



From *Infographics Powered by SAS*.  
Full book available for purchase [here](#).

## Contents

<b>About This Book .....</b>	<b>ix</b>
<b>About the Author .....</b>	<b>xiv</b>
<b>Acknowledgments .....</b>	<b>xv</b>
<b>Part 1: Concepts .....</b>	<b>1</b>
<b>Chapter 1: Getting Started .....</b>	<b>3</b>
Introduction.....	3
Infographics Today.....	4
The Goal.....	4
<b>Chapter 2: Visual Tour of Infographics .....</b>	<b>7</b>
Overview.....	7
Audience.....	7
Power of Infographics.....	8
Origins of Infographics .....	9
Types of Infographics.....	10
Artistic Infographics .....	11
Business Infographics .....	14
Information Fragments: A Common Subcategory.....	17
SAS Sees the Value in Infographics .....	19
<b>Chapter 3: Art versus Science .....</b>	<b>25</b>
Overview.....	25
Audience.....	25
Artistic Freedom versus Communication .....	26
Traditional Personas .....	27
Traditional Outputs.....	27
Spreadsheets.....	27
Dashboards .....	28
Reports.....	28

Email .....	28
Presentations .....	28
Infographics .....	28
Flexible Tools.....	28
<b>Chapter 4: Changing Technology Landscape.....</b>	<b>29</b>
Overview .....	29
Audience .....	29
Technology .....	30
Market Trends for Data Visualization .....	30
API Economy and the Age of Analytics .....	31
Technology Improvements Continue to Drive Innovation .....	31
<b>Chapter 5: General Considerations for Designing Infographics .....</b>	<b>33</b>
Overview .....	33
Audience .....	34
Analytics for Everyone.....	34
Data Visualization 101: The Basics.....	34
Data Accuracy.....	34
Storytelling .....	34
Foundations of Visual Perception.....	35
Elements of an Infographic.....	36
Quantitative: Data-Driven Elements .....	36
Subjective: Creative Elements .....	36
Designing an Infographic .....	36
Designing for Audience .....	37
Designing for the Non-designer .....	38
Top-Ten Infographic Elements .....	39
Infographic Toolkit.....	40
<b>Chapter 6: Data to Insight .....</b>	<b>41</b>
Overview .....	41
Audience .....	41
The Challenge: From Data to Insight .....	41
Exploring the Requirements Continuum.....	42
Exploring the Roles Continuum .....	43
<b>Chapter 7: The Platform – a Business Engine.....</b>	<b>45</b>
Overview .....	45
Audience .....	45

SAS and the Analytics Lifecycle.....	45
Data: Fuel for Decisions .....	46
Discovery: Make Data-Driven Decisions .....	46
Deployment: Drive the Business Where It Happens.....	47
<b>Part 2: SAS Tools and Worked Examples.....</b>	<b>49</b>
<b>Chapter 8: The Tools: Software Used in this Book.....</b>	<b>51</b>
Overview .....	51
Audience.....	52
Tools Overview .....	52
SAS Add-In for Microsoft Office .....	52
Capability Overview .....	52
Typical Use Cases.....	54
Tools Used .....	55
SAS Visual Analytics.....	55
Capability Overview .....	55
SAS Visual Analytics Capabilities .....	56
Typical Use Cases.....	57
Tools Used .....	59
SAS Code.....	59
Design Intent .....	59
Typical Use Cases.....	60
Tools Used .....	61
SAS Studio.....	61
Capability Overview .....	61
Typical Use Cases.....	63
Tools Used .....	63
<b>Chapter 9: Worked Examples .....</b>	<b>65</b>
Overview .....	65
Audience.....	66
Sample Files .....	66
Creative Content.....	66
Tools .....	67
Ready, Set, Go! .....	67
<b>Chapter 10: Example 1: SAS and Microsoft PowerPoint .....</b>	<b>69</b>
Overview .....	69
Audience.....	70

Sample Files .....	70
Getting Started with SAS and Microsoft Office .....	70
Step Zero: Start with a Mockup Design.....	70
Step 1: Open the Template in PowerPoint .....	71
Step 2: Connecting to SAS Visual Analytics.....	72
Step 3: Deciding What Content to Leverage from SAS.....	74
Report 1: The Sales Performance Dashboard.....	74
Report 2: Ad Hoc Analysis on Sales Performance.....	75
Step 4: Unifying the Content Elements .....	75
Step 5: Adding Elements to the Microsoft PowerPoint Document.....	78
From the Sales Dashboard: Report 1 Elements .....	78
From the Data Exploration: Report 2 Element.....	78
Step 6: The Final Touches .....	79
Step 7: Share the Infographic .....	80
Why Use this Approach? .....	81
Examples Gallery.....	81
<b>Chapter 11: Example 2: SAS and Microsoft Excel.....</b>	<b>85</b>
Overview .....	85
Audience .....	86
Sample Files .....	86
Enhance with Analytics .....	86
Step Zero: Create a Strawman Design for the Infographic .....	86
Step 1: Using SAS and Microsoft Excel.....	87
Step 2: Working with SAS Visual Analytics Report and Microsoft Excel .....	88
Step 2a: Insert the Heatmap.....	88
Step 2b: Insert the Word Cloud.....	89
Step 3: Add the Key Values from SAS Visual Analytics.....	95
Step 4: Using a SAS Stored Process inside Microsoft Excel .....	97
Step 5: Tell SAS Where to Put the SAS Stored Process Output .....	99
Step 6: Move the SAS Stored Process Output to the Desired Location in the Infographic .....	100
Using SAS Code Directly inside Microsoft Excel .....	100
Step 7: The Final Touches .....	101
Step 8: Share the Infographic .....	102
Examples Gallery.....	103

<b>Chapter 12: Example 3: SAS Visual Analytics Infographic Inspired Dashboards .....</b>	<b>105</b>
Overview .....	106
Audience.....	106
Sample Files .....	106
Step 1: Start with Your Idea and Rough Design.....	106
Step 2: Explore Your Data.....	107
Step 3: Build the Basic Infographic .....	110
Sales Performance: Set Up Our Basic Infographic .....	114
Top Container.....	114
Middle Container.....	115
Bottom Container.....	117
Step 4: Add some Approachable Analytics.....	119
Geo Maps: Bringing Data to Life .....	119
Add Some Advanced Analytics.....	119
Add Analytics Objects to Examples .....	119
Step 5: Add External Graphics .....	122
Add Custom Data-Driven Content .....	122
Step 5a: Adding the Data-Driven Content: Example using the Condegram.....	123
Step 5b: Adding Data-Driven Content: Third-Party Graphic .....	124
Step 6: Add Interactivity.....	126
Step 6a: Setting Automatic Actions .....	126
Step 6b: Adding an Additional Data-Driven Content Object .....	126
Step 7: Share the Infographic.....	129
Examples Gallery .....	130
<b>Chapter 13: Example 4: SAS Code to Create Infographics.....</b>	<b>135</b>
Overview .....	135
Audience.....	136
Sample Files .....	136
Using SAS Code for Data Visualization.....	136
Example 4.1: Custom Business Infographic Poster.....	136
Step 1: Design .....	136
Step 2: Required Elements.....	137
Step 3: Walking through the Code .....	138
Step 4: Run Time .....	143

<b>Example 4.2: Social Media Tiles</b> .....	145
<b>Step 1: Design</b> .....	145
<b>Step 2: Required Elements</b> .....	146
<b>Step 3: Walking through the Code</b> .....	146
<b>Step 4: Run Time</b> .....	150
<b>Examples Gallery</b> .....	152
<b>Chapter 14: Where to Go from Here?</b> .....	<b>159</b>
<b>Overview</b> .....	159
<b>Audience</b> .....	160
<b>Which Approach Do I Choose?</b> .....	160
<b>Pathways and Training Resources</b> .....	160
<b>Free Video Library</b> .....	161
<b>"Ask the Experts" Series</b> .....	161
<b>SAS YouTube Channel</b> .....	161
<b>Future Trends</b> .....	162
<b>Open</b> .....	162
<b>Motion Infographics</b> .....	162
<b>Massive Data</b> .....	162
<b>Real-Time Infographics</b> .....	163
<b>Age of Automation</b> .....	163
<b>Crowd Sourcing / Data for Good</b> .....	163
<b>Hyper-Personalization</b> .....	163
<b>Evolution of Personal Productivity</b> .....	163
<b>Closing Comment</b> .....	163
<b>Bibliography</b> .....	<b>165</b>
<b>Appendix A: The Data – Why this Data? (Sample Data)</b> .....	<b>169</b>
<b>Data Overview</b> .....	169
<b>Data Location</b> .....	170
<b>Data Enrichment</b> .....	173
<b>Geographic Data Items</b> .....	173
<b>Other Data Items</b> .....	174
<b>Index</b> .....	<b>177</b>