

# Covid-19 influence

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## Introduction

Subject of this short report is to explain and give evaluation concerning analyze of the Covid-19 influence in public sector. Corona virus spread followed with lockdown reflects with negative and positive aspects in our current life and we observe from the given infographics some statistical visual representation of charts and graphs that highlight all this used data how is localized and determined in various types of sectors. The final goal of the report is to demonstrate students ability to analyze presented information of charts and graphs for the need of statistics in complete and to make optimal real approach to evaluate and make right conclusion from the right way extracted data in case this information is requested in our work. The main aspect of this work is infographics analysis as much as real it is showing the right indicators in-depth with appropriate conclusion.

## **Infographics interpretation and informational essence**

Infographics are used in statistics to show general and full visual information representing common knowledge about selected, observed and explored topic from any kind of life through impressive good design, charts and graphics, used for quick and clear information catching easily human's interest and oriented as well as toward branch specialist and also for usual people to improve their cognition.

Currently we have an infographic that affects Covid-19 influence in all the aspects of people's social, economical and political life divided by sectors – exploring business impact, market space with significant variation and customer's activity affected area. From first sight we can see how deeply and with negative plan it affects businesses, compare to other economical sectors, this is the worst impact of Covid-19 influence in the lockdown period and there is only small 15% that increase their profit during this period. Then next to this we can see how this reflects the market and what changes is leading this toward 84% industry disruption, but can make 77% of opportunity for developing innovation, and 66% needs for changes in our operational model of lifestyle with significant customer decline of 68% volume toward small 2% increase in unexpected marginal group. The infographic is shortly presented by its parallels of horizontal and vertical channels of communicational identity showing the right current situation in-depth. This representative sample shows the variety in such a indicators as increase and decrease of dominating structural parts of life as decrease in education with 60%, compare to market demand, retail is decreasing 71%, business and professional services are decreasing with 63%, low level of financial services, still - 49% which is lot under the desired level but we can see that confidence toward government increases in this hard days with 32% which is good indicator for right way of trust because of the right healthcare politic shown on the diagram by healthcare increasing with 54%. Also we can see how high increase the degree of digital influence in the society offering a lot of cloud opportunities and collaboration in 96% for the

public services, 89% for cloud digital workflow solutions compared to 85% for digitalization toward paper based process innovations gain success, so we have an increased demand of digitalization to make the life easy. In this difficult time we have a prosperous area of digitalization as process. On our attention is the next diagram expressing different channel of support from partners with 63% extended payment terms from different kind of institutions and organizational structures, 61% of financial support, 47% of advanced rebates, 45% of updates on supply and all this compared to 27% personal guidance. Here we can understand how enormous is the dependance from different sources of financial support compare to personal stability as factor of the economical progress. And finally we have a graphic to recovery process and needed recovery plan in the time which shows us that 35% of the business can get more quickly up than expected to recover for between 6-12 months short time compare to 6% that may close at all or their business will not be as usual, or they can for less than a month recover, unless the hard affected business part still need 12 months to recover, which is 16%, not so bad compare to the average 22% that are close for a quick start between 3-6 months to get well, unless 15% can be stable for 1-3 months. These are all the short professional messages for specialist to make conclusion and this information can be used and helpfully applied in different reports like orientation for the current situation, but this information is also very important for any affected person from Covid-19 as analytical prove of current situation and the evolution of the process from inside.

I find that this infographic is full and well presented as well as content, as well as color presentation on first site. I like this colors that doesn't harm the eyesight. Mainly dominating colors are from the one part of green and blue which is not so stressful like dark red or dark blue. Such of combination of light colors has little psychological aspect to not stress the public with this not so positive data and doesn't intrudes with facts – good combination of unconsciousness acceptance between hard accepted data facts and play of the optimistic range of colors, specially good for people after 50 years old. The text is appropriate, good font, may be too small but this is required to save the space and for more clarity is fine selected. My satisfaction from the infographic is on the appropriate level to read and understand quickly as usual citizen, may be a professional in specific area of research field can have high level of require but it depends from the area he explore. For general use the infographic is well, full structured and corresponds the required standards to give optimal quick results extracted from statistical resources. Concerning the variety of editors that can be used to produce infographics I find this good for general purpose. Depends of the case and audience may be we can require something more impressive but as we have to look in the main topic and the origin of discussed information this is nice collaboration between form, data, color and text which can be understood easily from professional and nonprofessional eye.

This infographic can be improved with final subline summary of total affect by the Covid-19 in general with profit and loss for the society as result.

As final conclusion I can tell that this is really very clear, quick and informative infographic made to be useful by all the standards and requisitions to generate and summarize complete information and extract as well as professional and amateur opinion for different needs.

## **Appendix**

**Used information: Presented teachers lecturers from the course works, infographics and personal analytical thoughts as base of my analysis.**