



Data Visualization

At John Dunham and Associates (JDA), useful, interactive and visually appealing tools are used to communicate complex economic ideas in simple, easy to understand formats.

JDA products include:

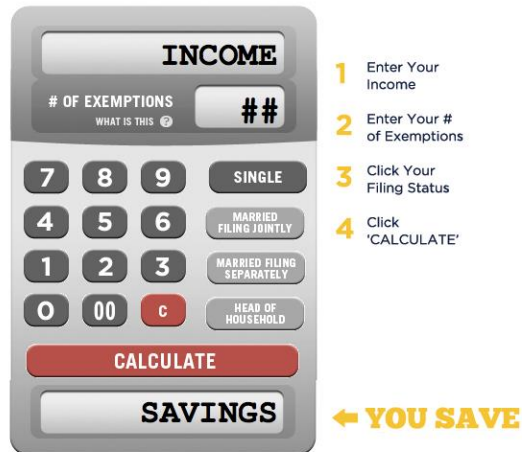
Infographics That Dramatically Enhance the Presentation of Your Data

Most people are visual learners, preferring graphics, illustrations, and charts to grasp difficult concepts. In a world of information overload, infographics cut through the clutter. JDA boils down economic data into a single image to quickly convey a message. JDA's colorful visual representations of data grab attention immediately, are memorable and allow a story to be told in a concise, unique, and compelling way.

Interactive Wizards That Make Your Data and Messages Available 24/7

In order to facilitate the development of custom reports, JDA uses web-based wizards that calculate the economic impact of: business and industry; tax and regulations; as well as political proposals or marketing initiatives. JDA's analysis and the customized, online wizards present the data by any legislative district or geographic area down to the zip code level, providing JDA a unique and differentiating advantage.

JDA's wizards are user friendly and generate talking points and reports that can be easily manipulated to help articulate a message. These intranet or internet based systems allow for convenient 24/7 access and updating.



JDA can customize infographics to suit the needs of any client. The right images can dramatically improve the effectiveness of your argumentation.