经济数据解读 01（丽湖校区）

第三次线下课

黄嘉平

中国经济特区研究中心

https://huangjp.com/teaching/econdata

2026.10.22

小组汇报

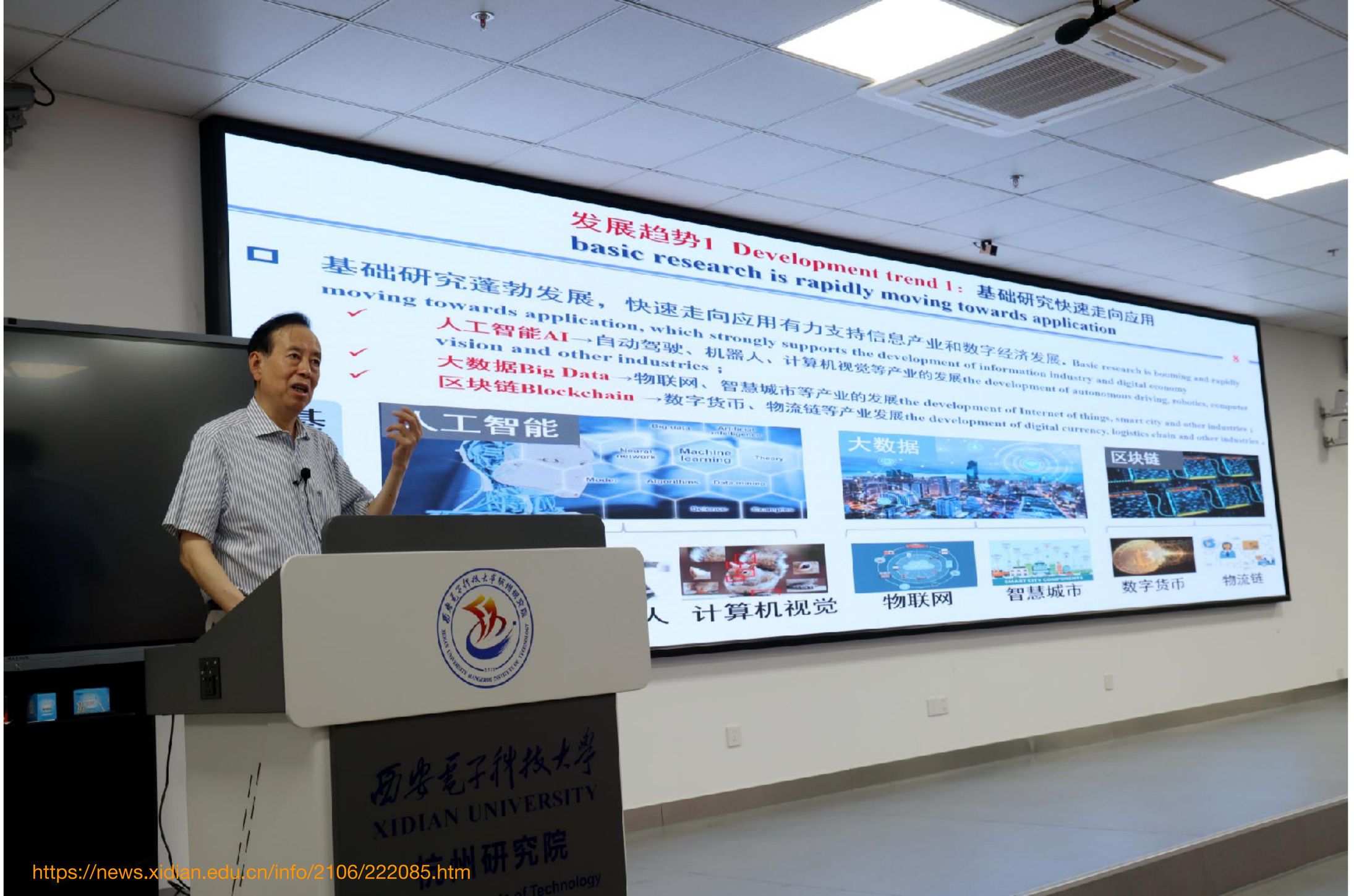
- **汇报内容**：**选择一个经济、金融、民生或其他社会领域的热门话题进行分享。要利用数据分析现象，注重历年数据的变化，挖掘隐藏在现象背后的故事。注意所选数据的真实性和实效性，并选择合适的方式展示数据和分析结果。**（不要选择单个上市企业的股票价格作为分析对象。）
- 共分为 **15** 组。分组名单已在课程群中发布。

课程日期	汇报顺序
11月12日	**10, 11, 7, 9, 2**
11月19日	**14, 1, 5, 4, 8**
11月26日	**6, 5, 3, 13, 12**

制作幻灯片时的一些注意事项

Presentation 前需要考虑的事

	听众的特征	内容的侧重点	场地环境	可用时间
学术分享	老师、同学、同事等 （学术背景相近）	突出问题、方法、结论 需要恰当地展示细节	教室或礼堂、环境明亮 投影面积较大	组会：10-60分钟 会议口头报告：15-30分钟 会议海报：5-10分钟
日常 工作汇报	领导、同事等 （听众为 1 人或少数人）	突出结论 根据需要展示或忽略细节	会议室、环境明亮 投影设备较小或没有	5-20分钟 由领导的偏好和汇报内容决定
大型 工作会议	领导、访客等 （听众较多、知识背景多样）	强调背景、突出结论	大型会议室或礼堂 投影面积较大或没有	2-10分钟
公开演讲	多数为普通人 （年龄、学历跨度大）	突出故事性 注重内容的吸引力	需事先确认	10-60分钟



https://news.xidian.edu.cn/info/2106/222085.htm

https://news.szu.edu.cn/info/1004/14786.htm





https://news.szu.edu.cn/info/1004/14898.htm

这一行的字号是 144 磅

这一行的字号是 96 磅

这一行的字号是 72 磅

这一行的字号是 48 磅

这一行的字号是 42 磅

这一行的字号是 36 磅

这一行的字号是 32 磅

这一行的字号是 24 磅

这一行的字号是 144 磅

这一行的字号是 96 磅

这一行的字号是 72 磅

这一行的字号是 48 磅

这一行的字号是 42 磅

这一行的字号是 36 磅

这一行的字号是 32 磅

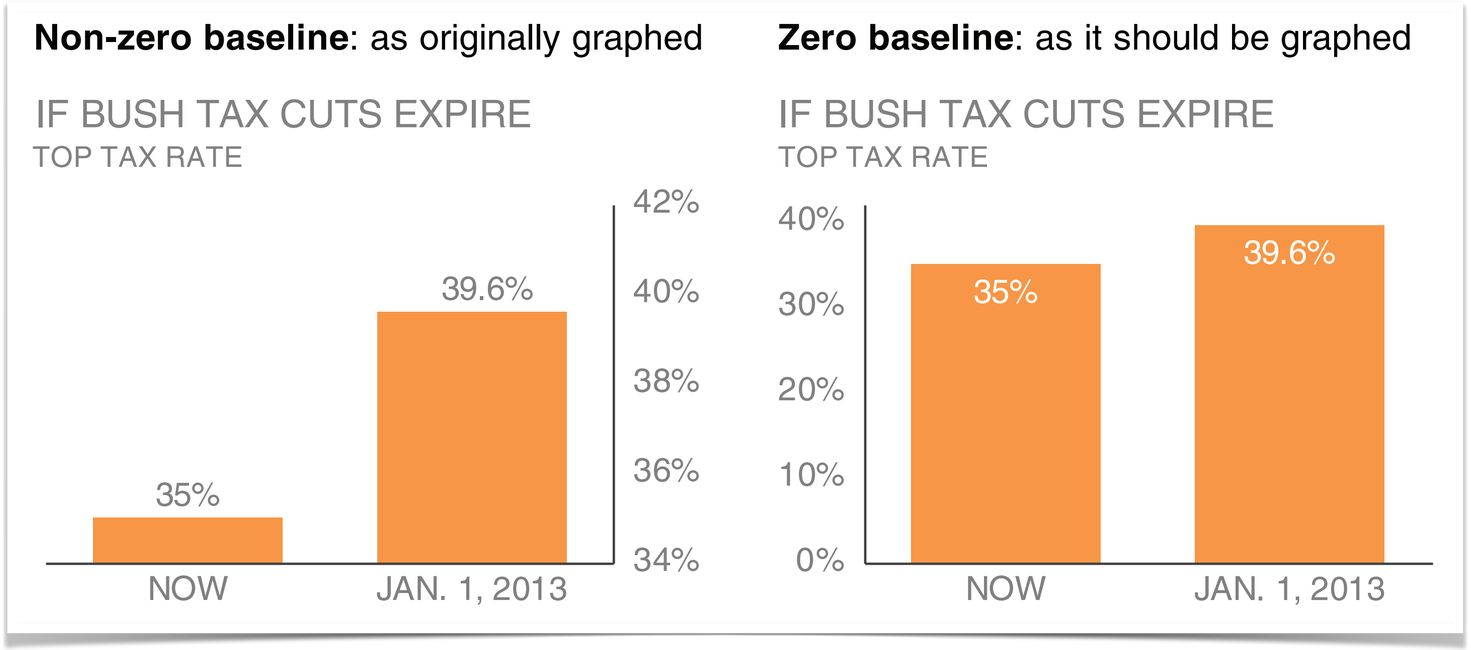
这一行的字号是 24 磅

选择合适的数据展示方式

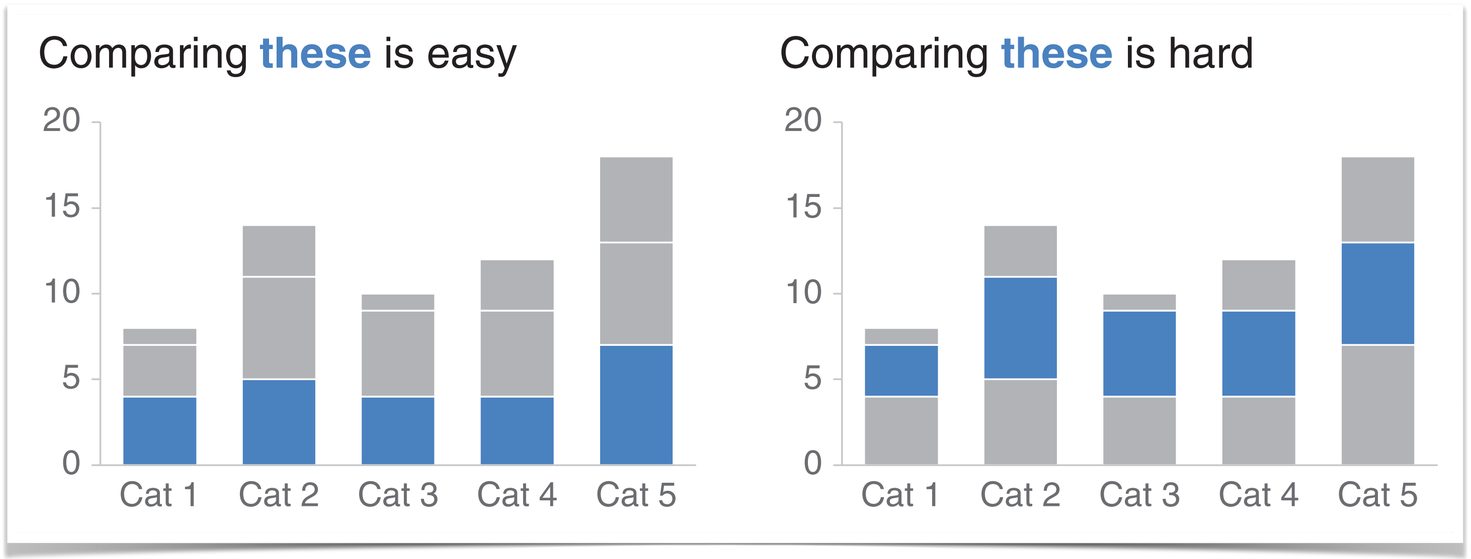
- **纯文本**：适合展示1-2个数据
- **表格**：通过阅读理解内容，适合展示多个变量的数据，但不适合用在演讲中（听众在读取数字时无法同时听你讲故事）
- **图表**：通过视觉认知理解内容，速度更快，更适合在演讲中展示数据
  - **高效图表**：散点图、折线图、斜线图（slopegraph）、柱形图
  - **低效图表**：用面积展示数据的图表
  - **避免使用**：**饼图、3D图、双纵坐标图**

柱形图

纵坐标应从零点开始

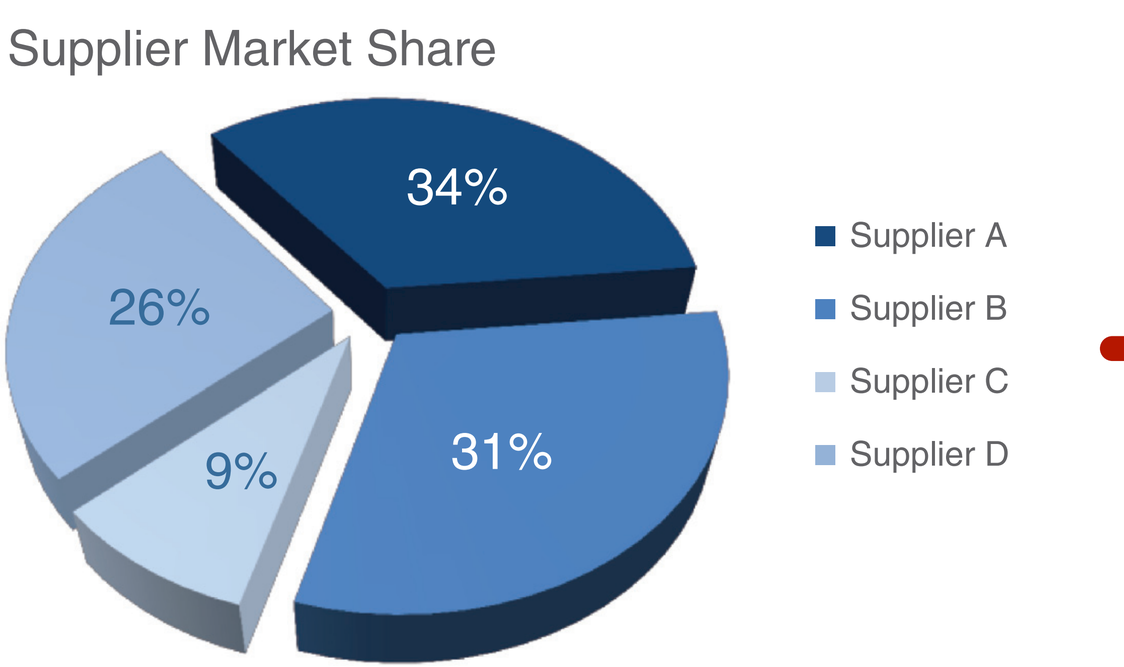


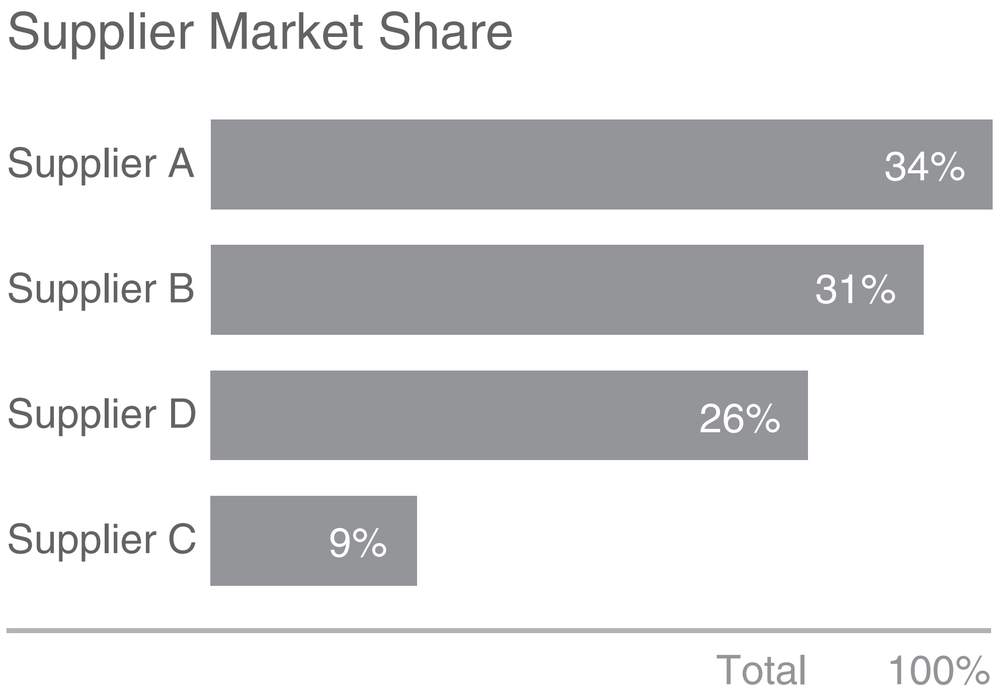
堆叠柱形图会增加认知难度



Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

避免使用饼图

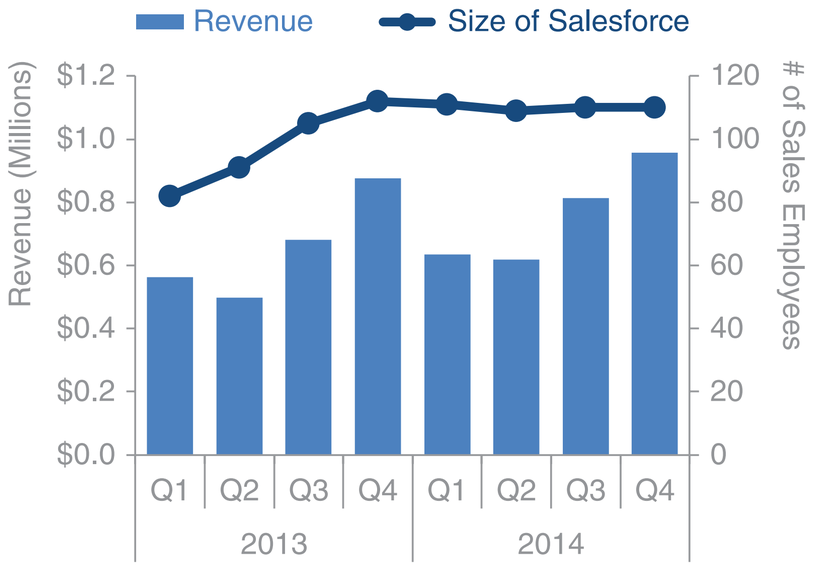




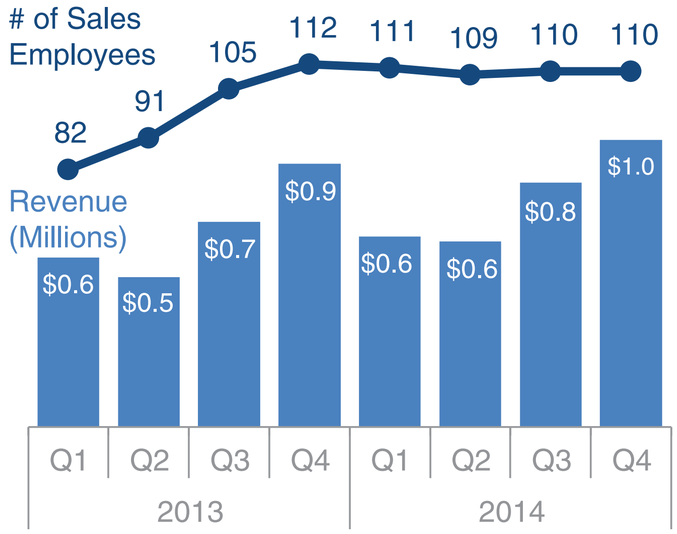
Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

避免使用双纵坐标

Secondary y-axis

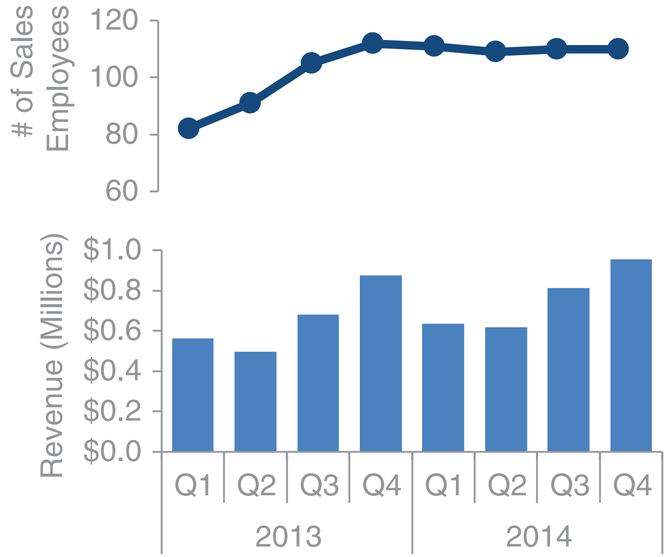


Alternative 1: **label directly**



直接在图中标注变量和数值

Alternative 2: **pull apart vertically**



纵向分离

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

删除不必要的信息

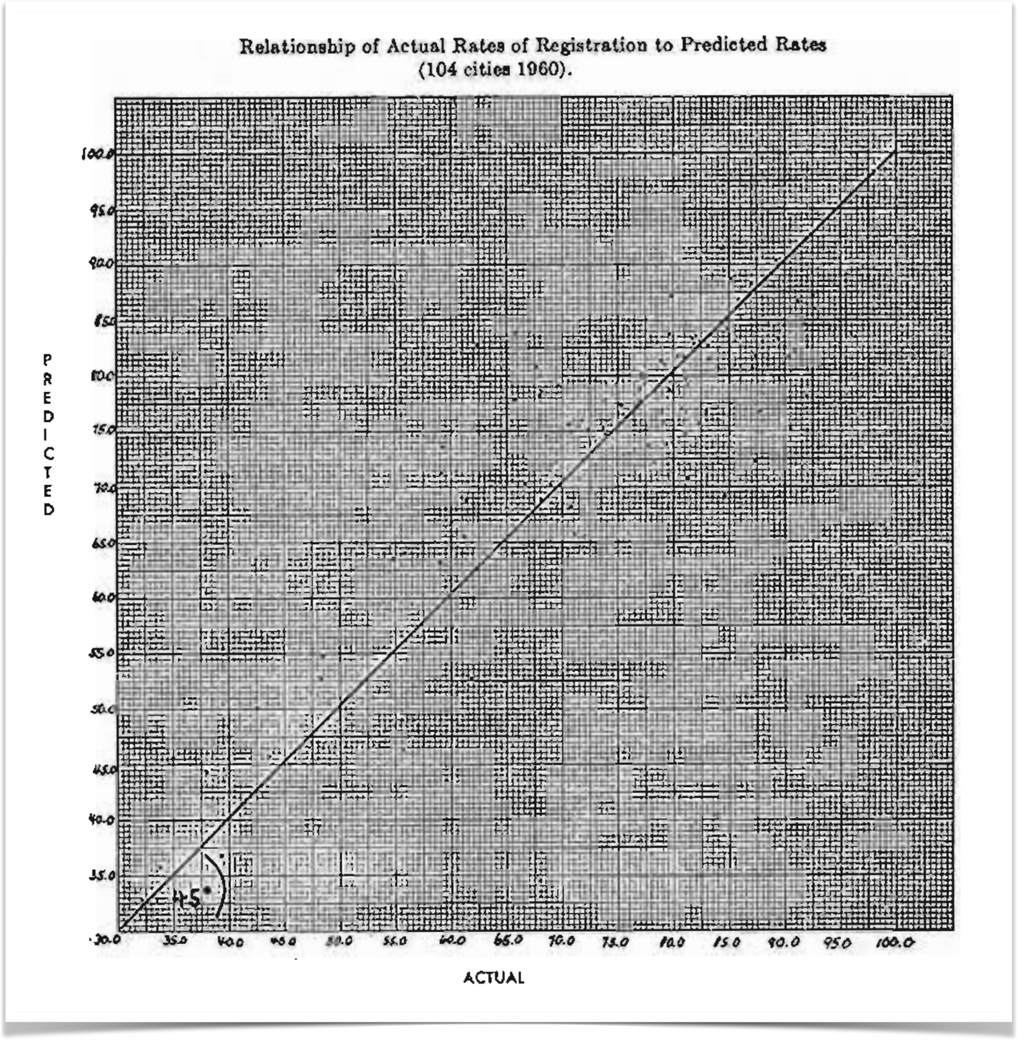
Data-ink: Tufte, E. R. (2001). *The visual display of quantitative information*, 2nd edition.

“A large share of ink on a graphic should present data-information.” 绘制图表时大部分墨水应该用来表达数据中的信息

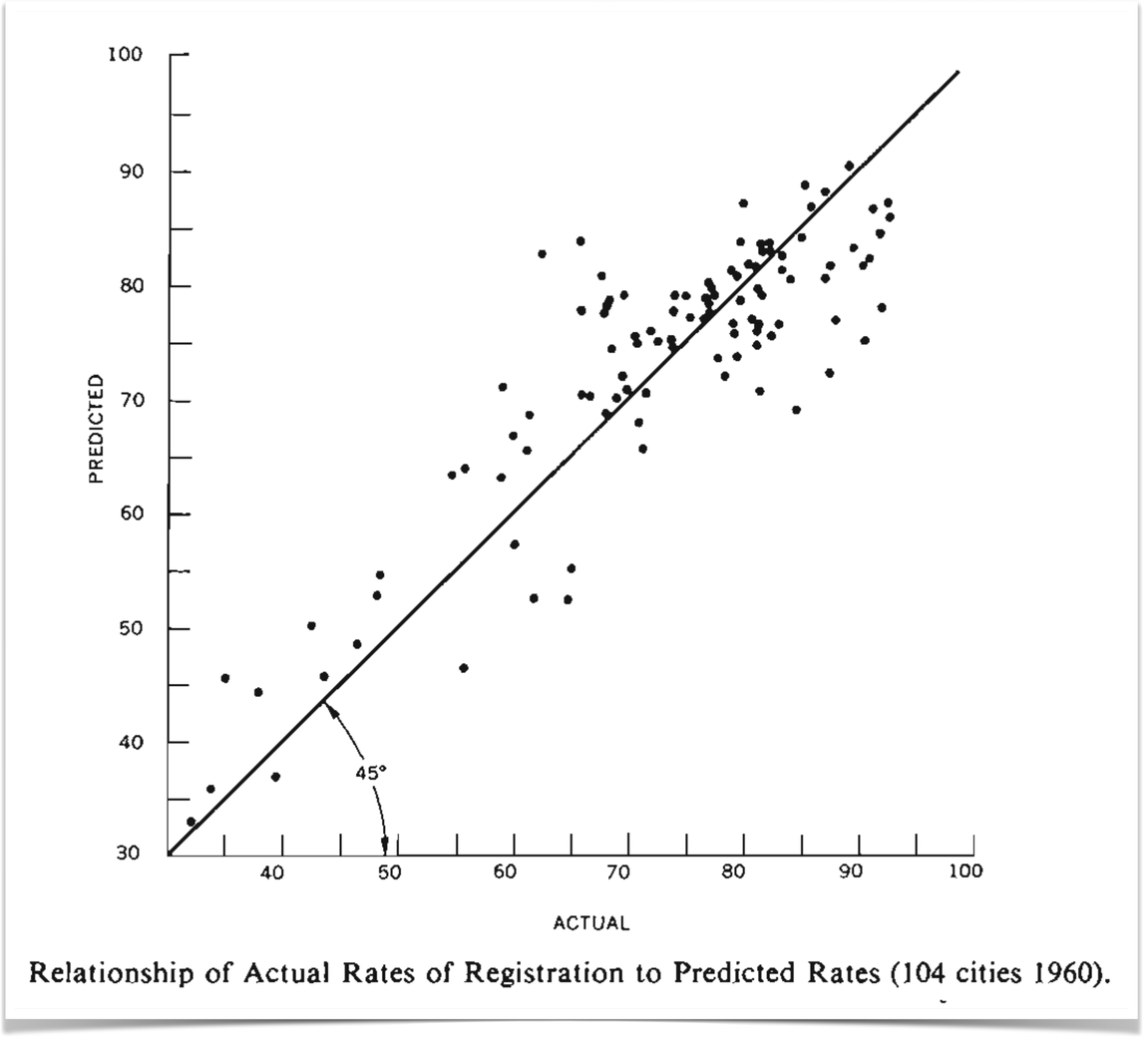
“Data-ink is the non-erasable core of a graphic.” 数据墨水是图表中无法删除的核心部分

$$\text{Data-ink ratio} = \frac{\text{data-ink}}{\text{total ink used to pint the graphic}} \qquad \text{数据墨水比} = \frac{\text{数据墨水量}}{\text{总墨水量}}$$

*“**The larger the share of a graphic’s ink devoted to data, the better** (other relevant matters being equal).”* 其他条件相同时，图表中用于表达数据的墨水越多越好



极低的数据墨水比



数据墨水比 ≈ 0.7

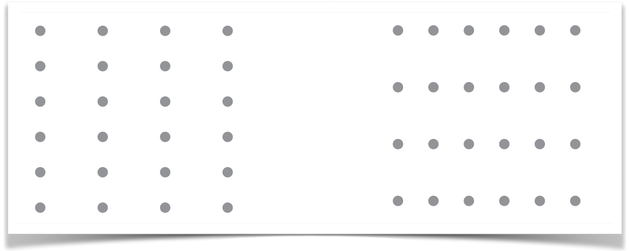
图片来源：Tufte, E. R. (2001). *The visual display of quantitative information*, 2nd edition. pp.95-96.

避免杂乱无章的表达

Gestalt Principles of Visual Perception（视觉的格式塔原则）

gestalt：德语，意为整体的构成形式，在心理学中代表主张 “整体大于部分之和” 的理论流派。

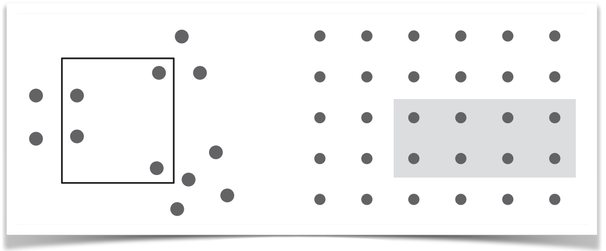
- Proximity 临近
- Similarity 相似
- Enclosure 围绕
- Continuity 连续
- Connection 连接



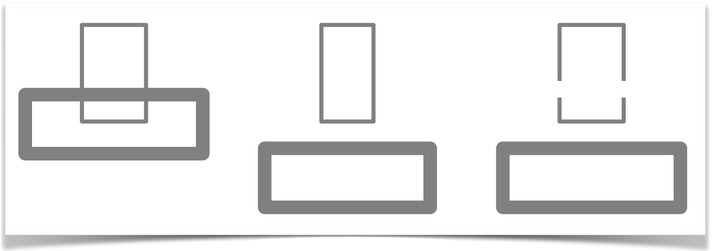
临近原则



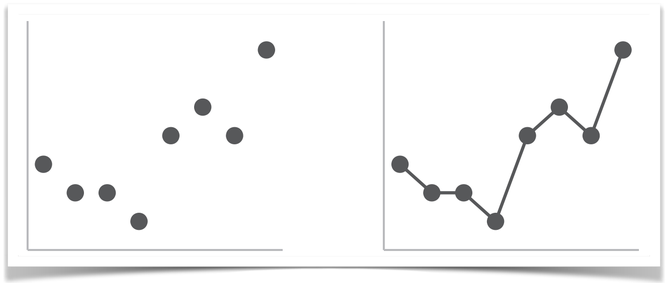
相似原则



围绕原则



连续原则

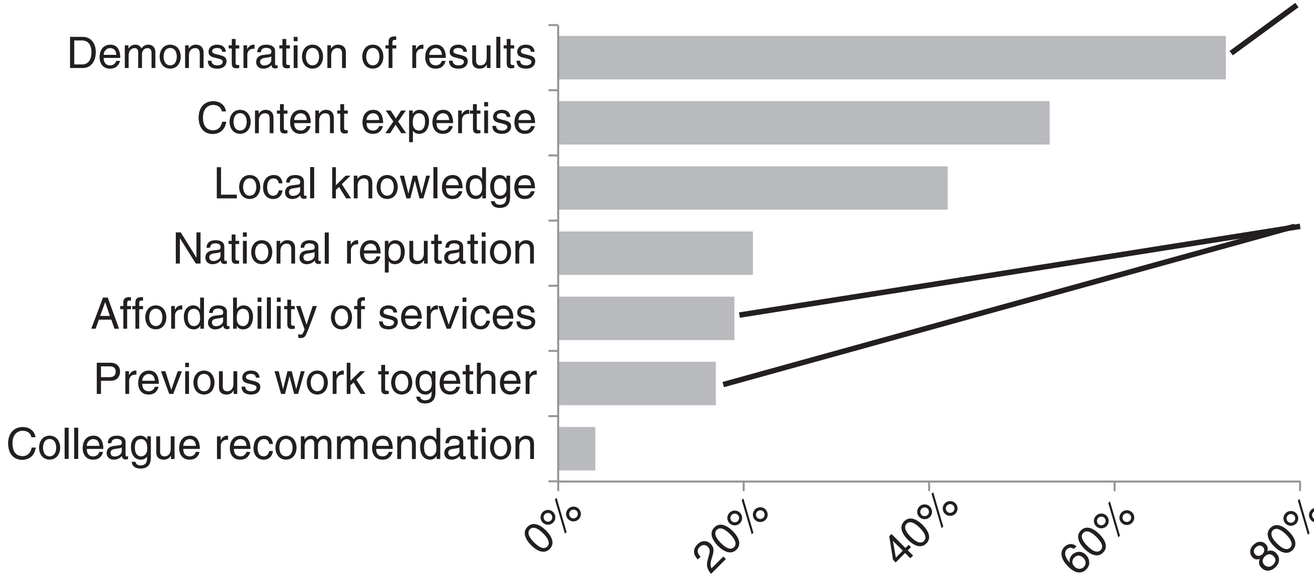


连接原则

避免杂乱无章的表达

Demonstrating effectiveness is most important consideration when selecting a provider

In general, what attributes are the most important to you in selecting a service provider? *(Choose up to 3)*



% selecting given attribute

Survey shows that demonstration of results is the single most important dimension when choosing a service provider.

Affordability and experience working together previously, which were hypothesized to be very important in the decision making process, were both cited less frequently as important attributes.

Data source: xyz; includes N number of survey respondents. Note that respondents were able to choose up to 3 options.

提供了有效信息，但是看上去不太舒服的图表

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

避免杂乱无章的表达

Demonstrating effectiveness is most important consideration when selecting a provider

In general, **what attributes are the most important** to you in selecting a service provider?

(Choose up to 3)



Survey shows that **demonstration of results** is the single most important dimension when choosing a service provider.

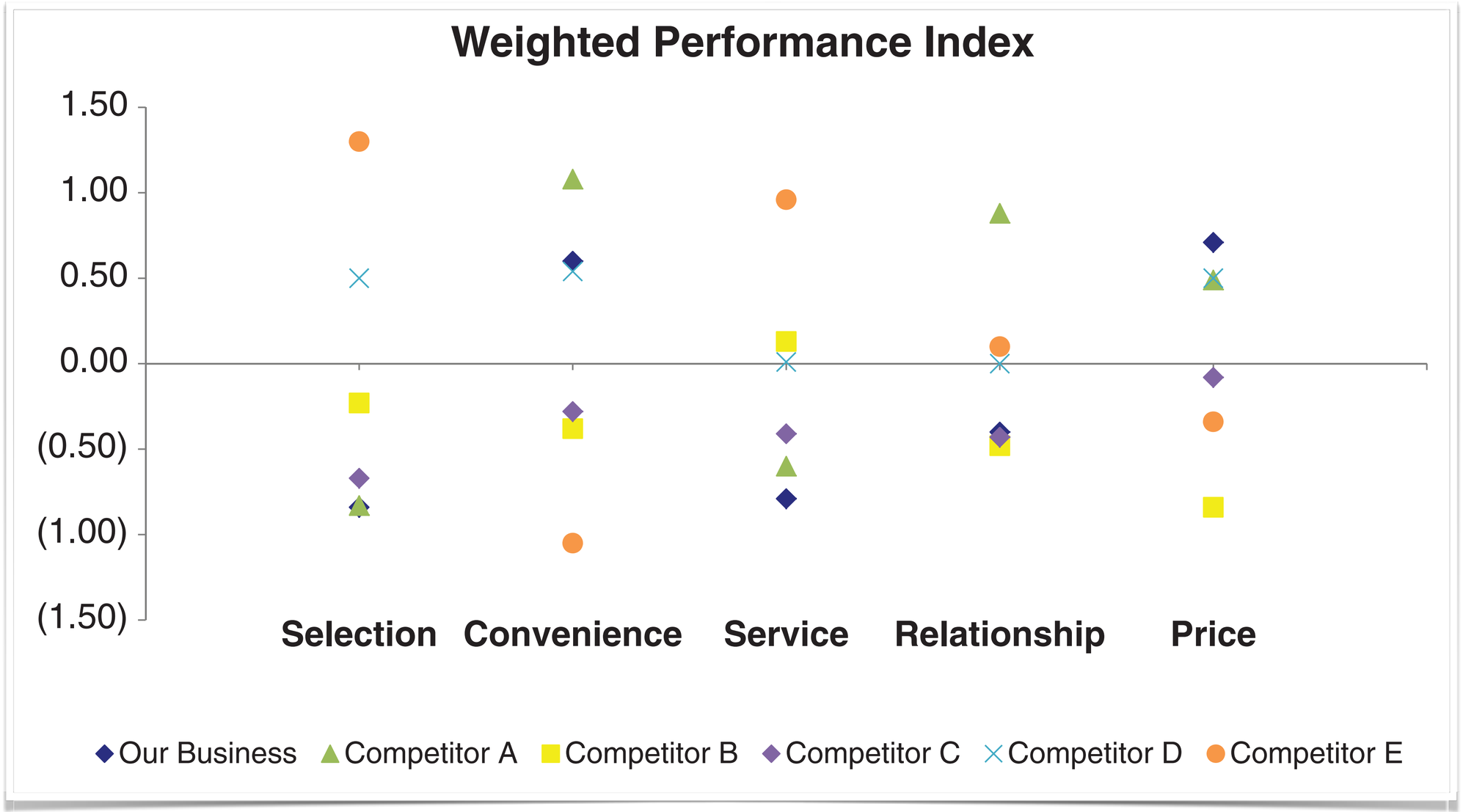
Affordability and **experience working together previously**, which were hypothesized to be very important in the decision making process, were both cited less frequently as important attributes.

Data source: xyz; includes N number of survey respondents.
Note that respondents were able to choose up to 3 options.

调整文字排版和文本位置后的图表

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

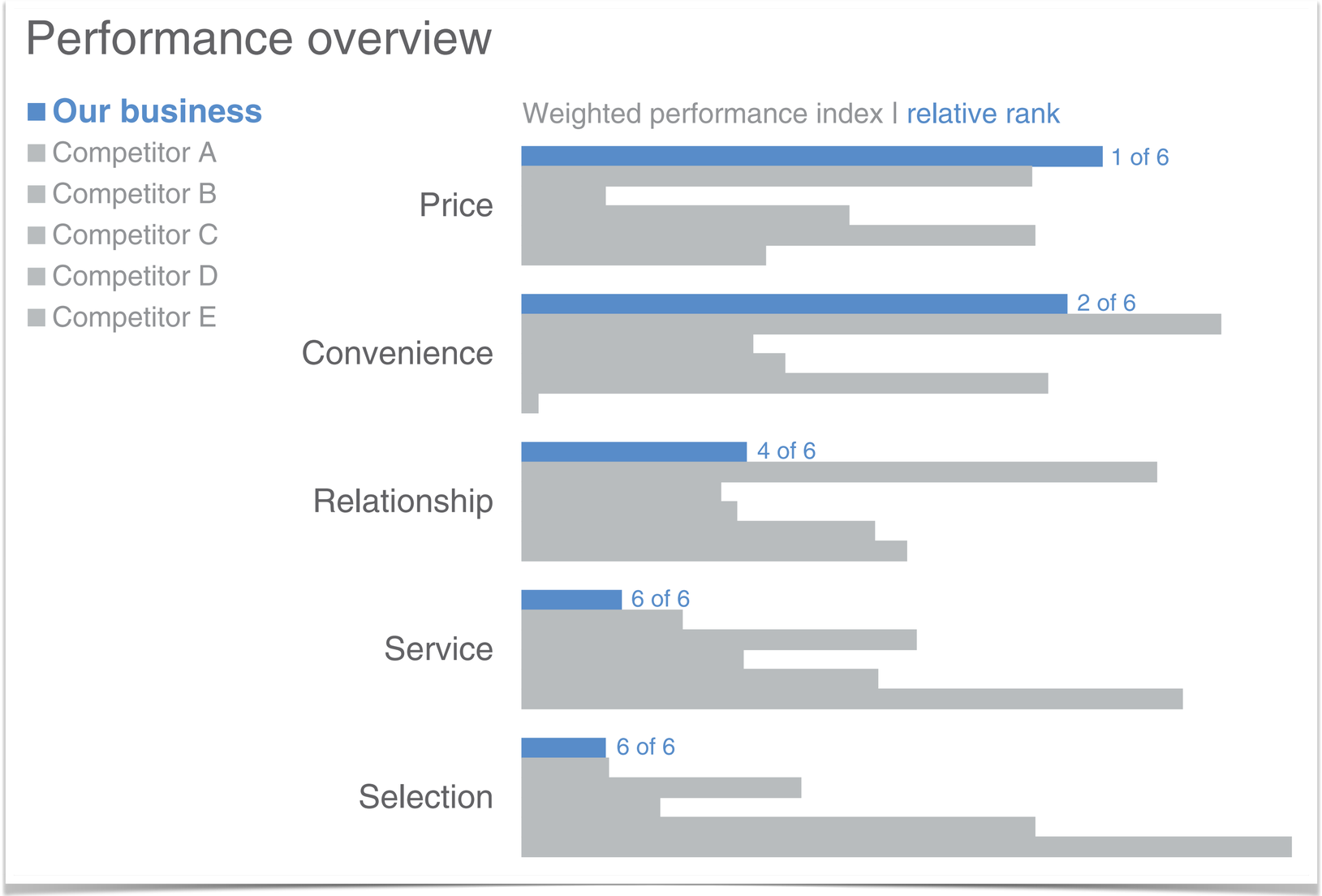
避免杂乱无章的表达



看上去非常复杂的图表

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

避免杂乱无章的表达



对比运用得更好

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

引导听众的注意力

在人类对视觉信息的处理中，不同类型的记忆发挥不同的作用

- **感觉记忆**：迅速且短暂（微秒级），发生在大脑理解信息内容之前
  ➡️ **利用 “前注意属性” 引导听众的注意力**

  前注意属性 (Preattentive attributes)：在潜意识下吸引注意力的可视化属性，包括形状、长度、粗细、大小、色彩、强弱、位置等

- **短时记忆**：可维持几秒至几分钟，但储存信息有限（不超过四组视觉信息）
  ➡️ **避免在一幅图中展示太多的分组**

- **长时记忆**：区分对图像和文字的记忆。图像可以帮助我们唤起文字记忆。

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

图中有多少个 3？



Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

通过不同方式强调文字

No preattentive attributes

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
You have a great company – keep up the good work!

Bold

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
You have a great company – keep up the good work!

Size

What are we doing well? Great Products. These products are the best in their class. Replacement parts are shipped when needed. You sent gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!

Separate spatially

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask.

Problems are resolved promptly.

Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!

Color

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
You have a great company – keep up the good work!

Italics

What are we doing well? Great Products. These products are clearly the best in their class. *Replacement parts are shipped when needed*. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
You have a great company – keep up the good work!

Outline (enclosure)

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
You have a great company – keep up the good work!

Underline (added marks)

What are we doing well? Great Products. These products are clearly the best in their class. Replacement parts are shipped when needed. You sent me gaskets without me having to ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours.
You have a great company – keep up the good work!

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

建立视觉等级

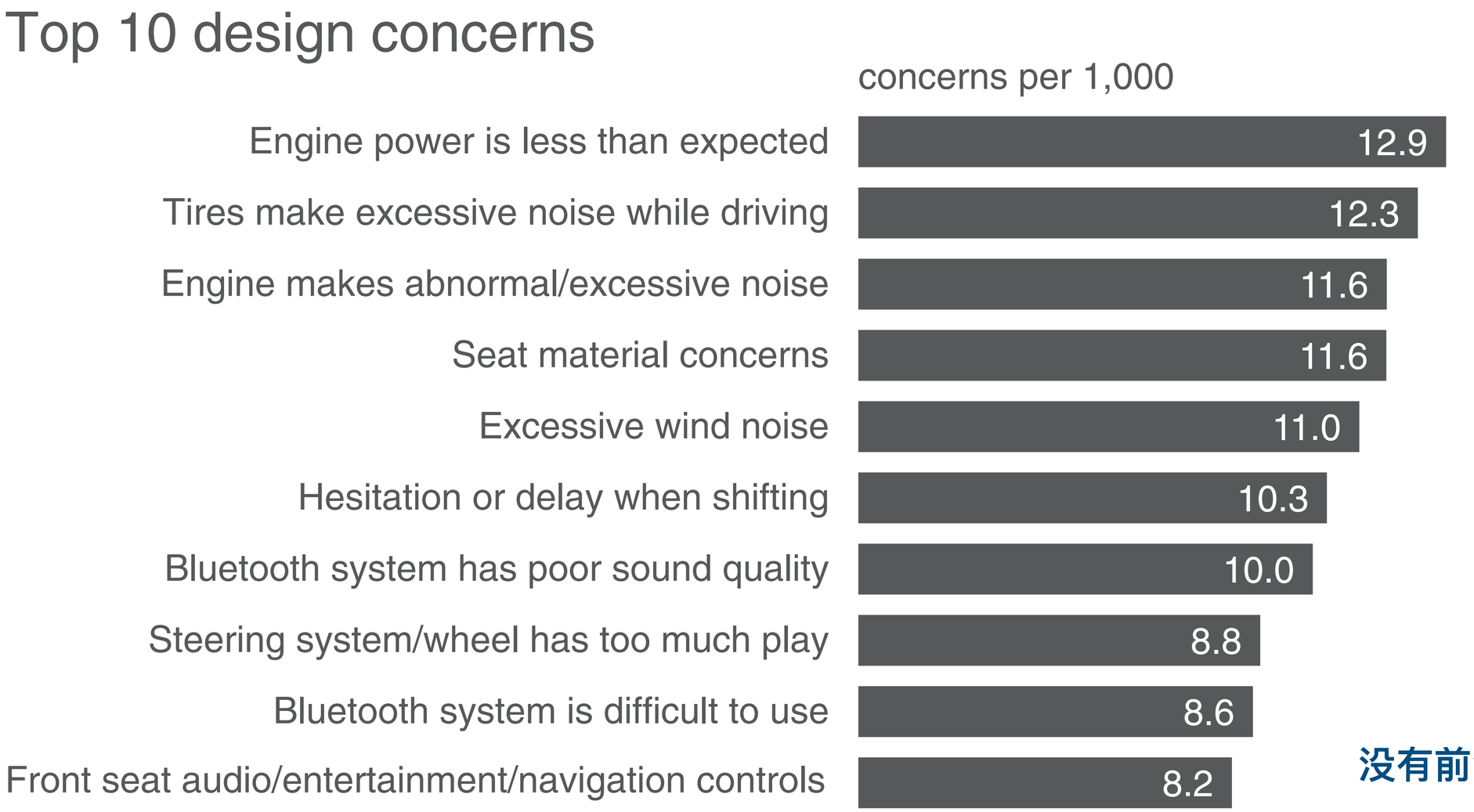
What are we doing well?

Themes & example comments

- **Great products**: "These products are clearly the best in class."
- **Replacement parts are shipped when needed**: "You sent me gaskets without me having to ask, and I really needed them, too!"
- **Problems are resolved promptly**: "Bev in the billing office was quick to resolve a billing issue I had."
- **General customer service exceeds expectations**: "The account manager even called after normal business hours. *You have a great company - keep up the good work!*"

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

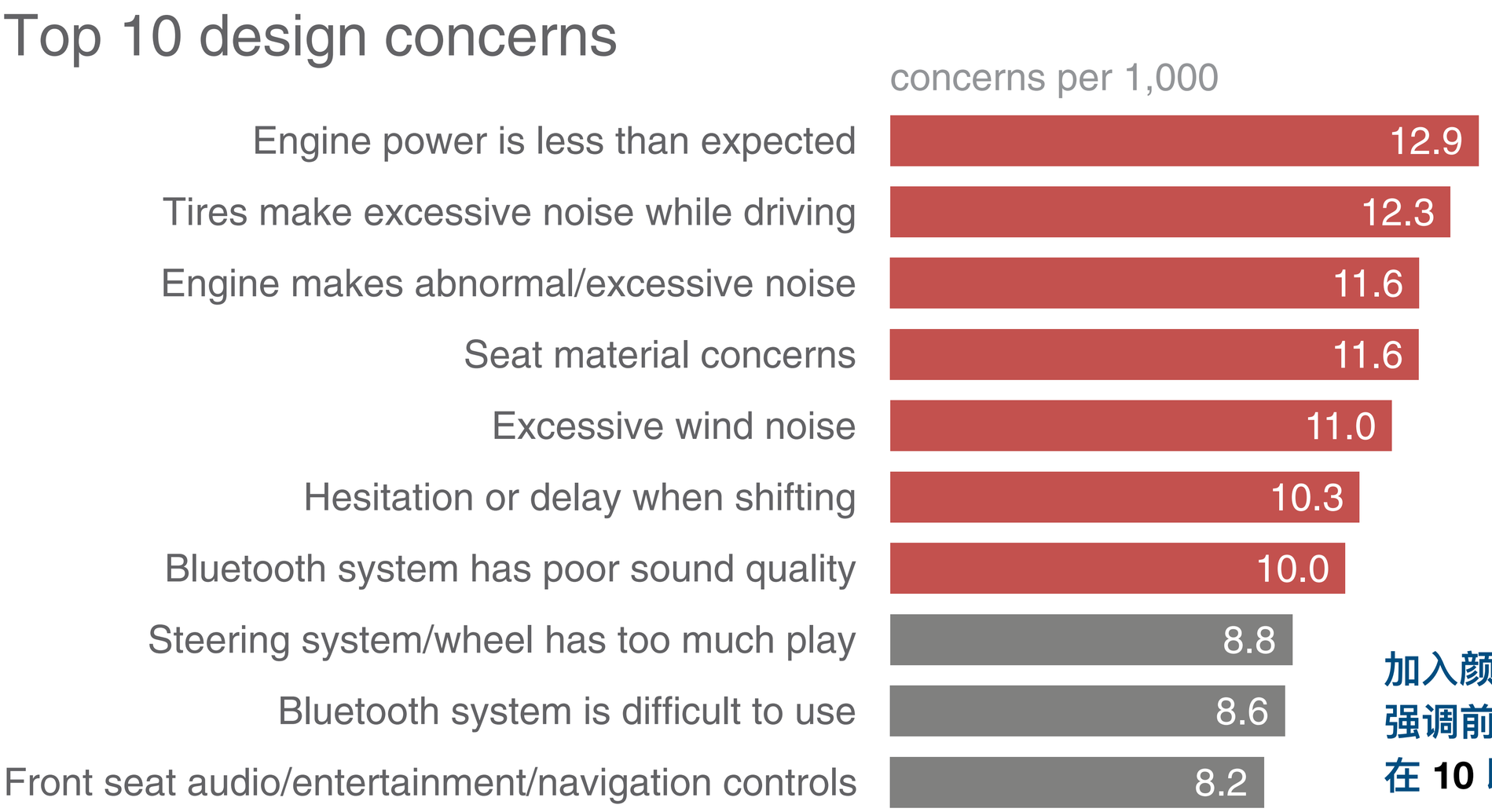
在图表中的应用



没有前注意属性

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

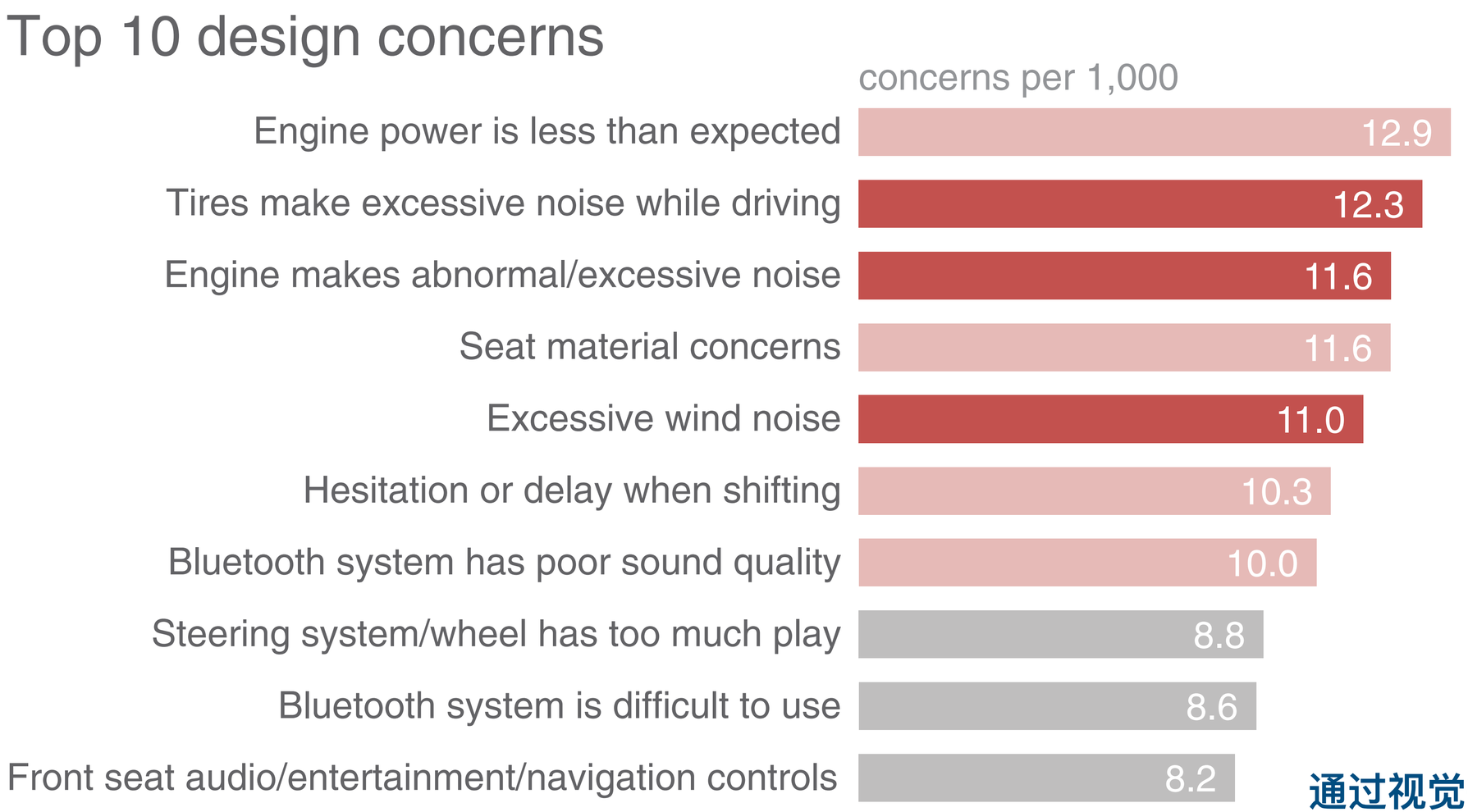
在图表中的应用



加入颜色的对比，强调前 7 名的取值在 10 以上

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

在图表中的应用



Comments indicate that **noisy tire issues** are most apparent **in the rain**.

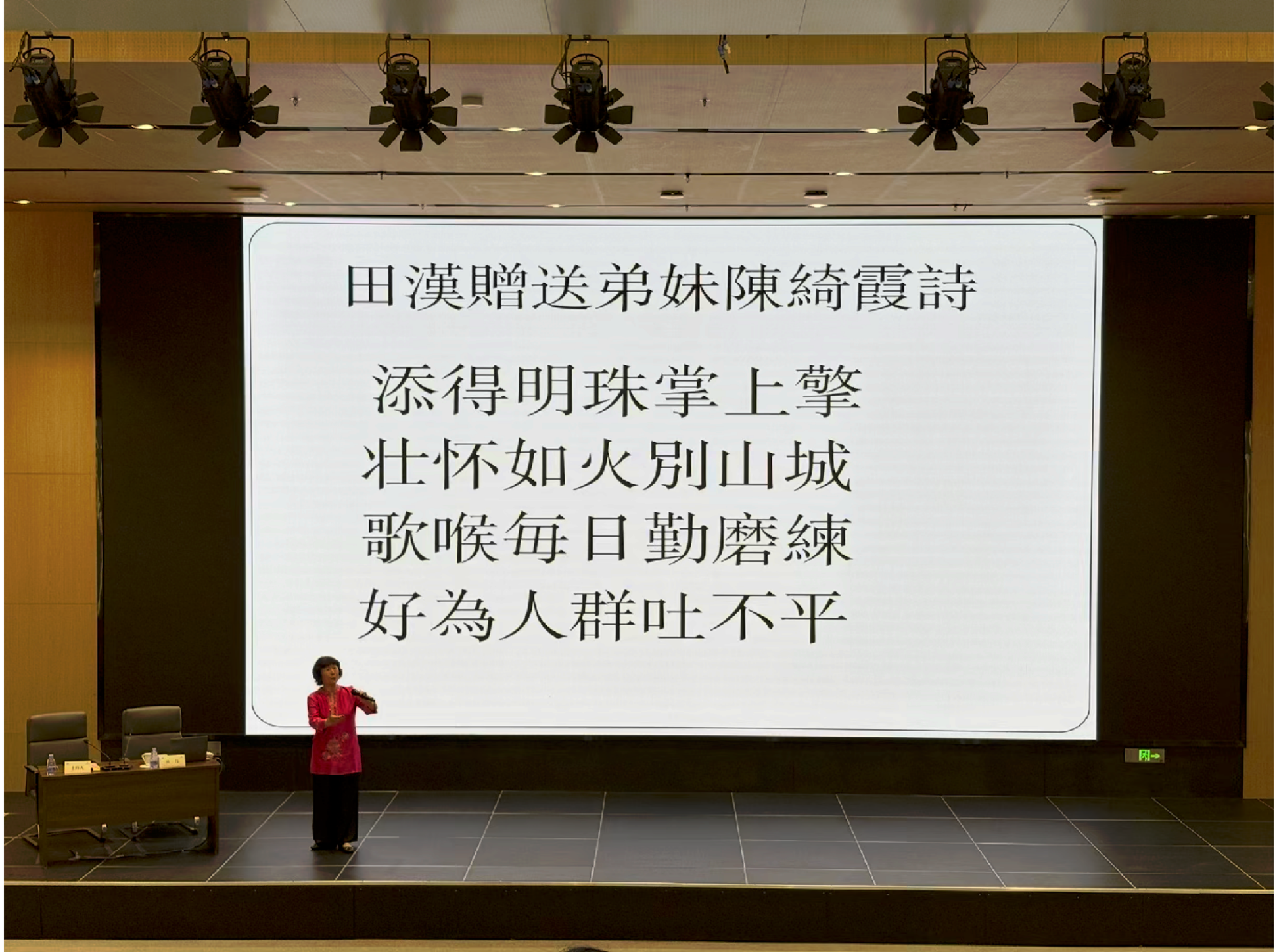
Complaints about **engine noise** commonly cited **after the car had not been driven for a while**.

Excessive **wind noise** is noted primarily in **freeway driving at high speeds**.

通过视觉等级，强调和噪音相关的条目

Knaflic, C. N. (2015). *Storytelling with data: a data visualization guide for business professionals*. Wiley.

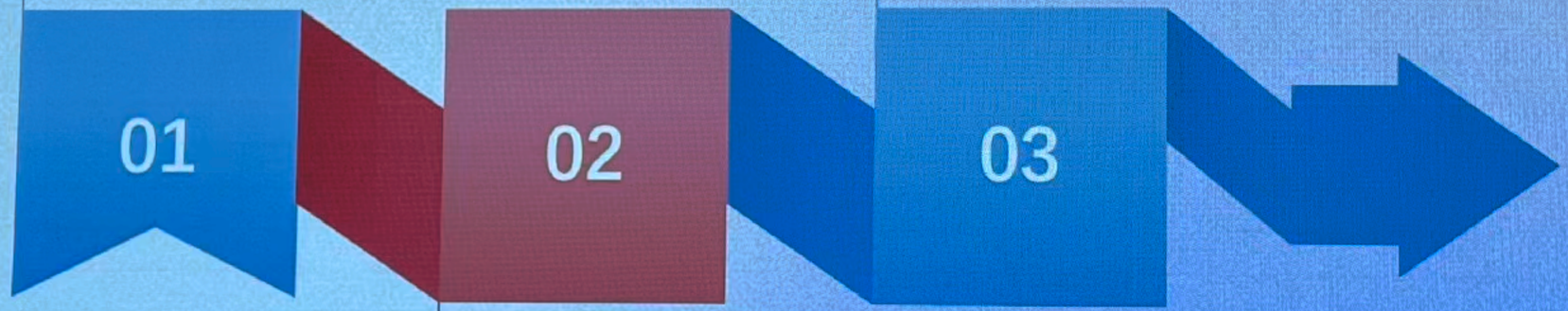
一些正面和反面教材


田漢贈送弟妹陳綺霞詩
添得明珠掌上擎
壯怀如火別山城
歌喉每日勤磨練
好為人群吐不平

提案接收与初步拆解

职责确认

核对提案内容，确认是否属于本部门职责范围。若涉及多个部门，会牵头协调或提请市政协指定主办、会办或分办单位。



核心提炼

梳理提案中的关键诉求，比如是政策建议、问题整改，还是项目推进需求，明确办理的核心目标。

任务分配

将提案分配至具体业务处室，指定责任人，明确办理时限。

中信证券涨势分析



中信证券股份有限公司

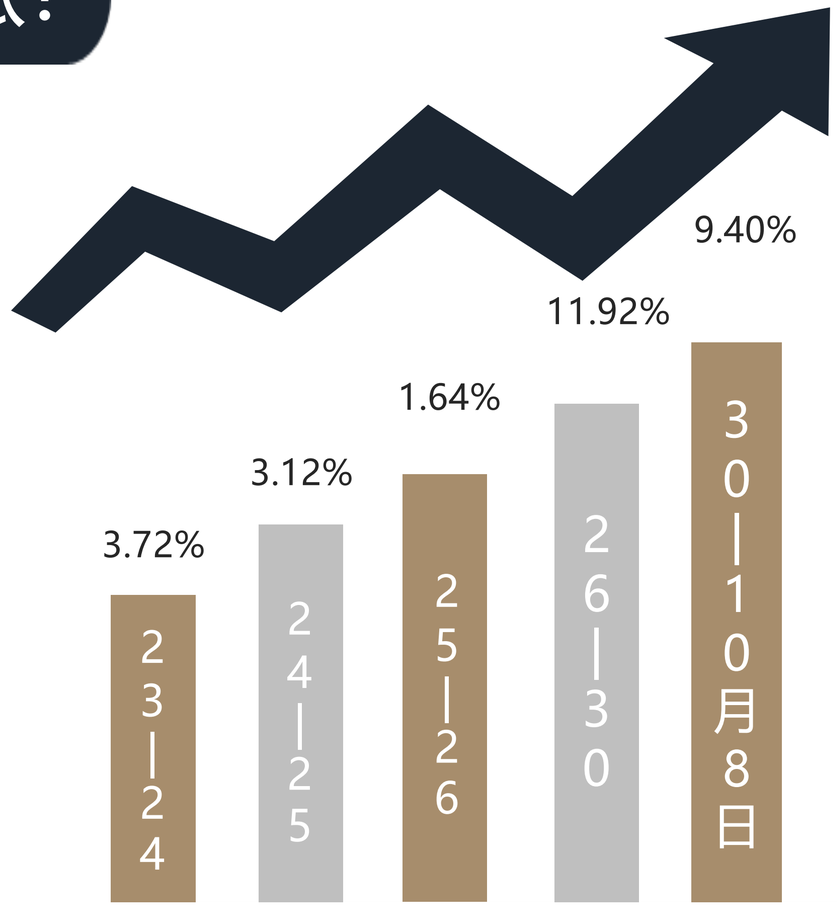
中信证券股份有限公司成立于1995年10月，2003年在上海证券交易所挂牌上市交易，2011年在香港联合交易所挂牌上市交易，是中国第一家A+H股上市的证券公司。中信证券业务范围涵盖证券、基金、期货、外汇和大宗商品等多个领域，通过全牌照综合金融服务，全方位支持实体经济发展，为国内外企业客户、机构客户、高净值客户、零售客户提供各类金融服务解决方案。

A股涨势分析

为何国庆大涨?

总涨幅

28.33%



目录

CATALOGUE

- 引言
- 人口政策下的教育
- 人口政策下的经济发展
- 人口政策下的环境与可持续发展
- 中国未来人口变化趋势及影响
- 参考文献

人口管理与环境建设的问题

环境污染问题：市场经济日益繁荣代表着社会生产力提升与科技的不断进步。同时也代表着人们生产生活活动逐步频繁，消耗的物资资源总量在提升，污染物的排放量在不断增加。其中工业废水的排放量占据废水总量的近半数以上，部分企业为了节约成本，提高生产效益将部分未处理的污水直接排入到附近河道，而污水中所含有的大量有毒及重金属物质直接对河道水体及深层次土壤造成污染。



(数据来源：中国经济社会大数据研究平台)

目录

01 短期冲击与长期预测

02 与黄金市场相关的三个指数

03 事件逻辑分析及参考意义

Contents

长期预测：具有不确定性

01 避险需求改变，金价避险能力削弱

地缘政治紧张局势下，资本惊慌失措，黄金成了避险首选，价格一路走高。特朗普当选后的政策冲击了黄金的避险属性。他承诺结束俄乌冲突、支持以色列在巴以冲突中的行动，同时加强与中国的贸易对抗。这将使地缘冲突重心移向中东，中美竞争从地缘紧张转向金融贸易博弈。资本避险情绪不再，黄金避险需求被分流和削弱，“避险即涨金” 的逻辑已被打破。

02 贸易保护主义兴起，黄金收益率降低

特朗普的贸易保护主义政策，他曾承诺降低美元利率、为美国企业减税，同时大幅提高进口商品关税。在特朗普任职期间，，消费提振、投资兴旺、股市上扬成关键词，黄金在众多投资品中收益率不再突出，性价比降低。

03 特朗普式降息，美元体系割裂

特朗普上台后美元虽仍会降息，但他的降税政策提振了美国国内劳工和消费市场，缓解通胀压力，使美元在国内升值。这导致海外美元和国内美元出现裂痕。美元汇率大幅波动且整体下跌。短期内，美元贬值可能让黄金有上涨机会，但长远看，美元影响力下滑，美元对黄金的反向刺激难持续，黄金价格长期走势更具不确定性。



CONTENTS

1 中美贸易争端之由

2 宏观影响

3 细分领域

4 现实与未来

01 贸易不平衡问题:

长期以来,中美之间的贸易不平衡一直是两国关系中的一个敏感问题。美国对中国的出口远低于其进口,导致美国经常出现贸易赤字。美国政府认为这种不平衡是不公平的贸易行为造成的。

02 知识产权和技术转让问题

美国指责中国存在强制技术转让和知识产权盗窃的问题。这些问题在2018年成为贸易争端的核心

03 关税措施

2018年4月,美国宣布对价值约500亿美元的中国商品加征关税,这是中美贸易争端的一个标志性事件



美国CPI的变化：

根据美国劳工统计局（BLS）的数据，2018年和2019年间，虽然美国的CPI有所上升，但整体增幅较为温和。

然而，关税加征的影响在某些商品领域（如家电、衣物和电子产品）比较明显。数据显示，2019年，美国CPI的同比增长率曾较2018年略有回落。

