IOWA

Tippie College of Business

Valuation of Financial Claims Data Visualization Tutorial

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Making effective visuals

Brief, to-the-point messaging – only most important info, small amount of text

Include a title that establishes visual's takeaway message

- Ineffective: Profits

- Effective: Net income down 13% in 2020 Q4

Emphasize key takeaways with arrows, boxes, use of color, or **bold**
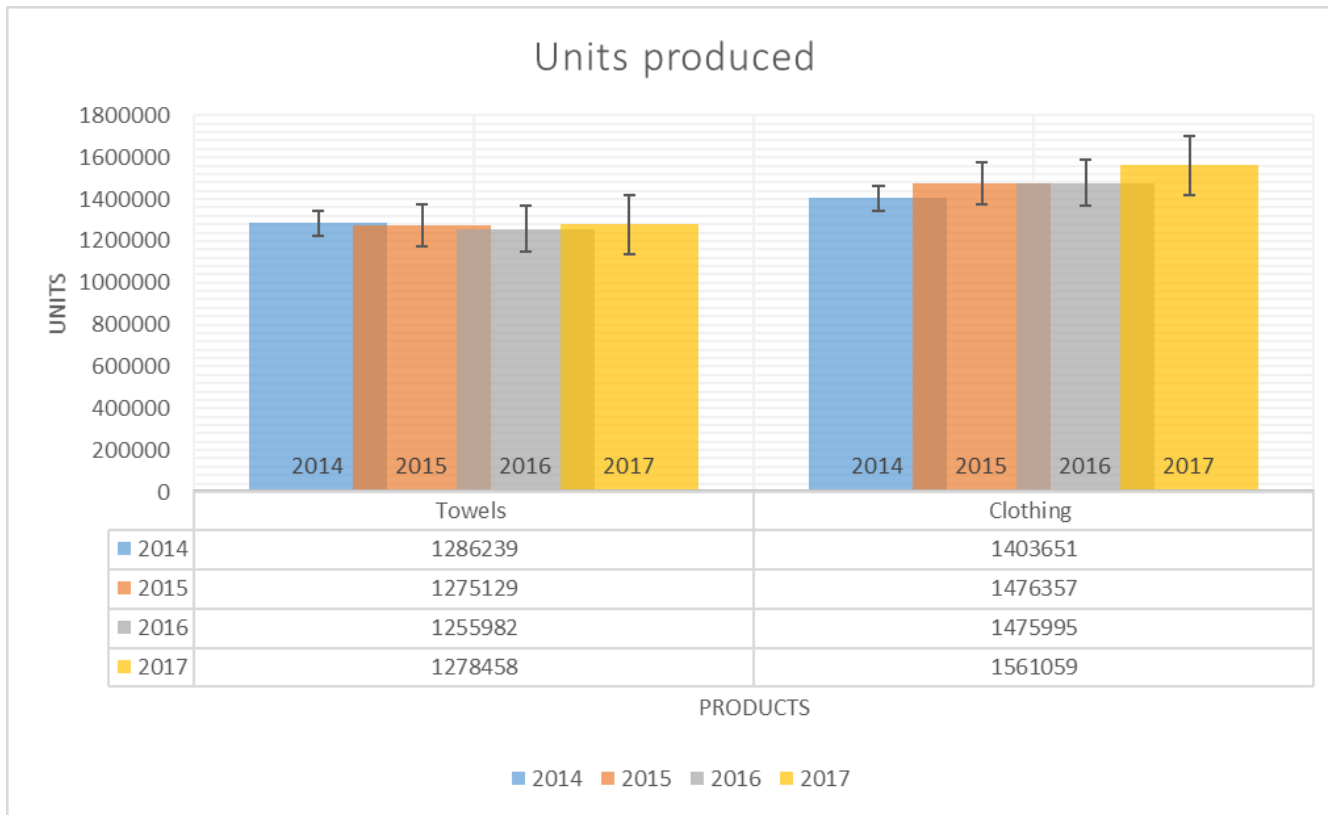
Making effective visuals

Establish easily visible color differentiation

- Avoid red-green (5-8% colorblind), subtle changes in shades
- Use color to highlight and accentuate information

Eliminate unnecessary elements/chart junk (see next slide)

- Don't simply accept what data visualization program spits out

(Likely) Unnecessary elements*

Zeros on y-axis
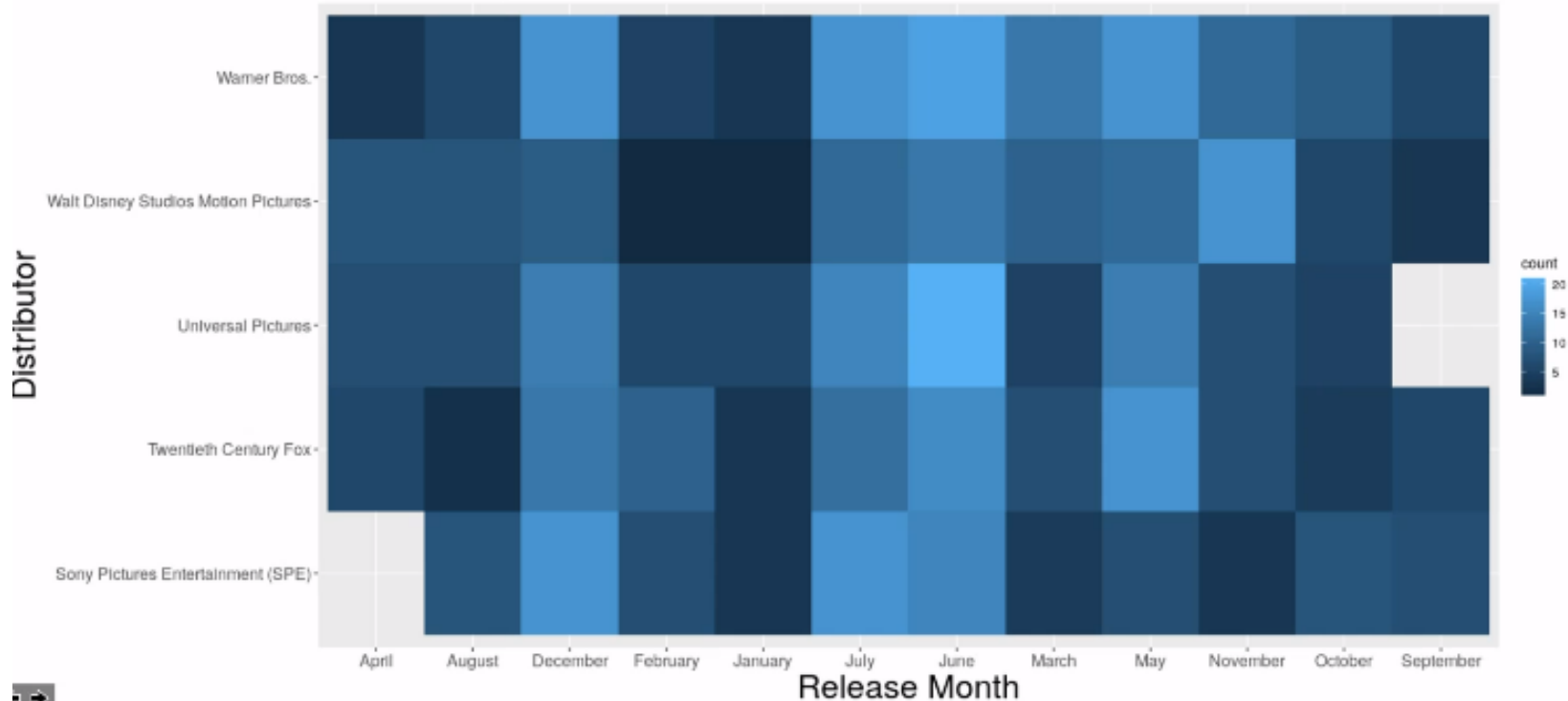
Table below graph

Error bars

Years x3

Grid marks

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

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Optimized graph w/ same data set

Clothing produced up 11% 2014-17

Units in Millions (y-axis: 1, 1.1, 1.2, 1.3, 1.4, 1.5, 1.6)

x-axis: 2014, 2015, 2016, 2017

Legend: Towels, Clothing

Consider how information is organized

Most Popular Month

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