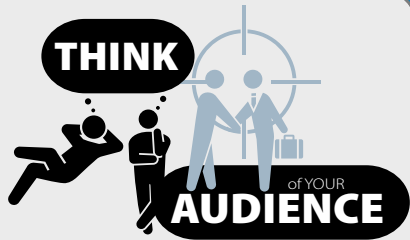


THINK



of YOUR AUDIENCE



ADJUST the means to your AUDIENCE
Tables and graphs are not easy to understand for everyone.

USE A TABLE

	A	B	C	D
Revenue	108	57	85	96
Costs	42	85	77	62
Income	66	-28	8	34

TO LOOK UP A PRECISE VALUE QUICKLY

3 If you analyze, compare, look for trends and patterns
GIVE SHAPE TO YOUR DATA BY DESIGNING A CHART

4 CHECK if the chart shows the truth
INSPIRES AND TELLS THE STORY

5 COMBINE the most important information on a SINGLE SCREEN

CHOOSE THE RIGHT CHART

6 MAKE BARS, LINES AND DOTS the shapes of your first choice



TIME SERIES	✓	✓	✓
RANK	✓	✓	✓
PART-TO-WHOLE	✓	✓	✓
DEVIATION	✓	✓	✓
DISTRIBUTION	✓	✓	✓
CORRELATION	✓	✓	✓
NOMINAL COMPARISON	✓	✓	✓

CONSIDER WHAT KIND OF RELATIONSHIP YOU WANT TO HIGHLIGHT

8 LEAVE "PIE" FOR THE DESSERT AND KEEP "SPIDER'S WEB" OFF THE RADAR



9 COMBINE MULTIPLE CHARTS IN PANELS



10 SHOW GEOGRAPHIC DATA ON MAPS

AVOID COMMON MISTAKES

11 ALWAYS START THEM at "0"
DON'T CUT BARS

EXCELBIACADEMY.COM
25 DATA visualization RULES

12 FORGET about 3D CHARTS

13 CONNECT WITH A LINE ONLY RELATED THINGS like subsequent periods

14 ALWAYS PLACE TIME ON THE HORIZONTAL AXIS

15 COMPARE APPLIES TO APPLIES ESPECIALLY ON TIME SERIES CHARTS

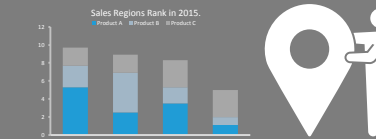
TAKE CARE OF EVERY DETAIL

16 REMOVE REDUNDANT INK

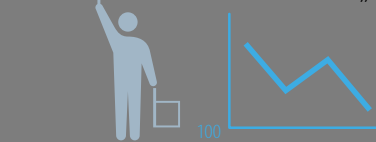
17 FOR LONG LABELS USE A BAR CHART INSTEAD OF A COLUMN CHART

18 AVOID LEGENDS

19 LABEL NECESSARY TITLES AXES UNITS SERIES



20 COMMUNICATE IF THE VERTICAL AXIS DOESN'T START AT "0"



SELECT COLORS and FONTS CAREFULLY

21 BE SELECTIVE ABOUT COLOR use hues of the same COLOR

22 USE MORE SATURATED COLORS highlight important FIGURES

23 AVOID THE COMBINATION OF RED AND GREEN LOVE GREY

24 EXPOSE THE MESSAGE IN 2015 WE DOUBLED THE SALES x2

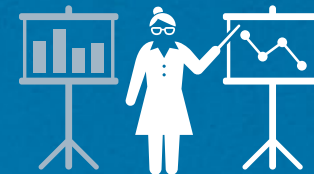
25 USE SIMPLE FONTS LIKE ARIAL AND TAHOMA Limit the number of fonts to two

GEORGIA 1234567890
PAPYRUS 1234567890
ARIAL 1234567890
TAHOMA 1234567890





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by Bartosz Czapiewski



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- Data Visualization



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