
Focus on the key message
KEEP IT SIMPLE
AND CLEAR

Many graphs are available
CHOOSE THE
RIGHT
VISUALS

Don't show a huge amount of data.
BREAK THE
COMPLEX VISUALS
INTO PIECES

Stick to 3 or 4 colors
CAREFULLY
CHOOSE THE
COLORS

How to present
data
effectively?

Provide visual facts, not text.
DON'T USE TOO
MANY WORDS

Create high-quality graphics
USE GOOD
TEMPLATES AND
SOFTWARE

Think behind the numbers
SHOW YOUR
PASSION

What do they want to know?
FOCUS ON THE
AUDIENCE'S
NEEDS

Your reports and graphical presentations should not just deliver statistics, numbers, and data. Instead, they must tell a story, illustrate a situation, provide proofs, win arguments, and even change minds.