DATA VISUALIZATION
CHECKLIST

Exploratory	Explanatory

1 Prepare the data
2 Explore the Data
3 Record insights
4 Consider audience
5 Decide your message
6 Select an effective visualization
7 Follow design best practices
8 Tell your story

EXPLORATORY PHASE

Step 1. Prepare the Data

☐ I have sufficient data for the task (quanlitative & quantitative)

☐ Data comes from quality sources (reliable and updated)

☐ Data is clean (errors and missing values fixed, values formatted and standardized, outliers detected, duplicates removed)

Step 2. Explore the Data

☐ I look at data from a reporting angle

☐ I look at data from the angle of learning & adapting for project implementation

☐ I try more than one type of visualization

Step 3. Record insights

☐ I find different findings from the data

☐ I share these insights and discuss with the team

☐ My team agree on what to do next for further analysis (if needed)

Notes

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EXPLANATORY PHASE

Step 4. Consider audience

☐ My target audience is: ....

☐ Their level of experiece and knowledge about the topic are: ....
....

☐ Their interests and needs are: ....
....

Step 5. Decide the Message

☐ The important message I want to convey is: ....
....
....

☐ My message has appropriate level of technical details for the target audience

Step 6. Select an effective visualization

☐ The type of visualization that best matches the message and the audience is: ....

Step 7. Follow design best practices

☐ The visualization is clean with only essential data

    ☐ Unnecessary chart elements are removed

    ☐ Direct labels used instead of legends

☐ The visualization has intuitive layouts

    ☐ Data is arranged in an intentional manner

    ☐ Chart elements are consistently aligned (title, axis titles)

    ☐ There is no diagonal or hard-to-read elements

    ☐ Axis and data labels are as close to data as possible

    ☐ White space for item grouping is enough and consistent

☐ The visualization is inclusive

    ☐ Text is easy to read: accessible font type, size and text direction, color contrast, not overlapping

    ☐ Language is easy to understand with very few jargons, acronyms, or technical terms

    ☐ Do no harm: there is no stereotypes or offensive items

    ☐ The visual is easy for target audience to interpret

☐ The visualization is not misleading nor creates a visual fault

☐ The visualization design (e.g. font, color) is consistent and complies with USAID and/ or with my organization's policy

If your target audience includes visual disabilities groups:

☐ The visualization uses alternatives

☐ Accessible for the group

Step 8. Tell your story

☐ Key message can be quickly recognized (remember the 5s rule)

    ☐ Title conveys key message

    ☐ Pre-attentive attributes or colors highlight the key information

☐ Context narratives complement the visual

    ☐ Subtitle adds details to title message

    ☐ Annotations provide explanations to data points

    ☐ Footnote or textbox gives background context of the visual

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