

Financial Storytelling with Excel

Data Visualization and Presentation Structure for Effective
Data Storytelling

Where we're going

Chart
Choosing

Messaging &
Formatting

Corporate
Branding

Design
Theory

Resources

- Email questions to neil@knacktraining.com
- Look through the **PDF guide** for instructions
- Watch tutorials on youtube.com/@KnackTraining

Chart Choosing

What is going to tell the story you want to tell?

Formatting Charts

Emphasizing critical information and making professional visualizations

Preattentive Attributes

Preattentive attributes are elements that catch attention before the conscious mind can *decide* what to focus on.

1. Loud siren
2. Bright lights
3. Flashing lights
4. Bright color
5. Large vehicle

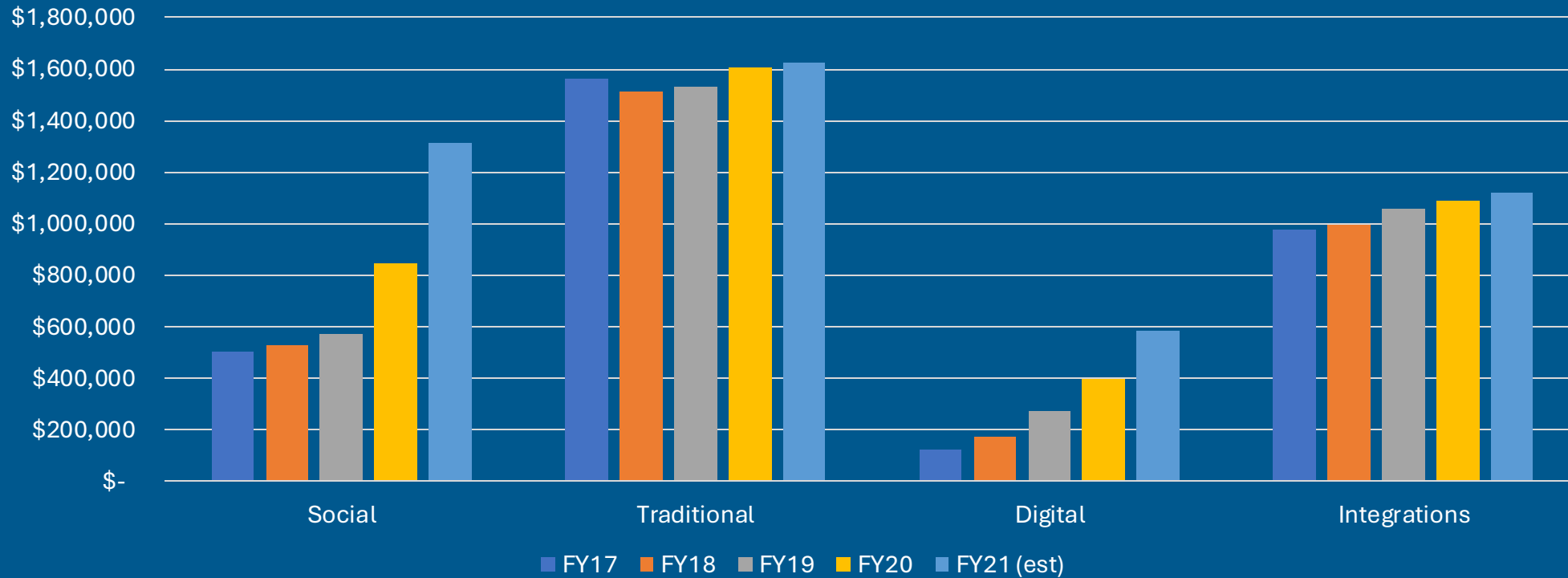


What can be used as a preattentive attribute?

- Size
- Shape
- Orientation
- Color Hue
- Color Intensity
- Grouping & Spacing

Design Tool: Preattentive Attributes

Marketing Spend by Segment



- Size
- Shape
- Orientation
- Grouping
- Spacing
- Color Hue
- Color Intensity

Gestalt Principles

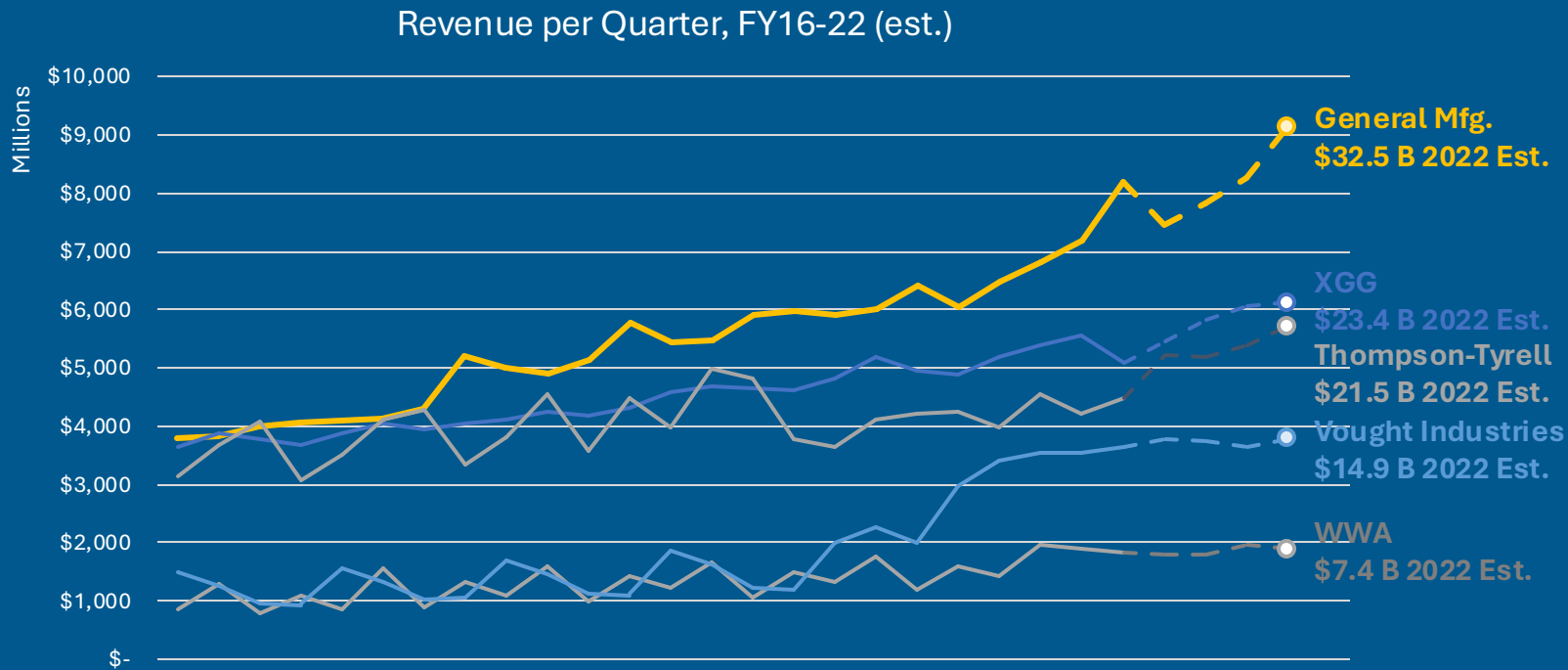
- Proximity
- Enclosure
- Similarity
- Connection

Design Tool: Gestalt Principles

- Proximity
- Enclosure
- Similarity
- Connection

General Manufacturing will become the dominant force in the aerospace parts manufacturing industry

Total Market Need



Segment	FY2022	Market Leader
Segment A	+12.6%	General Mfg.
Segment B	+6.1%	XGG
Segment C	+1.7%	Vought
Segment D	-3.1%	Vought
Segment E	+17.1%	General Mfg.
Segment F	+22.1%	XGG
Segment G	+18.5%	Thompson-Tyrell
Segment H	+7.4%	General Mfg.
Segment I	-4.8%	WWA
Segment J	+27.3%	General Mfg.

Please tell us what you think!

- Please scan this QR code using your mobile to access a short feedback survey →
- Also accessible via the mobile app



Financial Storytelling: Data Visualizations That Drive Decisions