6 Principles of Communicating Data

1. Know your goal
   - Who? identify your target audience
   - What? articulate your intended message
   - Why? define the desired effect

2. Use the right data
   - Necessary: get data that supports your point
   - Sufficient: enough data to draw conclusions
   - Relevant: eliminate any extraneous data

3. Select suitable visualizations
   - Quantitative: position > length > angle > area
   - Ordinal: position > gray ramp > color ramp
   - Nominal: position > shape > color hue

4. Design for aesthetics
   - Clean up fonts, borders, gridlines, alignment
   - Add graphic elements that aid cognition
   - Ensure data is not occluded or distorted

5. Choose medium & channel
   - Medium: static, interactive, or animated?
   - Channel: standalone, recorded, remote, live
   - Mode: broadcast or directed?

6. Check the results
   - Reach: did you reach your target audience?
   - Understanding: did they get it?
   - Impact: did they react in the desired way?

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