

# Mikael Sterner

Några erfarenheter från analysarbete  
På SVT och i Tableau

Information is what changes us  
the rest is data

Stafford Beer

# Mentala modeller

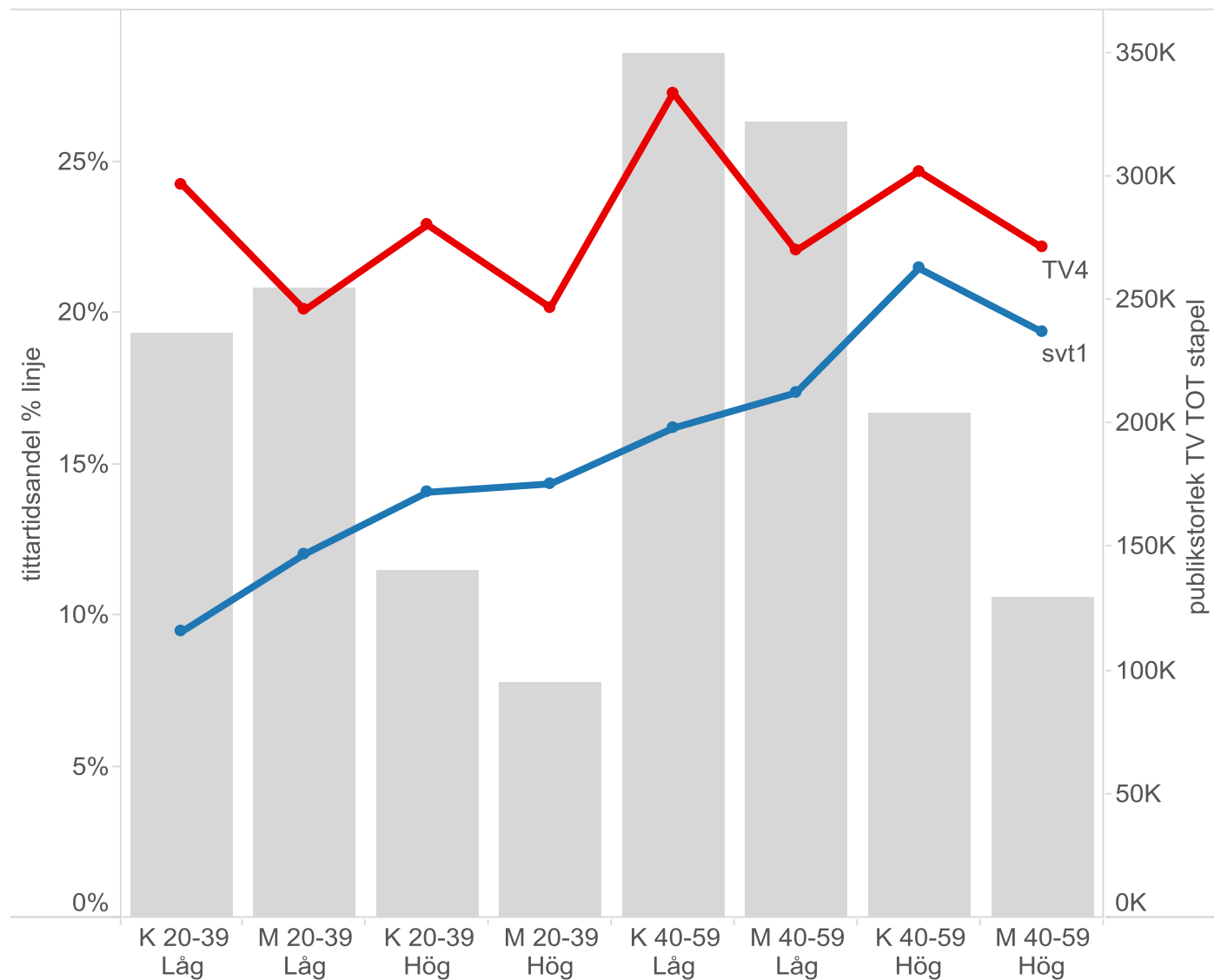
# Visual analytics



4	2	15	A3-59	KO	11	1	15,0000	1	0,0
4	2	15	A3-59	KO	12	1	15,0000	1	0,0
4	2	15	A3-59	KO	13	1	15,0000	1	0,0
4	2	15	A3-59	KO	14	1	15,0000	1	0,0
4	2	15	A3-59	KO	15	1	15,0000	1	0,0
4	2	15	A3-59	KO	16	1	15,0000	1	0,0
4	2	15	A3-59	KO	17	1	15,0000	1	0,0
4	2	15	A3-59	KO	18	1	15,0000	1	0,0
4	2	15	A3-59	KO	19	1	15,0000	1	0,0
4	2	15	A3-59	KO	2	1	15,0000	1	0,0
4	2	15	A3-59	KO	20	1	15,0000	1	0,2
4	2	15	A3-59	KO	21	1	15,0000	1	0,1
4	2	15	A3-59	KO	22	1	15,0000	1	0,1
4	2	15	A3-59	KO	23	1	15,0000	1	0,0
4	2	15	A3-59	KO	3	1	15,0000	1	0,0
4	2	15	A3-59	KO	4	1	15,0000	1	0,0
4	2	15	A3-59	KO	5	1	15,0000	1	0,0
4	2	15	A3-59	KO	6	1	15,0000	1	0,0
4	2	15	A3-59	KO	7	1	15,0000	1	0,0
4	2	15	A3-59	KO	8	1	15,0000	1	0,0
4	2	15	A3-59	KO	9	1	15,0000	1	0,0
4	2	15	A3-6	KO	24	1	15,0000	1	0,0
4	2	15	A3-6	KO	25	1	15,0000	1	0,0
4	2	15	A3-6	KO	10	1	15,0000	1	0,0
4	2	15	A3-6	KO	11	1	15,0000	1	0,0
4	2	15	A3-6	KO	12	1	15,0000	1	0,0
4	2	15	A3-6	KO	13	1	15,0000	1	0,0
4	2	15	A3-6	KO	14	1	15,0000	1	0,0
4	2	15	A3-6	KO	15	1	15,0000	1	0,0
4	2	15	A3-6	KO	16	1	15,0000	1	0,0
4	2	15	A3-6	KO	17	1	15,0000	1	0,0
4	2	15	A3-6	KO	18	1	15,0000	1	0,0
4	2	15	A3-6	KO	19	1	15,0000	1	0,0
4	2	15	A3-6	KO	2	1	15,0000	1	0,0
4	2	15	A3-6	KO	20	1	15,0000	1	0,6
4	2	15	A3-6	KO	21	1	15,0000	1	0,2
4	2	15	A3-6	KO	22	1	15,0000	1	0,0
.	.	.	.	.	.	.	.	.	.

## SVT1 och TV4 vardagar 20-22

tittartidsandel % 2013, stapel visar publikstorlek abs TV TOT



# Framtiden

# Metaspråk



# Frågor och svar visuellt

# Tableau



# Excel vs Tableau

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