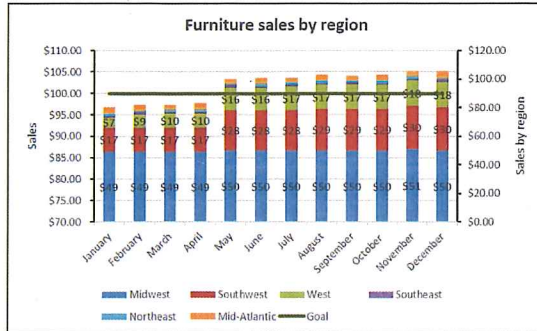


Let's recap what we've learned:

Before

Sales trends



After

Recommending goal increase

Sales underperformed until May

Sales were consistently below the \$100K monthly plan in Q1; however we saw a marked increase in May when a regional competitor closed. This gain resulted in finishing the year 5% above goal.

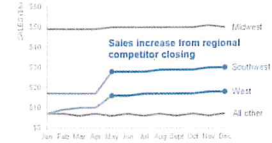
Sales over time: total



Competitor closed, regional impact

In May, a regional competitor went out of business and we saw an immediate increase in the South/West regions, which held constant through the rest of the year.

Sales over time: by region



Recommendation: Because we have strong momentum going into next year, therefore we recommend increasing the \$100K monthly sales goal.

1 Don't overcomplicate

Eliminate clutter and avoid trying to communicate too much in one visual.

2 Use color strategically

Question your tool's default settings and use color to focus attention on the main point(s) in your visuals.

3 Say what you mean in words

Describe to your audience in words how to interpret your visual. Consider if it's a graph you'll describe live or if it will be sent out to be read.

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