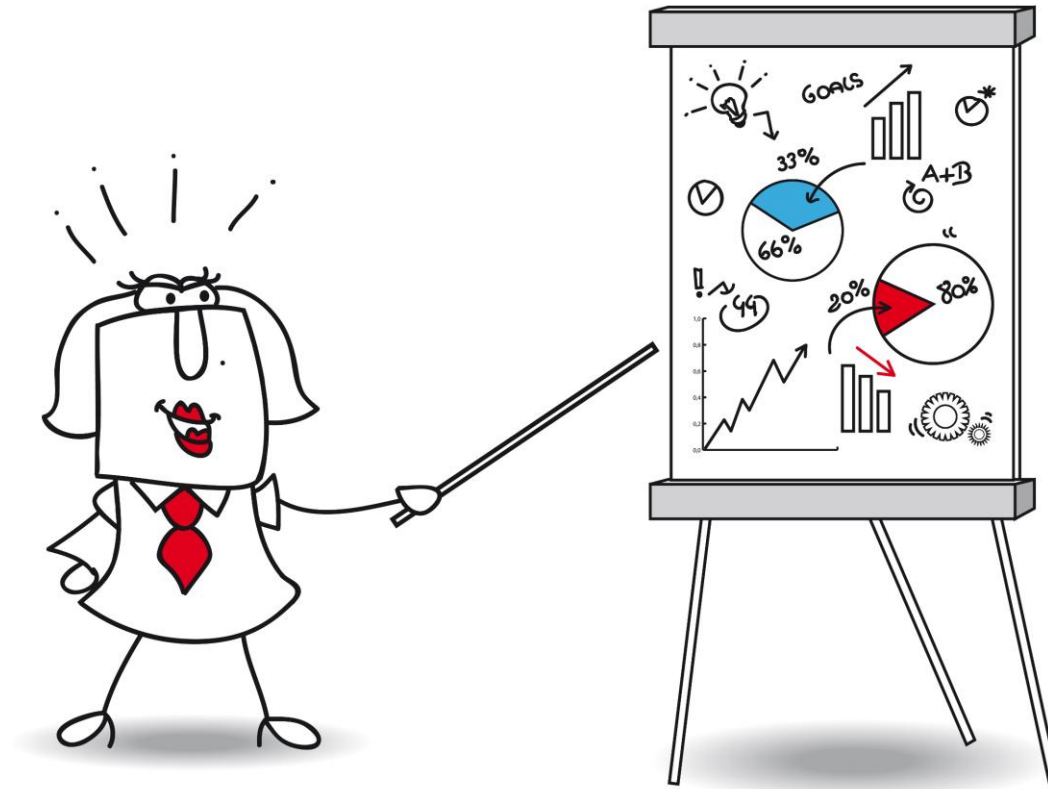


Excuse Me, Do You Speak Data?



What we have learned

Communicate data simply and clearly
to impact **decision-making**

Effective Data Communication

The Principles

Effective Data Communication

Invert

- **Start at the end**
- **The important messages in the beginning**
- **20% Data 80% Discussion and decisions**

Effective Data Communication

Less

LESS DATA

LESS SLIDES

LESS MESSAGES

LESS COMPLICATED

LESS BUILD UP

Effective Data Communication

Focus

- **Focus on the important data (data are not born equal) and set free all the rest**
- **Focus on insights about the future, not data about the past**

Match

- **Understand and ask what is important to the decision makers**
- **Adapt the presentation of the data to the audience and purpose**

הצגת נתונים אפקטיבית

impact

- Define the objective of the presentation and what you want your audience to understand or do
- Share your recommendation and act to motivate for action
- Your value is measured by what the stakeholders will take away and not on what you present

Define The
Purpose

Find The
Story

Distill The
Message

Choose The
Chart

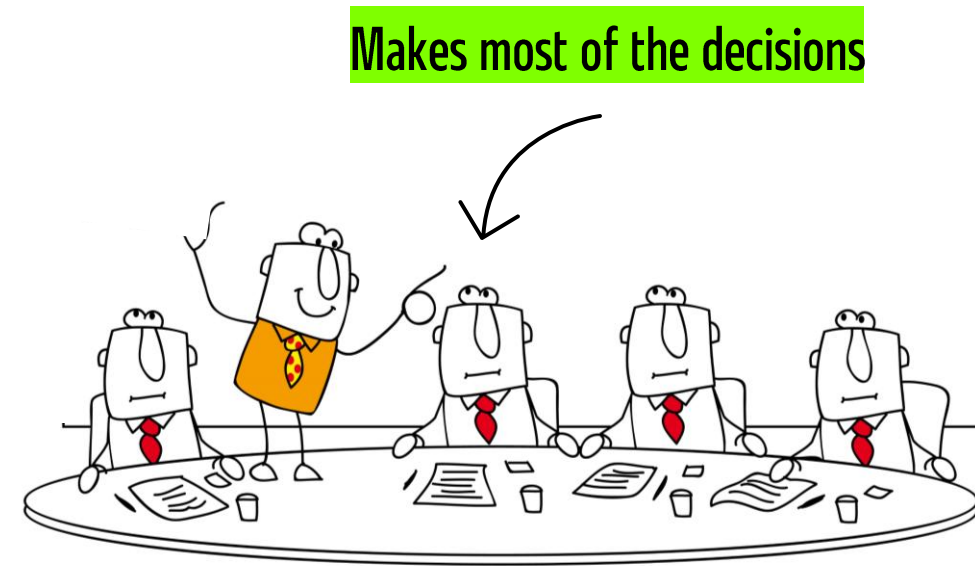
Reduce And
Highlight

1

Define The Purpose

Know Your Audience

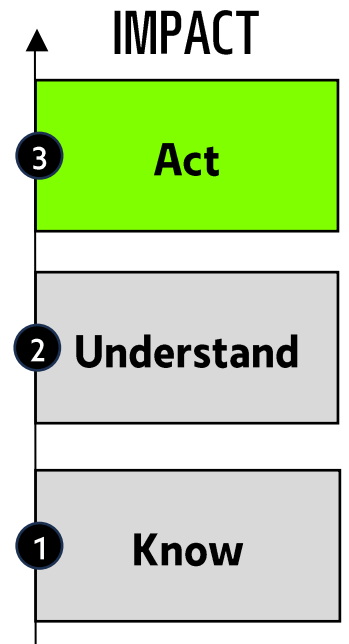
- Who is our audience?
- Who is it most important for us to convince?
- Who will we focus on?
- What is important to decision makers?
- To what extent do they control the data?
- What is the mix of decision makers?



what's the point

What is the desired result of displaying the data?

1. Why are you giving this presentation? Why is she important?
2. What is special about her?
3. What do I want the audience to know/understand/do after the show?



Define The
Purpose

Find The
Story

Distill The
Message

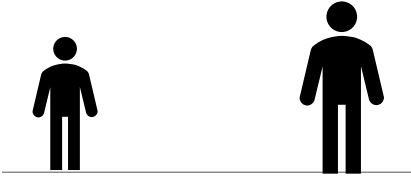
Choose The
Chart

Reduce And
Highlight

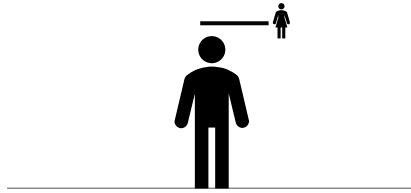
2

Find The Story

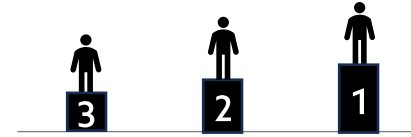
Comparison



Deviation



Ranking



Distribution



Data Stories

COMPARISON

Number



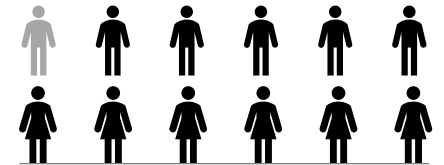
Relationship



Time



Part



Ranking

Comparison

Distribution

Deviation

Time

Part

Correlation

- **Ranking** - Focuses on how different items are ranked (greater than, less than, equal to, from smaller to larger, in the X position)
- **Comparison** - Reveals the similarity or difference between 2 items (X is bigger than Y, A is twice the size of B)
- **Distribution** - How the items are divided between different ranges (frequency, Range, Time, dispersion, concentration)
- **Deviation** - Highlights the gap between the key figure and the target/benchmark/average (gap, above, below, exceeded)
- **Time** - Focuses on the changes over time (trend, up/down trend, stable/volatile)
- **Part** - Emphasizes the part of each component in relation to the whole (ratio, percentage, rate, proportion, hierarchy)
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Define The
Purpose

Find The
Story

Distill The
Message

Choose The
Chart

Reduce And
Highlight

5

4

3

Distill The Message

Distill your message

- 1 Message for a slide
- The message in the title
- A concise, clear and simple to understand message



We have a tendency to complicate what we have to say, and so we make our message difficult to understand



Distill your message

- 1 Message for a slide
- The message in the title
- A concise, clear and simple to understand message



We tend to complicate what we have to say, and so we make our message difficult to understand

BLUF the graph

- I chose to say what matters most (data hierarchy).
- I used simple language that people understand.
- The message is formulated in one sentence.
- My voice is active, "We found that.." rather than "We found that".
- The emphasis is on what the stakeholders came out with, not what we say.
- I didn't fall into the pit of telling all the details (share along the way).

The message in the Title

Here you can add a subtitle

A message title is similar to a headline in your newspaper

- **Clear and concise** - sums up the most important message in one line
(don't be tempted to reveal everything)
- **Interesting** - highest since, first time, high, low, ongoing trend, dramatic improvement
- **Active voice** - Use 'We found that...' instead of 'It has been found that...'

Define The
Purpose

Find The
Story

Distill The
Message

Choose The
Chart

Reduce And
Highlight

5

4

Choose The Chart



Adjust the graph

- The graph support the message
- A simple, easy to understand chart
- There is a reference point



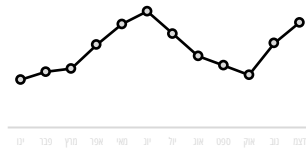
A good chart attracts attention, presents the information in a simple, clear and accurate way and support the message

Communicate Charts Types

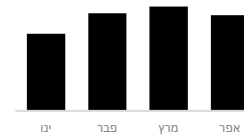
Pie



Line



Column

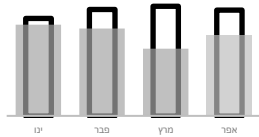


Bar



Adjust the graph

Compare to target



When you add a reference point
Destination/Benchmark

Is it good or bad?
Reference enhances the story

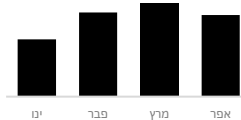
Part of a whole



You can easily see the relative part of the total

Up to 4 segments
Legend within graph

Comparison



When you want to compare data and when the order of the categories matters

When there are few points in time
Legend above graph

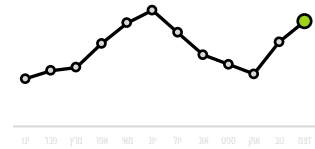
Ranking



When we want to rank data by its value

Ranking in order of importance
Legend above graph

Trend



Allows you to notice an ascending trend declining, changing or remaining constant

Highlight data points
Legend near the line

Define The
Purpose

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Distill The
Message

Choose The
Chart

Reduce And
Highlight

5

Reduce & Highlight



Reduce and Highlight



When everything
important, then nothing
really is

- Minimalist, clean, uniform design
- Reduce anything that doesn't contribute to the message
- Put the spotlight on what's important (color, shape, icon, image, video, text)

Communicate data simply and clearly to impact decision-making

The Principles

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The important messages in the beginning

20% Data 80% Discussion and decisions

Less

Less Data

Less Slides

Less Messages

Less Complicated

Less Buil Up

Focus

Focus on the important data (not all data are created equal) and set free all the rest

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Match

Understand and ask what is important to the decision makers

Adapt the presentation of the data to the audience and purpose

Impact

Define the objective of the presentation and what you want your audience to understand or do

Share your recommendation and act to motivate for action

Your value is measured by what the stakeholders will take away and not on what you present

Define The Purpose

1

Know Your Audience.
What's The Point.
What is the desired result of displaying the data?

ACT

Insights, recommendations, supporting information, examples, questions, discussion, involvement

UNDERSTAND

Distill the message, choose the right chart, highlight the message

KNOW

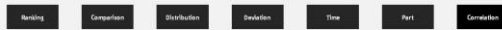
Choose the right chart and design

Find The Story

2



Data Stories



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Distill The Message

3

1 Message for a slide.
The message in the title.
A concise, clear and simple to understand message.

BLUF (Bottom Line Up Front) the graph

I chose to say what matters most (data hierarchy).
I used simple language that people understand.

The message is formulated in one sentence.

My voice is active, "We found that.." rather than "We found that".

The emphasis is on what the stakeholders came out with, not what we say.

I didn't fall into the pit of telling all the details (share along the way).

A message title is similar to a headline in your newspaper.

Choose The Chart

4

Pitfalls:

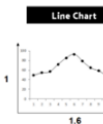
Select an inappropriate chart
Over-complexity
Font or graphic that can't be read
No targets/reference - it's not clear if it's good or bad
No summary data
Too many colors/graphs
Too many slicers
There is no hierarchy of importance
Dive too much into the details



Data Story & The Chart



Data Story & The Chart



Data Story & The Chart

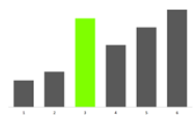


Reduce And Highlight

5

"If Everything is Important, Then Nothing Is"

Reduce highlight



50 Shades of Grey

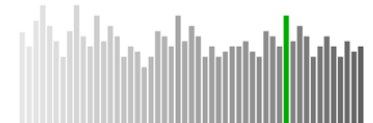


Chart with neutral colors and highlighting data points

- Neutral colors (gray/blue)
- colors to highlight data points (purple/yellow/orange)
- Red color - negative
- Green color - positive



Highlight the important data points

