

# Conceptualizing Visualizations and Reporting

# Create a Plan of Attack

- Pick a color scheme and stick with it!
- Tell a story with your data
  - What is your main message?
  - What findings are important?
  - What do you want others to care about?

# What do you need to tell your story?

- The data should hold the story – not your beliefs
- Look at the big picture
  - Write all your findings down in one place
- Are there specific results you need to highlight?
- How can you emphasize the appropriate data?

# Mix 'n Match your Tools

- Want to emphasize certain singular numbers or benchmarks?
  - Use an infographic-style format
- Need to demonstrate category frequencies?
  - Try a bar graph
- Categories differ by a second important categorical variable?
  - Tree maps 'R us

# Mix 'n Match your Tools

- Demonstrating a relationship between two variables?
  - Try a scatterplot or a heatmap of correlations
- Geographic differences?
  - Pop that bad boy into Tableau and map away!
- Get creative!

# Create an Framework First

- Begin with the end in mind
- Outline your slides with headers
- Split slides if you see too much content per slide

# Show, not Tell

- Someone who isn't paying attention well should be able to glance at your slide and get the message from it
- Graphs should be:
  - Simplified
  - Labeled
  - Highlighted to showcase the most important work
- Your slide headers should summarize the findings for that slide

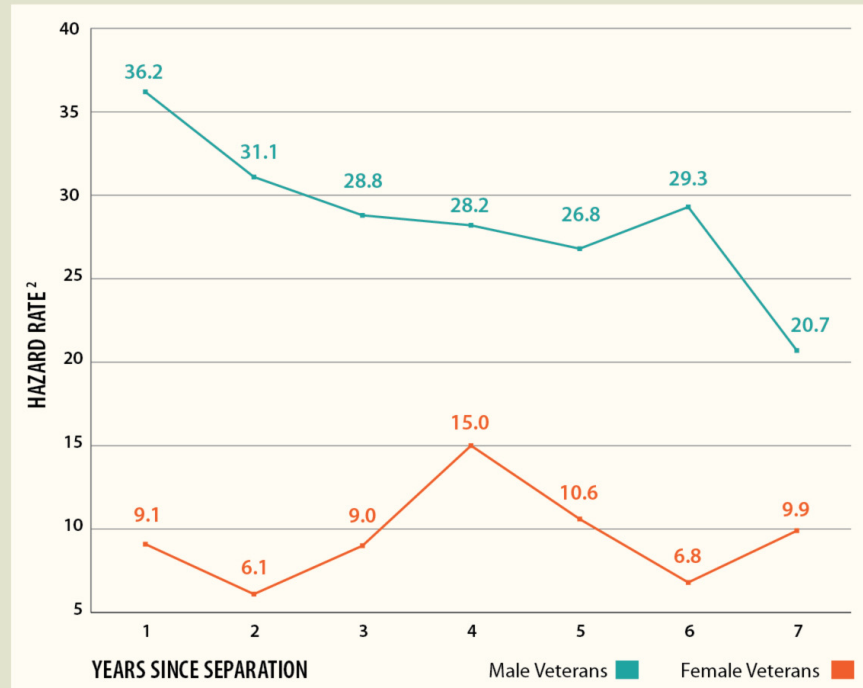
**An EXample**



# Male Veterans are More Likely to Commit Suicide

## RISK OF SUICIDE

BY NUMBER OF YEARS SINCE SEPARATION FROM MILITARY SERVICE:  
OEF/OIF VETERANS STRATIFIED BY GENDER<sup>1</sup>



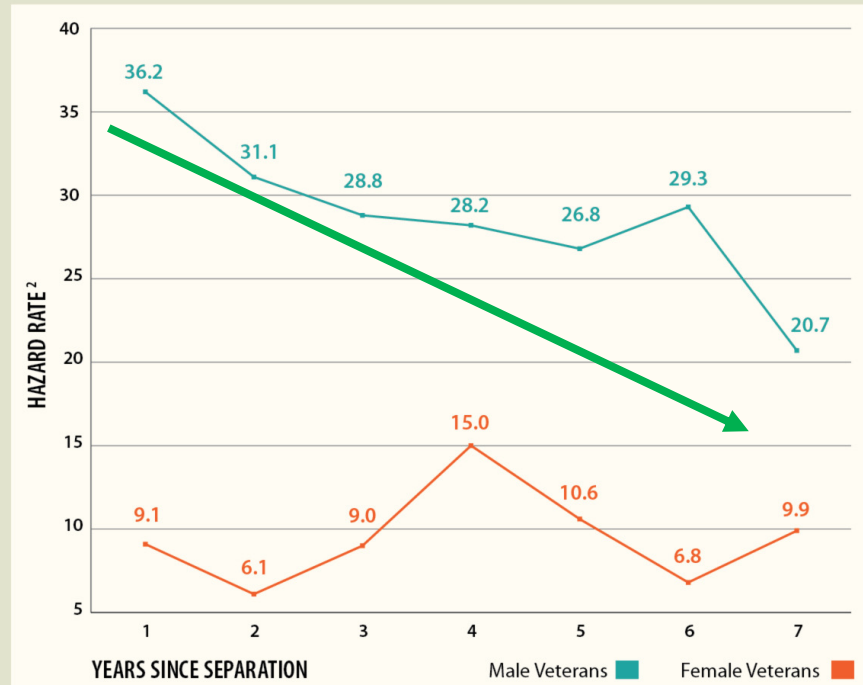
<sup>1</sup> Study calculations are not comparable to the general U.S. population.

<sup>2</sup> A hazard rate is used to approximate suicide risk over time. The hazard rate is per 100,000 Veterans alive at the beginning of the interval.

# But Male Risk Steadily Decreases over Time

## RISK OF SUICIDE

BY NUMBER OF YEARS SINCE SEPARATION FROM MILITARY SERVICE:  
OEF/OIF VETERANS STRATIFIED BY GENDER<sup>1</sup>



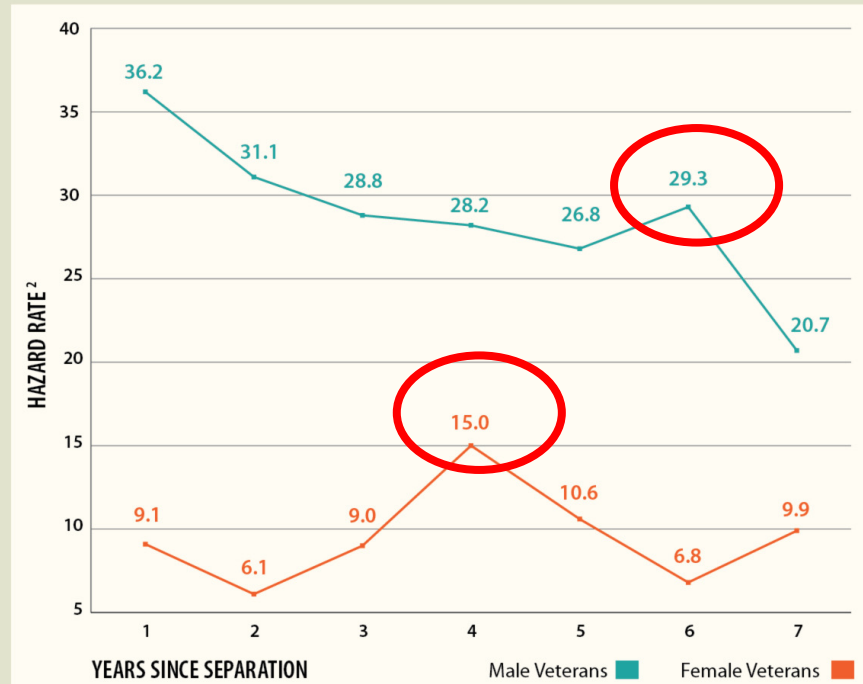
<sup>1</sup> Study calculations are not comparable to the general U.S. population.

<sup>2</sup> A hazard rate is used to approximate suicide risk over time. The hazard rate is per 100,000 Veterans alive at the beginning of the interval.

# What Happens in Year 4 and 6?

## RISK OF SUICIDE

BY NUMBER OF YEARS SINCE SEPARATION FROM MILITARY SERVICE:  
OEF/OIF VETERANS STRATIFIED BY GENDER<sup>1</sup>



<sup>1</sup> Study calculations are not comparable to the general U.S. population.

<sup>2</sup> A hazard rate is used to approximate suicide risk over time. The hazard rate is per 100,000 Veterans alive at the beginning of the interval.

# Design Principles

- Bullet points
- No complete sentences
- Large enough font (at least size 14)
- Clearly readable text and graphics

Questions?