Effective Annotations for Storytelling

Event Annotations

- Recovery
- Market Correction
- Fed Rate Decision
- Earnings Beat
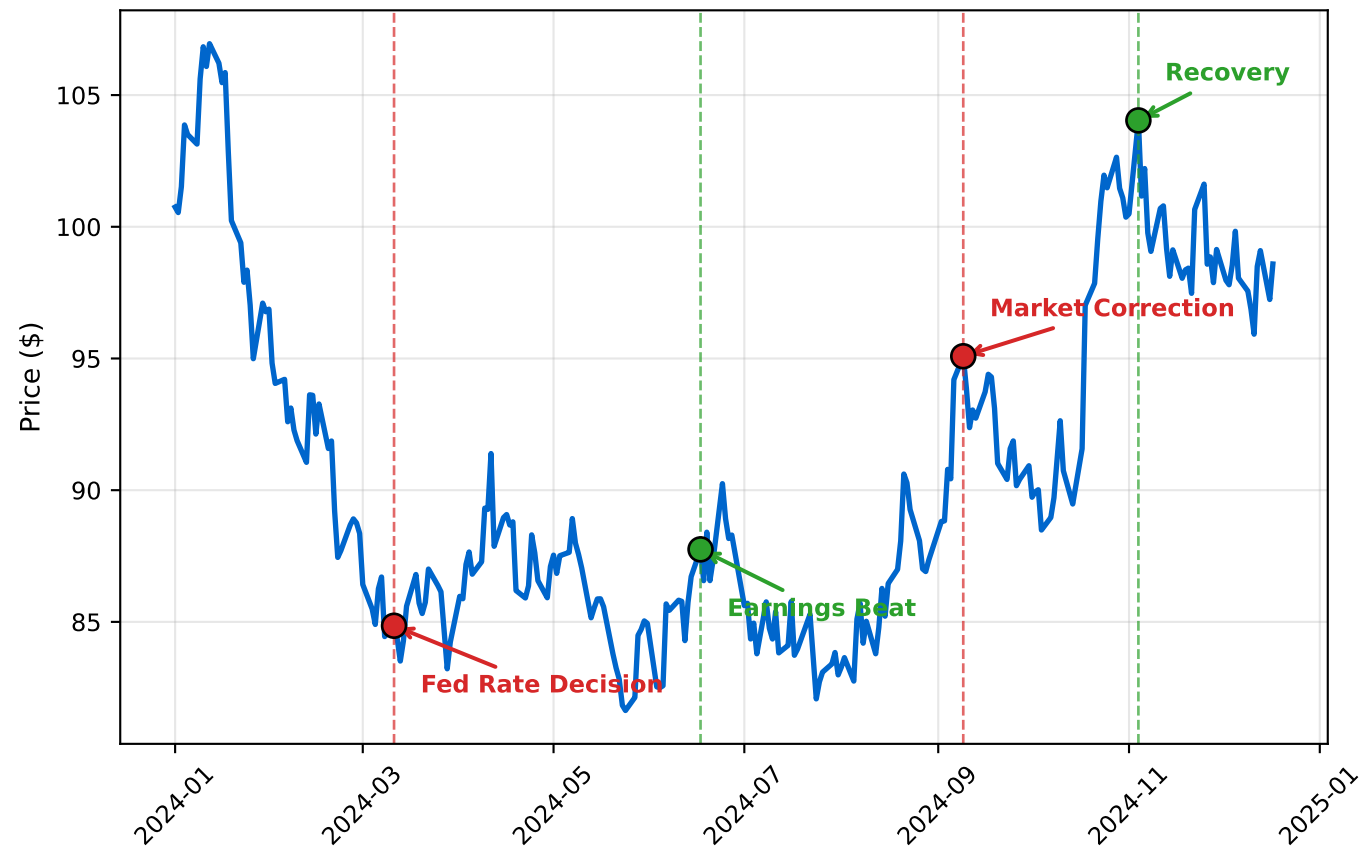
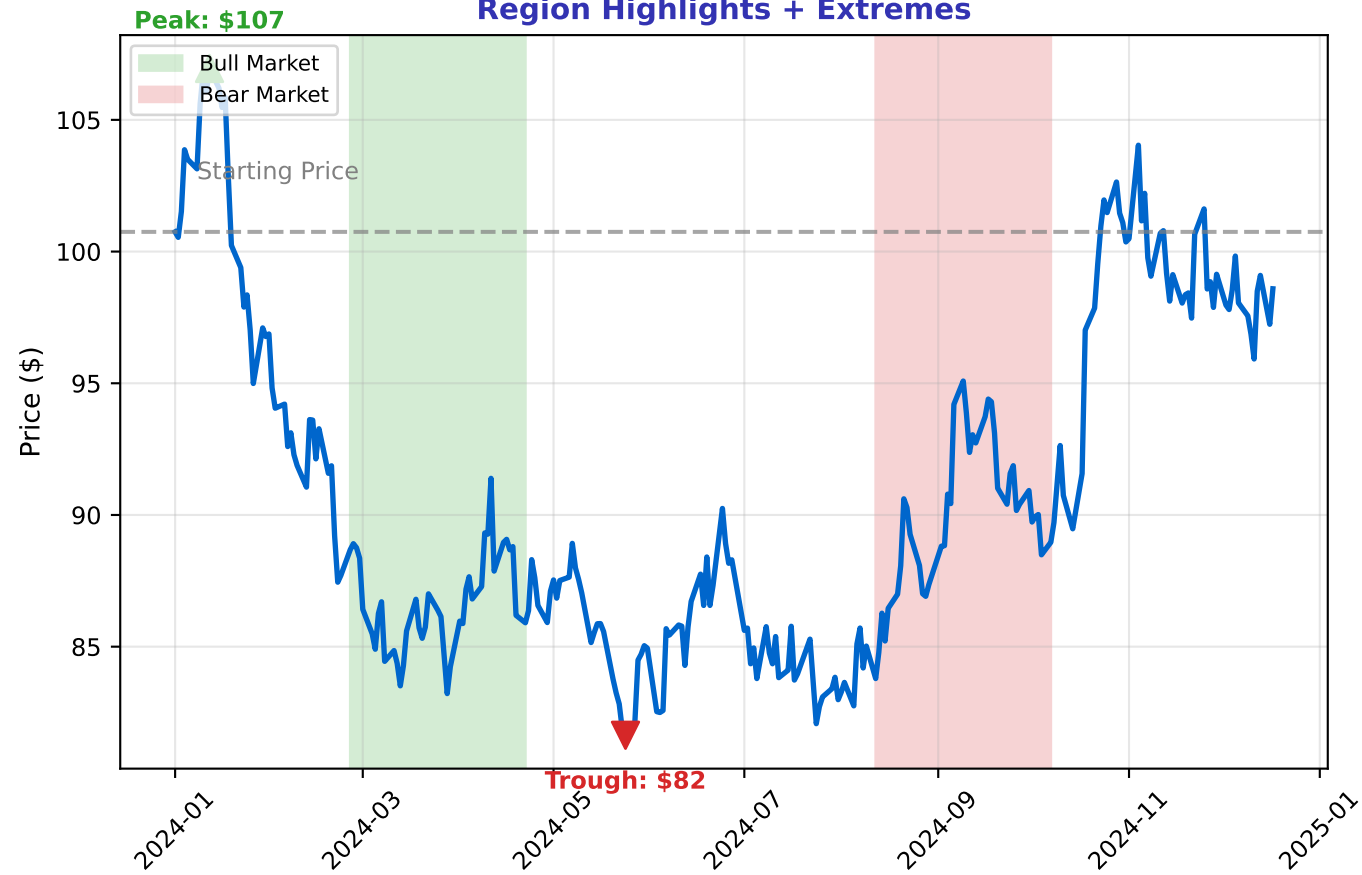## Statistical Annotations

- Mean: -0.009%
- VaR 95%: -2.25%

Statistics:
Mean: -0.009%
Std Dev: 1.45%
Skew: 0.10

X-axis: Daily Return (%)
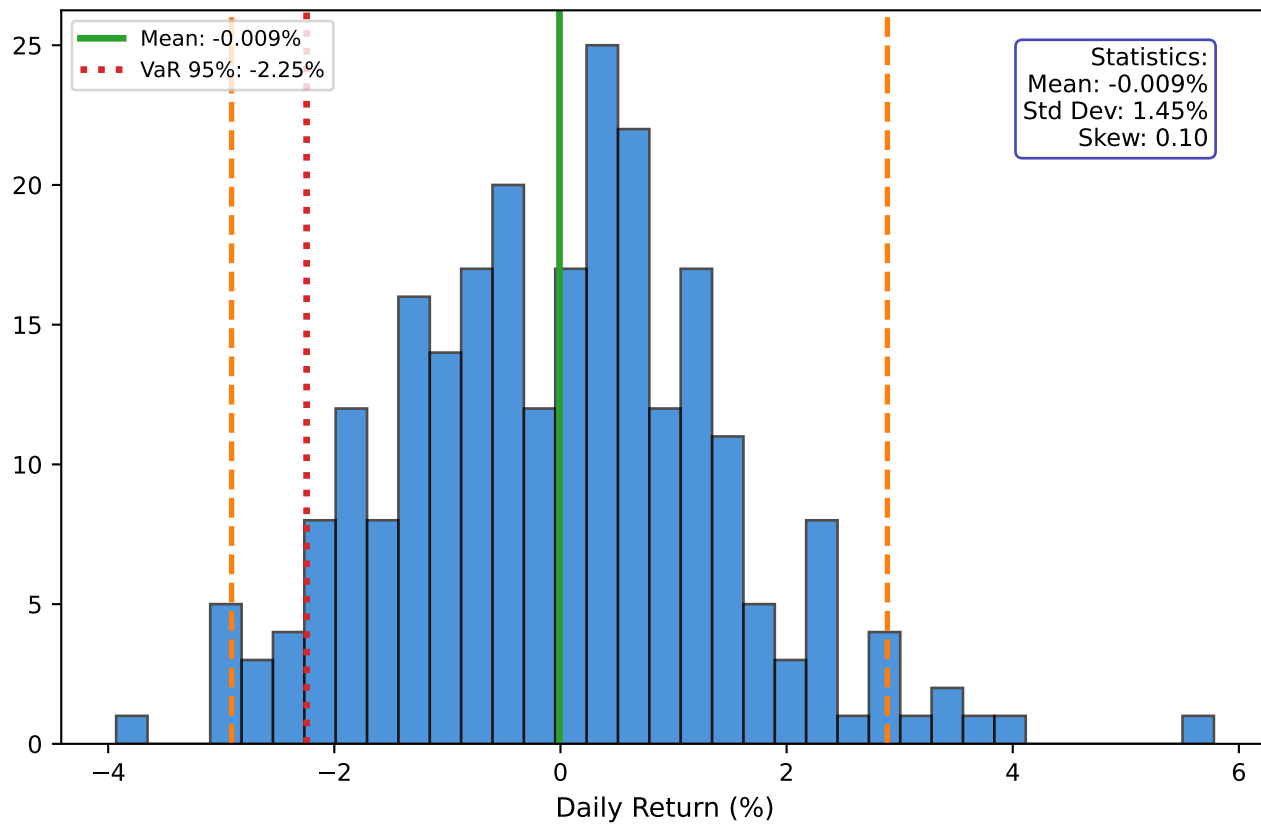
Region Highlights + Extremes

- Peak: $107
- Starting Price
- Trough: $82
- Bull Market
- Bear Market

Best Practices

ANNOTATION BEST PRACTICES

1. LABEL KEY POINTS
   - Peaks, troughs, inflection points
   - Events that caused changes
   - Target/threshold crossings

2. USE VISUAL HIERARCHY
   - Bold for most important
   - Arrows point to data
   - Color matches context (red=bad, green=good)

3. AVOID CLUTTER
   - Max 3-5 annotations per chart
   - Remove unnecessary labels
   - Use callout boxes sparingly

4. POSITION STRATEGICALLY
   - Don't overlap with data
   - Place near but not on point
   - Align consistently (left/right)

5. INCLUDE CONTEXT
   - "Why" not just "what"
   - Comparison to baseline
   - Time reference when needed