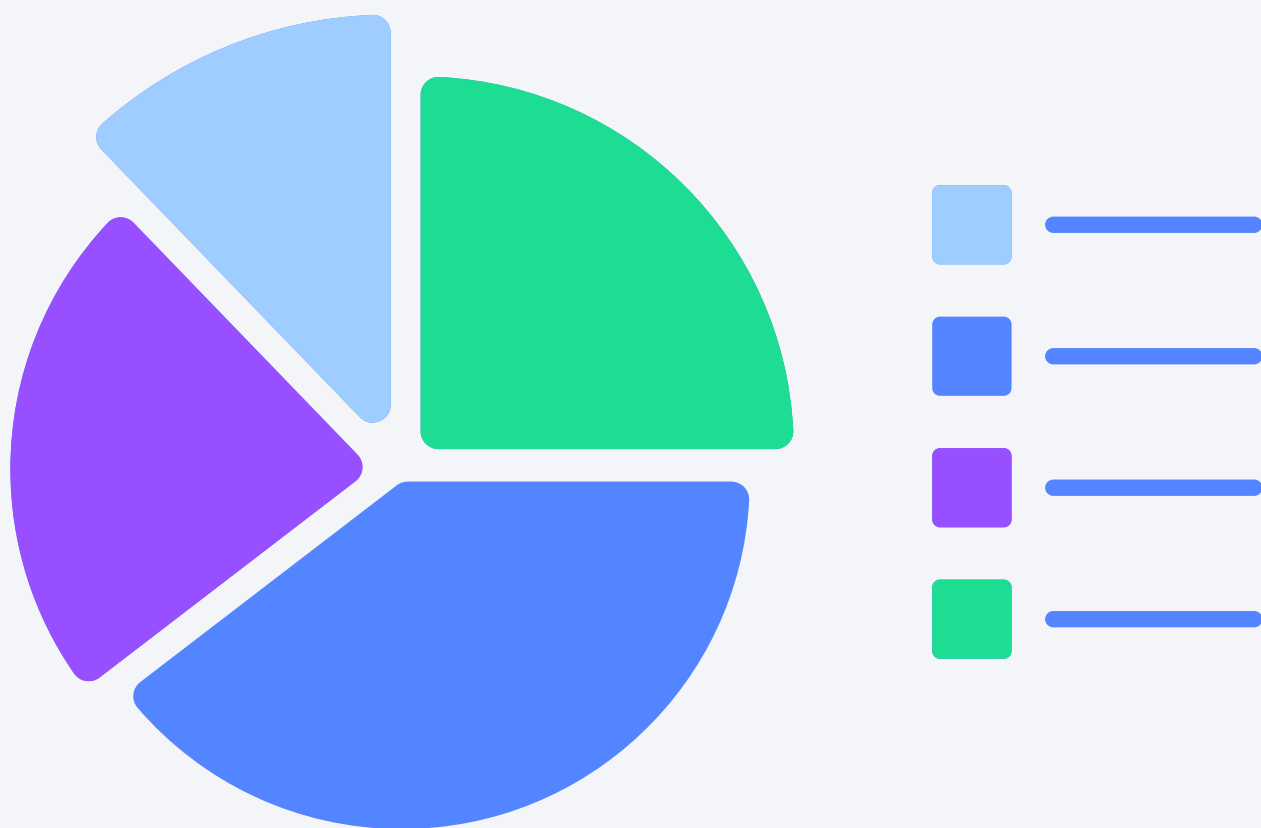


Your Data Is Only as Good as How It Looks



Know Your Goal

- Identify the key message you want to convey.
- Ask: Is it to compare, show composition, or track trends?
- A summary requires different visuals than a deep dive.
- Match the visual to your specific analytical question.
- Avoid using a visual just because it looks complex or fancy.
- The right chart makes the insight instantly understandable.



Less Is More

- **Clutter is the enemy of good communication.**
- **Remove any non-essential borders, gridlines, or labels.**
- **Use color sparingly and only to highlight what's important.**
- **Avoid 3D effects as they distort the data perception.**
- **White space is your friend; it helps the data breathe.**
- **A clean visual focuses the audience on the story.**



Pick The Right Chart

- Use bar charts to compare quantities across categories.
- Line charts are ideal for showing trends over time.
- Pie charts are best for showing parts of a whole (use few slices).
- Scatter plots reveal relationships between two measures.
- Maps are powerful for location-based data.
- Tables are for precise numbers and detailed comparison.



Harness Color Wisely

- Use a consistent color scheme across all reports.
- Assign specific colors to key metrics for instant recognition.
- Use color to highlight outliers or important data points.
- Be mindful of color blindness; avoid red-green contrasts.
- Too many colors can make a visual chaotic and hard to read.
- Use neutral colors for background and less important elements.



Context Is King

- Always add clear titles and axis labels.
- Use data labels strategically when precise values are critical.
- Include benchmarks or targets to give meaning to numbers.
- Annotations can explain sudden spikes or unexpected results.
- Without context, data is just a number on a screen.
- Tell the viewer why they should care about the data.



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