



Fundamentals of Visualization

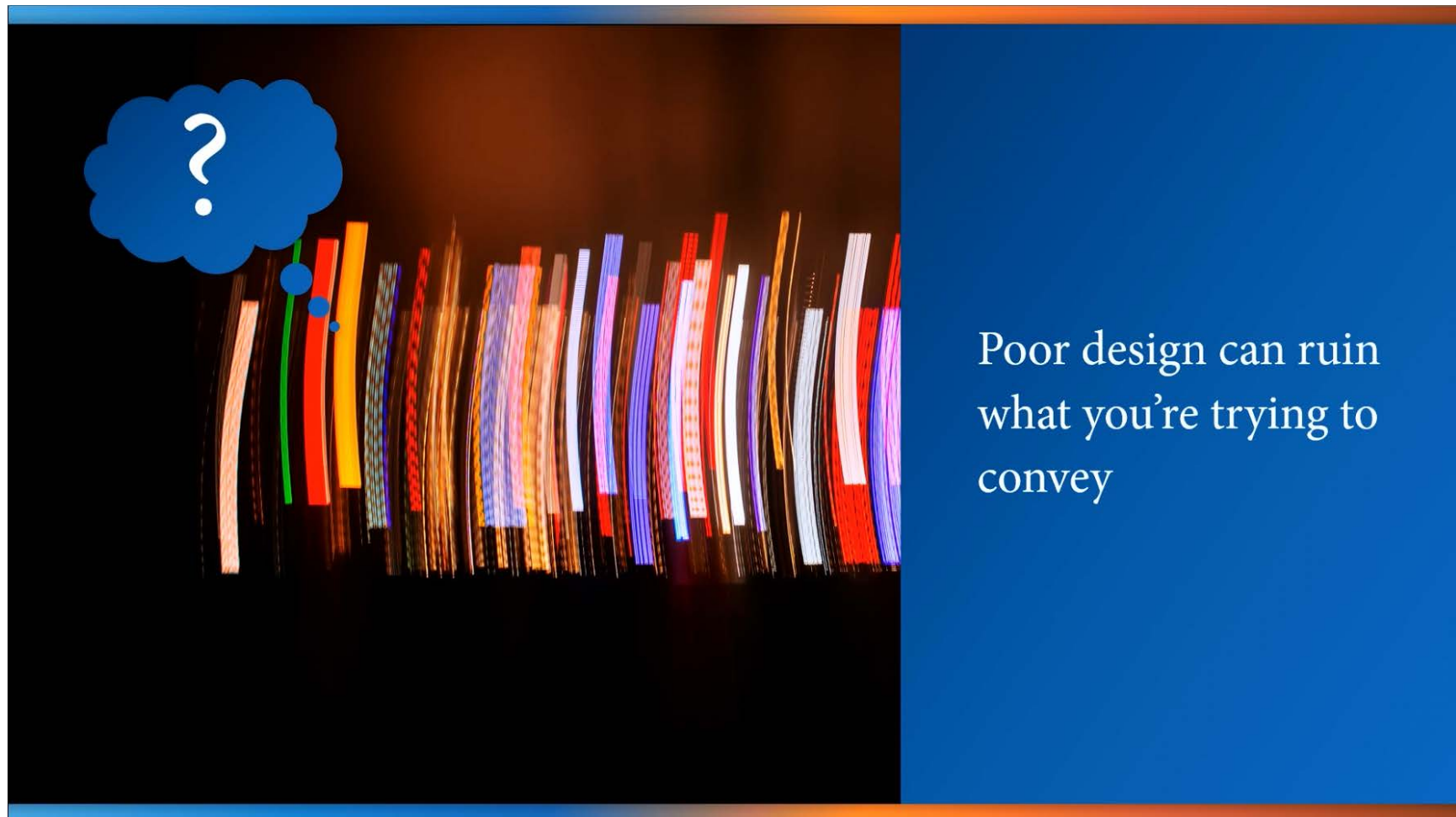
The “Who, What, and How” of Data Visualization

It's essential to be
well versed with
data you are
visualizing



Beauty means nothing unless you can explain why you visualized the data the way you did







What's the audience?

Boss or Colleague

Know their
expectations

Are you drafting a
series or is it the
final?



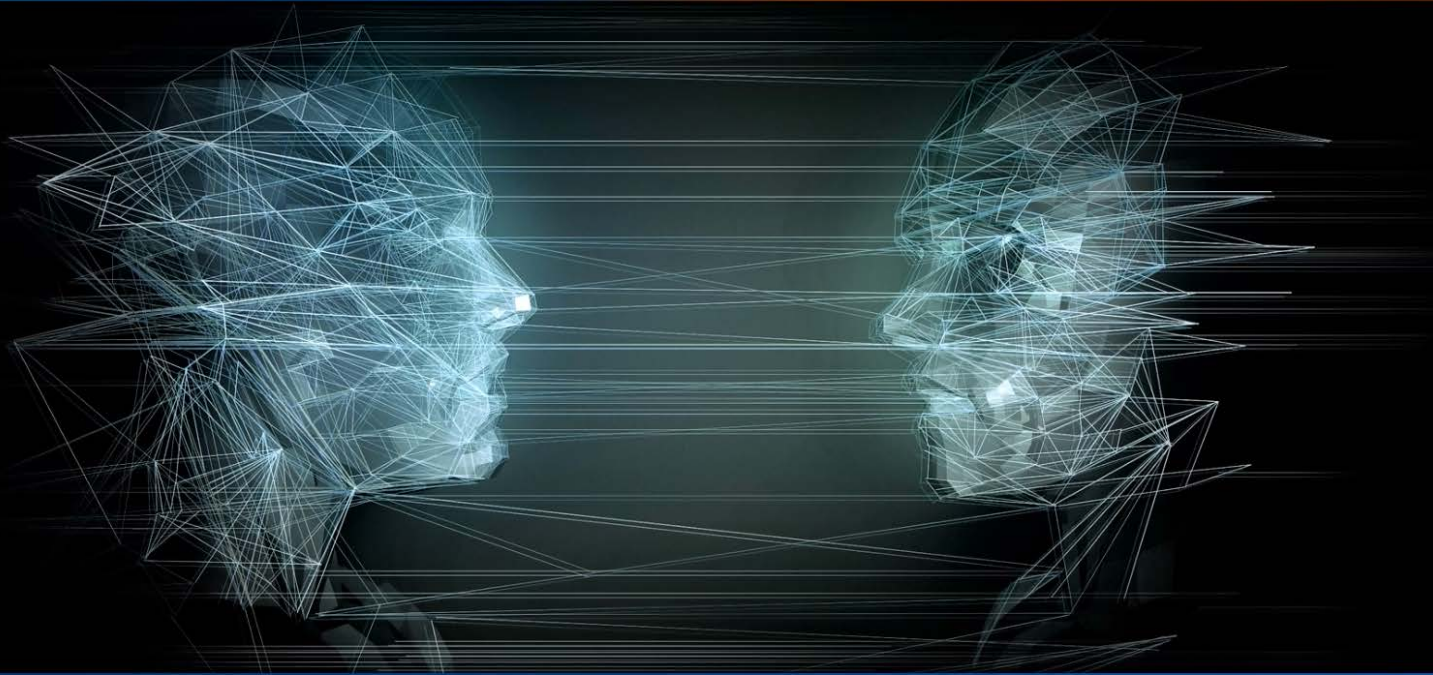


Committee

Are you a member
or a guest?

What do you need your audience to do?





How will you communicate to your audience?

Presentation

You'll have control
Don't include a lot of
detail

Document or Email

Include a lot of
detail
They will have
control

How will this happen?

