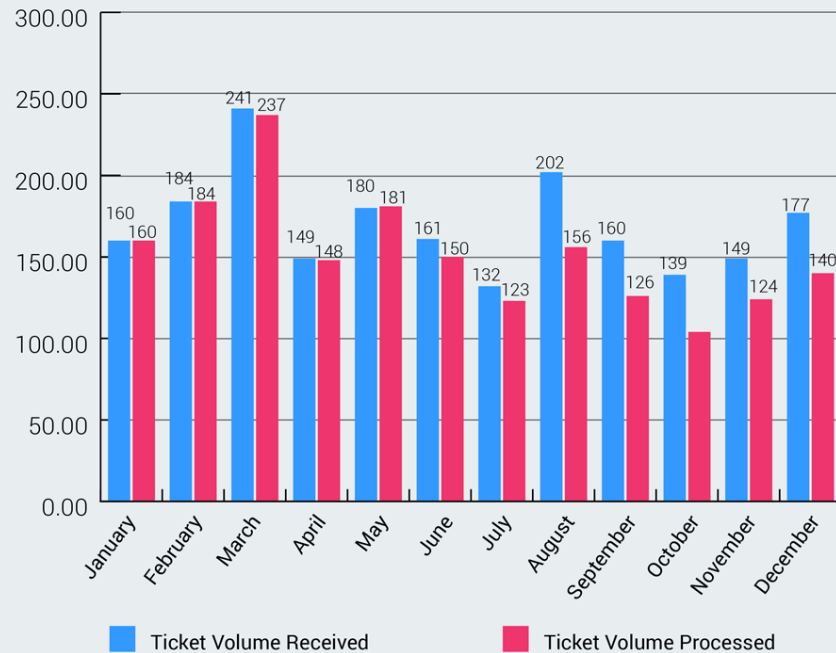


Antes y Después

TICKET TREND



Source: Storytelling With Data by Cole Nussbaumer Knaflic

Please approve the hire of 2 FTEs

to backfill those who quit in the past year

Ticket volume over time



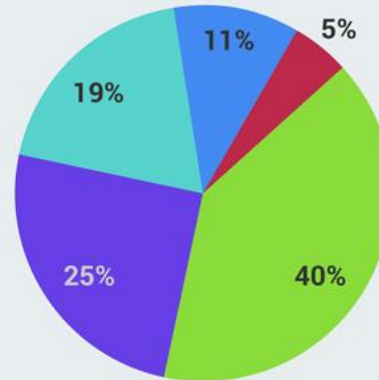
Source: Storytelling With Data by Cole Nussbaumer Knaflic

Antes y Después

Survey Results

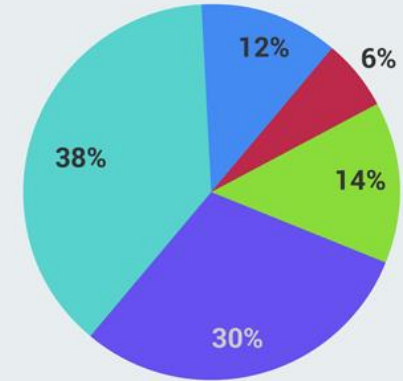
PRE: How do you feel about doing science?

Bored Not great OK Kind of interested Excited



POST: How do you feel about doing science?

Bored Not great OK Kind of interested Excited

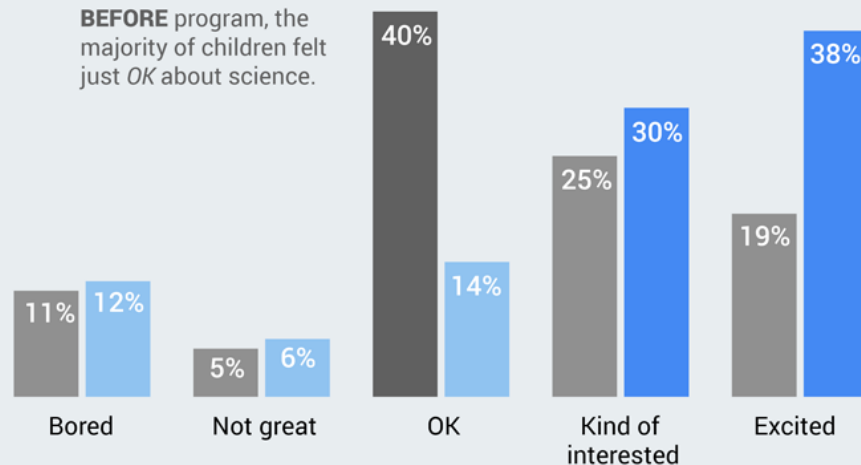


Source: Storytelling With Data by Cole Nussbaumer Knaflic

Pilot program was a success

How do you feel about science?

BEFORE program, the majority of children felt just *OK* about science.

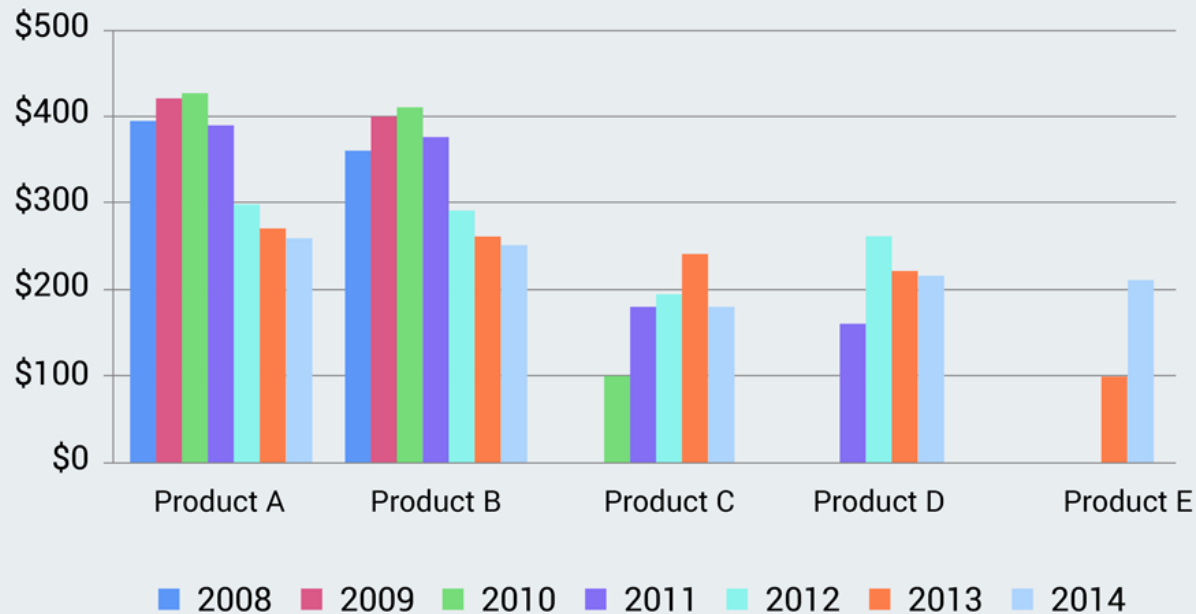


AFTER program, more children were *Kind of interested* & *Excited* about science.

Source: Storytelling With Data by Cole Nussbaumer Knaflic

Antes y Después

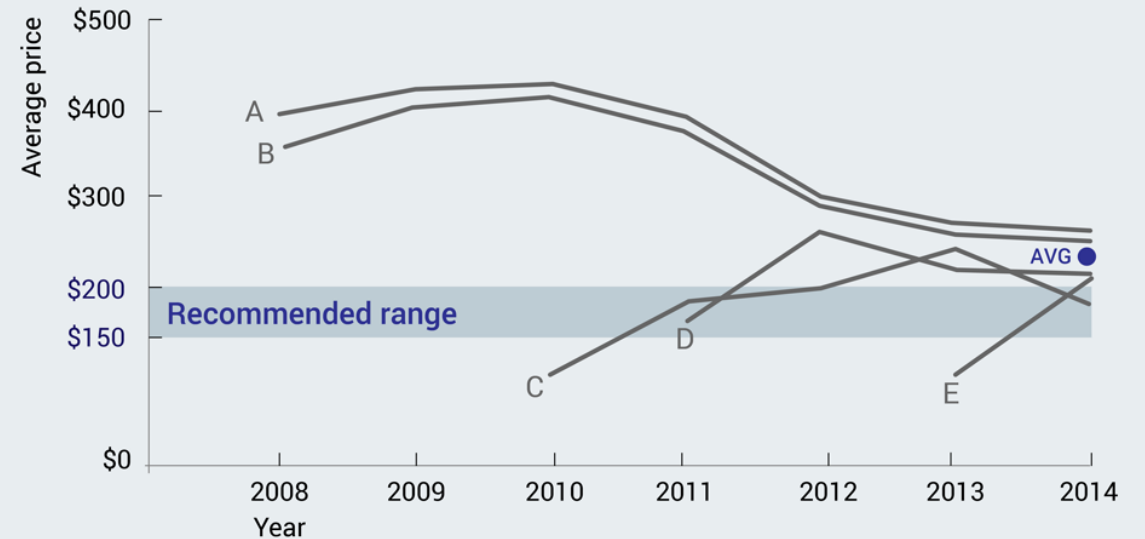
Average Retail Product Price per Year



Source: Storytelling With Data by Cole Nussbaumer Knaflic

To be competitive, we recommend introducing our product below the \$223 average price point in the **\$150-\$200 range**

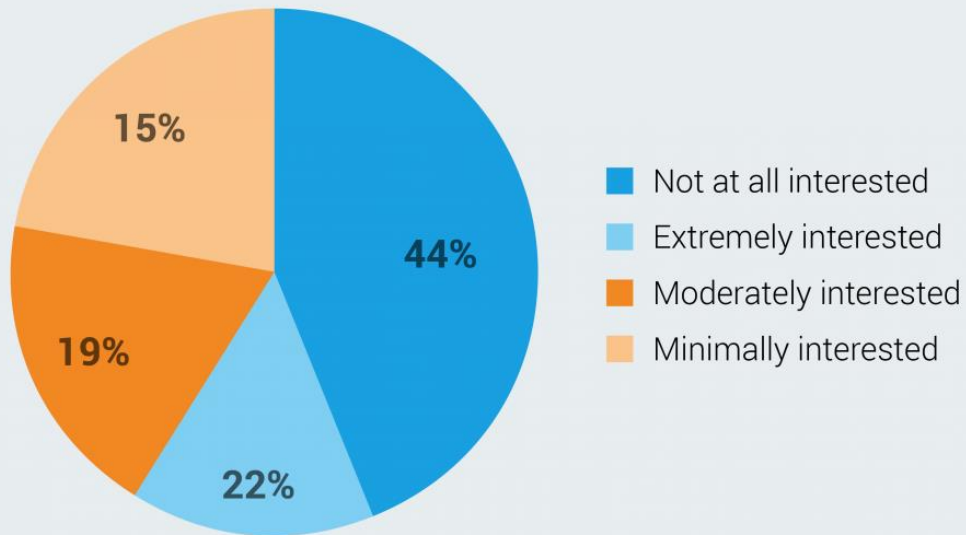
Retail price over time by product



Storytelling With Data by Cole Nussbaumer Knaflic

Antes y Después

HOW INTERESTED ARE YOU IN THIS PRODUCT?



Source: Good Charts by Harvard Business Review Press

HOW INTERESTED ARE YOU IN THIS PRODUCT?



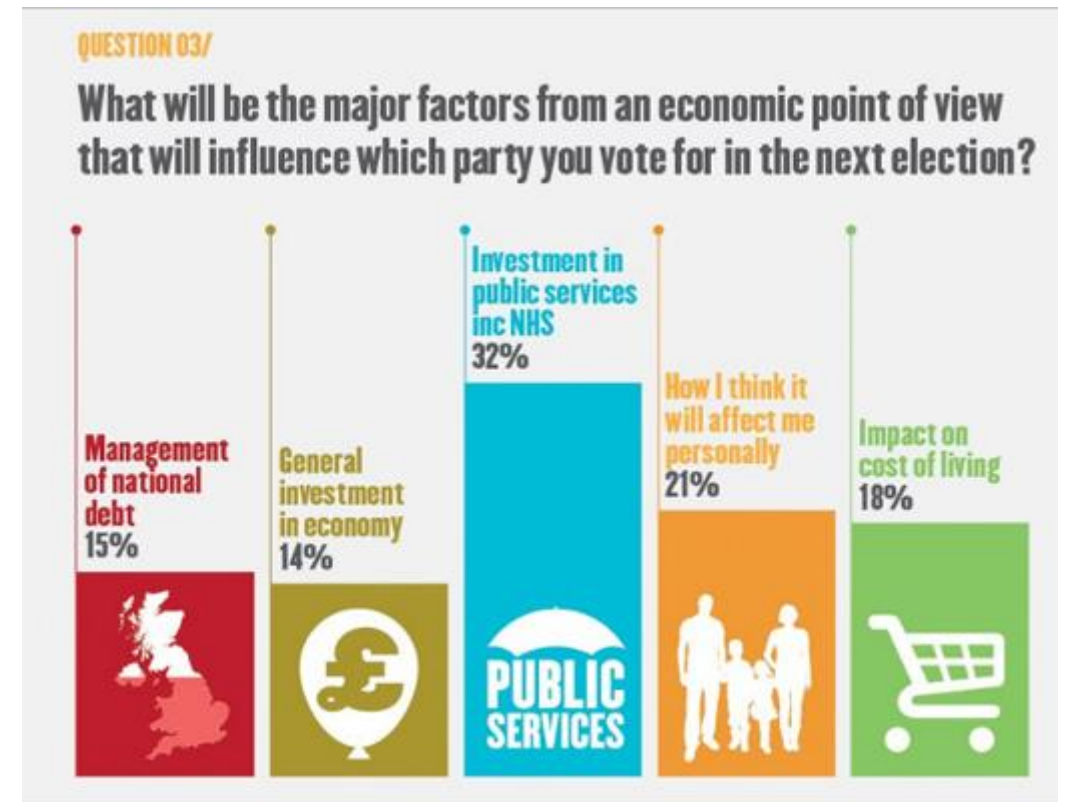
Source: Good Charts by Harvard Business Review Press

¡Usted no lo haga!

No suma!

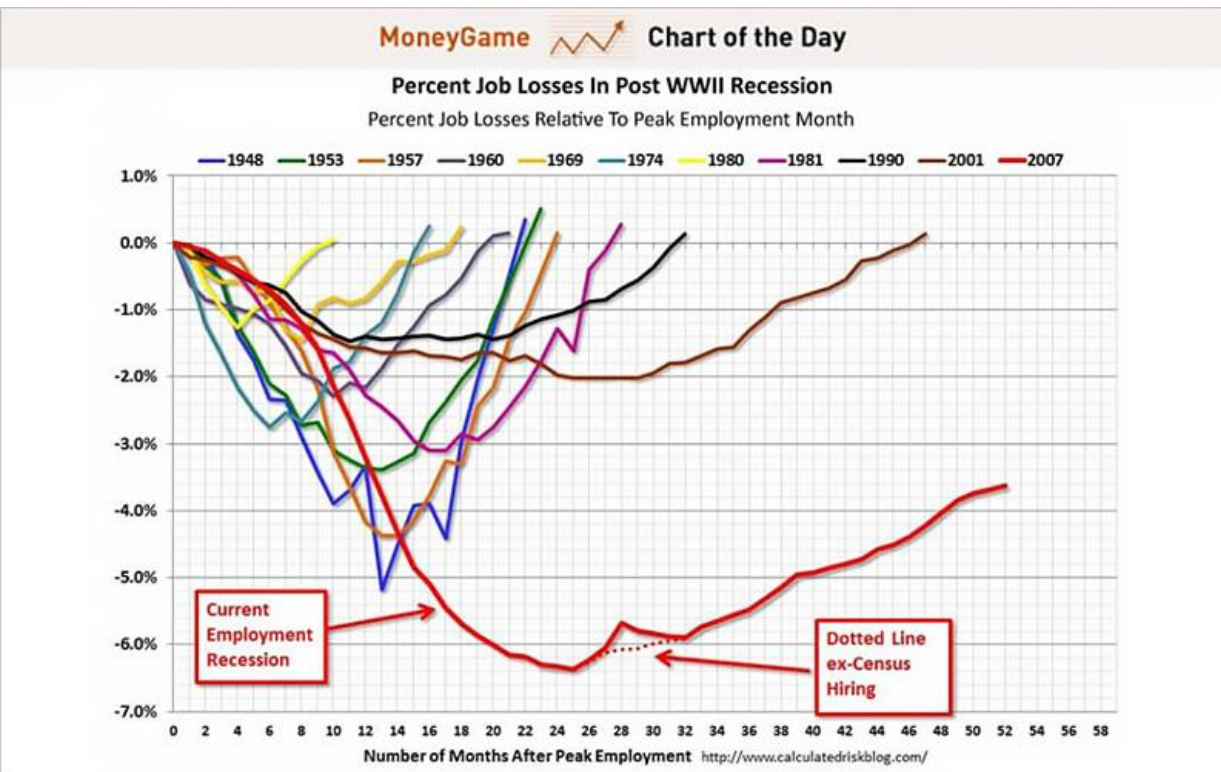


Usar el tipo de grafico correcto

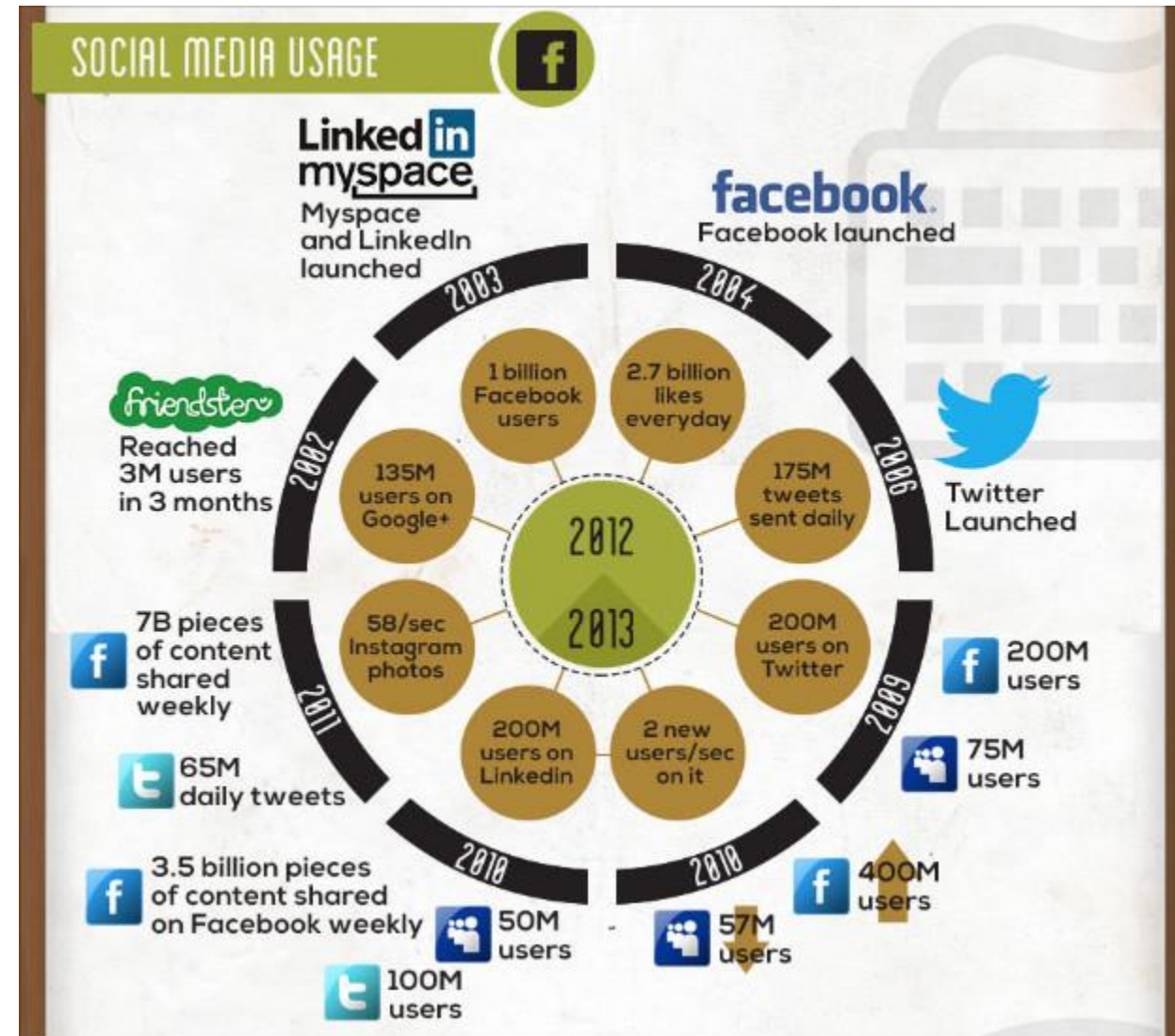


¡Usted no lo haga!

Demasiada información



Obligar al usuario a hacer trabajo extra

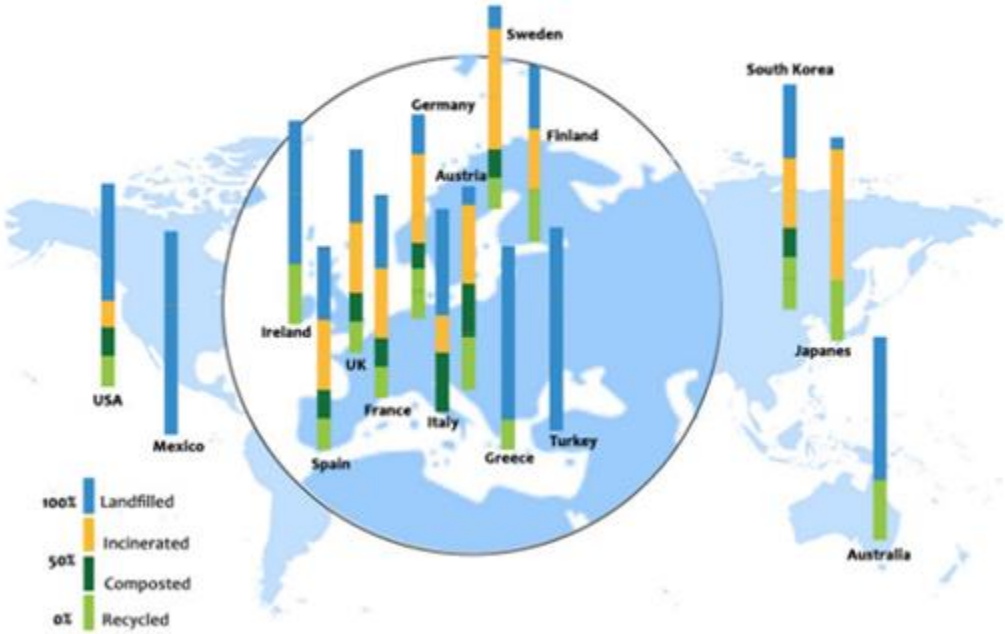


¡Usted no lo haga!

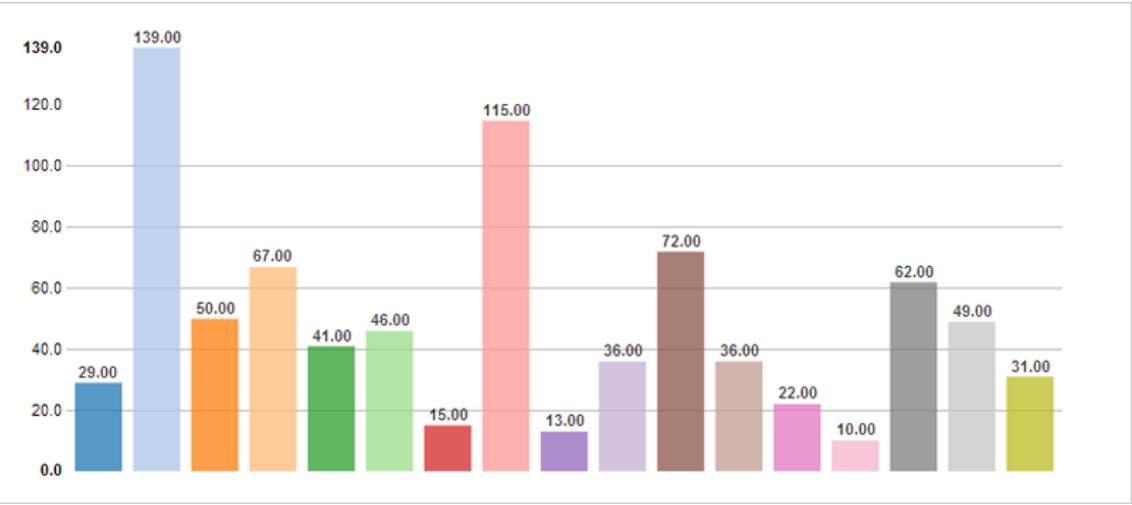
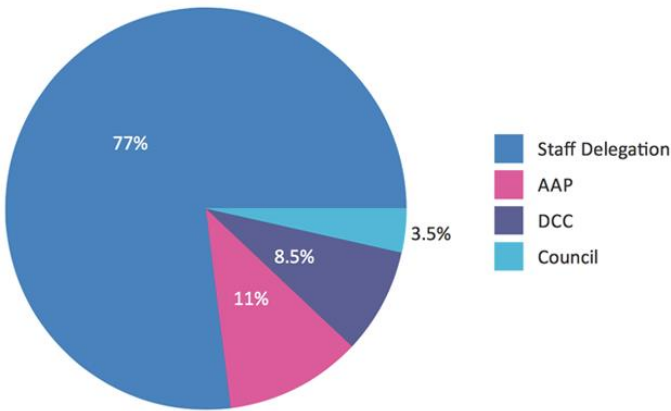
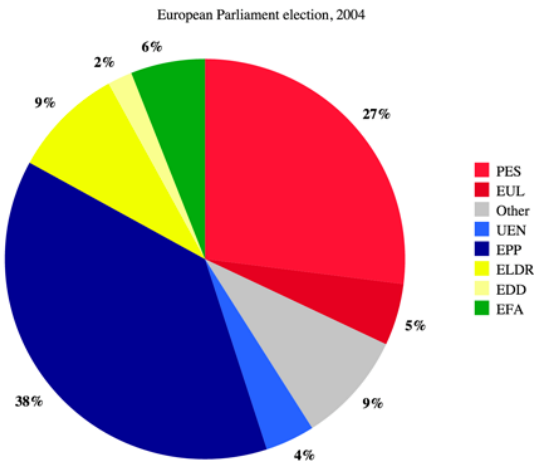
Comparaciones difíciles de entender

WASTE MANAGMENT & RECYCLING OF USA

How do different countries dispose of their waste?

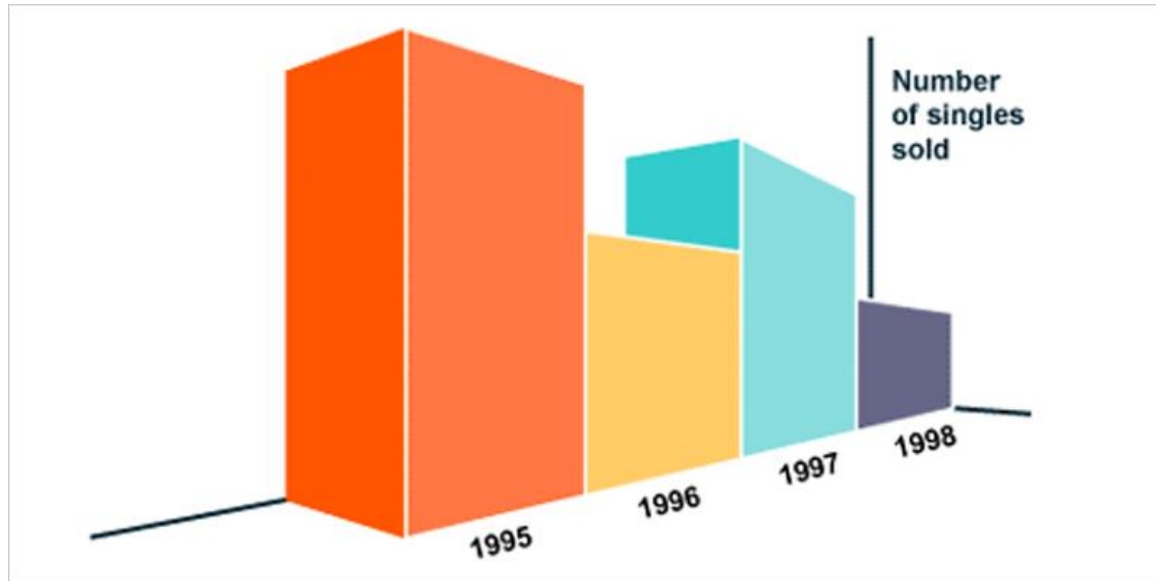


Ordenar datos de manera no intuitiva



¡Usted no lo haga!

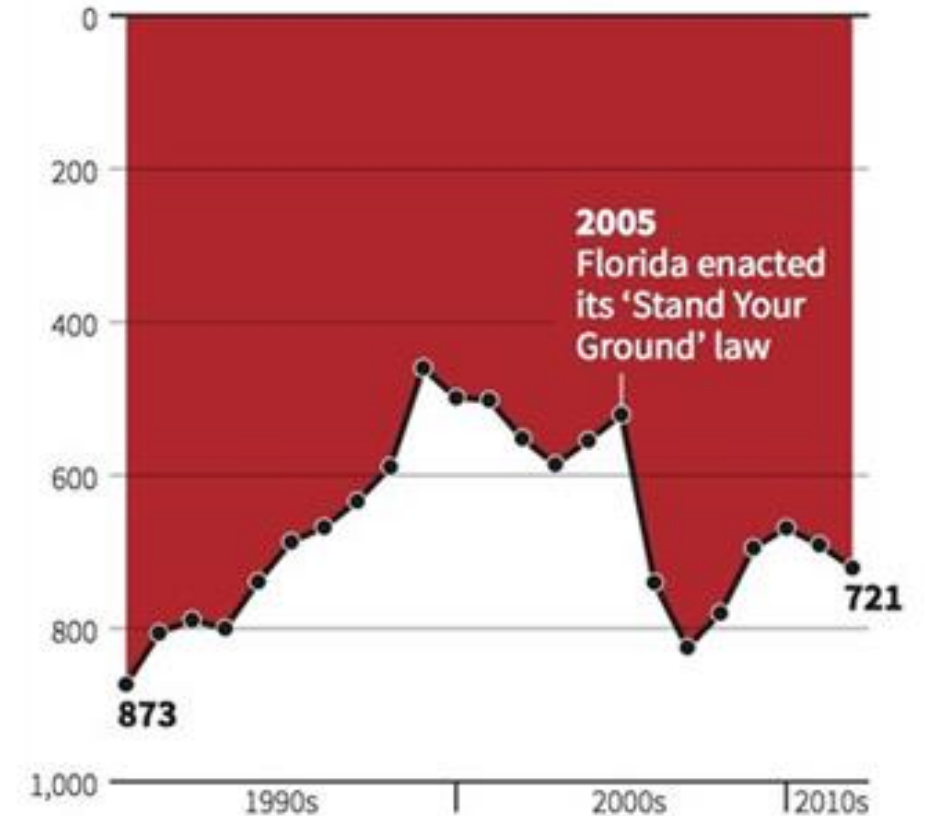
Mal interpretación de efectos 3D



Sobreesfuerzo en ser diferente

Gun deaths in Florida

Number of murders committed using firearms



Source: Florida Department of Law Enforcement

¡Usted no lo haga!

