

How can you engage your clients, making their financial information clear and relevant? Financial planning doesn't have to be intimidating or overwhelming. Apply these reasoned methods of data visualization.

Data Visualization Best Practices

Stay true to the data

Customize your colors

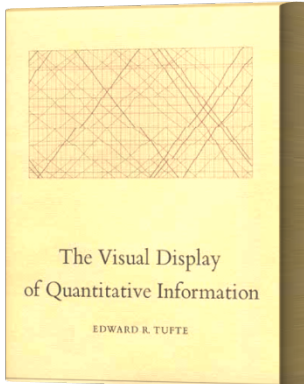
Communicate by design

Plot dimensions = data dimensions

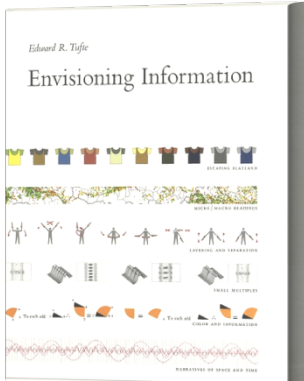
Aim for Clear, Accurate, **and** Visually Appealing

Recommended reading:

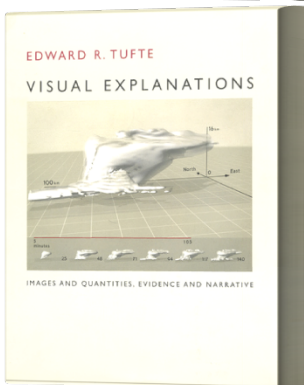
For anyone interested in data visualization, I highly recommend Tufte's books. Here I include only a few of his works.



Tufte, Edward R., 1942-
The Visual Display of Quantitative Information
Cheshire, Conn.: Graphics Press, c1983 **or** c2001



Tufte, Edward R., 1942-
Envisioning information / Edward R. Tufte
Cheshire, Conn.: Graphics Press, c1990



Tufte, Edward R., 1942-
Visual explanations :
images and quantities, evidence and narrative
Cheshire, Conn.: Graphics Press, c1997

Do you agree with Edward Tufte? For his views on PowerPoint, I disagree, but check out his article and decide for yourself.



PowerPoint Is Evil

Power Corrupts.

PowerPoint Corrupts Absolutely.

By Edward Tufte

<http://archive.wired.com/wired/archive/11.09/ppt2.html>

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