

Tippie College of Business

Valuation of Financial Claims Data Visualization Tutorial

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Making effective visuals

Pick the form of visual, but avoid tables and pie charts

Integrate the visual in (not after) an appropriate section of the text

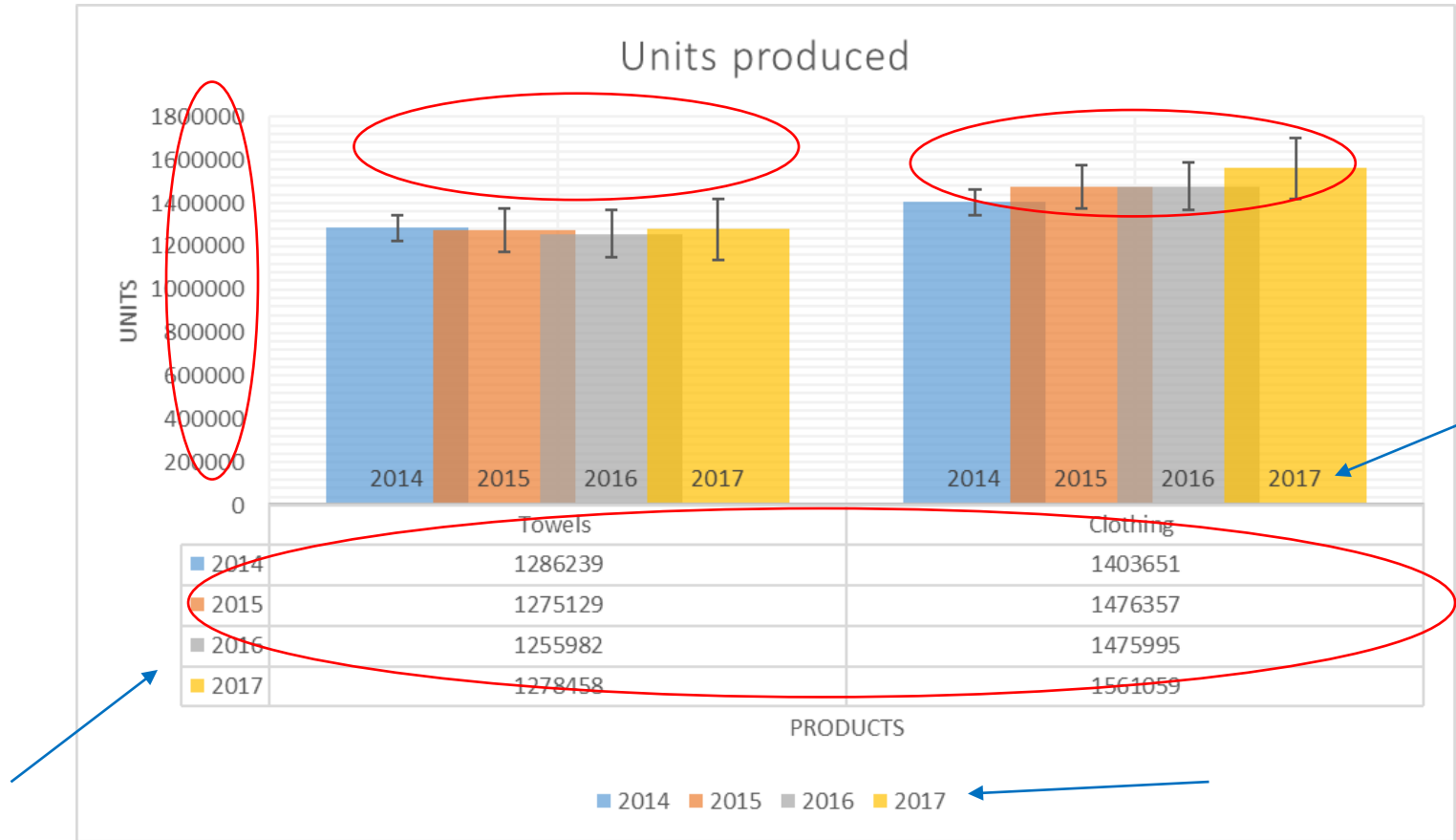
Include a message title that establishes the visual's takeaway message

- Ineffective: Profits
- Effective: Net income down 13% in 2020 Q4

Eliminate unnecessary elements/chartjunk (see next slide)

- Don't simply accept what Excel spits out

Eliminate (Likely) Unnecessary elements*



Zeros on y-axis

Table below graph

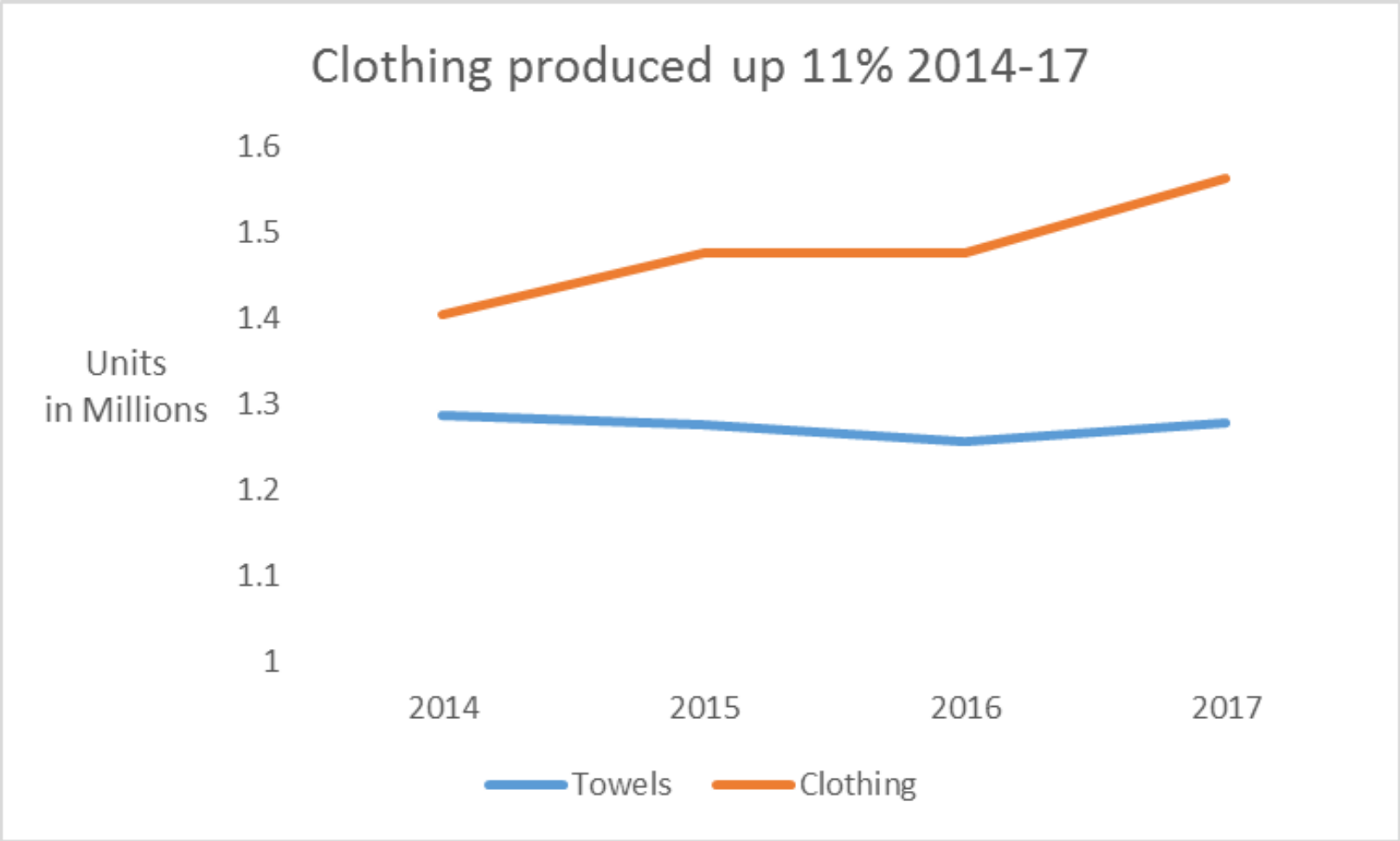
Error bars

Years x3

Grid marks

*For now, practice getting rid of anything not essential, but in reality, it depends on audience expectations

Optimized graph w/ same data set



Final thoughts

Include the visual within the text, not after the text

- Doing so will bump the page limit to 2.5 pages total

Read work out loud to catch typos/missing words

Meet w/ Chloe Livaudais in [virtual writing program office hours](#) or during her shifts in the [Frank Center](#) - Not necessary to have a complete draft!

- Visit my [weekly virtual office hours](#) Wednesdays 2-3 for questions or concerns