

## Data Visualization Checklist

1. Who is your audience?
2. What is your goal with the visualization? What do you want your audience to learn or do?
3. What data do you have that support this goal?
4. What context can you add to your numbers?
5. What is your main point?
6. How can you simplify your visualization (K.I.S.S.)?
7. How can you use colors and fonts strategically?
8. What icons may help to orient your viewers?
9. How can you show your data, rather than telling?
10. From the data you've identified that support your goal, what are the key statistics? What can you eliminate?
11. If using charts, what chart types will accurately represent your key statistics?
12. What can you remove from your charts – in terms of statistics AND chart clutter – so that your audience will focus on the main point?
13. What can you remove from your visualization so your audience won't be distracted?
14. How can you break out your data over multiple slides, posts, etc. to simplify and focus your message?