



Taming the Marketing Data Beast

Tools & Techniques for Data Visualization

Leslie Colvin, Division of Marketing & Communications





What Are We Going to Cover Today?

- What is data visualization?
- Why is it important?
- Where do you start?
- A walkthrough of Google Data Studio & Microsoft Power BI
 - Building sample dashboards
 - Google Analytics
 - Facebook
 - Twitter data



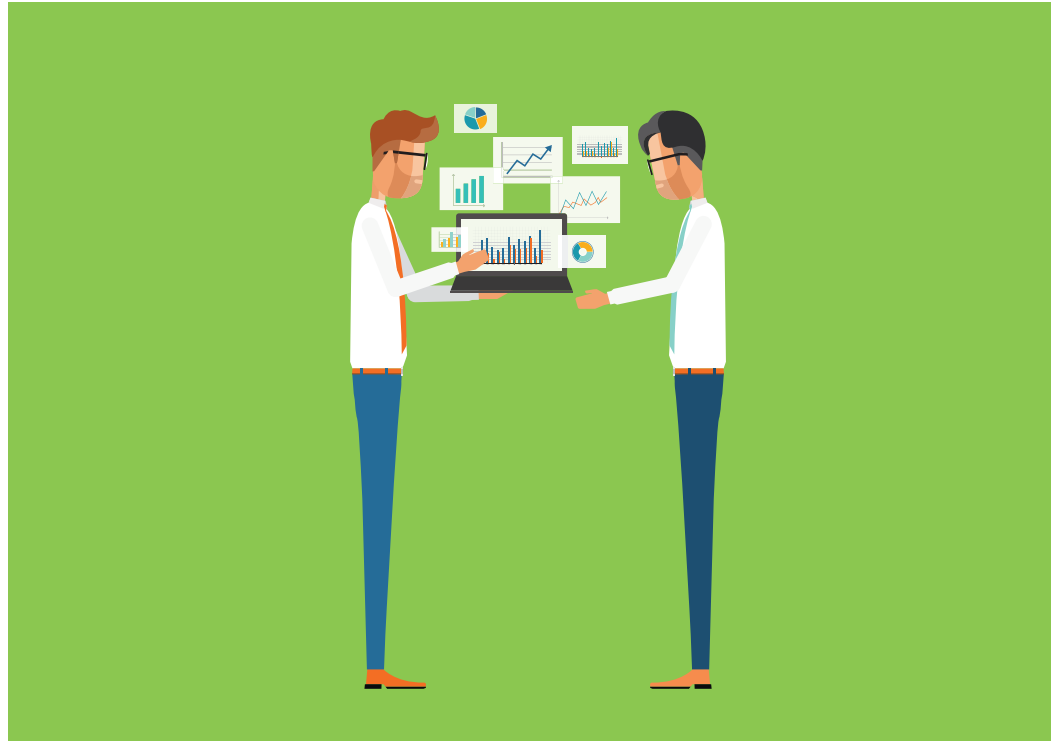
WHAT IS DATA VISUALIZATION?

Data visualization is taking data and interpreting it into simple, easy to understand visuals



WHY IS IT IMPORTANT?

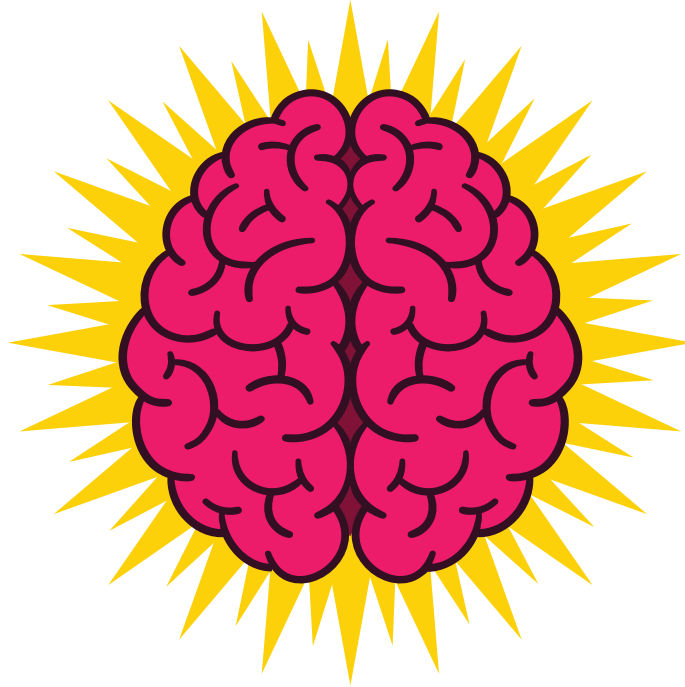
Visual data helps us to think and communicate



Visuals can tell a story better than a thousand words



90% of information that comes to the brain is
visual



HOW MUCH DATA IS PRODUCED EVERY DAY?

2.5 EXABYTES ARE PRODUCED EVERY DAY

Which is equivalent to:

- 530,000,000 million songs
- 150,000,000 iPhones
- 5 million laptops
- 250,000 Libraries of Congress
- 90 years of HD Video

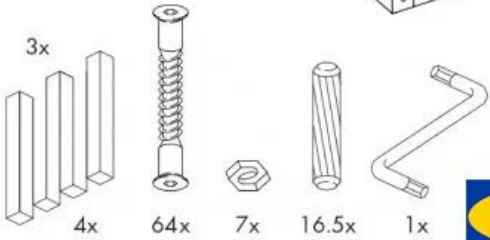
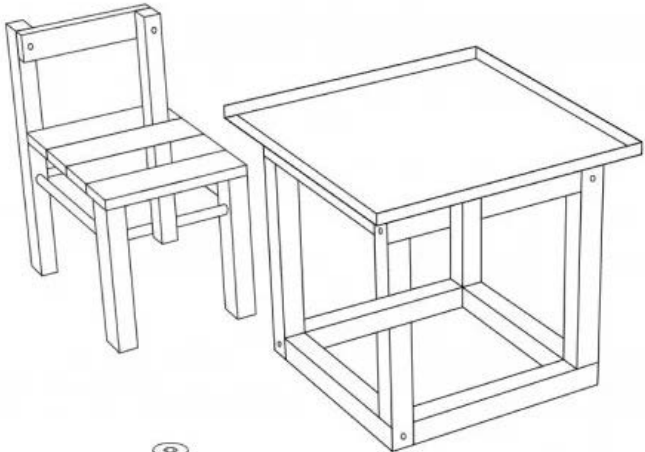


WHERE DO YOU START?

**Begin with the end in
mind. (Stephen Covey)**

#SayQuotable

BAD MARKETING DASHBOARDS ARE LIKE BAD INSTRUCTIONS





6 STEPS TO DASHBOARD SUCCESS

1. Plan – work with stakeholders and your marketing plan
2. Metrics – Create list of KPIs and metrics for your dashboard
3. Data Discovery – asses what information you have available
4. Design – Define what your dashboard users will see
5. Build – Find the right dashboard platform
6. Evaluate – Review and evaluate if KPIs were met





Google Data Studio



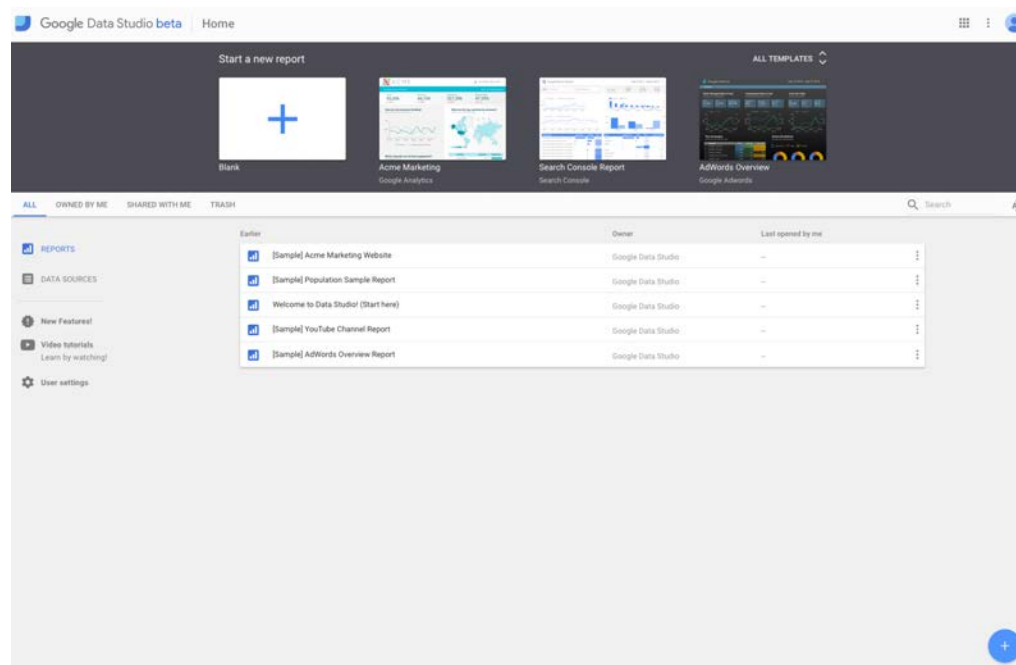
WHAT IS GOOGLE DATA STUDIO?

- FREE software program where you can create unlimited custom dashboards
- Connect to multiple data sources to bring all of your data together in one place
- Similar to custom views in Google Analytics, easier to understand, interactive and more visually appealing
- Easily share and collaborate with anyone who has a Google account



GETTING STARTED

- Step 1 – go to datastudio.google.com, click on the blue plus (+) button at the bottom right-hand corner and accept the terms and conditions



- Step 2 – Create a new data source



Select Data Source 🔍

- [Sample] Google Analytics Data
- [Sample] World Population Data 20...
- [Sample] AdWords Data
- [Sample] YouTube Data
- [Sample] Rio Olympics Data
- [Sample] Firebase Analytics Data (...)
- [Sample] Firebase Analytics Data (...)
- [Sample] Search Console Data (Sit...
- [Sample] Search Console Data (UR...
- [Sample] Firebase Analytics Data R...

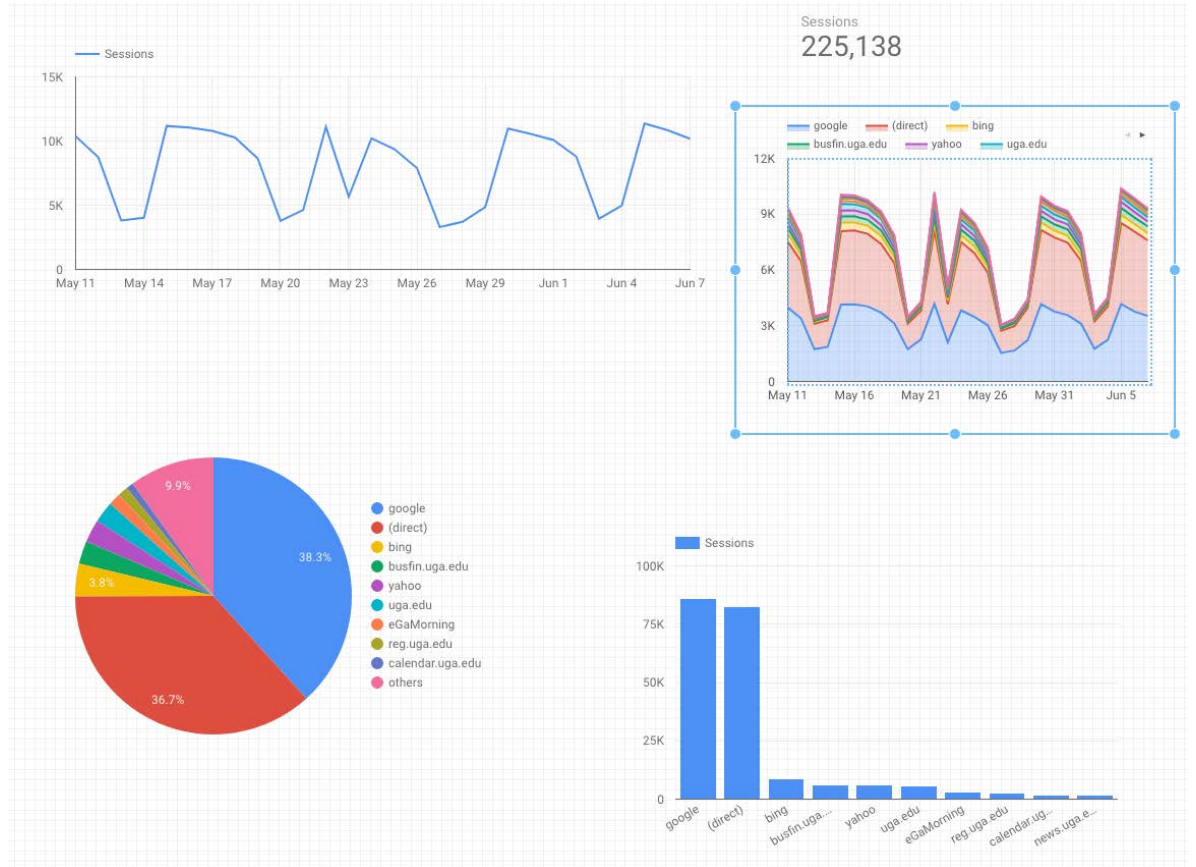
CREATE NEW DATA SOURCE

Connectors

- File Upload
- AdWords
- Attribution 360
- BigQuery
- Cloud SQL
- DCM
- Google Analytics
- Google Sheets
- MySQL
- PostgreSQL
- Search Console
- YouTube Analytics



- Step 3 – start creating!



- Step 4 – Edit and filter dates

No Date Range ▾

Start Date							End Date						
< June 2017 >							< June 2017 >						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3	28	29	30	31	1	2	3
4	5	6	7	8	9	10	4	5	6	7	8	9	10
11	12	13	14	15	16	17	11	12	13	14	15	16	17
18	19	20	21	22	23	24	18	19	20	21	22	23	24
25	26	27	28	29	30	1	25	26	27	28	29	30	1
2	3	4	5	6	7	8	2	3	4	5	6	7	8

CANCEL APPLY

Time series Properties

DATA
STYLE

Series #1

Line
 Bars

Cumulative
 Show Points

Show data labels

Trendline

None ▾

Missing Data

Line To Zero ▾

Legend

Axes

Show axes

Left Y-Axis

Show axis title

Axis Min:
 Axis Max:

Custom Tick Interval:

Log scale

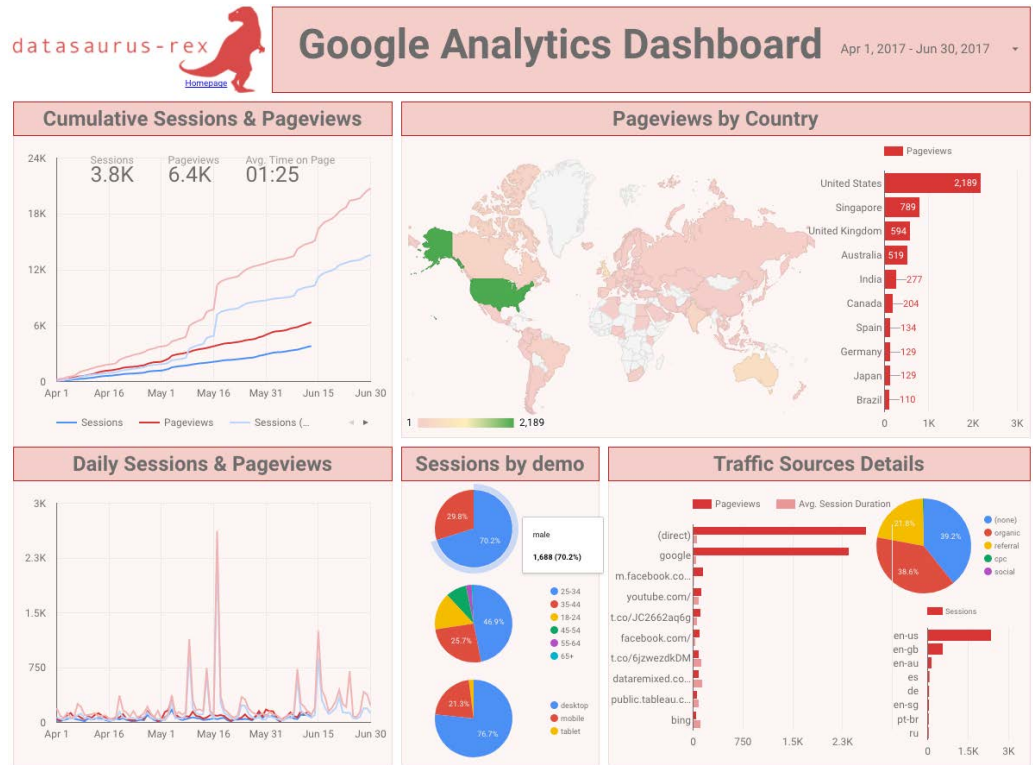
SAMPLE REPORTS



SAMPLE REPORTS



SAMPLE REPORTS





Power BI



WHAT IS POWER BI?

- Data visualization software from Microsoft
- Ability to directly connect to multiple data sources
- Interactive visuals
- Can share with other Power BI users or download into PowerPoint presentation
- Robust online community





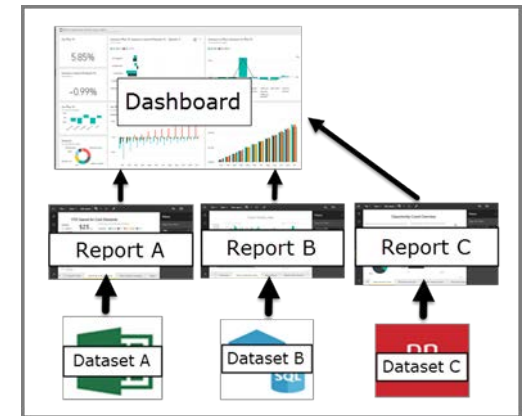
WHAT SAMPLE REPORTS WILL WE BUILD TODAY?

- Google Analytics
 - Review sessions, pageviews, popular stories
- Facebook
 - Build formula for API to review posts, shares
- Twitter
 - Setting up #hashtag monitor to build word cloud



GETTING STARTED WITH POWER BI

- Datasets – this is the data that you import or connect to Power BI
 - Direct connections
 - Facebook
 - Google Analytics
 - Mail Chimp
 - Excel sheets
 - Build your own
- Reports – one or more pages of visualizations
- Dashboard – compilation of reports to share or that have been shared with you

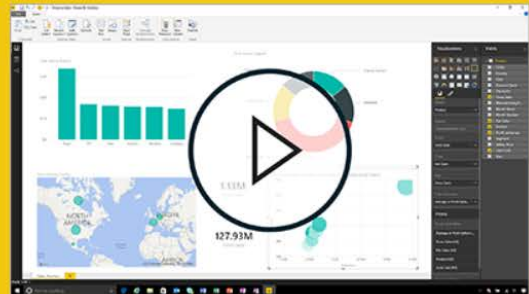




Power BI Desktop

- Get data
- Recent sources

- UGA.edu 2017.pbix
C:\Users\lc30387\Documents...
- UGA Competitive Faceboo...
Documents
- Power BI Map.pbix
Documents
- Twitter Engagements.pbix
Documents
- Open other reports



Getting started with Power BI Desktop

- Building reports
- Query view concepts
- Uploading your reports
- Create a Phone report

✓ Show this screen on startup

[View all videos](#)

Leslie COLVIN

WHAT'S NEW

Take a look at what's new and improved in Power BI in this month's update.

- Tailor reports for mobile viewers

FORUMS

Visit the Power BI Forum to ask questions or interact with other users in the Power BI community.

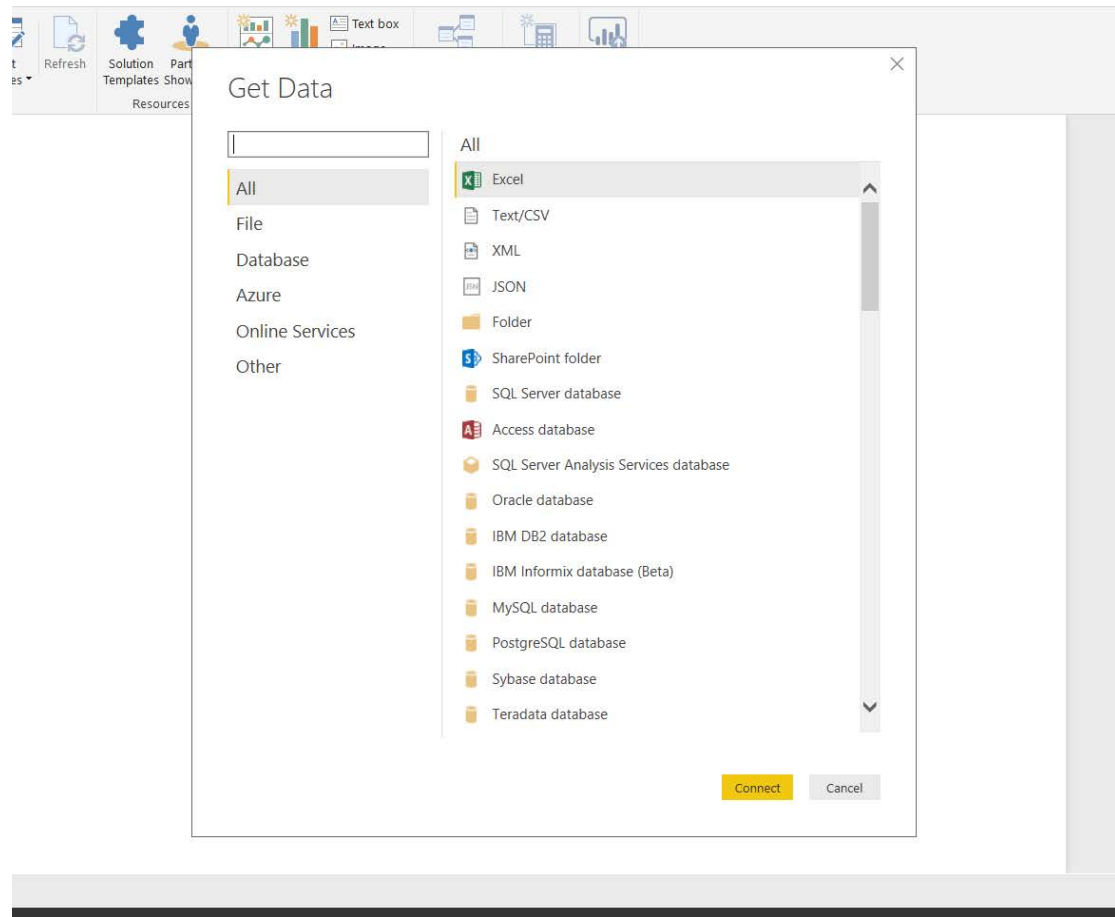
Microsoft Data Insights Summit

June 12-13, 2017 | Seattle, WA

From data to insights to action – faster than ever

[Register now](#)





POWER BI CUSTOM VISUALS

- Visualize any data any way with custom visuals available online



GOOGLE ANALYTICS

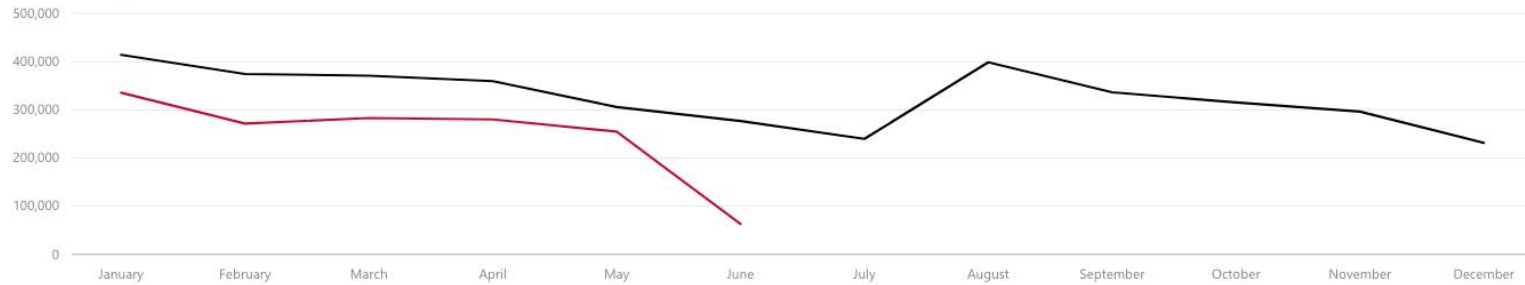


1,488,453 Sessions 2,575,409 Pageviews 1,786,306 Unique Pageviews

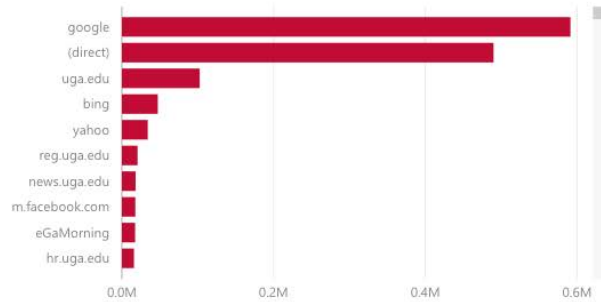
Month Name
All

Sessions by Month

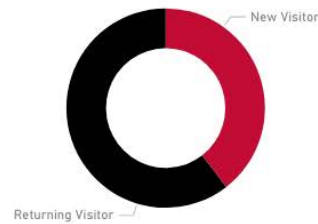
Year ● 2016 ● 2017



How are users getting to uga.ed?



Are sessions from new or returning users?



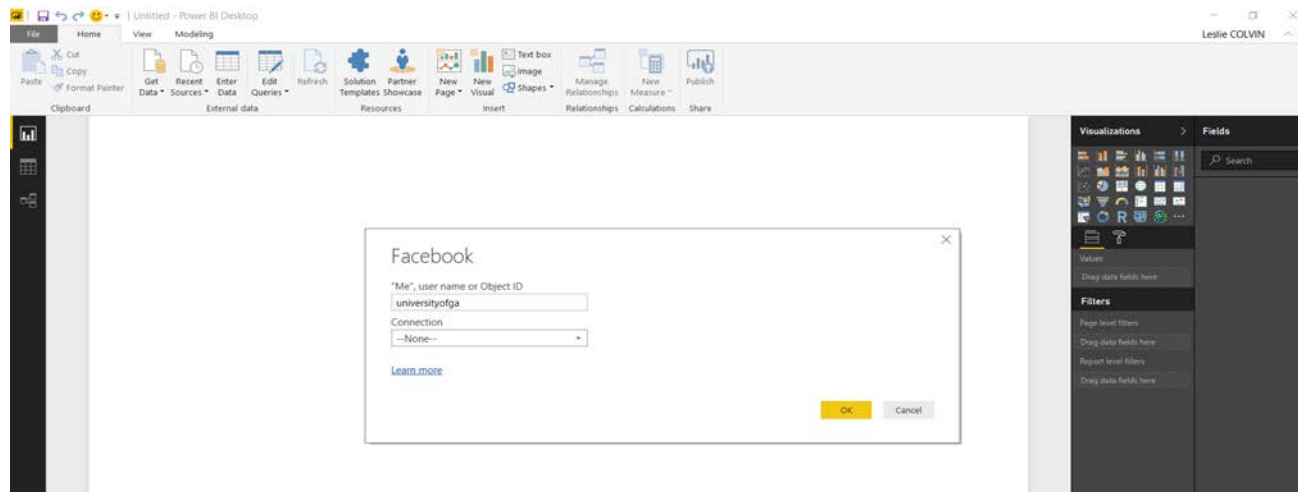
Pageviews	Page Title
800,704	University of Georgia: Birthplace of public higher education
694,900	University Of Georgia
576,529	Search University Of Georgia
100,957	Information for Students University of Georgia
53,275	A-Z University of Georgia
29,725	Information for Faculty and Staff University Of Georgia
16,327	UGA by the Numbers University Of Georgia
12,210	Commit to the Future of Georgia - University of Georgia
11,234	History of UGA University Of Georgia
10,638	Amazing Students University Of Georgia
10,593	Holiday Schedule University Of Georgia
10,172	Information for Parents and Families University Of Georgia
5,576	Facts University Of Georgia
5,322	Inclement Weather and Emergency Closing Procedures Universit
5,260	The Mission of the University of Georgia University Of Georgia
2,575,409	



FACEBOOK

FACEBOOK API & POWER BI

- Power BI offers ability to connect directly with any public Facebook page
 - Do not have to be an administrator on the page
 - No user token or access tokens needed



=Facebook.Graph(https://graph.facebook.com/v2.8/universityofga/posts?limit=100&fields=message,shares,type,created_time&since=2017-01-01)



	message	type	created_time	id	shares.count	Date
1	One of our favorite campus bridges	photo	6/9/2017 10:46:00 AM	21657666681_101544181974016...	null	6/9/2017
2	UGA Public Service and Outreach partners with Goodwill of North Geo...	link	6/8/2017 11:35:30 AM	21657666681_101544175969216...	1	6/8/2017
3	Writing Intensive Program brings local elementary students to UGA ca... Says Genesis Casas, age 11: "Without stories, there wouldn't be any happ	link	6/6/2017 10:29:25 AM	21657666681_101544120518616...	1	6/6/2017
4	Of the 2016 graduating class, 567 graduates were hired by the honore... "It's such an honor to partner strategically with the University of Georgia.	link	6/5/2017 10:48:00 AM	21657666681_101544091419016...	15	6/5/2017
5	It's National Cheese Day, which reminds us of this creative trademark ...	photo	6/4/2017 10:24:32 AM	21657666681_101543927859266...	20	6/4/2017
6	The University of Georgia College of Engineering celebrates its 5th ann...	link	6/3/2017 11:40:00 AM	21657666681_10154394865016...	4	6/3/2017
7		video	6/2/2017 8:36:20 PM	21657666681_101544022927316...	null	6/2/2017
8	Catch the Peabody Awards tonight at 9p on PBS and Fusion. Last week our Grady College of Journalism and Mass Communication, Un	video	6/2/2017 11:19:00 AM	21657666681_101543975614516...	26	6/2/2017
9	Committed to access: UGA ranked 10th among the nation's top public ...	link	6/1/2017 10:45:00 AM	21657666681_101543971590766...	412	6/1/2017
10	As a PhD student in UGA College of Family and Consumer Sciences, Ap...	link	5/31/2017 11:45:42 AM	21657666681_101543947832116...	null	5/31/2017
11	How campus changes in a season: this photo was taken from the same... (📷: Madi DiPietro)	photo	5/30/2017 10:42:00 AM	21657666681_101543747885716...	60	5/30/2017
12	"In loyal love we set apart this house, a memorial to those lovers of pe... Today we honor those that have bravely served and given their lives for c #MemorialDay	video	5/29/2017 10:31:15 AM	21657666681_101543895482216...	152	5/29/2017
13	UGA has become a higher education leader for student veterans.	link	5/28/2017 11:05:00 AM	21657666681_101543826684966...	15	5/28/2017
14	Looking sharp, Rutherford Hall 🌟 (📷: @UGAHousing)	photo	5/27/2017 10:49:48 AM	21657666681_101543846316116...	32	5/27/2017
15	"We wanted to understand what is driving aggressiveness in acute leu... - Takahiro Ito, biochemistry researcher in UGA Franklin College of Arts an	link	5/26/2017 10:53:00 AM	21657666681_101543766976716...	59	5/26/2017
16	View of the Arch in 1985 (📷: Hargrett Library)	photo	5/25/2017 10:30:05 AM	21657666681_101543793245116...	38	5/25/2017





UGA
235,291
Page Followers

UGA
154
Posts

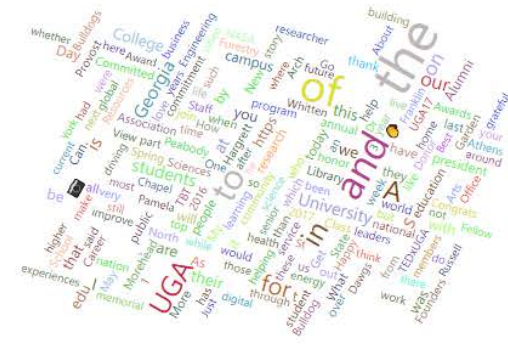
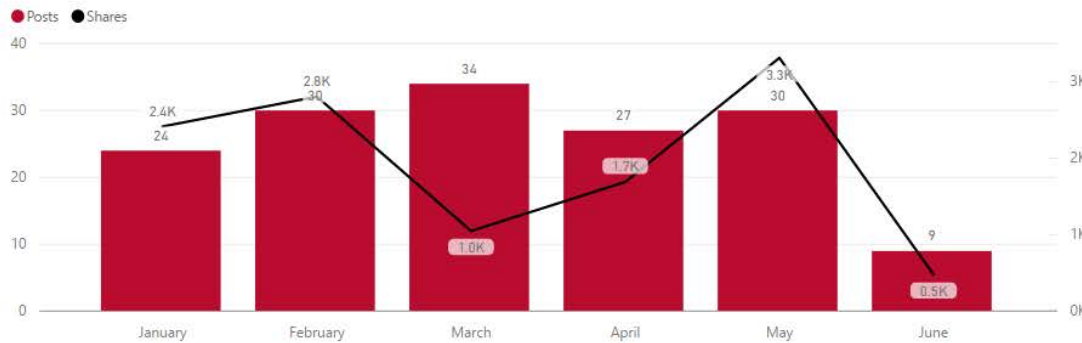
UGA
11,754
Shares

UGA
75,927
Reaction Count

- ANGRY
- LOVE
- THANKFUL
- HAHA
- SAD
- WOW
- LIKE

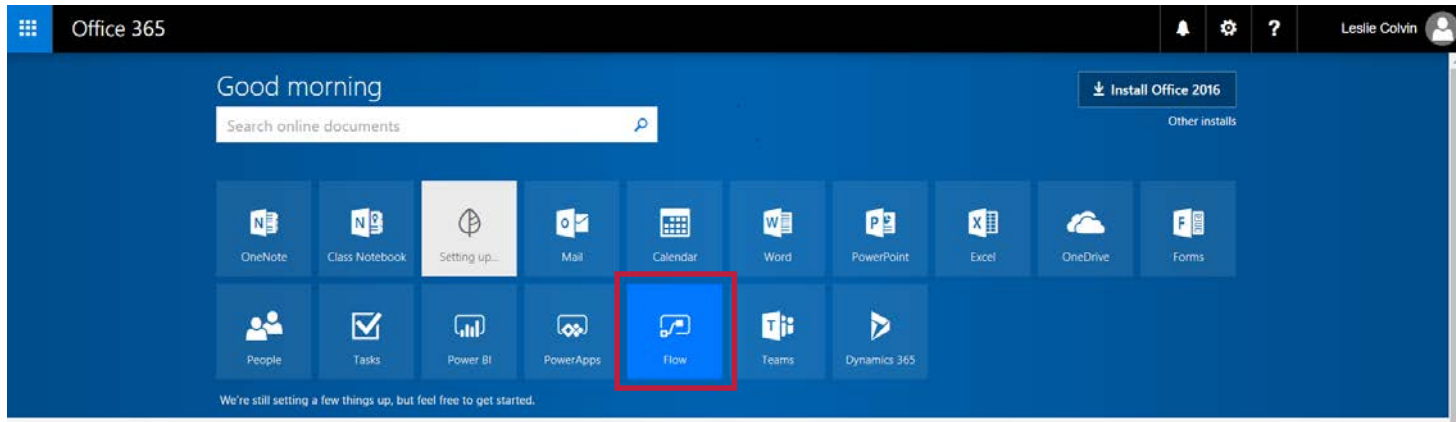


Month	Day	Post Type	Post URL	Reaction Count	Shares	message
February	25	video		2,600	1,192	Athens, GA instead of Athens, Greece? We couldn't think of a better mistake to make, Travelocity 🤖
January	27	link		2,807	1,070	Happy Birthday, UGA! 🎂 It was 232 years ago today that our founders realized the education of our people was essential for the prosperity of our state and of our newborn nation. 🇺🇸
May	4	video		1,038	843	Happy Star Wars Day, Bulldogs! #MayTheFourthBeWithYou 🌌 Sound ON for this one!
May	4	video		2,450	669	"No matter where life takes us after this, we will forever be a part of the Bulldog Nation." Commit to what inspires you, #UGA17 🐾 (👤: Sean Tackett)
February	5	photo		4,180	551	Glory Glory! 📺: Chris Greer
May	6	video		1,777	448	"It's the unscripted, that's what makes life extraordinary." - Ernie Johnson (ABJ, '78) Congrats to our newest class of Bulldog alumni! 🐾
January	5	link		480	444	Athens campus will close at 3:30p on 1/6/17. Classes and activities after 3:30p are cancelled. More info: emergency.uga.edu
June	1	link		1,412	412	Committed to access: UGA ranked 10th among the nation's top public universities by The New York Times
February	19	link		2,160	367	UGA Miracle raises a record-setting \$1.3M for Children's Healthcare of Atlanta https://t.uga.edu/314
January	22	video		949	349	Just over 230 years ago, Georgia's visionary leaders sparked a movement that would educate a nation and transform the world. https://t.uga.edu/2VH
April	19	video		812	331	Before there was Earth Day, Eugene Odum taught us new ways to understand and protect our planet. He is known as the father of modern ecology and founded UGA's Odum School
April	11	video		788	317	Sorry Shaquille O'Neal, Kenny Smith & Charles Barkley — Ernie Johnson Jr. has a date with #UGA17 on May 5th! 🐾 > 📺: commencement.uga.edu
Total				75,927	11,754	



TWITTER

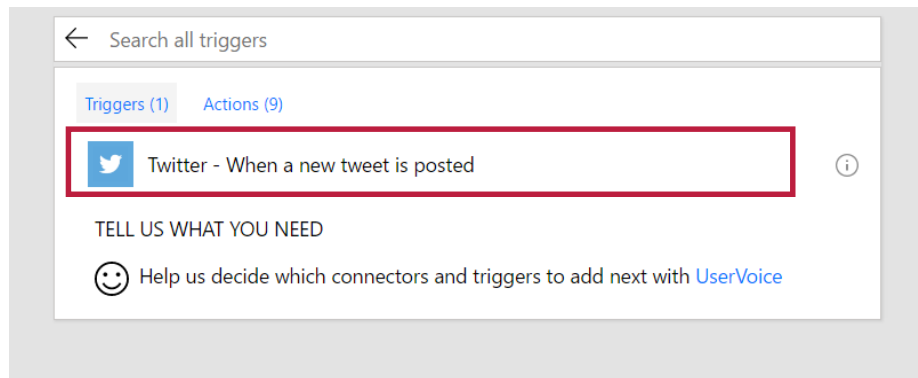
SETTING UP A HASHTAG MONITOR



Office 365 dashboard showing various application tiles. The 'Flow' tile is highlighted with a red box. The dashboard includes a search bar for online documents, a 'Good morning' greeting, and a navigation bar with icons for OneNote, Class Notebook, Mail, Calendar, Word, PowerPoint, Excel, OneDrive, Forms, People, Tasks, Power BI, PowerApps, Teams, and Dynamics 365. A 'Setting up...' tile is also visible.



Flow creation navigation bar with options: My flows, Templates, Approvals, Services, Learn, Search templates ... The 'Create from blank' button is highlighted with a red box. The user's name 'Leslie COL' and 'University of Georgia' are visible in the top right corner.



Search all triggers dialog showing a list of triggers. The 'Twitter - When a new tweet is posted' trigger is highlighted with a red box. Below the list, there is a section titled 'TELL US WHAT YOU NEED' with a smiley face icon and the text 'Help us decide which connectors and triggers to add next with UserVoice'.



When a new tweet is posted

* Search text #UGA21

+ New step Save flow


When a new tweet is posted

* Search text #UGA21


+ New step Save flow

Add an action Add a condition More



 When a new tweet is posted



 Choose an action

Connectors [See more](#)



Excel

Triggers (0) **Actions (6)** [See more](#)



Excel - Get rows



Excel - Insert row



Excel - Delete row



Excel - Get row



The screenshot displays a workflow configuration interface. At the top, a light blue header bar contains a Twitter icon and the text "When a new tweet is posted", with a three-dot menu icon on the right. Below this, a green header bar contains an Excel icon and the text "Insert row", with an information icon and a three-dot menu icon on the right. A blue circle with a white plus sign and a downward arrow is positioned between the two header bars. The main configuration area consists of several rows of fields:

- * File name:** /UGA21.xlsx
- * Table name:** Table1
- Tweeted_x0020_By:** Tweeted by
- DateTime:** Created at
- Text:** Tweet text
- Retweets:** Retweet count
- Favorites:** Favourites count

At the bottom right of the configuration area, there is a link that says "Add dynamic content" with a plus sign icon. A "Source" field is also present at the bottom left.



THE RAW DATA

Excel Online

Leslie Colvir

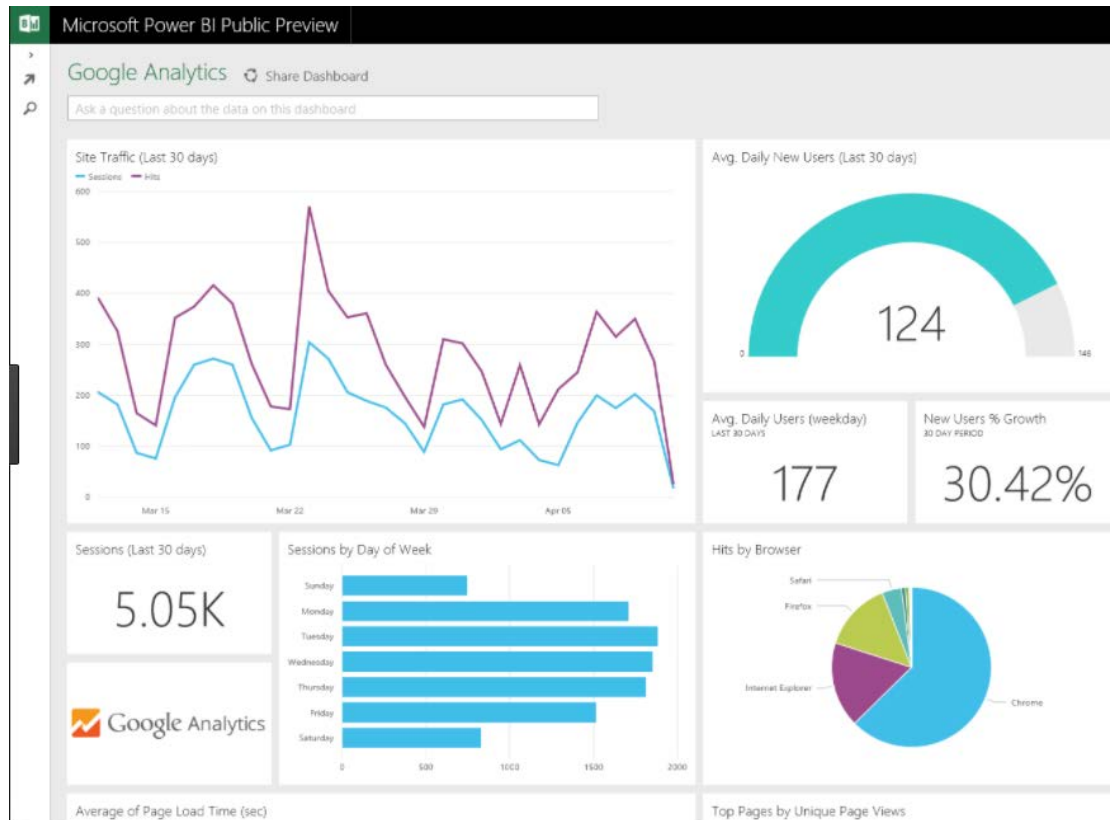
Leslie Colvin UGA17

Edit Workbook Print Share Data

	A	B	C	D	E	F
	Tweeted By	DateTime	Text	Retweets	Favorites	PowerAppsid
1	UGACareerCenter	2017-05-03T18:15:28.000Z	Graduation is almost here! Report your post-grad status for a chance at \$250 in prizes! → https://t.co/XfocSzmNDX... https://t.co/FDshuq6K4B	0	5637	KV6CKYJgOgc
2	UGAGrady	2017-05-03T18:33:49.000Z	Join us on the Grady Lawn this Friday starting at 4 p.m. as we celebrate #Grady17. #UGA17 https://t.co/WZwHUDHys7	0	5312	FqQlZm9kQ9g
3	victoriarcooper	2017-05-03T18:47:44.000Z	RT @UGAGrady: Join us on the Grady Lawn this Friday starting at 4 p.m. as we celebrate #Grady17. #UGA17 https://t.co/WZwHUDHys7	1	654	pK3Zb8YJPtA
4	Danny_CMcArthur	2017-05-03T19:08:52.000Z	RT @universityofga: Who wants a #UGA17 poster?Get them at the Arch and the Chapel Bell on Friday from 12-2p 🎉🎉 https://t.co/vznNx31CPE	13	1869	beHXukWLDI
5	jstncrwfrd	2017-05-03T19:26:02.000Z	Four years for the cap, a lifetime for the jersey. #graduation #uga17 #roygbiv #red https://t.co/oLvg1vPseZ https://t.co/D3YuriwJ5L	0	1198	s_TknLSxrb0
6	arnellev	2017-05-03T19:26:22.000Z	RT @UGAGrady: Join us on the Grady Lawn this Friday starting at 4 p.m. as we celebrate #Grady17. #UGA17 https://t.co/WZwHUDHys7	2	8982	uHka7Xu4JlB
7	jeffjowdy	2017-05-03T19:59:13.000Z	RT @UGAGrady: Join us on the Grady Lawn this Friday starting at 4 p.m. as we celebrate #Grady17. #UGA17 https://t.co/WZwHUDHys7	3	73319	sJTGrF4wa0I
8	fortheirlsuga	2017-05-03T20:02:43.000Z	#UGA17 tag @fortheirlsuga in your graduation photos on twitter or Instagram to be featured on our feed! 🎉🎉🎉Congrats bulldawgs!	0	109	VP8Qn7H36M0
9	AdPR_UGA	2017-05-03T20:08:19.000Z	RT @UGAGrady: #Grady17 graduate @SamHendricks67of @AdPR_UGA reflects on his Grady family: https://t.co/MQG9FIUK3S #MyGradyStory #UGA17	3	719	TnFntdlc0Y
10	UGASocialWork	2017-05-03T20:51:58.000Z	See you Friday, #MichaelThurmond @ClassicCenter! #UGASocialWork #UGA17 https://t.co/CyKntQjrcM @redandblack @LeeShearer @FlagpoleMag	0	1479	HcrDhDrTrXc
11	Its_Jayyy	2017-05-03T21:01:17.000Z	How i'm gonna walk across the stage at Terry Convocation Friday #UGA17 https://t.co/mY3HM2a0pc	0	1335	SGcEKVbtb6M
12	thesassyk94	2017-05-03T21:05:24.000Z	RT @fortheirlsuga: #UGA17 tag @fortheirlsuga in your graduation photos on twitter or Instagram to be featured on our feed! 🎉🎉🎉	2	5289	FDzrmWHcs3Y
13	UGAGrady	2017-05-03T21:53:13.000Z	Journalism major @jaylonthompson shares his appreciation and celebrates Cinco de Grady: https://t.co/MEzkraLjdn #MyGradyStory #UGA17	0	5314	6NMFxd_zsv8
14	WorldFamousATH	2017-05-03T22:14:04.000Z	Yo #UGA17 this is it. Best years of your life *poof* done. Enjoy a last laugh. The Good Stuff tonite @ 9:30, FREE!... https://t.co/RsdwVaF76k	0	3301	jYvuDhivVF9s
15	stllo07	2017-05-03T22:46:59.000Z	RT @Its_Jayyy: How i'm gonna walk across the stage at Terry Convocation Friday #UGA17 https://t.co/mY3HM2a0pc	1	15861	Lx62CRMbZj0
16	Loyal_To_The_G	2017-05-03T22:49:46.000Z	RT @universityofga: Only 2 days until #UGA17! 🎉🎉🎉Parking 🎉🎉🎉Seating 🎉🎉🎉Keepsakes https://t.co/OSUSKR1UVg https://t.co/Nchd2v9aw5	12	7098	4T1mHwdwD14
17	omgitsemily825	2017-05-03T23:05:06.000Z	Pretty smiles w taywarwick 🎉🎉🎉#uga17 @ UGA Chapel Bell https://t.co/4kiMbhCRXw	0	299	SyzlqMea4I
18	kar118	2017-05-03T23:02:29.000Z	.@universityofga And I kid you not i teared up bc i really am going to miss the place i've called home these past 4 years 🎉 #UGA17	0	11466	_RPKbFD9mOQ
19	PeachsInGa	2017-05-03T23:13:27.000Z	RT @universityofga: Only 2 days until #UGA17! 🎉🎉🎉Parking 🎉🎉🎉Seating 🎉🎉🎉Keepsakes https://t.co/OSUSKR1UVg https://t.co/Nchd2v9aw5	13	79519	aWksZcNp30A
20	danielw00393296	2017-05-04T00:00:04.000Z	RT @universityofga: Only 2 days until #UGA17! 🎉🎉🎉Parking 🎉🎉🎉Seating 🎉🎉🎉Keepsakes https://t.co/OSUSKR1UVg https://t.co/Nchd2v9aw5	13	206	z1AExiZg13w
21	universityofga	2017-05-04T00:17:49.000Z	#UGA17 🎉🎉🎉 https://t.co/5Loi5zAf0B	0	3534	Qtb_GrFYqvU
22	Ayee_Bayyy	2017-05-04T00:31:38.000Z	RT @universityofga: #UGA17 🎉🎉🎉 https://t.co/5Loi5zAf0B	2	8843	bw-tyNBiyKc
23	Clay_Hartley	2017-05-04T00:39:56.000Z	RT @universityofga: #UGA17 🎉🎉🎉 https://t.co/5Loi5zAf0B	3	6072	YrpuJIX24
24	JustineSpectra	2017-05-04T00:52:59.000Z	Sneak peak of Graduation Pictures. #UGA17 https://t.co/qLxDHs84lk	0	6045	pAr3-BopUFE
25	Nafisat16	2017-05-04T01:50:17.000Z	RT @universityofga: Who wants a #UGA17 poster?Get them at the Arch and the Chapel Bell on Friday from 12-2p 🎉🎉 https://t.co/vznNx31CPE	14	3850	tY02py8lwYc
26	ANubianQueen_	2017-05-04T03:22:32.000Z	RT @OhSoRavy: #BlackGirlsGraduate "Oh yes they do!" #UGA17 #GSU17 🎉🎉🎉 https://t.co/ZoOkrk35Cw	22	1559	4quPOezRnlQ
27	Taleyhaa	2017-05-04T03:35:54.000Z	RT @OhSoRavy: #BlackGirlsGraduate "Oh yes they do!" #UGA17 #GSU17 🎉🎉🎉 https://t.co/ZoOkrk35Cw	23	2403	91wkCA85ZGQ
28	ErinRichman	2017-05-04T10:15:34.000Z	RT @universityofga: #UGA17 🎉🎉🎉 https://t.co/5Loi5zAf0B	4	934	52uWTrQEaMQ
29	ugaCOE	2017-05-04T11:15:27.000Z	"I will miss all of the amazing people I have met over the past four years." -Heather Higuera. #COEgreatgrad #UGA17... https://t.co/UaeoQL2PG	0	1311	X8FuPn7JbAI
30	ClassicCenter	2017-05-04T12:19:54.000Z	RT @UGASocialWork: See you Friday, #MichaelThurmond @ClassicCenter! #UGASocialWork #UGA17 https://t.co/CyKntQjrcM @redandblack @LeeShearer...	1	536	JrzfrLDck4M
31	ugaCOE	2017-05-04T12:30:23.000Z	Attending or tuning in? Here's everything you need to know about Spring 2017 Convocation today. https://t.co/ksEGfmTu6N #COEUGA17 #UGA17	0	1311	vbYV9KJWm5E
32	kokeefewhite	2017-05-04T12:45:59.000Z	RT @universityofga: Last day of finals. 1 day until #UGA17.#MayThe4thBeWithYou https://t.co/dtO3c14tWI	5	47	0D_0Z7RCGW
33	jstncrwfrd	2017-05-04T12:45:38.000Z	RT @universityofga: Last day of finals. 1 day until #UGA17.#MayThe4thBeWithYou https://t.co/dtO3c14tWI	5	1200	TLzaD6MDUlo



SAMPLE REPORTS





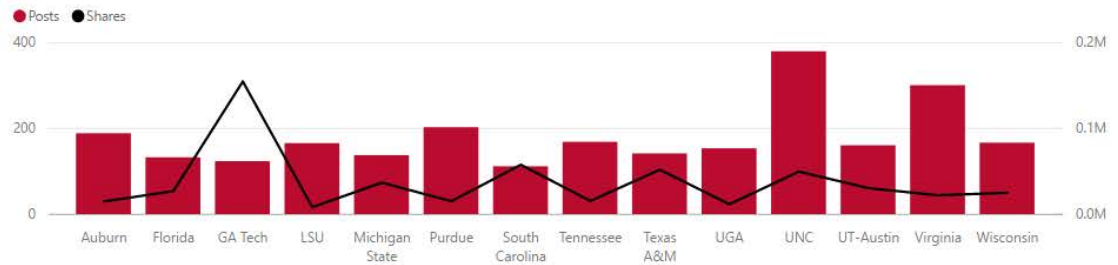
Date

Page Followers

Page	Page Followers
Auburn	351,793
Florida	665,585
GA Tech	136,365
LSU	770,824
Michigan State	475,799
Purdue	224,974
South Carolina	144,840
Tennessee	254,702
Texas A&M	594,122
UGA	235,291
UNC	271,198
UT-Austin	677,523
Virginia	171,019
Wisconsin	285,559



Posts and Shares by Page



Page	Month	Day	Shares	Post URL	Post Type	message
GA Tech	January	7	136,286		video	What happened when the Georgia Tech swim team got snowed in to their hotel and their meet at Virginia Tech was cancelled.
UNC	March	23	16,025		video	It's only natural that on #NationalPuppyDay we introduce you to REMINGTON! The golden retriever is the newest member of the North Carolina Tar Heels baseball team, and he serves an im
Michigan State	April	6	9,375		video	Here's "Victory for MSU" like you've never heard it before.
South Carolina	April	2	8,487		video	South Carolina Women's Basketball just won the National Championship!!!!!! What a night to be a Gamecock! 🏀🔥 #ForeverToThee
Wisconsin	May	15	6,566		video	Most schools walk to Pomp and Circumstance. Not Badgers... we JUMP AROUND at Commencement.
South Carolina	March	24	5,796		video	For the first time in school history, South Carolina Men's Basketball is headed to the NCAA March Madness #Elite8. Tonight, Capstone is glowing garnet in their honor. 🏀🔥
Texas A&M	May	10	5,260		photo	100 years ago this month, Texas A&M cancelled graduation ceremonies so that the entire Class of 1917 could go serve in World War II Read more about the selfless service of the Class of 191
Florida	April	1	5,191		video	A message from President Fuchs
South Carolina	April	1	4,908		photo	What an incredible season for Frank Martin and South Carolina Men's Basketball. #ForeverToThee
UNC	April	4	4,192		photo	The North Carolina Tar Heels have won their sixth NCAA National Championship! #GoHeels
Total			522,248			





66 853K 46K
 Total Tweets Impressions Engagements

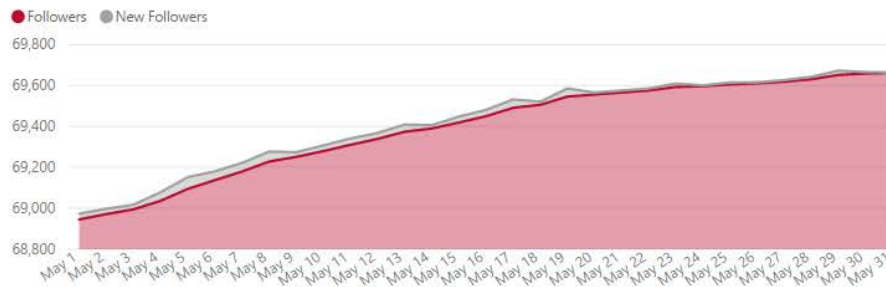
Date

All

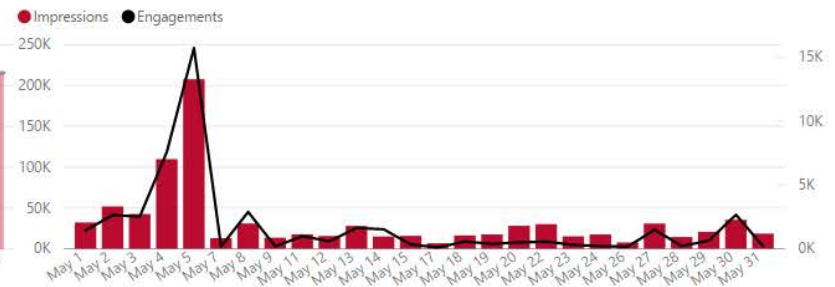


Date	retweets	Engagements	Tweet permalink	Tweet text
Friday, May 5, 2017	441	5,158	🔗	Congrats #UGA17! https://t.co/BT1xZRffOv
Friday, May 5, 2017	121	3,515	🔗	"Itâ€™s the unscripted, thatâ€™s what makes life extraordinary." - Ernie Johnson (ABJ, '78) https://t.co/Ry3ccNnkK0
Friday, May 5, 2017	90	2,898	🔗	"Think about all the big days: who showed up, who didnâ€™t. Letâ€™s be a class who shows up. Letâ€™s be there for others." - Avery Hudson, #UGA17 https://t.co/3pWdD3gtJL
Thursday, May 4, 2017	91	2,812	🔗	Congratulations #UGA17 Rite of Sankofa graduates! Follow the ceremony on Snapchat https://t.co/hwv6DkiOCL
Tuesday, May 2, 2017	18	2,149	🔗	Who wants a #UGA17 poster? Get them at the Arch and the Chapel Bell on Friday from 12-2p https://t.co/vznNx31CPE
Tuesday, May 30, 2017	66	2,140	🔗	How #UGA campus changes in just a season: this photo was taken from the same place every Friday during spring semester. (â€™: Madi DiPietro) https://t.co/SaV0tFTpRR
Thursday, May 4, 2017	177	2,106	🔗	Last day of finals. 1 day until #UGA17. #MayThe4thBeWithYou https://t.co/dtO3cl4tWl
Monday, May 8, 2017	12	1,696	🔗	Phase II of #UGA's Business Learning Community nears completion, 2 buildings named for business leaders https://t.co/Ae2wOcgelH https://t.co/4rZKo8a03G
Sunday, May 14, 2017	25	1,526	🔗	Happy #MothersDay! https://t.co/m0gSucPlkp
Thursday, May 4, 2017	41	1,491	🔗	#TBT: Freshman welcome for #UGA17 Order this G print here https://t.co/7Zp29T40wM https://t.co/sw2VUPF3hT
Friday, May 5, 2017	8	1,445	🔗	That's a wrap on the #UGA17 Graduate Commencement Ceremony! https://t.co/eTSbURqj1l
Saturday, May 27, 2017	15	1,240	🔗	Looking sharp, Rutherford Hall (â€™: @UGAHousing) https://t.co/a84yxNXw8S
Wednesday, May 3, 2017	4	1,191	🔗	#UGA17 (â€™: https://t.co/5L0i5zAf0B)
Monday, May 8, 2017	6	1,190	🔗	You've seen our Science Learning Center, right? https://t.co/sXVsNdzpNK https://t.co/86wtSp0DME
Thursday, May 4, 2017	102	1,188	🔗	"No matter where life takes us after this, we will forever be a part of the Bulldog Nation." Commit to what inspires you, #UGA17 (â€™: https://t.co/6QBjF2JOQE)
Total	1,806	46,212		

Twitter Followers



Twitter Impressions & Engagements



APPENDIX



Data Design Dos and Don'ts

- Do use 1 color to represent each category
- Do order data sets using logical hierarchy
- Do use callouts to highlight imports or interesting information
- Do visualize data in a way that is easy for readers to compare values
- Do use icons to enhance comprehension and reduce unnecessary labeling
- Don't use high contrast color combinations such as red/green or blue/yellow
- Don't use 3D charts, they can skew perception of the visualization
- Don't add anything unnecessary to distract from the data
- Don't use more than 6 colors in a single layout
- Don't use distracting fonts or elements (bold, italics, underlined text, etc.)





Data Studio Resources

- <http://www.shiftcomm.com/blog/new-shift-webinar-getting-started-with-google-data-studio/>
- <https://datastudiogallery.appspot.com/>





Power BI Resources

- Dataset types that can be used with Power BI:
 - <https://powerbi.microsoft.com/en-us/documentation/powerbi-service-get-data/>
- [Microsoft Office Visuals Download](#)
- <https://datachant.com/>
- <https://curbal.com/>

