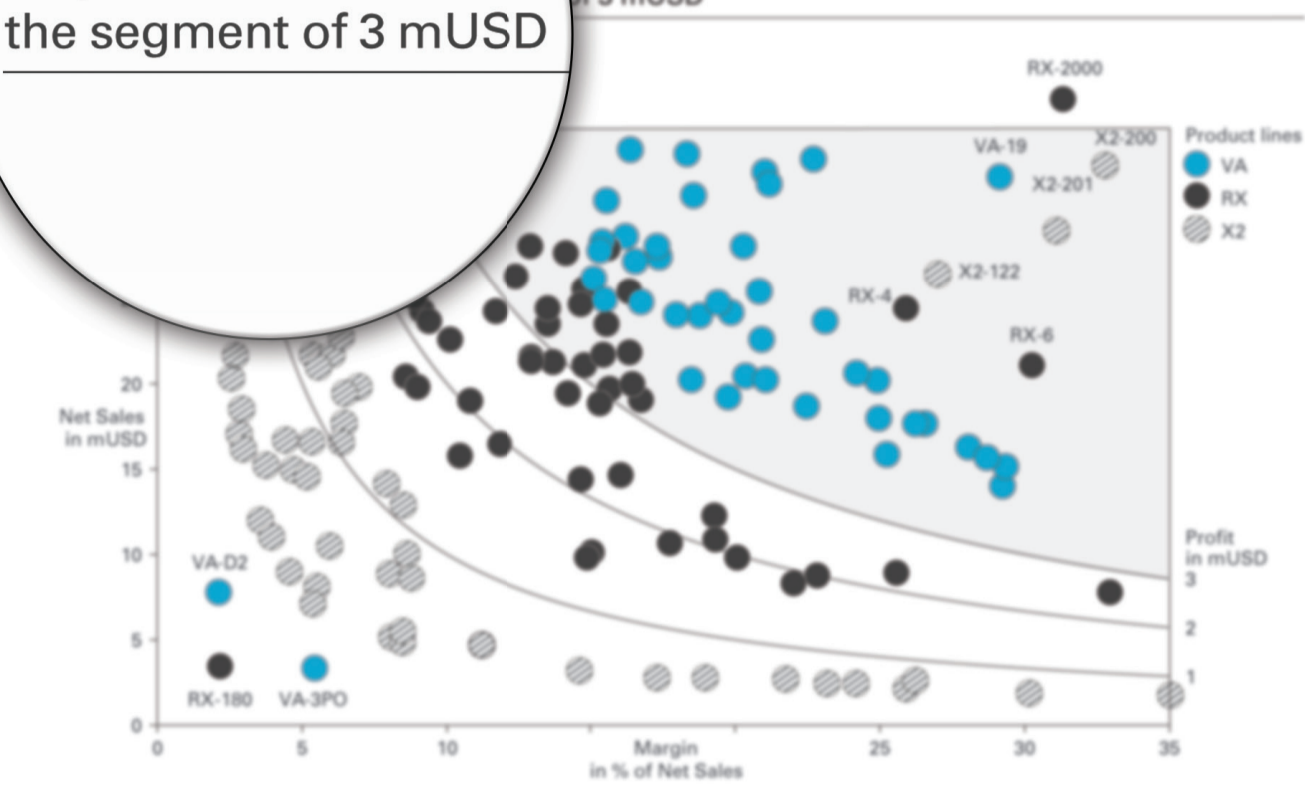


MESSAGES

Reports and presentations have messages. Present them at the top of each slide or report page.

1

48 products are in the segment of 3 mUSD

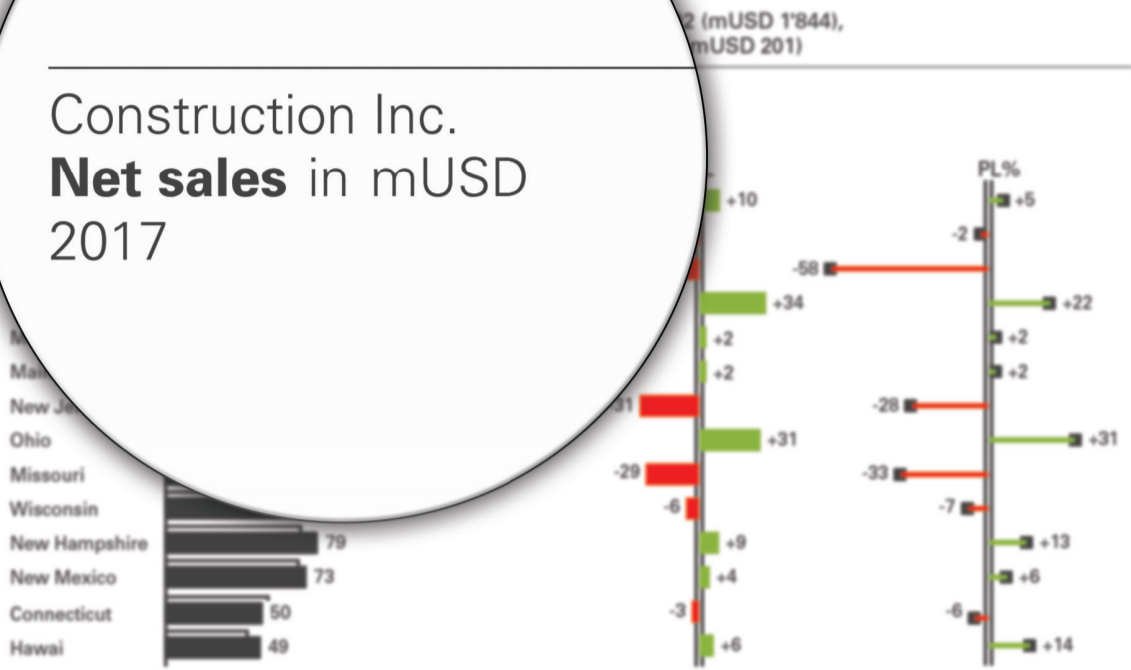


TITLES

Titles identify pages, charts, and tables. Name at least organizational unit(s), measure(s), and time period(s).

2

Construction Inc.
Net sales in mUSD
2017



TIME PERIODS

Time periods such as 'Years' and 'Months' should be identified by different category widths.

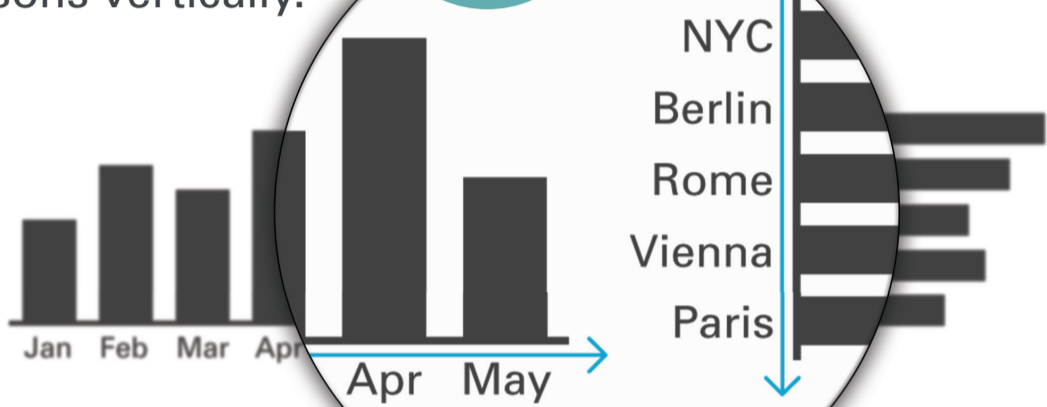
4



TIME & STRUCTURE

Time and structure are the most important analysis types. Arrange time series horizontally and structural comparisons vertically.

3



CHARTS

Charts are key for perception. Prefer columns, bars, and lines to pies and gauges.

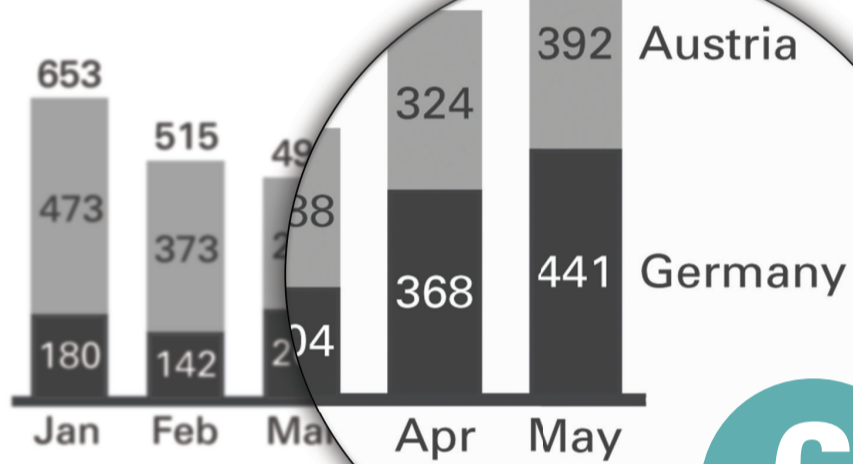
5



LABELS

Labels name data. Integrate labels for data series and values in charts. Try to avoid value axes and grid lines.

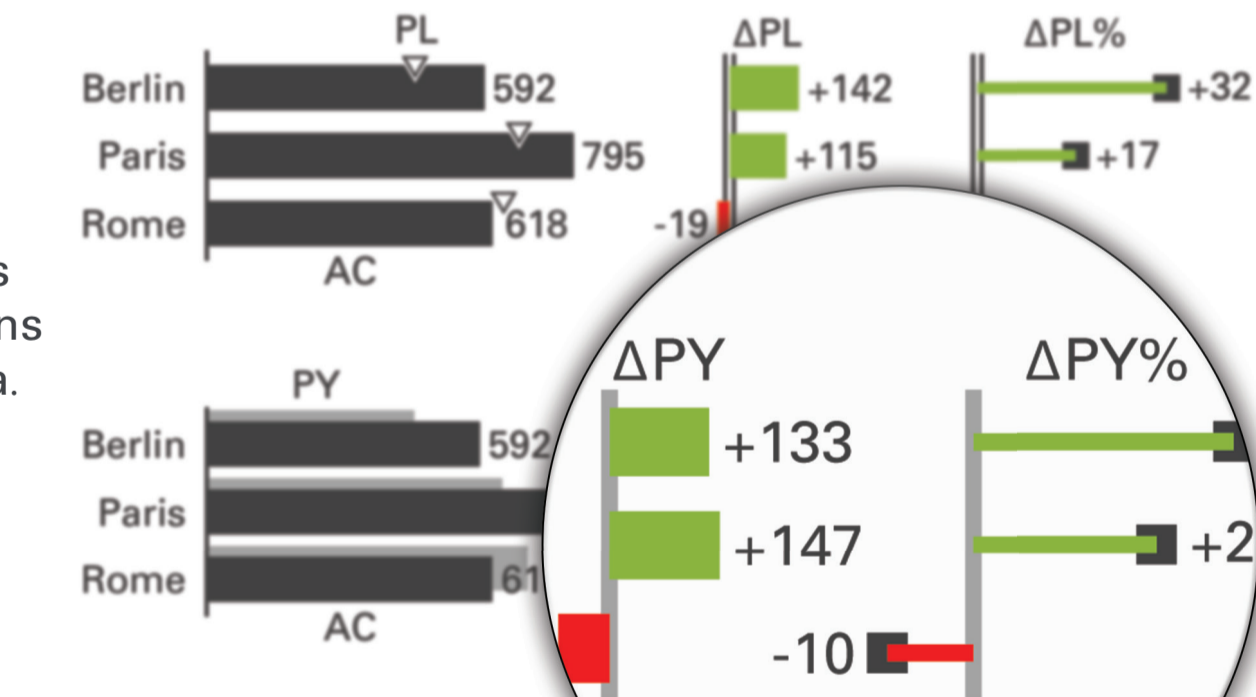
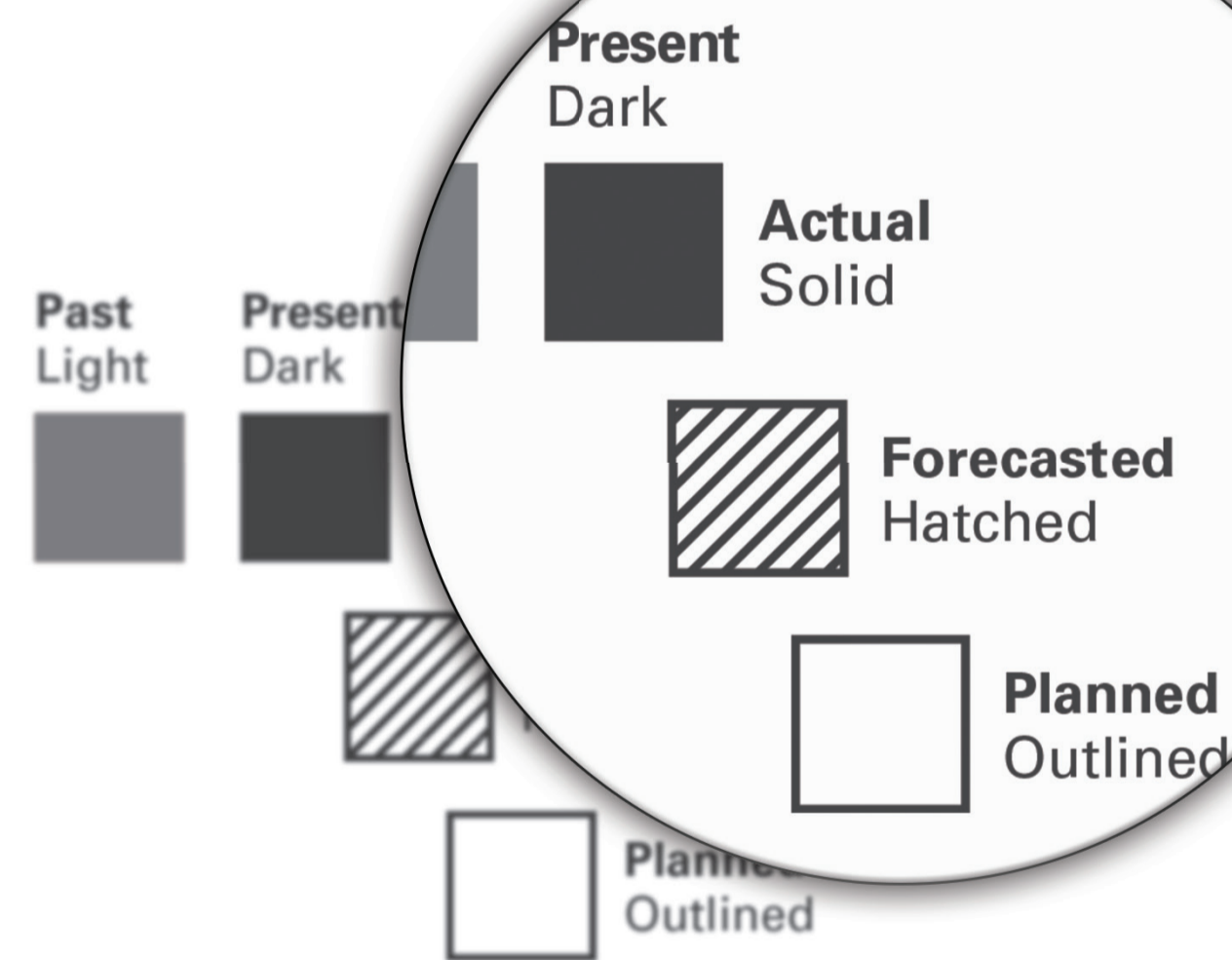
6



SCENARIOS

Scenarios represent the data categories to be compared. Use standard notations for actual, planned, and forecasted data.

7



VARIANCES

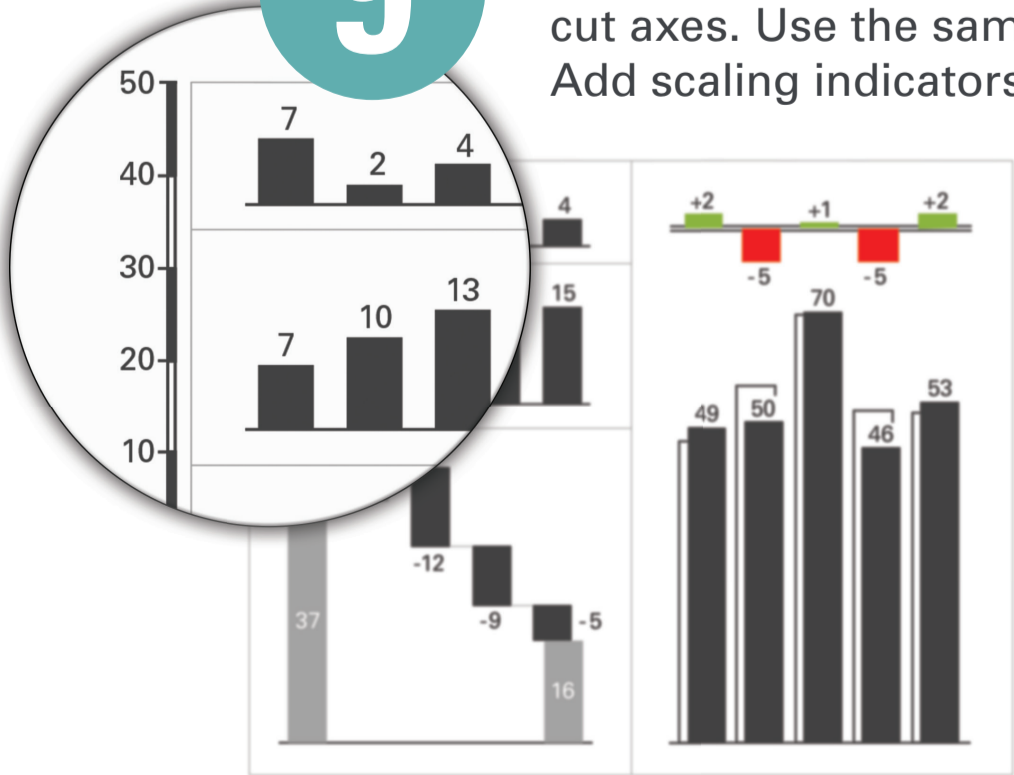
Variances are differences between scenarios. Unify colors for good and bad variances. Use pins for relative variances.

8

SCALING

Comparisons require consistent scaling. Don't cut axes. Use the same scale for the same units. Add scaling indicators if necessary.

9



HIGHLIGHTING

Highlighting accelerates comprehension. Use unified indicators such as ellipses, trend arrows, and difference markers.

10

