

CHALLENGE I – DATA VISUALIZATION

"...few people will appreciate the music if I just show them the notes. Most of us need to listen to the music to understand how beautiful it is. But often that's how we present statistics; we just show the notes we don't play the music." - Hans Rosling

What is the world's most valuable resource? Oil? No longer, it is data.

Yet for MSMEs we find it very challenging to find good quality data and this stands as a significant barrier for researchers and practitioners, which, in turn, limits our ability to learn about MSMEs. In pursuit of addressing this issue, IFC has collected data to create two key databases on MSMEs - MSME Economic Indicators Database and MSME Finance Gap Database, by undertaking a comprehensive data collection process and leveraging on a wide array of other available data, including Bureau Van Dijk – Orbis data, the International Monetary Fund (IMF) Financial Access Survey data, the Organization for Economic Co-operation and Development (OECD) Financing SME and Entrepreneurs Scoreboard, and the World Bank Enterprise Survey data.

Collecting data on MSMEs, although a formidable undertaking, counts for only half of the work. Analyzing this data, decoding the hidden messages and most importantly telling the data-story in a simple, visually engaging manner is the other component. Visualization leads to faster action in research and operational work as the human brain tends to process visual information far more easily than written information.

This is your opportunity to use [IFC's MSME Finance Gap database](#), and to realize patterns and connections amongst numbers (that would otherwise be found scattered across multiple reports) and create something impactful.

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Your team's task for this challenge is to use the IFC MSME Gap Database (see attached excel file) to create an infographic that will help turn the excel spreadsheet into a story.

*Hint: What story can you derive from the database?
What is the central message you want to tell in the infographic?*

Evaluation criteria:

The submitted infographic will be scored based on:

- (i) Originality (40%);
- (ii) Design and Outlook (30%); and
- (iii) Content (30%)

Deliverable

- ✓ Infographic in .png format, legal/letter, with at least 300 DPI.

Deadline

Please submit the infographic by **November 14th 2019, 11:59pm**