

Don't Forget To

ODTUG
Kscope22
grapevine, tx june 19 - 23

Fill Out Your Evals



SOFTWARE SOLUTIONS

Data Visualization: Color Strategies and Graph Design

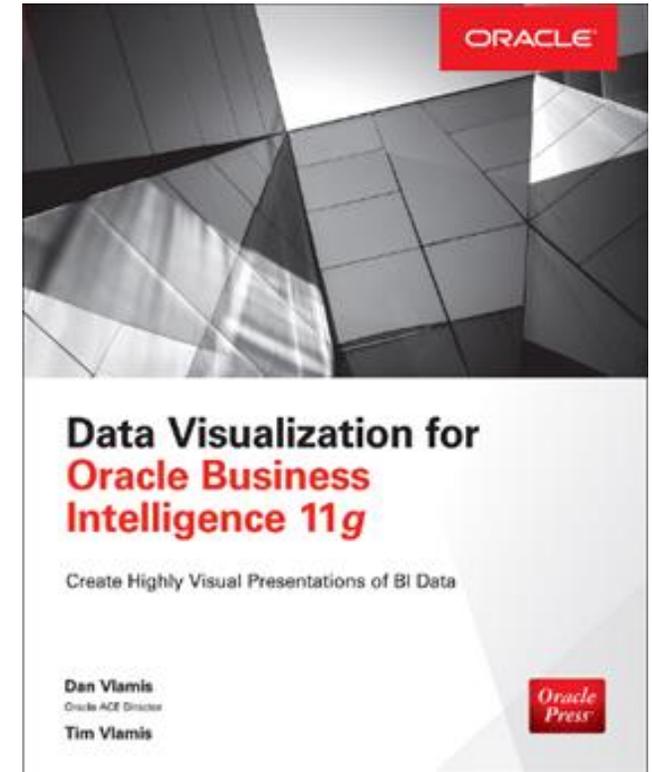
Tim Vlamis

June 22, 2022

www.vlamis.com

Vlamis Software Solutions

- Founded in 1992 in Kansas City, Missouri
- 400+ Enterprise Clients
- Consults in :
 - Enterprise Business Intelligence & Analytics
 - Analytic Warehousing
 - Machine Learning and Predictive Analytics
 - Data Visualization
 - ETL and data integration
- Vlamis consultants average 15+ years
- www.vlamis.com (blog, papers, newsletters, services)
- Co-authors of book "Data Visualization for OBI 11g"



Instructor's Background

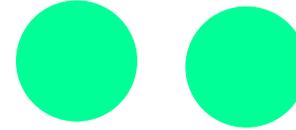
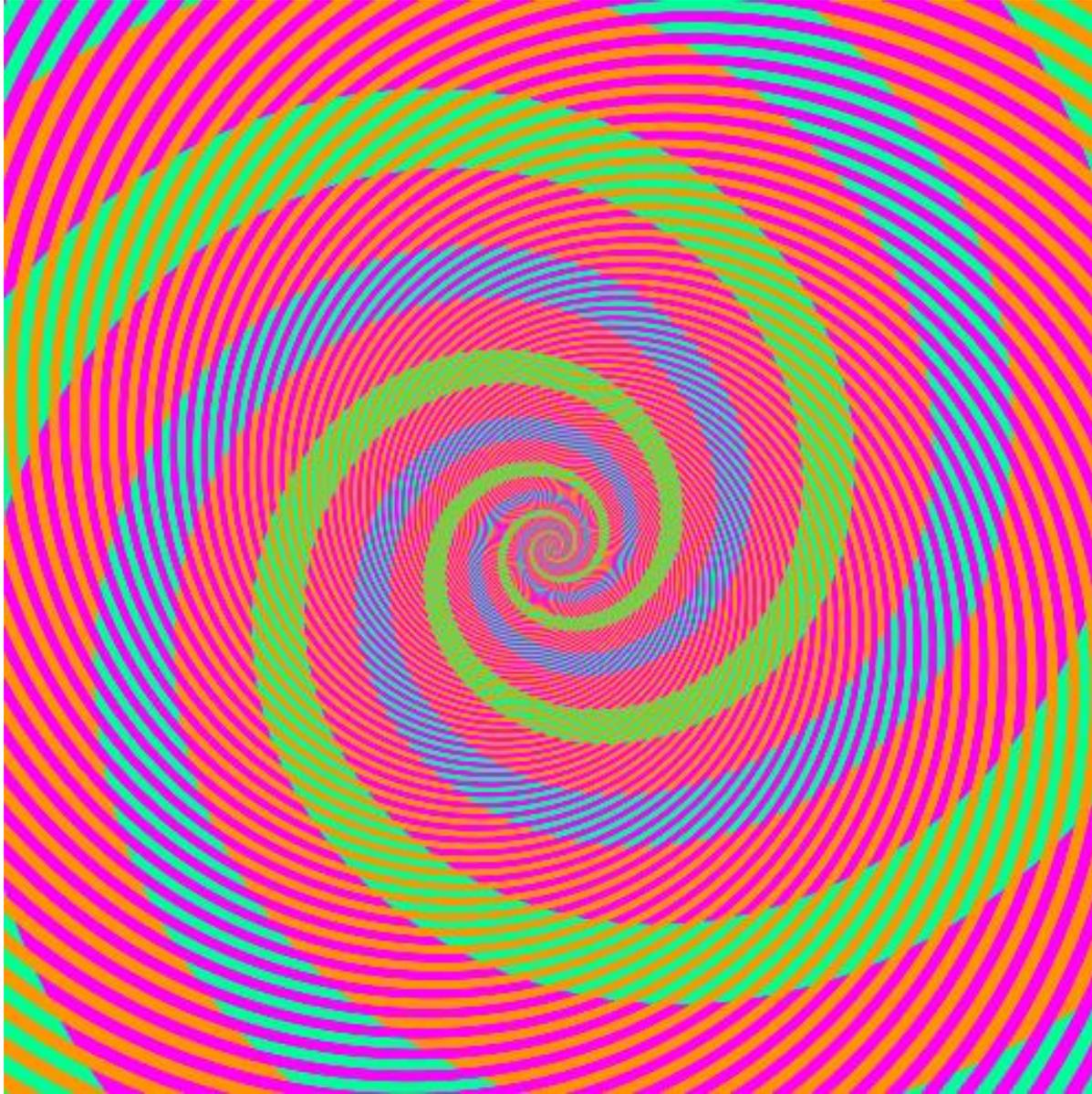
Tim Vlamis – Vice President & Analytics Strategist

- 30+ years in business modeling and valuation, forecasting, and scenario analyses
- Oracle ACE Director
- Co-author of “Data Visualization for Oracle Business Intelligence”
- Named contributor to and instructor for several of Oracle University’s Machine Learning and Predictive Analytics Courses
- Professional Certified Marketer (PCM) from AMA
- MBA Kellogg School of Management (Northwestern University)
- BA Economics Yale University
- tvlamis@vlamis.com

Think of color as being constructed in the brain



Blue/green spirals the same color?



Blue Gold White Dress



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Everything Matters!



A detailed still life composition of various fresh ingredients. In the foreground, there are slices of white bread, a whole fish, pieces of raw meat, a wedge of Swiss cheese, a glass of milk, and a small bottle of oil. The middle ground features a variety of vegetables like broccoli, onions, green beans, and bell peppers, along with fruits such as strawberries, apples, and a papaya. In the background, a woven basket is filled with more produce, including tomatoes, onions, and green peppers. The overall scene is rich in color and texture, representing a wide variety of food sources.

Ingredients → Data Quality & Variety

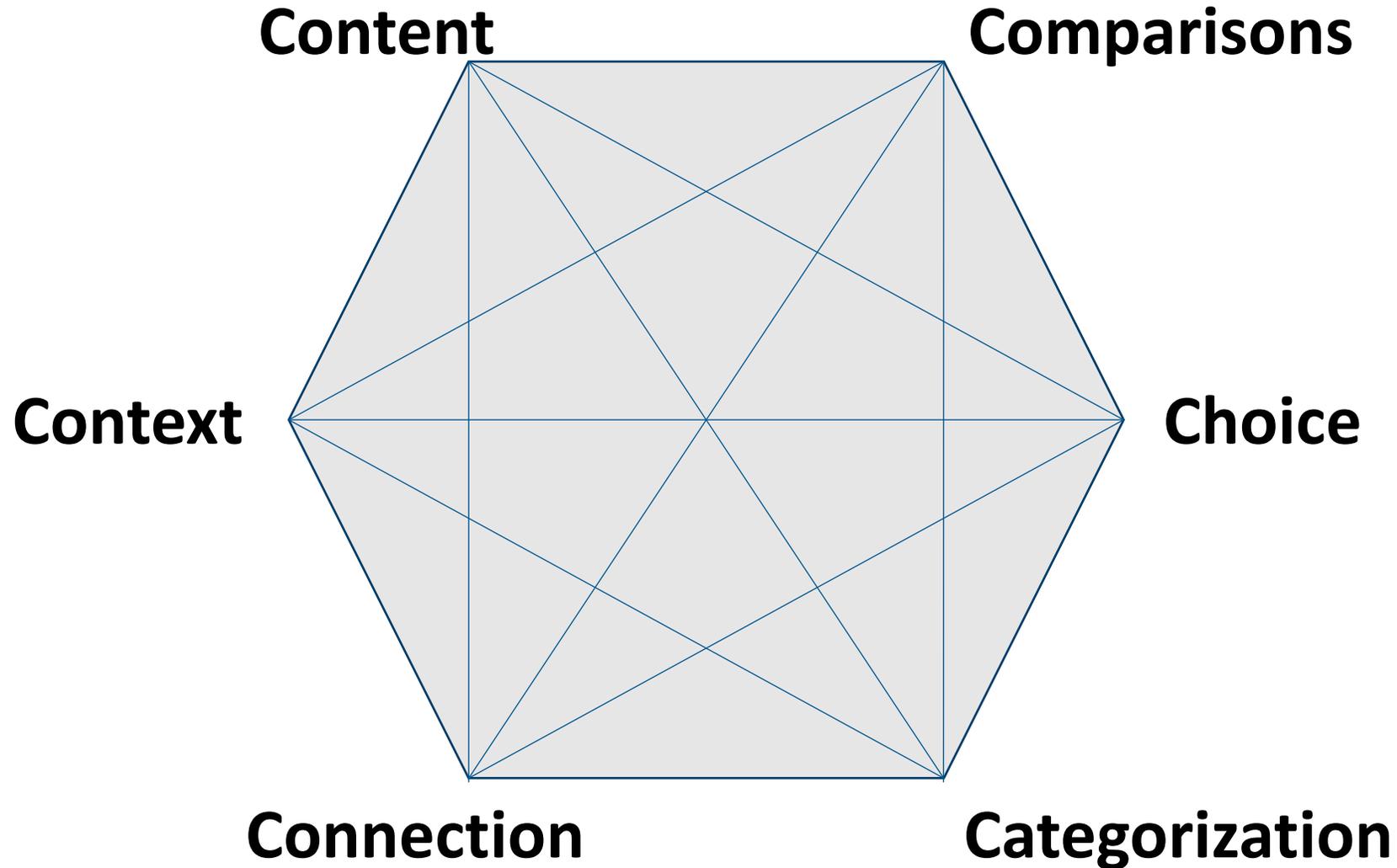
Technique → Data Processing & Prep



Presentation → Data Visualization



Great Dashboards Balance 6 Requirements



Redwood Visualization Colors

Hex	Color	Group	Order
#245D63		Dark	1
#DE7F11		Light	2
#5FB9B5		Light	3
#4E4137		Dark	4
#A0C98B		Light	5
#B4728B		Light	6
#83401E		Dark	7
#9E7FCC		Light	8
#FBC26A		Light	9
#58316E		Dark	10
#5FA2BA		Light	11
#317A45		Dark	12

<https://docs.oracle.com/en/middleware/developer-tools/jet/11/reference-styling/CssVariablesOverview.html>)



i want hue

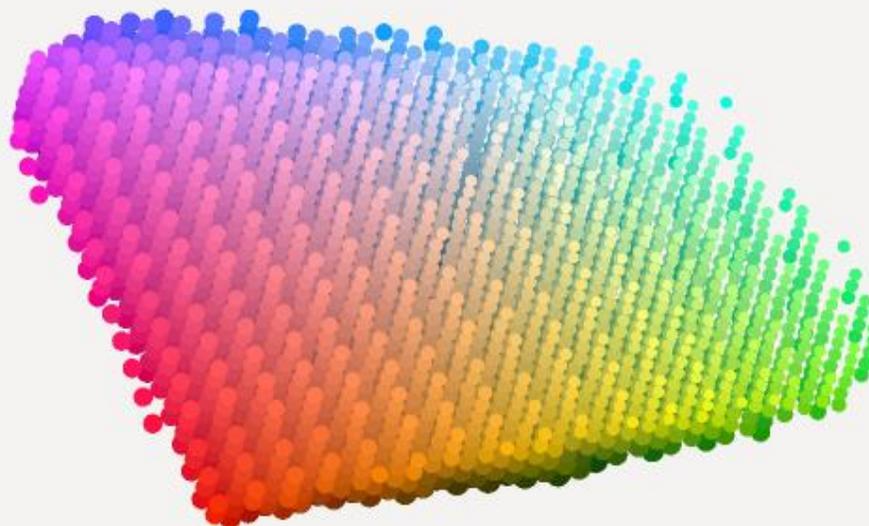
Colors for data scientists. Generate and refine palettes of optimally distinct colors.

Color space

Default preset ▾



- Improve for the **colorblind** (slow)
- Dark background



Palette

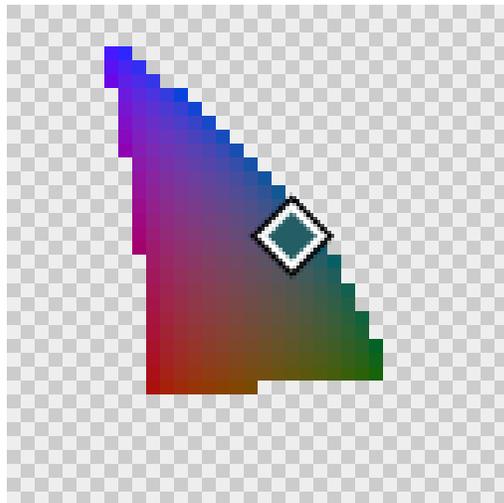
10 colors soft (k-Means) ▾

🔄 Reroll palette



Sort by [diff](#) [hue](#) [chroma](#) [lightness](#) [random](#)

Color picker



H 209

C 19

L 36



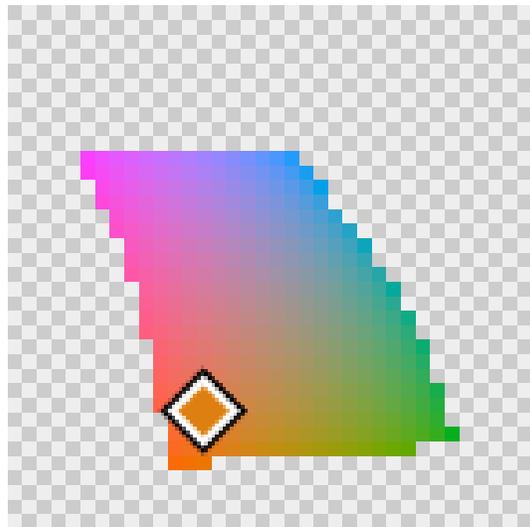
-16 A -9 B

Hex #245d63

Close

Pick color

Color picker



H 65



C 73



L 62



30 A 66 B

Hex #de7f11

Close

Pick color

Expand Redwood Light Colors from 7-10

Color space

Default preset ▾

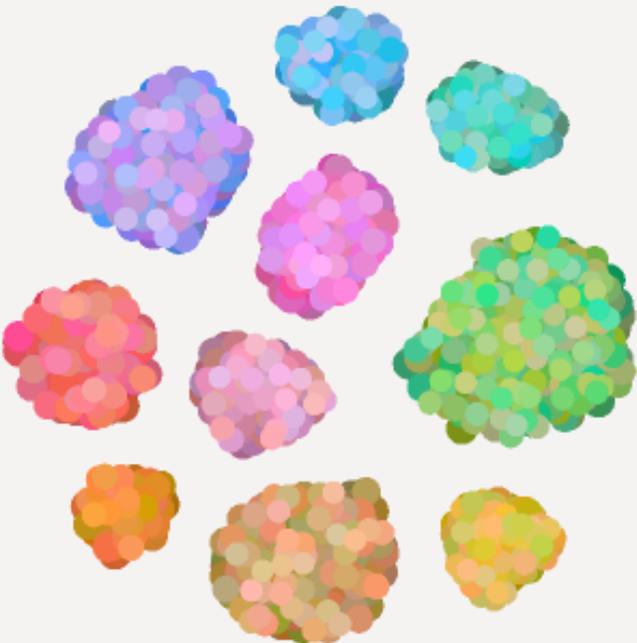
H 0  360

C 24  73

L 50  82

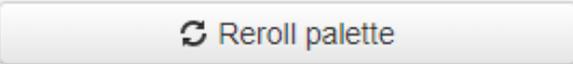
Improve for the **colorblind** (slow)

Dark background



Palette

10 colors soft (k-Means) ▾

 Reroll palette



Sort by [diff](#) [hue](#) [chroma](#) [lightness](#) [random](#)

Fit to color space



Order Colors to avoid likely bad pairings

Differentiation report and color vision deficiency

Color pairs by distance (average 60.3)

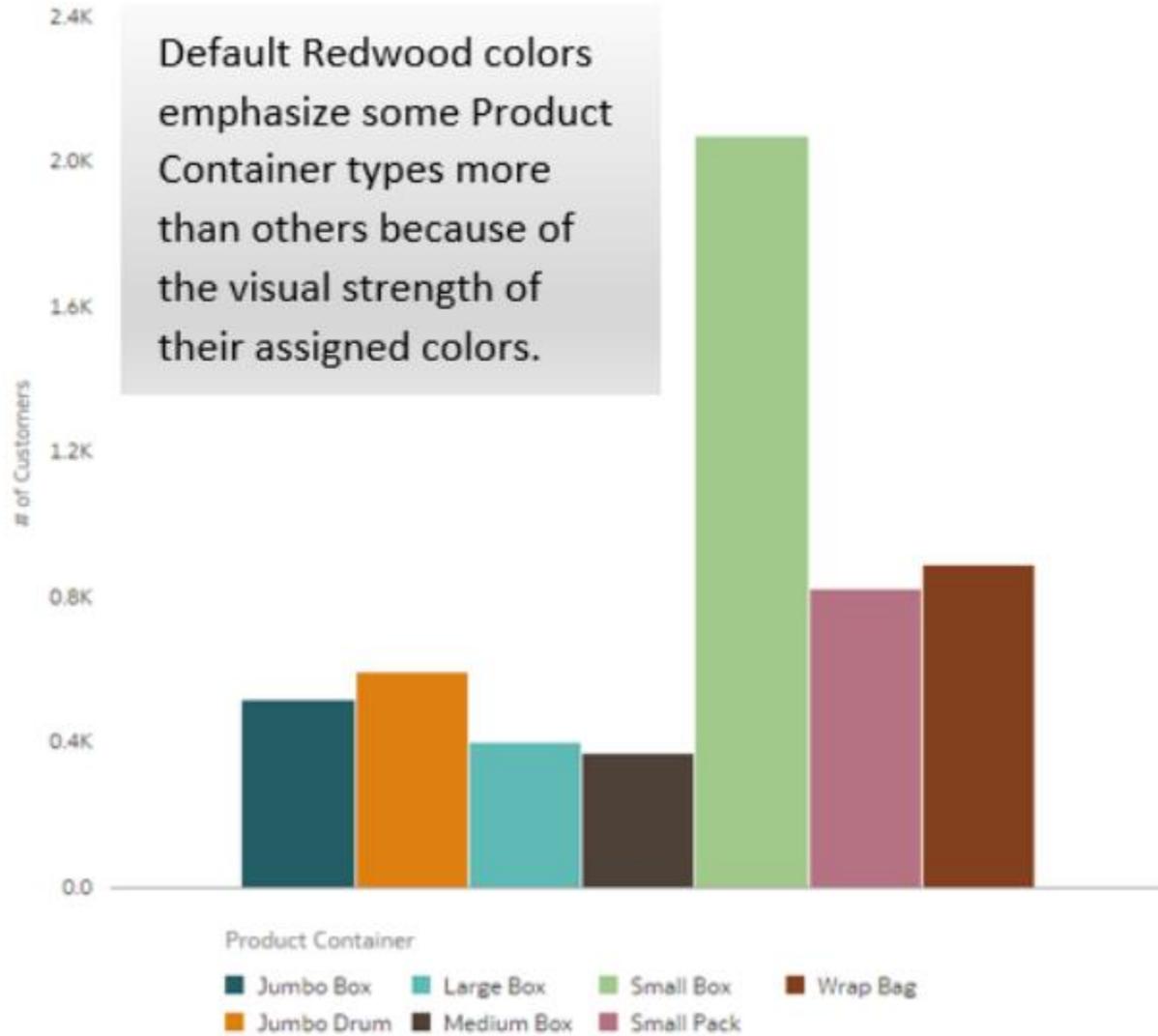
#de7f11			#9e7fcc	101.6	
#de7f11			#5fa2ba	96.1	
#de7f11			#5fb9b5	93	
#a0c98b			#db6fbf	93	

Color Contrast Scores from iwanthue

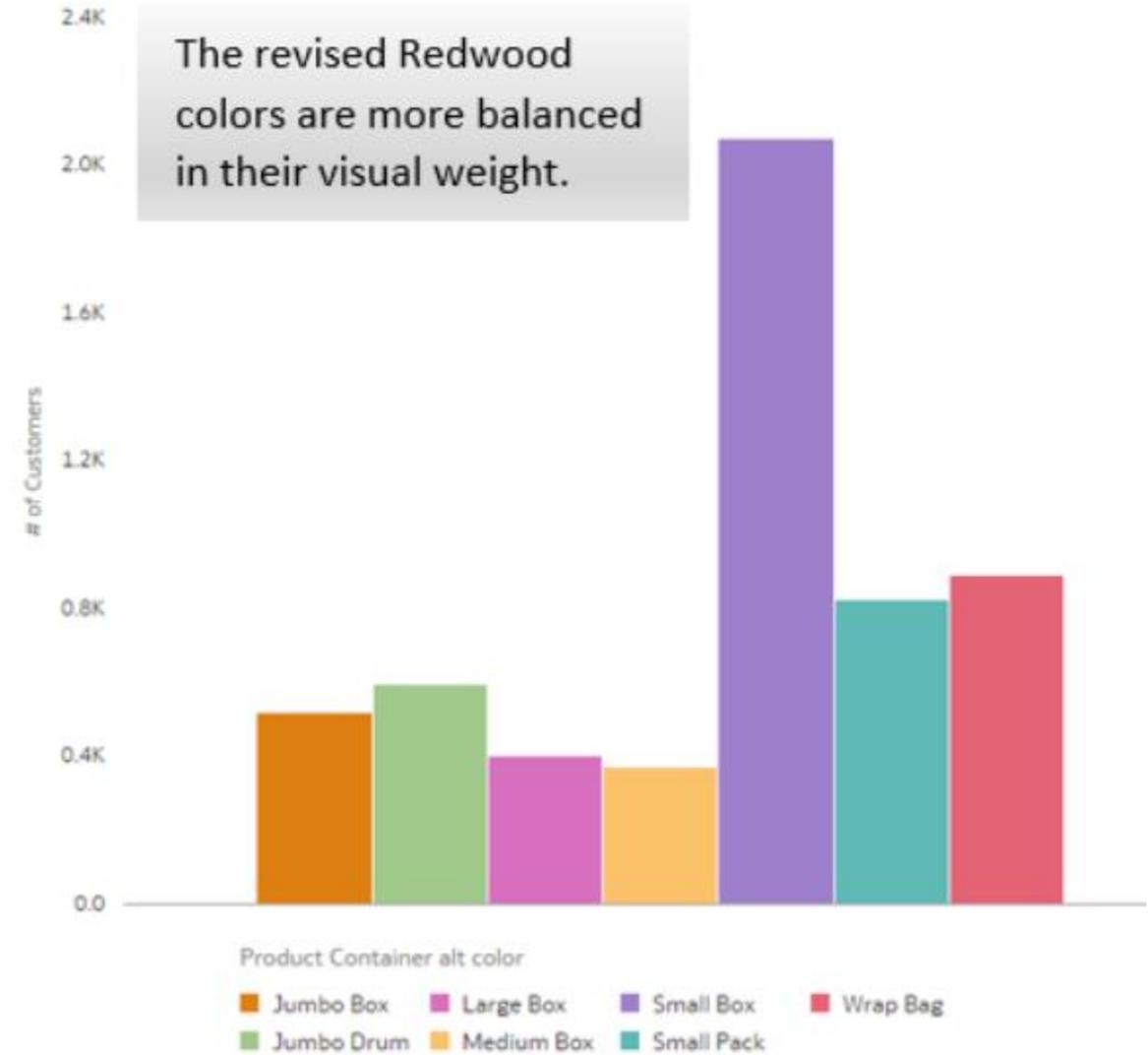
	#DE7F11	#5FB9B5	#A0C98B	#B4728B	#9E7FCC	#FBC26A	#5FA2BA	#DB6FBF	#E46476	#BD9057
#DE7F11		93	69.3	69	101.6	31.2	96.1	91.6	55.2	35.5
#5FB9B5	93		33.8	59.2	63.6	70.6	19.4	82.2	82.7	57.8
#A0C98B	69.3	33.8		65.4	83.4	43.8	48.7	93	79.2	39.1
#B4728B	69	59.2	65.4		33	63	47.7	31	28.2	44.4
#9E7FCC	101.6	63.6	83.4	33		91.6	45.6	27.9	55.8	74.3
#FBC26A	31.2	70.6	43.8	63	91.6		77.2	87.5	59.1	24.1
#5FA2BA	96.1	19.4	48.7	47.7	45.6	77.2		67.1	74.4	60.9
#DB6FBF	91.6	82.2	93	31	27.9	87.5	67.1		38.1	72.9
#E46476	55.2	82.7	79.2	28.2	55.8	59.1	74.4	38.1		46.6
#BD9057	35.5	57.8	39.1	44.4	74.3	24.1	60.9	72.9	46.6	
Average	71.4	62.5	61.7	49.0	64.1	60.9	59.7	65.7	57.7	50.6
High	101.6	93.0	93.0	69.0	101.6	91.6	96.1	93.0	82.7	74.3
Low	31.2	19.4	33.8	28.2	27.9	24.1	19.4	27.9	28.2	24.1
Std Dev	24.9	22.4	20.0	14.9	24.3	22.5	21.1	25.0	17.5	16.1
Range	70.4	73.6	59.2	40.8	73.7	67.5	76.7	65.1	54.5	50.2
Median	69.3	63.6	65.4	47.7	63.6	63.0	60.9	72.9	55.8	46.6

Hex	Color	Group	Order
#DE7F11		Light	1
#A0C98B		Light	2
#DB6FBF		Light	3
#FBC26A		Light	4
#9E7FCC		Light	5
#5FB9B5		Light	6
#E46476		Light	7
#5FA2BA		Light	8
#B4728B		Light	9
#BD9057		Light	10

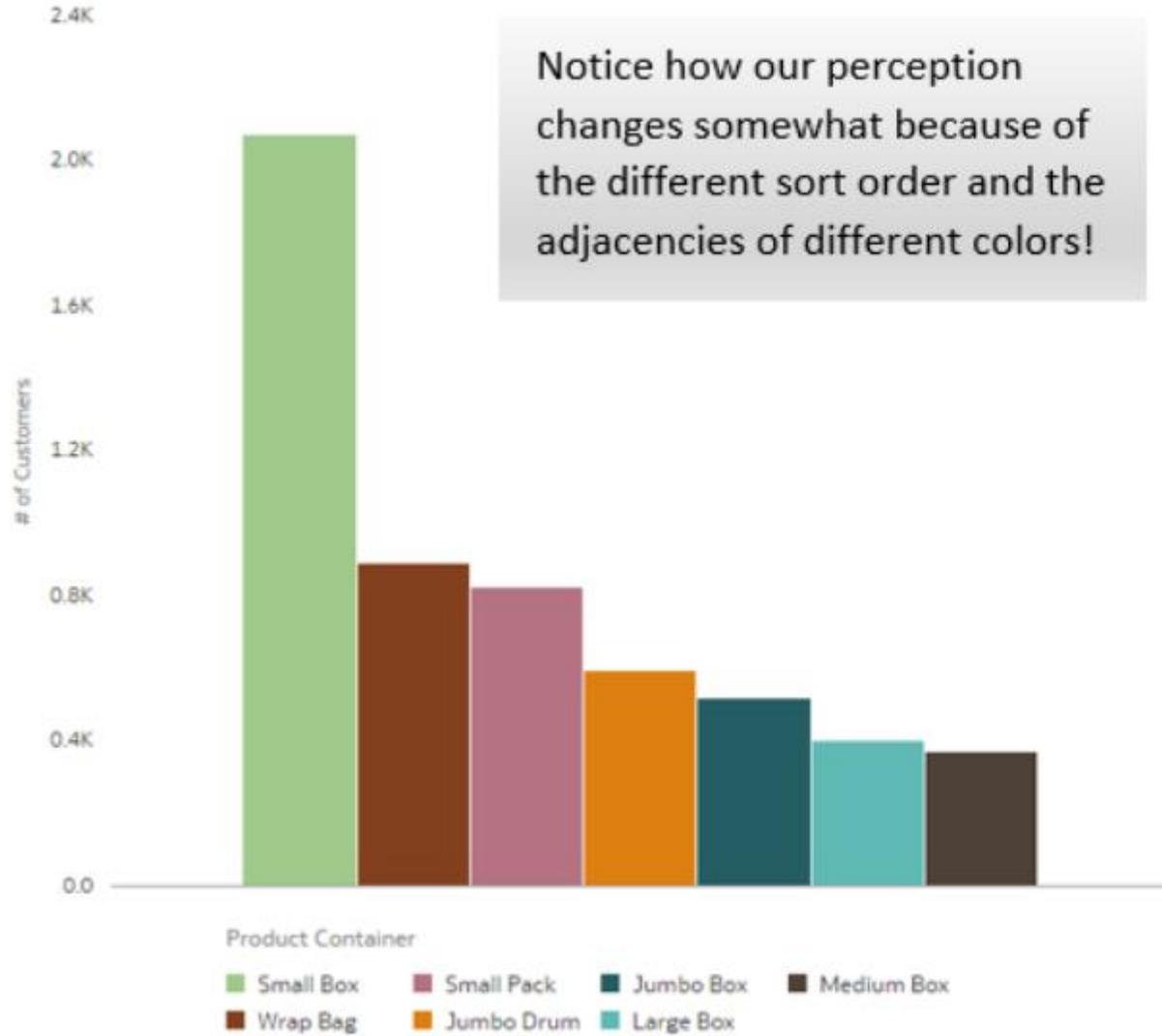
of Customers by Product Container



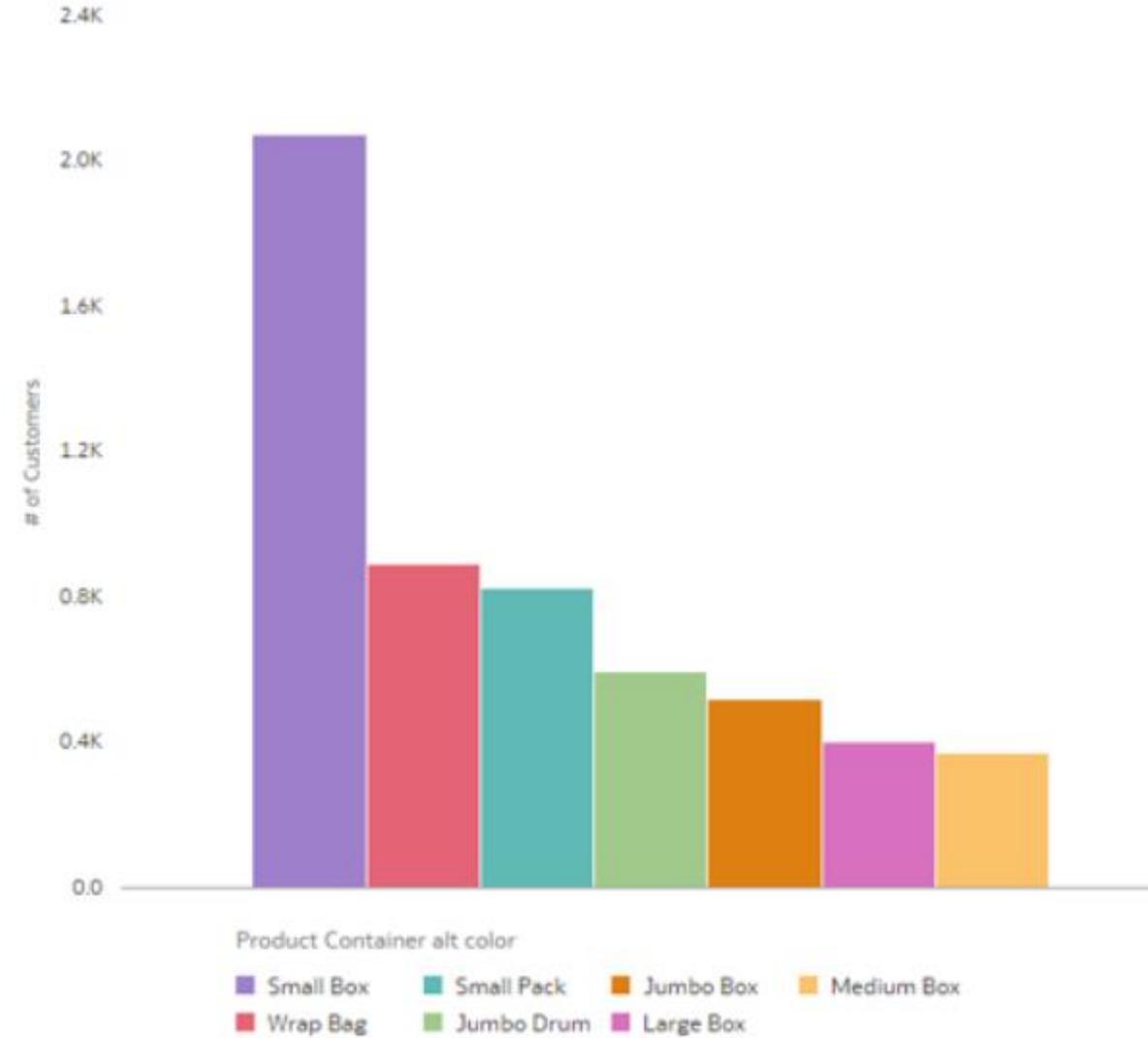
of Customers by Product Container alt color

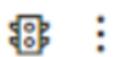


of Customers by Product Container



of Customers by Product Container alt color





Project Properties

- Project Properties
- Data Actions
- Reset Colors
- Reset Shapes
- Create New Project
- Revert to Saved
- Developer

General

Color Series

Redwood - Light

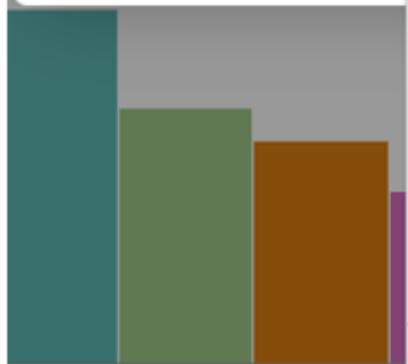
Continuous Coloring

Brushing

Save thumbnails

Background

- Redwood (Default)
- Alta
- Southwest
- Pastel
- Neon
- Spectrum
- Alta 30
- Slate



or

Il Pack Jumbo Box Jumbo Drum Large Box

- Add Palette...
- Duplicate Palette...
- Edit Palettes...
- Delete Palette

- Stockholm
- Tokyo
- ✓ Redwood - Light

- Add Palette...
- Duplicate Palette...
- Edit Palettes...
- Delete Palette

Dashboard Definition

A Dashboard is a visual presentation of current summary information needed to manage and guide an organization or activity.

Dashboard Definition

BI Dashboards should be designed to drive organizational coherence through a shared understanding of organizational position, performance, flows, and influencers.



Manufacturing Summary Page

CALENDAR YEAR

2018

CALENDAR MONTH

(All Column Value)

EPLANT

--Select Value--

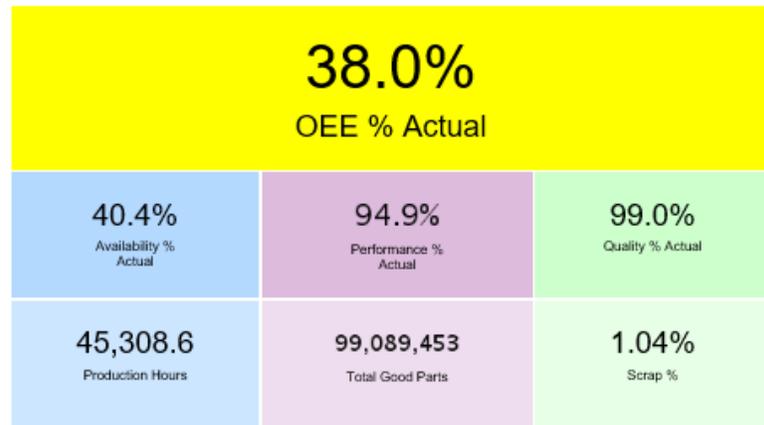
MFG TYPE

--Select Value--

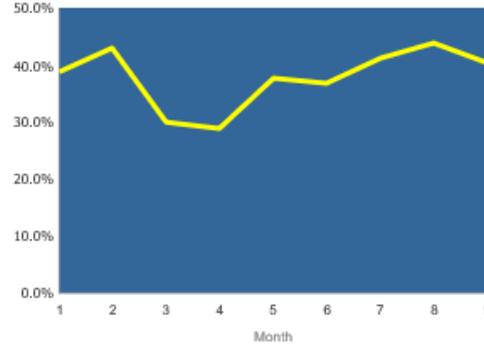
MFG CELL

--Select Value--

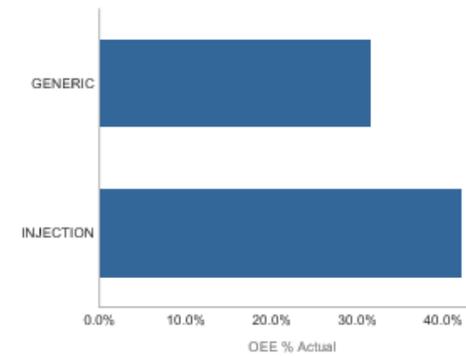
[RETURN TO MAIN MENU](#)



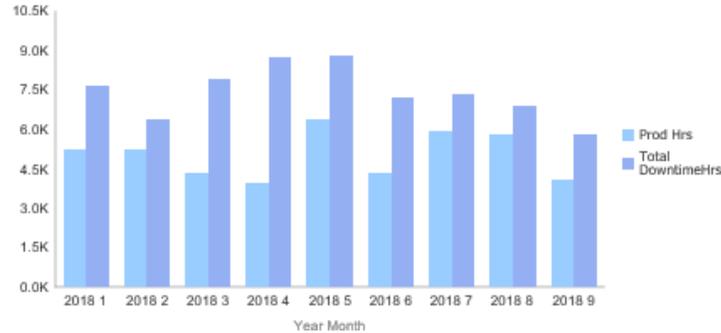
OEE Trend



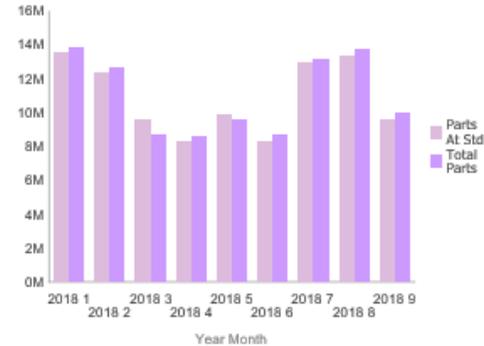
OEE by MFG Type



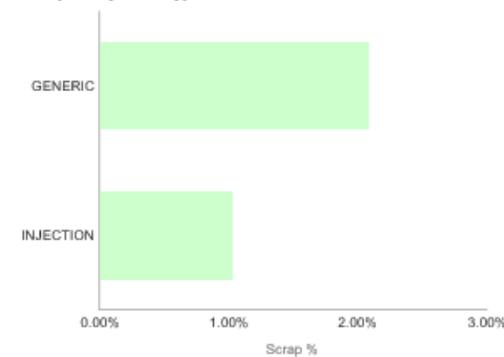
Production and Total Downtime Hours



Standard and Actual Parts



Scrap % by MFG Type



EPlant	Mfg Type	MFG Cell	Prod Hrs	Unplanned Downtime	Downtime %	Availability % Actual	Total Downtime Hrs	Hrs Available Actual
1	GENERIC	PASO GENERIC	14,491.1	28,884.4	66.35%	33.5%	28,884.4	43229.98
	INJECTION	PASO INJ	30,817.5	37,954.3	55.16%	44.8%	37,954.3	68811.90

EPlant	Mfg Type	MFG Cell	Parts At Std	Setup Hrs	Total Cycles	Line Utilization	OEE % Actual	Performance % Actual	Work Order ID	Prod Date	Total Parts	Prod Hrs
1	GENERIC	PASO GENERIC	2,096,975	54.5	1,747,778	166.23%	31.5%	95.9%			1,711,399	14,491.1
	INJECTION	PASO INJ	95,780,792	40.0	4,024,951	155.10%	42.1%	94.9%			97,422,138	30,817.5

EPlant	Mfg Type	MFG Cell	Good Parts	Quality % Actual	Scrap	Scrap %
1	GENERIC	PASO GENERIC	1,711,399	97.9%	2,227	2.08%
	INJECTION	PASO INJ	97,378,054	99.0%	15,322	1.03%



Availability Analysis by Work Center

This page shows a comparison of Production Hours and Downtime Hours

CALENDAR YEAR
2018

CALENDAR MONTH
(All Calendar Values)

DATE

WORK CENTER ID
--Select Value--

CLASS
--Select Value--

ITEM
--Select Value--

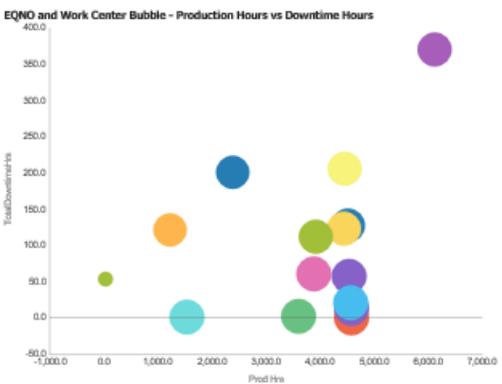
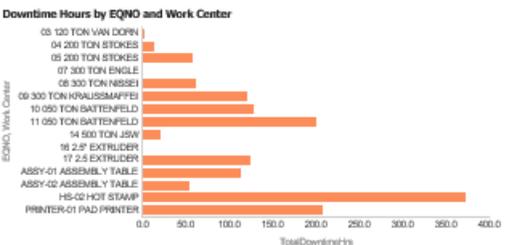
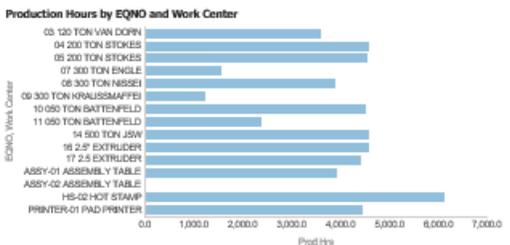
ITEM NO
--Select Value--

RETURN TO MAIN MENU



Production Hours
54,320.7

Downtime Hours
1,475.5



EQNO	Work Center	Item No	Item	Class	Total Hours	Line Utilization	Prod Hrs	Setup Hrs	Total Downtime Hrs	Downtime %	Availability % Actual
03	120 TON VAN DORN	A-200-H-BY	HANDLE, BATTERY	WP	3,607.1	1.00%	3,604.8	0.0	2.5	0.07%	99.9%
04	200 TON STOKES	05543-101	VOLUME CUP	FG	4,592.0	1.00%	4,578.5		13.5	0.29%	99.7%
05	200 TON STOKES	SH-020999-CLP	SH-ELF BRACKET 2" CLEAR	FG	4,591.0	1.01%	4,533.8		57.4	1.25%	98.9%
07	300 TON ENGLE	9988-300	DOOR SEAL PLUG, SERIES 300	FG	1,537.8	1.00%	1,536.7	0.0	1.0	0.07%	99.9%
08	300 TON NESSEI	08092-102	RETAINER CLIP	FG	3,944.4	1.02%	3,883.7	0.0	60.7	1.54%	98.9%
09	300 TON KRAUSSMAFFEI	9989-300	DOOR SEAL PLUG, SERIES 300	FG	1,343.1	1.09%	1,222.1		121.0	9.01%	91.0%
10	050 TON BATTENFELD	HBT-RD	1/2" BUTTON - RED	FG	4,680.0	1.02%	4,511.8	40.0	128.2	2.74%	96.4%
11	050 TON BATTENFELD	HBT-LK	1/2" BUTTON - BLK	FG	2,479.1	1.09%	2,478.9	0.0	200.4	7.70%	92.9%



Reject Analysis

CALENDAR YEAR
2018

CALENDAR MONTH
(All Column Value)

DATE

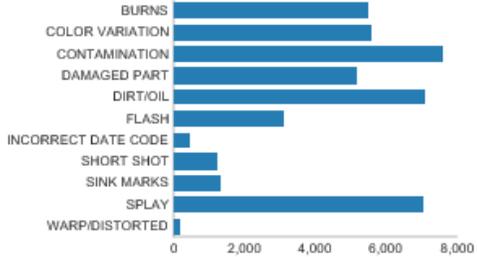
EPLANT
--Select Value--

MFG CELL
--Select Value--

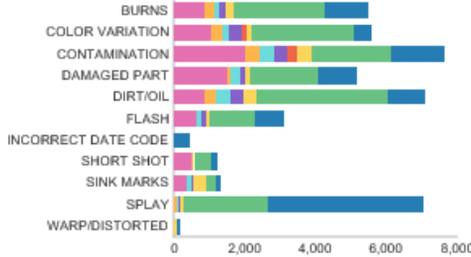
ITEM
(All Column Value)

[RETURN TO MAIN MENU](#)

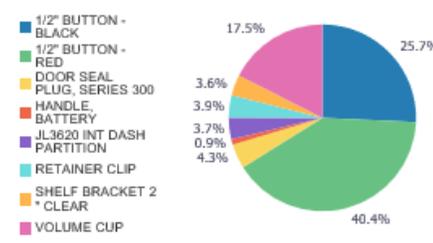
Reject Qty by Reject Description



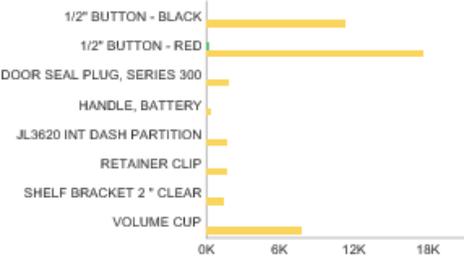
Reject Qty by Reject Reason and Product



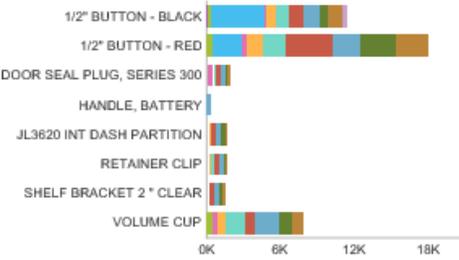
Reject QTY by Product



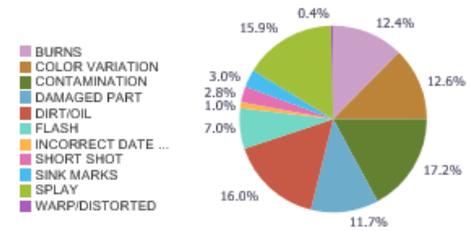
Reject Qty by Product



Reject Qty by Product and Reject Reason



Reject QTY by Reject Reason



	BURNS	COLOR VARIA...	CONTAMINATI...	DAMAGED PART	DIRT/OIL	FLASH	INCORRECT D...	SHORT SHOT	SINK MARKS	SPLAY	WARP/DISTOR...
1/2" BUTTON - BLACK	1,237	521	1,448	1,103	1,038	811	482	154	131	4,411	99
1/2" BUTTON - RED	2,576	2,870	2,287	1,916	3,738	1,317		500	330	2,381	
DOOR SEAL PLUG, SI	248	131	420	166	373	85			321	76	68
HANDLE, BATTERY		139	277								
JL3620 INT DASH PAF	176	381	342	164	328	123			95	51	
RETAINER CLIP	138	174	437	262	409	114		27	89	69	
SHELF BRACKET 2 " I	266	313	409	82	369	35		49		67	
VOLUME CUP	850	1,063	1,990	1,506	843	632		495	382		

Color Reject Qty

Low High

Item	Reject Qty										
	BURNS	COLOR VARIATION	CONTAMINATION	DAMAGED PART	DIRT/OIL	FLASH	INCORRECT DATE CODE	SHORT SHOT	SINK MARKS	SPLAY	WARP/DISTORTED
1/2" BUTTON - BLACK	1,237	521	1,448	1,103	1,038	811	482	154	131	4,411	99
1/2" BUTTON - RED	2,576	2,870	2,287	1,916	3,738	1,317		500	330	2,381	
DOOR SEAL PLUG, SERIES 300	248	131	420	166	373	85			321	76	68
HANDLE, BATTERY		139	277								
JL3620 INT DASH PARTITION	176	381	342	164	328	123			95	51	
RETAINER CLIP	138	174	437	262	409	114		27	89	69	
SHELF BRACKET 2 " CLEAR	266	313	409	82	369	35		49		67	

All flights: 6,235,242
Report : 3,709,454

Flight Delay Performance by Geography

Key Metrics and Associated Delays

% of All Rows :

59.4%

Dashboard Prompts
for all four analyses

* Month

Between

12 Hz

6 Hz

1 Hz

Origin Airport

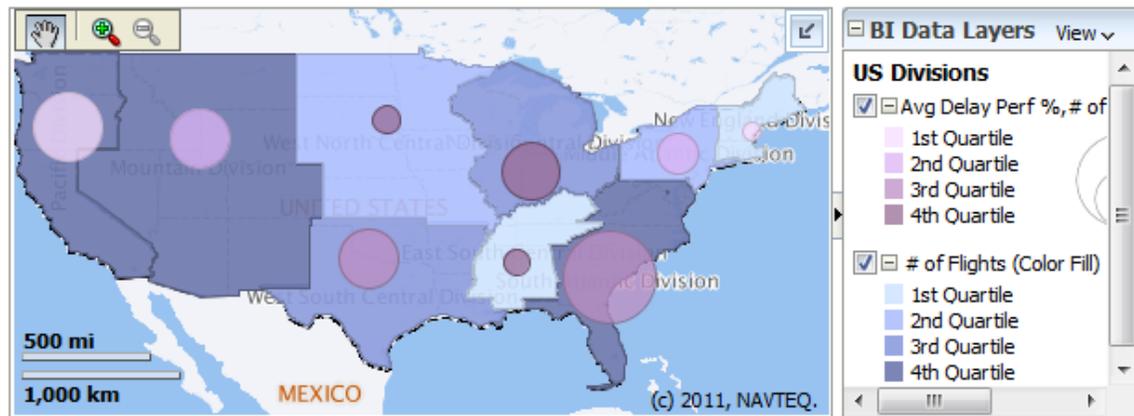
--Select Value--

Carrier

--Select Value--

Dest Region

- Midwest Region
- Northeast Region
- South Region
- West Region



Orig Airport	# of Flights	% of Total	Passenger - Miles (M)	Delay Perf %
All Orig Airports	3,709,454	100.0%	328,034	9.1%
Midwest Region	691,998	18.7%	48,525	10.8%
East North Central Division	491,158	13.2%	33,998	10.9%
West North Central Division	200,840	5.4%	14,527	10.4%
Northeast Region	423,226	11.4%	44,389	8.2%
South Region	1,492,575	40.2%	107,799	9.9%
East South Central Division	177,198	4.8%	7,199	11.3%
South Atlantic Division	821,345	22.1%	67,067	9.8%
West South Central Division	494,032	13.3%	33,533	9.5%
West Region	1,101,655	29.7%	122,759	7.6%

Late Flight Trends

By Time and Performance % Thresholds



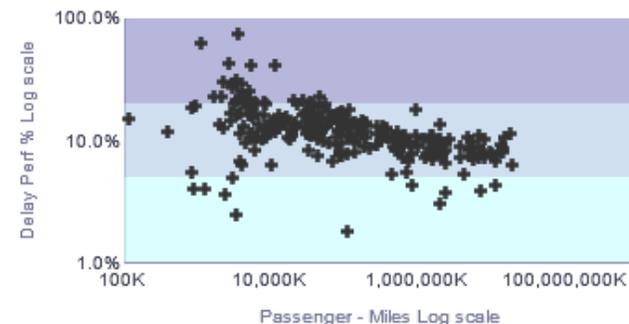
Pct of Scheduled Flights



Delay % by Passenger x Miles



Log / Log Scale



All flights: 6,235,242
Report : 3,709,454

Delay Performance by Geography

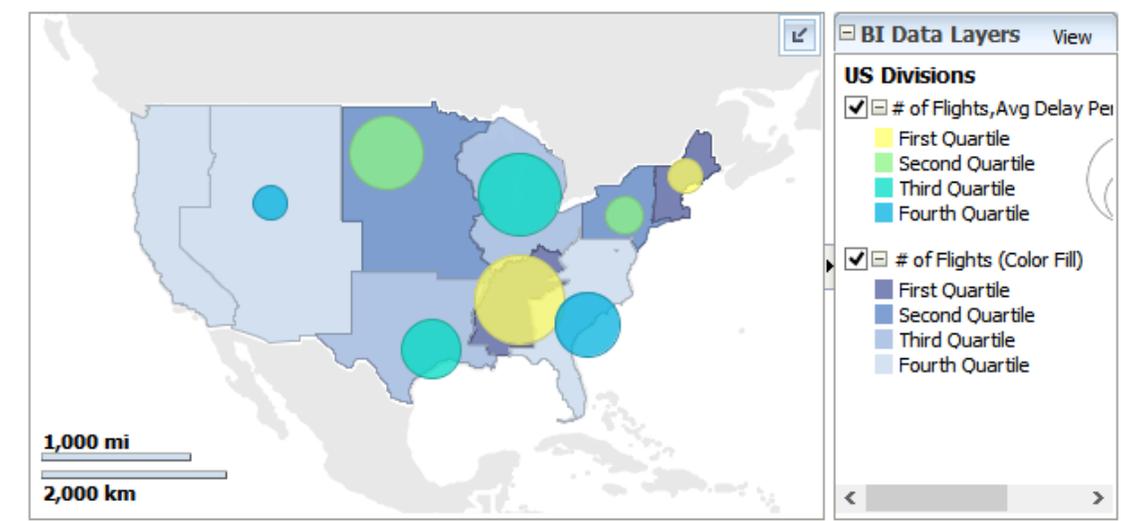
Key Metrics and Associated Delays

% of All Rows :
59.49%

* Month
Between
12 Hz
6 Hz
1 Hz

Origin Airport
--Select Value--
Carrier
--Select Value--
Dest Region
 Midwest Region
 Northeast Region
 South Region
 West Region

Orig Airport	# of Flights	% of Total	Passenger - Miles (M)	Delay Perf %
All Orig Airports	3,709,454	100.0%	328,034	9.1%
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West Region	1,101,655	29.7%	122,759	7.6%

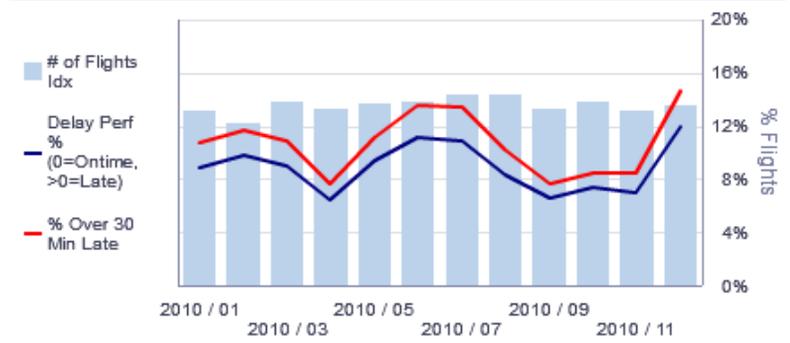


Late Flight Trends

By Time and Performance % Thresholds

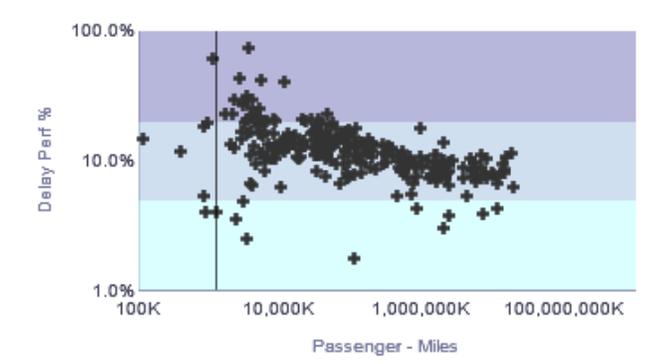


Pct of Scheduled Flights



Orig Airport: All Orig Airports

Delay % by Passenger x Miles



Best Practice Focus for Dashboards

- Best practices are objective guides for effectiveness
- Visualizations should be guided by:
 - Human cognition
 - Accurate representations of data
 - Preferred message (consciously designed)
- Visualizations should NOT be guided by:
 - Taste or what looks “good” to one person
 - Entertain users
 - A desire to “fill the white space”

Key Questions to Ask About Dashboards

- Who is the audience?
- What is the subject or topic?
- What is the major insight?
 - What element has the most visual weight?
 - What element has the most prominent position?
- What context is provided and what comparisons are made?
- What are the decision scope and the data scope?
- Are navigation options understood?
- Are prompts and selectors understood?
- Are dashboard pages ordered logically?

BI Dashboards

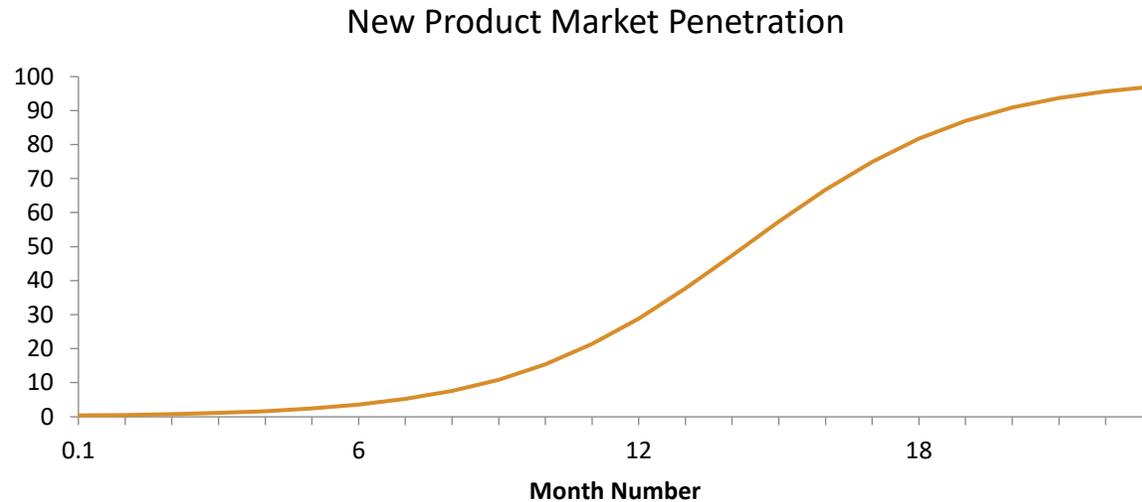
- Role-based.
- Data selection and filtering are extremely important.
- Dashboards support evidenced-based decision making.
- Shared understanding of business situation is a key benefit.
- Content may be individualized.
- Design should be standardized.

Great Dashboards Balance:

- Content (what's displayed)
- Comparisons (relative importance)
- Choice (user-invoked changes to the display like prompts)
- Connectivity (navigation, drill-to-detail, cross-drills, linked displays)
- Context (how displayed, i.e. design)
- Categorization (how organized and logically collected)

Graphs and Tables

- Graphs and Charts depict visual representations and relationships



- Tables show data organized for lookup of specific, precise values or items.

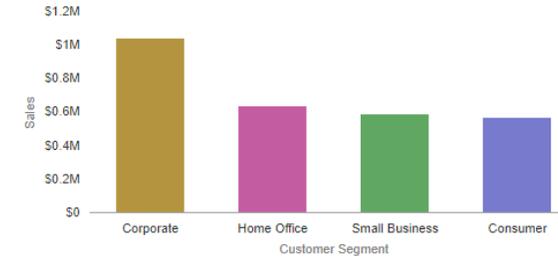
Order Type	No of Orders	Sales	Billed Quantity	Actual Unit Price
Express	13,980	\$14,027,034	1,117,199	\$12.56
Secure	29,347	\$28,513,745	2,326,540	\$12.26
Standard	27,673	\$27,459,221	2,213,482	\$12.41
Grand Total	71,000	\$70,000,000	5,657,221	\$12.37

7 Keys to Effective Graphs

- Do not use 3-D effects.
- Avoid “stop light” color palette.
- Prefer pastel color palettes and avoid bright colors.
- Eliminate gridlines, drop shadows, and other graphics.
- Enable interaction for “exploration” graphs.
- Prioritize a single message for “explanation” graphs.
- Above all else, show the data!

Four Recommended Visualizations

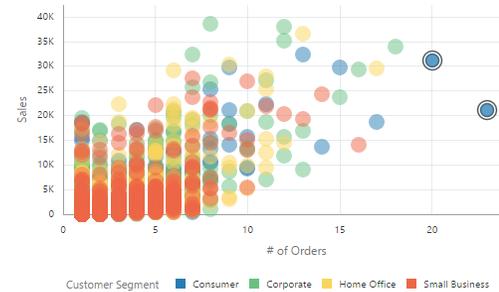
■ Bar graph – comparison analysis



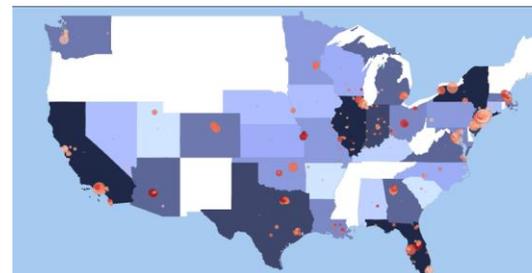
■ Line graph – trend analysis



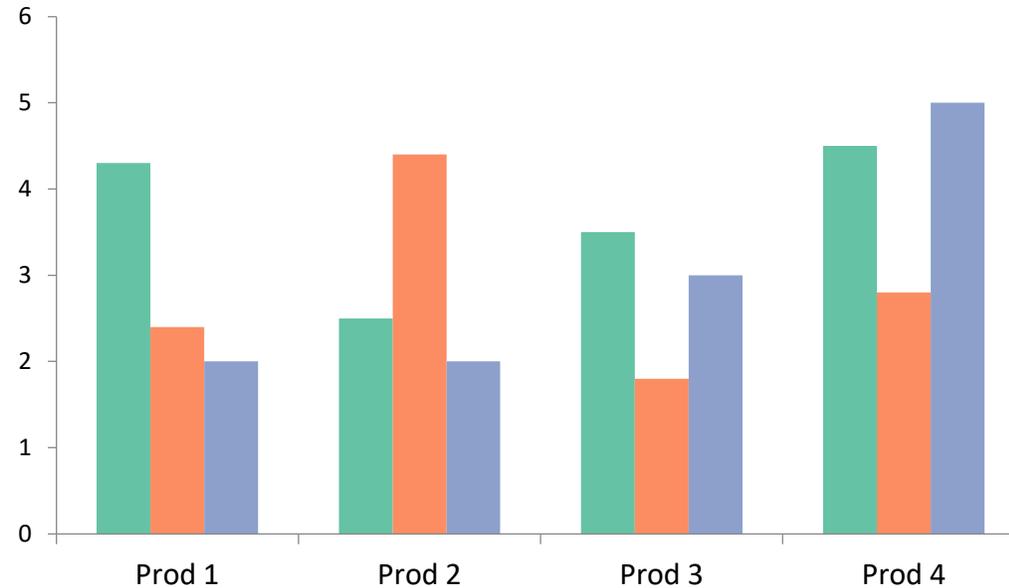
■ Scatter plot – data distribution & outlier detection



■ Maps – location analysis

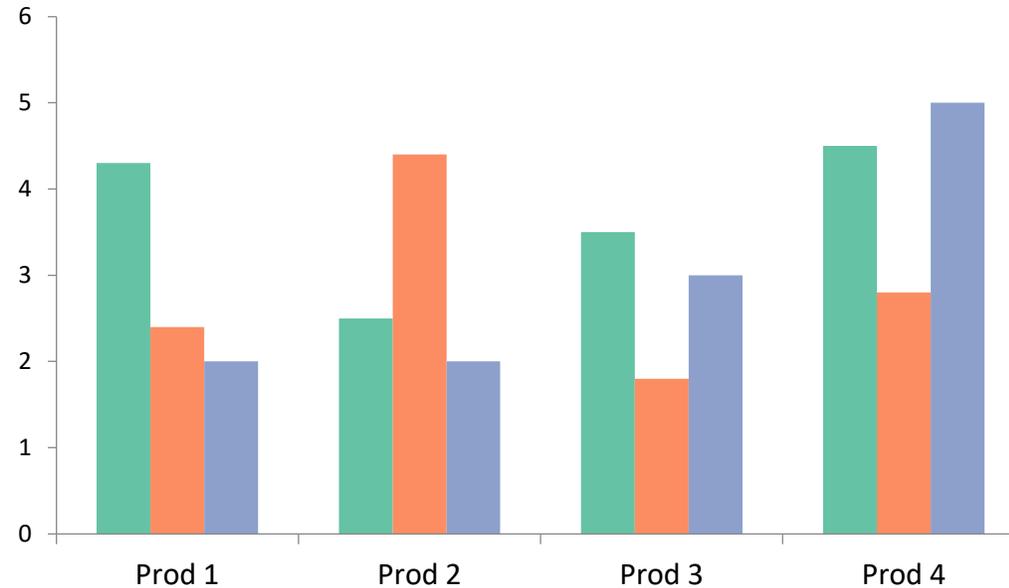


Bar Graphs



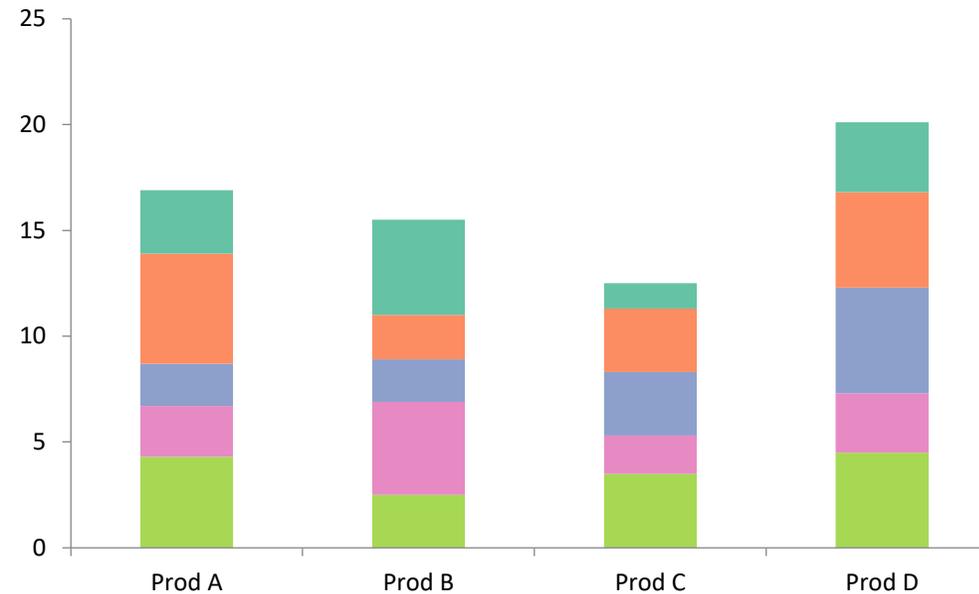
- Show nominal data values in comparison to one another.
- Start with zero.
- If use a logarithmic scale, clearly notate.
- Think through sort order carefully.

Bar Graphs



- Add data labels as interactive rollover.
- Balance colors.
- If change is most important, graph change.

Stacked Bar Chart

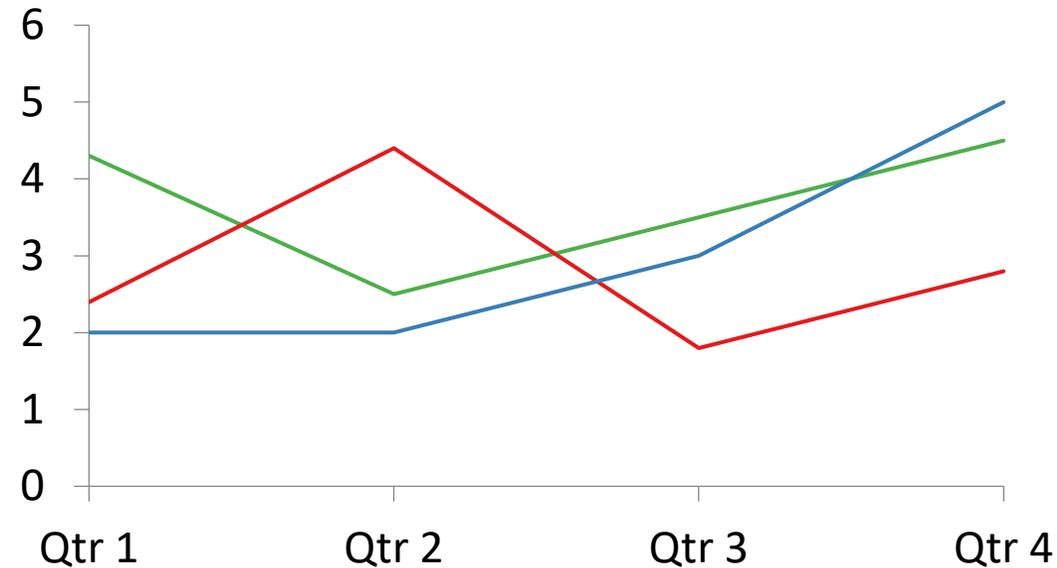


- Somewhat confusing, not great for representing change.
- Total is most clearly represented number.
- Single scale can make for interesting intra-bar comparisons.

Every time you add dimension to a graph, you should ask yourself “should I break this into two simpler graphs?”

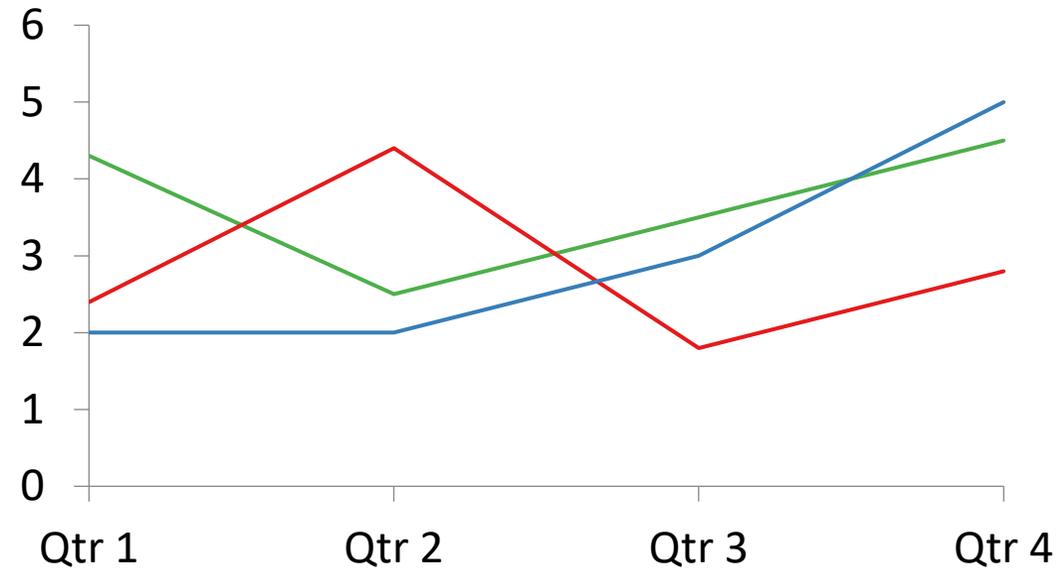
Every time you add a second graph with the same axes, you should ask yourself, “should I combine these graphs into one denser graph?”

Line Graph



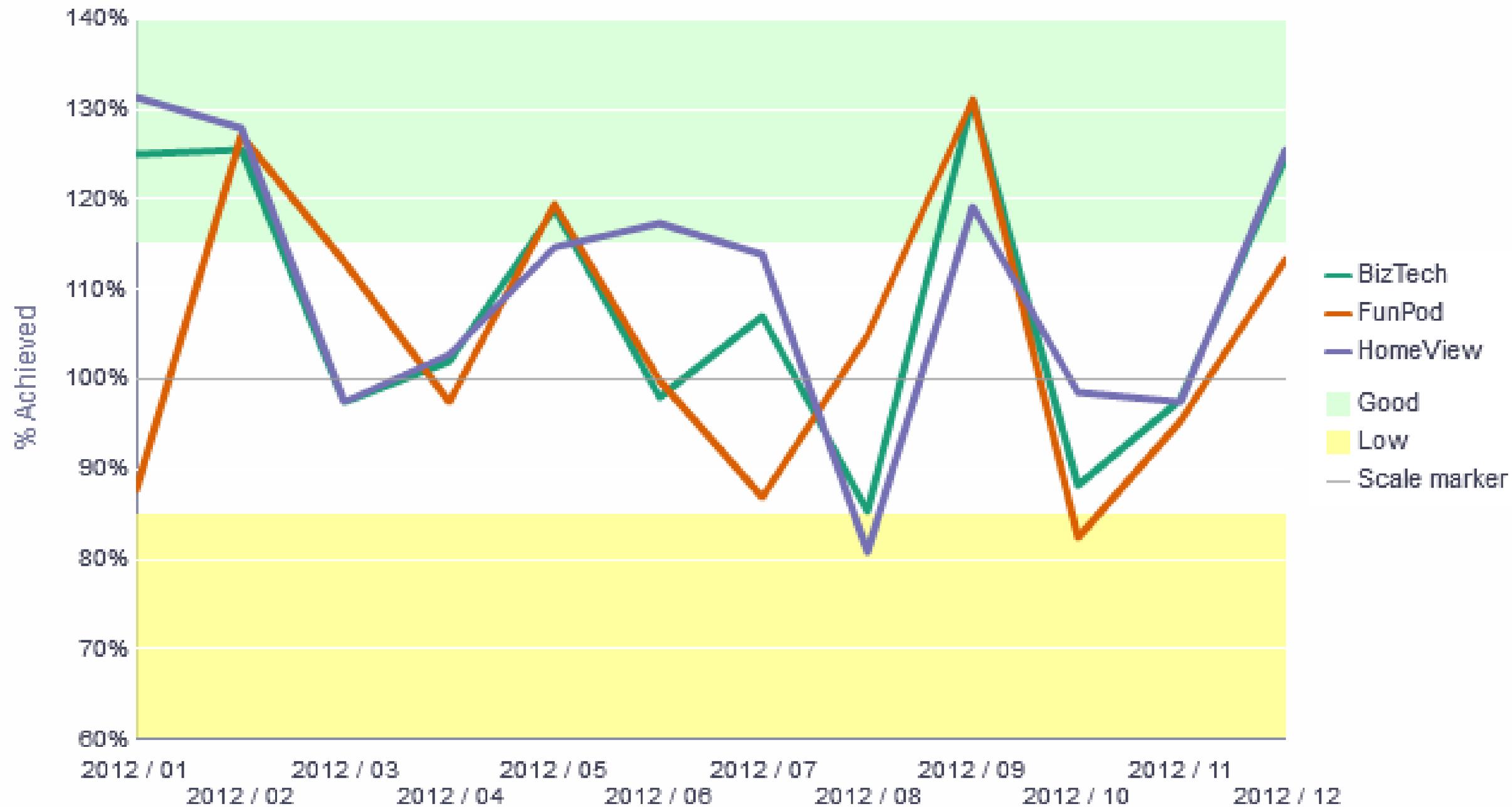
- Show a pattern or progression over a continuous range.
- Can be valued within a range to highlight a particular pattern (careful!).
- Maintain a rectangular shape close to golden proportion.
- Use scale marker lines and ranges for context.

Line Graph

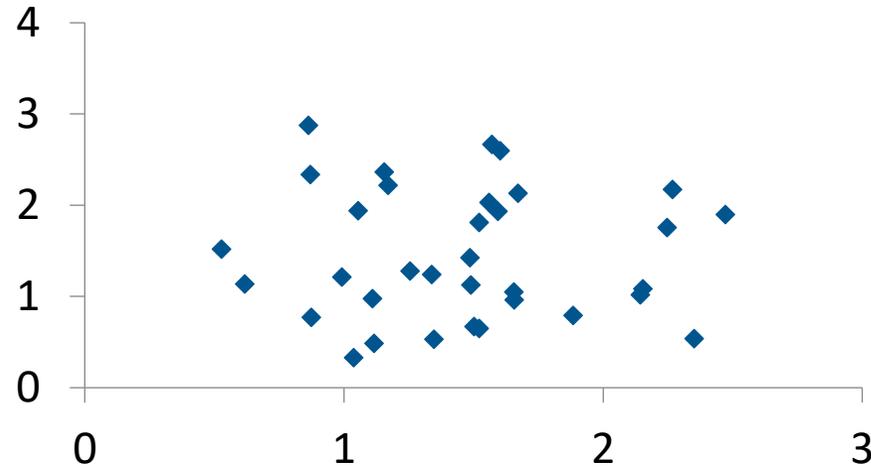


- Use darker versions of standard colors.
- Eliminate grid lines.
- Choose curved lines to smooth overall shape.
- Choose stepped lines to emphasize point transitions.

Target Revenue % by Brand for 2012



Scatter Plot



- Shows single data points at the intersection of two values.
- Often depict a large number of discrete data points (hundreds or thousands).
- Useful comparisons of two variables.
- Trend or reference lines are often added.
- Clearly notate if use logarithmic scale(s).

ColorBrewer2.org

Number of data classes: 3 [how to use](#) [updates](#) [downloads](#) [credits](#)

Nature of your data: sequential diverging qualitative

Pick a color scheme:

Multi-hue:

Single hue:

Only show: colorblind safe print friendly photocopy safe

Context: roads cities borders

Background: solid color terrain

color transparency

3-class BuGn

EXPORT

HEX

BuGn class 1
RGB: 229,245,249
CMYK: 10,0,0,0
HEX: #e5f5f9

COLORBREWER 2.0
color advice for cartography

i want hue

I want hue

Tutorials

Examples

Theory

Experiment

Old version ▾

GitHub

Issues

+ Médialab Tools



i want hue

Colors for data scientists. Generate and refine palettes of optimally distinct colors.

Color space

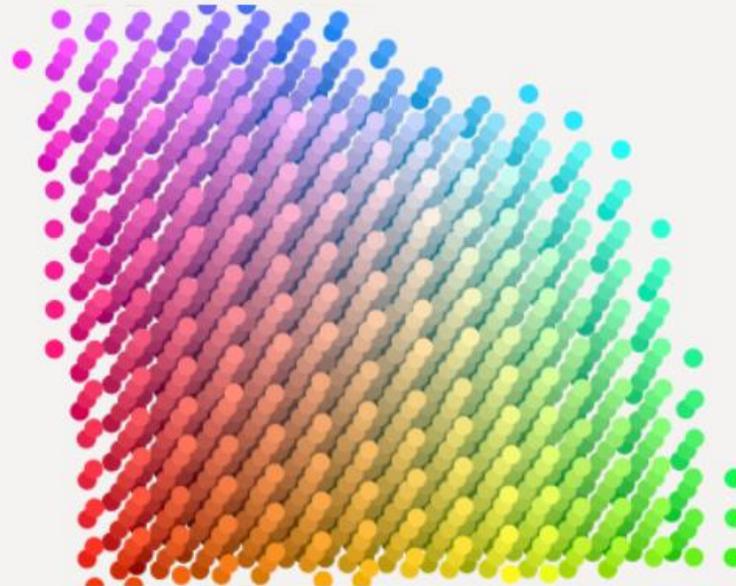
Presets... ▾

H 0  360

C 0  3

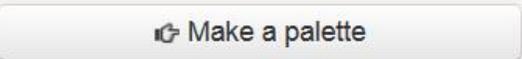
L 0  1.5

Dark background



Palette

7 colors soft (k-Means) ▾





W3Schools Color Picker

- Colors Tutorial
 - Colors HOME
 - Color Names
 - Color Values
 - Color Groups
 - Color Shades
 - Color Picker**
 - Color Mixer
 - Color Converter
 - Color RGB
 - Color HEX
 - Color HSL
 - Color HWB
 - Color CMYK
 - Color NCol
 - Color Gradient
 - Color Theory
 - Color Wheels
 - Color Hues
 - Color Schemes
 - Color Palettes
 - Color Brands
 - Color W3.CSS
 - Color Metro UI
 - Color Win8
 - Color Flat UI
 - Color Psychology
 - Colors of the Year
 - Colors 2019
 - Colors 2018
 - Colors 2017
 - Colors 2016
- Color Schemes

HTML Color Picker

< Previous

Next >



Or Enter a Color:

Selected Color:

Black Text
Shadow
White Text
Shadow

Red
#ff0000
rgb(255, 0, 0)
hsl(0, 100%, 50%)

Lighter / Darker:

100%	#ffffff
95%	#ffe6e6
90%	#ffc0c0
85%	#ffb3b3
80%	#ff9999
75%	#ff8080
70%	#ff6666
65%	#ff4d4d
60%	#ff3333
55%	#ff1a1a
50%	#ff0000
45%	#e60000
40%	#cc0000
35%	#b30000
30%	#990000
25%	#800000
20%	#660000
15%	#4d0000
10%	#330000
5%	#1a0000
0%	#000000

COLOR PICKER

HOW TO

- Tabs
- Dropdowns
- Accordions
- Side Navigation
- Top Navigation

Bad Exec Dashboards Cause Grind

- People see different things
- Assumed context
- Data is distorted



Great Exec Dashboards Reduce Friction

- Common data
- Shared context
- Established prioritization



Thank You!!

- Tim Vlamis

tvlamis@vlamis.com

Don't Forget To

ODTUG
Kscope22
grapevine, tx june 19 - 23

Fill Out Your Evals

Resources

- ColorBrewer website. Color ramps.
<http://colorbrewer2.org/>
- Iwanthue. color ramps and scripts for data scientists
<https://medialab.github.io/iwanthue/>
- W3 Schools Color Picker. Adjust color intensity
https://www.w3schools.com/colors/colors_picker.asp