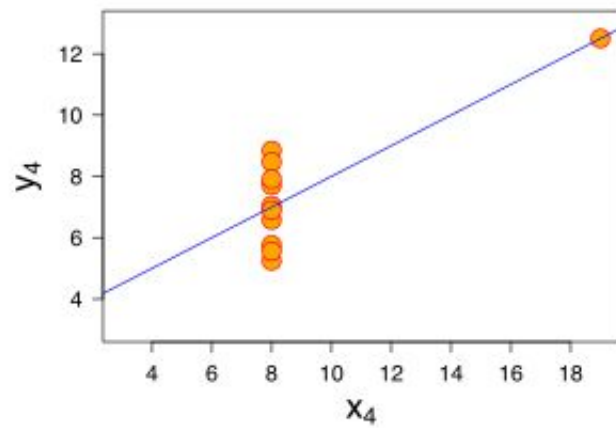
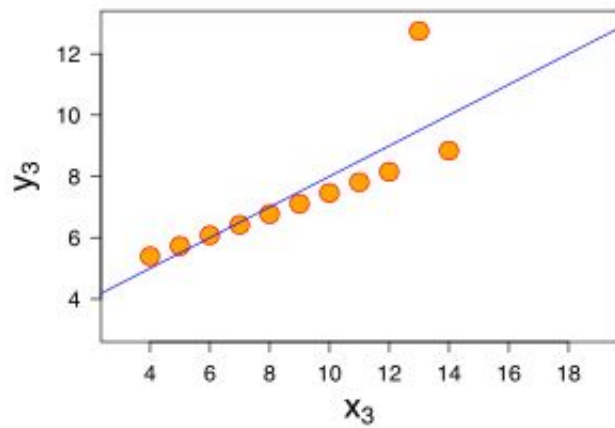
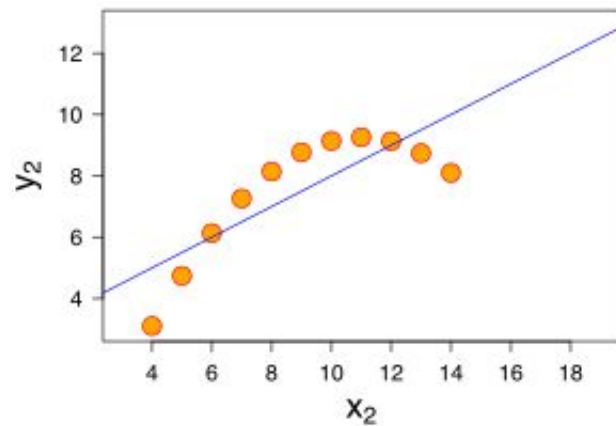
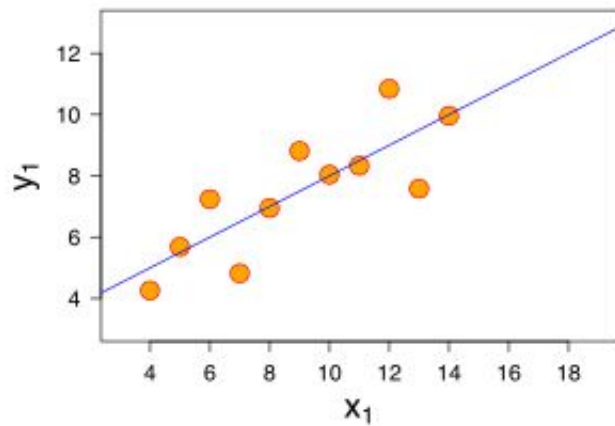


DataViz - Intro



Week 02 - Day 03



**2 minutes
on theory**

Length



Slope



Angle



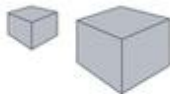
Length (aligned)



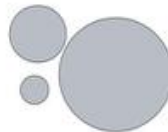
Color hue



Volume



Area



Color intensity



Accurate

Length (aligned)



Length



Slope



Angle



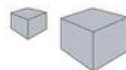
Area



Color intensity



Volume

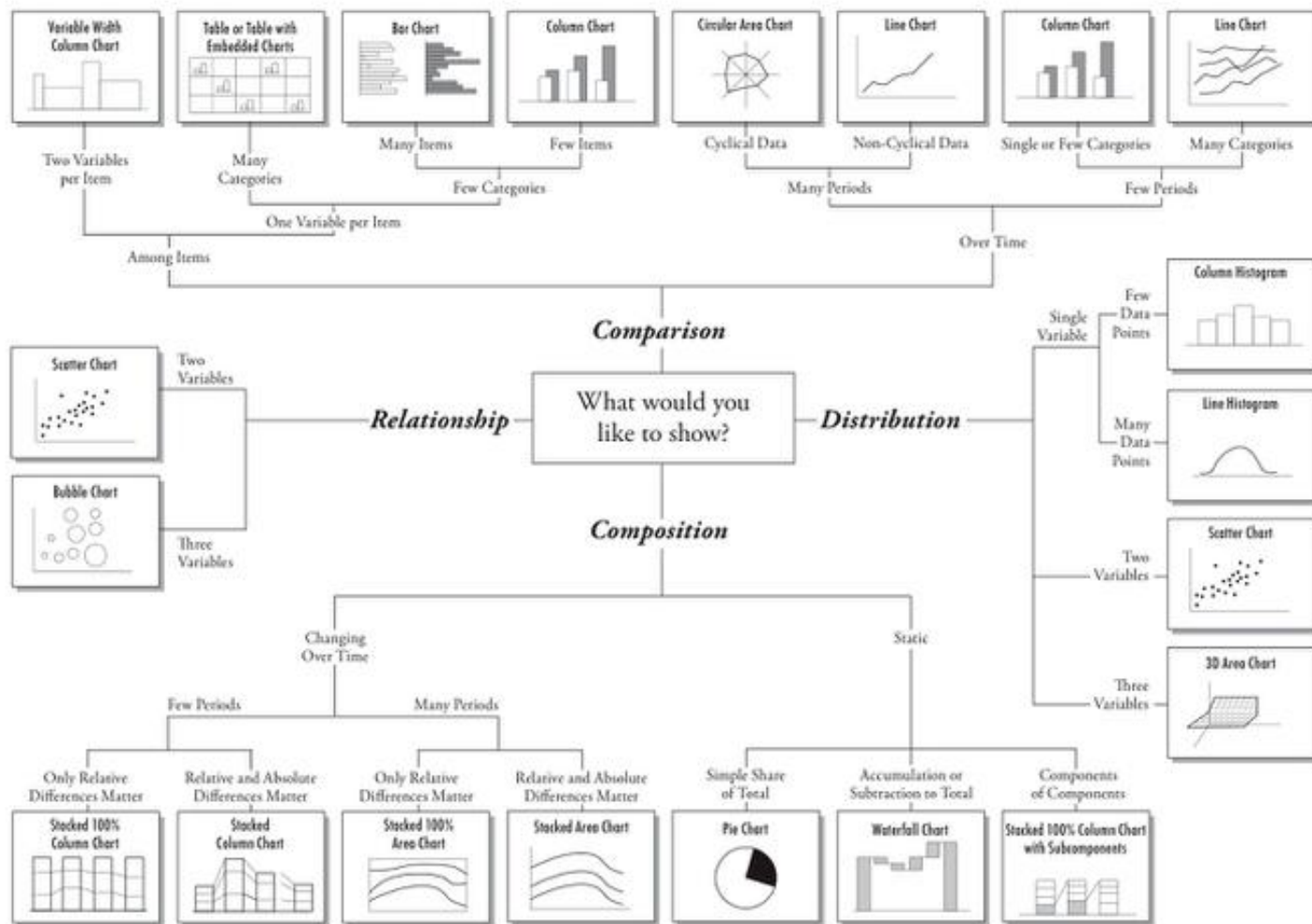


Generic

Color hue



Chart Suggestions—A Thought-Starter



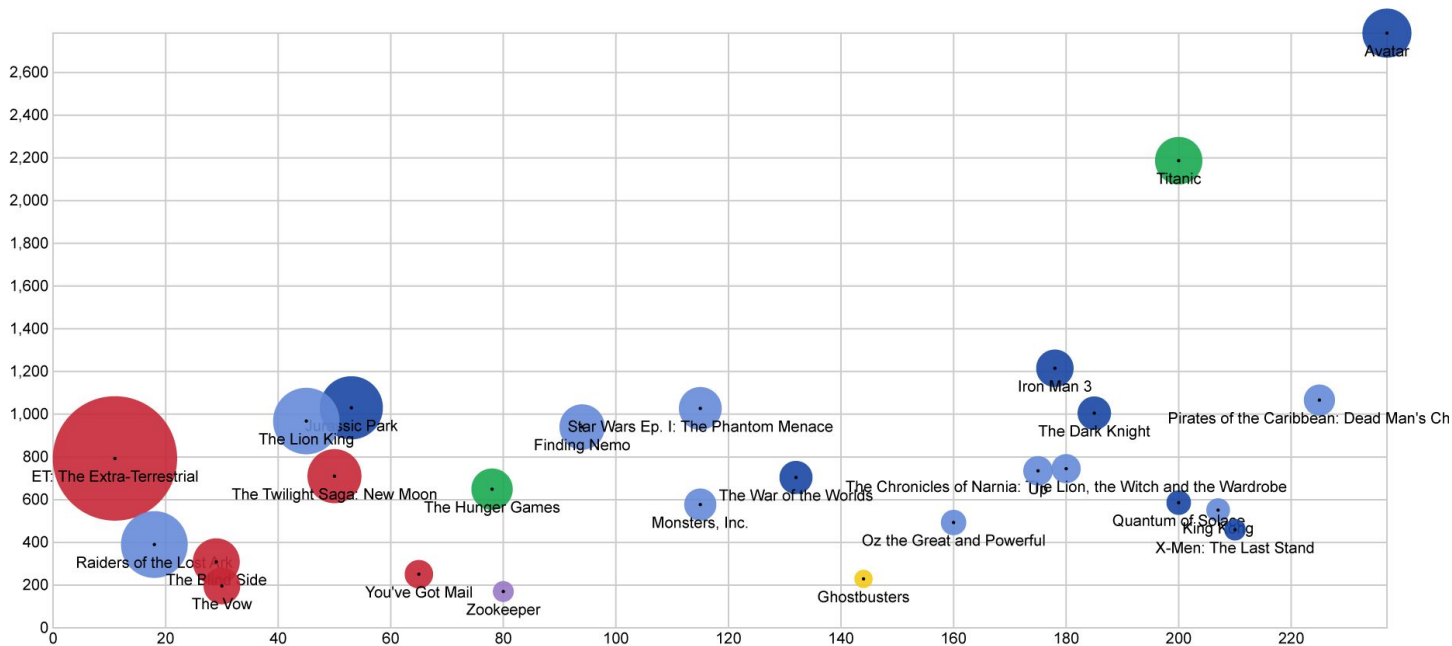
When presenting

Understand your audience
(technical, non technical, mkt, etc.)

What are the 2-3 things
you want them to remember

Most common errors

No labels for the axis

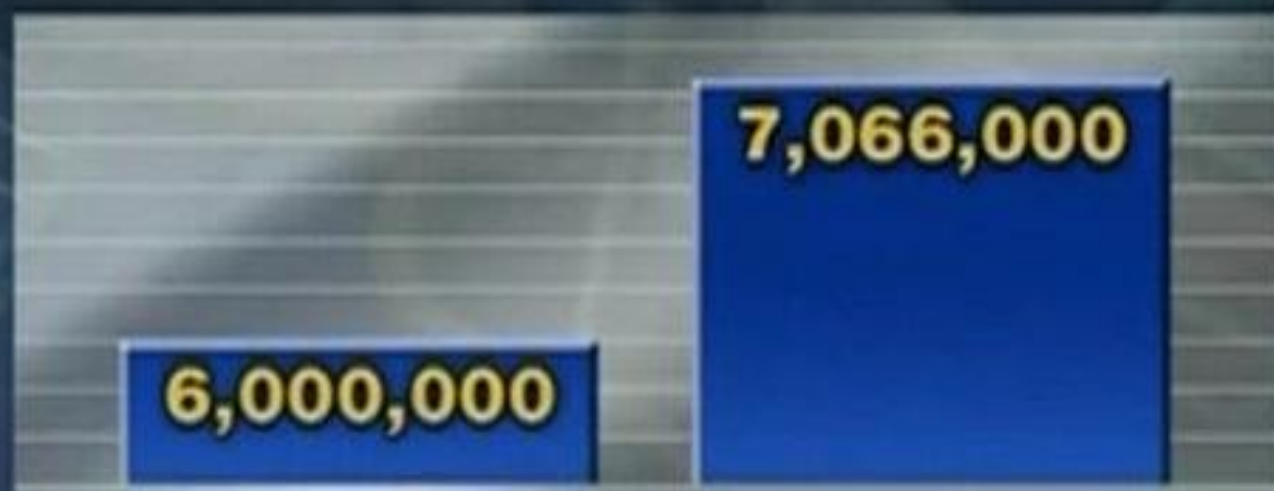


No titles



Font is too small

OBAMACARE ENROLLMENT



AS OF
MARCH 27

MARCH 31
GOAL

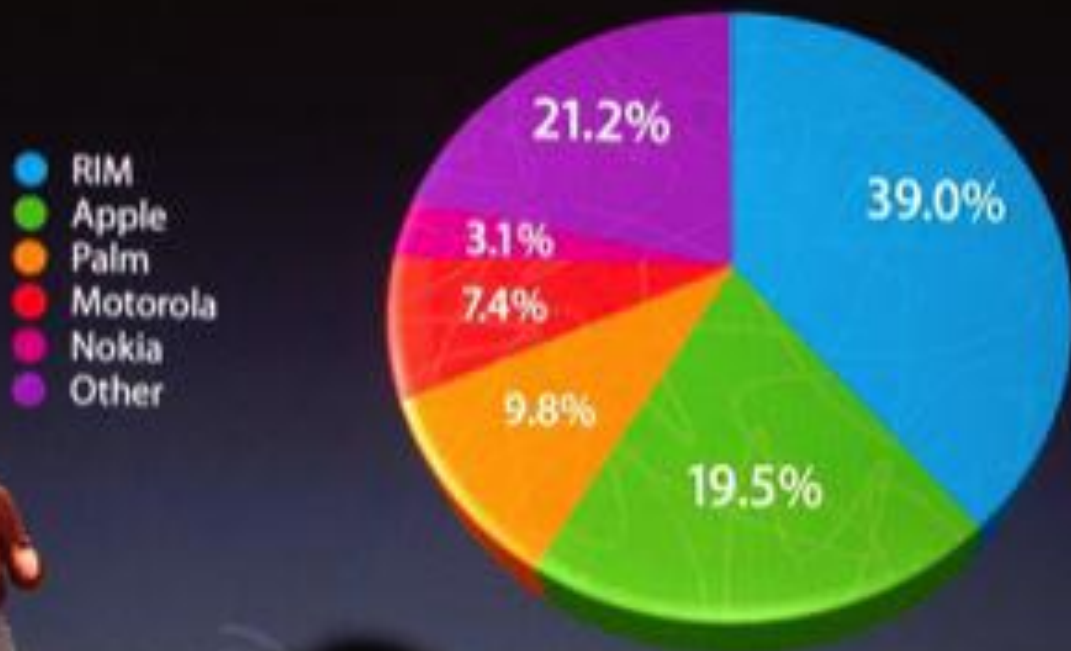
SOURCE: HHS



mediamatters.org

E IN SECOND PLACE WITH \$26.5 MIL. WHILE "MUPP" DOW FULT 16.325.00

U.S. SmartPhone Marketshare



Gartner for

THERE ARE TWO TYPES OF PEOPLE:



■ People who hate
the sound of their
own voice

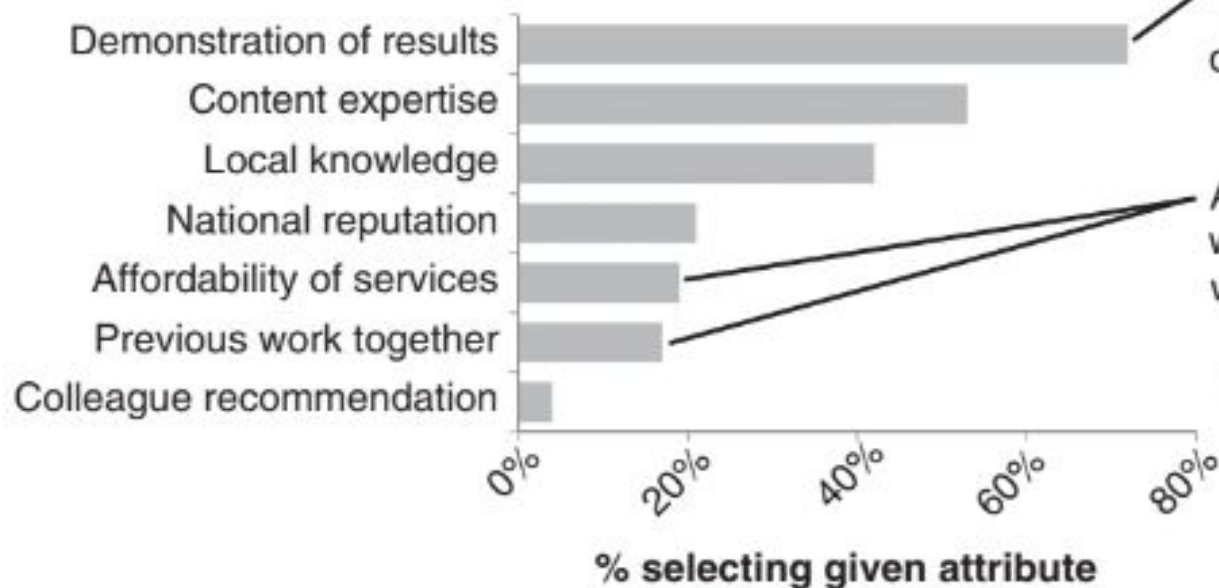
■ Morgan Freeman

Cool...but what's your point?!



Demonstrating effectiveness is most important consideration when selecting a provider

In general, what attributes are the most important to you in selecting a service provider?
(Choose up to 3)



Survey shows that demonstration of results is the single most important dimension when choosing a service provider.

Affordability and experience working together previously, which were hypothesized to be very important in the decision making process, were both cited less frequently as important attributes.

There are no values here!

