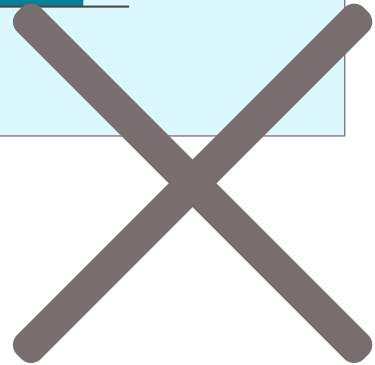
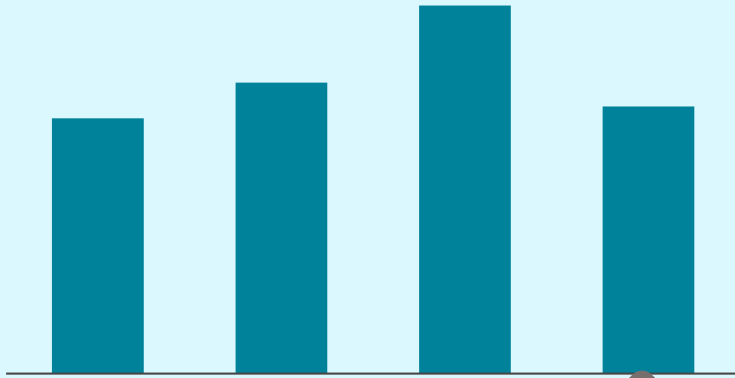


DOS AND DON'TS

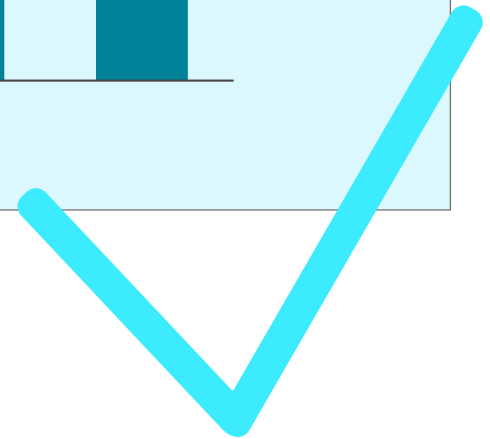
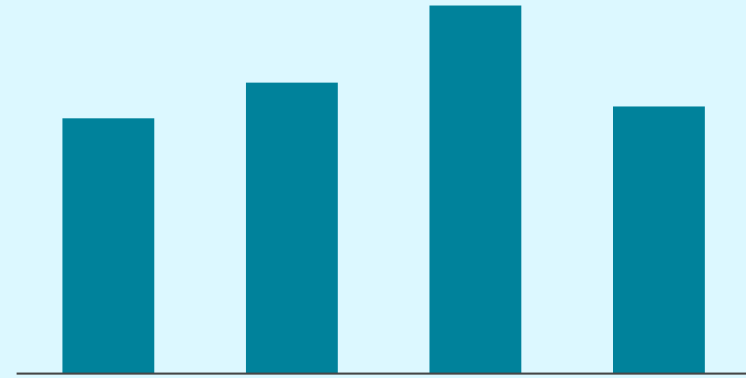
VISUALIZING DATA THROUGH CHARTS

You need to have a message, not just data

Sales development

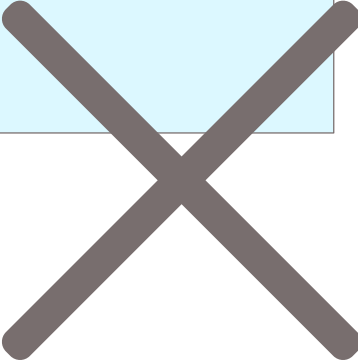
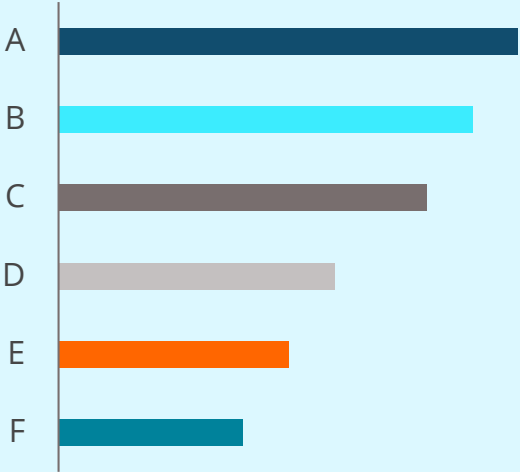


Sales declined for the first time last year

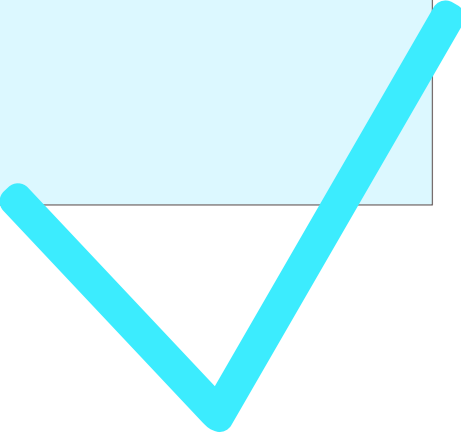
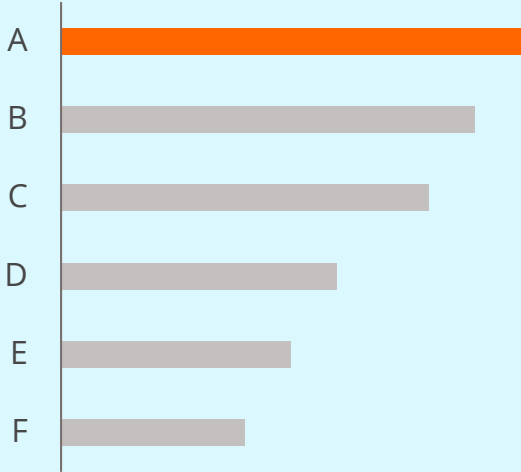


Reduce the use of colors to the bare essentials

Strongest growth in product area A

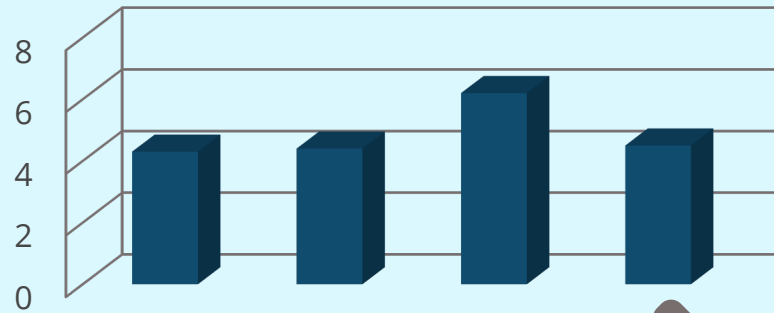


Strongest growth in product area A

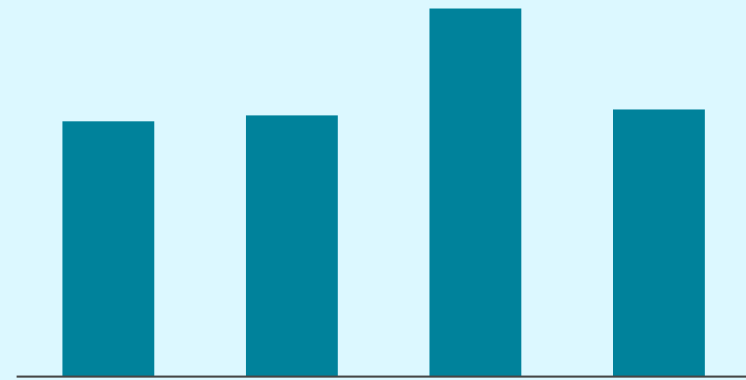


Avoid irrelevant 3D effects

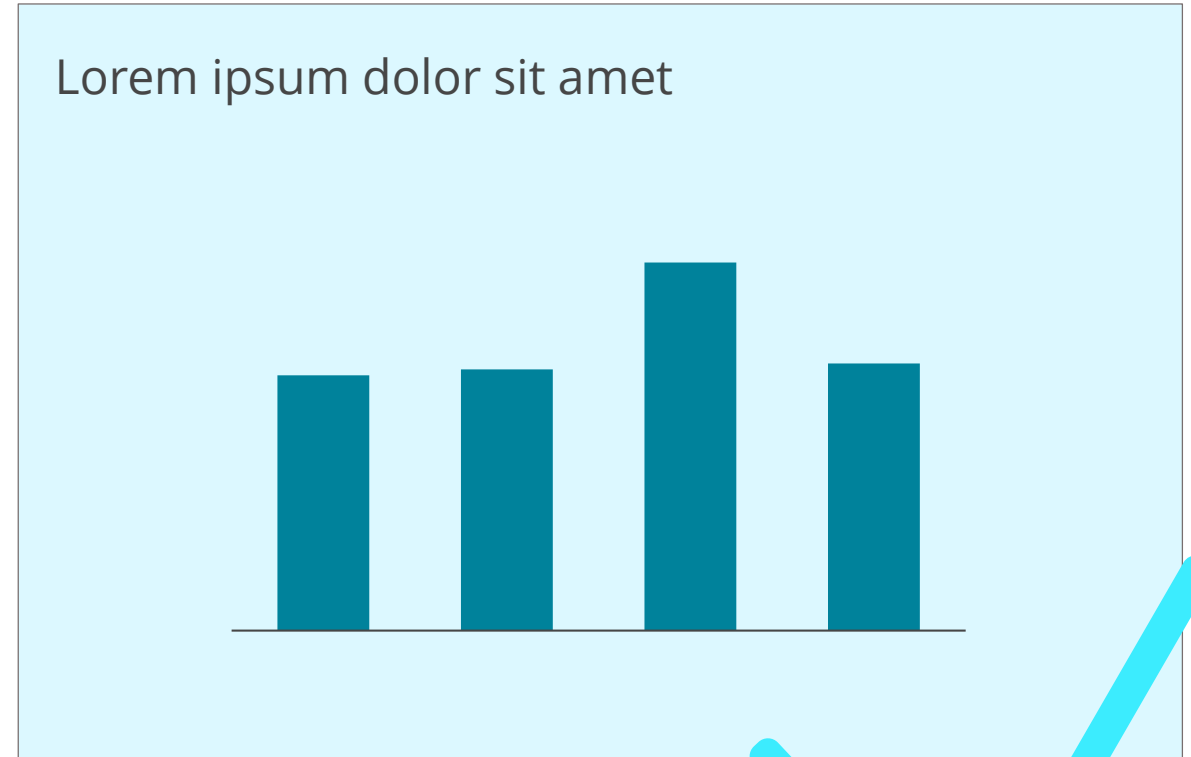
Lorem ipsum dolor sit amet



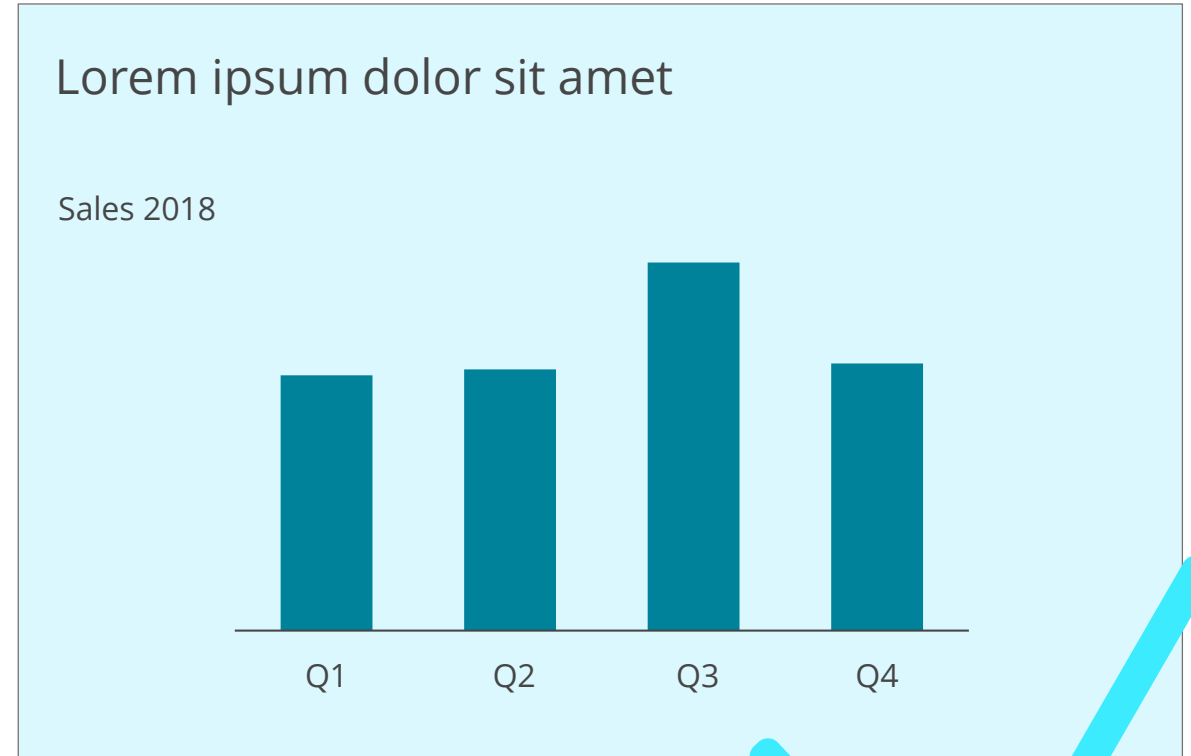
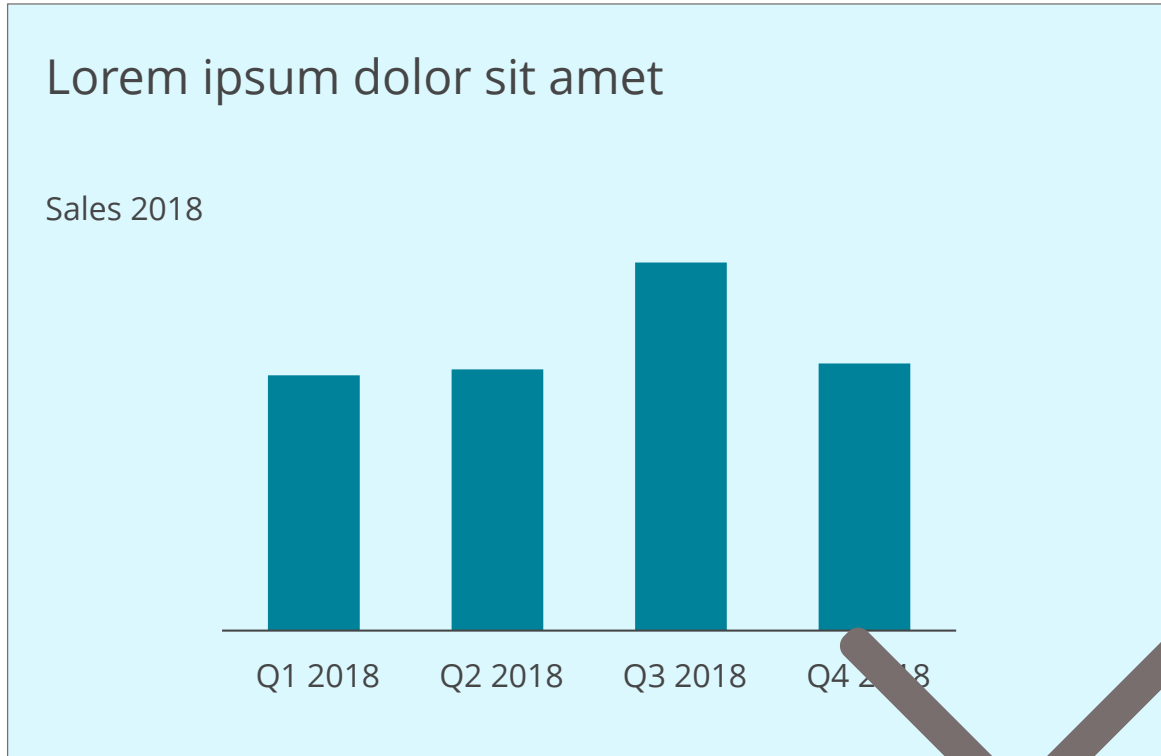
Lorem ipsum dolor sit amet



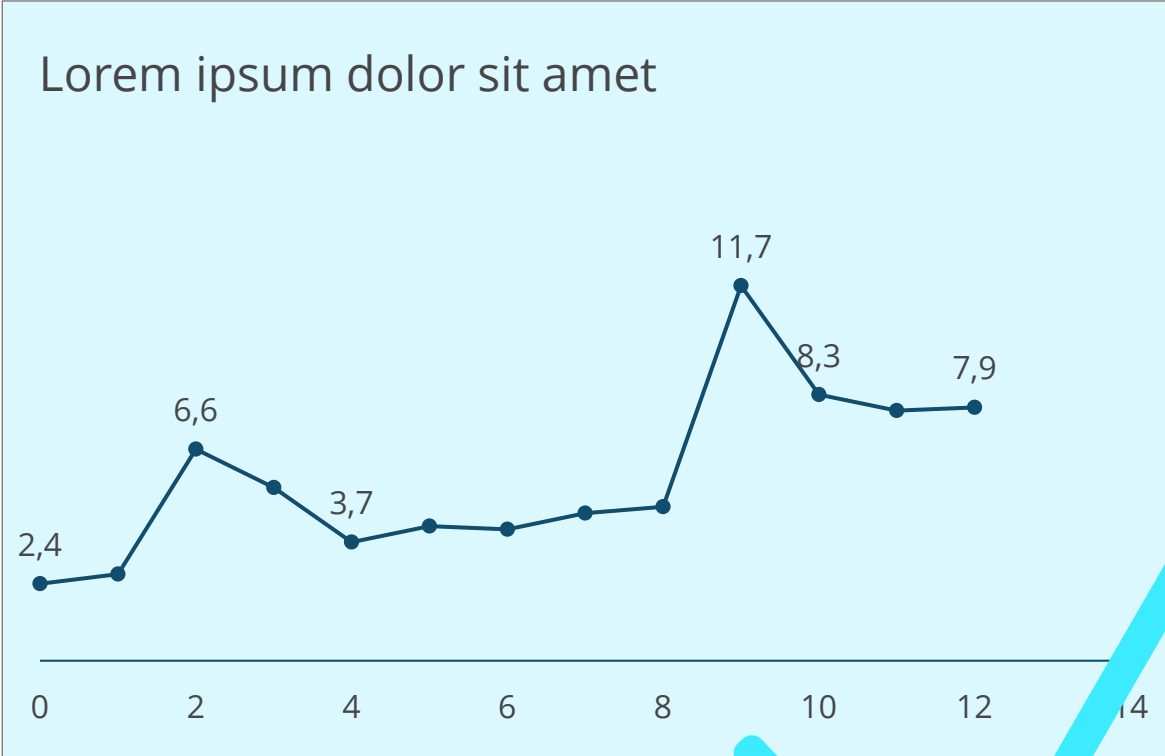
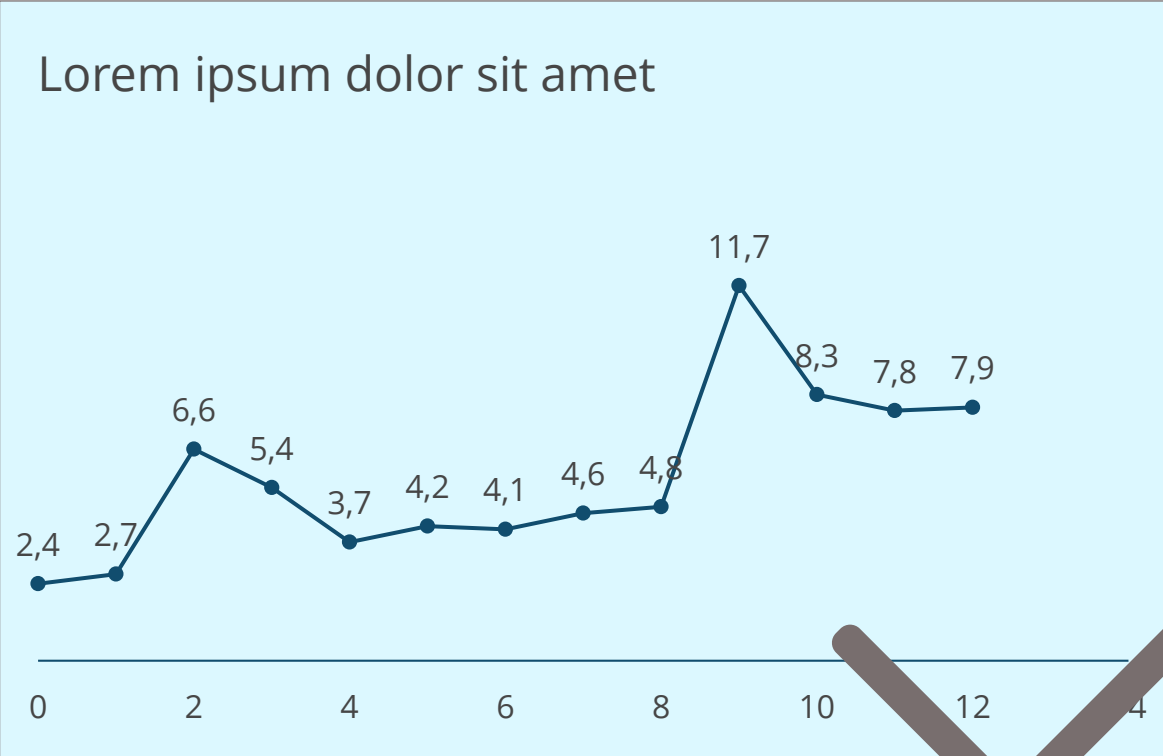
Generally avoid background images on charts



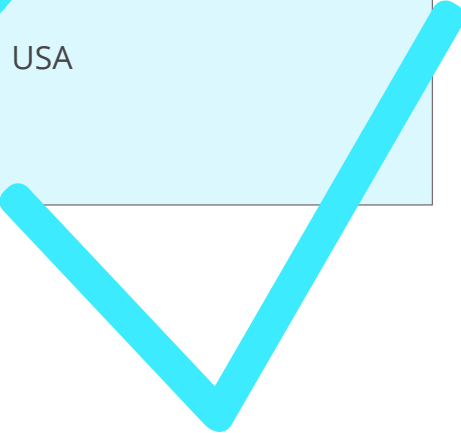
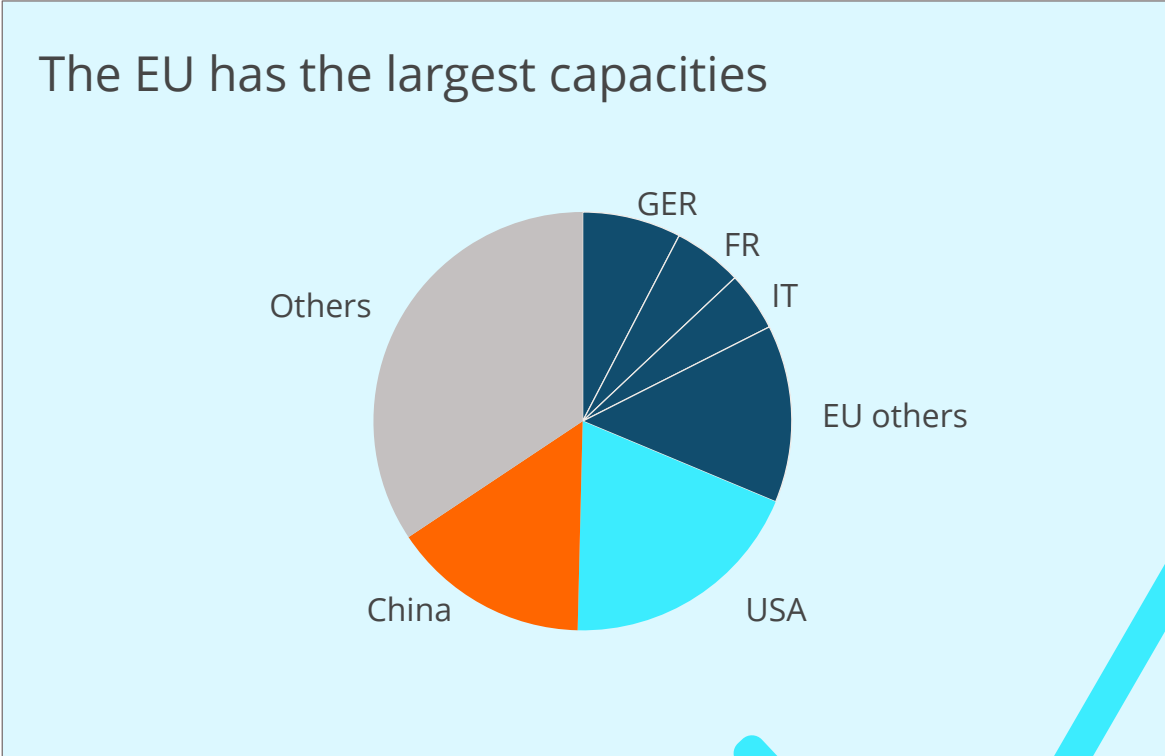
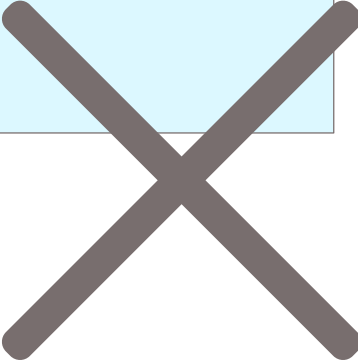
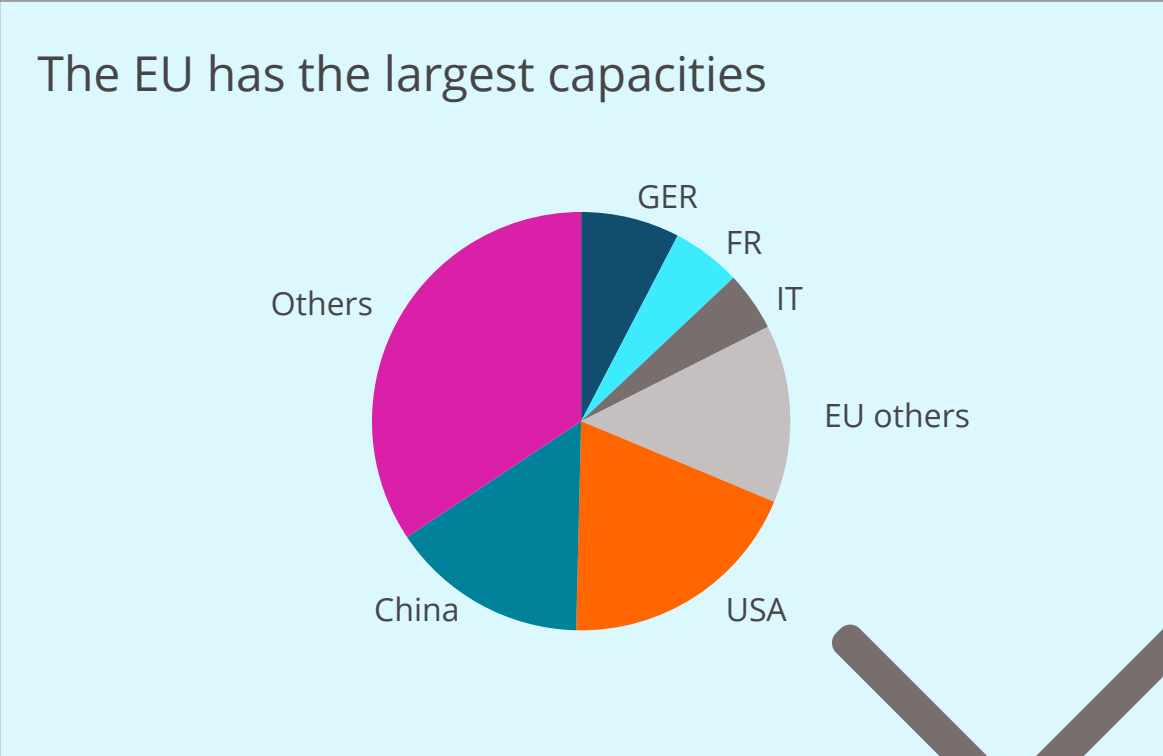
Avoid redundant information



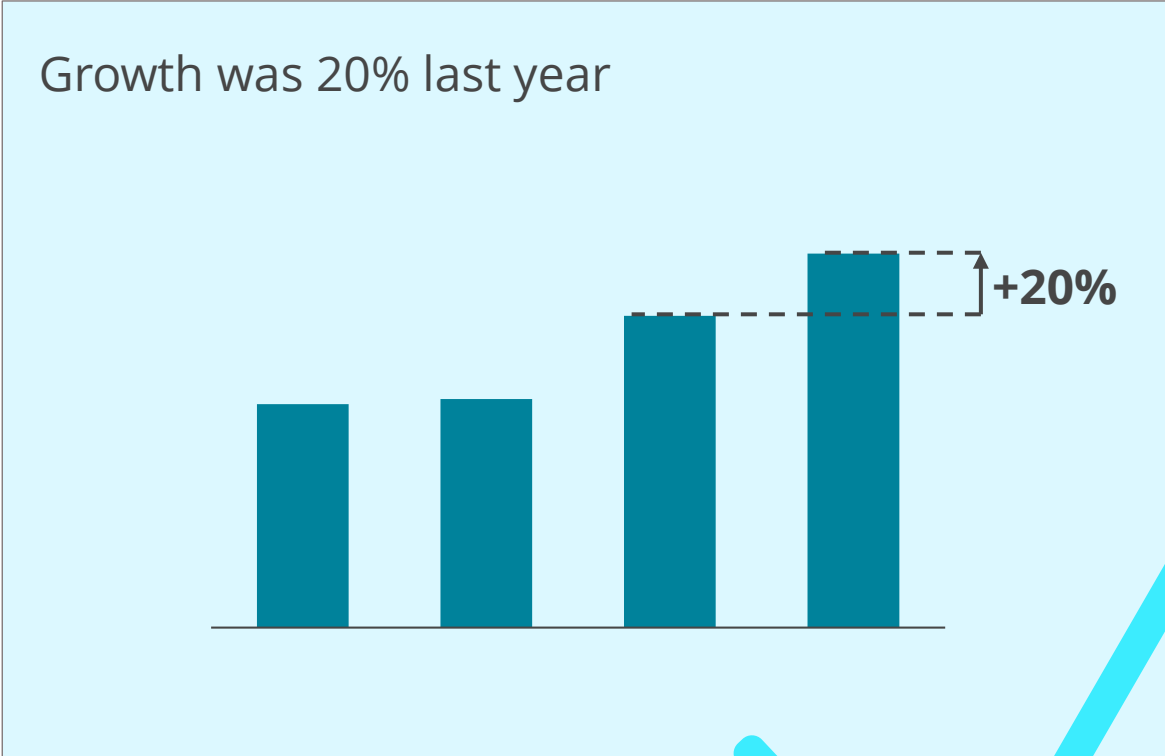
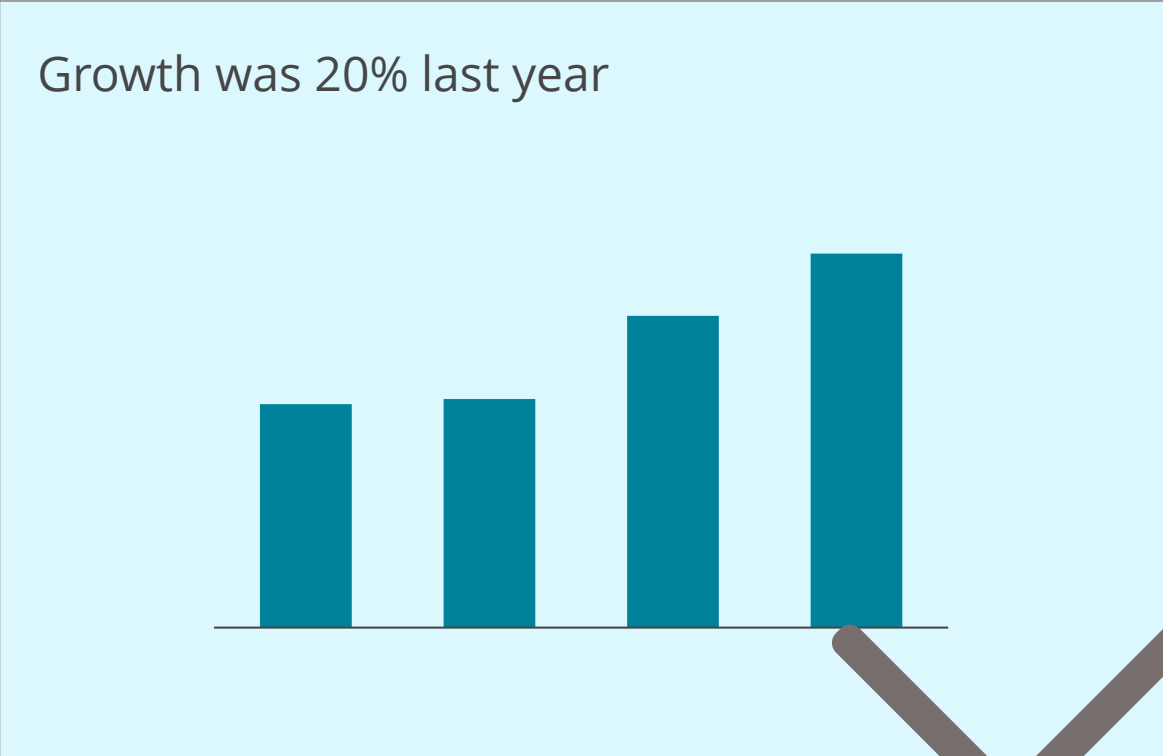
Only label the key data points



Use colors to highlight your message



Use additional elements to highlight your message





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