# Data visualisation VISL

Facilitating understanding of data by displaying concepts, ideas, and facts using graphical representations.

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| **Guidance Notes:**Activities may include, but are not limited to:* condensing and encapsulating data characteristics, making it easier to surface opportunities, identify risks, analyse trends, and drive effective decision-making
* presenting findings and data insights in creative ways to facilitate the understanding of data across a range of technical and non-technical audiences
* developing narratives and storytelling around data to enhance understanding and support decision-making.

The skill is typically put into practice by using specialist analytics tools. Specialisation in this skill implies a requirement to use more than just standard office software to create graphical representations of simple data. |

## Level 2

Creates routine data visuals using an established product and visualisation techniques, as advised.
Helps maintain existing visualisations.

## Level 3

Uses a visualisation product, as guided, to design and create data visuals.
Selects appropriate visualisation techniques from the options available.
Engages with the target user to prototype and refine specified visualisations.
Assists in developing narratives around data sets to support understanding and decision-making.

## Level 4

Applies a variety of visualisation techniques and designs the content and appearance of data visuals.
Operationalises and automates activities for efficient and timely production of data visuals.
Selects appropriate visualisation approaches from a range of applicable options. Develops narratives around data sets to guide decision-making processes and enhance understanding of key insights.
Contributes to exploration and experimentation in data visualisation.

## Level 5

Leads exploration of new approaches for data visualisation. Establishes the purpose and parameters of the data visualisation.
Oversees the use of data visualisation tools and techniques. Communicates results using appropriate methods for the target audience.
Advises on the use of data visualisation for different purposes and contexts to satisfy requirements. Develops plans to meet user needs.
Collaborates with stakeholders to identify key insights and create compelling narratives that effectively communicate the story behind the data to drive decision-making processes.