



Dissecting model visuals

Knaflig Chapter 6

Agenda

Model Visual **#1**: Line graph

Model Visual **#2**: Actual vs forecasted Annual Sales - Line graph

Model Visual **#3**: 100% stacked bars

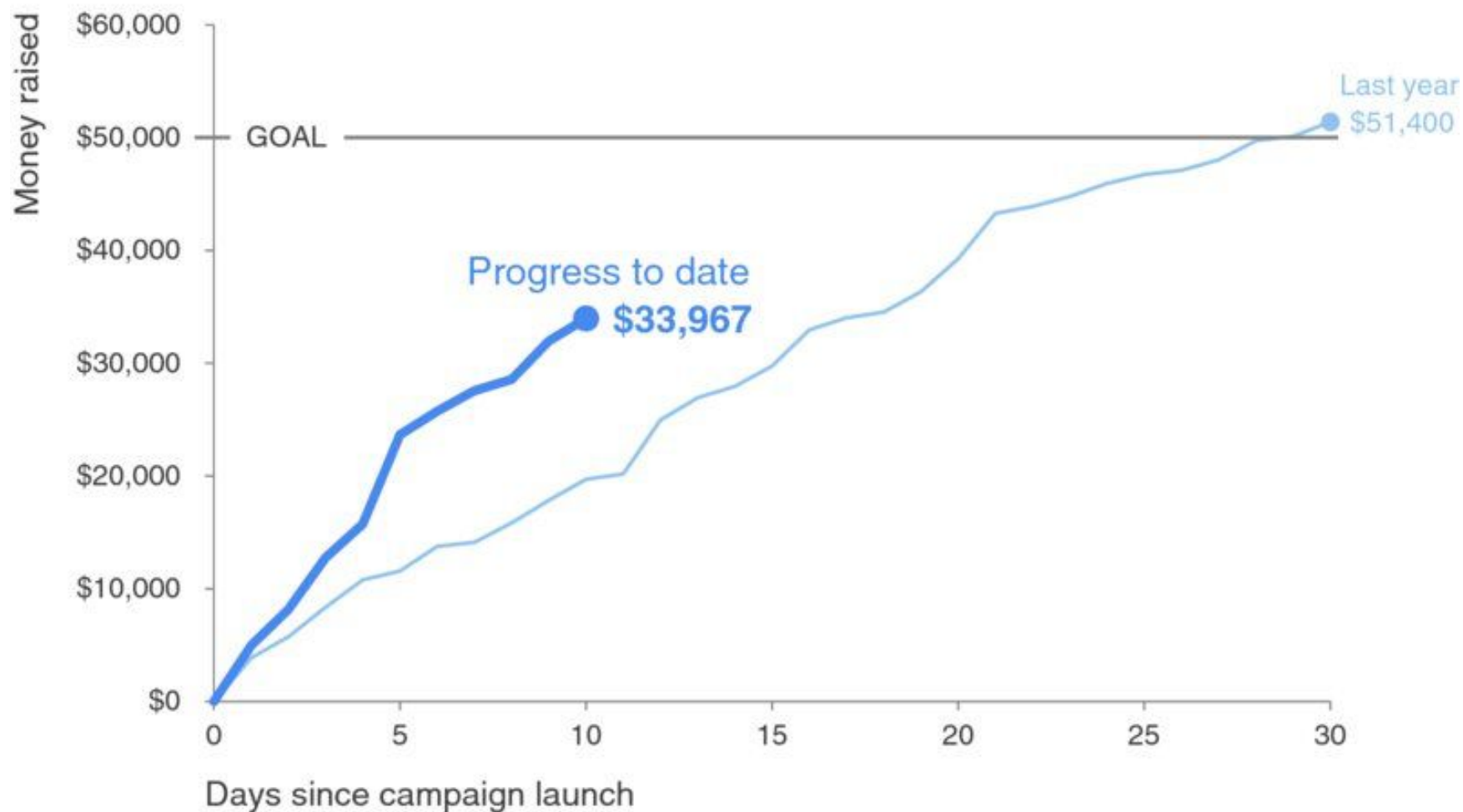
Model Visual **#4**: Positive and negative stacked bars

Model Visual **#5**: Horizontal stacked bars

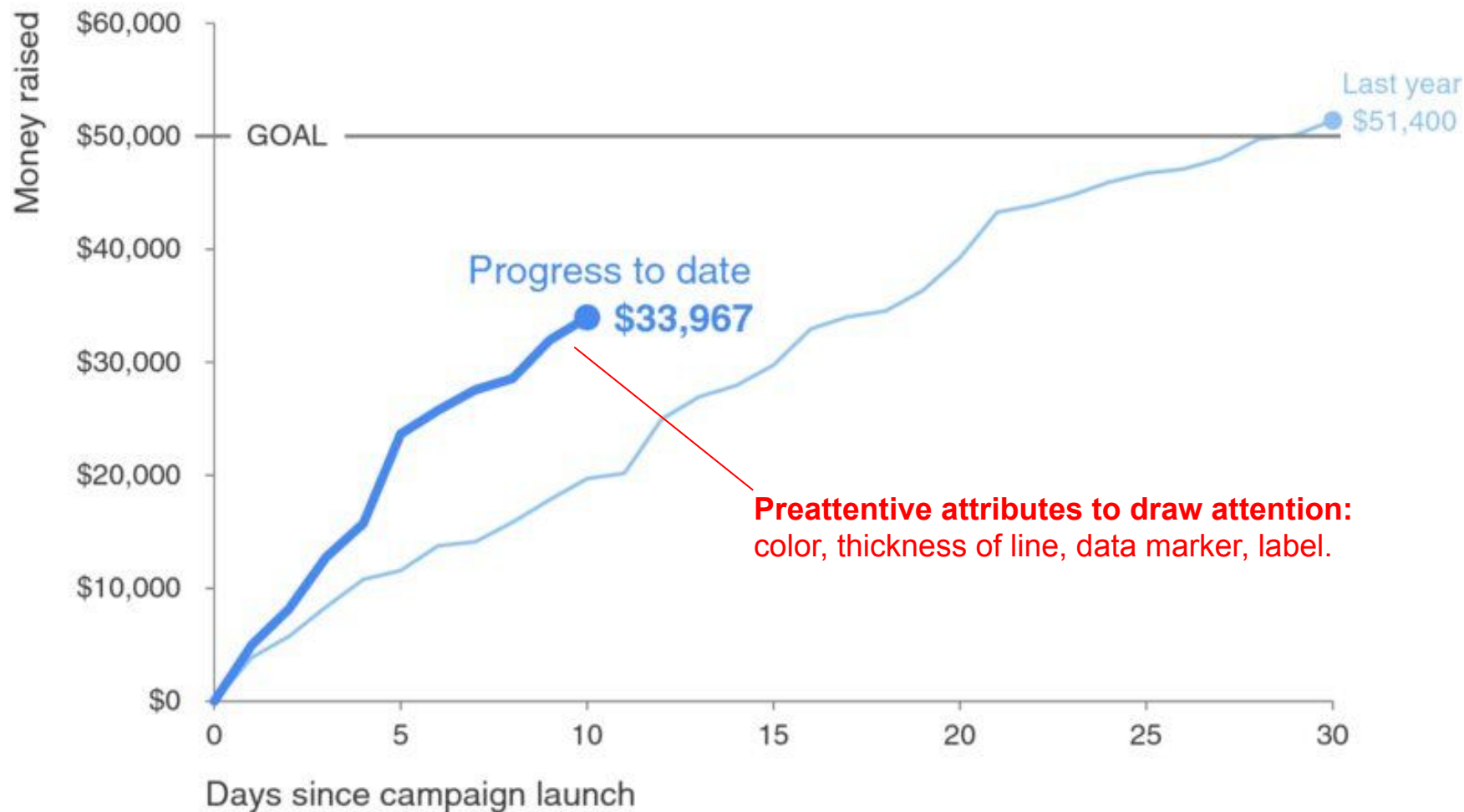


#1. Month-long “giving campaign”.

Annual giving campaign progress



Annual giving campaign progress





#2. Actual & Forecast.

Sales over time



Data source: Sales Dashboard; annual figures are as of 12/31 of the given year.

*Use this footnote to explain what is driving the 10% annual growth forecast assumption.

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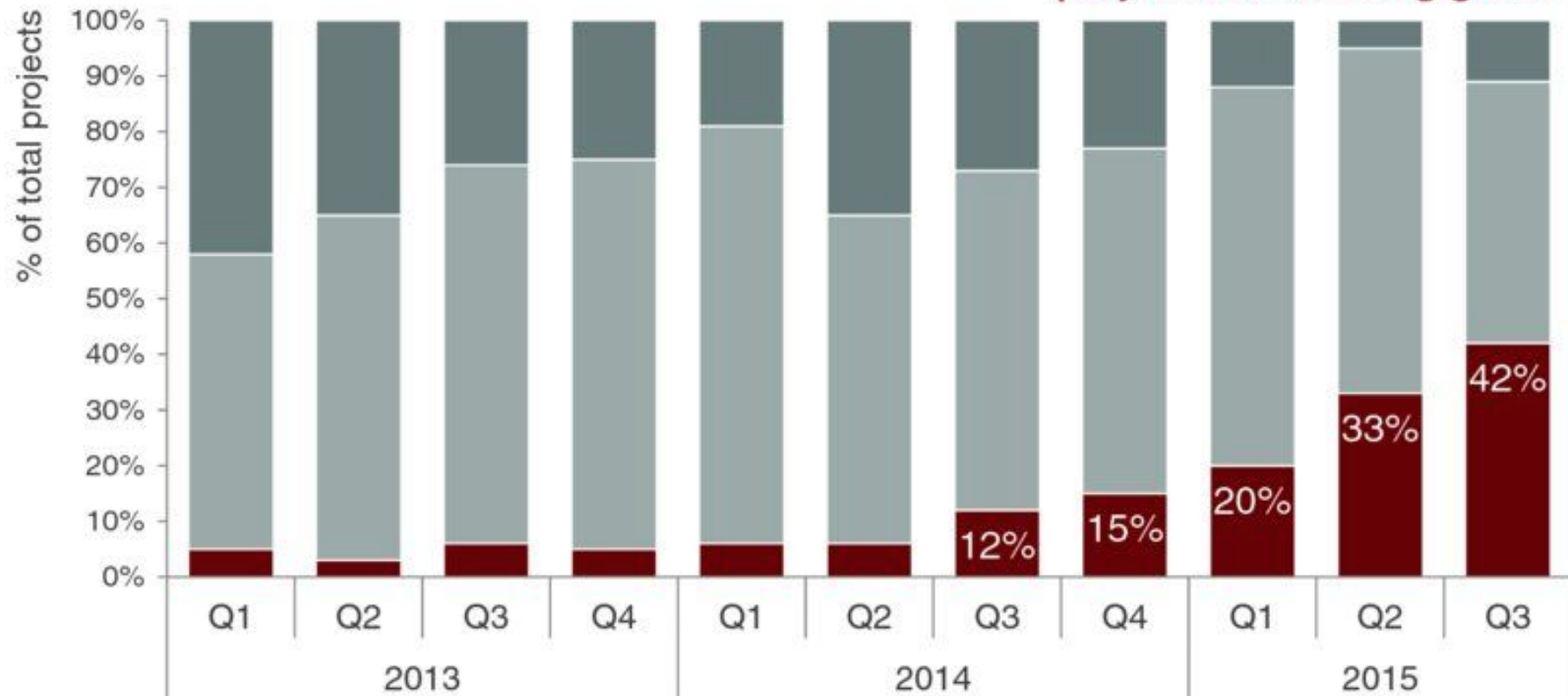


#3. 100% stacked bars.

Goal attainment over time

■ Miss ■ Meet ■ Exceed

As of Q3 2015, **more than 1/3 of projects are missing goals**



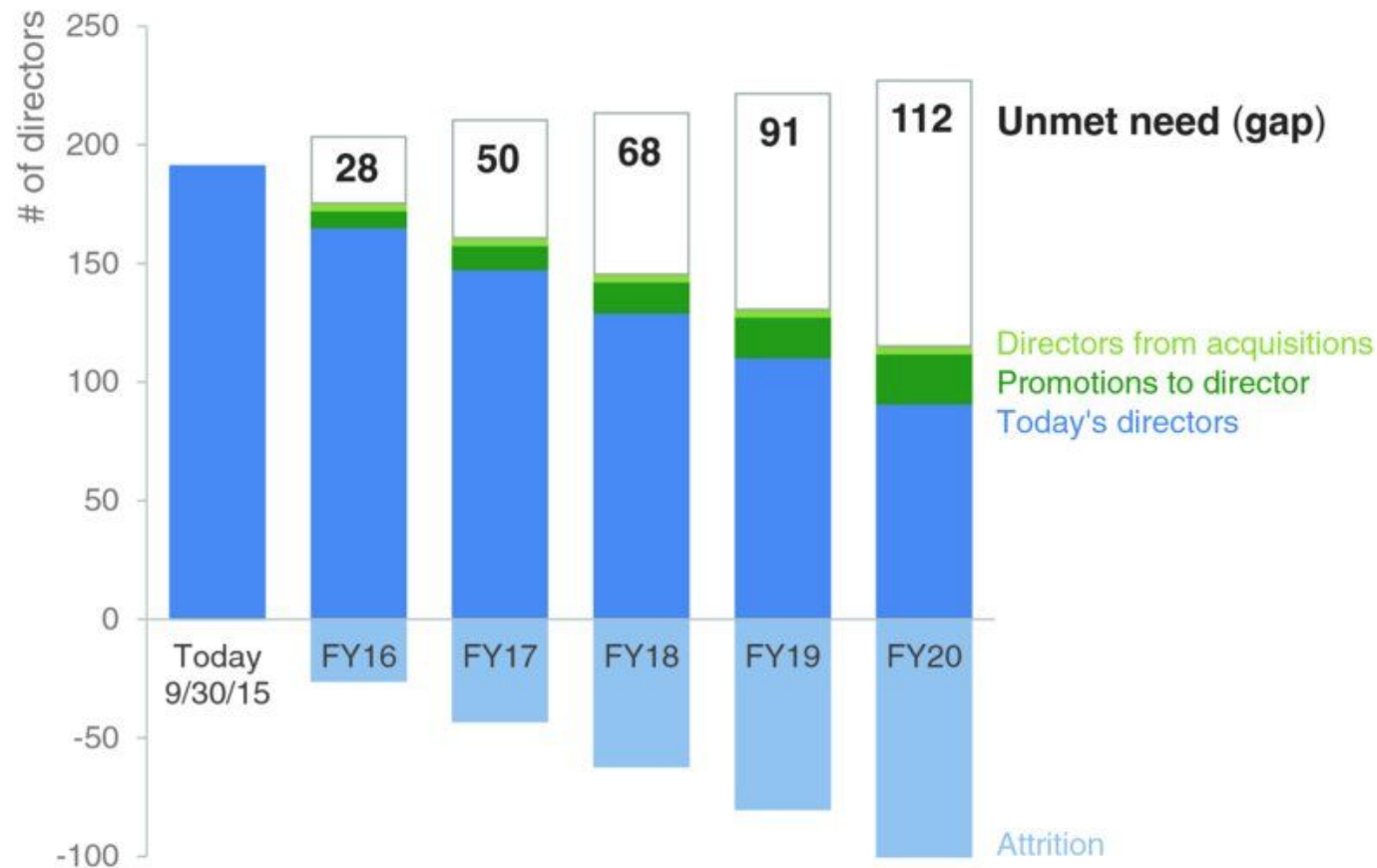
Data source: XYZ Dashboard; the total number of projects has increased over time from 230 in early 2013 to nearly 270 in Q3 2015.



#4. People Analytics

Expected needs for senior talent.

Expected director population over time



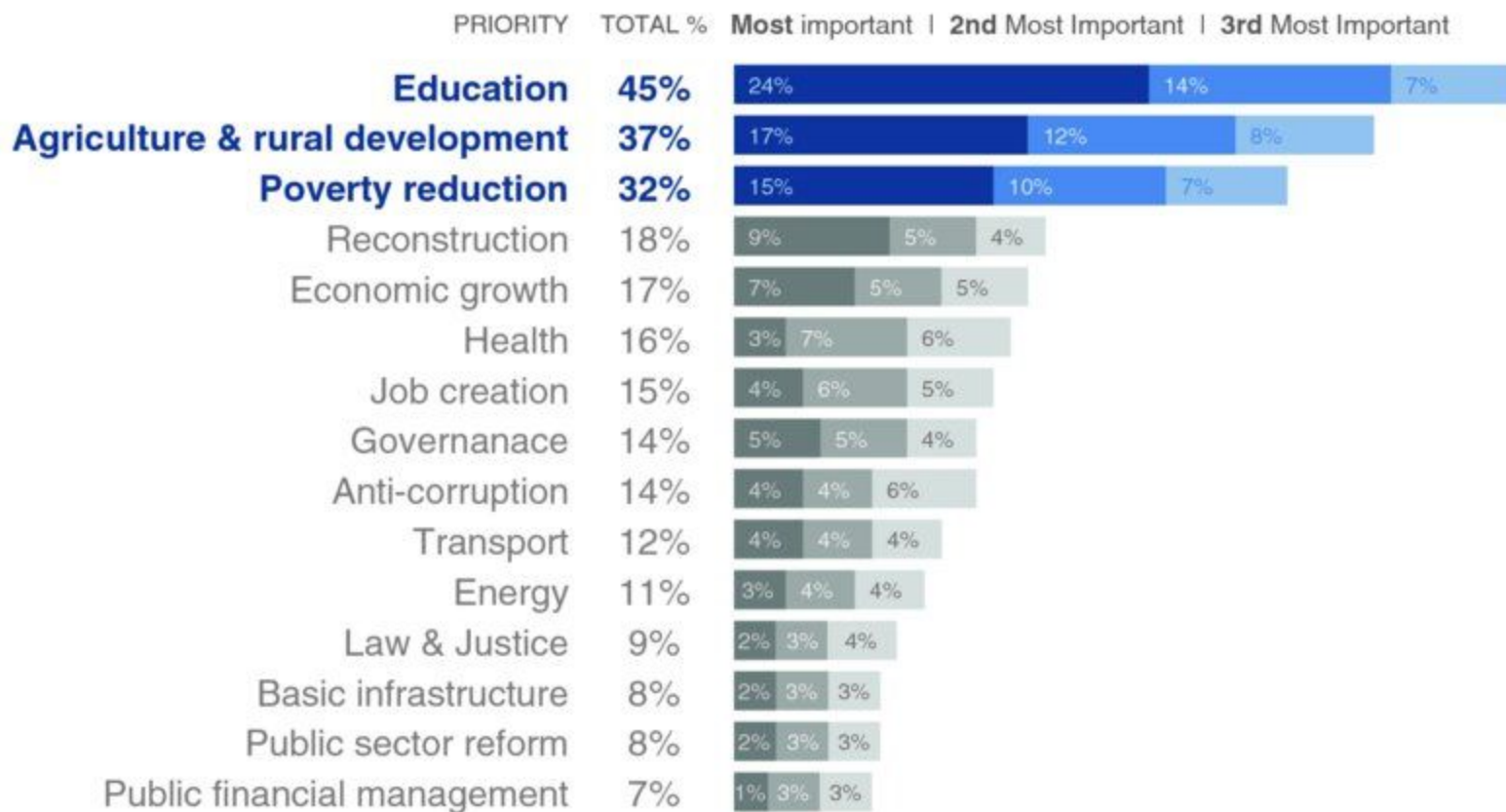
A footnote explaining relevant forecast assumptions and methodology would go here.



#5. Priorities of the Developing Nation.

Survey: Which development priority is the most important?
Second most important? Third?

Top 15 development priorities, according to survey



N = 4,392. Based on responses to item, *When considering development priorities, which one development priority is the most important? Which one is the second most important priority? Which one is the third most important priority?* Respondents chose from a list. Top 15 shown.