while leaving you in a healthy mindset.

**Boring Jobs**
Bite the bullet and face mind numbing tasks head on.

**Holiday Days**
Try different activities on your days off. Variety is the spice of life and leave you in a more positive mood.

**Adapt**
Business changes to survive. Make sure you are open and adaptable rather than resisting change.
Asthma Triggers

An allergy is the immune system’s reaction when exposed to what is otherwise a harmless substance, such as plant pollen, mold, or animal hair, skin, or saliva. The immune system treats these substances, called “allergens,” as if they are harmful, causing a disruption to normal body functions. Allergens are what trigger a series of reactions by the immune system during an allergic reaction. Asthma attacks can be triggered by allergies, which can temporarily increase the inflammation of the airways in a susceptible person.

Common Allergens

Pollens

53.5% of asthma patients have been found allergic to pollens.

Animal Dander (Skin, Saliva)

For 30% of asthma patients, a cat contact can trigger an attack.

Dust Mites

May be a cause in 50% - 80% of asthma cases.

Food & Drug Allergies

6% of allergy sufferers have food/drug allergies as their primary allergy. Food allergy is more common among children than adults. 90% of all food allergy reactions are cause by milk, soy, eggs, wheat, peanuts, tree nuts, fish, and shellfish.

Common Non-Allergens

Respiratory Infections

Flu, common cold and viral respiratory infections, among others, are common asthma triggers in adults and children.

10 Worst Cities for Asthma, 2010

Twelve factors are used to formulate the list, including air pollution, pollen scores, asthma prevalence, use of “rescue inhalers,” and poverty.

1. Richmond
2. St. Louis
3. Chattanooga, Tenn.
4. Knoxville
5. Milwaukee
6. Memphis
7. Tulsa
8. Philadelphia
9. Augusta
10. Atlanta

www.webmd.com
**GANGNAM STYLE!!!**

*The 5 basic steps*

**Step 1**
Riding the horse

**Step 2**
Lassoing the sexy lady

**Step 3**
Now everybody is looking at me

**Step 4**
Combine a few ‘sexy’ moves

**Step 5**
Finish with a cool pose

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**When to use the steps during the chorus**

**Step 1**
Oppa is Gangnam style... ahhh...

**Step 2**
Oppa is Gangnam style... Oh, oh oh oh oh, Oppa is Gangnam style...

**Step 3 or Step 1** (in the last chorus)

**Step 4**
Oppa is Gangnam style... Eeeeee~ Sexy Lady...

**Step 1 or Step 2** (in the last chorus)

**Step 5** (only at the end)
Oppa is Gangnam style... Eeeeee~ Sexy Lady oh oh oh oh. Oppa is Gangnam style.
The “three V’s”, i.e. the Volume, Variety and Velocity of the data coming in is what creates the challenge.

Big Data is data that is too large, complex and dynamic for any conventional data tools to capture, store, manage and analyze. The right use of Big Data allows analysts to spot trends and gives niche insights that help create value and innovation much faster than conventional methods.

57.6% of organizations surveyed say that Big Data is a challenge.

72.7% consider driving operational efficiencies to be the biggest benefit of a Big Data strategy.

50% say that Big Data helps in better meeting consumer demand and facilitating growth.

Value

<table>
<thead>
<tr>
<th>Industry</th>
<th>Productivity Increase</th>
<th>Sales Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>39%</td>
<td>$5.6B</td>
</tr>
<tr>
<td>Consulting</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>Air Transportation</td>
<td>21%</td>
<td>$4.3B</td>
</tr>
<tr>
<td>Construction</td>
<td>20%</td>
<td>$4.2B</td>
</tr>
<tr>
<td>Food Products</td>
<td>20%</td>
<td>$3.4B</td>
</tr>
<tr>
<td>Steel</td>
<td>19%</td>
<td>$2B</td>
</tr>
<tr>
<td>Automobile</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Industrial Instruments</td>
<td>18%</td>
<td>$1.2B</td>
</tr>
<tr>
<td>Publishing</td>
<td>18%</td>
<td>$0.8B</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>17%</td>
<td>$0.4B</td>
</tr>
</tbody>
</table>

The estimated size of the digital universe in 2011 was 1.8 zettabytes. It is predicted that between 2009 and 2020, this will grow 44-fold to 35 zettabytes per year. A well defined data management strategy is essential to successfully utilize Big Data.
Where does Obesity Hurt?

10% of all yearly medical costs are attributed to obesity — $147 billion dollars annually in the U.S. There are many health risks associated with obesity; but among all of them, Type 2 Diabetes is the number one health problem that is accredited to obesity.

Obesity is a disease that has the ability to take over multiple areas of your body. There isn’t a part of your body that is not affected more than another. It is harmful to your whole body.

The Cost of Obesity

How Much Money?

98 billion dollars a year is spent on the medical bill for Type 2 Diabetes. In comparison, it takes just one billion dollars to feed 150,000 people for one year. (average consumer spends $6500 per year on food)

What’s the Cause?

There are many underlying causes of obesity. The causes have a wide range, but none of them are avoidable.

- Over-Consumption
  - Over-priced food
  - Fast food
  - Junk food

- Genetic Factors
  - Obesity tends to run in families, suggesting that there could be a genetic factor involved in obesity.

- Reduced Energy Exposure
  - Americans are taking more exercises than they are burning off, which leads to weight gain.

- Family Influence
  - Family members share not only genetic history but also diet and lifestyle habits, which contribute to obesity.

The Skinny on Over-Consumption

Today, Over-Consumption is the biggest cause of obesity in America. More than 60% of Americans spend more than 50% of their food budgets on fast food restaurants. Americans are eating more fast food than ever before. The problem is, fast food portion sizes are increasing and the prices are decreasing. What people might not see is the increase in calories, which leads to weight gain.

Keep the Weight Off

There are many different ways to keep the pounds off if you remember one simple rule: to lose weight, you must burn off more calories than you take in. Whether you are exercising or not, we all burn off calories every day. By adding more exercises, you can burn off more calories, which will help you lose weight.

Exercises:
- Walking 7 mi per day
- Cycling 3 mi per day
- Swimming 10 mi per day
- Racquetball 2 mi per day
- Rock Climbing 2 mi per day

Calories burned:
- Walking 160 calories
- Cycling 370 calories
- Swimming 550 calories
- Racquetball 280 calories
- Rock Climbing 220 calories
Just imagine your corporate reporting was this engaging.
There are now a large number of fantastic tools available that can help you create Infographics:

- Infogr.am,
- Easel.ly,
- Pictochart,
- IBM's Many Eyes,
- Venngage,
- Creatly and
- Wordle.
Read my blog post ‘What the Heck is an Infographic? And Why You should use Them’ Click Here
I run customized courses on performance reporting and data visualisation, to learn more get in touch.
About

This overview was put together by Bernard Marr, Founder and CEO of the Advanced Performance Institute.

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