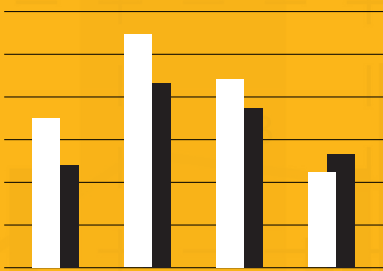


# 4 things to know about DATA VISUALIZATION

## Simple and easy visuals

Data visualization turns thousands, or even millions, of data points into simple visuals that anyone can understand across multiple industries.



01

## Cut the “chart junk”

Chart junk (e.g., 3D effects, animations or extra labels) can distract people from the key message. Good data visualization is clear and minimalistic.



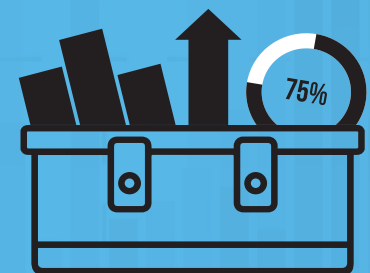
02



## Less colours = better visuals

More colour doesn't mean more clarity. Using a single colour helps avoid distractions and keep the attention on the data.

03



## Modern software beyond Excel

New technology and tools like Microsoft Power BI or Tableau allow us to create custom visualizations that promote interactivity.

04