

INTERACTIVE VISUALIZATION OF NATIONAL HEALTH STATISTICS: DEVELOPMENT OF AN INTERACTIVE DASHBOARD

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Visual analytics is a multidisciplinary field that involves using visual interfaces to facilitate analytical reasoning. Interactive visualization, a specific approach within visual analytics, refers to computational tools that store, process, and visually represent data, enabling users to explore the data interactively. This interactive nature of visualization enhances the potential for utilizing collected healthcare data and involves users in activities such as sense-making, knowledge discovery, and hypothesis generation, making them an active part of the process. Since 2020, interactive visualization has become the standard for producers of health statistics, ensuring that the audience feels engaged and involved through numerous dashboards and interactive tools.

The Institute for Public Health of Serbia has created an interactive dashboard using the user-friendly Microsoft Power BI cloud-based tool. The dashboard aims to offer comprehensive and readily accessible information to both professionals and the general public, ensuring a comfortable and easy user experience. As part of the Microsoft Office suite, Power BI follows principles similar to those of other programs in the package. It requires minimal DAX language coding in application development, making it particularly accessible and easy for public health workers.

The Health for All family of databases, created by the World Health Organization, has been used since 2000 and includes the following indicator groups: demography and other socio-economic indicators, mortality, morbidity, lifestyles, environment, health resources, use of health services, and maternal and child health. The data is available for regional, national, and European Union levels as a reference. The information is presented through summary tables, time trends, maps, and a data dictionary. The application is bilingual in Serbian and English, making it accessible to a broad audience. The cloud-based tool allows access from computers, laptops, and smartphones. It provides interactive presentations and report creation through a web browser without installing additional software.

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