



## Recap

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In this lesson, we learned

1. How to build data visualizations for **explanatory** purposes.
2. How **visual encodings** impact our abilities as humans to accurately perceive that information.
3. How **chart junk** distracts from the message - maximize your data-ink ratio.
4. How to calculate **lie factors** and the importance of **design integrity**.
5. How to use more **advanced design features** like color, shape, and size - make sure these are truly enhancing your message!
6. The importance of **story telling** in communicating with data.

### Looking Ahead - Using Tableau

In the next lessons you will learn to use Tableau, which will allow you to build very complex visualizations. Much of what you build with Tableau in practice will allow for you and other users to **explore** the data. When you find an insight using Tableau, it is important to use the techniques highlighted in this lesson to communicate your insights as this is **explanatory** in nature!

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