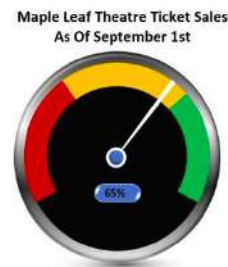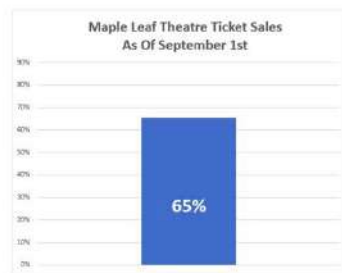# Custom Data Visualizations Webinar Handout

What is custom data visualization?

- Custom data visualizations goes beyond standard bar charts
- Transforms complex data into memorable graphics your audience understands

What does visualizing your data achieve?

1. Tells a story
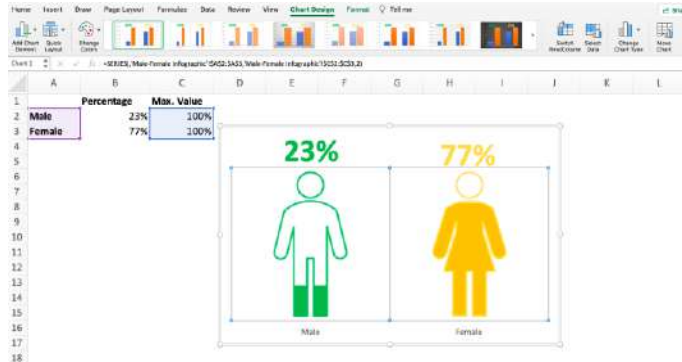2. Makes complex data easier to understand
3. Captivates your audience

Tip: Use shapes to tell the story behind your data

The Power of Visual Metaphors

- Helps your audience understand your data better with charts and shapes
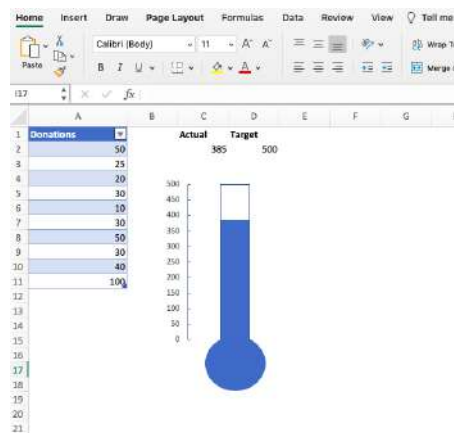- *For example:* Can you use a thermometer to tell the narrative of your data?

Head Office - 133 Brookhouse Drive, Newcastle, ON L1B 1N9 | **Training Centre** - 130 Albert Street, Suite 902, Ottawa, ON K1P 5G4

1

Filled Icon Chart

Best Practices:

- Choose the right icon that is relevant to your data
- Decide what the **filled** part of the icon represents
- Make sure your legend is clear

Thermometer Chart

Best Practices:

- Your target is the outside 'shell'
- The fillable part is your current progress
- Use colour as a visual cue

Catch the Webinar or browse our free resources. Ready for the next step? Register for Custom Data Visualizations in Excel and Mastering Charts & Graphs in Excel today!

Head Office - 133 Brookhouse Drive, Newcastle, ON L1B 1N9 | **Training Centre** - 130 Albert Street, Suite 902, Ottawa, ON K1P 5G4

2