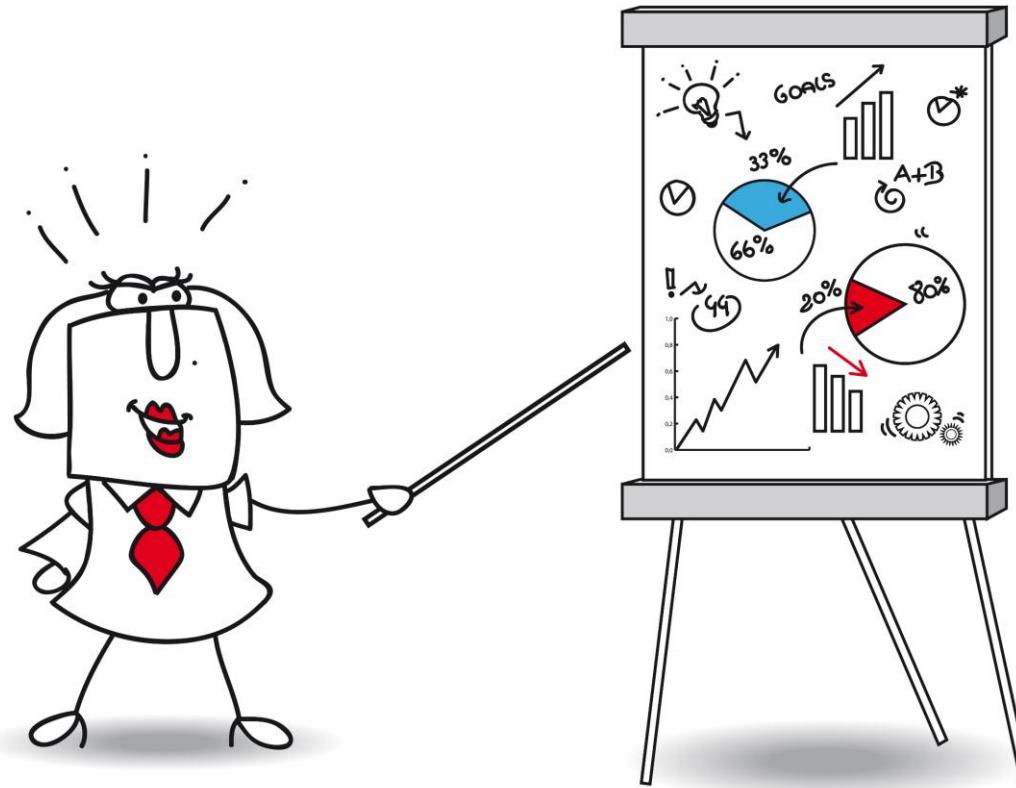


Excuse Me, Do You Speak Data?



What we have learned

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

Effective Data Communication

The Principles

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 MESSASGES

LESS COMPLICATED

LESS BUILD UP

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**

הציג נتוני אפקטיבי

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

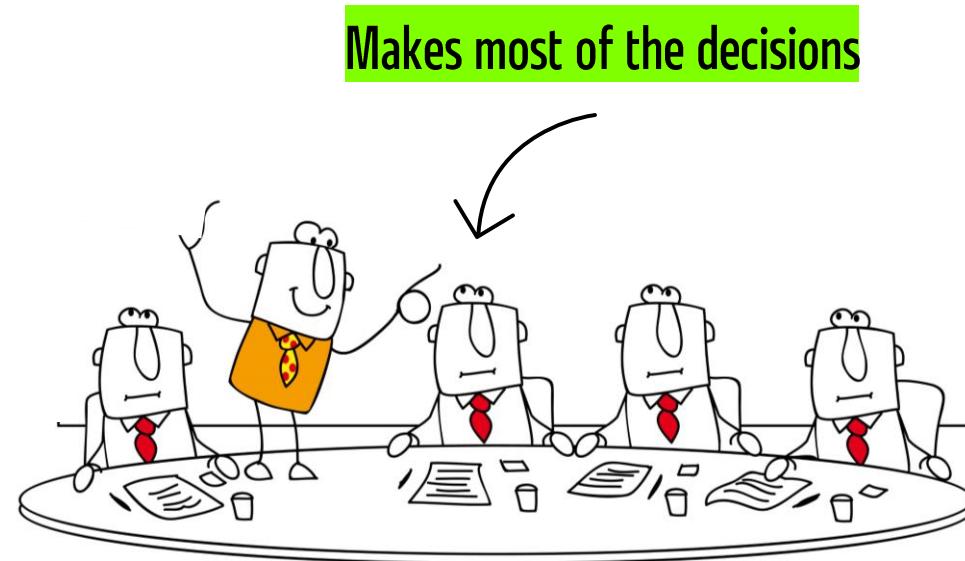
Reduce And
Highlight

1

Define The Purpose

Know Your Audience

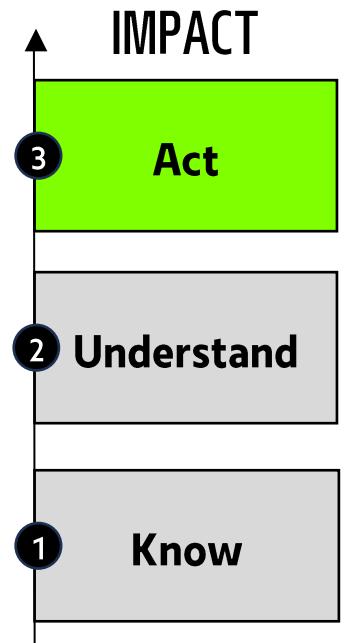
- Who is our audience?
- Who is it most important for us to convince?
- Who will we focus on?
- What is important to decision makers?
- To what extent do they control the data?
- What is the mix of decision makers?



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

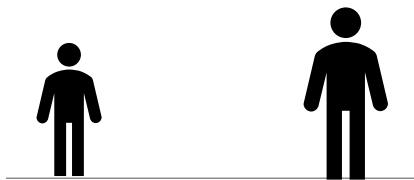
Choose The
Chart

Reduce And
Highlight

2

Find The Story

Comparison



Deviation



Ranking



Distribution



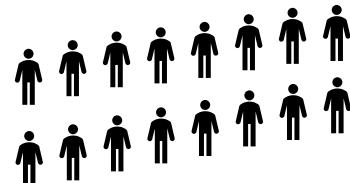
Data Stories

COMPARISON

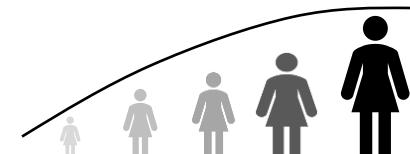
Number



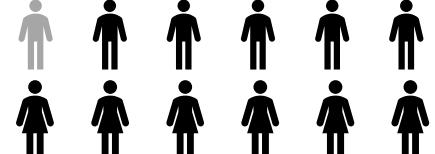
Relationship



Time



Part



- **Ranking** - 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)
- **Correlation** - Emphasizes how two things are related to each other in some way (occurs with, relates to, changes with, caused by)

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

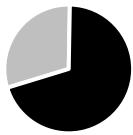
- The graph support the message
- A simple, easy to understand chart
- There is a reference point



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

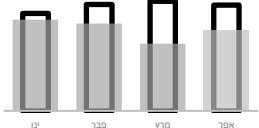


Bar



Adjust the graph

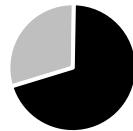
Compare to target



When you add a reference point
Destination/Bench mark

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

Find The
Story

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

| Invert | Less | Focus | Match | Impact |
|--|--|---|---|--|
| Start at the end The important messages in the beginning 20% Data 80% Discussion and decisions | Less Data Less Slides Less Messages Less Complicated Less Build Up | Focus on the important data (not all data are created equal) and set free all the rest Focus on insights about the future, not data about the past | Understand and ask what is important to the decision makers Adapt the presentation of the data to the audience and purpose | 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?

3

ACT

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

2

UNDERSTAND

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

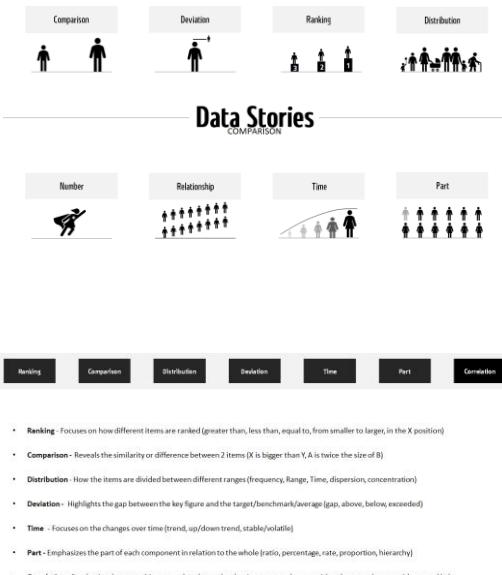
1

KNOW

Choose the right chart and design

Find The Story

2



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

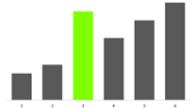


Reduce And Highlight

5

"If Everything is Important, Then Nothing is"

Reduce highlight



50 Shades of Grey

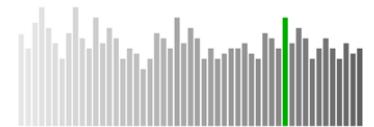


Chart with neutral colors and highlighting data points

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



Highlight the important data points