

Democratization of Data Analysis: 20 Tools

List developed by Susan Kistler, June 2010 at AEA's Summer Evaluation Institute. Inclusion on this list does not represent an endorsement by myself or the American Evaluation Association. The accuracy and capacity of all sites and data should be researched before use and reporting.

Tool	What it Does	Data	Time to Learn	Time to Master	Notes
1 County Sin Rankings	Interactive data visualization	Existing data set	5 min	10 min	Winner of Sunlight Foundation/DHHS contest
2 CNN War Casualties	Interactive data visualization	Existing data set	5 min	10 min	Visualization allows for drill-down Multiple variables
3 CDC Wonder KidsCount Data Center	Data repository/ analysis site	Existing data sets	1 hr	5 hrs	Allows exploration of multiple data sets High level of customizable detail
4 Center	Data repository/ analysis site	Existing data sets	5 min	1 hr	Allows exploration of multiple data sets Easy drill-down by end users

Tool	What it Does	Data	Time to Learn	Time to Master	Notes
5 Google Data Explorer	Interactive data visualizations	Multiple data sets	30 min	5 hrs	Multiple types of data visualizations See Google Motion Chart for own analyses
6 Gapminder	Interactive data visualizations	Multiple data sets	30 min	5 hrs	Multiple types of data visualizations See Google Motion Chart for own analyses
7 Google Motion Chart	Interactive data visualizations	Multiple data sets	30 min	5 hrs	Creates analyses parallel to Gapminder Creates visualizations in google spreadsheets
8 NY Times Data Viz Lab	Interactive data visualizations	Multiple data sets	30 min	5 hrs	Multiple types of data visualizations Built on the ManyEyes platform
9 ManyEyes	Suite of Data Visualization Tools	Qualitative Quantitative	1 hr	5 hrs	Multiple types of data visualizations Creates shareable data vizualizations
10 Tableau Public	Suite of Data Visualization Tools	Quantitative Geographic	1 hr	10 hrs	Extensive functionality & options Creates shareable interactive data vizualizations
11 Wordle	Creates Word Clouds	Qualitative RSS	5 min	1 hr	Good for data exploration, reports Stakeholders can use directly

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12 bit.ly	URL Shortener w/tracking	Clickthroughs	5 min	10 min	Tracks URLs as shared across comm channels Customizable URLs

13	Hootsuite	Twitter Management with analytics	Clickthroughs Visitors	15 min	2 hours	Integrates management of twitter w/analytics Track individual items or in aggregate
14	Google Analytics	Website Use Tracking	Time & Path	1 hr	10 hrs	Likely requires a webmaster for installation Extensive functionality/options/drill down
15	Footprint Live	Track real time website visitors	Site visitors path	1 hr	3 hrs	Likely requires a webmaster for installation See how people are moving through site
16	Google Alerts	Sends notices of web content on keywords	New web content	5 min	1 hr	Create (free) google account to manage See aea365 post on using google alerts
17	Feedburner	Tracks Subscribers to RSS Feeds	RSS Feeds	1 hr	3 hrs	Can track both email and RSS subscribers Tracks subscriber number and action
18	Google Trends	Tracks Online Search & Online News References	Google search News	5 min	1 hr	Can compare two terms over time Can specify timeframes

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19	Friendwheel	Identifies relationships among Twitter accts	Twitter name	5 min	10 min	Limited to 100 relationships Drag and drop to see relationships better
20	TouchGraph	Identifies relationships among websites	URL	5 min	1 hr	Shows websites linked to a given site Shows extent of commonality between sites
21	StreamGraph	Graphs Twitter word usage	Twitter name or keyword	5 min	10 min	Click once to highlight any word, see examples Click twice to regraph based on that word