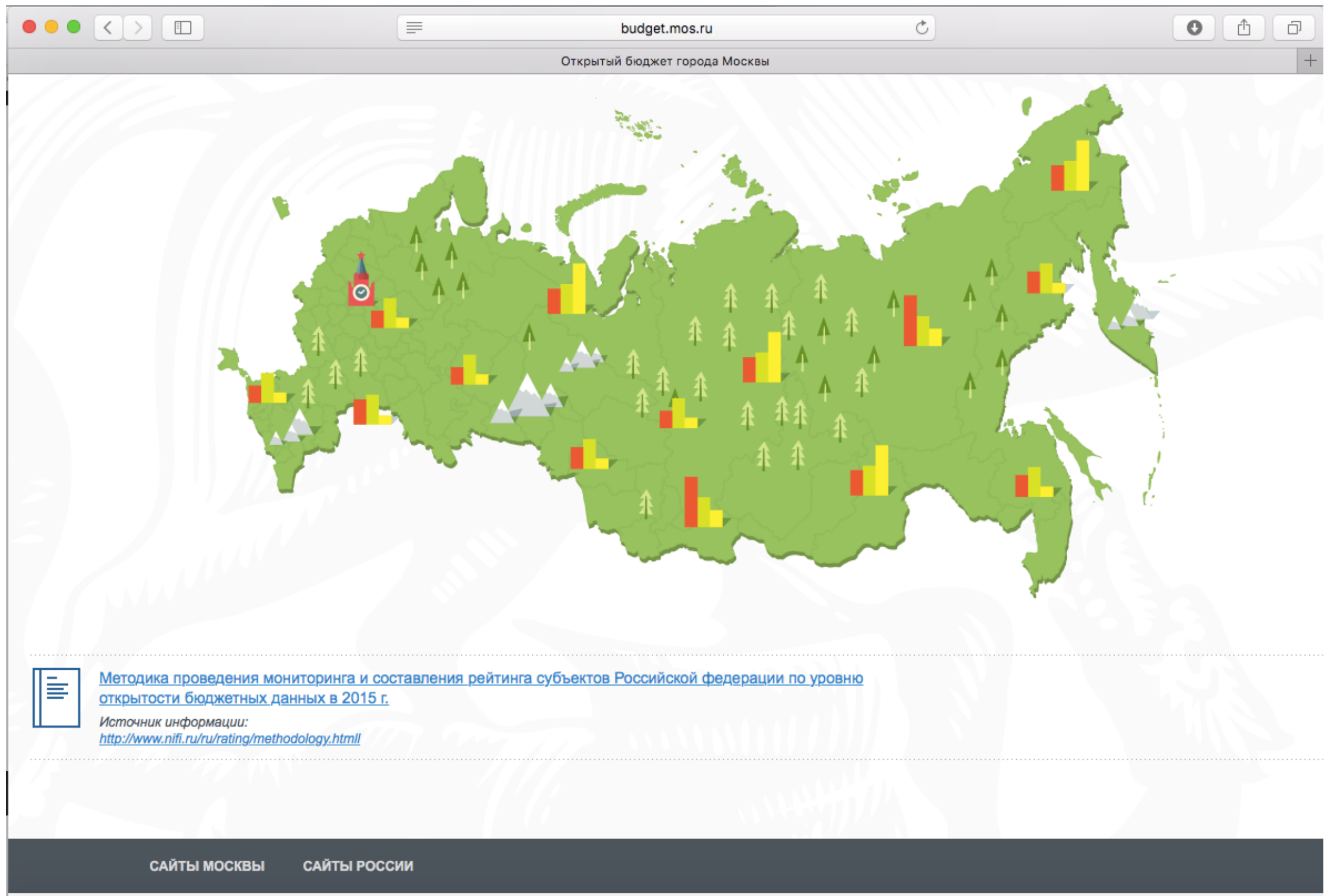


Неудачные примеры визуализации финансовых данных

Ольга Пархимович
АНО Инфокультура

1. Лишние объекты

2. Отсутствие легенды



3. Необоснованное использование типа диаграмм



МИНИСТЕРСТВО
ФИНАНСОВ
РОССИЙСКОЙ ФЕДЕРАЦИИ

РЕЗУЛЬТАТЫ САМООБСЛЕДОВАНИЯ МИНИСТЕРСТВА ФИНАНСОВ РОССИЙСКОЙ ФЕДЕРАЦИИ ПО ИТОГАМ 2013 ГОДА И 2014 ГОДА



3. Необоснованное использование типа диаграмм

OpenSpending

Datasets

Search

Community

Help

About

Contact

Blog

Login/Register

Language

Moscow 2014 Budget (Russia) - Бюджет Москвы на 2014 год (Russia)

Search

About

Visualisations ▾



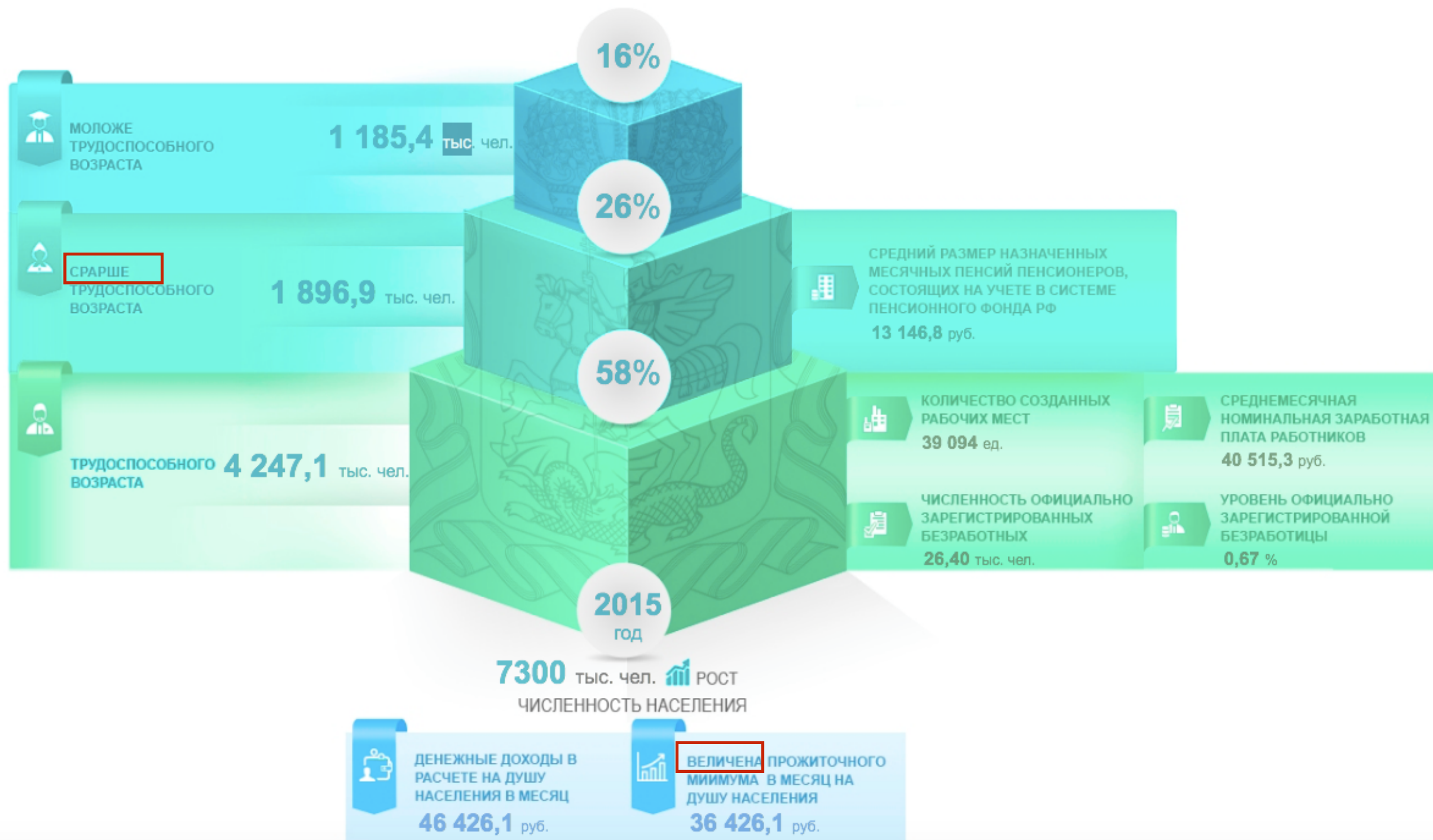
Данные визуализированы по программам, подпрограммам, целевым статьям расходов, видам расходов, ведомствам.

Embed

Change

4. Ошибки, опечатки, нестандартные измерения

5. «Читабельность» диаграммы



6. Попытка изобразить «Все»

Расходы бюджета г. Москвы на реализацию государственных программ на 2012 – 2020 годы



6. Попытка изобразить «Все»

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Данные сгруппированы и визуализированы по программам, подпрограммам, целевым статьям расходов и ведомствам.

Embed

Change

Data

6. Попытка изобразить «Все»

Death & Taxes

A Visual Guide to Where Your Federal Tax Dollars Go

United States 2014 Federal Budget

National Debt: \$16.26 Trillion +7% +22%

How to Read the Data

Each item in this chart is packed with data. The chart works in this way:

The program or item name is listed on the left. The size of the circle is proportional to the program's funding level. The color of the circle indicates the program's status: green for an increase, red for a decrease, and gray for no change. The percentage change from 2013 to 2014 is shown in the center of the circle. The percentage change from 2013 to 2014 is shown in the center of the circle. The percentage change from 2013 to 2014 is shown in the center of the circle.

United States 2014 Federal Budget¹

1.456 Trillion Dollars -3.5% +27.68%

This chart depicts the President's budget request for 2014. The center circle is the size of the discretionary part of that budget, and the smaller circles represent the details of the spending.

Unlike Social Security, Medicare, and Medicaid, which are mandatory spending, the discretionary budget reveals specific details about our national priorities.

We have placed national security-related funding primarily on the left side of the chart; the right side represents other expenditures. For reference, the entire federal budget, both mandatory and discretionary, is depicted in the inset in the bottom-right corner.

National Security 56% Non-National Security 44%

647 Billion 509 Billion

Other Independent Agencies 19.663 Billion -6% +28%

US Government Ethics 0.015 Billion -2% +30%

US Institute of Peace 0.036 Billion -2% +10%

US Holocaust Memorial Museum 0.052 Billion -2% +10%

Consumer Product Safety Commission 0.177 Billion -2% +10%

Nuclear Regulatory Commission 0.214 Billion -2% +10%

National Endowment for the Arts 0.154 Billion -2% +10%

National Endowment for the Humanities 0.154 Billion -2% +10%

Railroad Retirement Board 0.157 Billion -2% +10%

Federal Trade Commission 0.151 Billion -2% +10%

Neighborhood Reinvestment Corporation 0.204 Billion -2% +10%

Institute of Museum and Library Services 0.204 Billion -2% +10%

Corporation for Public Broadcasting 0.415 Billion -2% +10%

Legal Services Corporation 0.215 Billion -2% +10%

Equal Employment Opportunity Commission 0.215 Billion -2% +10%

National Archives and Records Administration 0.215 Billion -2% +10%

Postal Service 0.215 Billion -2% +10%

Peace Corps 0.215 Billion -2% +10%

Millennium Challenge Corporation 0.215 Billion -2% +10%

International Narcotics Control and Law Enforcement 0.215 Billion -2% +10%

USAD Operating Expenses 1.399 Billion -2% +10%

International Operations 1.399 Billion -2% +10%

Migration and Refugee Assistance 1.399 Billion -2% +10%

International Development Activities 1.399 Billion -2% +10%

Development Assistance Program 2.770 Billion -2% +10%

Office of the Secretary of Defense 4.339 Billion -2% +10%

Defense Advanced Research Projects Agency 2.663 Billion -2% +10%

Department of Defense Education Activity 2.770 Billion -2% +10%

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Total Budget

This bar graph depicts expected revenue (left bar) and total spending (right bar) for the proposed 2014 federal budget. The difference between revenue and spending is the budget deficit.

Revenue 3,034 Trillion +12% +61%

Spending 3,770 Trillion +3% +65%

Budget Deficit 736 Trillion -2% +7%

Individual Income Taxes 1,363 Billion +12% +71%

Social Security 666 Billion +12% +71%

National Defense 427 Billion -5% +38%

Income Security 343 Billion +4% +37%

Medicare 328 Billion +4% +37%

Non-National Security 289 Billion +4% +37%

Miscellaneous Receipts 249 Billion +4% +37%

National Debt Interest 223 Billion +4% +37%

Other 128 Billion +4% +37%

Budget Deficit 736 Billion -2% +7%

Corporate Income Taxes 1,031 Billion +12% +71%

Excise Taxes 1,003 Billion +12% +71%

State and Local Programs 2,123 Billion +12% +71%

Acquisition, Construction, and Improvements 4,997 Billion +12% +71%

Border Security Funding 3,351 Billion +12% +71%

Security Beyond Point of Entry 3,351 Billion +12% +71%

Aviation Security 2,722 Billion +12% +71%

Federal Air Marshals 0.827 Billion +12% +71%

Domestic Nuclear Detection Office 0.326 Billion +12% +71%

Department of Homeland Security 44.67 Billion -22% +47%

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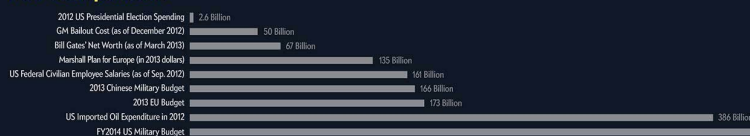
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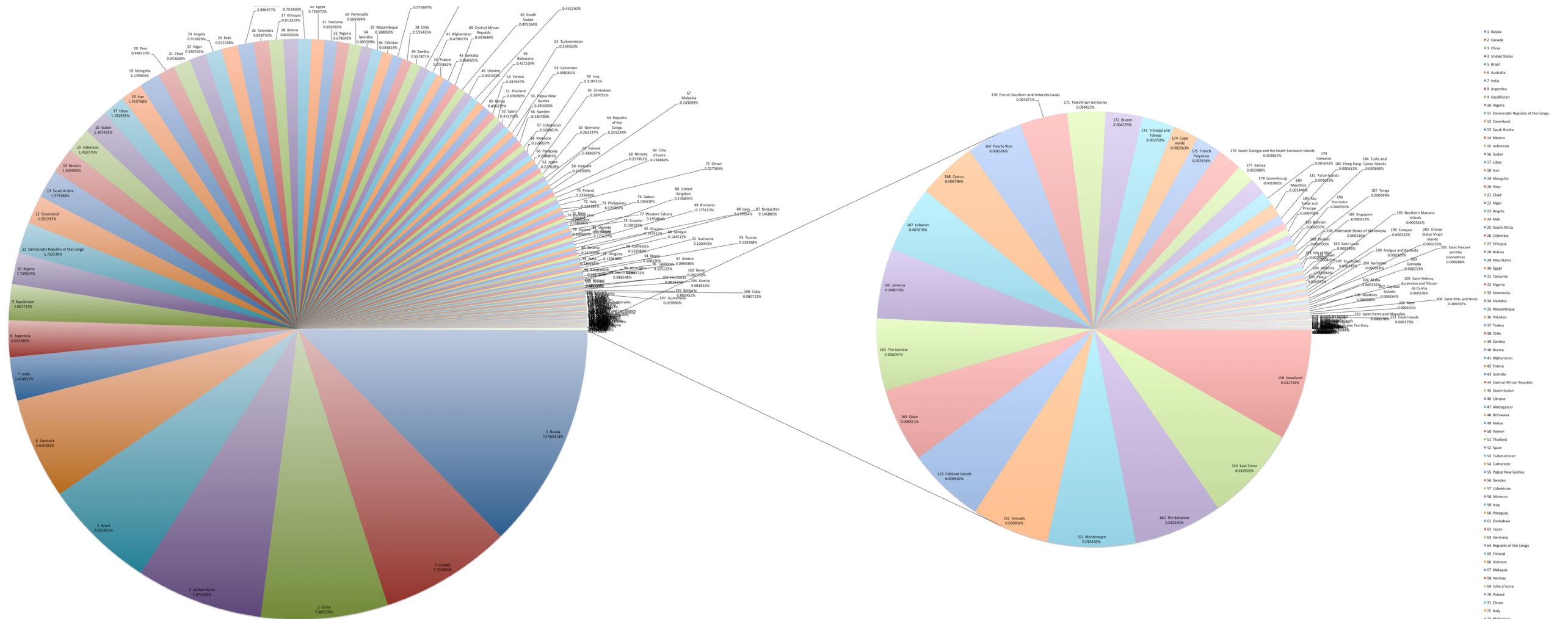
For Comparison



Footnote 1: A sequester that lowers the discretionary budget cap by \$91 billion and direct spending by \$18 billion will take effect on Jan. 1, 2014 if Congress does not enact deficit reduction legislation before that time.
Footnote 2: The total FY 2014 budget for the Department of Transportation is \$76.6 billion, a major portion of which is made up of mandatory programs. 3. The US intelligence budget comprises all the funding for the 16 agencies of the US Intelligence Community. Since 2012, the President's proposed funding request for the intelligence programs has been disclosed, but the agency-level funding remains classified. 4. The FY 2014 request does not include a detailed budget for Overseas Contingency Operations (OCO) as of April 2013. A separate OCO budget will be released at a later date. The number used in the poster is an estimate from the Office of the Under Secretary of Defense. HEV refers to new funding for FY 2014.

General Notes: All figures are in US dollars. These totals may not add up due to rounding, non-depicted programs with comparatively small budgets, or the presence of offsetting receipts or fees. In this chart, large blue text denotes a major category and smaller blue text denotes a subcategory. This data was obtained from the Office of Management and Budget, or the Office of the Under Secretary of Defense, unless otherwise noted. Data in this chart accurately depicts the April 2014 budget request by the President. Circles are sized in proportion to the total budget by area. Images are either in the public domain or are and are permitted for use under the US 107. Many images are courtesy of www.defense.gov. This poster, or any portion thereof, may not be duplicated without the express written consent of Timeplots, LLC. Please visit www.timeplots.com for sources and more information, or to purchase a copy of the poster. If you have any comments or suggestions for improvement, please email us at info@timeplots.com.

6. Попытка изобразить «Все»



7. Неполные данные (отсутствие глубины)

СТРУКТУРА РАСХОДОВ В ПЛАНОВОМ ПЕРИОДЕ

ОБЩАЯ СТРУКТУРА

В РАЗРЕЗЕ ГОС. ПРОГРАММ

В РАЗРЕЗЕ ВЕДОМСТВ

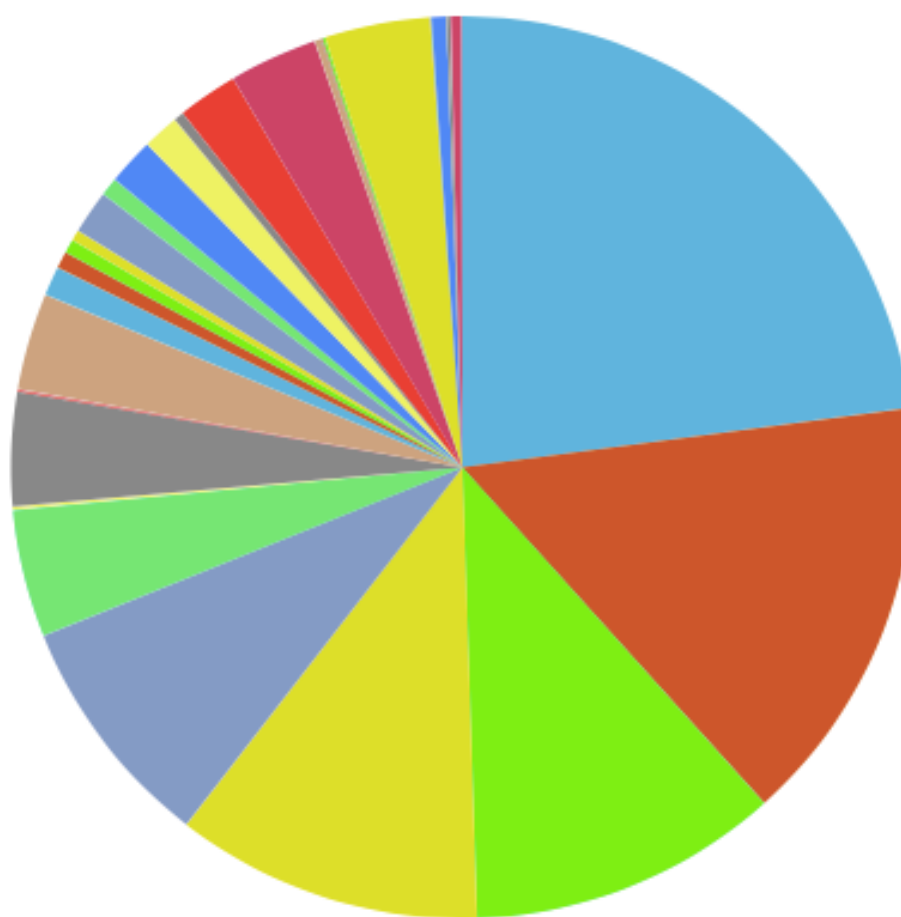
2016

2017

2018

МЛН РУБ.

Структура планируемых расходов в разрезе ведомств



Как сделать лучше?

- Помните о пользователях!
- Не добавляйте лишнего
- Используйте разные цвета
- Добавляйте описание
- Формулируйте цель

Что делать, если вы хотите сделать еще одну
плохую визуализации?

Не делать!

А если очень хочется?

Сделайте, но опубликуйте все
используемые данные (исходники)

Спасибо за внимание!

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olya.parkhimovich@gmail.com