

EFFECTIVELY COMMUNICATING YOUR DESCRIPTIVES

TABLES - WORSE TO BETTER ... FROM *Storytelling with Data* BY KNAFLIC

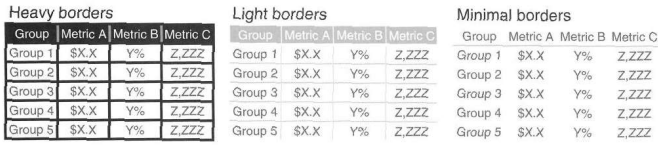


FIGURE 2.4 Table borders

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HEATMAP - TOLERABLE TO GREAT ... FROM *Storytelling with Data* BY KNAFLIC



FIGURE 2.5 Two views of the same data

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LINE GRAPHS - USE WITH CAUTION ... FROM *Storytelling with Data* BY KNAFLIC

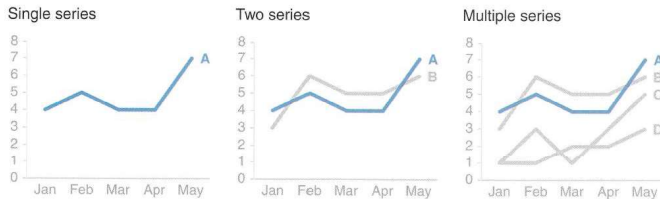


FIGURE 2.8 Line graphs

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BAR GRAPHS - ALWAYS BE SURE TO ... FROM *Storytelling with Data* BY KNAFLIC

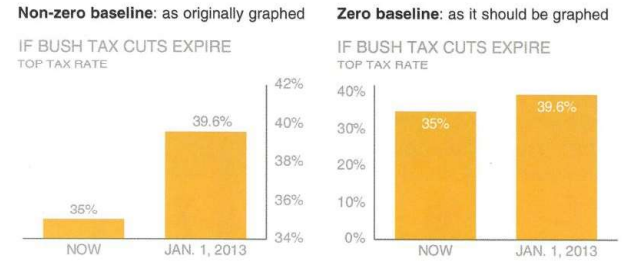


FIGURE 2.13 Bar charts must have a zero baseline

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BAR GRAPHS - GO TO GRAPH ... FROM *Storytelling with Data* BY KNAFLIC

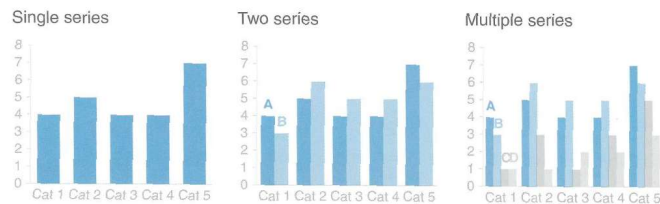


FIGURE 2.15 Bar charts

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STACKED BAR - USE WITH CAUTION ... FROM *Storytelling with Data* BY KNAFLIC

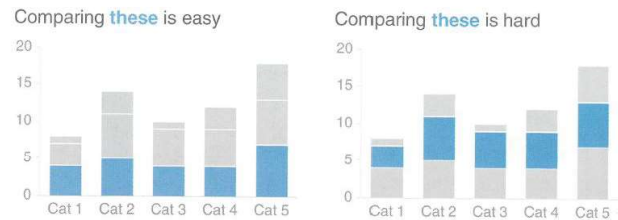


FIGURE 2.16 Comparing series with stacked bar charts

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STACKED BAR - USE WITH CAUTION ... FROM *Storytelling with Data* BY KNAFLIC

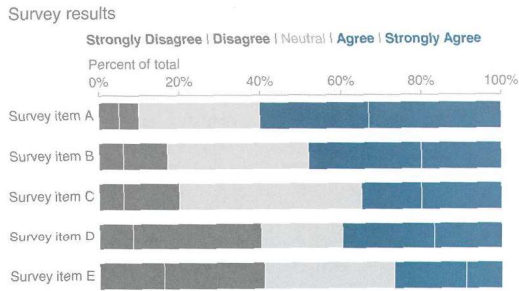
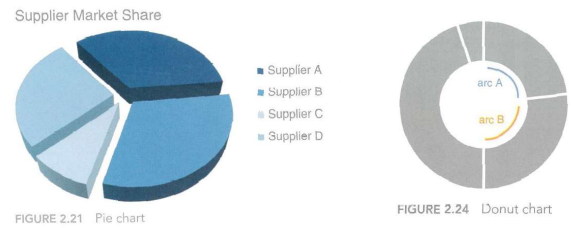


FIGURE 2.19 100% stacked horizontal bar chart

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PIE (DONUT) GRAPHS - AVOID ... FROM *Storytelling with Data* BY KNAFLIC



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PIE GRAPHS - BETTER, BUT STILL BAD ... FROM *Storytelling with Data* BY KNAFLIC

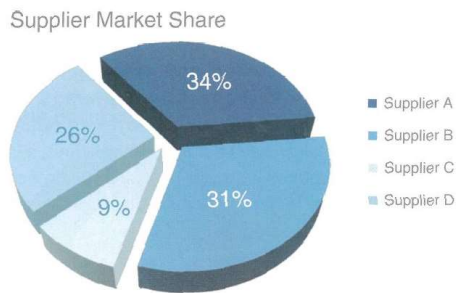


FIGURE 2.22 Pie chart with labeled segments

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BETTER THAN PIE ... FROM *Storytelling with Data* BY KNAFLIC

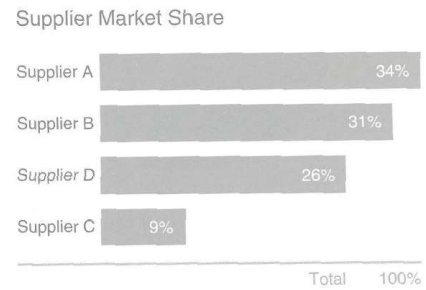


FIGURE 2.23 An alternative to the pie chart

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3D GRAPHS - AVOID THE SPARKLE ... FROM *Storytelling with Data* BY KNAFLIC

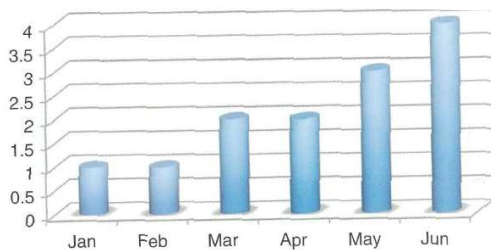


FIGURE 2.25 3D column chart

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TERRIBLE TO READ ... FROM *Storytelling with Data* BY KNAFLIC



FIGURE 3.15 Original graph

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IMPROVEMENT ... FROM *Storytelling with Data* BY KNAFLIC

Performance overview



FIGURE 3.16 Revamped graph, using contrast strategically

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DON'T STOP WITH THE DEFAULTS ... FROM *Storytelling with Data* BY KNAFLIC

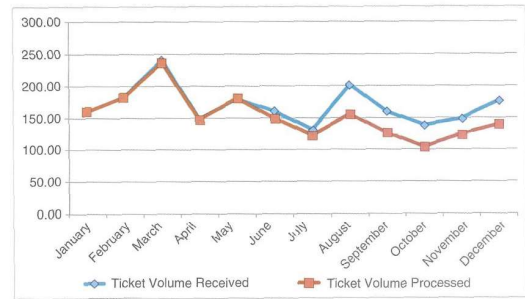


FIGURE 3.17 Original graph

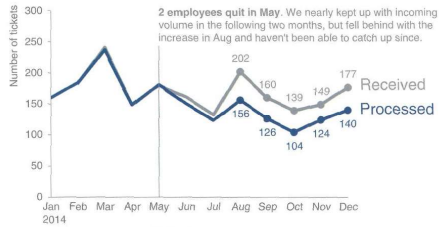
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POWERFUL COMMUNICATION ... FROM *Storytelling with Data* BY KNAFLIC

Please approve the hire of 2 FTEs

to backfill those who quit in the past year

Ticket volume over time



Data source: XYZ Dashboard, as of 12/31/2014 | A detailed analysis on tickets processed per person and time to resolve issues was undertaken to inform this request and can be provided if needed.

FIGURE 5.10 Add action title and annotation

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Great graphics still require narrative.