Data Visualization in Excel

How to take your data viz from
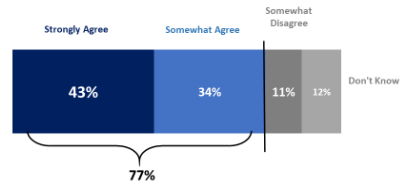
Default *to* *Designer*

Chart Title
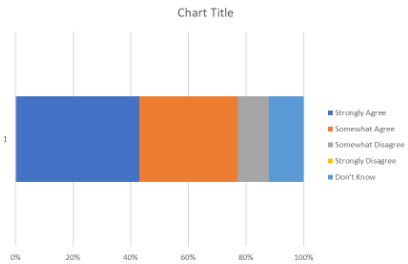
Most respondants feel their community has been negatively impacted by tobacco use.

Strongly Agree	Somewhat Agree	Somewhat Disagree
43%	34%	11% 12%

Don't Know

77%

Data viz is about making data <u>easier</u> to understand.

Clarity is key!

Clean up that chart junk!

Adult cigarette smoking by household type (2019)

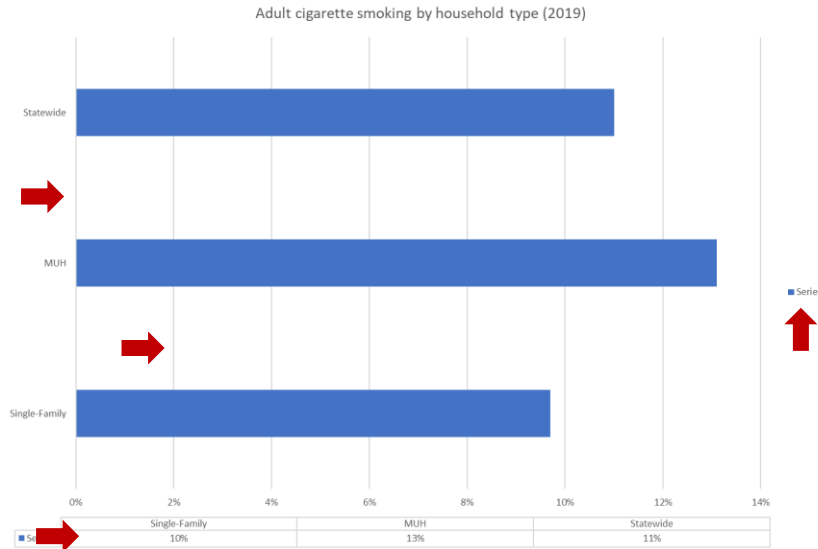|	Single-Family	MUH	Statewide
Series1	10%	13%	11%

Chart junk = any unnecessary element/anything that doesn't make your data clearer.

Label data directly and tell us what we're looking at.

Use a benchmark line to illustrate things like statewide averages.

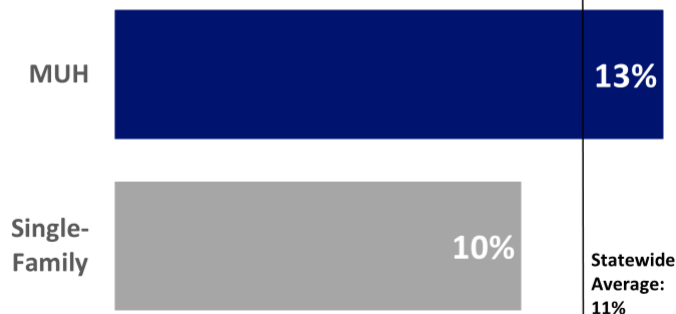Adults in multi-unit housing smoke cigarettes at a higher rate than the overall population.

MUH	13%
Single-Family	10%

Statewide Average: 11%
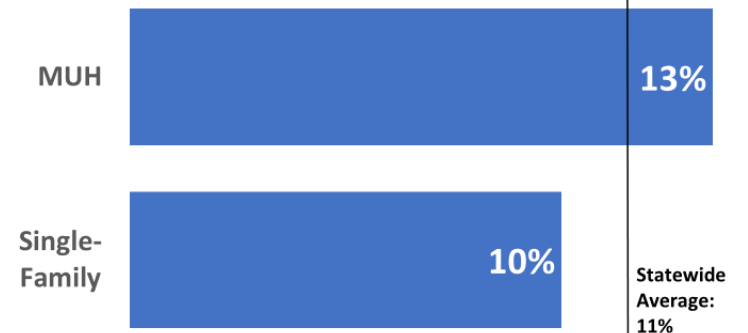
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Use color for emphasis.

Color is a pre-attentive attribute.

TITLE: BEBAS NEUE, SIZE 88

Body: Roboto Condensed, size 40

Body, with emphasis: Roboto Condensed, gray, regular + color, bold

Special: Freestyle script, bold, size varies

RGB 255, 118, 0   RGB 170, 33, 89   RGB 0, 20, 111

TCEC
Tobacco Control Evaluation Center

Choose custom fonts and colors to create a style guide for your agency!

Resource: Google Fonts [https://fonts.google.com/about]

Use high-contrast, color-blind friendly colors for greater accessibility.
Resource: Color Brewer [https://colorbrewer2.org/]

Adults in multi-unit housing smoke cigarettes at a higher rate than the overall population.

MUH — 13%

Single-Family — 10%

Statewide Average: 11%

Combine the qualitative and the quantitative in reports and presentations.

"Flavored tobacco is designed to get kids to start smoking. We need a total ban of these products."

City Council Member, 2016

Key Informant support has increased from **42%** in 2014 to **63%** in 2016.

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Further reading and resources:

TCEC resources on data visualization: **tobaccoeval.ucdavis.edu/data-visualization**

Dot Plots: **stephanieevergreen.com/easy-dot-plots-in-excel/**

Diverging stacked bar chart: **stephanieevergreen.com/diverging-stacked-bars/**

Overlapping bar chart: **tobaccoeval.ucdavis.edu/sites/g/files/dgvnsk5301/files/inline-files/OverlappingBarChart.pdf**

Slope graph: **https://stephanieevergreen.com/slopegraph/**

Ann K. Emery's Depict Data Studio: https://**depictdatastudio.com**/

Stephanie Evergreen's Data Viz Academy: https://**stephanieevergreen.com/academy**/

Tobacco Education Clearinghouse of California (TECC): **tecc.org**