datasmoothie

CASE STUDY: DATASMOOTHIE FOR POLLING DATA RESULTS PUBLISHED ON A NEWS WEBSITE

SAME-DAY DASHBOARDS FROM RAW DATA

AT A GLANCE

MAIN GOALS

Create visualizations on the same day polling results are in, providing readers with more insight into polling data so that they engage with news articles and share with their friends.

METHOD

Use Datasmoothie's online platform to generate visualizations that can be embedded in the clients' website.

ACCOMPLISHMENTS

• The average time on site was 10 minutes on the articles with the visualizations (usually, one minute is considered okay).
• One in five visitors to the web site interacted with the

THE CLIENT

The most popular online news outlet in Iceland, the news website MBL.is, hired the Social Science Research Institute (SSRI) of the University of Iceland to run regular polls in the run-up to the local elections held in the country in the spring of 2018.

OPPORTUNITY

When polling results are published online, they are at best displayed as a bar chart that shows what percentage of people are voting for what political party or candidate. At worst, the results are simply shown as paragraph of text.

But what did the results tell us about female voters? Or how millennials are going to vote? The web is interactive. Shouldn't polling results be interactive as well? Shouldn't readers be able to explore results in more detail when they are reading the news article on the web?

SOLUTION

SSRI hired Datasmoothie to provide their client, the news outlet Mbl.is, with embeddable interactive charts with polling results. When the data had been gathered, Datasmoothie had less than four hours to create visually stunning maps and charts for readers of the news outlet to interact with. The raw survey result data was sent to us shortly after noon. The data was uploaded into Datasmoothie and the dashboards were created and ready for feedback from the client by dinner time the same day. The visualizations included interactive maps

data (i.e. filtered by gender, location, age etc.)

• The average user who engaged interacted seven times with the data.

ABOUT US

Datasmoothie is an award winning platform to crunch and visualize data. Data was founded in 2015 and won the MRS award for technical innovation. Datasmoothie has worked with some of the world's largest market research companies both on data crunching and visualisations.

GET IN TOUCH

Datasmoothie operates both from Shoreditch in London and Reykjavík, Iceland. Get in touch at: info@datasmoothie.com.

that had been custom made for the client, in this case a map of Reykjavík, Iceland.
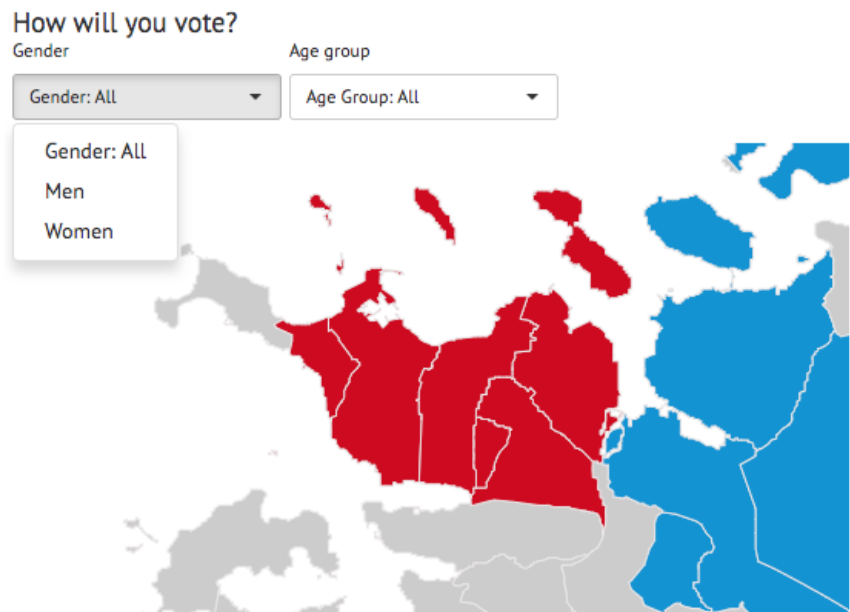
RESULTS & BENEFITS

Using Datasmoothie's technology, which allows for rapid turnover from raw data to visualizations, Mbl.is could provide its readers with the best experience available online for survey results.

- **One in five** visitors to the web site interacted with the data (i.e. filtered by gender, location, age etc.)
- The average user who engaged **interacted seven times** with the data.
- **The average time on site was 10 minutes** on the articles with the visualisations (usually, one minute is considered okay)

"Datasmoothie has played an important role in helping us engage with our readers, presenting them with polling data results that sparked interest and was talked about."