

Communicating Insights from Data

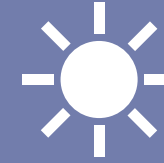
Over the past decade, the use of data for decision making has increased exponentially, in part due to access to data, information and tools, that are literally at our fingertips.

Data is critical to decision making. At Berlineaton, this is an area we continue to invest in, and encourage our clients to do the same. In 2020, we officially opened our Data and Insights practice and entered into a partnership with Qualtrics. This leveled up our abilities, and we haven't looked back.

Drawing insights from data is a skillset all on its own and requires a thoughtful blend of art and science. These five principles guide us in our work. On the following pages, we highlight ways to improve the presentation of data.

Learn more at www.berlineaton.com

1
Be Clear on the
Context



Before you start to design, be clear on the WHO (audience), the WHAT (data, actions, tone) and the HOW (visual).

2
Bring Your
Audience Along



Design your presentation from your audience's lens – focus on the 'So what?' and 'How does this impact/apply to me?'.

3
Keep It Simple



Identify and eliminate clutter and distractions.

4
Focus Your
Audience's Attention



Direct the audience's attention strategically to the most important parts of what you are conveying.

5
Tell a Good Story

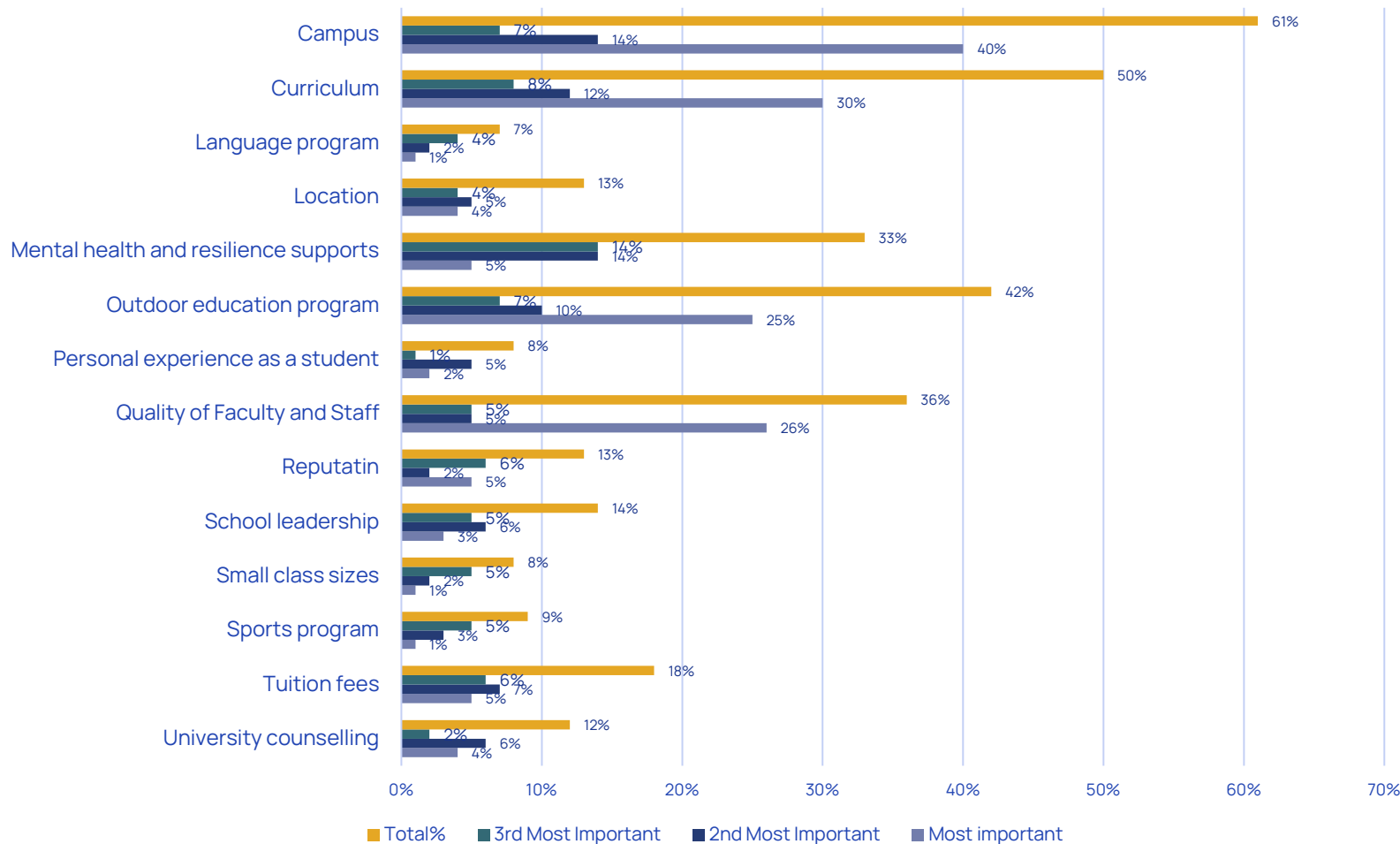


Use stories to bring your data to life. Stories resonate and stick with us in ways that bullet points and graphs cannot.

3be Communicating Insights from Data

Below we provide an example of an ineffective chart. On the following pages, we show you how to turn it into an effective visualization that communicates insight.

Parents' Top Reasons for Sending Their Child to Our School



Why is this an ineffective Chart?

1. The message is **not clear**.
2. The audience is **overwhelmed**.
3. It is presenting **data vs insight**.



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Visualize insights by following the 5 steps outlined on the left

1 Before starting your design, be clear on the context: the WHO, WHAT, and HOW.

2 Bring your audience along by pointing out the key takeaway.

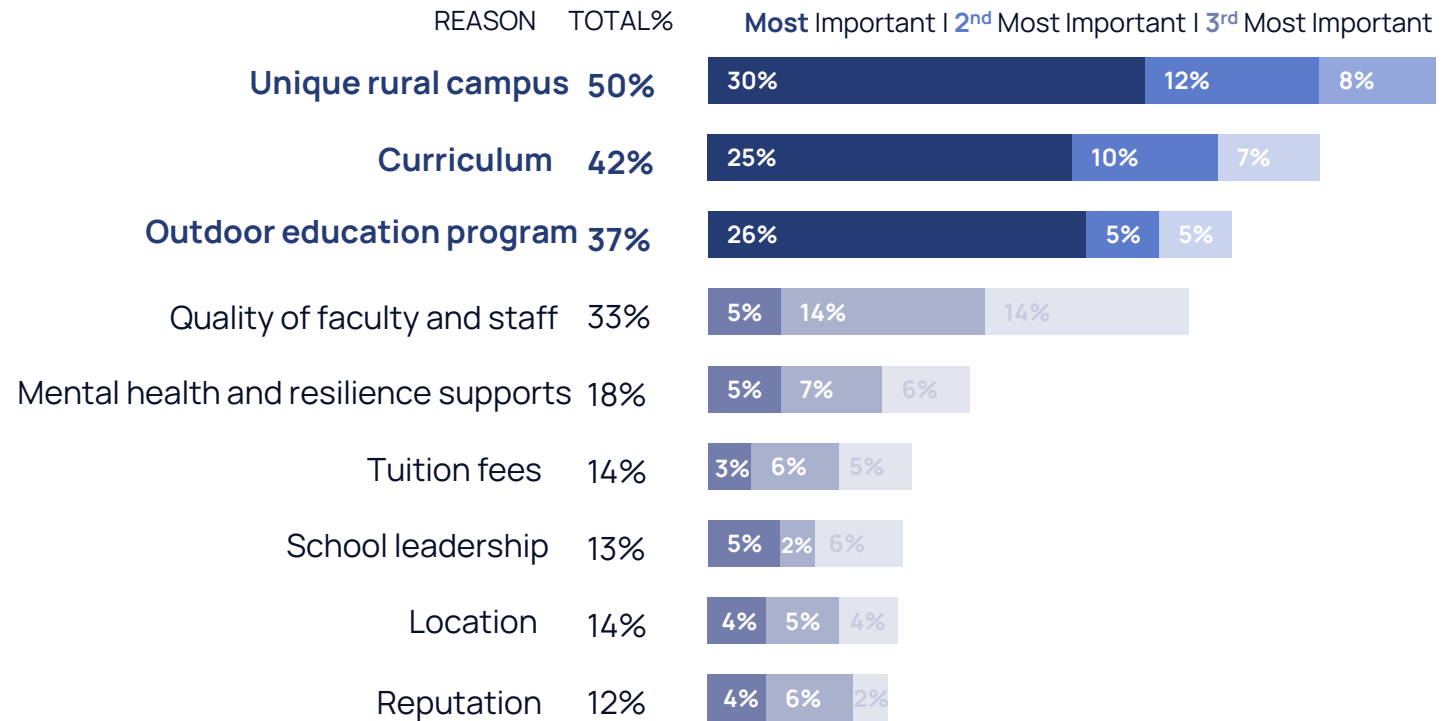
3 Direct the audience's attention strategically to the most important parts of what you are conveying.

4 Focus your audience's attention and eliminate clutter.

5 Use stories to convey your message. Stories resonate and stick with us in ways that bullet points and graphs cannot.

To Supercharge Our Marketing Campaign, Let's Emphasize Our Campus, Curriculum, and Outdoor Education Program

Top 10 reasons why parents send their child to our school, according to our 2021 parent survey.



N = 254. Based on responses to question: "When considering the reasons for sending your child to school, which of these was the most important reason? Which one was the second most important reason? Which one was the third most important reason?" Respondents chose from a list. Top 10 Shown.

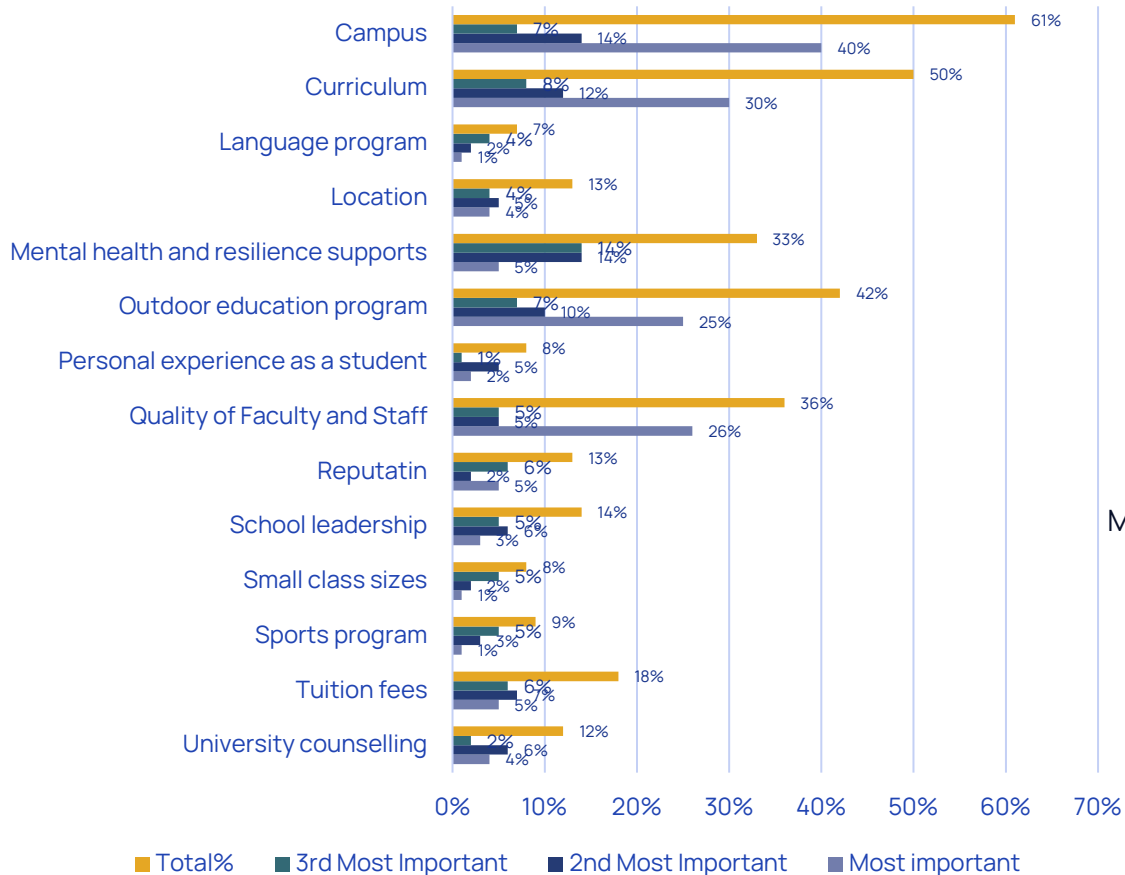


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By following the 5 steps outlined on the pages above, here's how data can become insights:



Parents' Top Reasons for Sending Their Child to Our School



To Supercharge Our Marketing Campaign, Let's Emphasize Our Campus, Curriculum, and Outdoor Education Program

Top 10 reasons why parents send their child to our school, according to our 2021 parent survey.

REASON	TOTAL%	Most Important	2 nd Most Important	3 rd Most Important
Unique rural campus	50%	30%	12%	8%
Curriculum	42%	25%	10%	7%
Outdoor education program	37%	26%	5%	5%
Quality of faculty and staff	33%	5%	14%	14%
Mental health and resilience supports	18%	5%	7%	6%
Tuition fees	14%	3%	6%	5%
School leadership	13%	5%	2%	6%
Location	14%	4%	5%	4%
Reputation	12%	4%	6%	2%

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