

Most people perceive evaluation as boring. The major output of an evaluation is often a long report that gets read once (if at all) before it's filed away. Using data visualizations (like quality graphs and infographics) can enhance the presentation of evaluation results. They can also:

- ✓ quickly communicate key themes
- ✓ increase the probability that the findings will be used to improve program impacts
- ✓ help stakeholders become better data analysts themselves. Presenting results using a graph, for example, might motivate someone to spend time examining the findings, asking questions, and thinking about what the results might mean for the program than if the same information is presented in a traditional table of numbers.

Getting started with data visualization:

- **Start with the story:** pick one key finding that will be relevant to a specific group of stakeholders and figure out the key message that will be most important to them
- **Sketch it out:** make a rough drawing that frames out various ways of showing the story
- **Supplement with tables and numbers,** as some stakeholder will still want to information in this way.

**TIP:** Practice makes perfect. Skills in data visualization improve over time. Becoming familiar with the software used to produce data visualizations as well as soliciting and receiving feedback on current efforts can be helpful in developing expertise in this area.

*Adapted from:* <http://ltd.edc.org/show-me-story-using-data-visualization-communicate-evaluation-findings>

## Data Visualization Resources

A data visualization checklist that can guide the development of high impact data visualizations: [http://stephanieevergreen.com/wp-content/uploads/2014/05/DataVizChecklist\\_May2014.pdf](http://stephanieevergreen.com/wp-content/uploads/2014/05/DataVizChecklist_May2014.pdf)

Data Visualization 101 provides tips and tricks in designing charts and graphs: [https://cdn2.hubspot.net/hub/53/file-863940581-pdf/Data\\_Visualization\\_101\\_How\\_to\\_Design\\_Charts\\_and\\_Graphs.pdf](https://cdn2.hubspot.net/hub/53/file-863940581-pdf/Data_Visualization_101_How_to_Design_Charts_and_Graphs.pdf)

Data Visualization Best Practices Guideline: <https://www.dnastream.com/wp-content/uploads/2011/05/Data-Visualisation-white-paper.pdf>

A beginners' guide to finding news in numbers: <http://blog.visme.co/data-visualization/>