

GROUP 2: TAKING YOUR ANNUAL REPORT TO THE NEXT LEVEL WITH DATA VISUALIZATION



Checklist to Complete Before Adding Data Visualizations

Know your available data:

- ✓ Do you know what data must be included and/or represented in your annual report?
 - Who can you contact for additional information?
- ✓ Do you have access to all the raw data?
 - How many databases hold the data for your annual report?
 - Do you have access to all these sources?
 - What format can the data be extracted?

Data Visualization I:

- ✓ Do you know the difference between data visualization and infographics?
- ✓ What is the purpose of adding data visualization?
- ✓ Do you know how the data should be presented aesthetically?
- ✓ Who is the intended audience?

Data Visualization II:

- ✓ Is your data “high quality” (accurate, reliable, timely)?
- ✓ Based upon the annual report requirements:
 - Will stakeholders gain insight from adding visualization?
 - Will data visualization reduce misunderstanding or misinterpretation?

Adding data visualization to your report:

- ✓ Know where your data should be positioned within the report.
- ✓ LABEL:
 - Make certain all charts, graphs, tables are clearly identified.
 - Make certain the “X” and “Y” axis accurately reflect the information.
 - Distinguish between trends and comparison