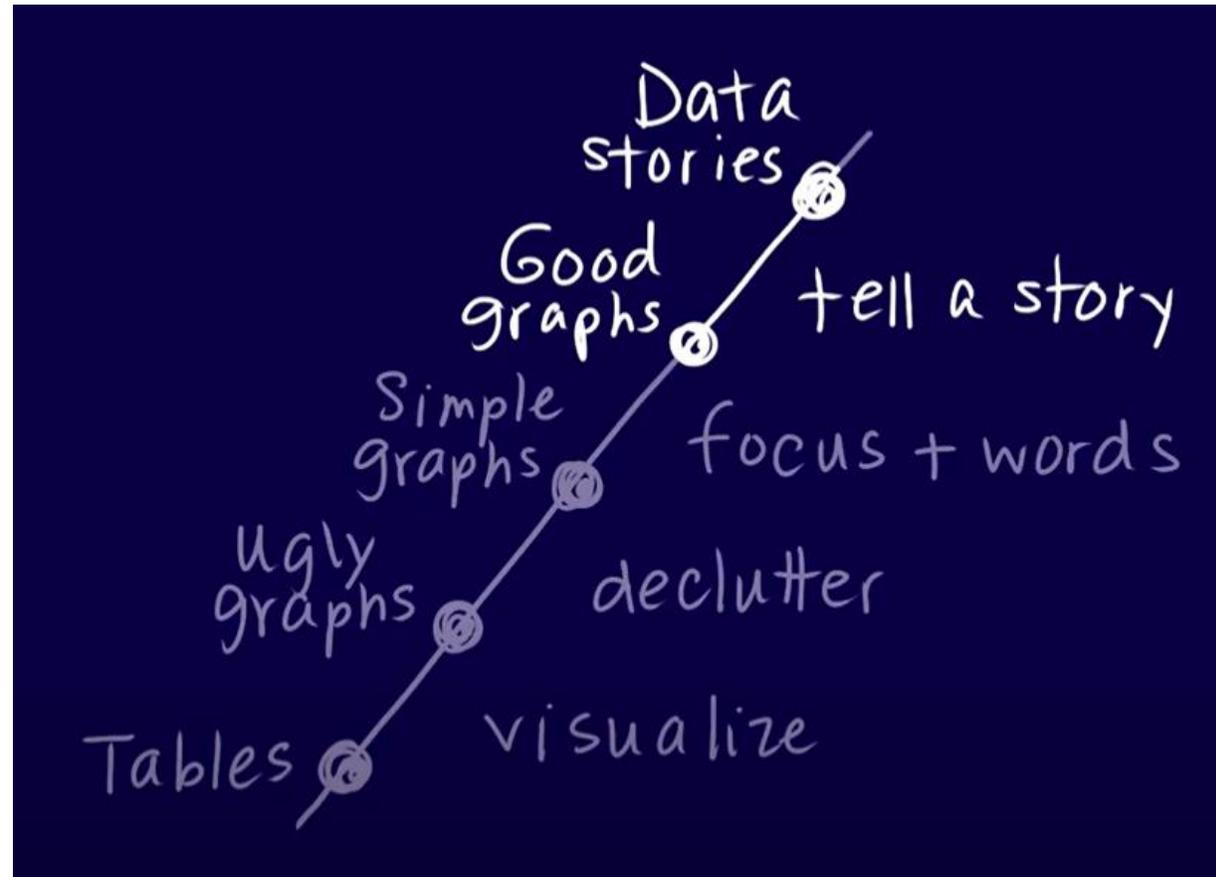

STORYTELLING WITH DATA

EVOLVING A DATA STORY

EVOLVING A VISUALIZATION

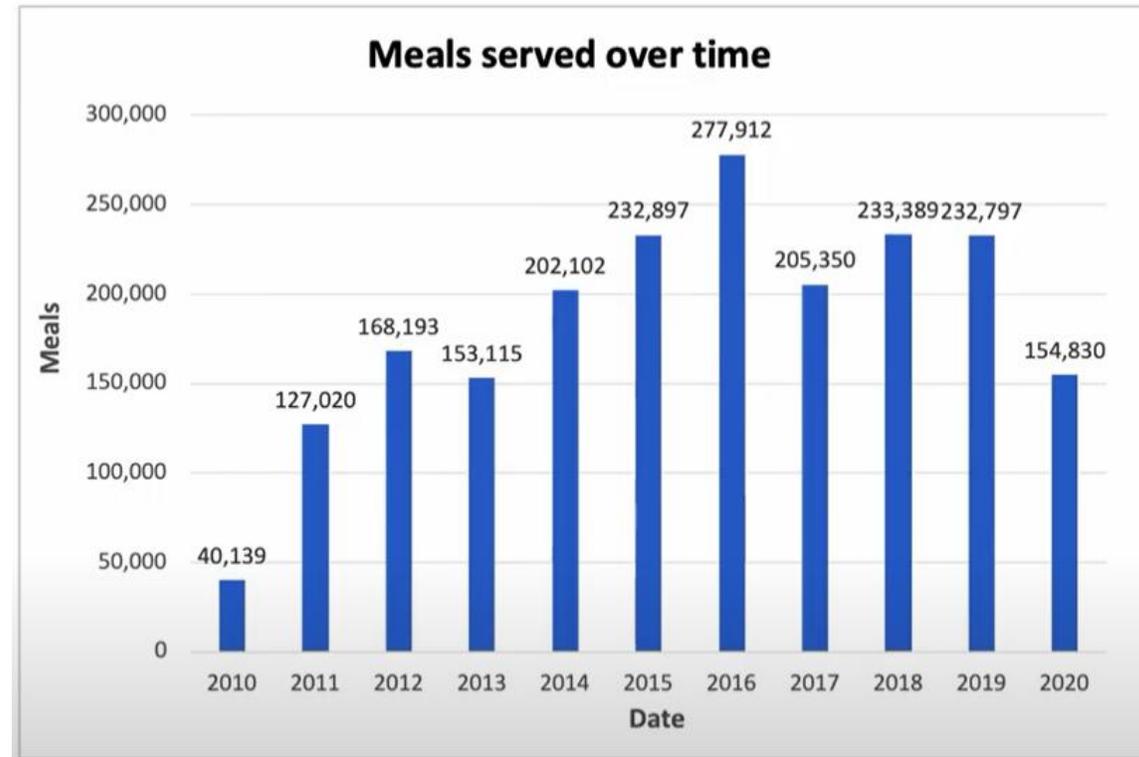


EVOLVING A VISUALIZATION – TABLE

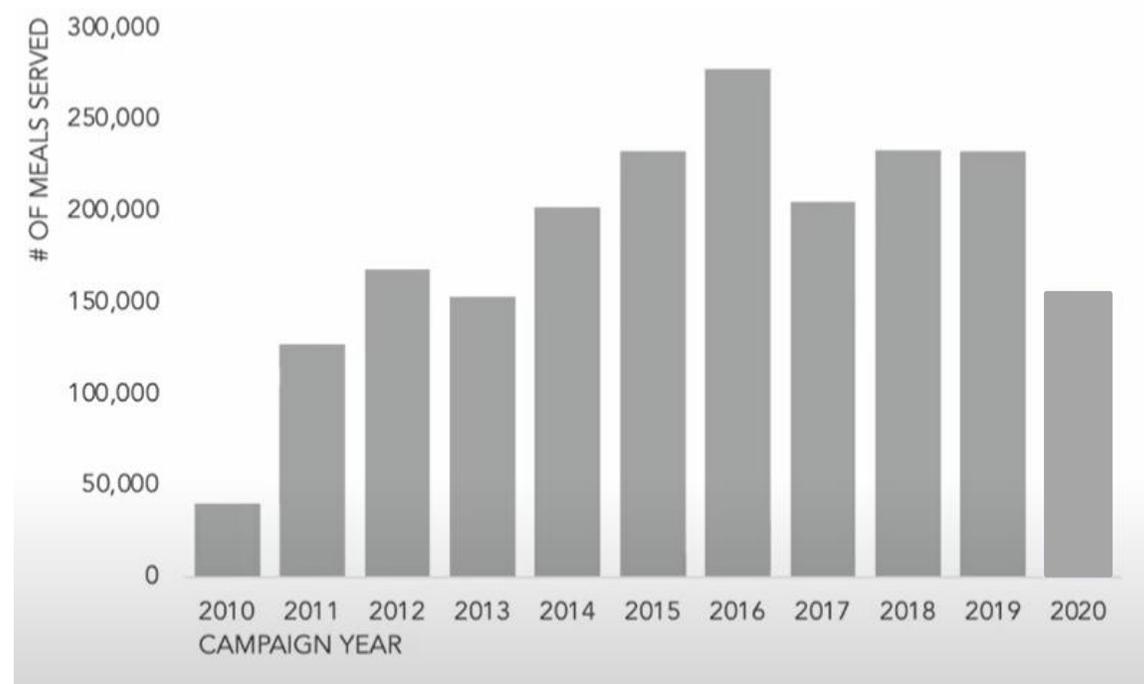
Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797
2020	154,830

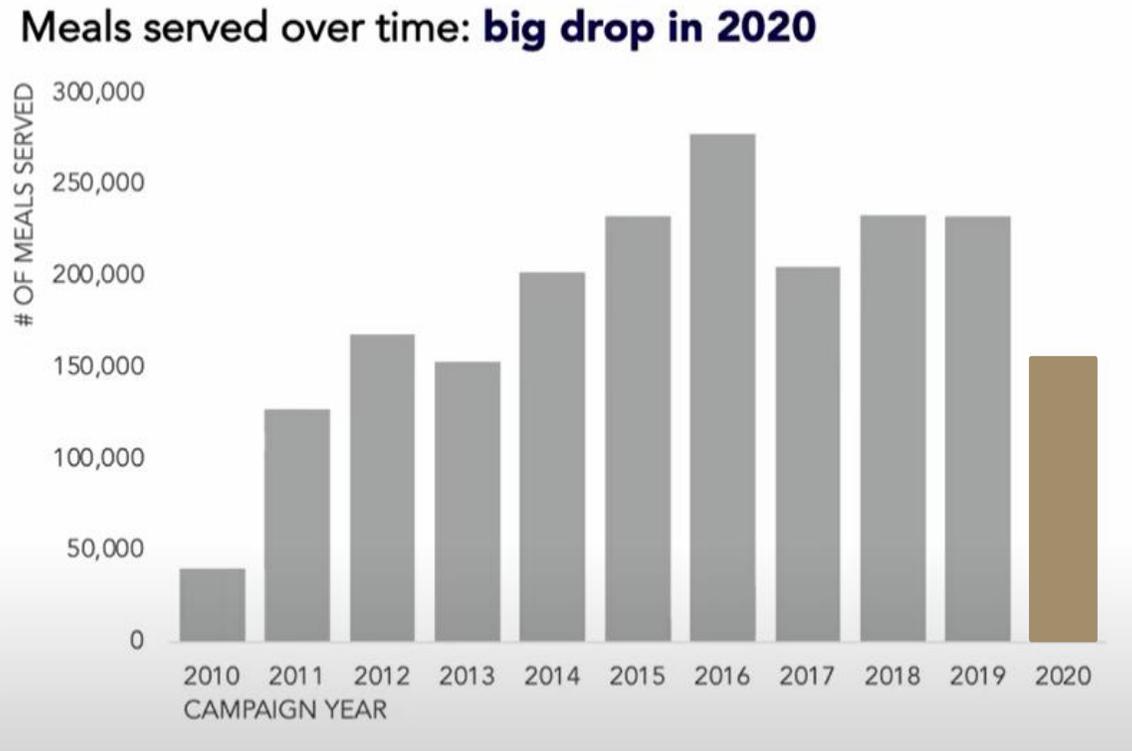
EVOLVING A VISUALIZATION – UGLY GRAPH



EVOLVING A VISUALIZATION – SIMPLE GRAPH

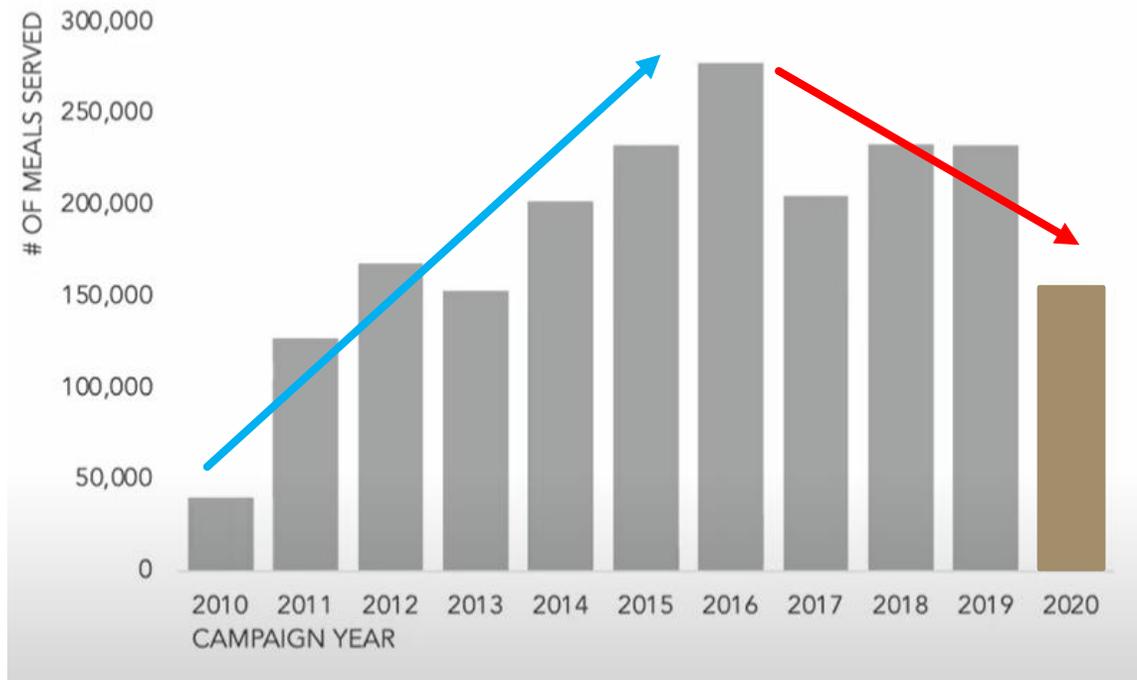


EVOLVING A VISUALIZATION – GOOD GRAPH



EVOLVING A VISUALIZATION – DATA STORY

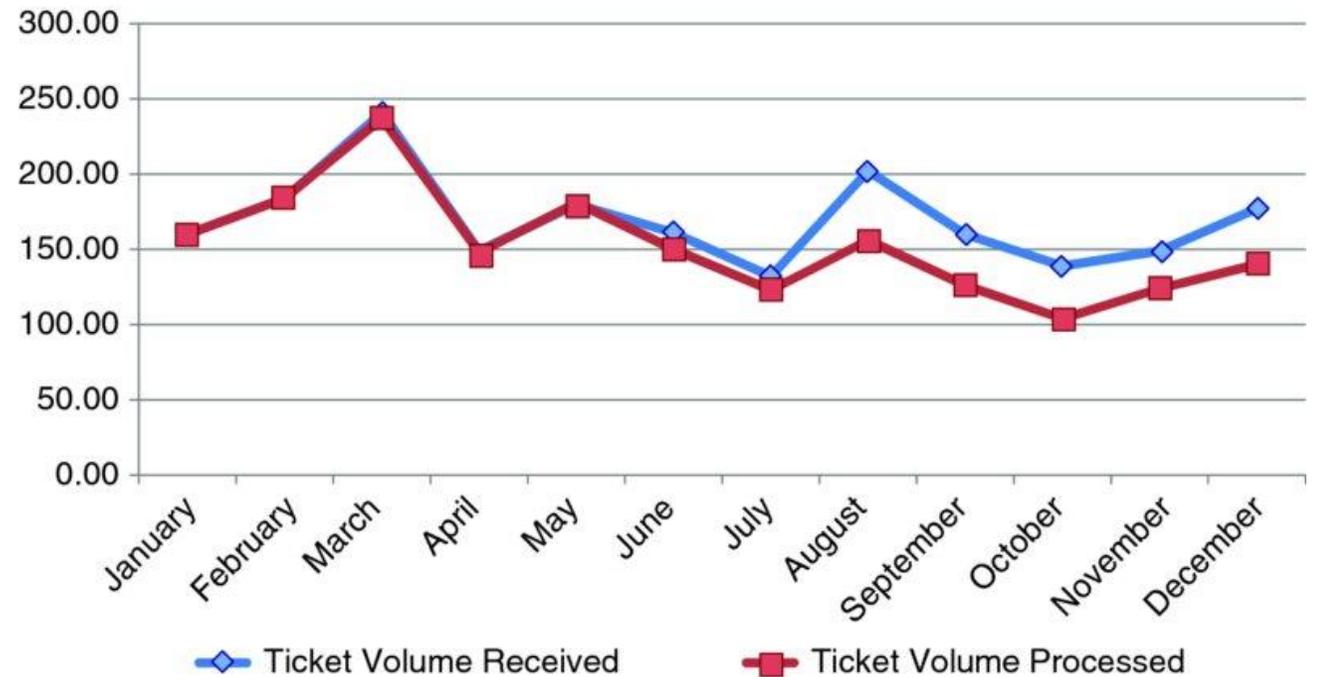
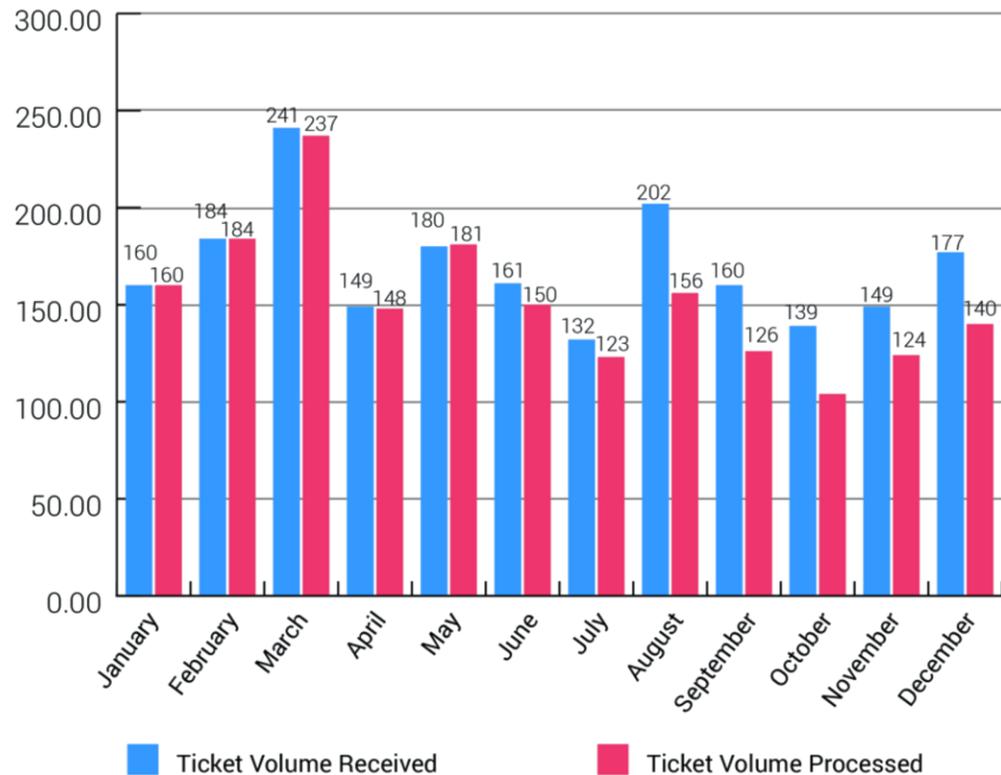
Meals served over time: **big drop in 2020**



Even though it might seem obvious that there would be a **big drop in meals served in 2020** due to the pandemic, note that the **2017-2019 numbers** were already going against the **2010-2016 trend** – we should not be planning for a return to 2016 levels without first understanding what happened in 2017-2019.

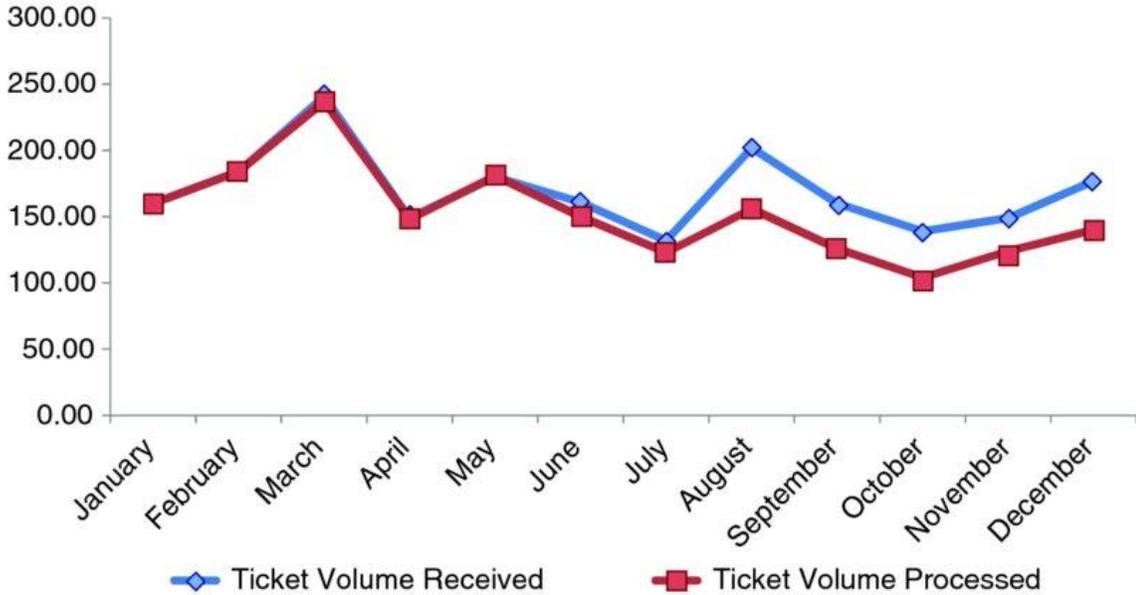
EXAMPLES

TICKET TREND

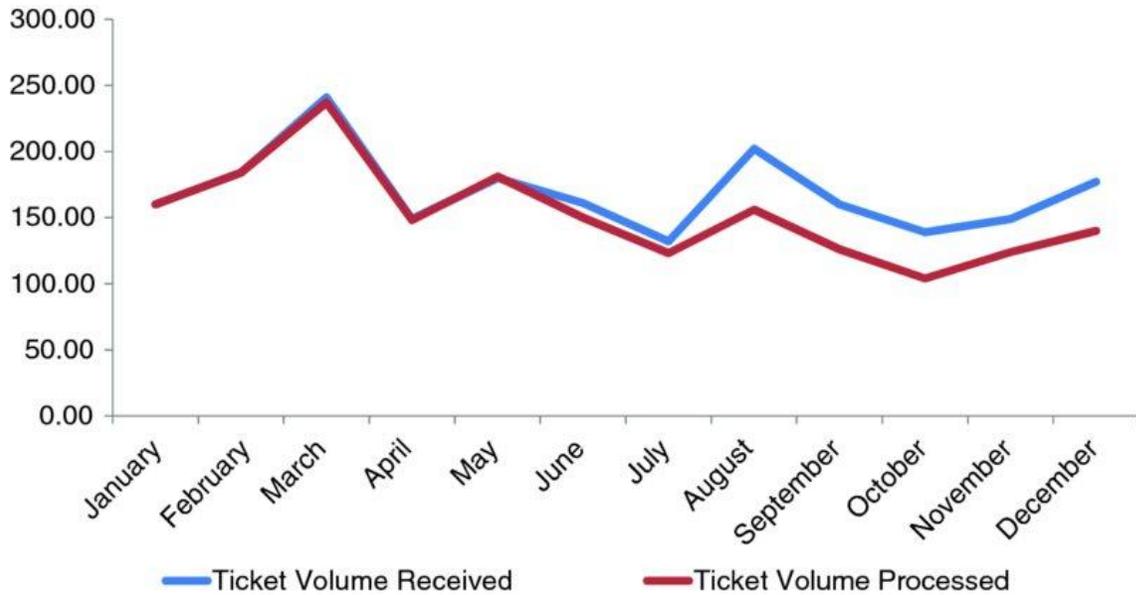


1. Change graph type (trope)

EXAMPLES

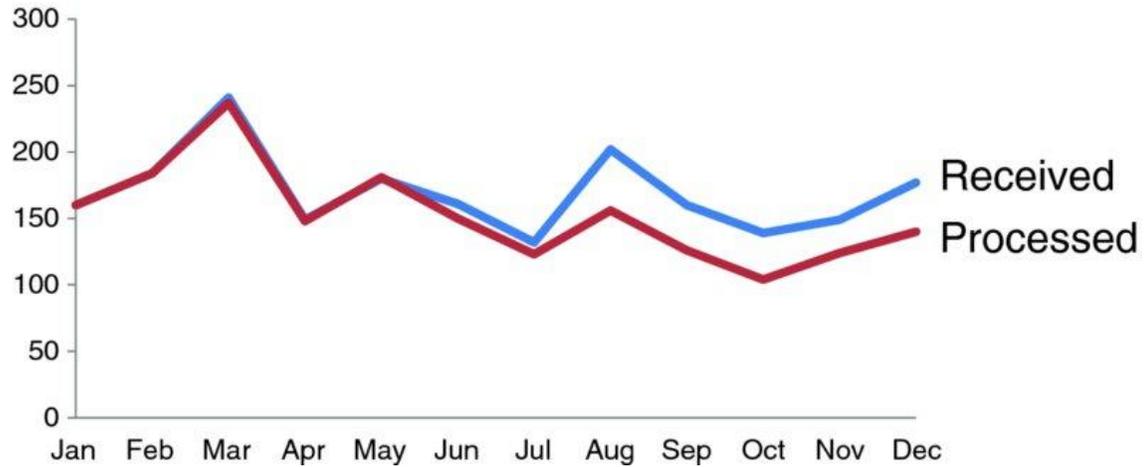


2. Remove border and gridlines

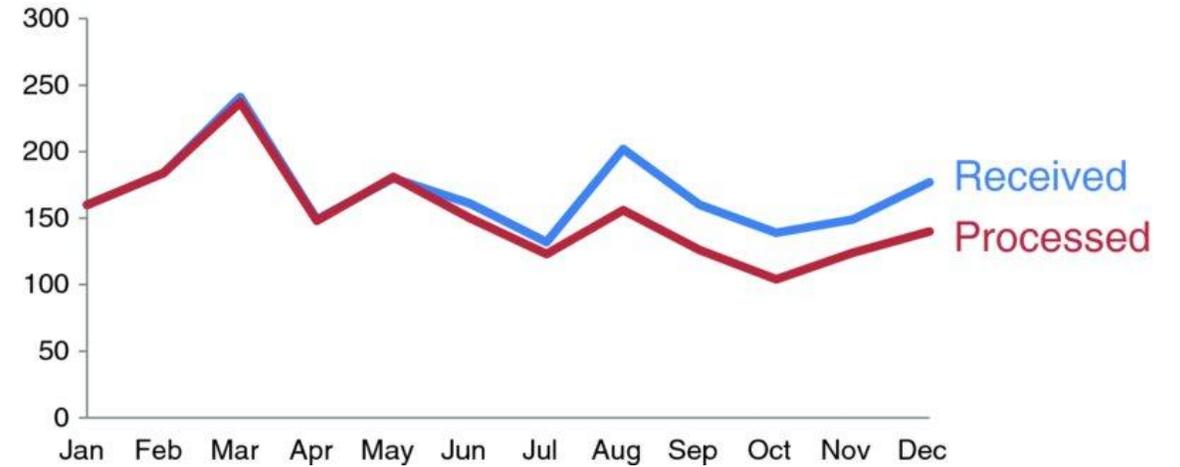


3. Remove markers

EXAMPLES



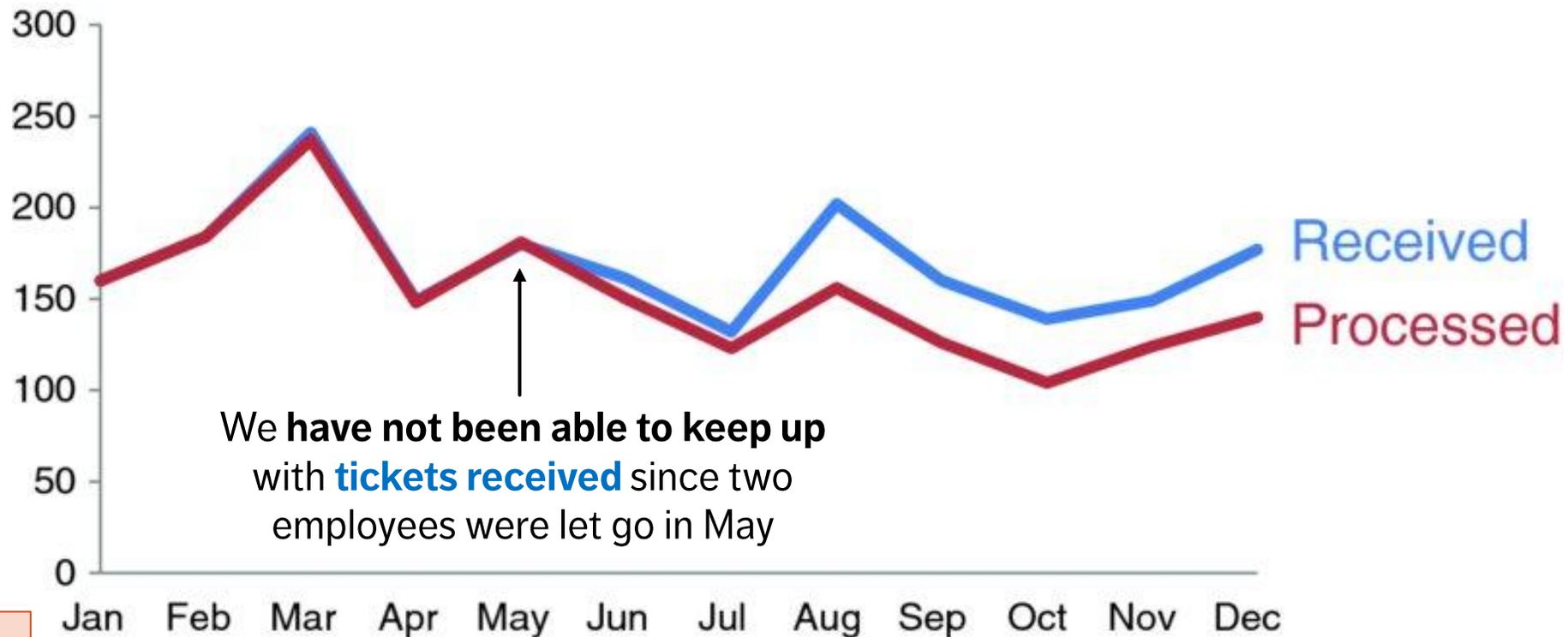
4. Clean-up axis labels and legend



5. Colour code the lines

EXAMPLES

Lag in Tickets Processed Since May Layoffs



6. Tell the story

STORYTELLING WITH DATA

EVOLVING A DATA STORY