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Group 4 Group 5 \$X.X

Tables - worse to better ... from Storytelling with Data by Knaflic

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Heavy borders					
Group	Metric A Metric		B Metric C		
Group 1	\$X.X	Y%	Z,ZZZ		
Group 2	\$X.X	Y%	Z,ZZZ		
Group 3	\$X.X	Y%	Z,ZZZ		
Group 4	\$X.X	Y%	Z,ZZZ		
Group 5	Y Y2	V%.	7 777		

Group	Metric A	Metric B	Metric C
Group 1	\$X.X	Y%	Z,ZZZ
Group 2	\$X.X	Y%	Z,ZZZ
Group 3	\$X.X	Y%	Z,ZZZ
Group 4	\$X.X	Y%	Z,ZZZ
Group 5	\$X.X	Y%	ZZZZ

FIGURE 2.4 Table borders

Light be	ight borders Minima			al bo	
Group	Metric A	Metric B	Metric C	Group	Met
Group 1	\$X.X	Y%	Z,ZZZ	Group 1	\$>
Group 2	\$X.X	Y%	Z,ZZZ	Group 2	\$>
Group 3	\$X.X	Y%	Z,ZZZ	Group 3	\$>

Group	Metric A	Metric B	Metric C	
Group 1	\$X.X	Y%	Z,ZZZ	
Group 2	\$X.X	Y%	Z,ZZZ	
Group 3	\$X.X	Y%	Z,ZZZ	
Group 4	\$X.X	Y%	Z,ZZZ	
Group 5	\$X.X	Y%	Z.ZZZ	

Table				Heatmap			
A B	В	C		Α	В	С	
Category 1	15%	22%	42%	Category 1	15%	22%	42%
Category 2	40%	36%	20%	Category 2	40%	36%	20%
Category 3	35%	17%	34%	Category 3		17%	34%
Category 4	30%	29%	26%	Category 4			
Category 5	55%	30%	58%	Category 5	55%	30%	58%
Category 6	11%	25%	49%	Category 6	11%	25%	49%

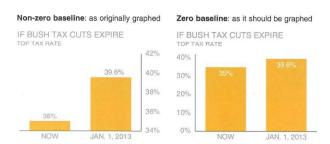
FIGURE 2.5 Two views of the same data

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Single series Two series Multiple series Jan Feb Mar Apr May Jan Feb Mar Apr May Jan Feb Mar Apr May FIGURE 2.8 Line graphs



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FIGURE 2.13 Bar charts must have a zero baseline

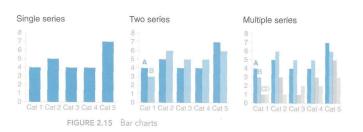
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Bar Graphs - go to graph ... from Storytelling with Data by Knaflic

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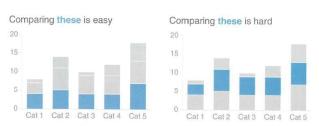


FIGURE 2.16 Comparing series with stacked bar charts

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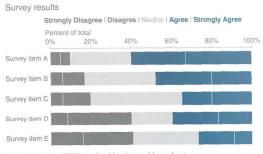
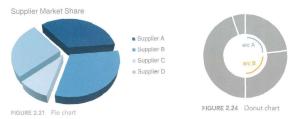


FIGURE 2.19 100% stacked horizontal bar chart

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Supplier Market Share Supplier A Supplier B Supplier C Supplier D

FIGURE 2.22 Pie chart with labeled segments

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FIGURE 2.23 An alternative to the pie chart

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3D Graphs - Avoid the sparkle ... from Storytelling with Data by Knaflic

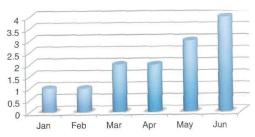


FIGURE 2.25 3D column chart

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◆Our Business ▲Competitor A ■Competitor B ◆Competitor C ×Competitor D ●Competitor E FIGURE 3.15 Original graph

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ON'T STOP WITH THE DEFAULTS ... FROM Storytelling with Data by Knafli

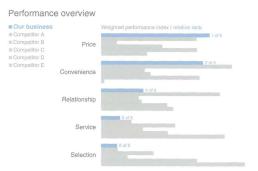
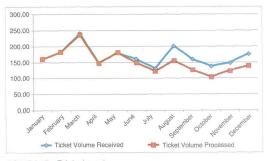


FIGURE 3.16 Revamped graph, using contrast strategically

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Great graphics still require narrative.

FIGURE 3.17 Original graph

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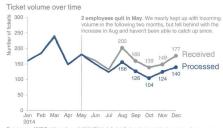
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Please approve the hire of 2 FTEs

to backfill those who quit in the past year



Data source: XYZ Dashboard, as of 12/31/2014 | A detailed analysis on tickets processed per pers

FIGURE 5.10 Add action title and annotation

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