

# Clutter is Your Enemy

From "Storytelling with Data"

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# Introduction

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- Clutter in data visuals makes it harder to understand the key message.
- Focus on simplifying to make your data clear and effective.
- Chapter 3 teaches us how to eliminate clutter and highlight the important parts.

# What is Clutter?

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- Extra gridlines, too many labels, or overuse of colors.
- Unnecessary elements that distract from the message.
- Makes it harder for the audience to process the data.

# Clutter

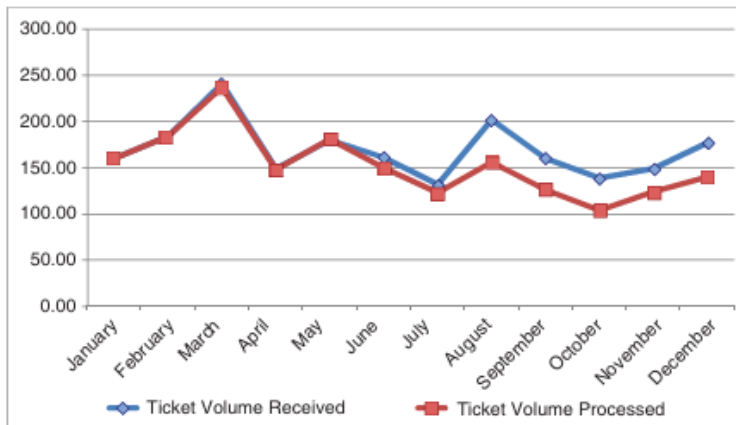
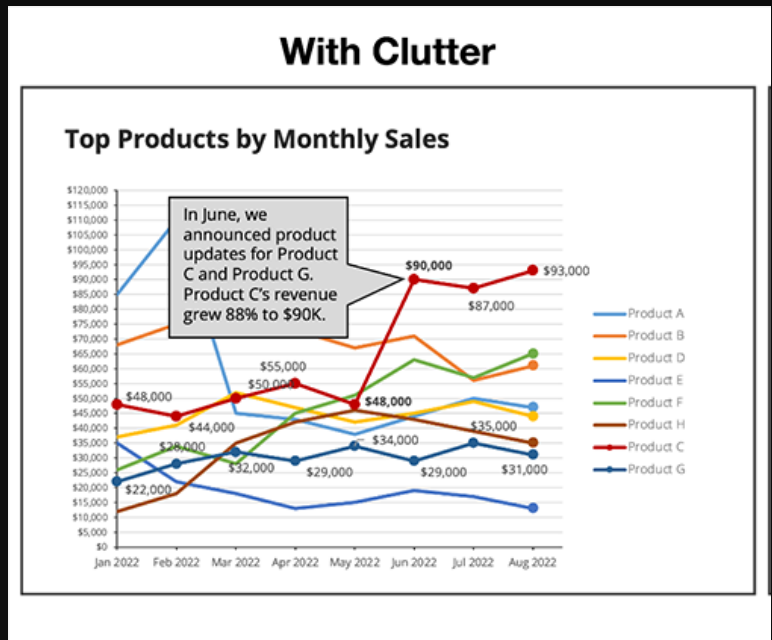


FIGURE 3.17 Original graph



# Strategies to Remove Clutter

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- Simplify Your Data: Only include data that supports your main point.
- Remove Non-Essential Elements: Get rid of gridlines, extra labels, and legends.
- Emphasize Important Data: Use color or size to highlight key information.

# Clear

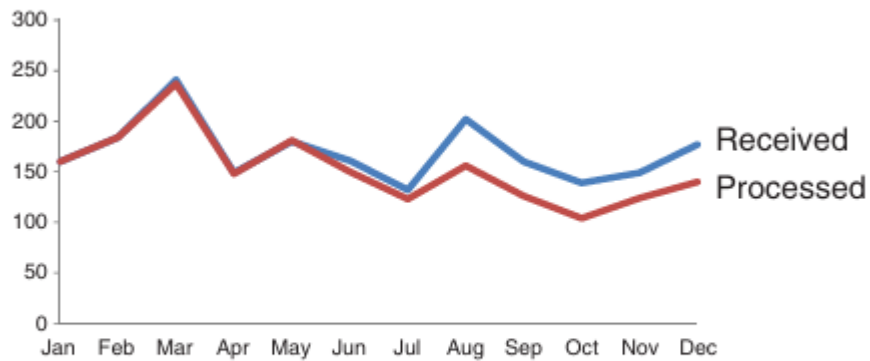
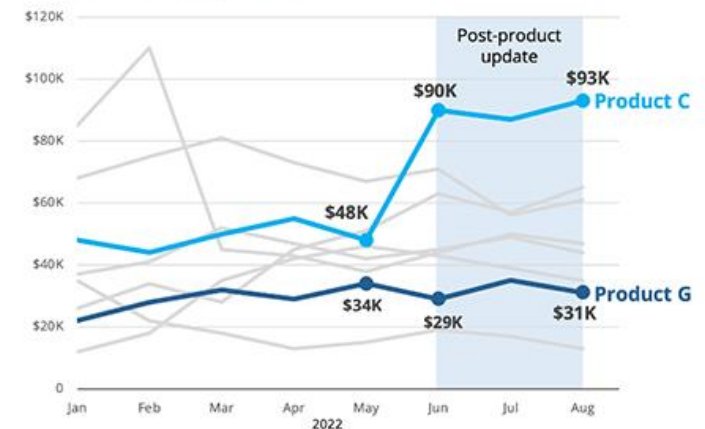


FIGURE 3.22 Label data directly

## Without Clutter

**Product C's update** drove a **\$90K sales increase (88%↑)** but **Product G's update** has slowed sales (7%↓)



# Key Takeaway

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- Less is more when it comes to data visuals.
- A clean, simple design makes your message clearer.
- The goal is to make it easy for your audience to understand the data.

# Conclusion

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- Clutter distracts, so simplify and focus.
- Apply these tips to create clear, powerful visuals.
- Remember: simplicity enhances storytelling!