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Data Presentation Fundamentals

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You've made it to the top (AKA collected the data)! Now what?

- More fatalities on Everest come during descent than ascent
- The same is often true for research projects

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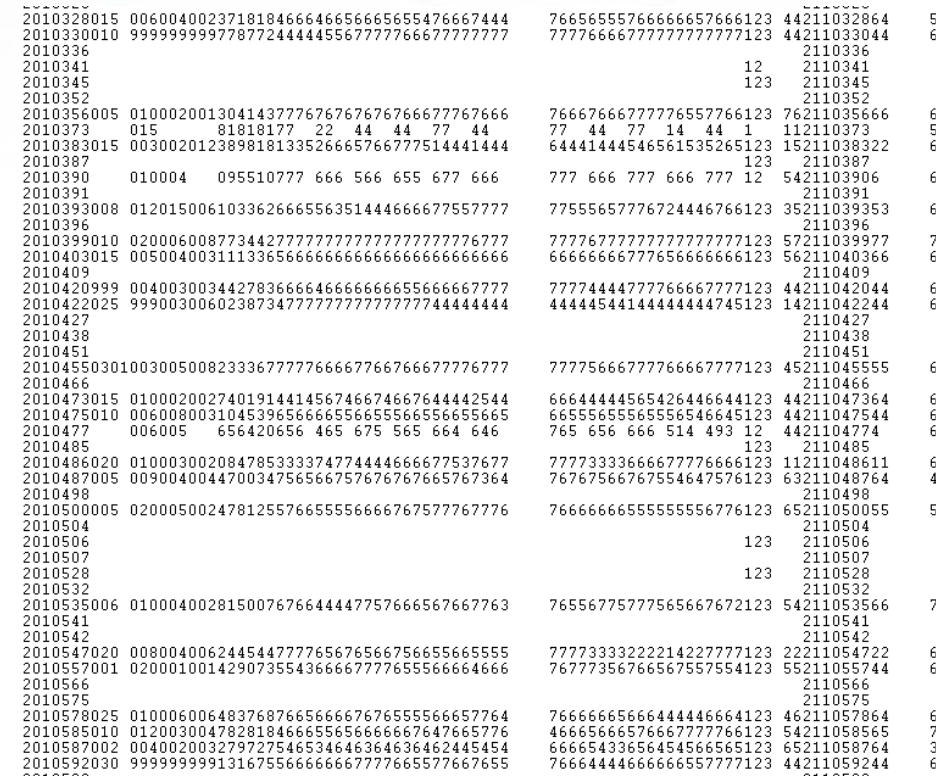
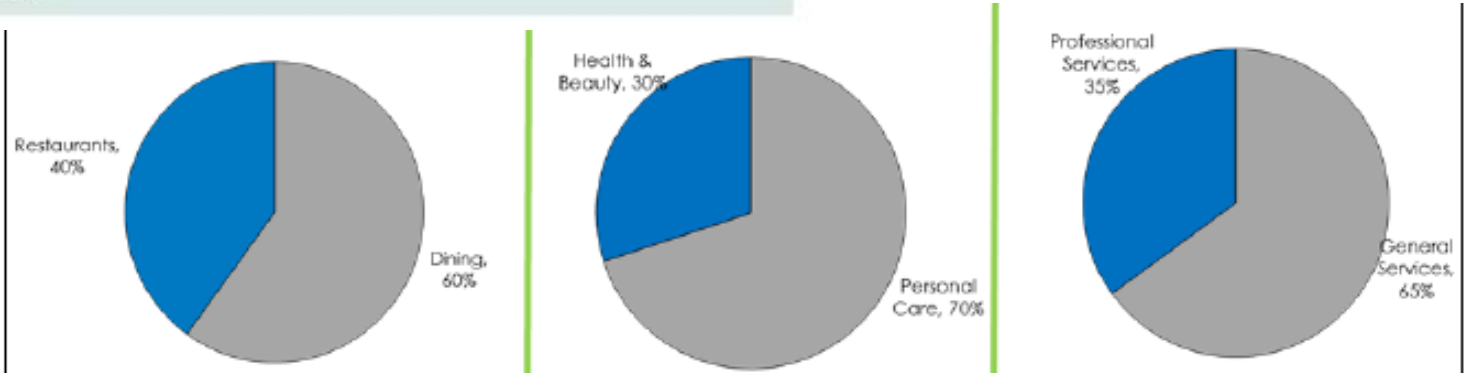
"Here's the data. I hope you find something Interesting"





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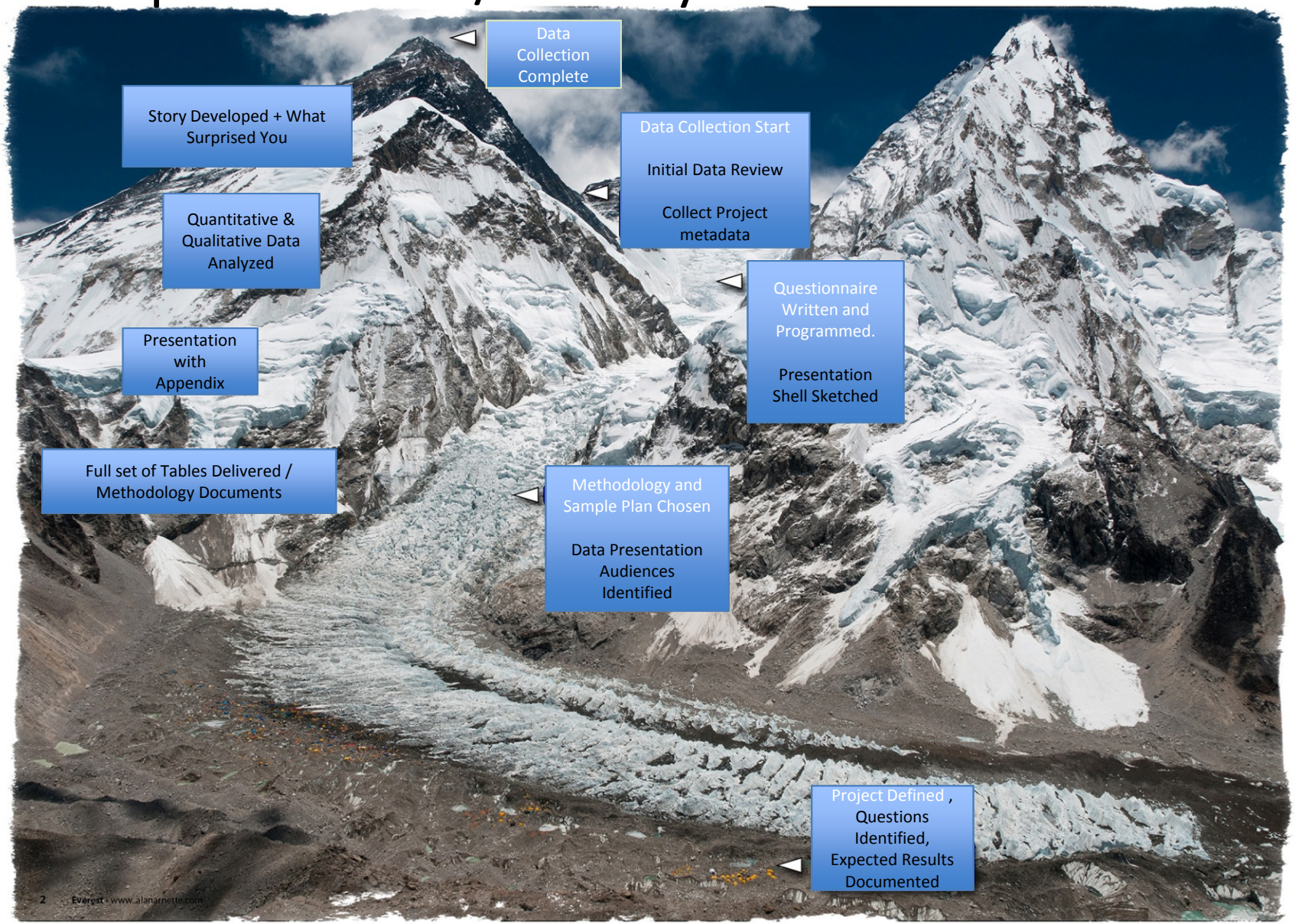
Successful projects plan for collection and presentation/delivery at the same time



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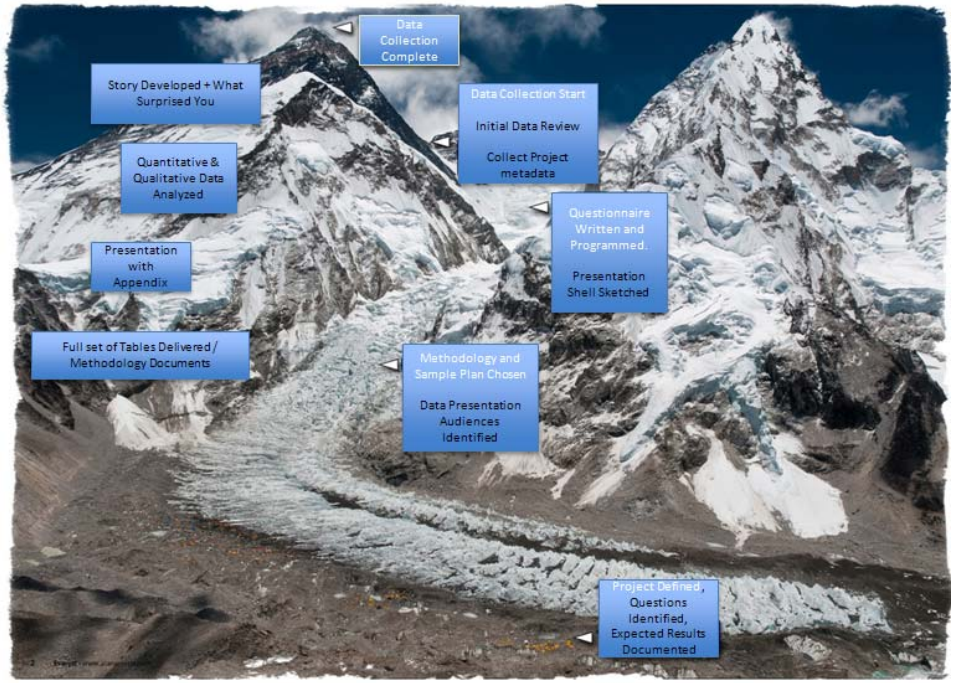
My Goal

To become a nagging little voice in your head asking "What more can you do to make this data more approachable" every time you sit down to plan or report on a project.



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Thanks to the following for helping or for providing examples:

- Cole Nussbaumer – www.storytellingwithdata.com
- Matt Ericson – @mericson
- Ginger Lower – www.valpak.com
- David Fernandez – www.DavisResearch.com

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Key Takeaways

- Plan delivery while planning the survey.
- Structure the presentation to make it easier for audience to digest.
- Strategically lay out each slide to highlight the message you want delivered.

Plan delivery while planning the survey

- Determine audience, document expected results, document the project metadata during collection.
  - Information about the execution of the survey is always easier to capture in advance.
  - Anomalies in data may be explained by metadata.
    - For example, noting that there was a blackout in the area during fielding may help explain response rate when the data is analyzed months later.
  - Document expected results in advance to measure the value of the data captured.
- Explain your presentation plan to the data collection team.
  - The more the team knows about where you are heading, the better prepared they are to help you.

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Explain your presentation plan to the data collection team

	Top 2 Rating -- Each Question				
	Model P	Model G	Model W	Model Q	Model T
	A	B	C	D	E
Unweighted Base	**257**	**257**	**257**	**257**	**257**
Base	**258**	**258**	**258**	**258**	**258**
Int1 -- Initial Purchase Interest Before Evaluation -- Top2	*19%*	*32%*	*48%*	*40%*	*23%*
		AE	ABDE	AE	
Rank1 -- Initital Rank Top Choice Vehicle Before Evaluation	*11%*	*27%*	*28%*	*20%*	*15%*
		AE	AE	A	
M1 -- Appearance of front bumper -- Top2	*14%*	*17%*	*41%*	*31%*	*34%*
			ABD	AB	AB
M1 -- Appearance of headlights -- Top2	*12%*	*28%*	*58%*	*43%*	*46%*
		A	ABDE	AB	AB
M1 -- Appearance of fog lamps -- Top2	*12%*	*26%*	*40%*	*47%*	*39%*
		A	AB	AB	AB
M1 -- Appearance of front grille -- Top2	*10%*	*25%*	*52%*	*35%*	*37%*
		A	ABDE	AB	AB
M1 -- Appearance of hood -- Top2	*16%*	*25%*	*39%*	*41%*	*39%*
		A	AB	AB	AB
M1 -- Appearance of side mirrors -- Top2	*11%*	*30%*	*18%*	*14%*	*20%*
		ACDE	A		Ad
M1 -- Size of side mirrors -- Top2	*15%*	*35%*	*22%*	*17%*	*21%*
		ACDE	a		a
M1 -- Width of the truck -- Top2	*21%*	*29%*	*50%*	*39%*	*40%*
		a	ABDE	AB	AB
M1 -- Overall FRONT VIEW -- Top2	*11%*	*23%*	*47%*	*37%*	*37%*

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Key Takeaways

- Plan delivery while planning the survey.
- Structure the presentation to make it easier for audience to digest.
- Strategically lay out each slide to highlight the message you want delivered.

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Structure the presentation for easy digestion

- Explain how you collected the data.
  - Help your audience understand the respondent experience.
- Key and Unexpected Findings
  - What did you learn?
  - What was especially surprising?
- Provide detailed data for further analysis (in Appendix).

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Explain How You Collected The Data – Basic

Clinic Overview

Irving Texas

- n=214
- July 16-20

Pomona California

- n=218
- July 24 – 27

Clinic Flow

- 5 Vehicles on Clinic Floor
- Main Clinic Evaluation
- Competitive Conjoint
- Interior Grade Evaluation
- Grade Level Conjoint
- Wheels Evaluation
- Tires Evaluation
- Color Evaluation

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Explain How You Collected The Data – Add Pictures

- 5 Vehicles on Clinic Floor
- Main Clinic Evaluation
- Competitive Conjoint
- Interior Grade Evaluation
- Grade Level Conjoint
- Wheels Evaluation
- Tires Evaluation
- Color Evaluation

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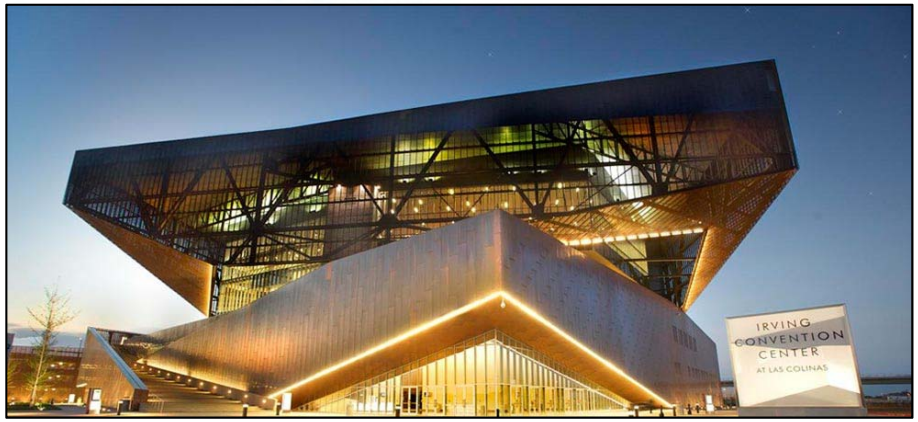
Explain How You Collected The Data – Pretty

Irving, TX

	Location	Dates
Clinic	Irving Convention Center	July 16-19, 2012
Focus Groups	Dallas By Definition	July 18-20, 2012



Pomona, CA

	Location	Dates
Clinic	Fairplex	July 24-26, 2012
Focus Groups	Sheraton Fairplex Conference Center	July 26-27, 2012

Total Sample: n= 432

Irving, TX	Pomona, CA
n=214	n=218

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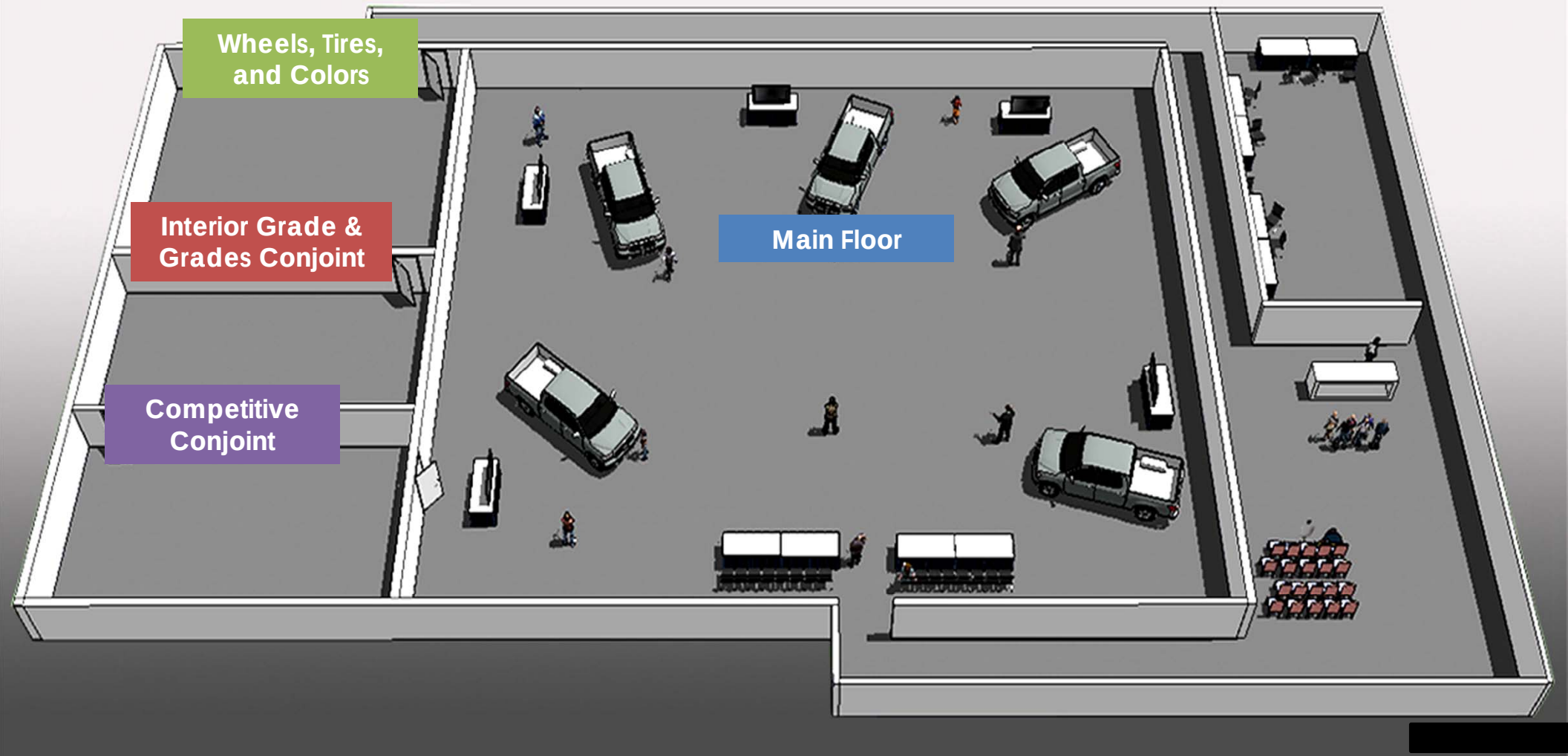
Explain How You Collected The Data – Visualize

Main Clinic vehicle evaluation → Competitive conjoint → Interior grade Level → Grade level conjoint → Wheels evaluation → Tires evaluation → Color evaluation



Explain How You Collected The Data – Why

- By putting your audience in the 'shoes' of the respondent they can better interpret the data.

Structure the presentation for easy digestion

- Explain how you collected the data.
  - Help your audience understand the respondent experience.
- Key and Unexpected Findings
  - What did you learn?
  - What was especially surprising?
- Provide detailed data for further analysis (in Appendix).

What was especially surprising

The New York Times

Election 2010

Politics Home »

Show results for: All Districts

GAIN WIN LEAD

Democrats expected to win easily

District	Dem.	Rep.	% Rpt.
Ala. 7	72%	28%	100%
Ariz. 4	67%	28%	100%
Calif. 1	63%	31%	100%
Calif. 5	72%	25%	100%
Calif. 6	66%	30%	100%
Calif. 7	68%	32%	100%
Calif. 8	80%	15%	100%
Calif. 9	84%	11%	100%
Calif. 10	59%	38%	100%
Calif. 12	76%	22%	100%
Calif. 13	72%	28%	100%
Calif. 14	69%	28%	100%
Calif. 15	68%	32%	100%
Calif. 16	68%	24%	100%
Calif. 17	67%	26%	100%
Calif. 23	58%	38%	100%
Minn. 7	55%	38%	100%
Minn. 8	47%	48%	100%
Mo. 1	74%	24%	100%

Democrats expected to win narrowly

District	Dem.	Rep.	% Rpt.
Ark. 4	58%	40%	100%
Calif. 18	58%	42%	100%
Calif. 20	52%	48%	100%
Calif. 47	53%	39%	100%
Colo. 7	53%	42%	100%
Conn. 4	53%	47%	100%
Conn. 5	54%	46%	100%
Del. 1	57%	41%	100%
Ga. 12	57%	43%	100%
Iowa 1	50%	48%	100%
Iowa 2	51%	46%	100%
Iowa 3	51%	47%	100%
Ill. 8	48%	48%	100%
Ill. 10	49%	51%	100%
Ky. 3	55%	44%	100%
La. 2	65%	33%	100%

Tossup seats

District	Dem.	Rep.	% Rpt.
Ala. 2	49%	51%	100%
Ariz. 5	43%	52%	100%
Ariz. 7	50%	44%	100%
Ariz. 8	49%	47%	100%
Calif. 11	48%	47%	100%
Colo. 3	46%	50%	100%
Fla. 22	46%	54%	100%
Fla. 25	43%	52%	100%
Ga. 2	51%	49%	100%
Ga. 8	47%	53%	100%
Hawaii 1	53%	47%	100%
Idaho 1	41%	51%	100%
Ill. 14	45%	51%	100%
Ill. 17	43%	53%	100%
Ind. 2	48%	47%	100%
Ind. 9	42%	52%	100%

Republicans expected to win narrowly

District	Dem.	Rep.	% Rpt.
Ark. 1	44%	52%	100%
Ariz. 1	44%	50%	100%
Ariz. 3	41%	52%	100%
Calif. 3	43%	50%	100%
Colo. 4	41%	52%	100%
Fla. 2	42%	54%	100%
Fla. 8	38%	56%	100%
Fla. 24	40%	60%	100%
Ill. 11	43%	57%	100%
Md. 1	42%	54%	100%
Mich. 1	41%	52%	100%
Minn. 6	40%	53%	100%
Miss. 1	41%	55%	100%
Neb. 2	39%	61%	100%
N.H. 1	42%	54%	100%
N.M. 2	45%	55%	100%

Republicans expected to win easily

District	Dem.	Rep.	% Rpt.
Alaska 1	31%	69%	100%
Ala. 1		83%	100%
Ala. 3	41%	59%	100%
Ala. 4		Unc.	
Ala. 5	42%	58%	100%
Ala. 6		Unc.	
Ark. 2	38%	58%	100%
Ark. 3	28%	72%	100%
Ariz. 2	31%	65%	100%
Ariz. 6	29%	66%	100%
Calif. 2	43%	57%	100%
Calif. 4	31%	61%	100%
Calif. 19	35%	65%	100%
Calif. 21		Unc.	
Calif. 22		Unc.	
Calif. 24	40%	60%	100%
La. 6	34%	66%	100%
La. 7		Unc.	
Md. 6	33%	61%	100%

http://elections.nytimes.com/2010/results/house/big-board

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Key Takeaways

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- Strategically lay out each slide to highlight the message you want delivered.

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Strategically layout each slide

Strategically lay out each slide to highlight the message you want delivered.

- Appropriate use of charts / graphs
- Use formatting with color, bolding, arrows and pictures to ease understanding
- Consider alternatives to charts and graphs
  - Text
  - Pictures
  - Word cloud
  - Sound

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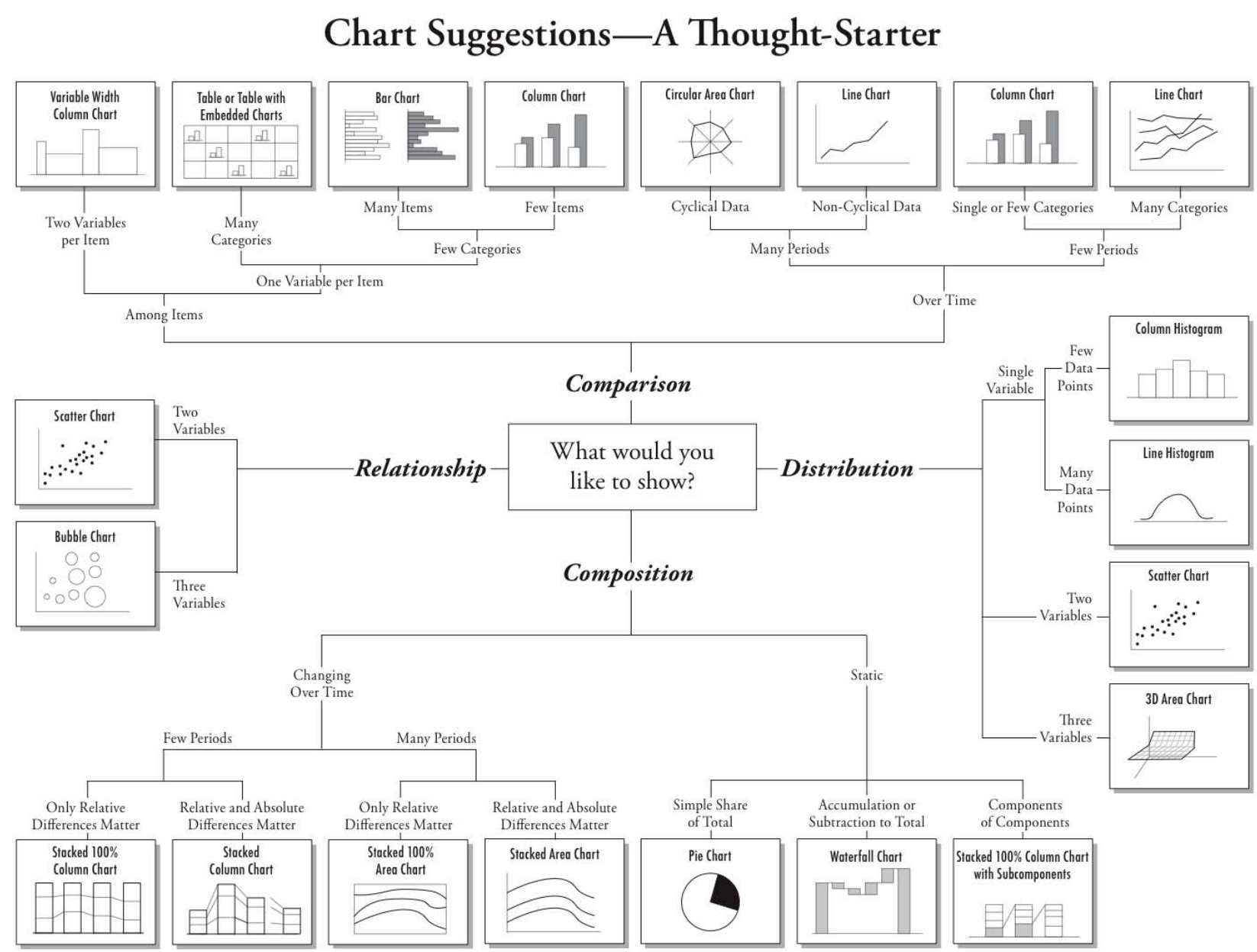
Appropriate Use of Charts / Graphs

www.storytellingwithdata.com or a.v.abela@gmail.com



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- Consider alternatives to charts and graphs
  - Text
  - Pictures
  - Word cloud
  - Sound

Use formatting to ease understanding

How many 2's are there?

5 2 4 6 7 8 9 2

1 2 3 5 2 1 8 4

8 7 2 5 0 2 4 2

9 4 8 1 8 9 6 7

6 1 2 9 7 6 8 1

Source: www.storytellingwithdata.com

Use formatting to ease understanding

How many 2's are there?

5 2 4 6 7 8 9 2

1 2 3 5 2 1 8 4

8 7 2 5 0 2 4 2

9 4 8 1 8 9 6 7

6 1 2 9 7 6 8 1

Source: www.storytellingwithdata.com

Use formatting to ease understanding

The number "2" was observed 20% of the time (8 out of 40).

5 2 4 6 7 8 9 2

1 2 3 5 2 1 8 4

8 7 2 5 0 2 4 2

9 4 8 1 8 9 6 7

6 1 2 9 7 6 8 1

Only Observation of "0"

Source: www.storytellingwithdata.com

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Use formatting to ease understanding – Excel Conditional Formatting

Who should we recruit for a focus group?

RESP #		Name	SP: Striking visual statement	CP: Powerfu	CP: Take care of Family	CP: Prestigiou	too Conservativ e	CP: So much mo	CP: Extension of me	CP: Feel free	CP: Makes Statement	CP: Expresses Pride
10302	Female	Jasmin R.	Might or Might Not	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Disagree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree	Somewhat Disagree	Completely Disagree
10339	Male	Batina S.	Probably Will	Completely Agree	Completely Agree	Somewhat Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
10072	Male	Howard F.	Definitely Will	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Disagree	Completely Agree	Somewhat Disagree	Completely Disagree	Completely Disagree	Completely Disagree
10041	Female	Leslie R.	Definitely Will	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Neither Agree nor Disagree	Somewhat Agree
10001	Female	Greg K.	Definitely Will	Somewhat Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree
10032	Female	Armine A.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
10162	Female	Adam M.	Definitely Will	Completely Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree
10163	Male	Tanya M.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree

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Use formatting to ease understanding – Excel Conditional Formatting

Who should we recruit for a focus group?

RESP #		Name	SP: Striking visual statement	CP: Powerfu	CP: Take care of Family	CP: Prestigiou	too Conservativ e	CP: So much mo	CP: Extension of me	CP: Feel free	CP: Makes Statement	CP: Expresses Pride
10302	Female	Jasmin R.	Might or Might Not	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Disagree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree	Somewhat Disagree	Completely Disagree
10339	Male	Batina S.	Probably Will	Completely Agree	Completely Agree	Somewhat Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
10072	Male	Howard F.	Definitely Will	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Disagree	Completely Agree	Somewhat Disagree	Completely Disagree	Completely Disagree	Completely Disagree
10041	Female	Leslie R.	Definitely Will	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Neither Agree nor Disagree	Somewhat Agree
10001	Female	Greg K.	Definitely Will	Somewhat Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree
10032	Female	Armine A.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
10162	Female	Adam M.	Definitely Will	Completely Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree
10163	Male	Tanya M.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree

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Use formatting to ease understanding – Excel Conditional Formatting

2	RES	Name	Gender	Purchase Journ	Purchase Succ	a Fit MODEL 1	a Fit MODEL 1	Provides Cha	Feels con	SP: Ma for	Takes care of pers	Enhanc abil	SP: Tim savi	SP: G anyuh	SP: Protection	Journey Enjoyable	Striking visual stater	CP: Pow	Take care of Fam	CP: Prestigious	Sedan to Con	CP: Sm	CP: Extension of	CP: Fe fr	CP: Makes Statement	CP: Expres Pri	More Comp to	CP: Bett Ha	CP: Trv Lux
298	10172	Mark L.	Male	Definitely Will	Probably Will	Somewhat Agree	Somewhat Agree	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree
299	10195	Rafael O.	Male	Definitely Will	Probably Will	Somewhat Agree	Completely Agree	Definitely Will	Probably Will	Definitely Will	Definitely Will	Probably Will	Definitely Will	Probably Will	Definitely Will	Probably Will	Probably Will	Somewhat Agree	Completely Agree	Neither Agree nor Disagree	Somewhat Disagree	Somewhat Agree	Somewhat Agree	Somewhat Disagree	Completely Agree	Completely Agree	Neither Agree nor Disagree	Completely Agree	Neither Agree nor Disagree
300	10291	Cory B.	Male	Might or Might Not	Probably Will	Somewhat Agree	Somewhat Agree	Probably Will	Might or Might Not	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Might or Might Not	Somewhat Disagree	Somewhat Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Disagree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat [illegible]	Neither Agree nor Disagree
301	10292	Farah S.	Female	Definitely Will	Definitely Will	Neither Agree nor Disagree	Neither Agree nor Disagree	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
302	10293	Jerry T.	Male	Definitely Will	Definitely Will	Somewhat Agree	Completely Agree	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Somewhat Agree
303	10356	Cindy E.	Female	Might or Might Not	Probably Will	Neither Agree nor Disagree	Somewhat Agree	Probably Will	Definitely Will	Probably Will	Definitely Will	Definitely Will	Probably Will	Probably Will	Definitely Will	Definitely Will	Definitely Will	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Completely Disagree	Somewhat Agree	Somewhat Agree	Completely Agree	Neither Agree nor Disagree
304	10347	Tracy C.	Female	Probably Will	Probably Will	Completely Agree	Completely Agree	Definitely Will	Probably Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Probably Will	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
305	10210	Jennifer H.	Female	Might or Might Not	Probably Will	Completely Agree	Completely Agree	Probably Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Probably Will	Somewhat Agree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
306	10259	Andrea B.	Female	Definitely Will	Definitely Will	Somewhat Agree	Somewhat Agree	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Probably Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Disagree	Completely Agree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
307	10326	Paul C.	Male	Might or Might Not	Probably Will	Somewhat Disagree	Neither Agree nor Disagree	Probably Will	Probably Will	Might or Might Not	Might or Might Not	Probably Will	Probably Will	Probably Will	Probably Will	Definitely Will	Probably Will	Somewhat Disagree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Completely Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Somewhat Agree
310	10346	Scott L.	Male	Probably Will	Probably Will	Neither Agree nor Disagree	Neither Agree nor Disagree	Probably Will	Probably Will	Probably Will	Might or Might Not	Probably Will	Probably Will	Probably Will	Probably Will	Definitely Will	Definitely Will	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Completely Agree	Neither Agree nor Disagree	Somewhat Agree	Completely Agree
311	10369	Maritia W.	Female	Probably Will	Might or Might Not	Completely Agree	Somewhat Agree	Definitely Will	Might or Might Not	Might or Might Not	Definitely Will	Definitely Will	Might or Might Not	Definitely Will	Probably Will	Definitely Will	Definitely Will	Somewhat Agree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Neither Agree nor Disagree	Somewhat Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree
312	10370	Rebecca C.	Female	Probably Will	Might or Might Not	Somewhat Agree	Somewhat Agree	Definitely Will	Probably Will	Probably Will	Probably Will	Probably Will	Definitely Will	Definitely Will	Probably Will	Definitely Will	Might or Might Not	Somewhat Agree	Completely Agree	Neither Agree nor Disagree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree
313	10066	Sagiv O.	Male	Might or Might Not	Probably Will Not	Neither Agree nor Disagree	Somewhat Agree	Probably Will	Might or Might Not	Might or Might Not	Might or Might Not	Might or Might Not	Probably Will	Probably Will	Definitely Will	Probably Will	Probably Will	Somewhat Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Somewhat Agree	Completely Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Neither Agree nor Disagree
314	10146	Calvin P.	Male	Might or Might Not	Definitely Will	Somewhat Agree	Somewhat Agree	Probably Will	Probably Will Not	Might or Might Not	Definitely Will	Definitely Will	Probably Will	Probably Will	Definitely Will	Definitely Will	Definitely Will	Neither Agree nor Disagree	Completely Agree	Neither Agree nor Disagree	Completely Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree	Completely Disagree
315	10148	Omar J.	Male	Definitely Will	Definitely Will	Completely Disagree	Somewhat Agree	Definitely Will	Definitely Will	Definitely Will	Probably Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree
316	10181	Howard Fr.	Male	Probably Will	Probably Will	Somewhat Agree	Completely Agree	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Probably Will	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Disagree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree	Somewhat Agree
317	10211	Tamara B.	Female	Probably Will Not	Probably Will	Somewhat Agree	Neither Agree nor Disagree	Probably Will Not	Probably Will Not	Might or Might Not	Might or Might Not	Might or Might Not	Might or Might Not	Might or Might Not	Probably Will	Probably Will	Probably Will	Completely Agree	Somewhat Agree	Somewhat Disagree	Neither Agree nor Disagree	Completely Agree	Somewhat Disagree	Completely Agree	Completely Disagree	Completely Disagree	Somewhat Agree	Completely Agree	Somewhat Agree
318	10255	Linda C.	Female	Definitely Will	Definitely Will	Completely Agree	Completely Agree	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Completely Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Completely Agree	Completely Agree	Somewhat Agree
319	10256	Ronald K.	Male	Definitely Will	Definitely Will	Completely Agree	Completely Agree	Probably Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Somewhat Agree

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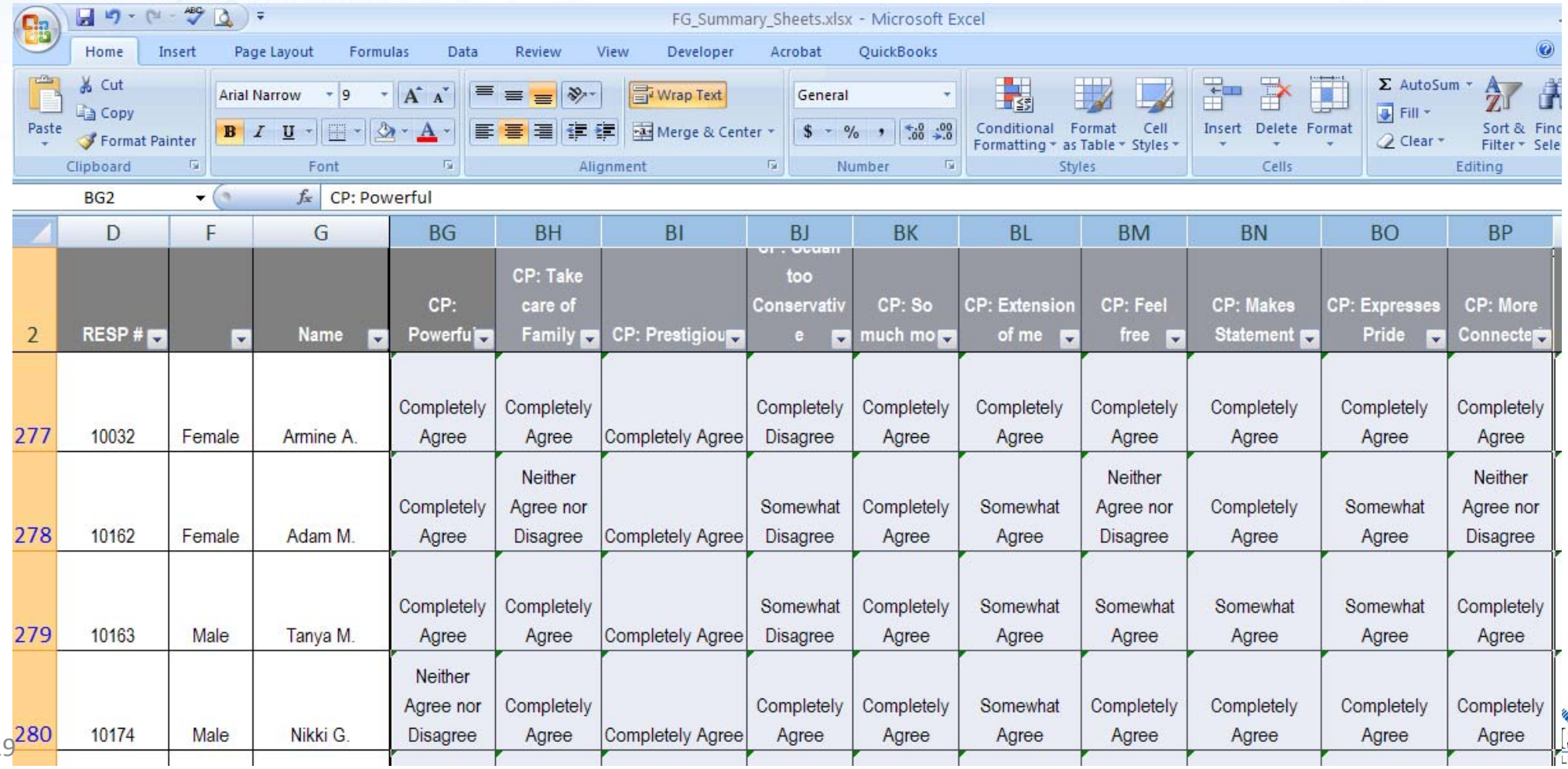
Use formatting to ease understanding – Excel Conditional Formatting

Easy as 1, 2, 3…

1. Highlight the columns

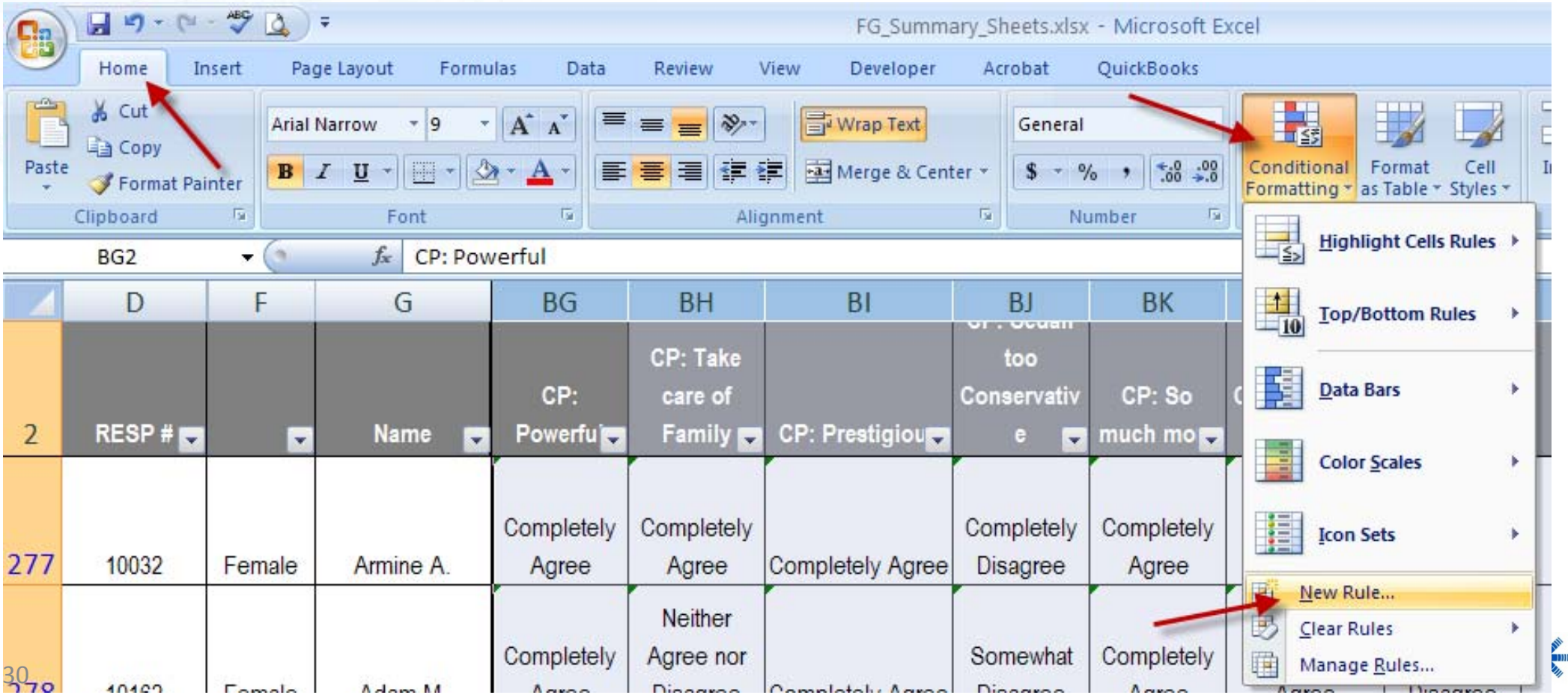


	D	F	G	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP
2	RESP #		Name	CP: Powerfu	CP: Take care of Family	CP: Prestigiou	too Conservativ e	CP: So much mo	CP: Extension of me	CP: Feel free	CP: Makes Statement	CP: Expresses Pride	CP: More Connecte
277	10032	Female	Armine A.	Completely Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
278	10162	Female	Adam M.	Completely Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree
279	10163	Male	Tanya M.	Completely Agree	Completely Agree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Completely Agree
280	10174	Male	Nikki G.	Neither Agree nor Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree

Use formatting to ease understanding – Excel Conditional Formatting

Easy as 1, 2, 3…

2. Select Home -> Conditional Formatting -> New Rule …



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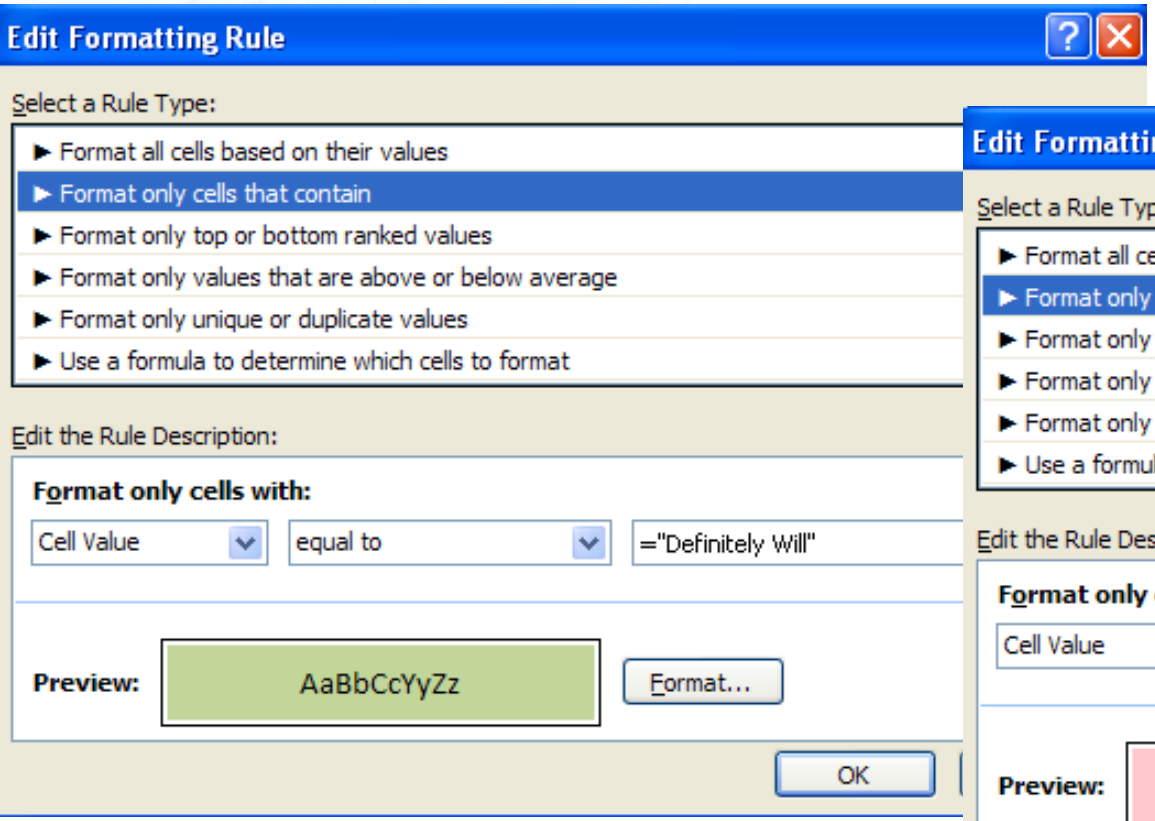
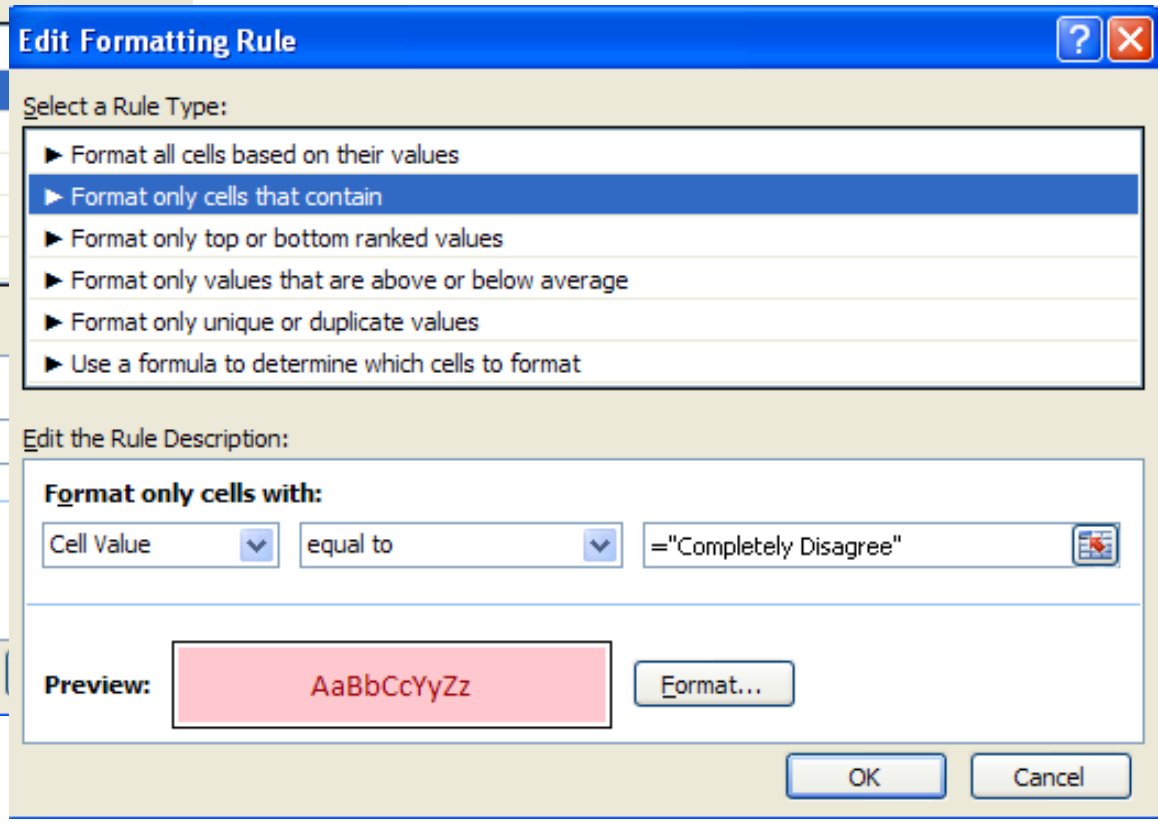
Use formatting to ease understanding – Excel Conditional Formatting

Easy as 1, 2, 3…

3. Build Formatting rules for your key decision responses





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Conditional Formatting (AKA 5 Minute Makeover)

RESP #		Name	SP: Striking visual statement	CP: Powerfu	CP: Take care of Family	CP: Prestigiou	too Conservativ e	CP: So much mo	CP: Extension of me	CP: Feel free	CP: Makes Statement	CP: Expresses Pride
10302	Female	Jasmin R.	Might or Might Not	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Disagree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree	Somewhat Disagree	Completely Disagree
10339	Male	Batina S.	Probably Will	Completely Agree	Completely Agree	Somewhat Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
10072	Male	Howard F.	Definitely Will	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Disagree	Completely Agree	Somewhat Disagree	Completely Disagree	Completely Disagree	Completely Disagree
10041	Female	Leslie R.	Definitely Will	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Neither Agree nor Disagree	Somewhat Agree
10001	Female	Greg K.	Definitely Will	Somewhat Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree
10032	Female	Armine A.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
10162	Female	Adam M.	Definitely Will	Completely Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree
10163	Male	Tanya M.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree

RESP #		Name	SP: Striking visual statement	CP: Powerfu	CP: Take care of Family	CP: Prestigiou	too Conservativ e	CP: So much mo	CP: Extension of me	CP: Feel free	CP: Makes Statement	CP: Expresses Pride
	male	Jasmin R.	Might or Might Not	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Disagree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree	Somewhat Disagree	Completely Disagree
10339	Male	Batina S.	Probably Will	Completely Agree	Completely Agree	Somewhat Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
10072	Male	Howard F.	Definitely Will	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Disagree	Completely Agree	Somewhat Disagree	Completely Disagree	Completely Disagree	Completely Disagree
10041	Female	Leslie R.	Definitely Will	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Neither Agree nor Disagree	Somewhat Agree
10001	Female	Greg K.	Definitely Will	Somewhat Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree
10032	Female	Armine A.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
10162	Female	Adam M.	Definitely Will	Completely Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree
10163	Male	Tanya M.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree

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Use pictures to ease understanding

	Hood	Headlights	Fog Lamps	Bumper	Grille	Width of truck	Side Mirrors
Highest	F-150 33%	Silverado 54%	Tundra 43%	Silverado 46%	F-150 47%	Silverado 46%	F-150 30%
Lowest	Titan 25%	F-150 23%	F-150 15%	Tundra 18%	Silverado 15%	Sierra 29%	Sierra 13%

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Use pictures to ease understanding

	Hood	Headlights	Fog Lamps	Bumper	Grille	Width of truck	Side Mirrors
Highest	F-150 33%	**Silverado 54%**	Tundra 43%	**Silverado 46%**	F-150 47%	**Silverado 46%**	F-150 30%
Lowest	Titan 25%	F-150 23%	F-150 15%	Tundra 18%	**Silverado 15%**	Sierra 29%	Sierra 13%

The visibility just isn't what I need in a truck. I couldn't tow with this

It just looks cheap, too much plastic

Headlights well balanced and substantial

Where are the fog lights?

Looks like it is smiling at me

Too dated. Looks like my grandpa's truck

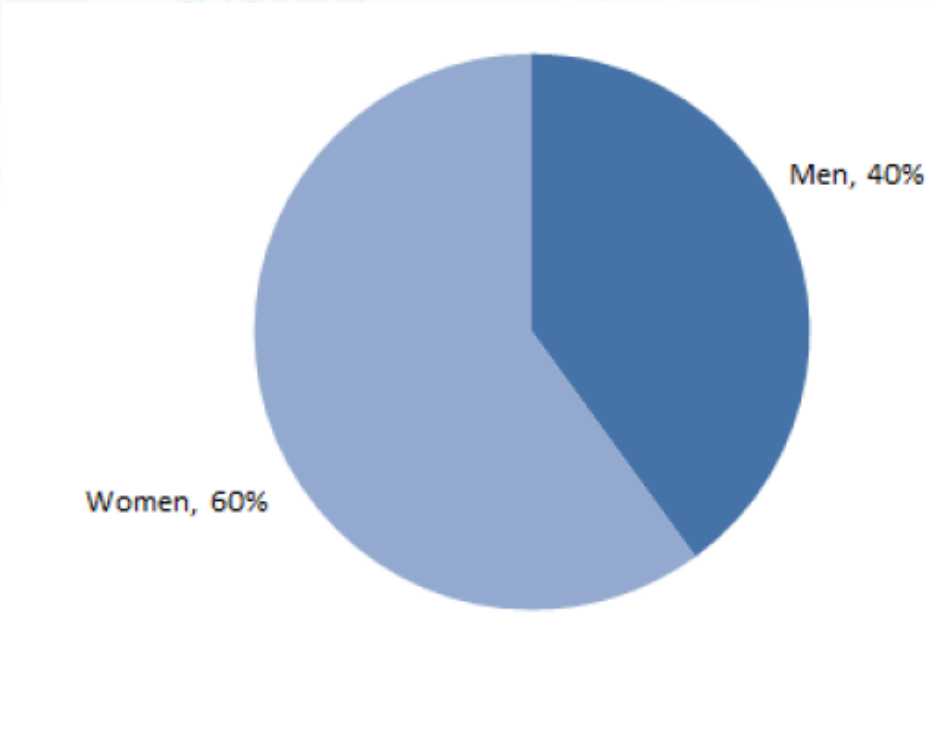
Strategically layout each slide

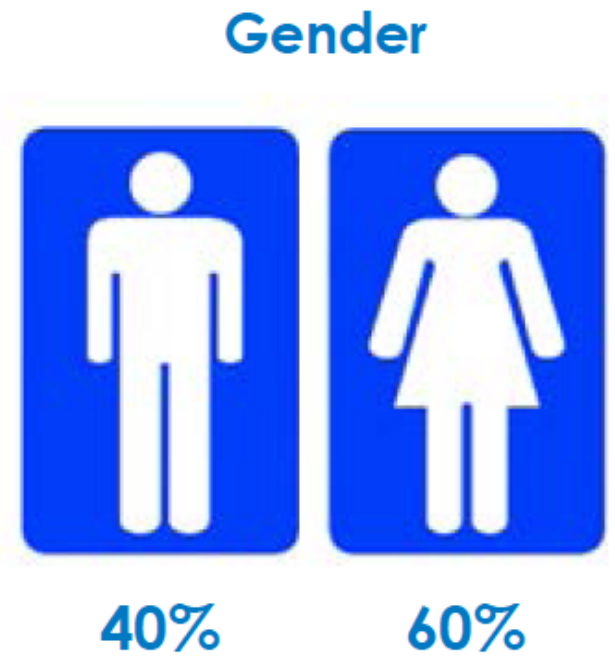
Strategically lay out each slide to convey the message you want delivered.

- Appropriate use of charts / graphs
- Use formatting with color, bolding, arrows and pictures to ease understanding
- Consider alternatives to charts and graphs
  - Text
  - Pictures
  - Word cloud
  - Sound

Consider alternatives to charts and graphs

Pictures can also make the numbers more interesting





Source: Ginger Lower

Think outside of the box

- Winter Olympics Downhill Alpine Skiing Time

Place Finished	Women	Men
First	1:44.19	1:54.31
Second	1:44.75	1:54.38
Third	1:45.65	1:54.40
Fourth	1:45.68	1:54.52

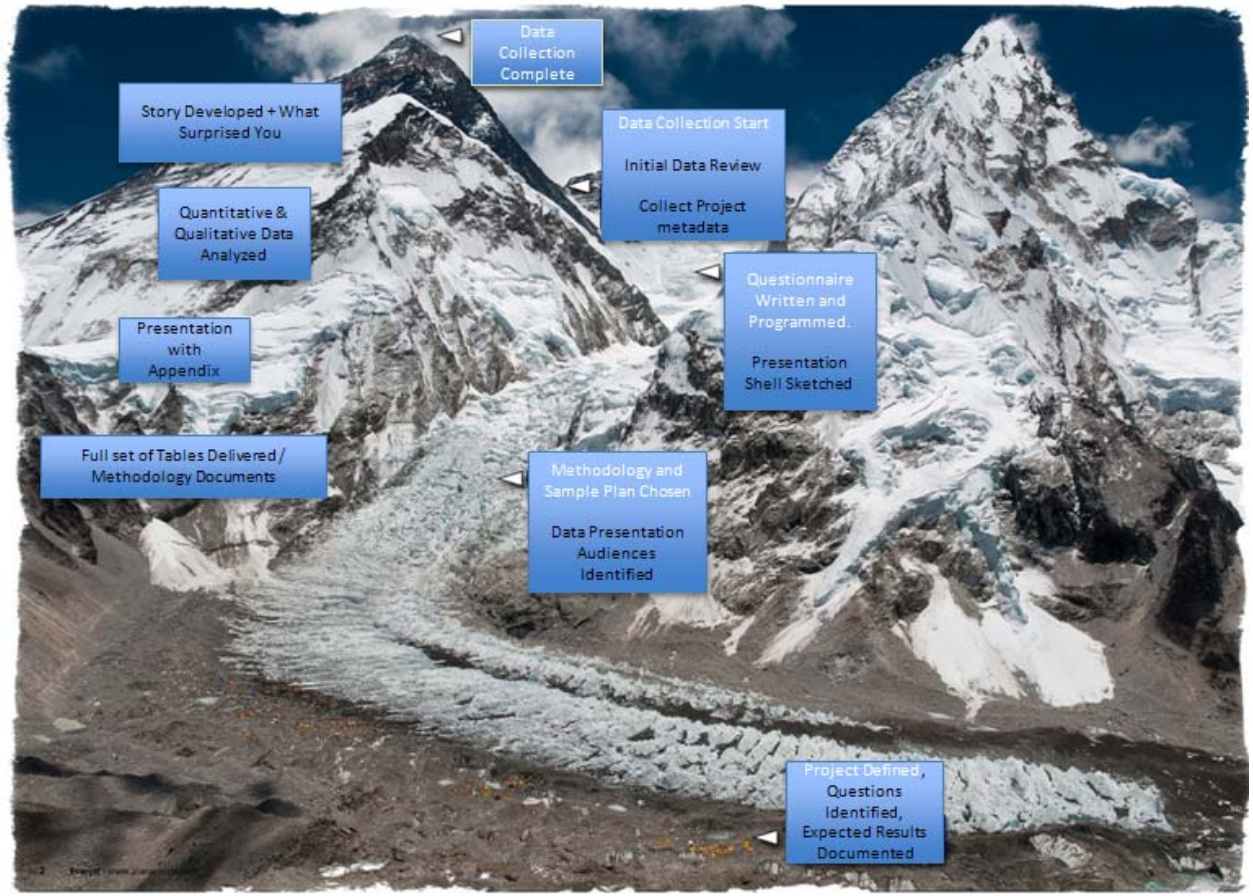
- Fractions of a Second: An Olympic Musical

http://www.nytimes.com/interactive/2010/02/26/sports/olympics/20100226-olysymphony.html

Source: Matt Ericson

Conclusion

- "What more can I do to make my data more approachable"



Look at http://www.papor.org/shortcourse.html for summary of our short course