



Data Visualization

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September 26, 2014

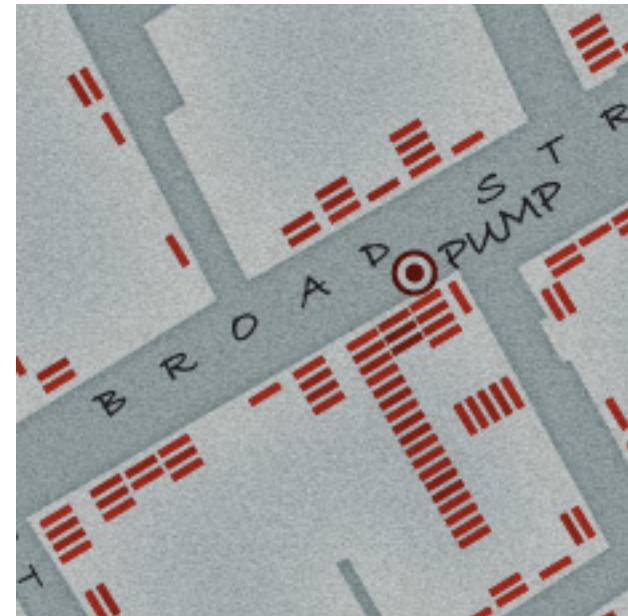
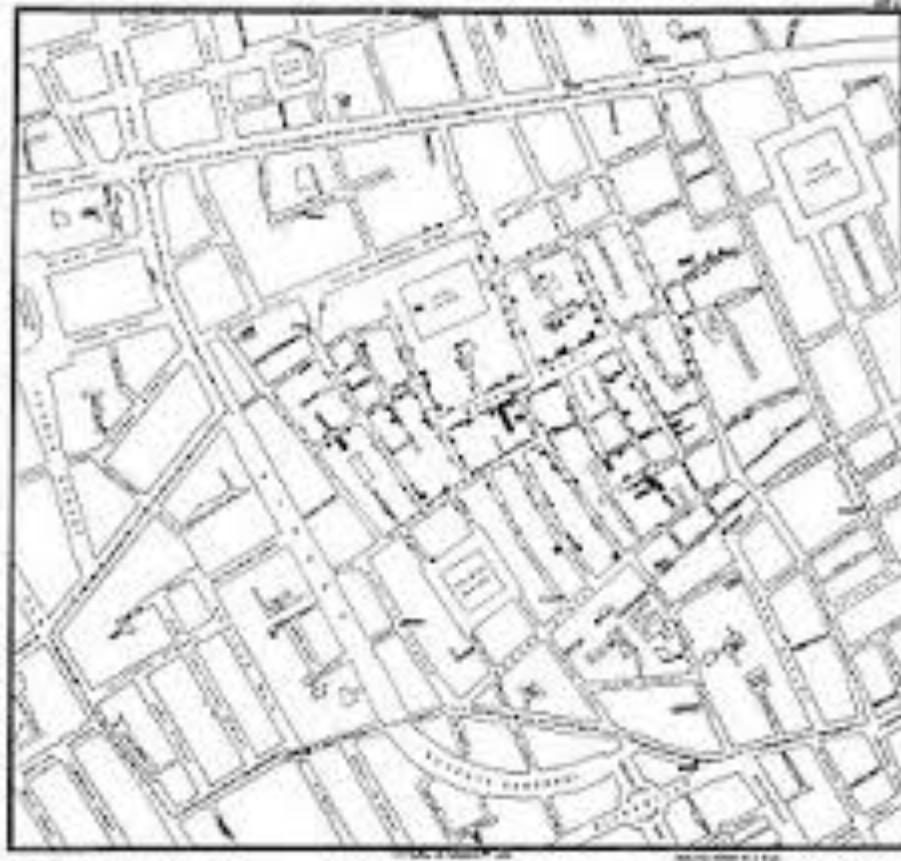
Data Visualization – a Real Life Story

2



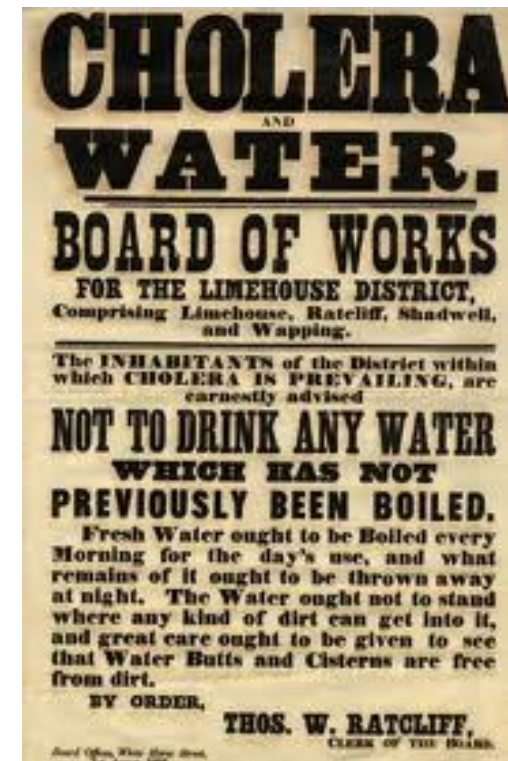
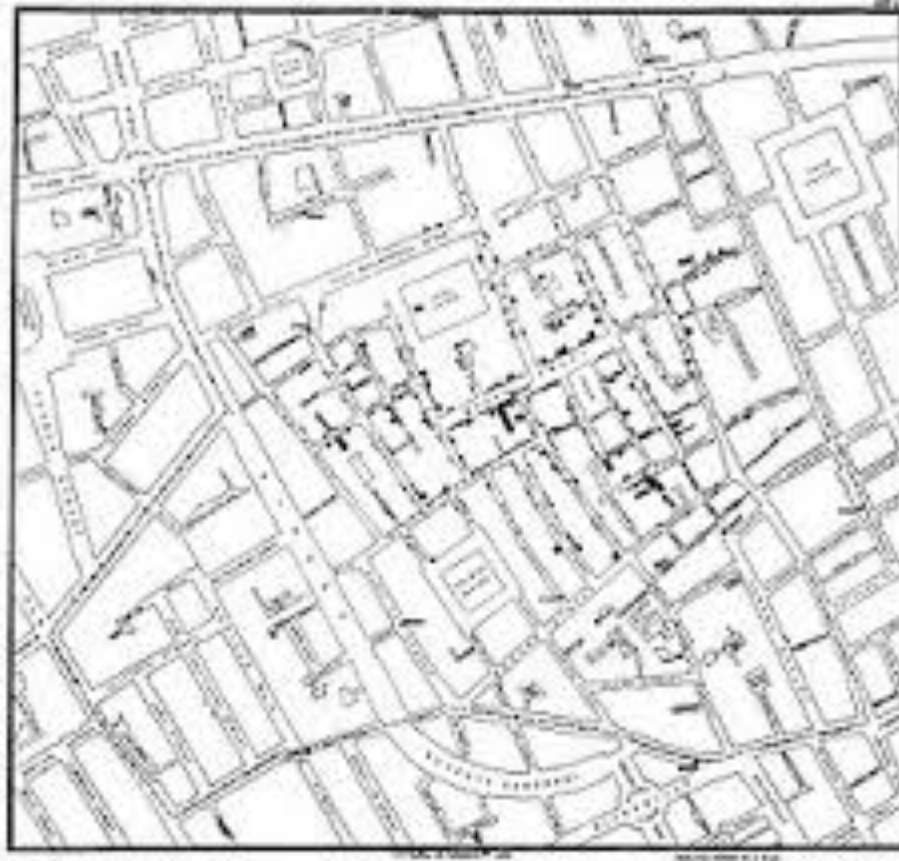
Data Visualization – a Real Life Story (cont.)

3



Data Visualization – a Real Life Story (cont.)

4



Why Visualizing the Data?

“Ultimately, data visualization is about communicating an idea that will drive action. Understanding the criteria for information to provide valuable insights and the reasoning behind constructing data visualizations will help you do that with efficiency and impact.”

- Jim Stikeleather, When Data Visualization Works, and when It Doesn't, Harvard Business Review, March 2013

Our Data Visualization Journey



Standard
Report
Objects

Interactive
Displays

Interactive Display & Guided Analysis – a Biomarker Analysis Example



Is the Biomarker population representative?

Understand baseline and outcome

What are the properties of Biomarker?

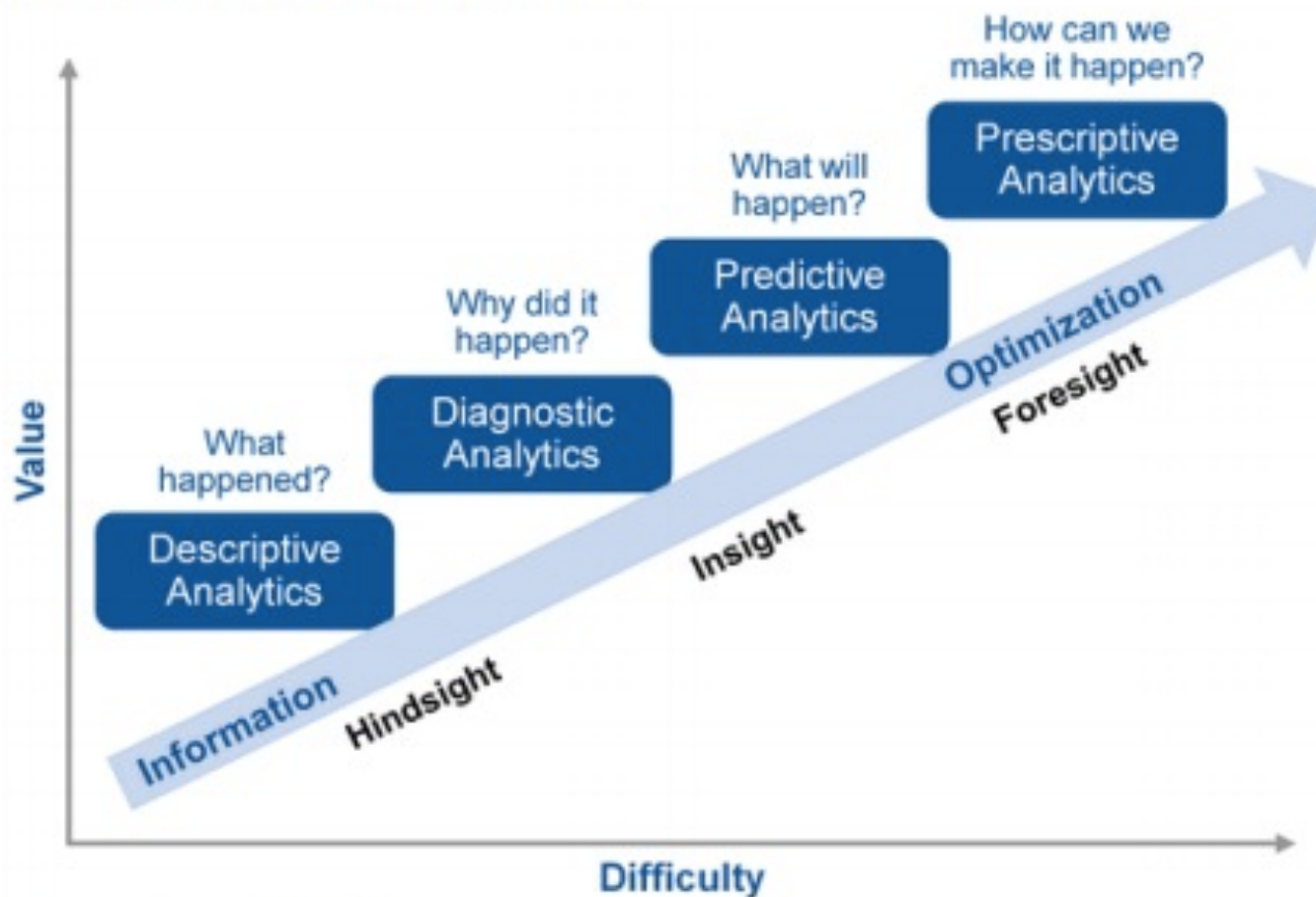
Examine biomarker property
(distribution, correlations, etc...)

How can we use Biomarker to select right patient for the right drug?

Explore and select Biomarker cutoff

Data Visualization & Analytics

Figure 2. Gartner Analytics Ascendancy Model



Source: Gartner (April 2014)

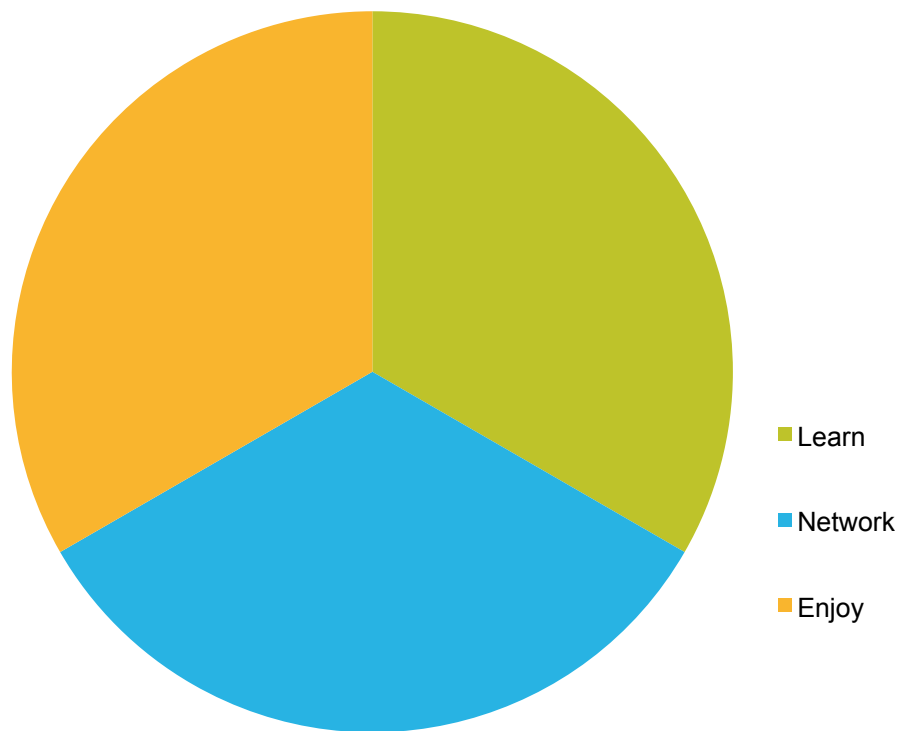


Challenges with Data Visualization

- What is our main objective and priority?
- Which are the right tools to optimize the business solution?
- How to upskill our staff for the right tool and developing the analyst mindset?
- How can we engage and empower our stakeholders
- Any consideration on compliance?
- How well these approaches align with Health Authorities?

Have a Great Conference!

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***Doing now what patients need
next***



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