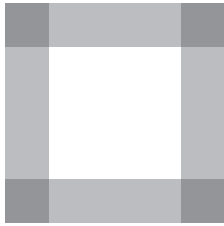
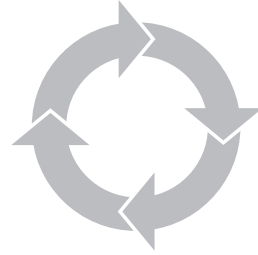


## Concept based visualisation

The four measures are closely interlinked



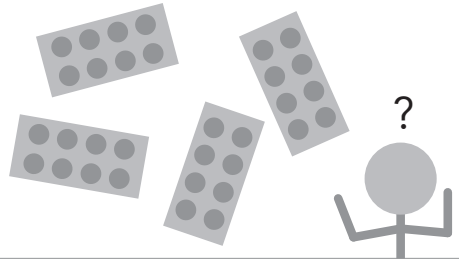
The reiterative process consists of four steps



Four ideas build on each other

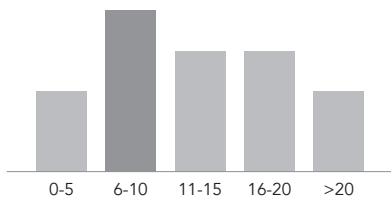


Four building blocks, but no real plan

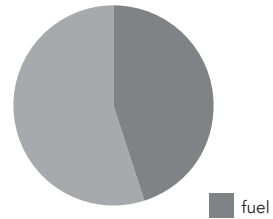


## Data driven visualisation

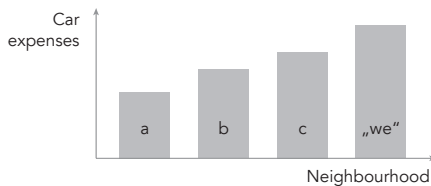
Most people use their cars 6-10 years



45% of total car expenses are spent for fuel



We had the most expensive car in our neighbourhood



In our neighbourhood car expenses are uncorrelated to family income

