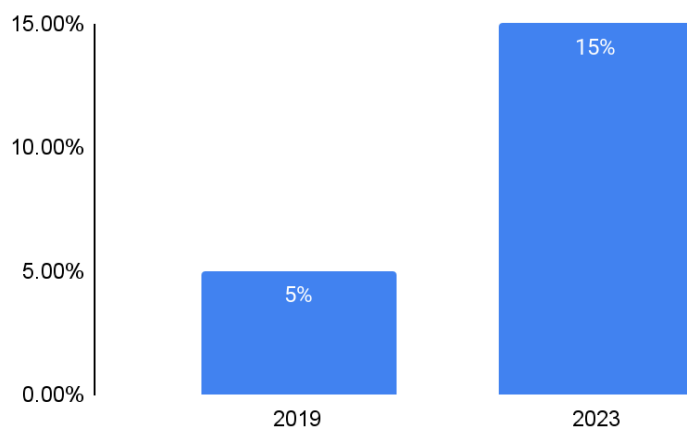## When Less is More: Using Simple Text for Data Presentation

Sometimes, the simplest way to share data is also the most effective. Using plain text or a card format can work better than a graph when you only need to communicate one or two numbers. This approach makes the message clear and easy to understand, avoiding unnecessary visuals that might confuse the audience.

Let's take this example.

Before:

Percentage of people who preferred to working remotely
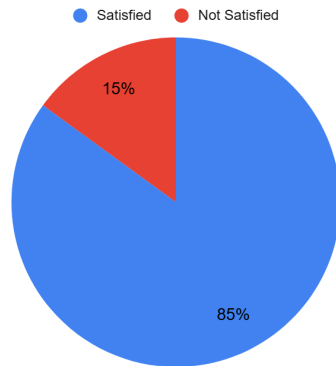
After:

15%

of people preferred
working remotely
in 2023, compared to **5%** in 2019.

This sentence gives a clear comparison. If you used a bar chart here, it might look nice, but it wouldn't make the point any clearer. It might even distract the reader, making them focus on the size of the bars rather than the actual difference between the percentages.

Here's another example:

Before:

Distribution of Employees Satisfaction Survey

● Satisfied ● Not Satisfied

15%

85%

After:

85%

of employees are
satisfied with their jobs.

This straightforward statement conveys the point. If you used a pie chart, it would take up more space and wouldn't add much value since there's no real need to show a visual breakdown of this data.

Why Use Text Instead of Charts?

- **Clarity**: Simple text makes it easier to understand small amounts of data without any distractions.
- **Saves Space**: Text takes up less room than a graph, especially when there's no need for extra visuals.
- **Focuses on Insights**: Highlighting key numbers with bold text or color helps readers focus on what's important.

Graphs are great for showing trends, relationships, or large datasets. But when you're working with just one or two numbers, they can be unnecessary. Instead of adding clarity, they might make the information harder to interpret.

The Key is Choosing What Works Best

Good data visualization isn't about using fancy tools; it's about communicating your insights. If your data is simple, don't overthink it—a well-written sentence might be all you need.

In future posts, we'll explore more ways to keep visualizations simple and effective. Whether you're working with large datasets or just a few key figures, we'll help you find the best way to share your data story. Stay tuned!