Solution

# Data Visualization Principles

Charts should be designed for clarity and function and there are many things that should be considered prior to building an Excel chart.

### Keep it Simple!

* Don't over-complicate charts - design for clarity.
* Consistently ask, does this add value? If not, get rid of it!

### Communicate the Story

* What are you trying to communicate? What question is the chart answering?
* Key points should be communicated quickly and clearly.

### Find a Balance Between Design and Function

* Select the right chart type for the data.
* Design is important. But not at the expense of function.

Remember, not all charts are created equally. Some charts are better suited to certain types of data than others. Ensure that every element added to the chart serves a purpose and doesn't over-complicate the visual.