



DATA NUDGE

A monthly reminder to manage your data

In May, we provided a [guide](#) for best practices in visualizing data using the most four commonly used charts. This Data Nudge focuses on some considerations when creating a data visualization in order to maximize its use.

1) Outcomes and Audience Identification

- What outcome / story does the data represent?
 - Use [Exploratory Data Analysis](#) to get started
- Who is the target audience or stakeholder?
 - Diverse audiences may require several different visualizations
- What can the audiences expected to know and be interested in?

2) Data and Software Consideration

- Understand your data to choose the right visualization
 - Check [our guide](#) or [Data Viz Catalogue](#) for chart options
- Use software tutorials to assist in creating good visualizations in:
 - [R](#), [Python](#), [Excel](#), [SPSS](#)
 - [Cytoscape](#) for network graphs, or [Tableau](#) for interactive dashboards

3) Evaluation and Feedback

- To ensure effectiveness of the visualization, answers to those questions should be the same:
 - What question are you trying to answer?
 - What does the data show?
 - What does the data visualization show?
- Get feedback from others before finalizing the visualization to avoid [mistakes](#)

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