

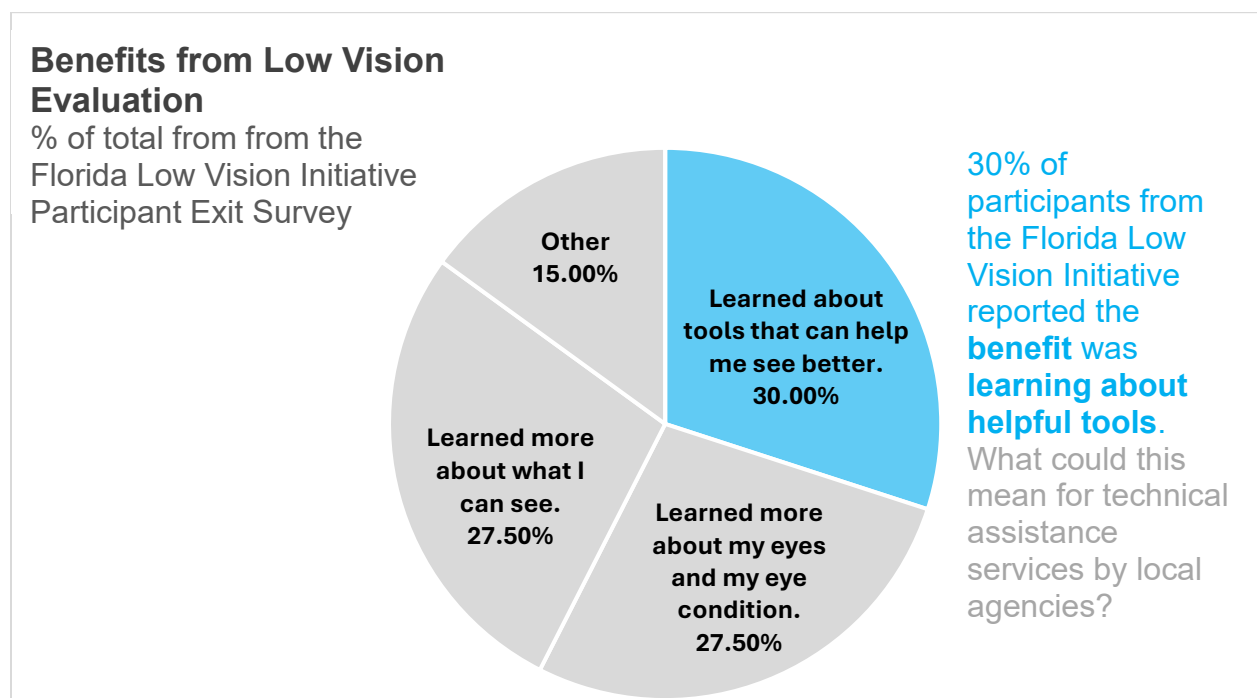
Guidelines for better data visualizations:

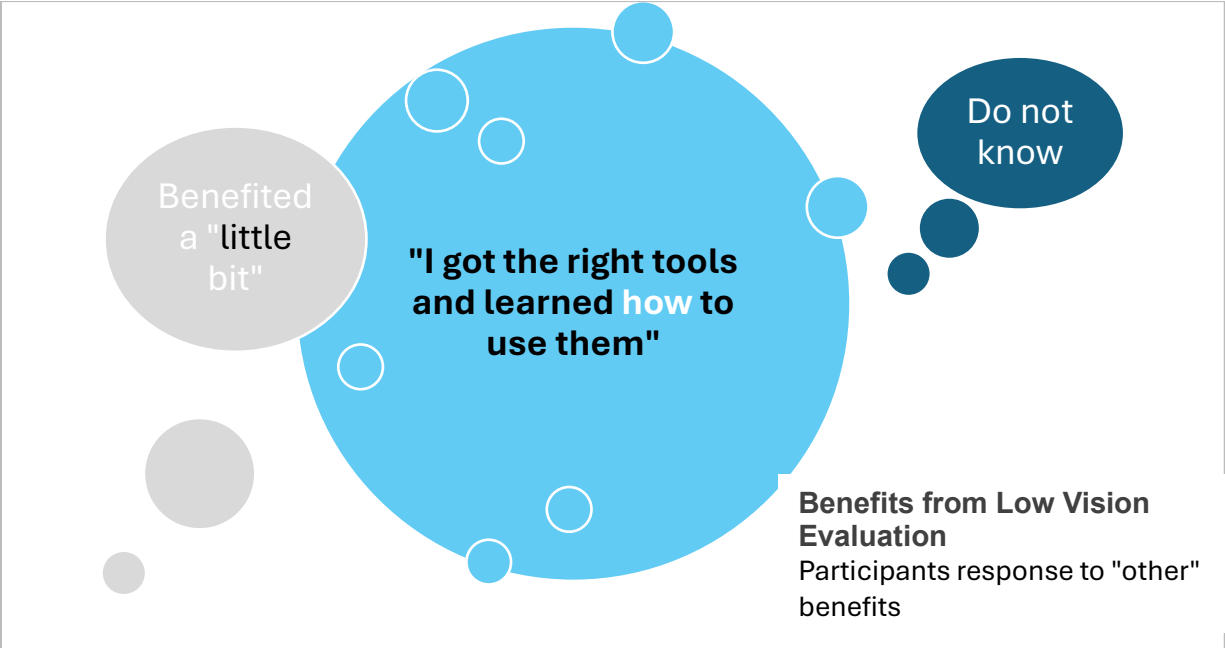
- **Show the data** – not all the data must be shown, but the values important to the argument should be highlighted.
- **Reduce the clutter** – remove unnecessary visual elements that may distract the reader from the central data such as a heavy tick marks or gridlines, overlapping markers, textured gradients, and too much text.
- **Integrate the graphics and the text** – remove legends when possible and label data directly, write the title like a newspaper headline, and add explainers if necessary.
- **Avoid the spaghetti chart** – don't include too much information in a single graph.
- **Start with gray** – the visualization that is submitted doesn't need to show the gray, but it should demonstrate a purposeful use of color.

Keep Accessibility in Mind

- **High Color Contrast**
- **Text size**
- **Font style**

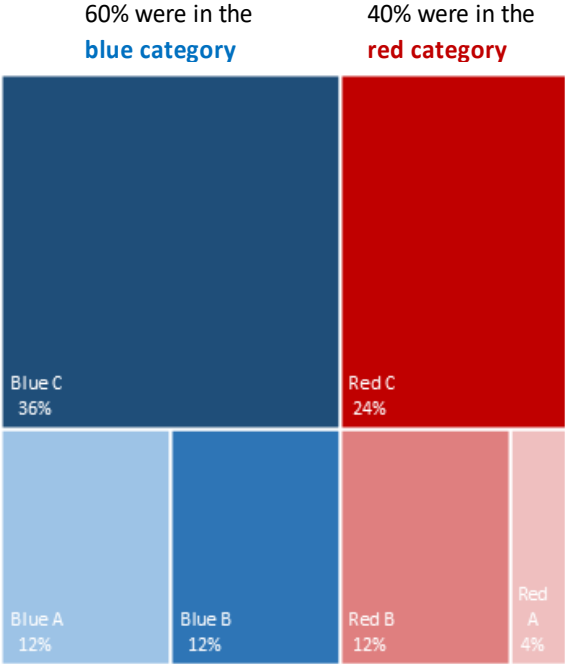
Examples





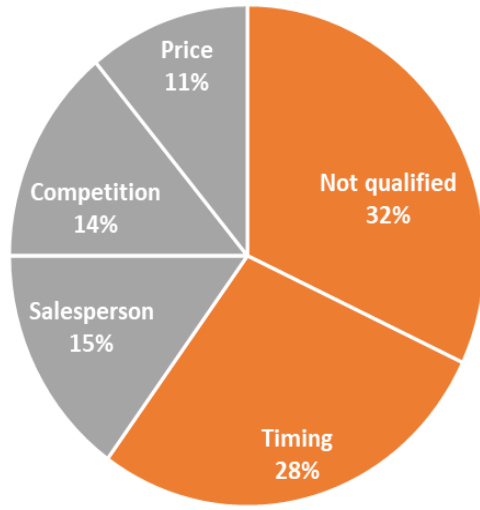
Non-Examples

Of the 987,654 people we studied...



Why we're losing deals

% of total deals lost (204)
from mmyy-mmyy



60% of deals were lost because we **didn't qualify appropriately** or timing was **outside of the customers' budgeting cycle**.

How might we improve our process?