

Draw A Picture

Data is important,
but it isn't always exciting.



Don't lose your audience to boredom—share your data visually.

Turn this:

48 advisors were surveyed on their coffee drinking habits:*
39% prefer black, 35% prefer cream, and 25% prefer cream & sugar.

Into this:

Advisor coffee drinking habits:



Pictures are:

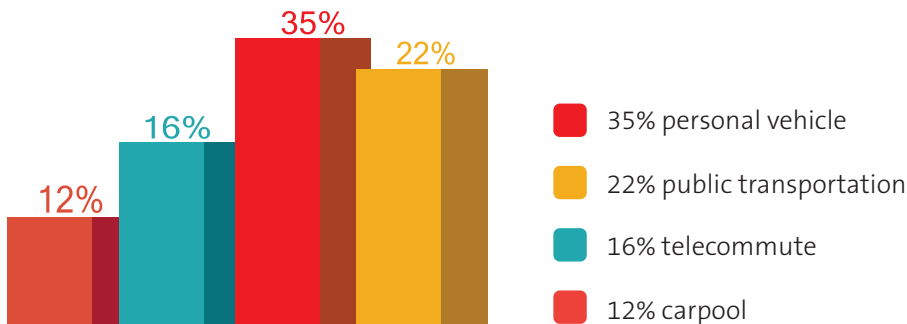
- More attractive
- Easier to digest
- Memorable
- Offer options

Turn this:

48 advisors were surveyed regarding their daily commute:*
35% drive their personal vehicle, 22% take public transportation, 16% telecommute, and 12% carpool.

Into this:

Advisor commuting habits:



*Data is for illustration purposes only; no advisors were interviewed regarding their daily habits.

