THE PRESENTATION COMPANY™

DATA provides the **crucial evidence** to support your ideas

Use these data visualization techniques to take audiences from analysis to action

What your audience needs

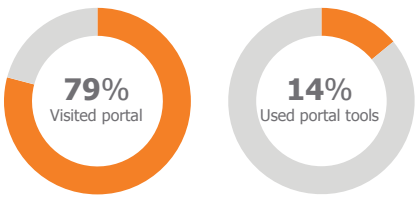
Remember, it's not about YOU. The data you show depends on your AUDIENCE.

	Individual contributors	Mid-management	Senior executives
What they **need** from your data insights	Deep analysis to guide execution	Broad AND deep analysis to ensure alignment to overall strategy and day-to-day execution	Broad analysis to guide strategy
What they **want** to see	• Detailed decks • Dashboards • Access to source data/tools	• 1-slide executive summmary with optional drill downs • Dashboards	• Executive summmary (1-3 pages printed) • 1-slide executive summary with optional drill downs

Three tips for telling stories with data

1 Don't make your audience work hard

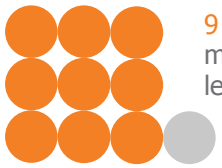
Customers are visiting our portal but not doing much



2 Accentuate your data with callouts

COLOR SIZE SHAPES

3 Think outside the chart



9 out of 10 mobile searches lead to action

For more information about TPC's data visualization workshops, call **1-888-991-0208** or visit **presentation-company.com**