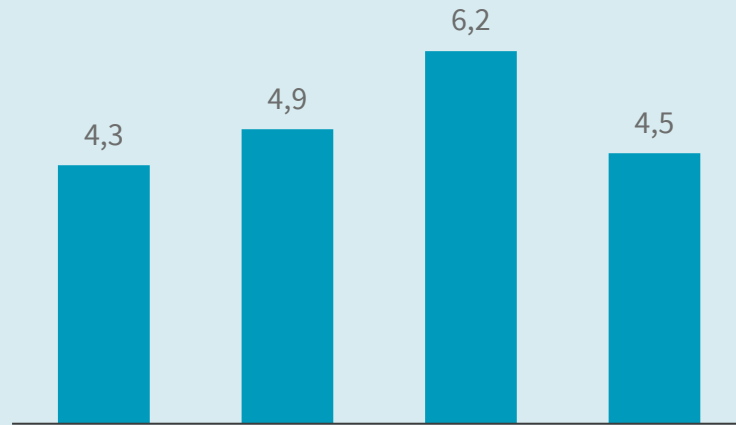


# Dos and Don'ts

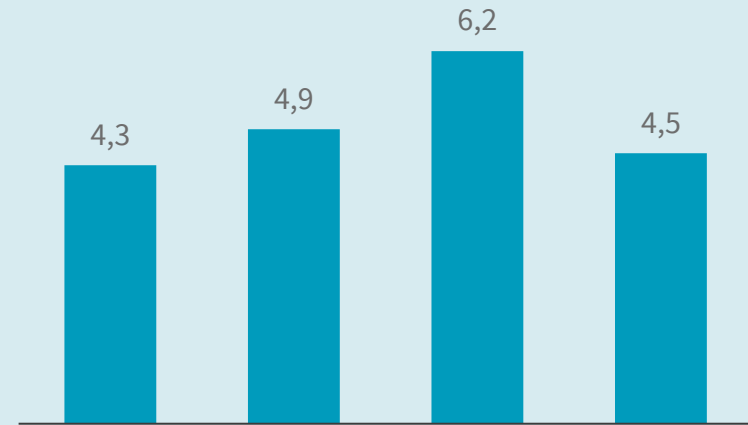
Visualizing data through charts

# You need to have a message, not just data

Sales development

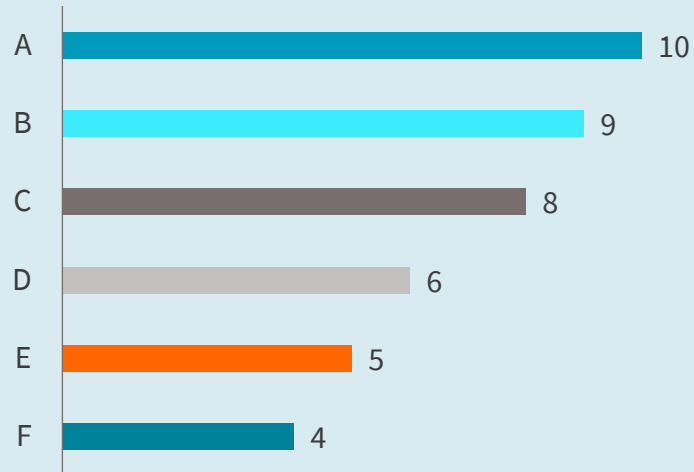


Sales declined for the first-time last year

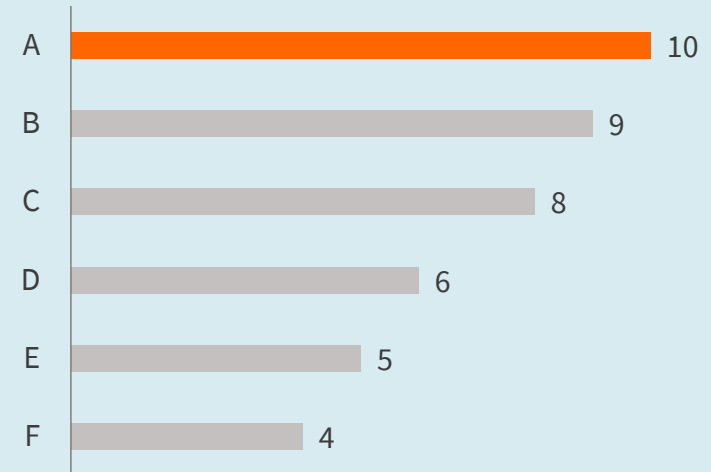


# Reduce the use of colors to the bare essentials

Strongest growth in product area A

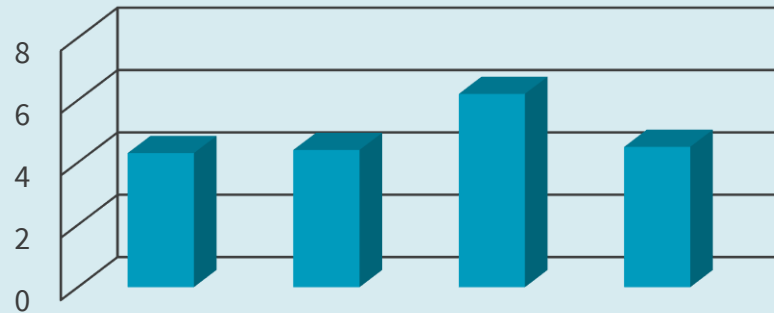


Strongest growth in product area A

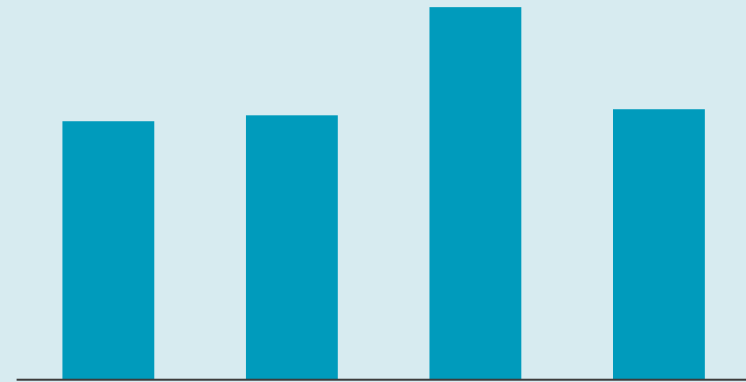


# Avoid irrelevant 3D effects

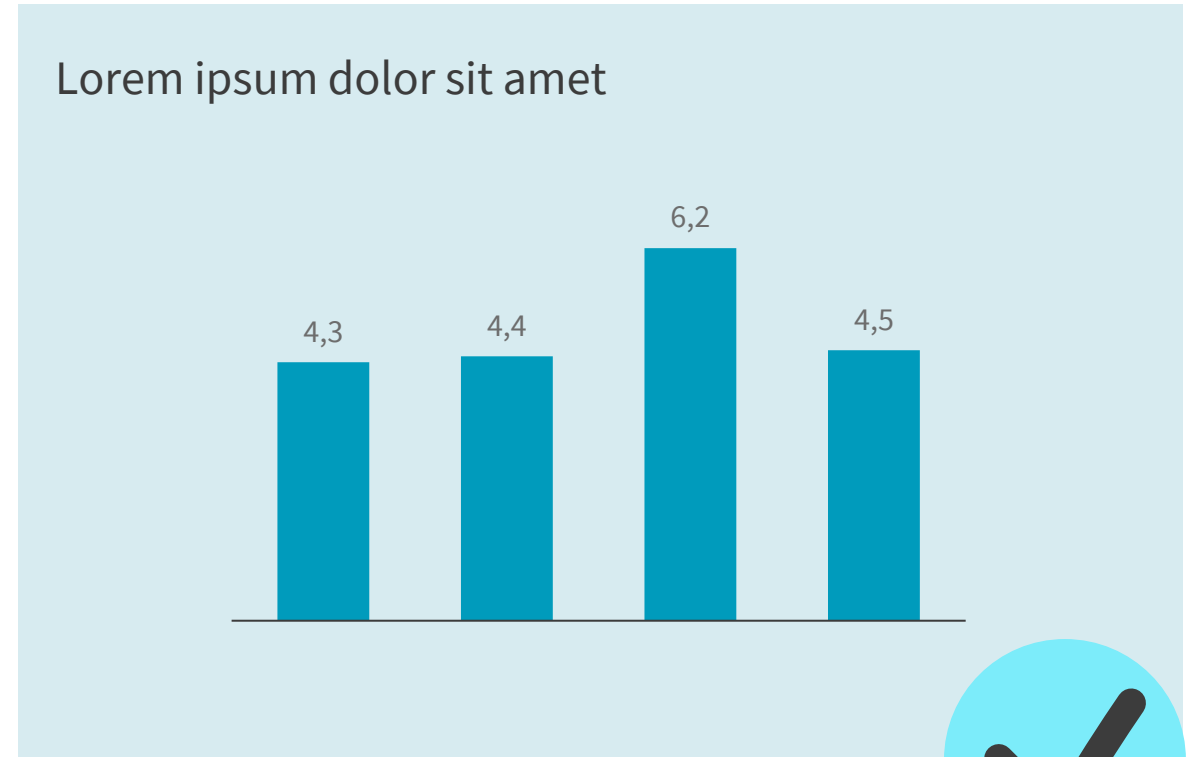
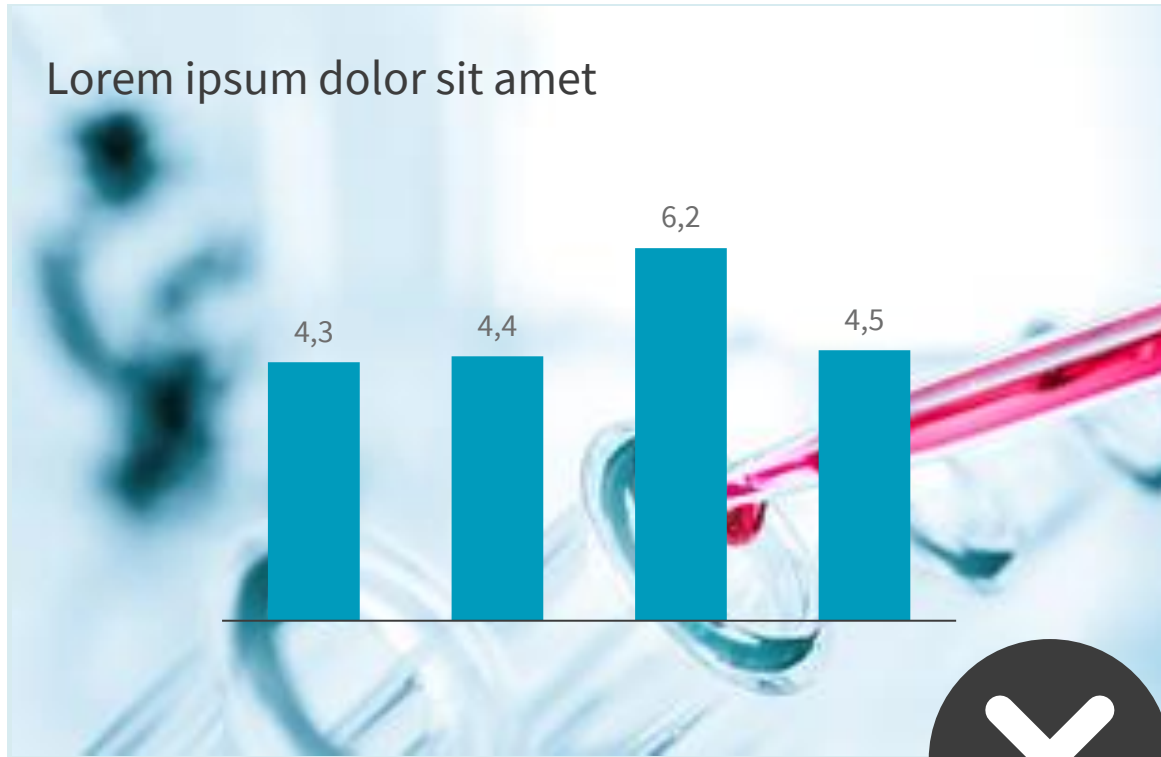
Lorem ipsum dolor sit amet



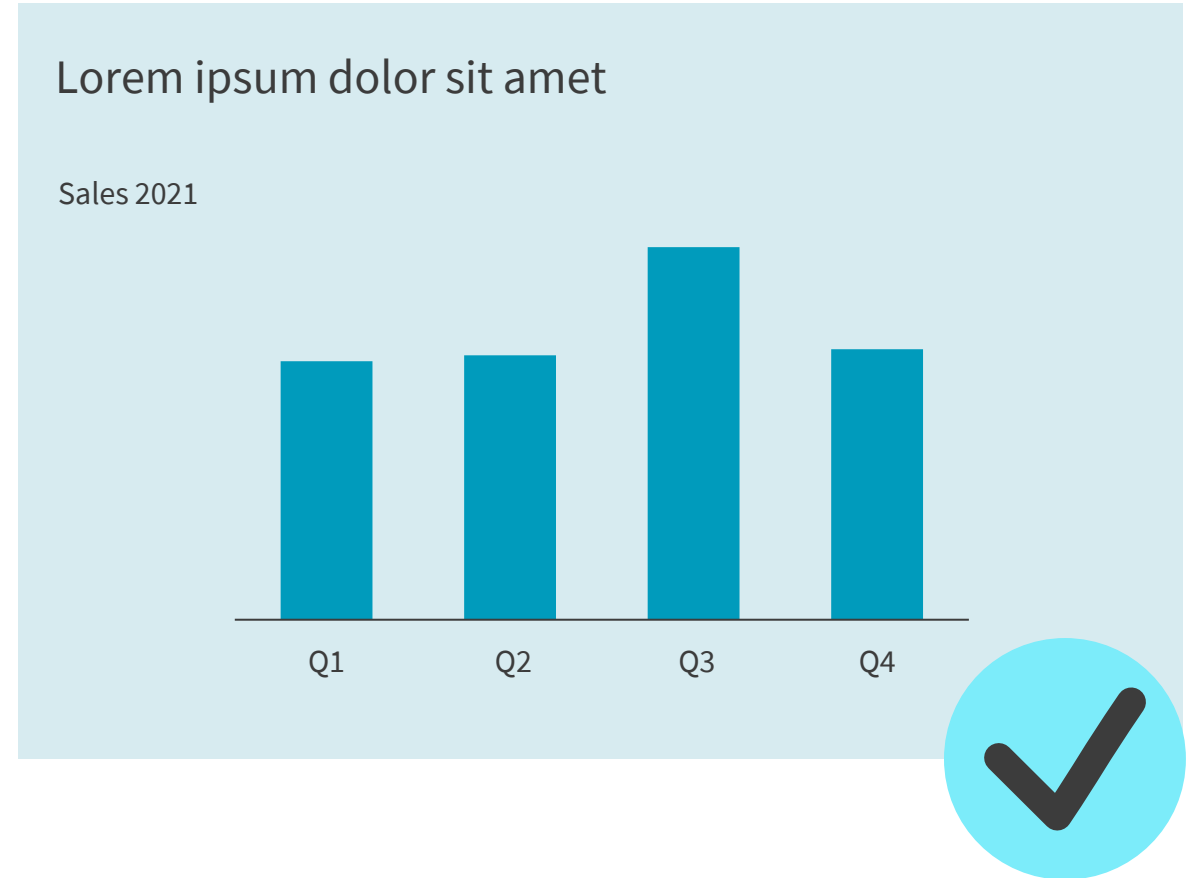
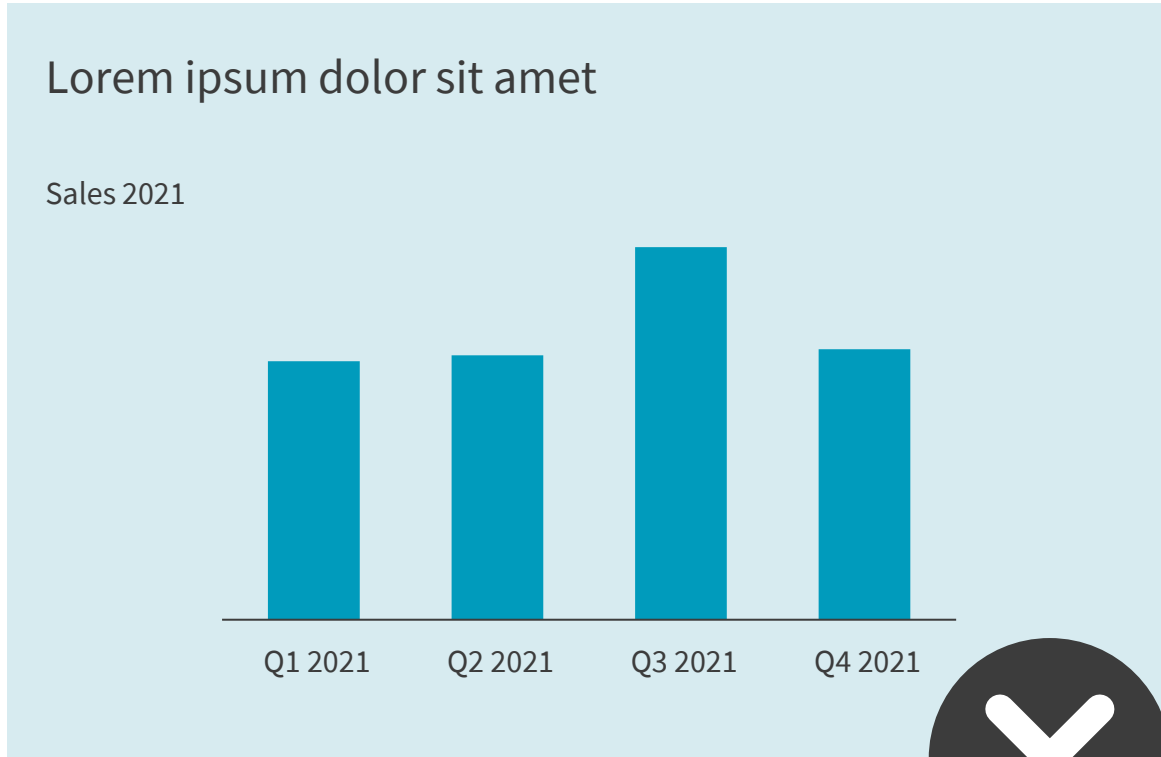
Lorem ipsum dolor sit amet



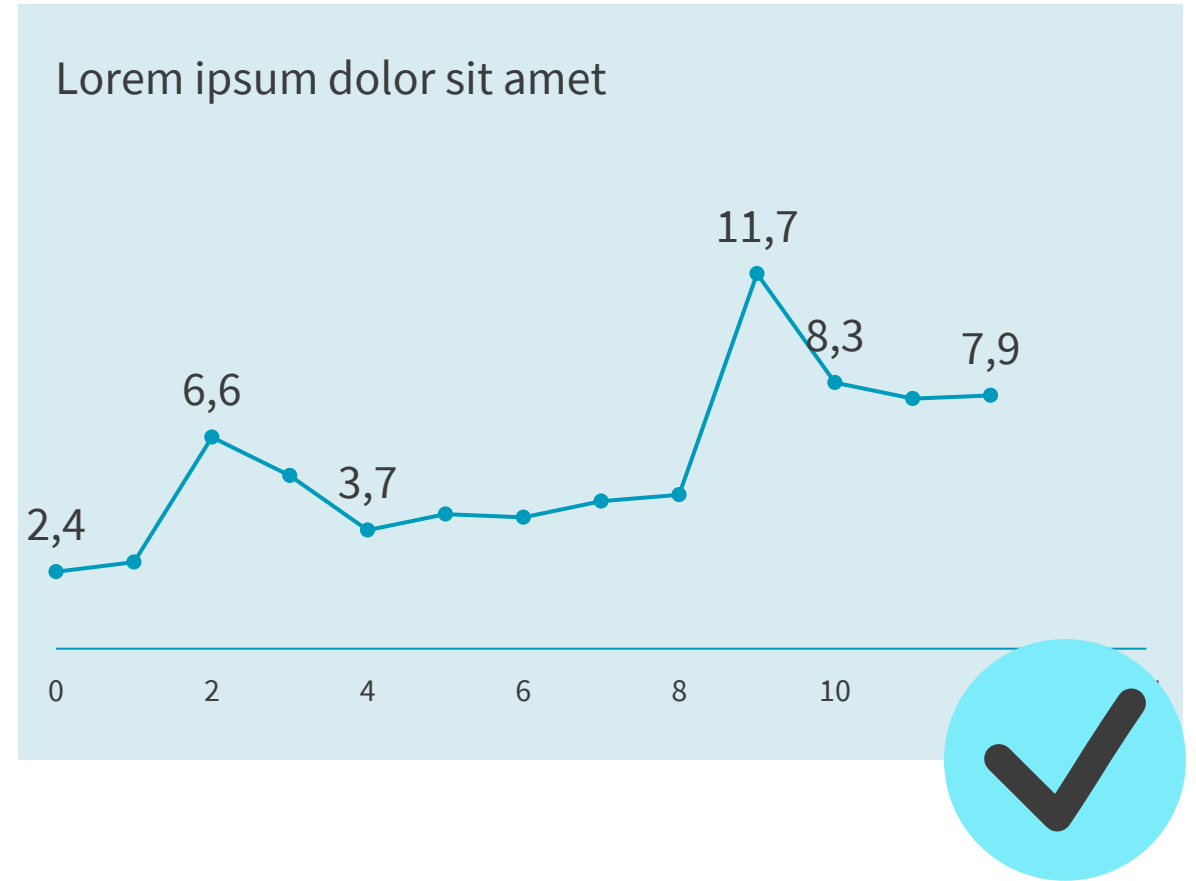
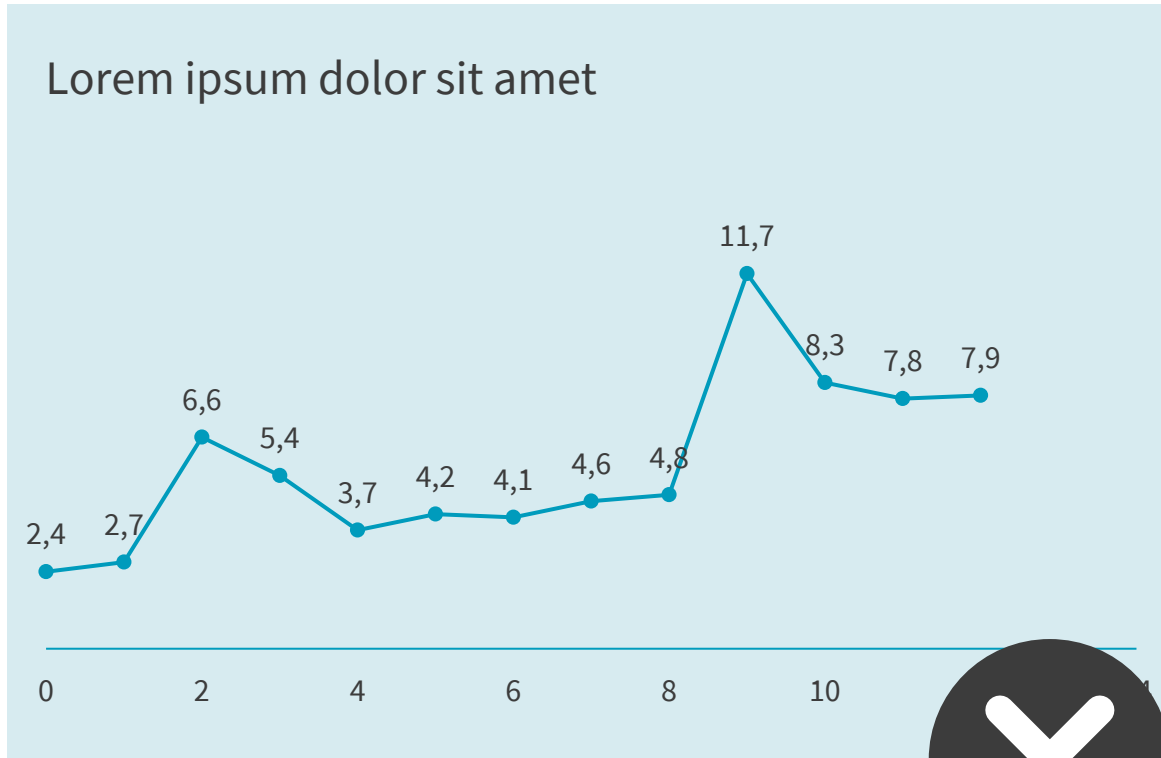
# Generally, avoid background images on charts



# Avoid redundant information

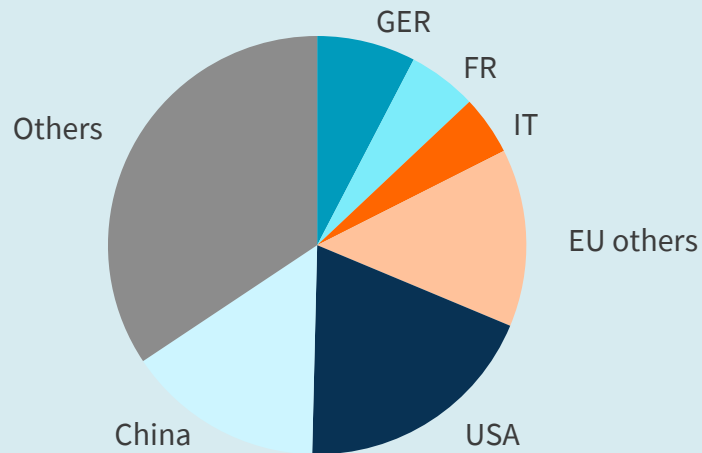


# Only label the key data points

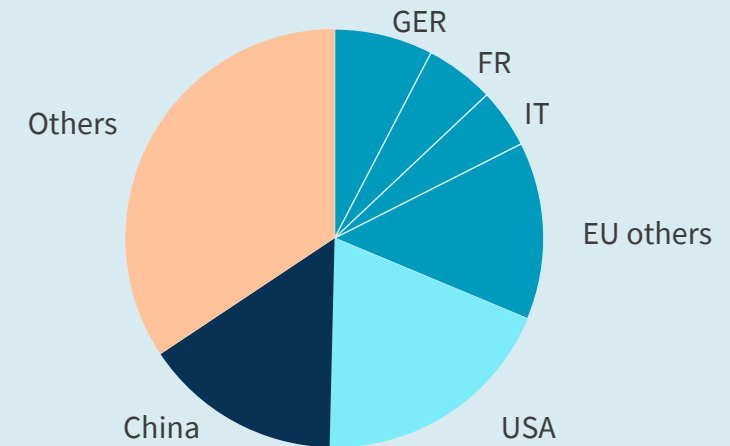


# Use colors to highlight your message

The EU has the largest capacities



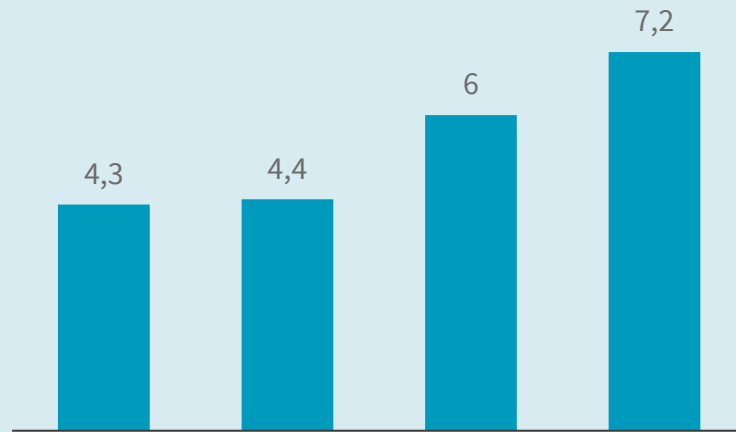
The EU has the largest capacities



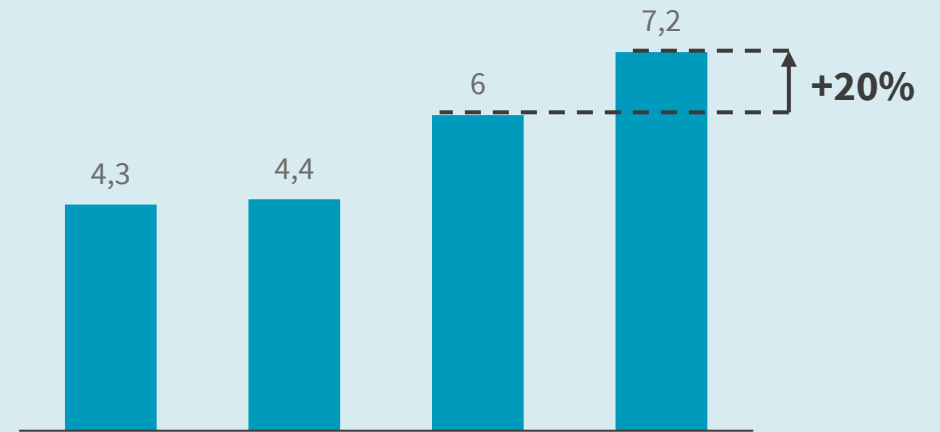


# Use additional elements to highlight your message

Growth was 20% last year



Growth was 20% last year



# Strategy Compass

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Strategy Compass is committed to a business world where everyone can unlock their potential. We help companies improve the quality and efficiency of their communications with Microsoft Office, so they can achieve the full impact of their ideas. We combine software, design and consultancy in one holistic service package.



**More impact for your ideas**  
[info@strategy-compass.com](mailto:info@strategy-compass.com)