Effective Data Visualization
A Workshop for Leaders from Evergreen Data

When communicating data, your job is to find the insight in the data and pair that point with a compelling picture of the evidence that supports it.

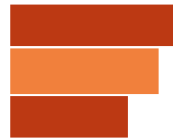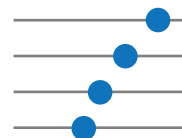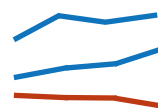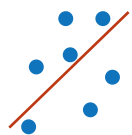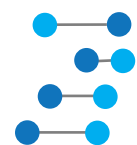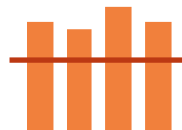| Data Story	Preattentive Attributes	Useful Graph	Take It Further
Most/Least	Order & Color	Bar/Column	Dot Plot
Trend	Direction & Extra Mark	Line	Slopegraph
Relationship	Density & Space	Scatterplot	Dumbbell Dot
Goal	Position & Extra Mark	Benchmark Line	Overlapping Bar

EVERGREEN PRINCIPLES
- Bottom Line Up Front.
- Boost the signal, lower the noise.
- This is what leaders do.
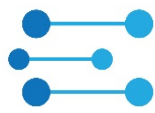- Make the point pop.
- People are meaning makers.

RED FLAG LIST
- Funky Axes
- Bar Charts Not at Zero
- Maps (sometimes)
- Pies & Donuts (usually)
- Parts AND Whole
- Red/Yellow/Green

For more, see: Presenting Data Effectively & StephanieEvergreen.com/blog
Contact me anytime: Hey@StephanieEvergreen.com

Audience Communications Plan

Use this document to think through the potential audiences for your data, what information they will want to hear, the data story that can best address their key questions, and how much detail they'll want. An example is given in the top row.

Potential audiences can include: Board of Directors, Policymakers, Internal staff, Public, Media outlets, Funders, etc.

Data stories are usually trend, most/least, goal, and relationship.

Audience	Their key questions & worries	Data story	Level of detail
Internal Staff	Am I contributing well? Are we collectively doing ok?	Trend, Goal	Low, maybe Medium

EVERGREEN DATA
INTENTIONAL REPORTING & DATA VISUALIZATION

EVERGREEN DATA 4 STEP VISUALIZATION PROCESS

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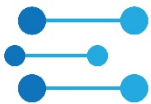
1. **WHAT'S THE POINT?** Write it here on a new line.

2. **WHO IS THE AUDIENCE & HOW WILL THIS BE DELIVERED TO THEM?** Describe their data needs & literacy. List the software & platforms.

3. **WHAT IS THE BEST CHART TYPE?** Sketch it below.

4. **HOW CAN YOU SHARPEN THE POINT?** Add emphasis above.

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