Valuation of Financial Claims
Data Visualization Tutorial

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Making effective visuals

Pick the form of visual, but avoid tables and pie charts

Integrate the visual in (not after) an appropriate section of the text

Include a message title that establishes the visual’s takeaway message
  • Ineffective: Profits
  • Effective: Net income down 13% in 2020 Q4

Eliminate unnecessary elements/chartjunk (see next slide)
  • Don’t simply accept what Excel spits out
Eliminate (Likely) Unnecessary elements*

*For now, practice getting rid of anything not essential, but in reality, it depends on audience expectations

- Zeros on y-axis
- Table below graph
- Error bars
- Years x3
- Grid marks
Optimized graph w/ same data set

Clothing produced up 11% 2014-17

Units in Millions

2014 2015 2016 2017

Towels Clothing
Final thoughts

Include the visual within the text, not after the text
• Doing so will bump the page limit to 2.5 pages total

Read work out loud to catch typos/missing words

Meet w/ Chloe Livaudais in virtual writing program office hours or during her shifts in the Frank Center - Not necessary to have a complete draft!
• Visit my weekly virtual office hours Wednesdays 2-3 for questions or concerns