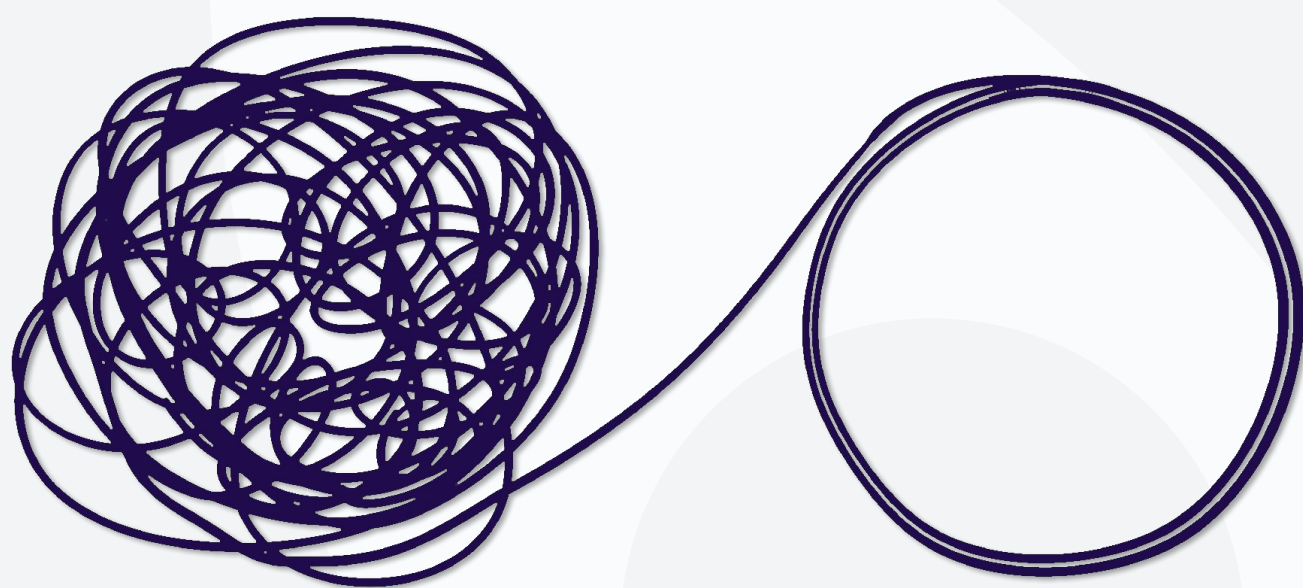




Less is More



The foundations
of **minimalistic**
data visualization





Unnecessary complexity

Which TV remote do you prefer? A sleek and simple, with just a few buttons, that is easy to use, and you never have to fumble around trying to find the right button. Or the one with dozens of tiny buttons, each labeled with cryptic symbols.



Just like that simple remote, minimalistic data visualization keeps things clear and straightforward, focusing only on what's essential.

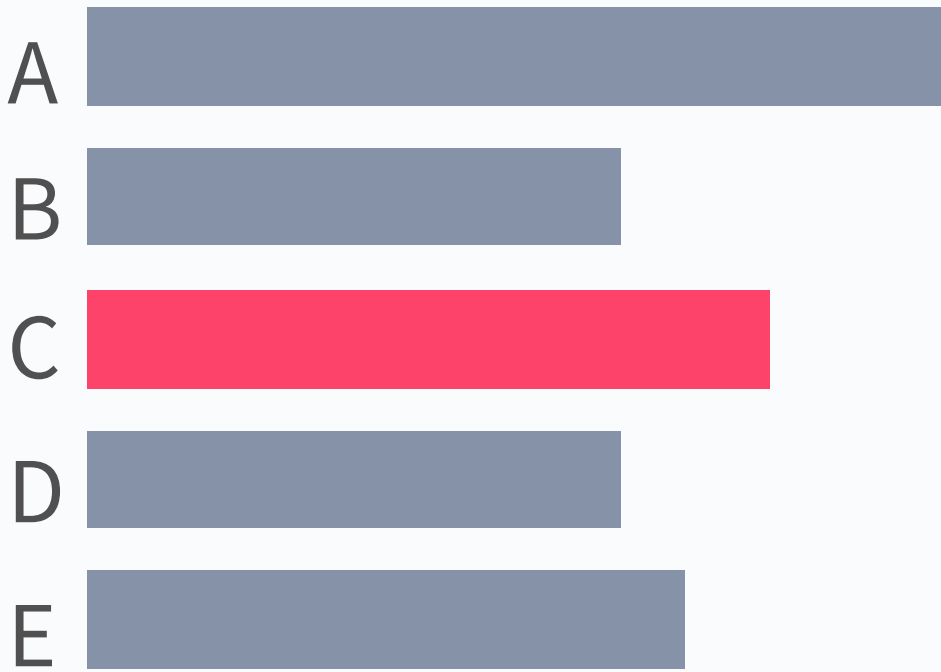
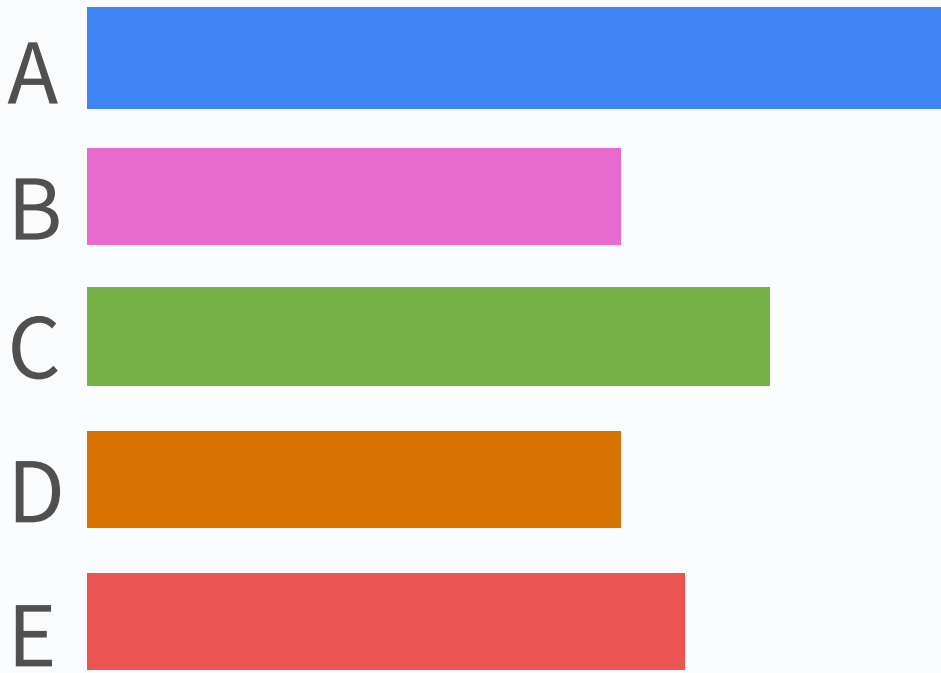
By keeping things clean and uncluttered, you ensure that the most important data stands out, just like how you always know where the "mute" button is on that minimalist remote.





Don't overuse color

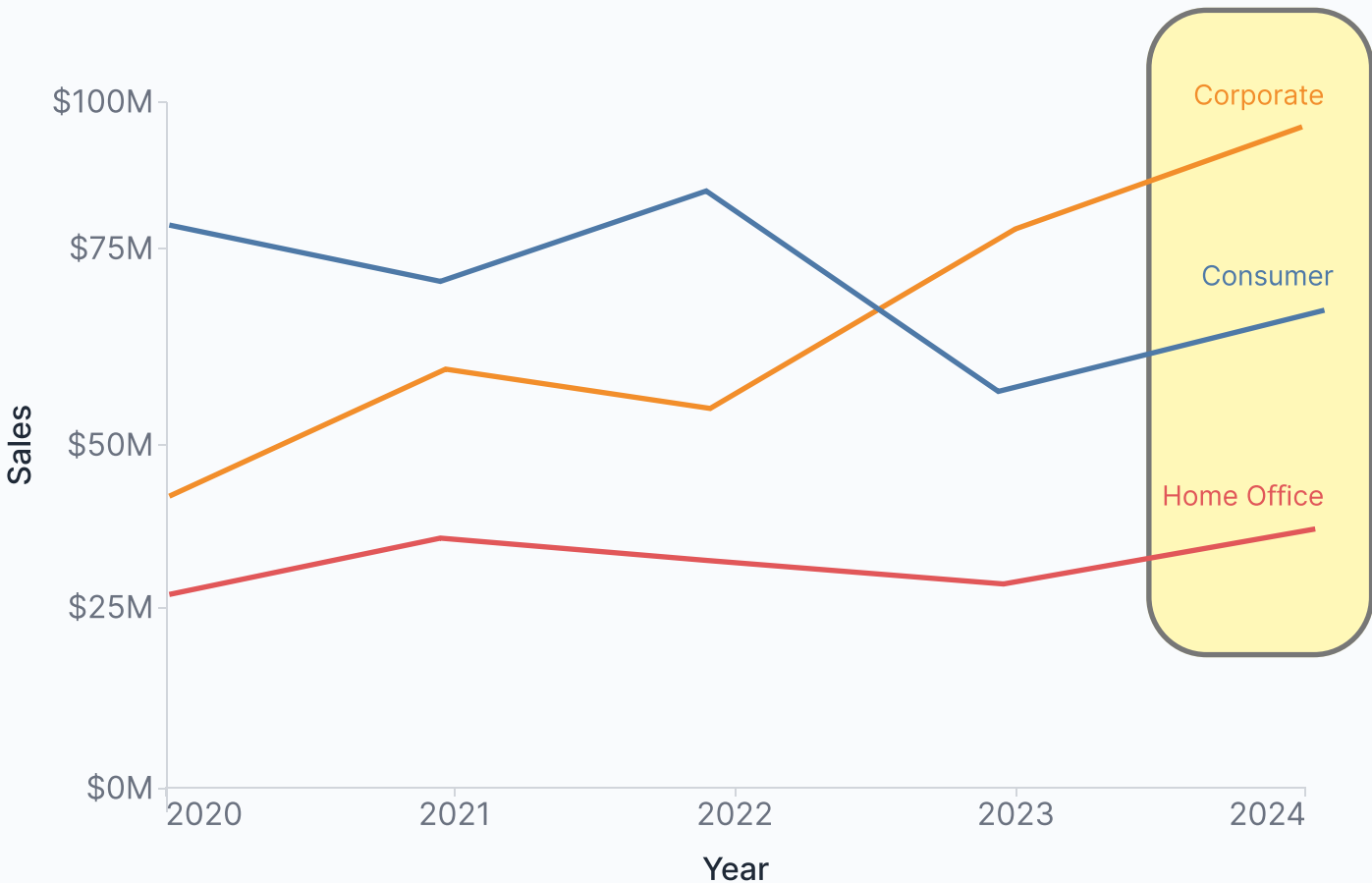
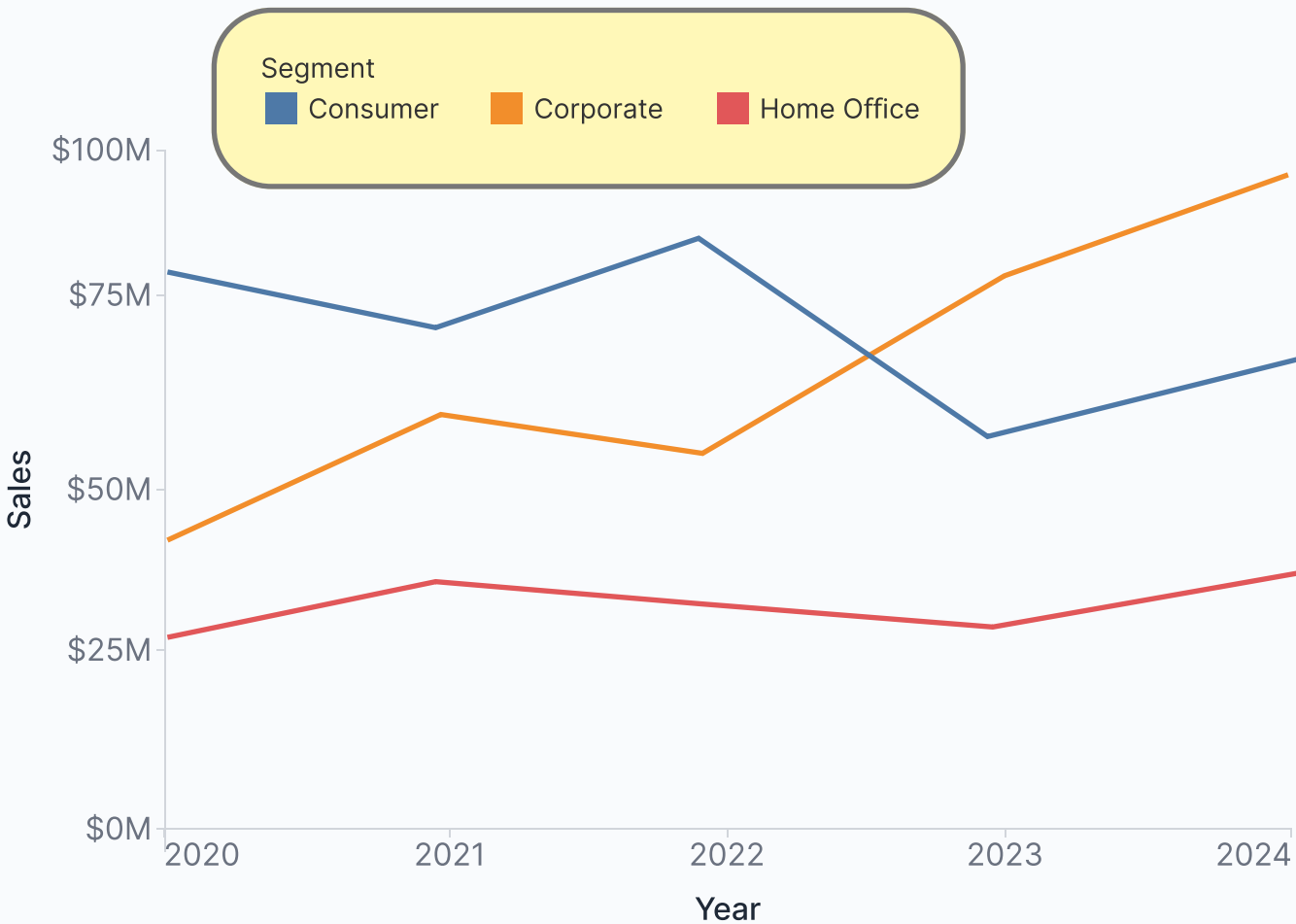
Keep your charts mostly monochromatic, using color only to highlight important information.





Skip the legend

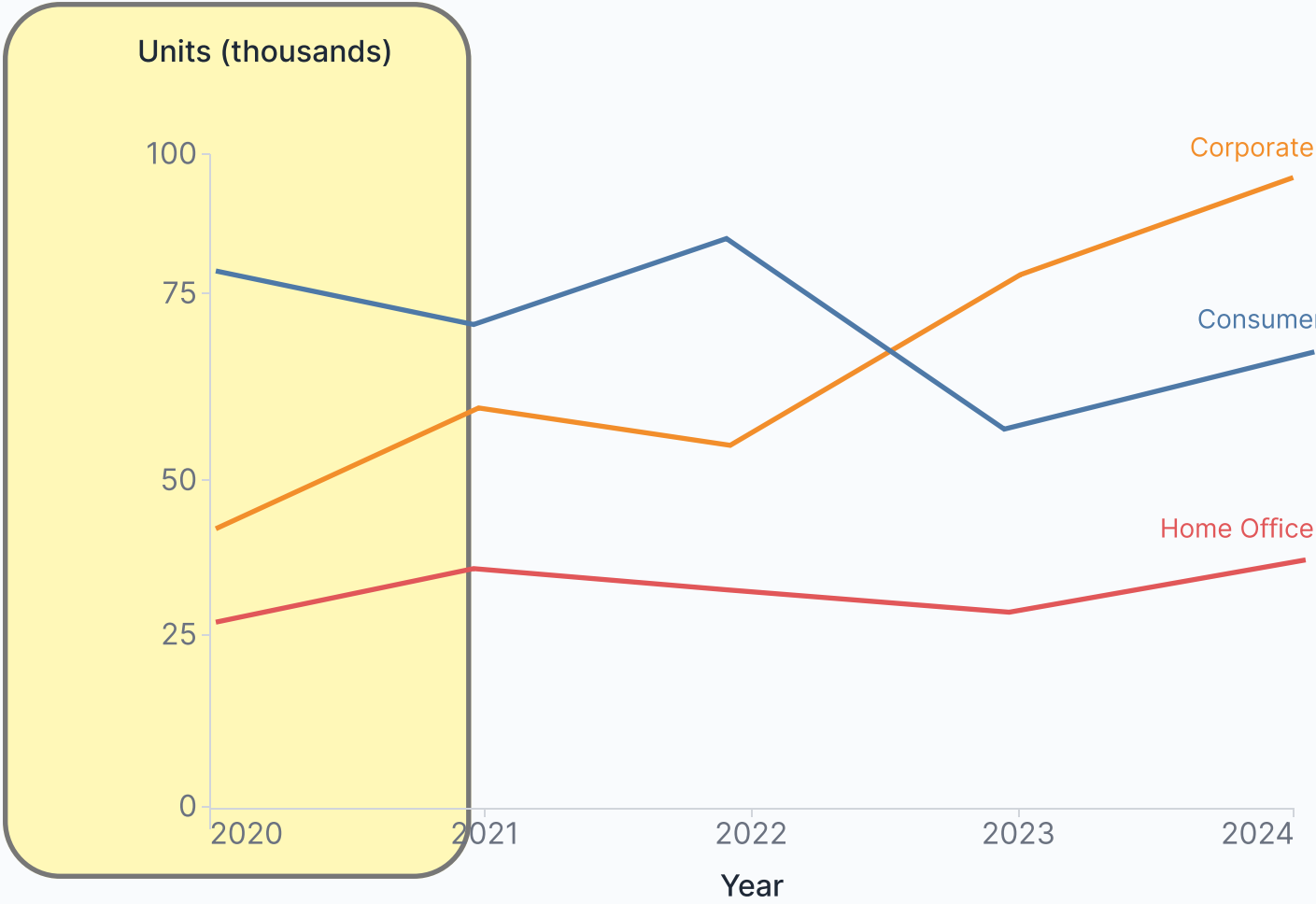
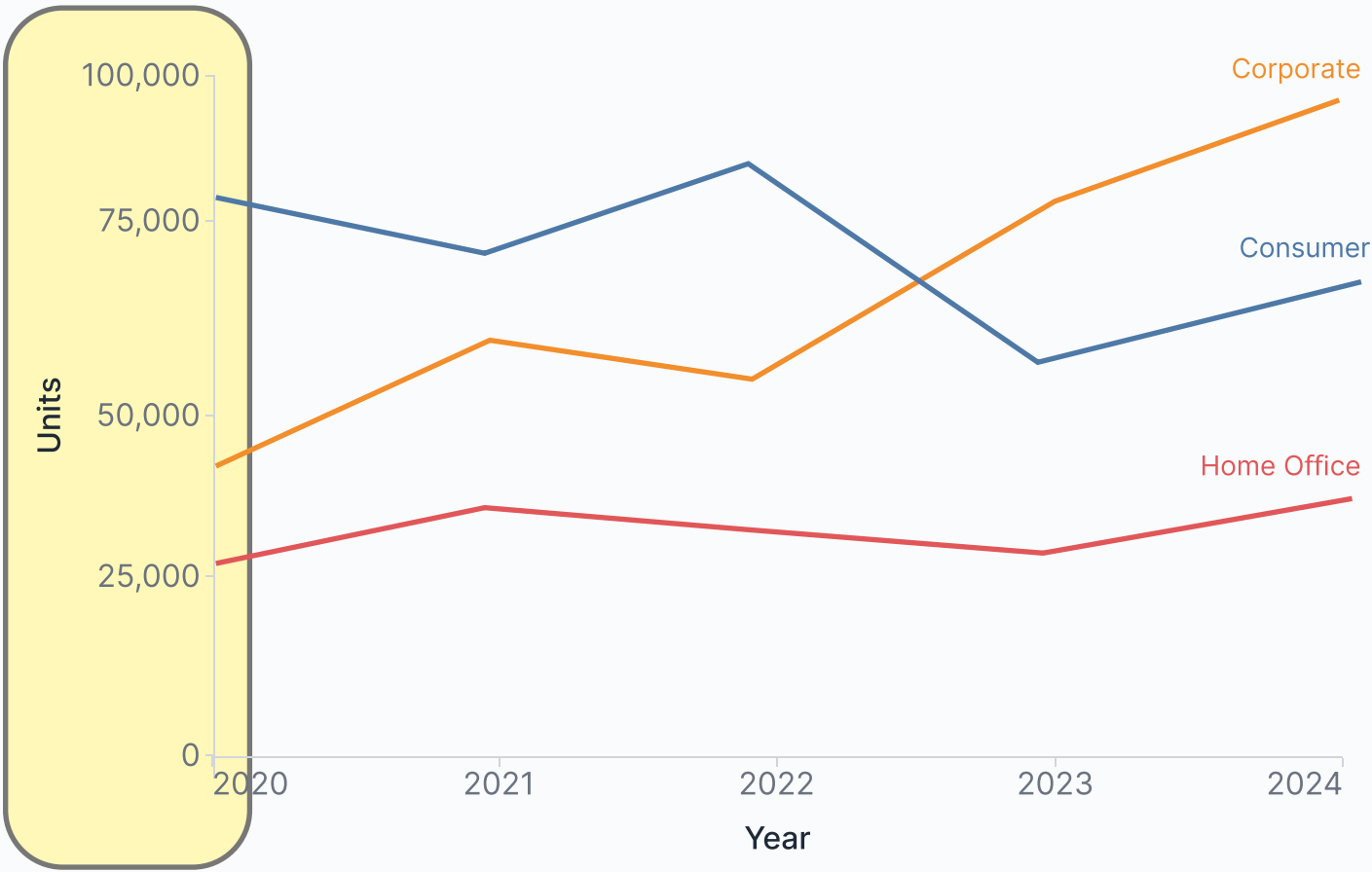
If possible, place labels directly on the chart. This removes the need to look back and forth between the chart and the legend.





Abbreviate units

Place repeating elements (thousands, millions) in the axis title.

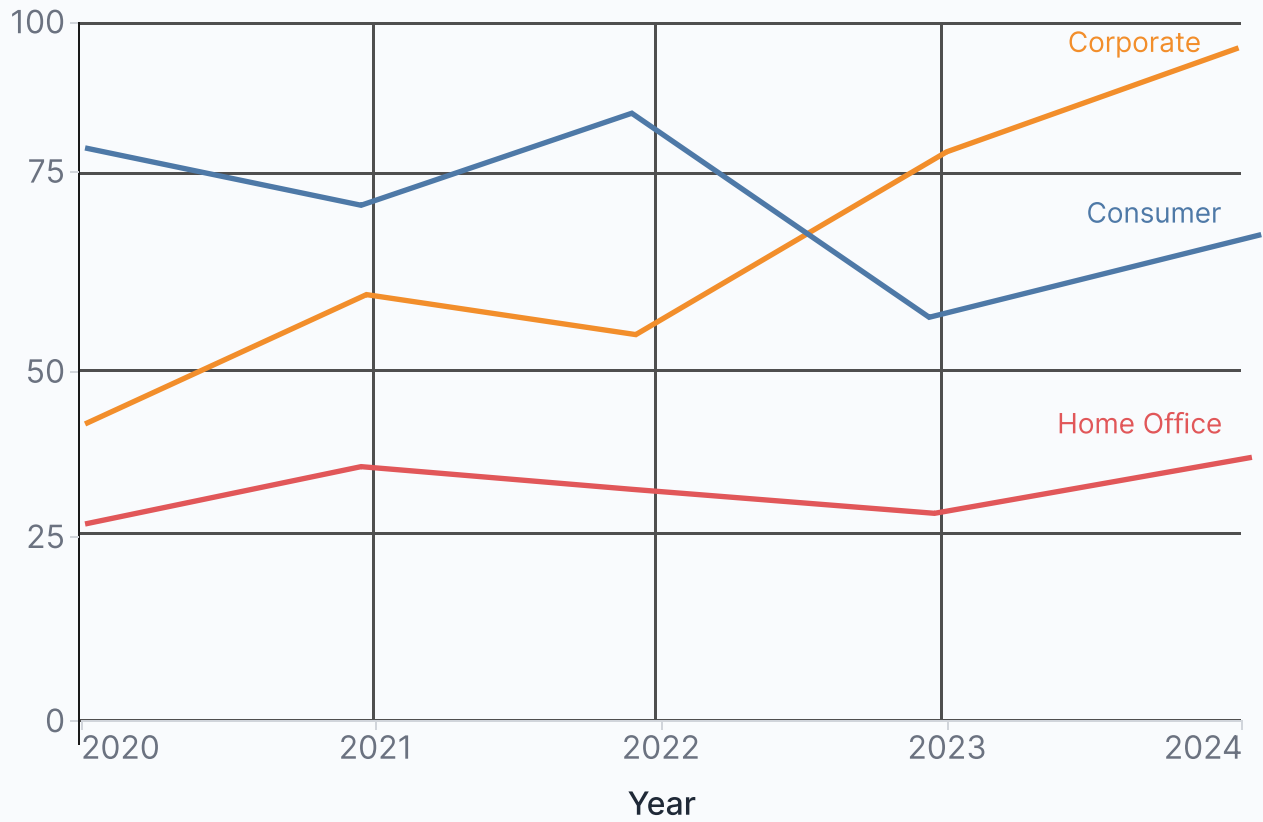




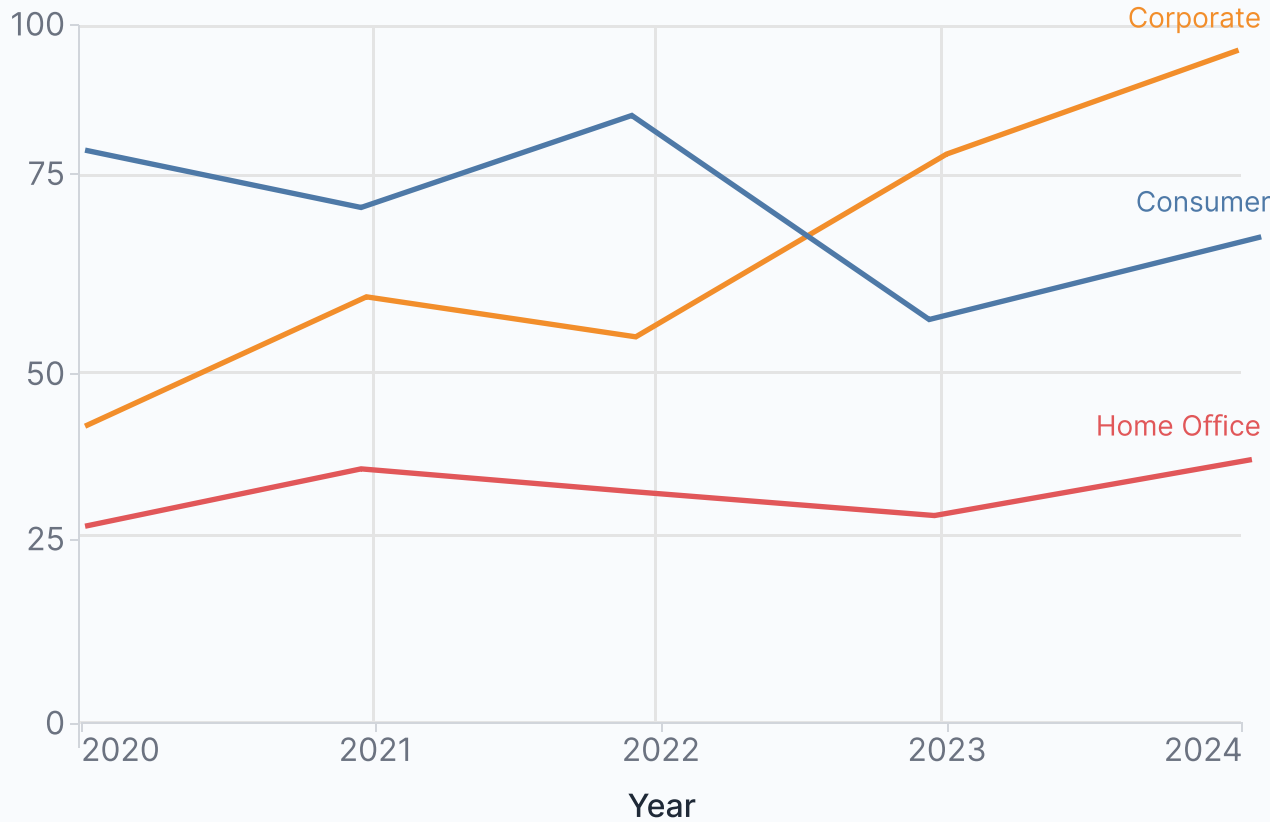
Tone down gridlines

Ensure that nothing other than your data draws excessive attention.

Units (thousands)



Units (thousands)



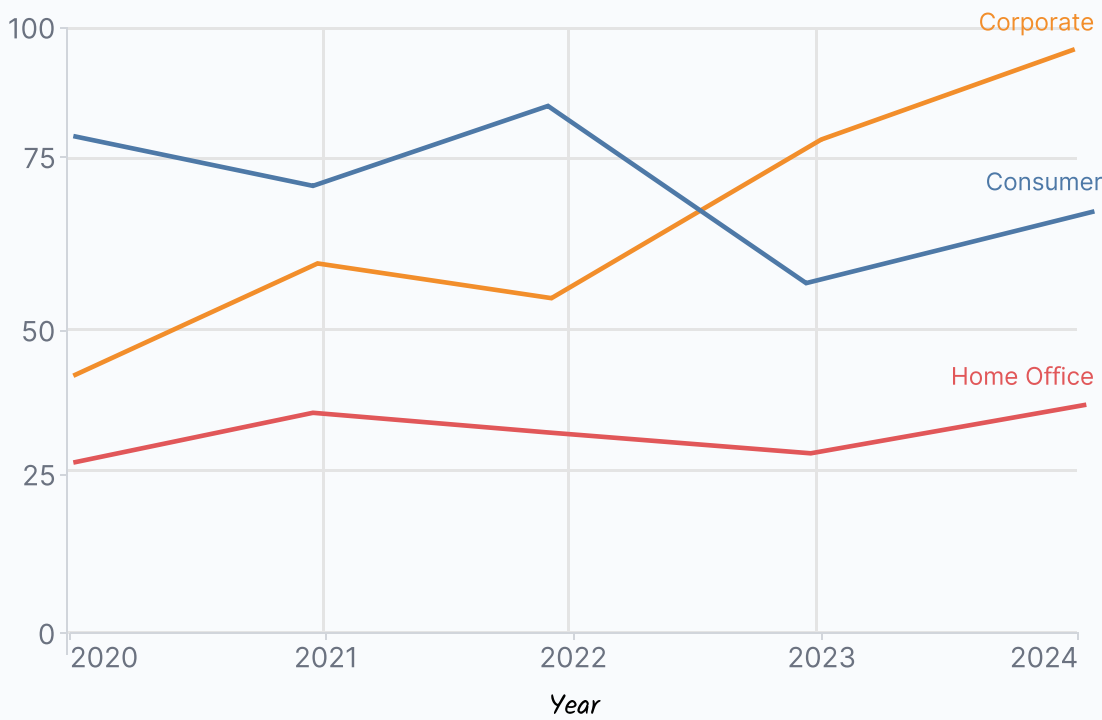


Avoid using too many fonts

Use typography to convey information and establish visual hierarchy—nothing more, nothing less.

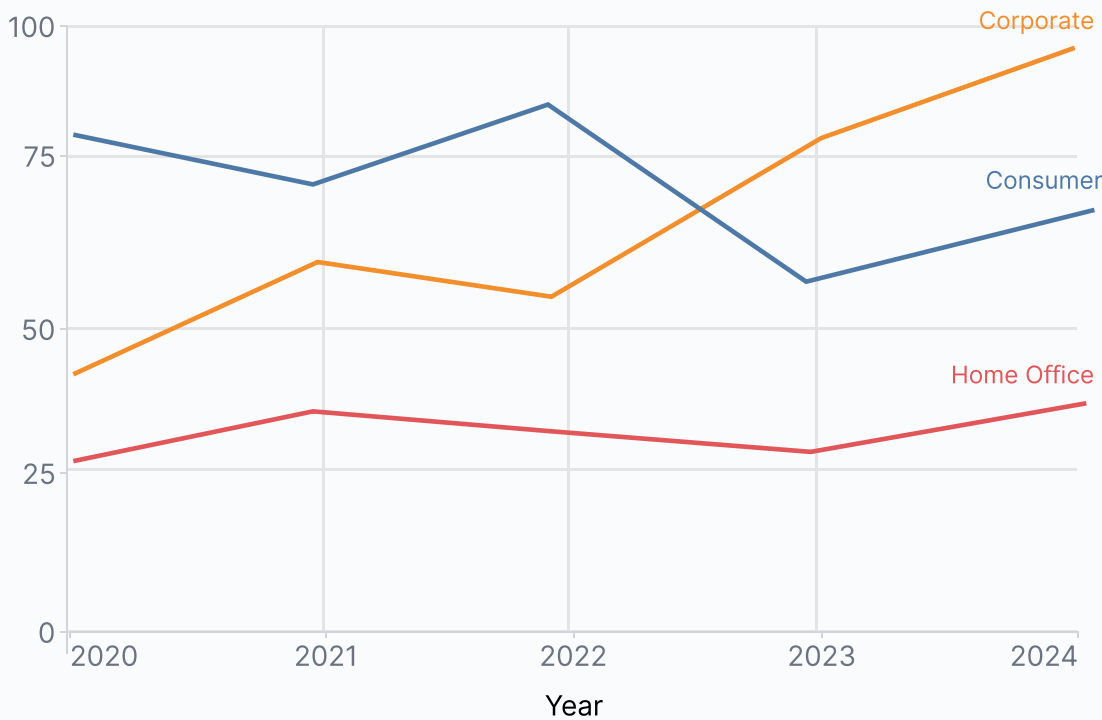
Sales of Consumer Goods dropped since 2020

Sales (US\$ millions)



Sales of **Consumer Goods** dropped since 2020

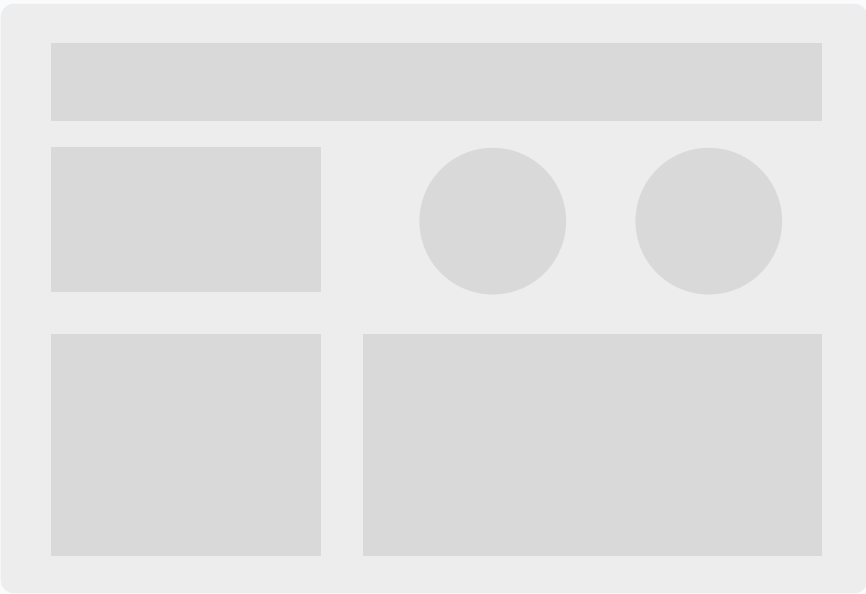
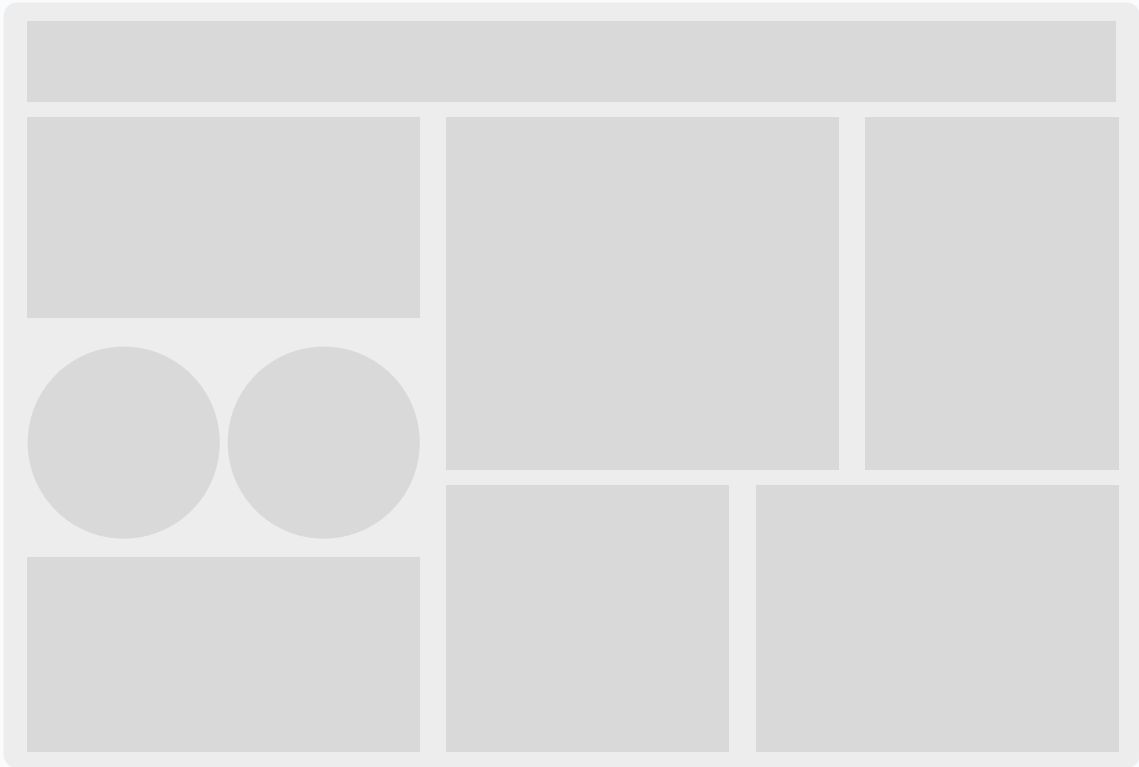
Sales (US\$ millions)





White space is NOT wasted space

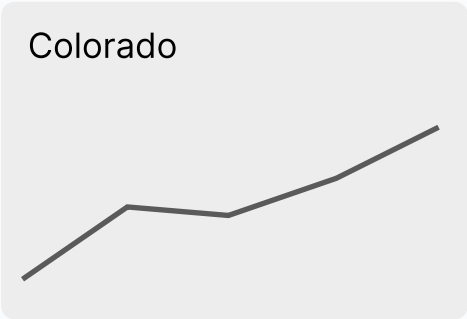
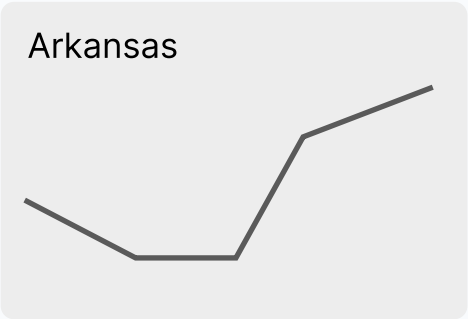
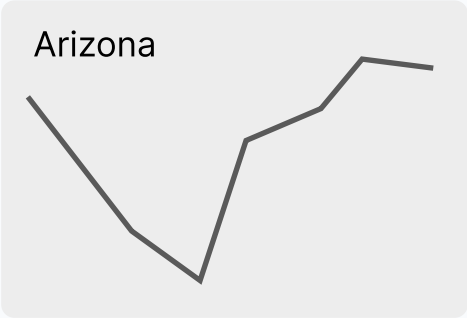
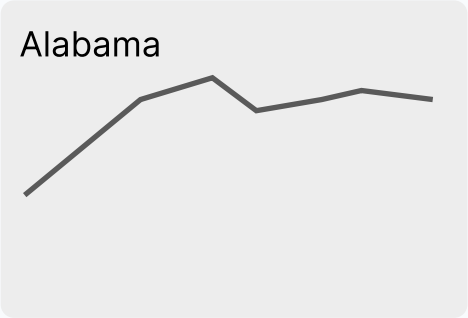
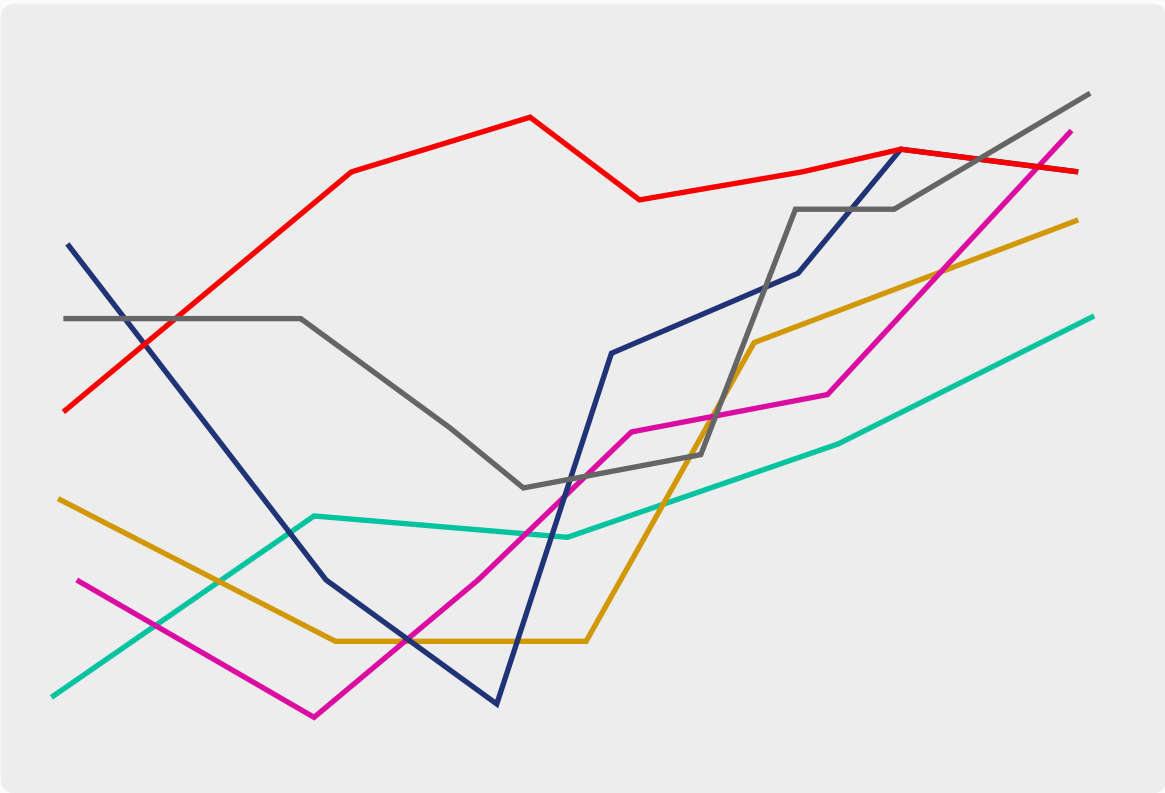
Using white (empty) space strategically creates separation between dashboard elements and guides the viewer's attention.





No spaghetti charts, *per favore*

A cluttered line chart can be simplified by using trellis charts.

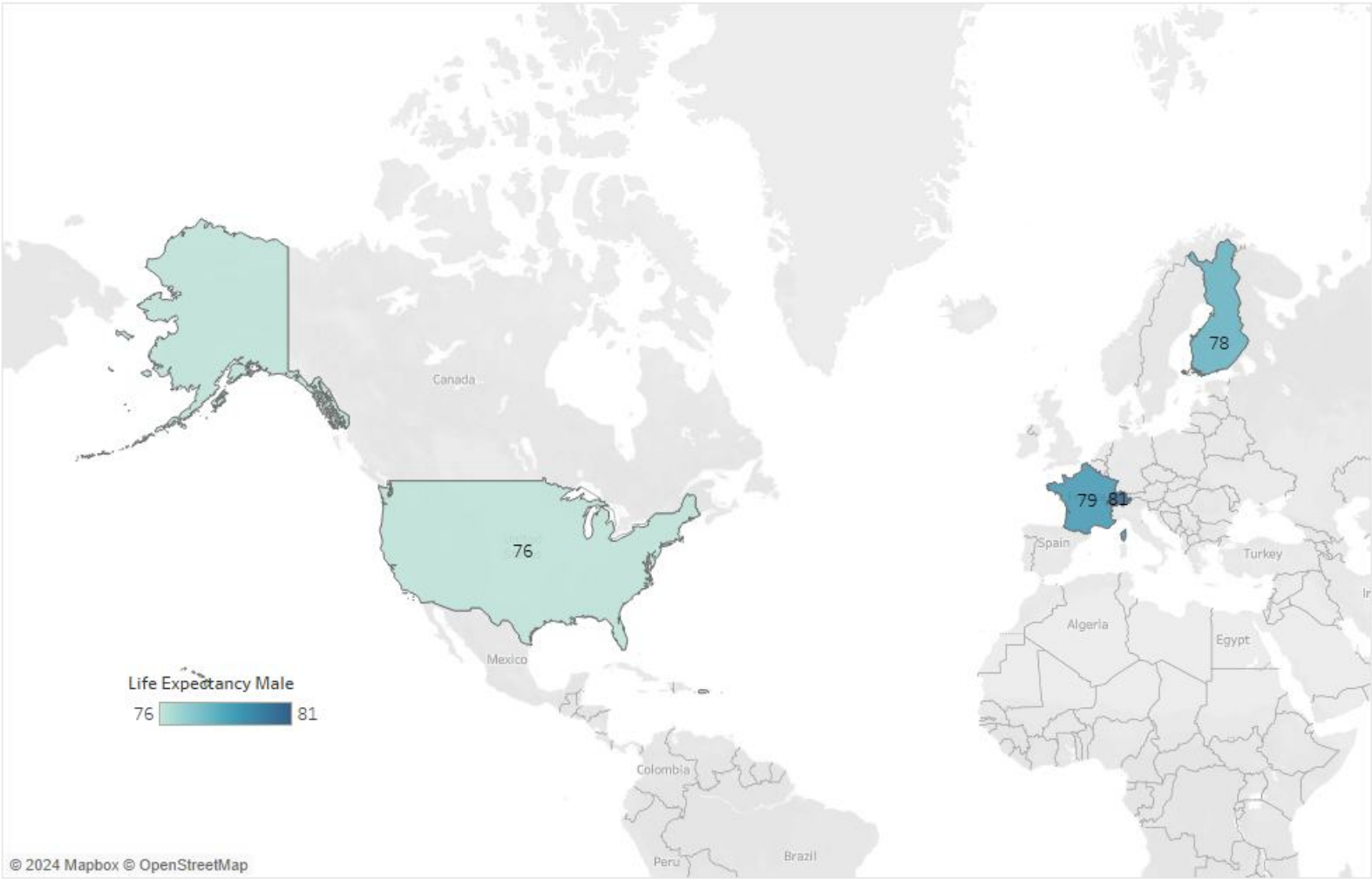




Do you really need a map?

Just because you have geographical data doesn't mean a map is the best visualization option.

Male Life Expectancy in Selected Countries



Male Life Expectancy in Selected Countries

