

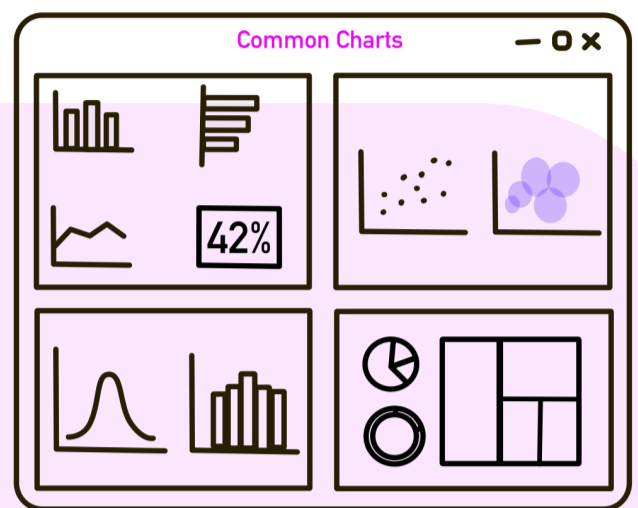
5 Data Visualization Tips For Better Reports

Correct Charts

The goal of a report is to quickly transmit insights from data. Therefore, it's good to stick to charts people **are familiar with**. Don't use overly complicated charts, where it's difficult to extract information.

Choose the chart types wisely depending on whether you want to show **comparison, relationships, distributions or compositions**.

1

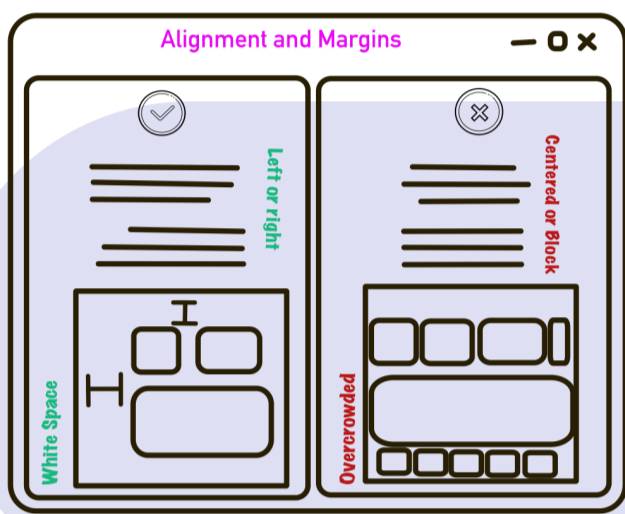


Consistent and Clean Design

Inconsistencies in alignment, font and colours can look messy. Avoid center-alignment and stick to left- or right-alignment. It creates a vertical **line for visual orientation**. Similarly use white space to your advantage and avoid overcrowding your report with too many KPIs.

A quick tip to increase whitespace is to **leave margins** on the page of the report and between elements.

2

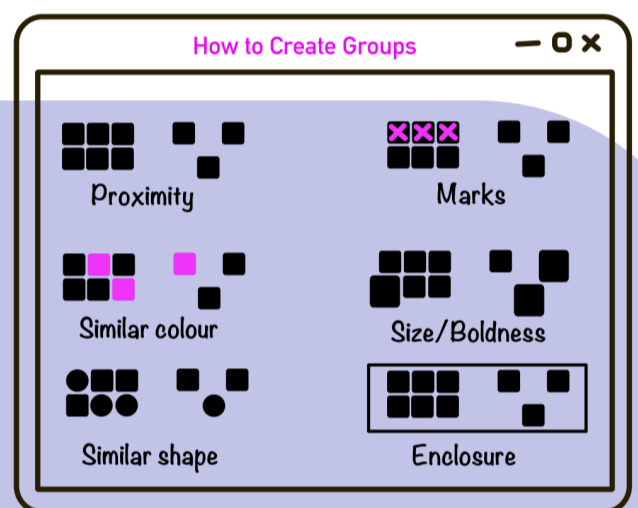


Structured Layout

Eye-tracking studies have shown that people read a page in a **Z or F-shape**. Position the most important facts and data points in the top left and add details in the bottom right corner.

Having a **logical visual order** is key to guide your audience through your story. Use Gestalt principles like Proximity, Similarity and Enclosure to **group elements together**.

3



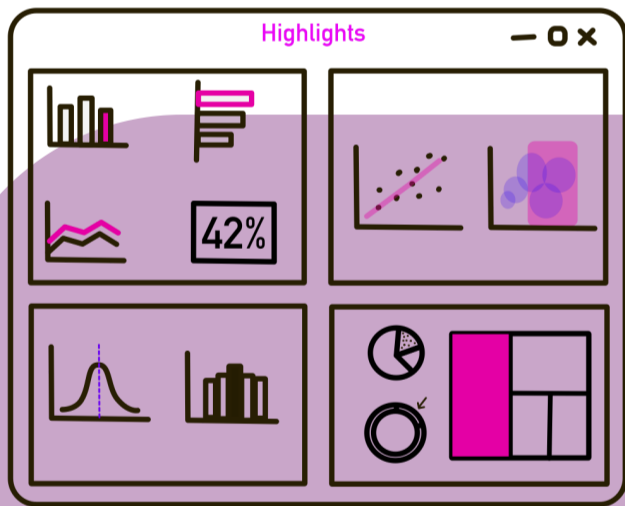
Draw Attention

When showing data close to each other, it's easy to overlook crucial information. **Highlights** help to **guide and lead the reader** to the **right data points** and stories behind them.

Your brain is programmed to recognize visual cues that stand out from the rest. With help of **preattentive attributes** you can easily draw attention of your audience and create visual hierarchy of information.

There are a few hidden in this infographic, can you spot them?

4

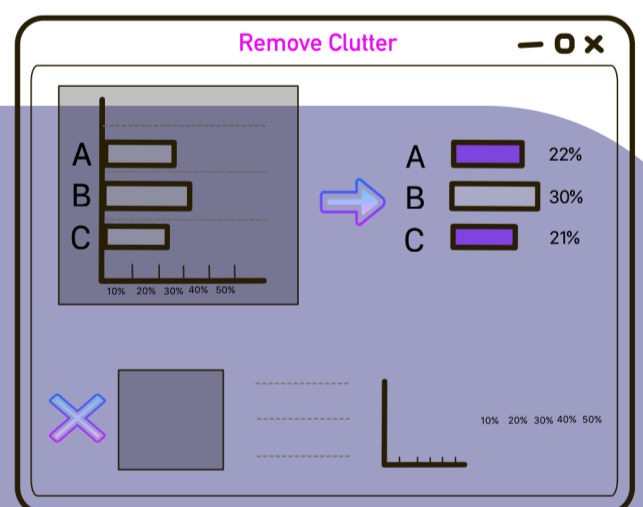


Clutterfree Visuals

Default settings of charts often comes with a lot of clutter. **Remove all unnecessary background and outlines**, you can recognize the visual just as well without them. Similarly, get rid of axis lines, tickmarks and so on that do not provide extra visual guidance.

Avoid having too many elements, colours and shapes in your reports and **keep the focus on the data**.

5



★ Bonus Tips

- Be careful with **meaning of colours**: red and green may be associated with positive or negative. Red-green colour blindness is another reason to avoid these.
- Double **axis** can create confusion, separate the charts or add data labels instead.
- The preattentive attributes used in this infographic were **SIZE, boldness and colour of text**. And the enclosure and shadow of this box.

