

Data Visualization Resources

This document is a supplement to the April 2019 webinar training on data visualization. The best practice tips from the training are outlined below and there are additional resources to help guide you through the data visualization process. Please reach out to the OMNI TA team at OMNISupport@omni.org with any questions.

Best Practice Tips



Highlight data to meet your audience's needs.

- Analyze your Audience!
- Choose an appropriate chart type
- Text, colors, scaling, components, and arrangement work together



Remove unnecessary components.

- Gridlines, border lines, tick marks
- Use data instead of axis labels
- Place legend at top if needed
- Maximize white space for appeal and clarity



Use the chart title to deliver your takeaway message.

- Use a 6-12 word descriptive sentence.



Use scale appropriately in charts.

- Proportions of chart elements are accurate
- Set chart bars reference point at 0.



Use color intentionally and wisely.

- Branded colors vs. defaults
- Highlight patterns or key points
- Consider legibility in black & white printing and for people with color vision deficiencies



Arrange data meaningfully.

- Sort data to make logical sense to your audience
- Stay away from 3-D

References and Links

Ann Emery: Make Your Data Stand Out

Provides an interactive 'chart chooser' and user-friendly tutorials about how to build them in Excel.
<https://depictdatastudio.com>

Color Blindness Simulator

If you are not suffering from a color vision deficiency, it is challenging to imagine how it looks like to be colorblind. The Color Blindness Simulator can close this gap for you.
<https://www.color-blindness.com/coblis-color-blindness-simulator/>

Dark Horse Analytics: Clear Off the Table

Video/slideshow that provides tips for improving the presentation of data when using tables.
<https://www.darkhorseanalytics.com/blog/clear-off-the-table>

Dark Horse Analytics: Data looks better naked

Video/slideshow that highlights how less can be more when it comes to data visualization and provides tips on how to strip down your data.
<https://www.darkhorseanalytics.com/blog/data-looks-better-naked>

Stephanie Evergreen: How to Build Data Visualizations in Excel

Collection of step-by-step directions on how to build data visualizations in Excel.
<http://stephanieevergreen.com/how-to>

Stephanie Evergreen: Data Visualization Checklist

Provides an interactive checklist to rate existing data visualizations and a downloadable checklist that can be used as a guidance tool while developing a new visual.
<https://stephanieevergreen.com/interactive-data-visualization-checklist>

The Data Visualization Design Process: A Step-by-Step Guide for Beginners

An 8-step guide to the data visualization process that provides tips for different types of visualizations.
https://depictdatastudio.com/data-visualization-design-process-step-by-step-guide-for-beginners/?ck_subscriber_id=192840917

The OMNI TA team is here to help!

We encourage you to try out some of the data visualization ideas presented in the webinar training in the coming months. Give it a go, and then send your visual to the OMNI TA team for feedback!
OMNISupport@omni.org