

**Name the principal.**

**Let's Practice - Chapter 3**

<http://www.storytellingwithdata.com/letspractice/downloads>

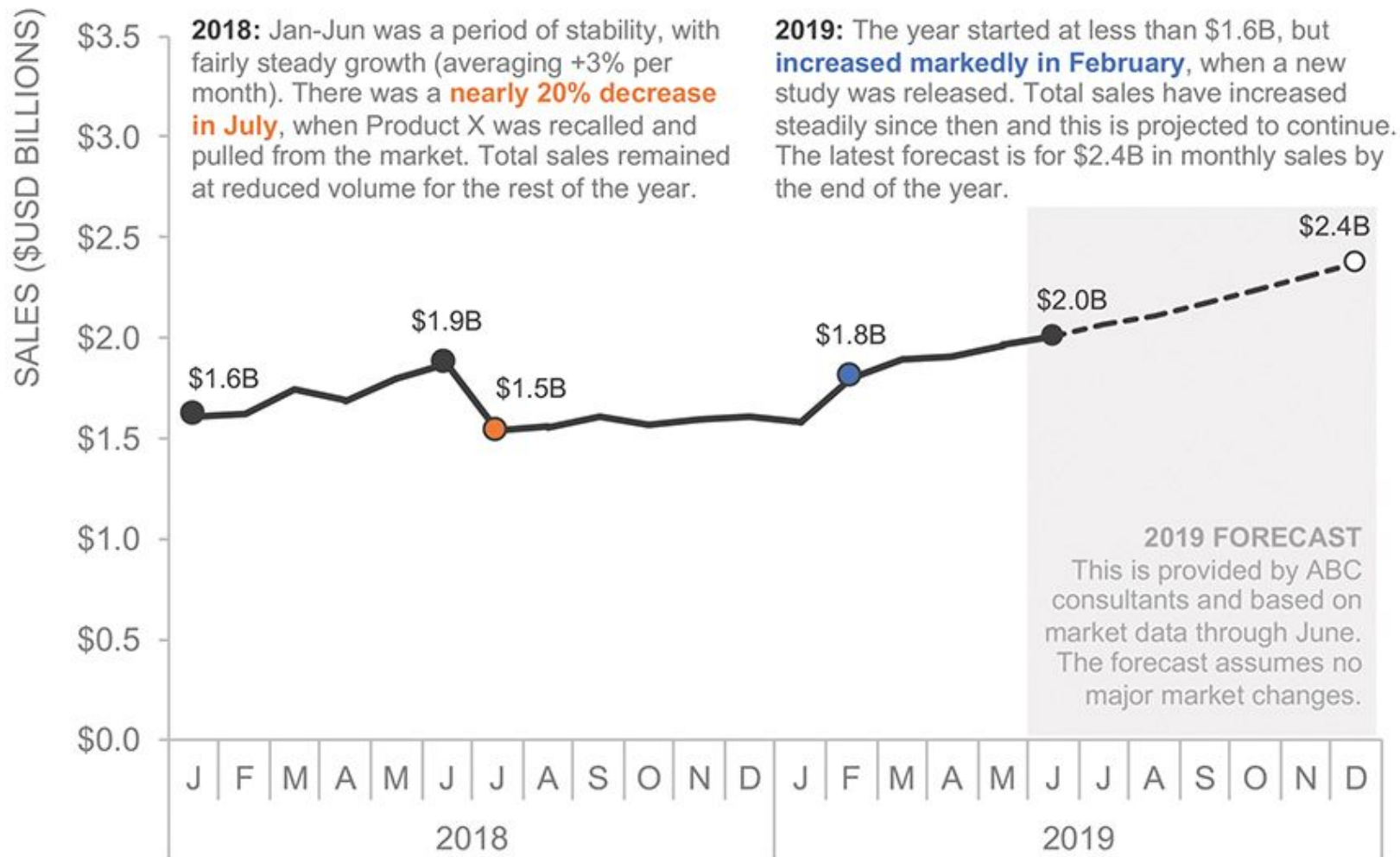
3.1 Which Gestalt principles are in play?

3.2 How can we tie words to the graph?

3.3 Harness alignment & white space.

3.4 Declutter!

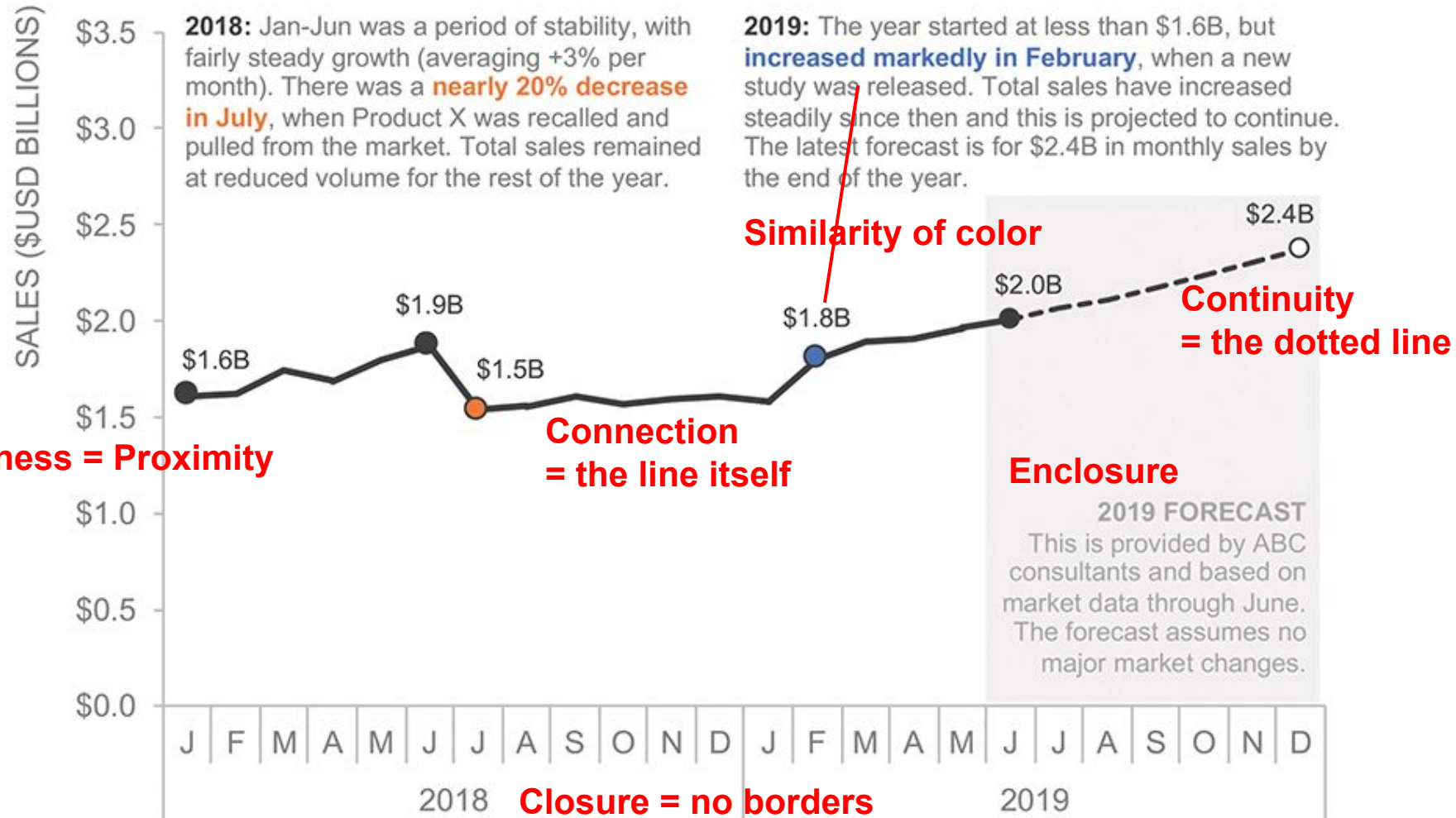
# Market size over time



# Gestalt principals

1. Proximity
2. Similarity
3. Enclosure
4. Closure
5. Continuity
6. Connection

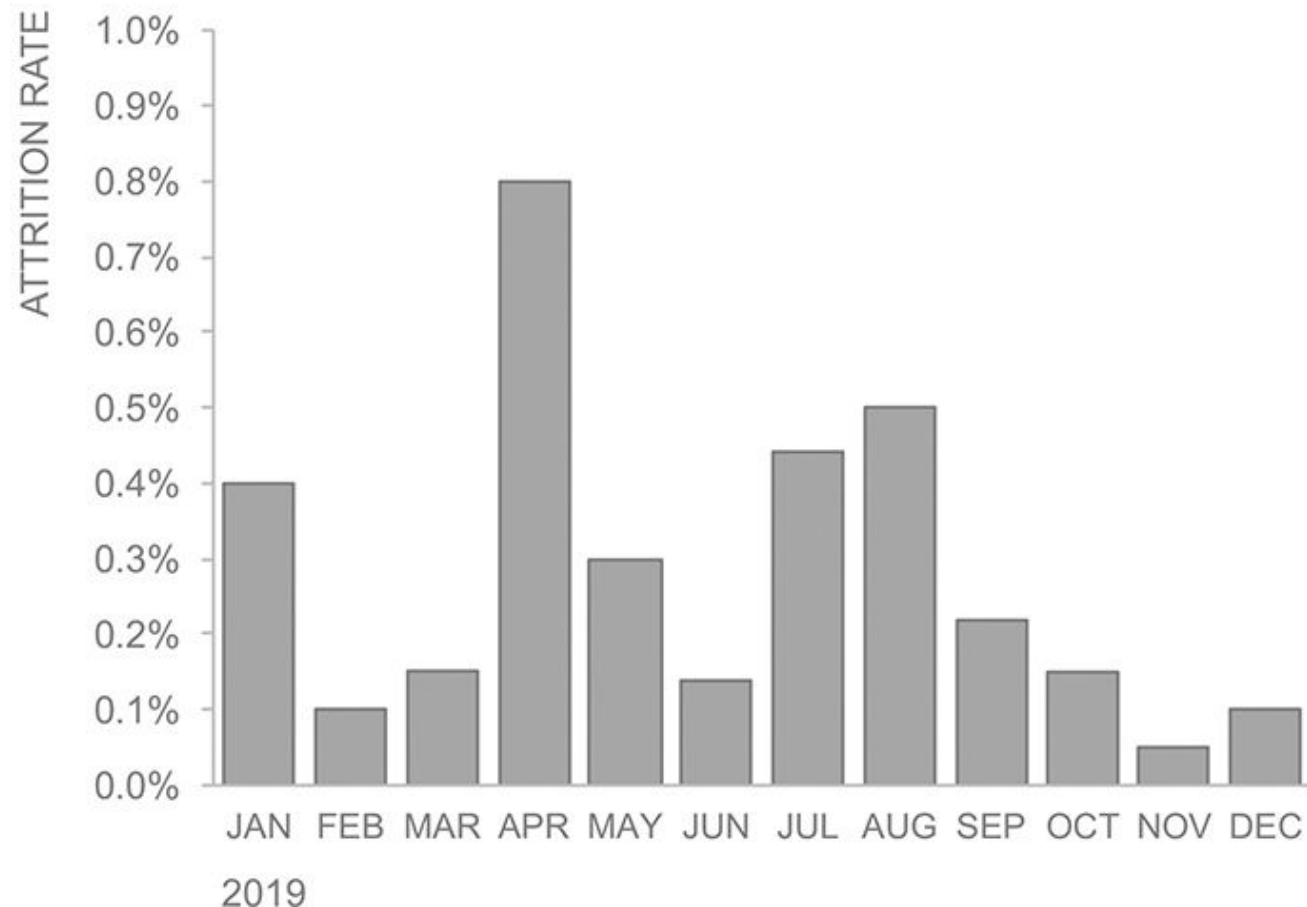
# Market size over time



## **3.2: how can we tie words to the graph?**

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# 2019 monthly voluntary attrition rate



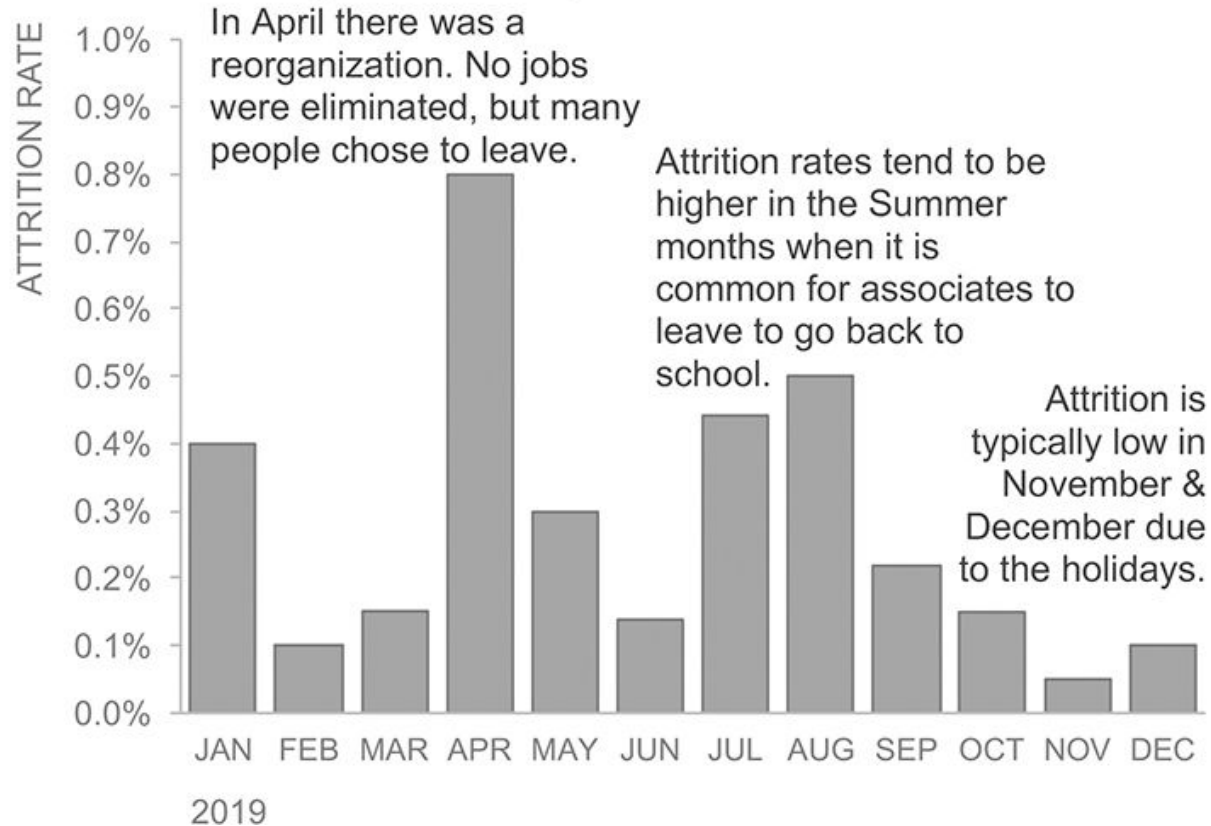
## Highlights:

In April there was a reorganization. No jobs were eliminated, but many people chose to leave.

Attrition rates tend to be higher in the Summer months when it is common for associates to leave to go back to school.

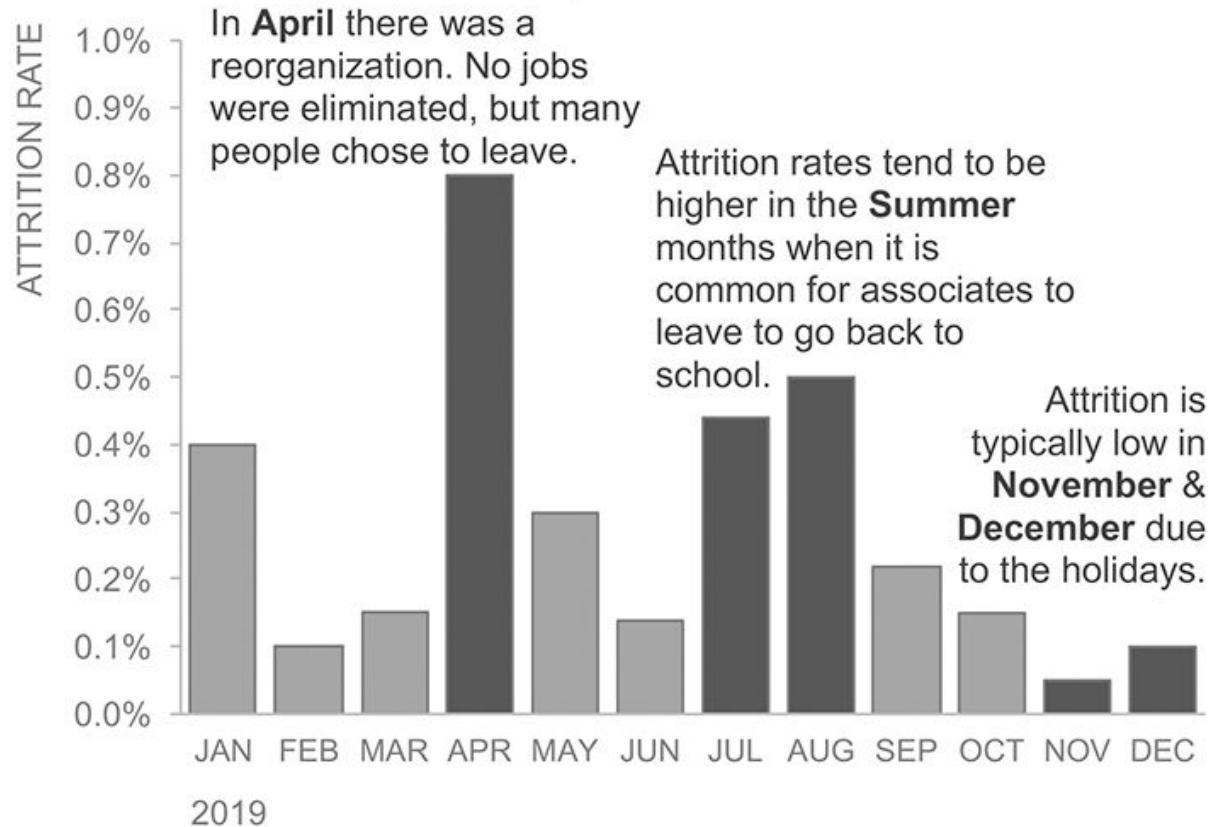
Attrition is typically low in November and December due to the holidays.

## 2019 monthly voluntary attrition rate

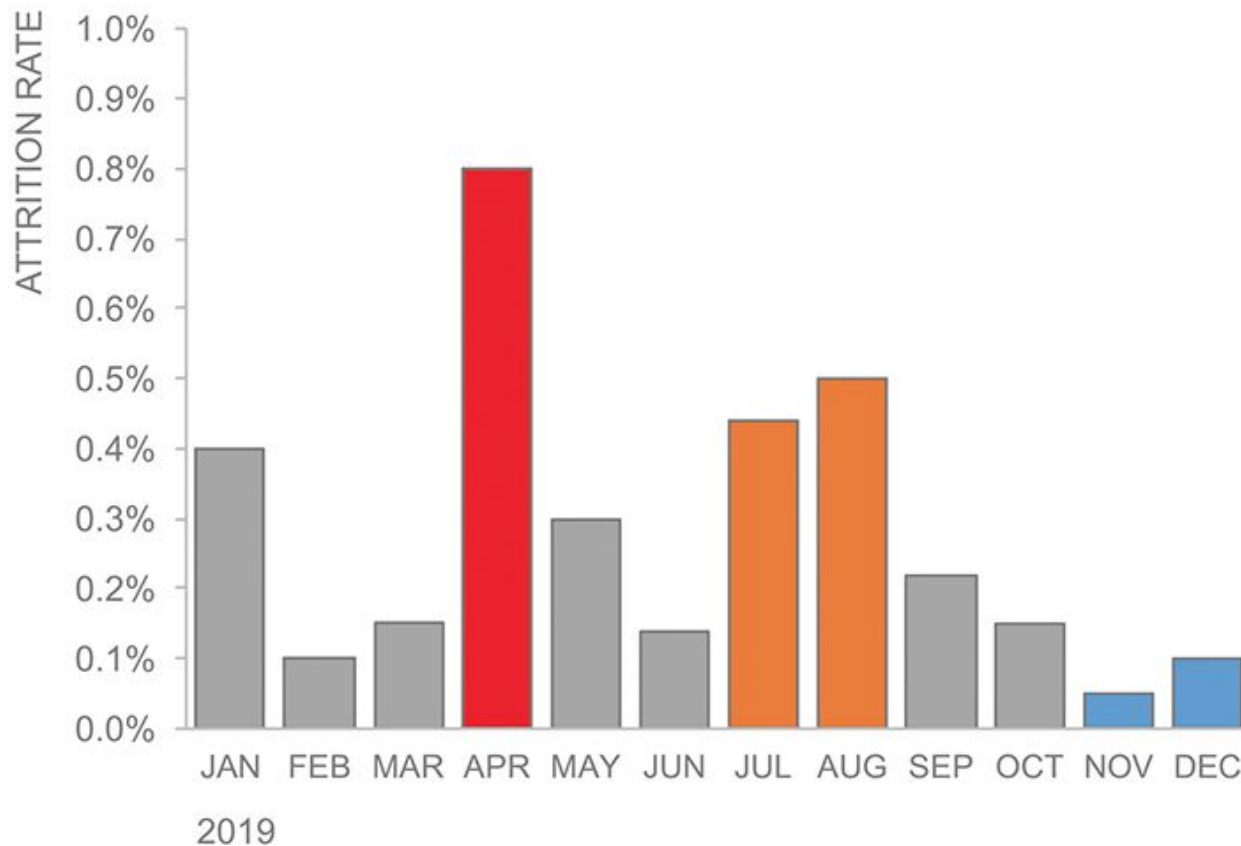




## 2019 monthly voluntary attrition rate



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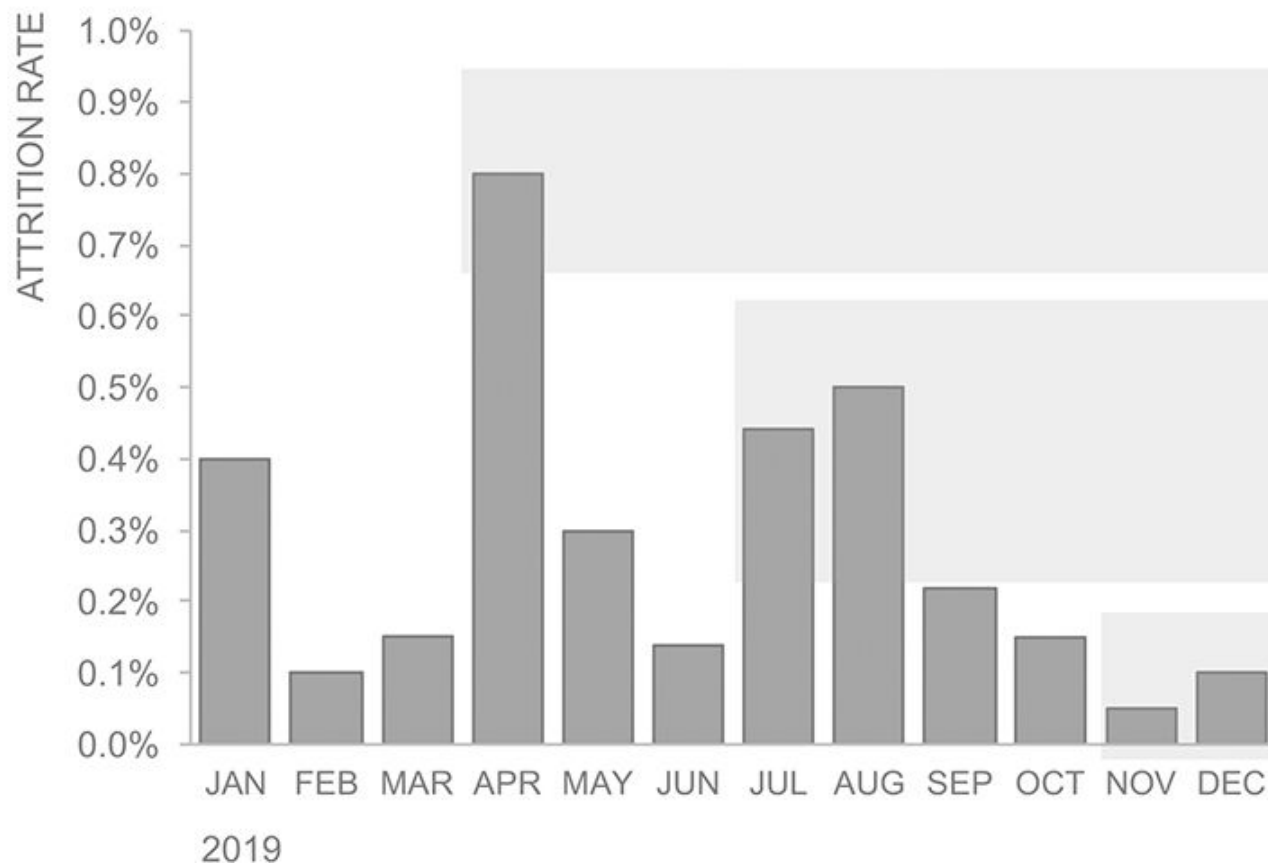
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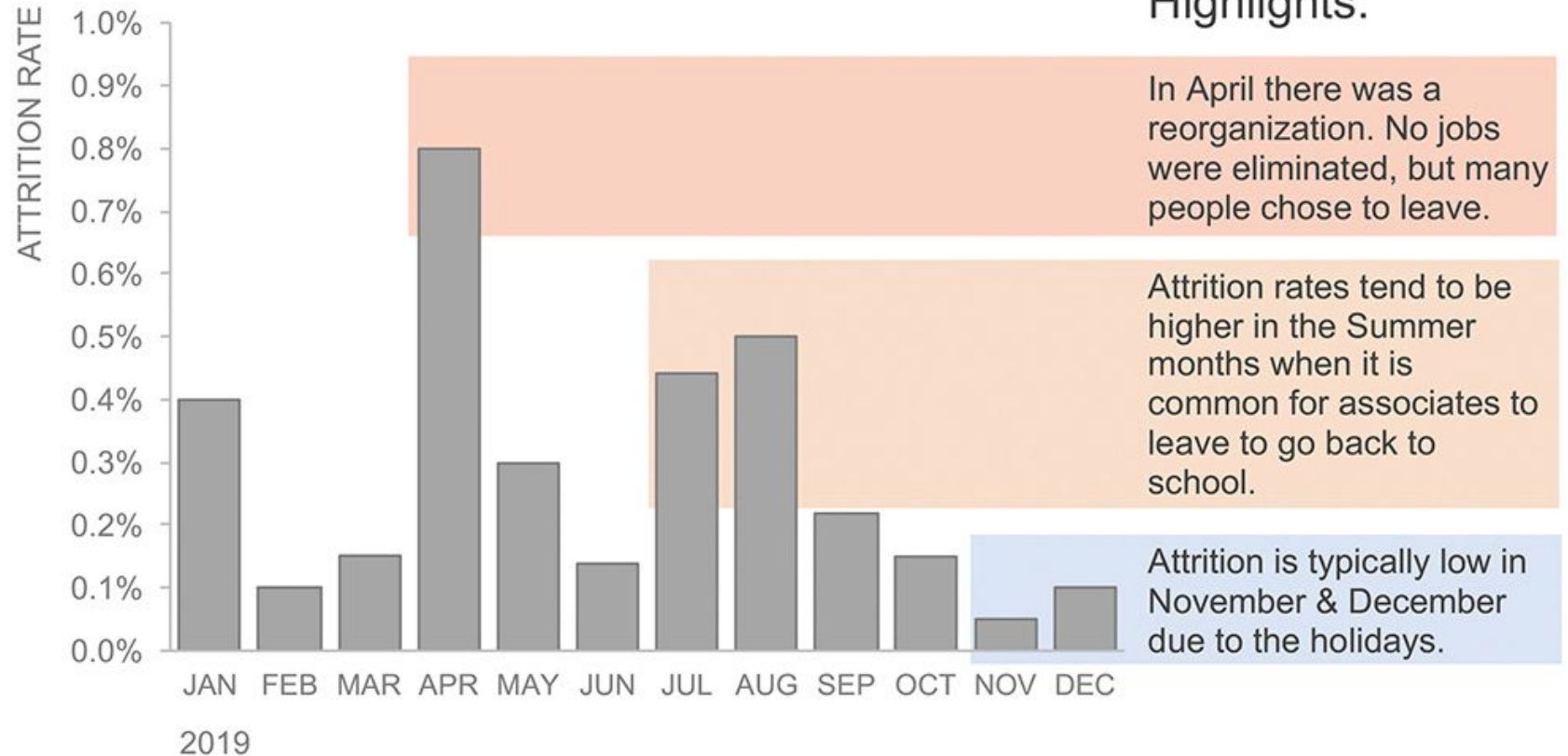
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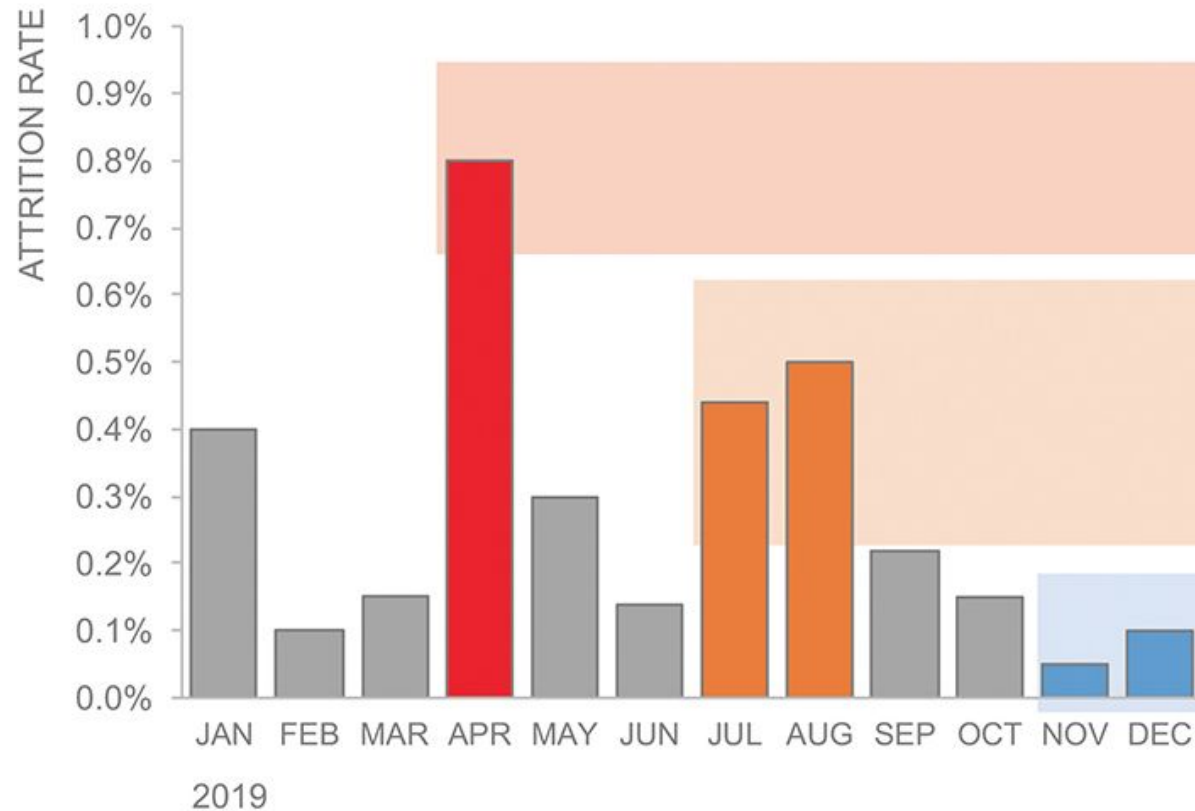
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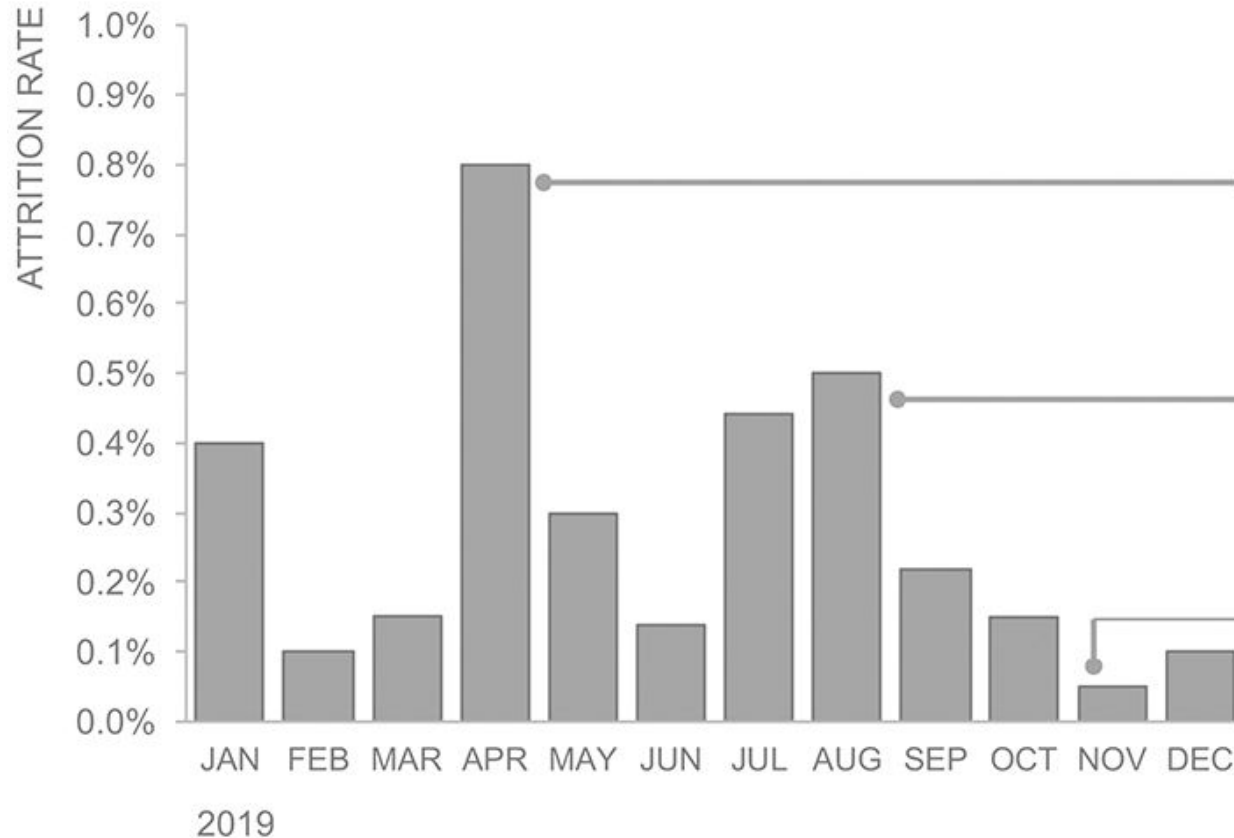
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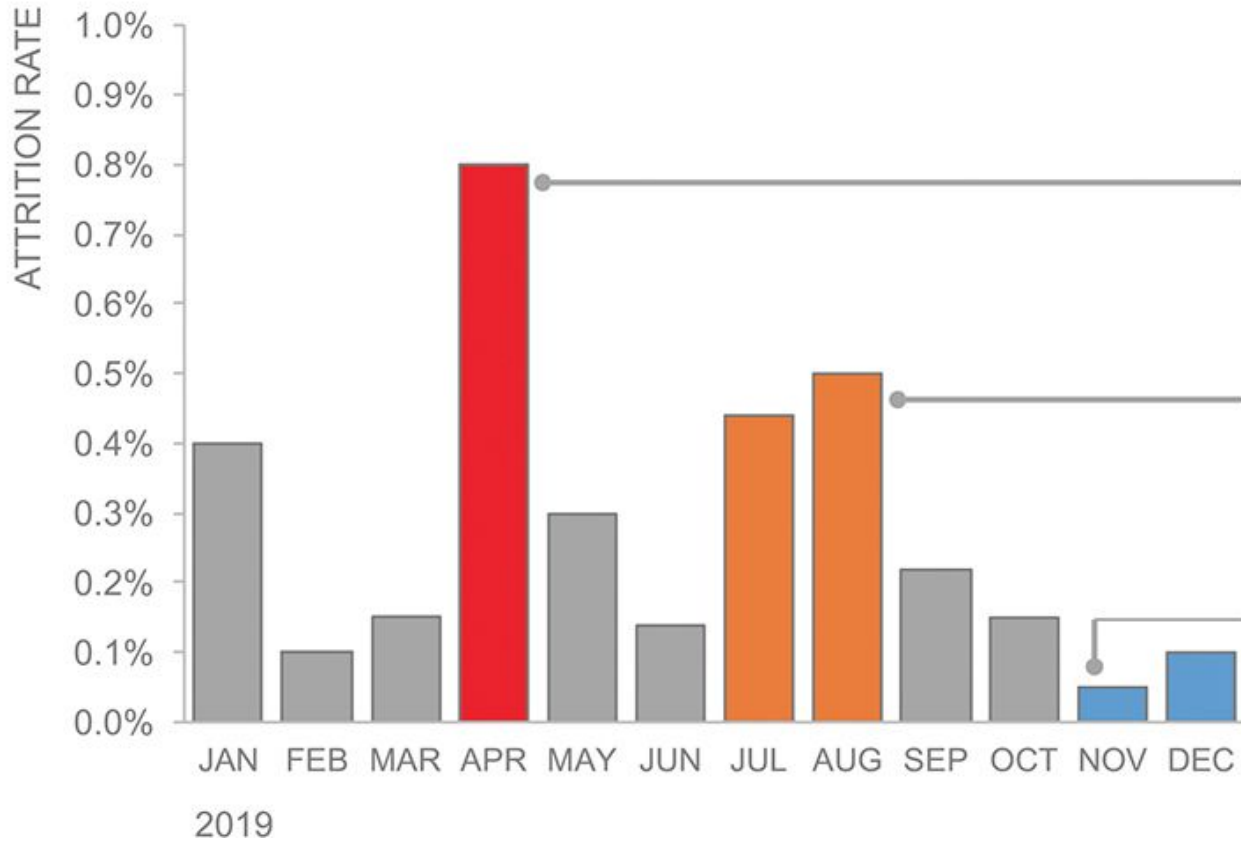
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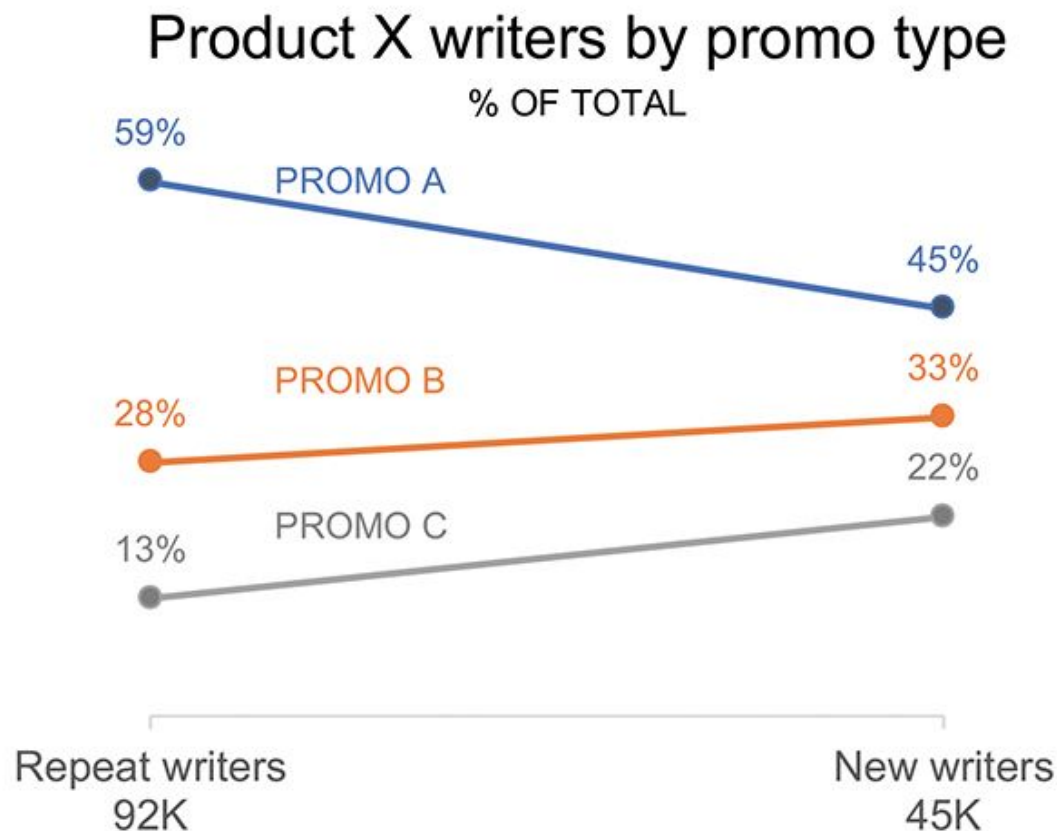
## 3.3: harness alignment & white space

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# There were 45K new writers in the past year.

The distribution across promo types looks different than repeat writers.



Though **Promo A** makes up the biggest segment overall, they contribute less to new writers than to repeat writers.

Both **Promo B** and **Promo C** brought in higher proportion of new writers compared to repeat writers.

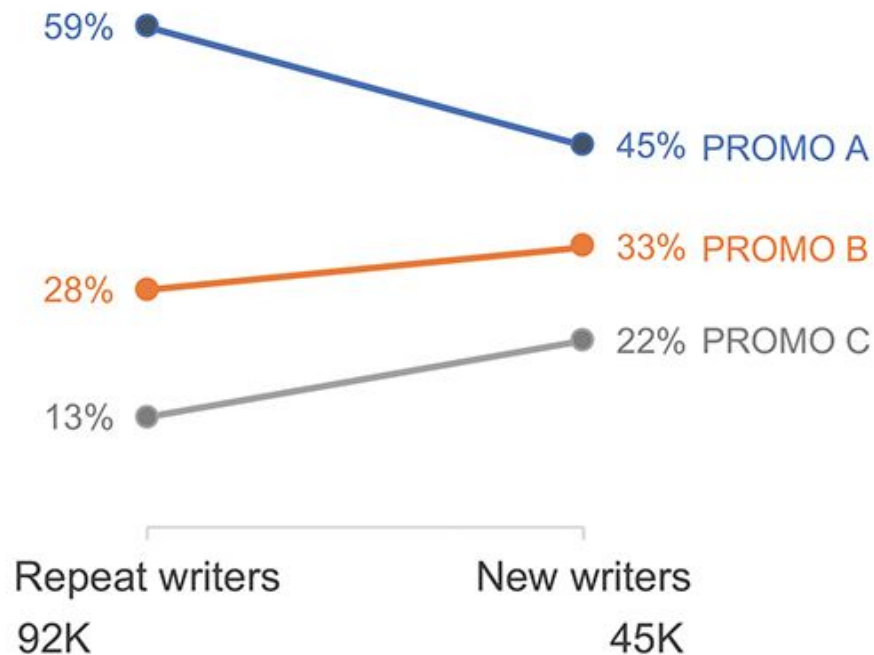
**How should we use this data for our future promotion strategy?**

# There were 45K new writers in the past year.

The distribution across promo types looks different than repeat writers.

## Product X writers by promo type

% OF TOTAL



Though **Promo A** makes up the biggest segment overall, it contributes less to new writers than to repeat writers.

Both **Promo B** and **Promo C** brought in higher proportions of new writers compared to repeat writers.

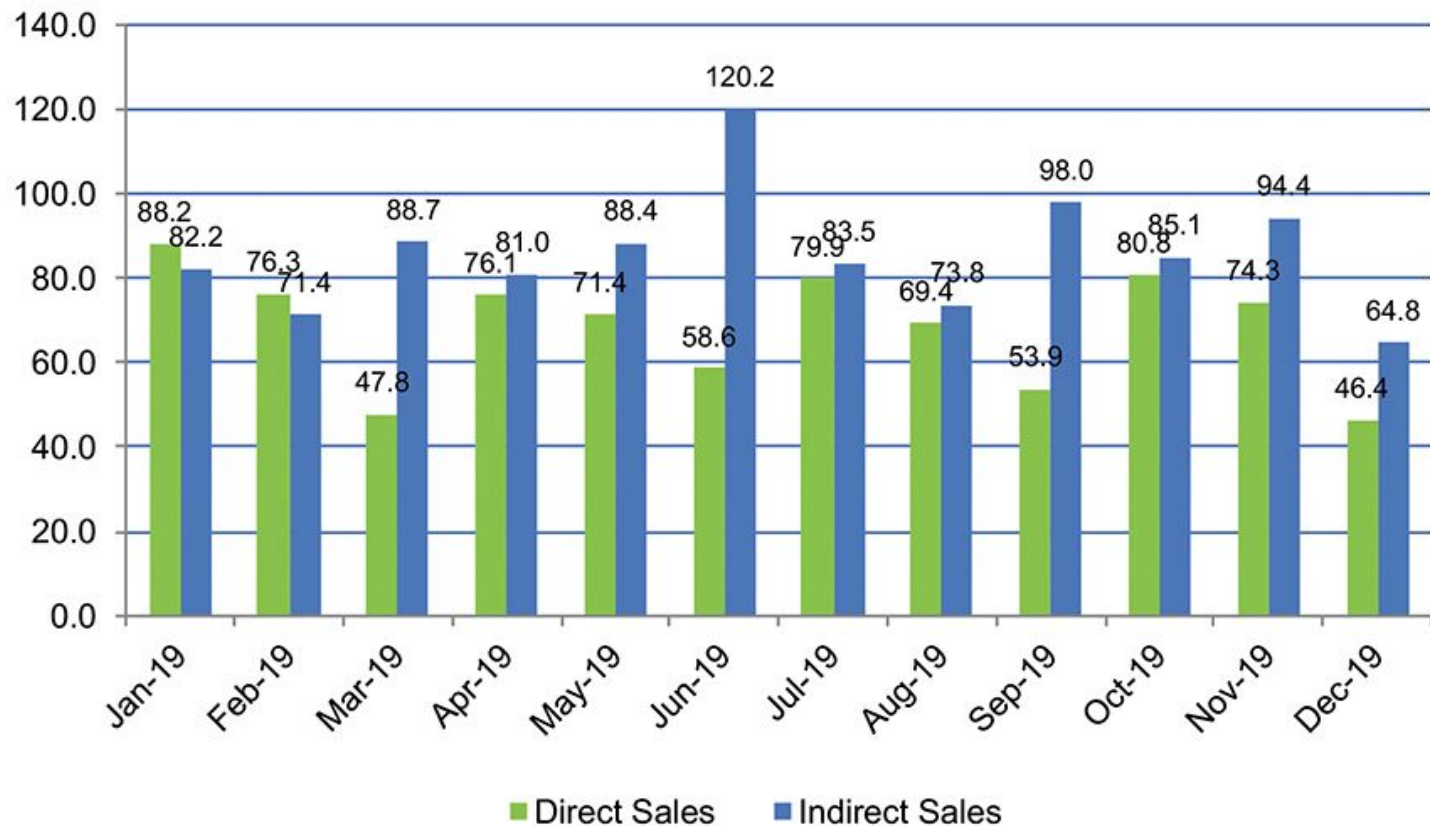
**How should we use this data for our future promotion strategy?**

## 3.4 Let's declutter!

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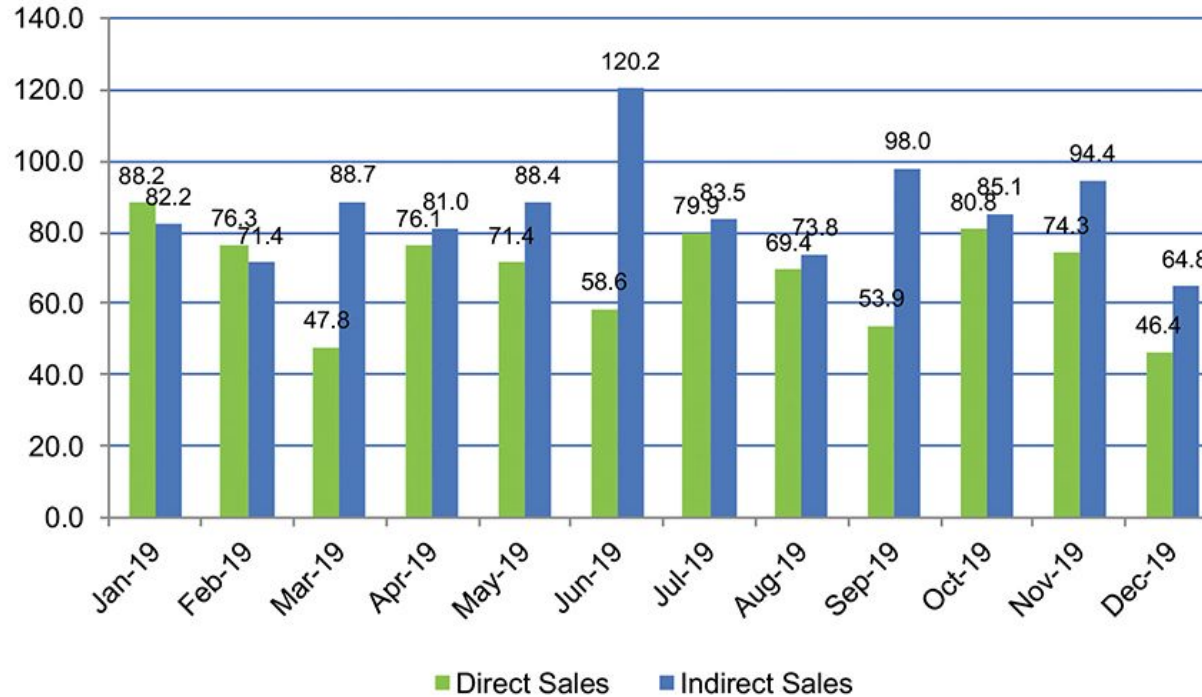
## Time to Close Deal

Goal = 90 days



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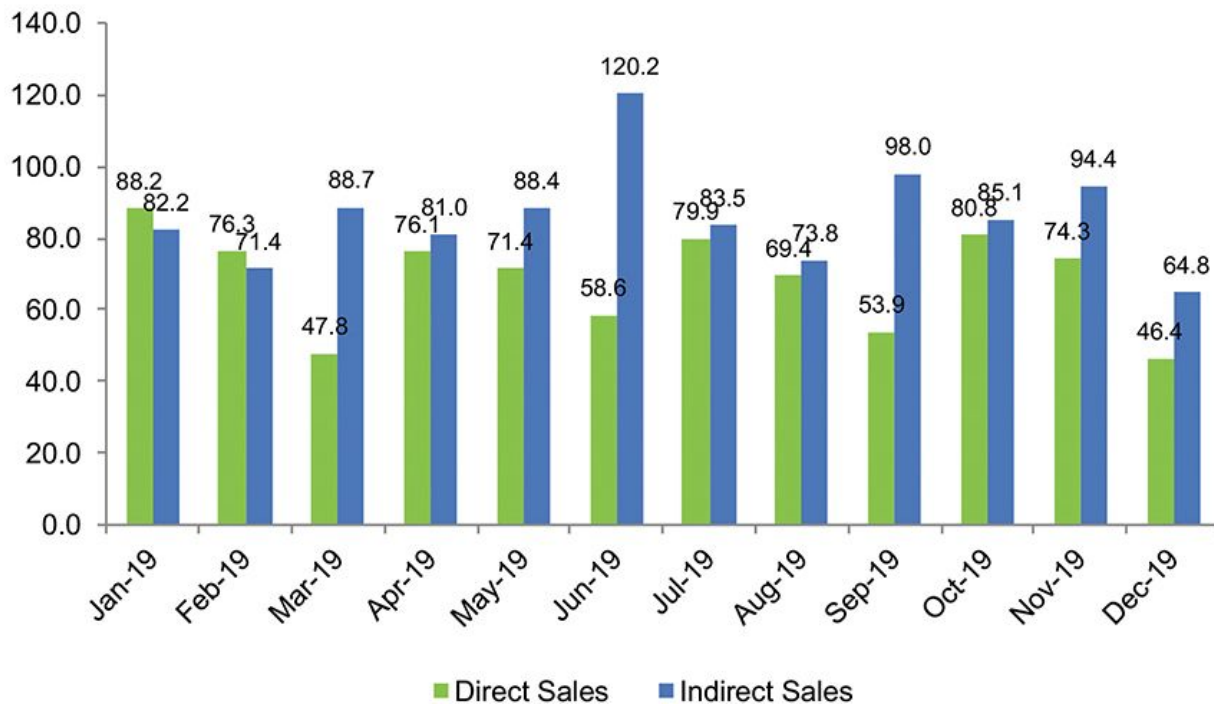
Goal = 90 days



3.4b Remove heavy lines

## Time to Close Deal

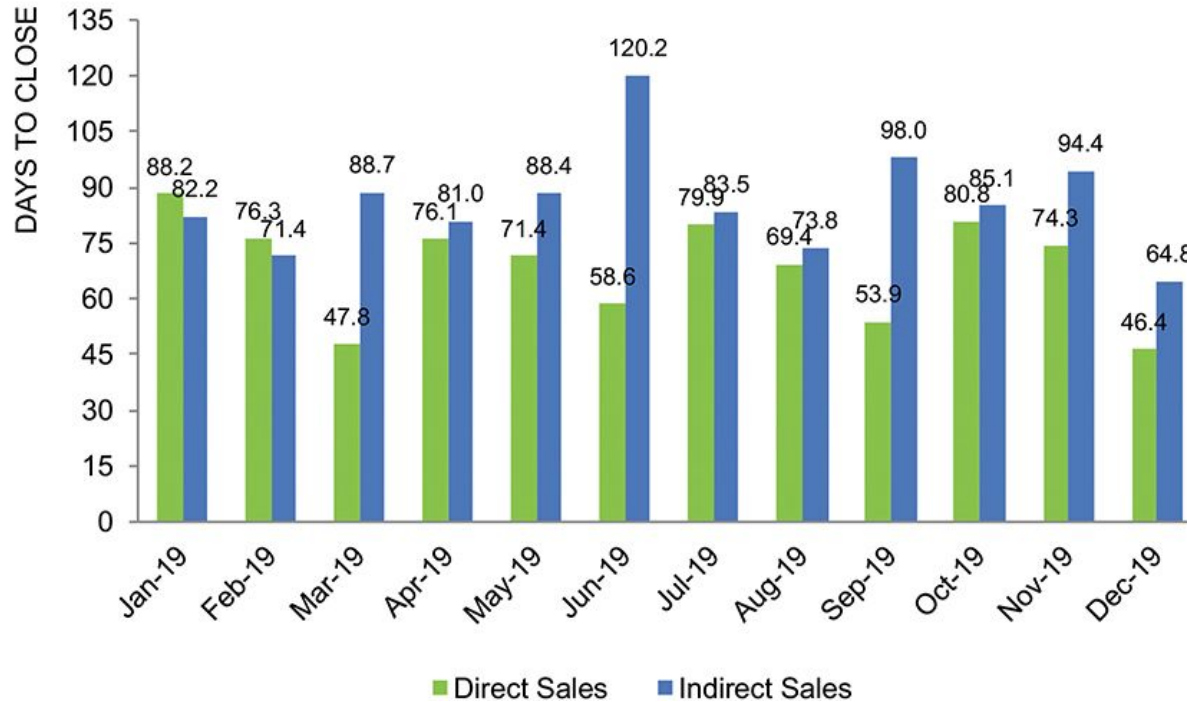
Goal = 90 days



3.4c Remove gridlines

## Time to Close Deal

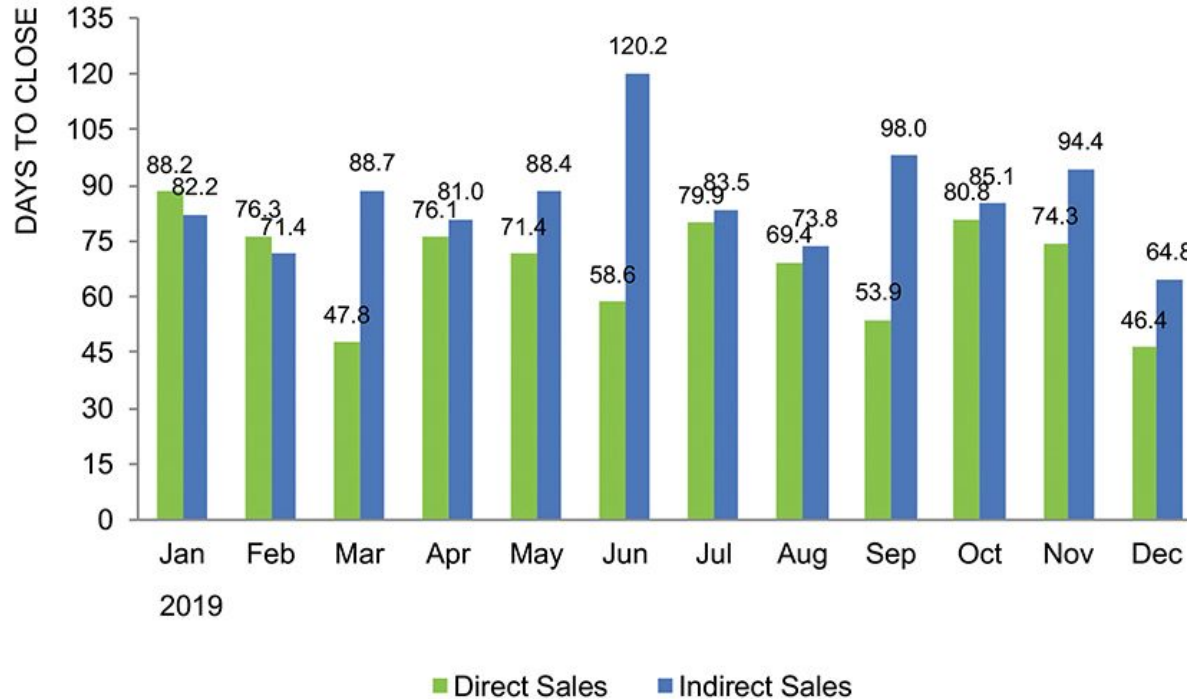
Goal = 90 days



3.4d Remove trailing zeros from y-axis labels

## Time to Close Deal

Goal = 90 days

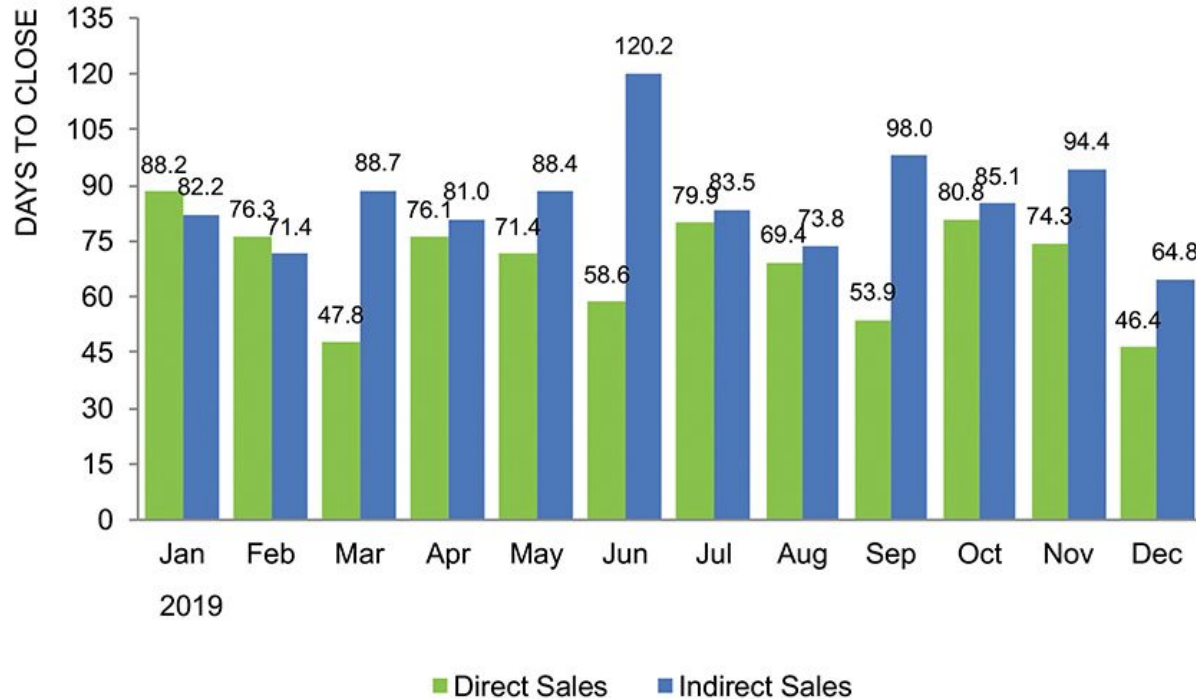


3.4e Eliminate diagonal text on x-axis



## Time to Close Deal

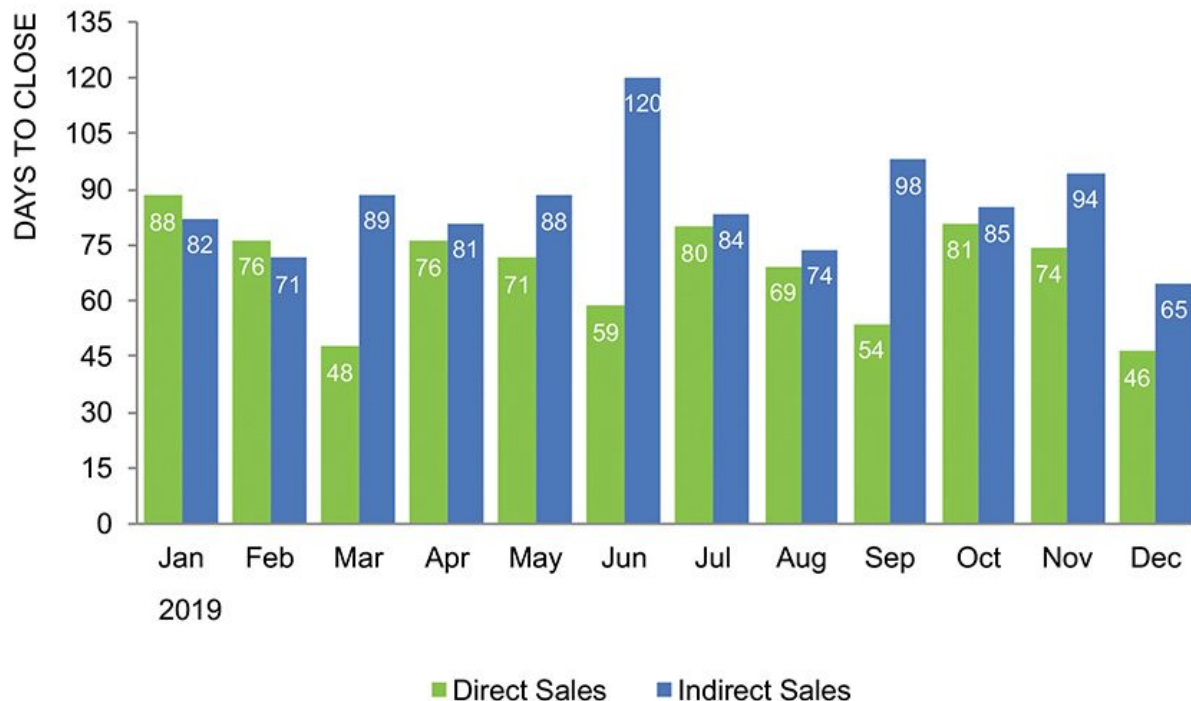
Goal = 90 days



3.4f Thicken the bars

## Time to Close Deal

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3.4g Round up & pull data labels into ends of bars

## Time to Close Deal

Goal = 90 days



3.4h Eliminate data labels

## Time to Close Deal

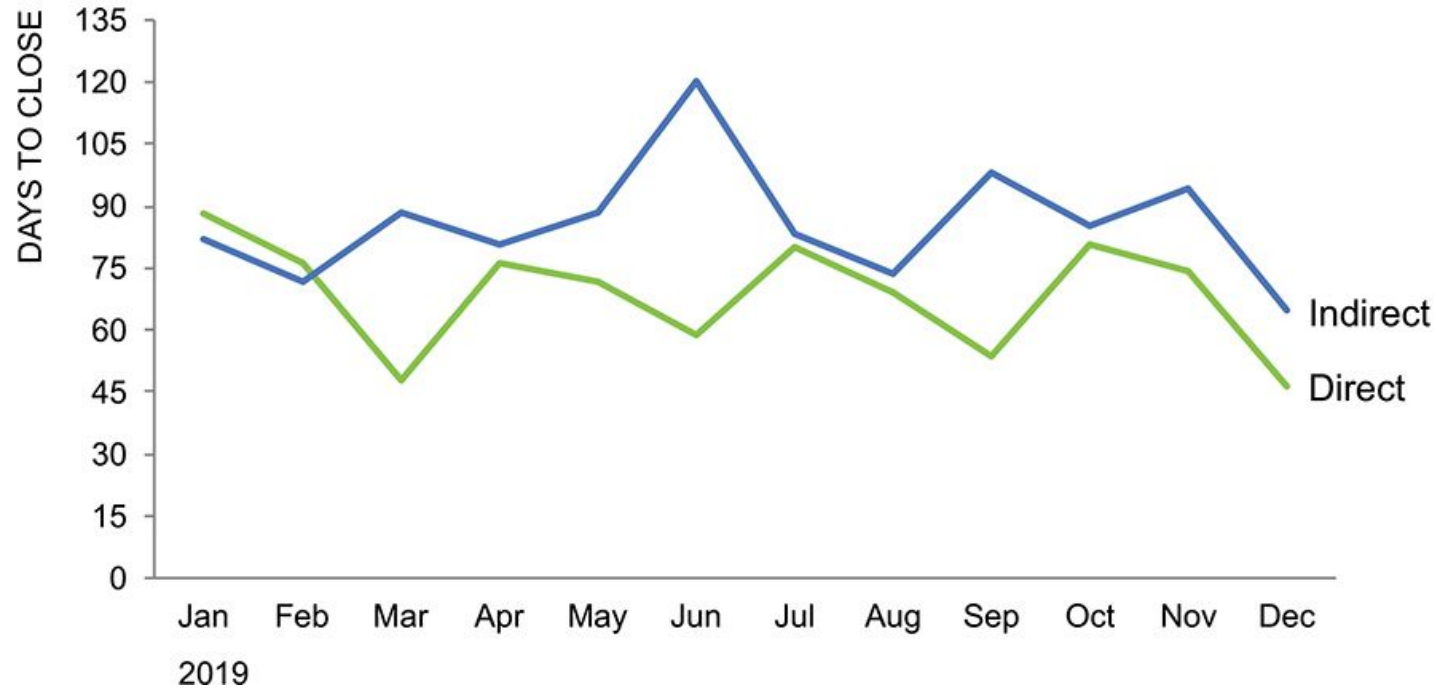
Goal = 90 days



3.4i Make it a line plot

## Time to Close Deal

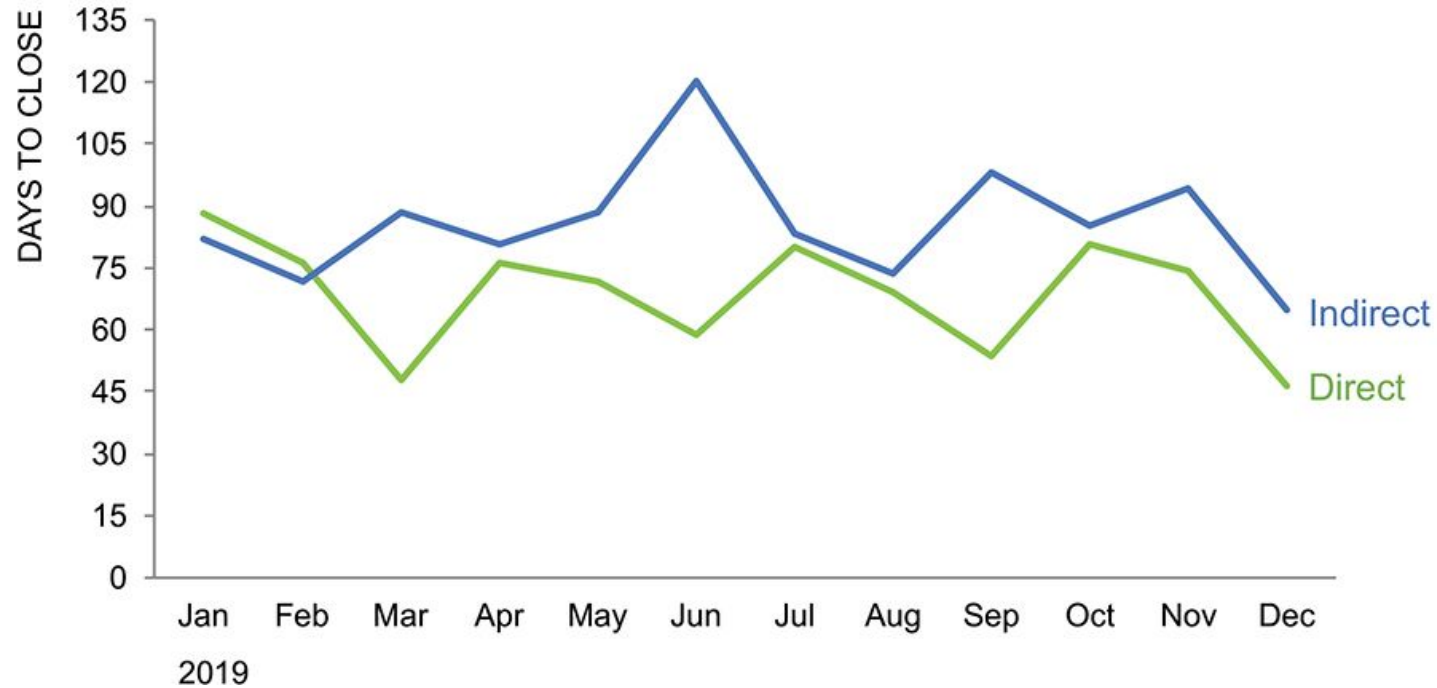
Goal = 90 days



3.4j Label the data directly

## Time to Close Deal

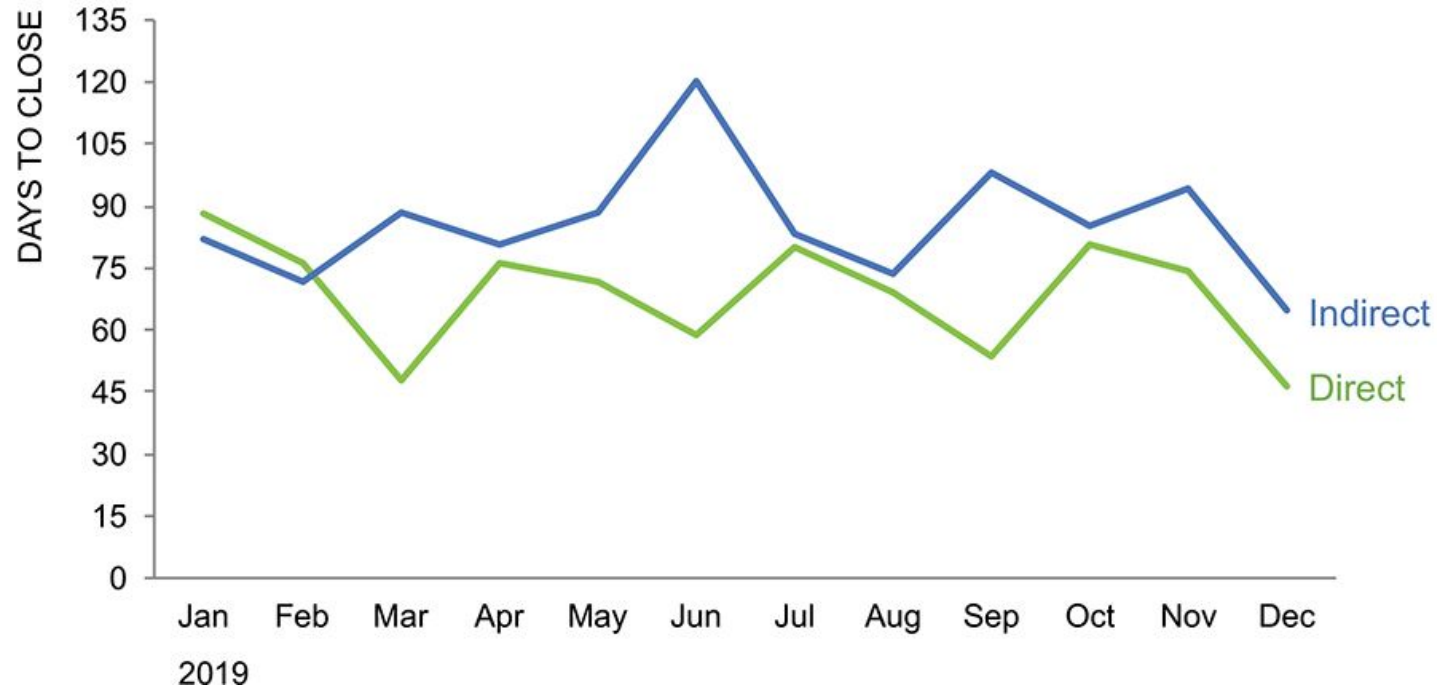
Goal = 90 days



3.4k Make data labels the same color as the data

## Time to Close Deal

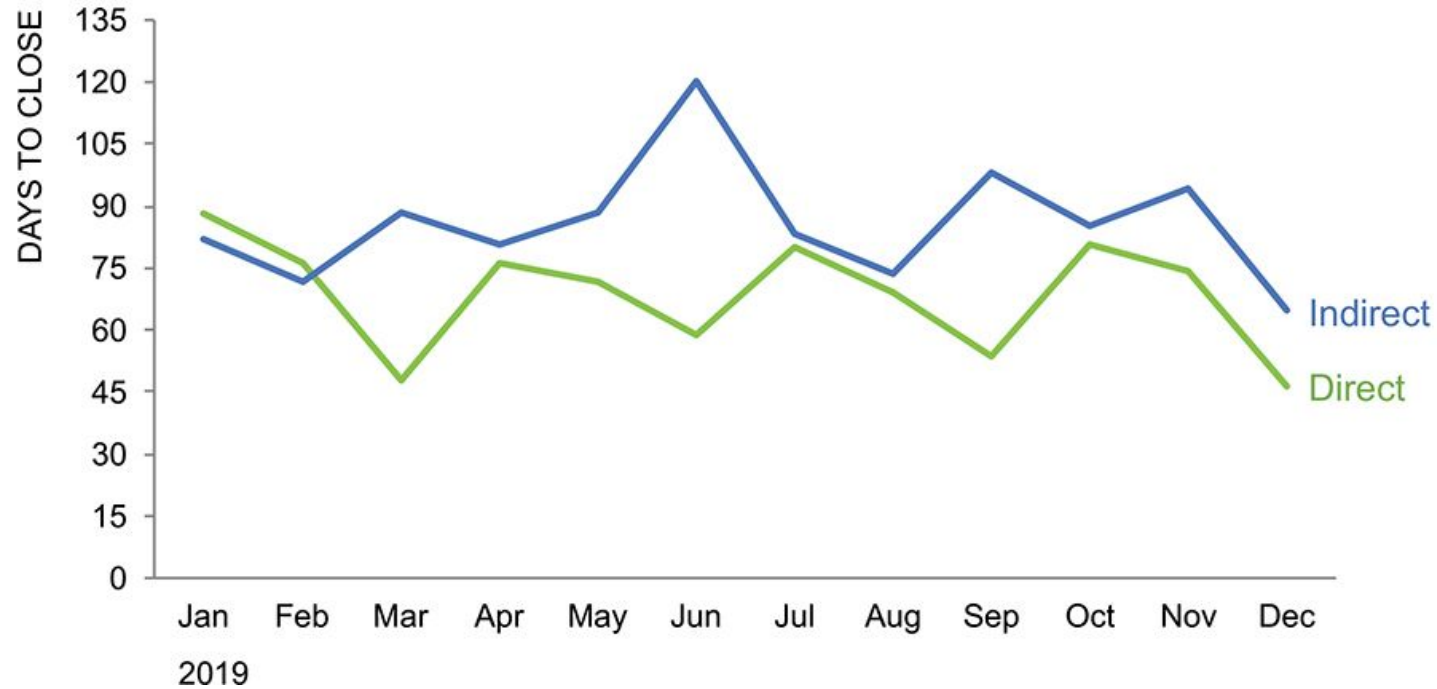
Goal = 90 days



3.4l Upper-left-most orient graph title

# Time to close deal

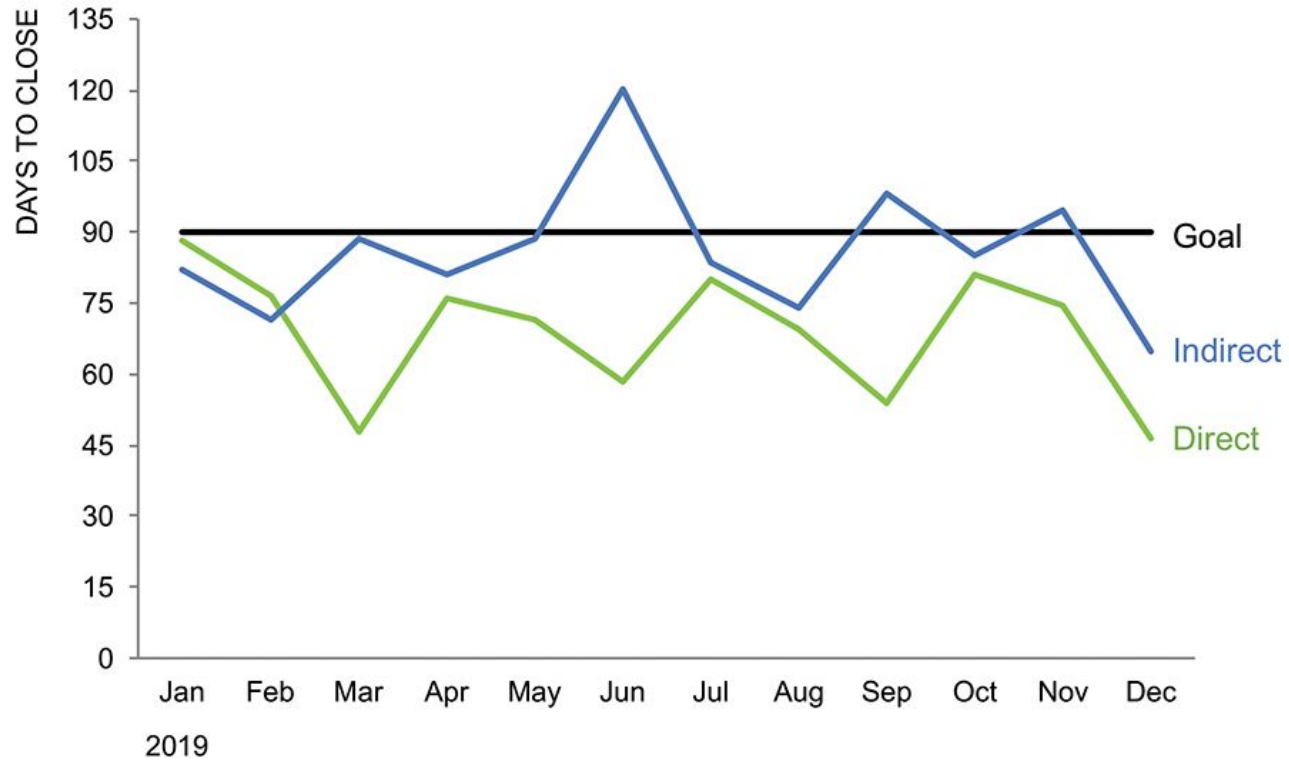
Goal = 90 days



3.4m Remove title color

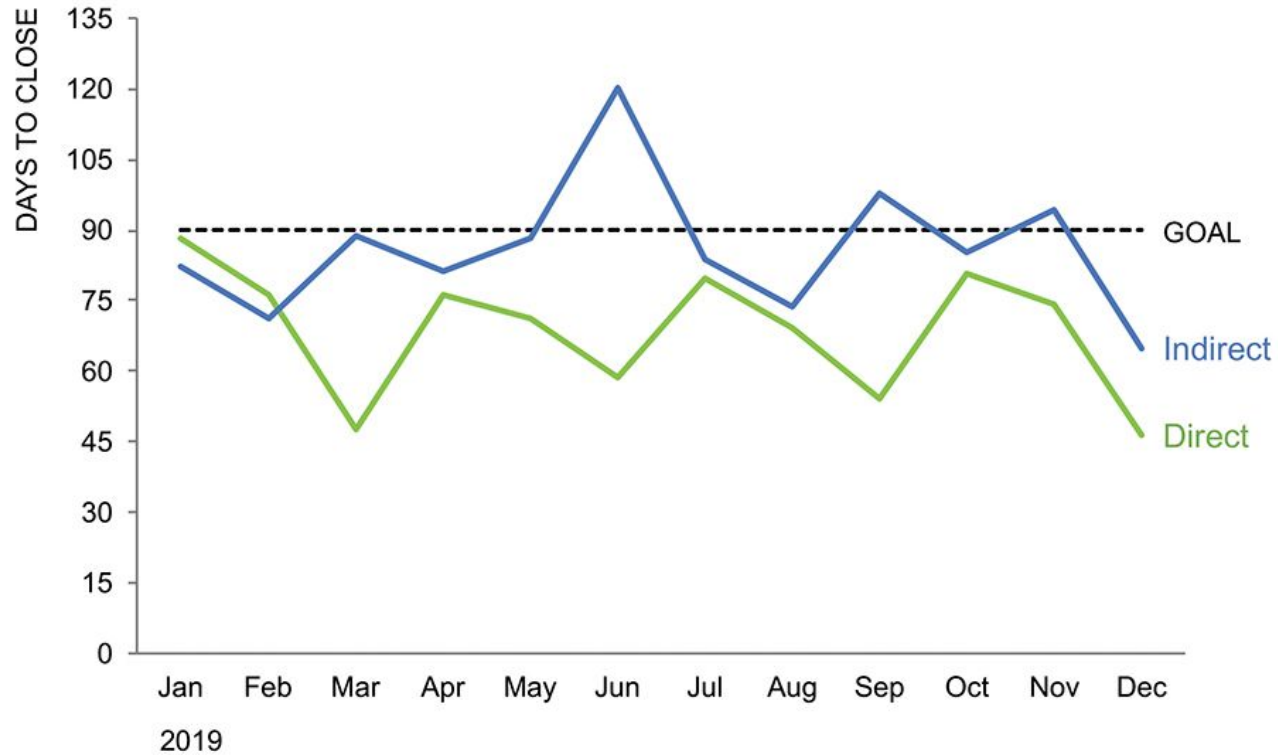


## Time to close deal



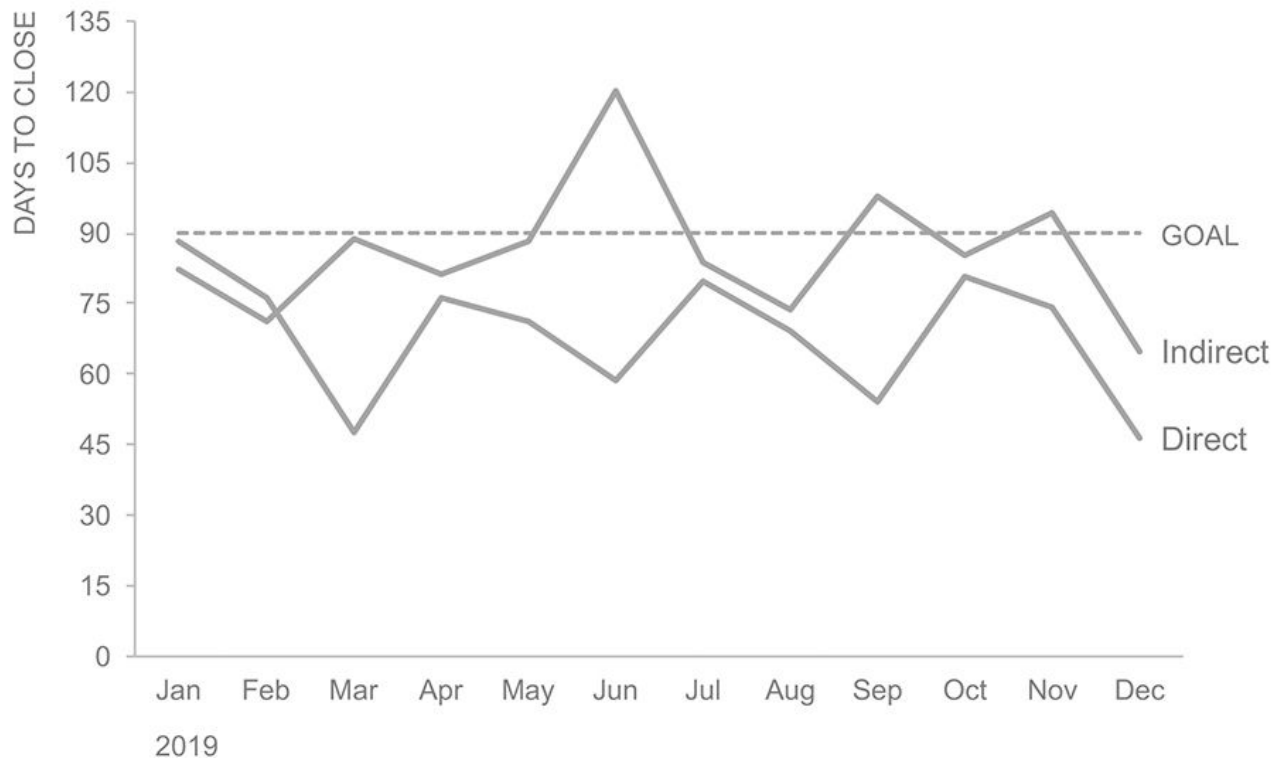
3.4n Put the goal in the graph

## Time to close deal



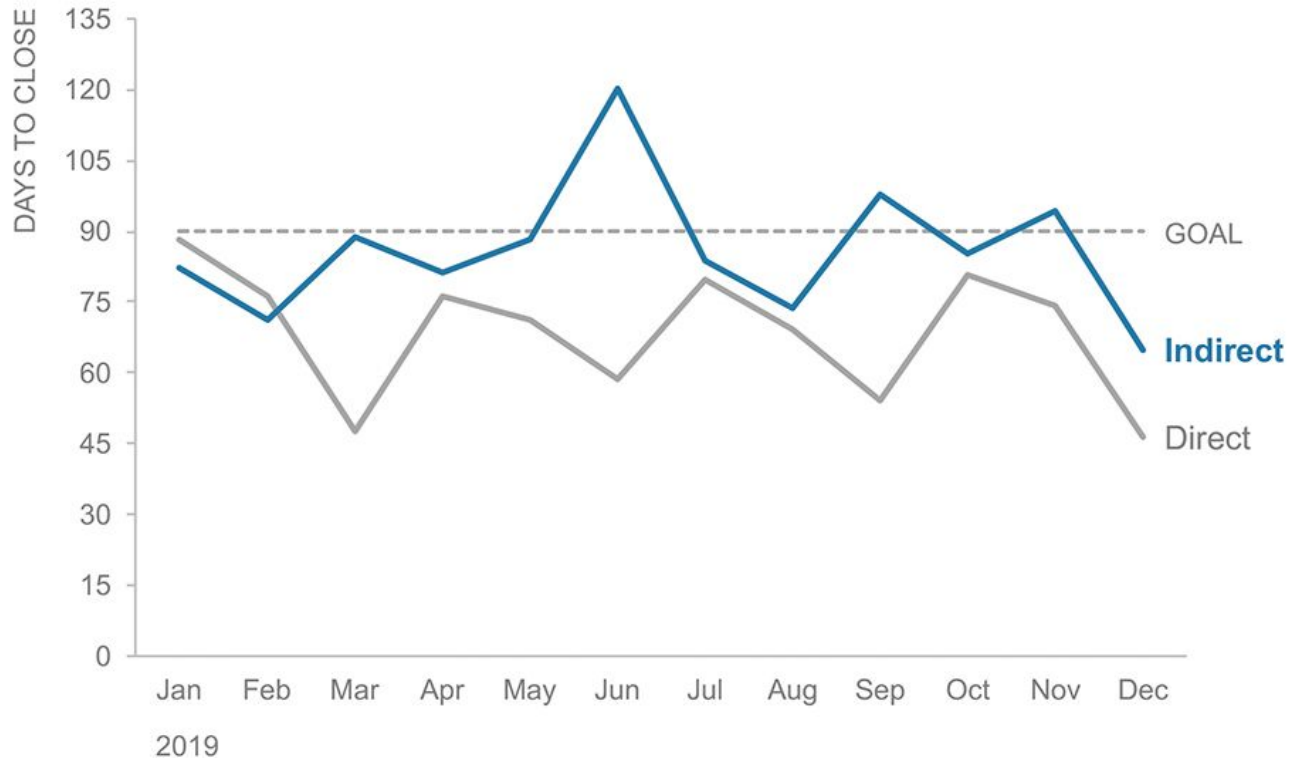
3.4p The favorite Goal line iteration

## Time to close deal



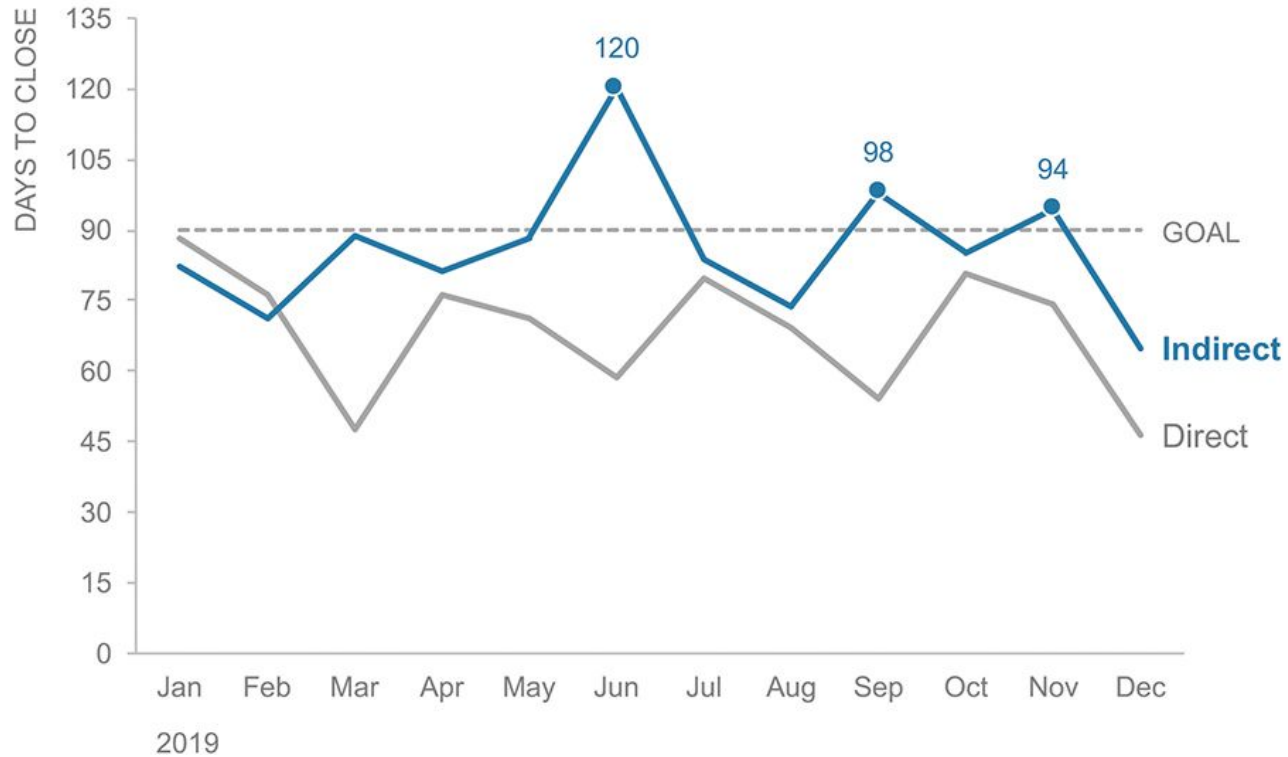
3.4q Remove color

## Time to close deal: **indirect varies over time**



3.4r Focus attention

## Time to close deal: **indirect sales missed goal 3 times**



3.4s Focus attention elsewhere

Time to close deal: **indirect sales missed goal 3 times**

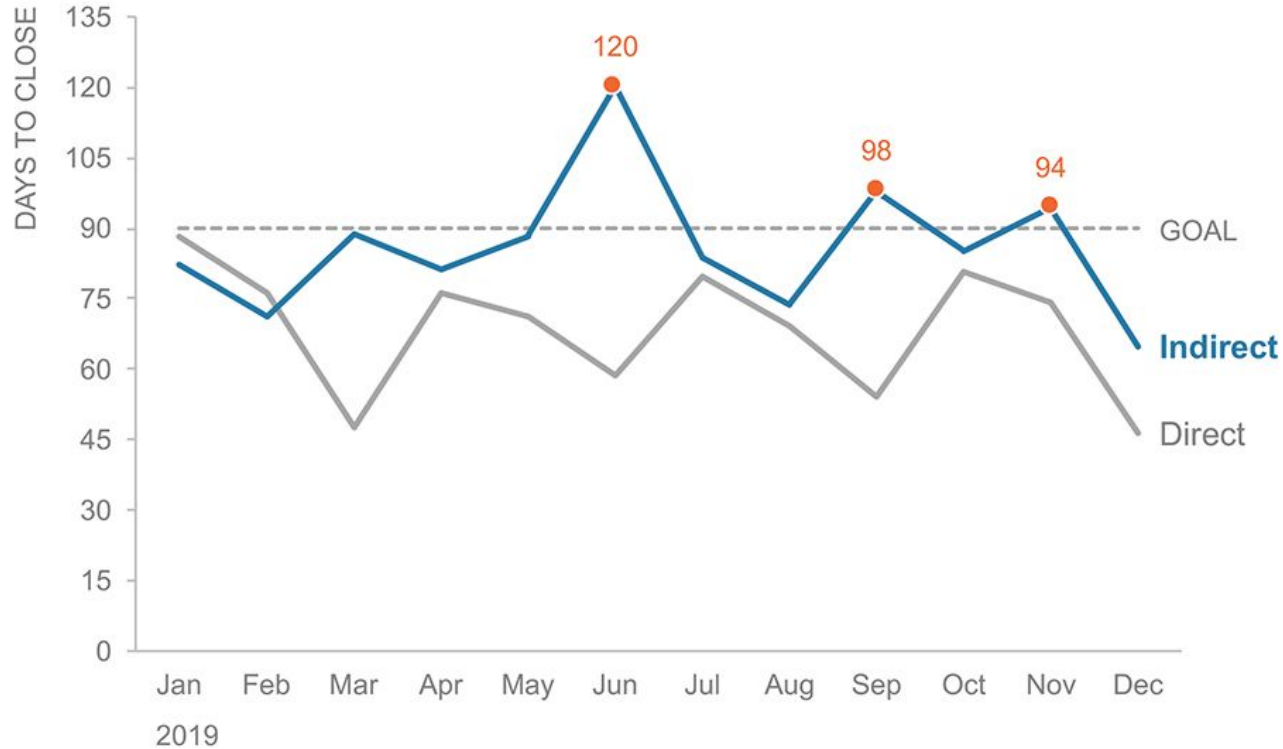
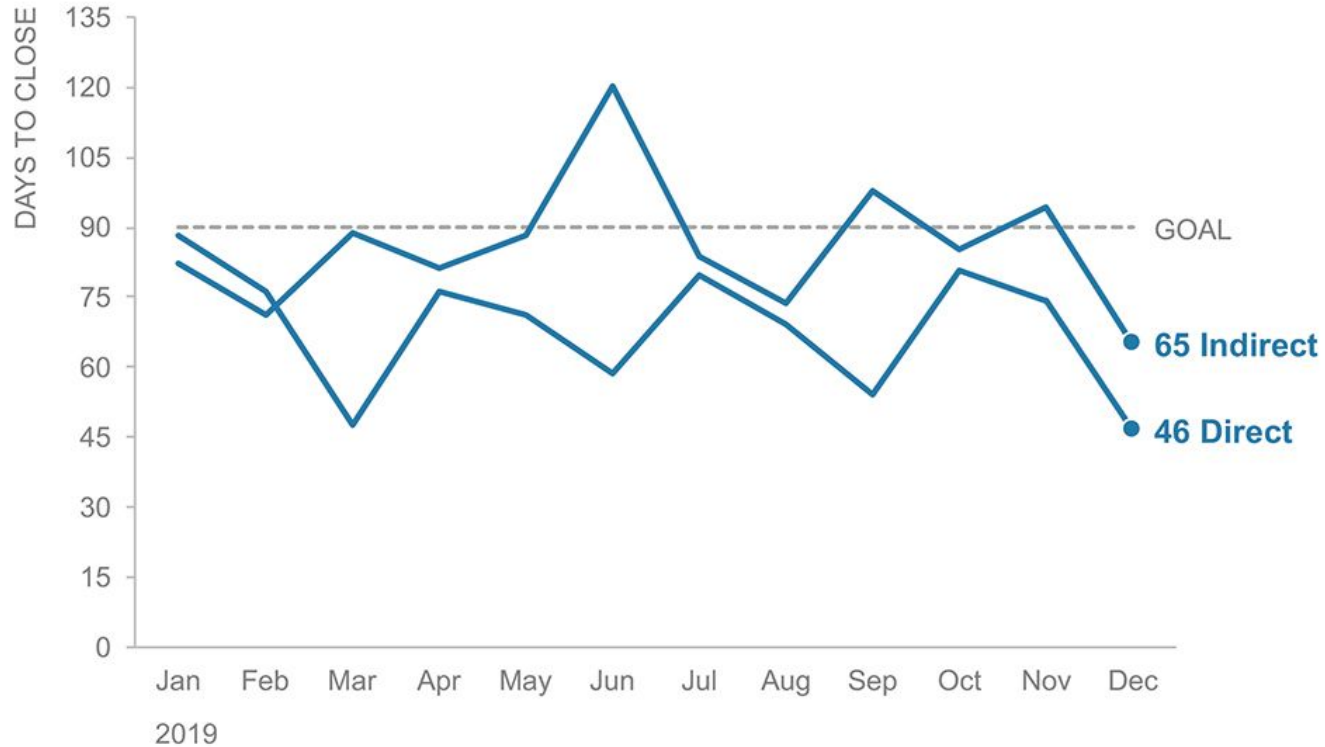


Figure 3.4t Introduce a bit more color to really direct attention

## Time to fill: **beating goal the majority of time**



3.4u Focus attention on yet another takeaway