

Data Viz Crash Course

Easy fixes to make your
charts better.

TRIVERS  DATA

You CAN do it. I can help.

Hi, I'm Joe.



**We can change the world
when we change our
approach to technology.**



We can change the world when we change our approach to technology.



Connect

Meet other people who want to put technology to work for social change by joining our vibrant, inclusive nonprofit community.

[Get connected >](#)



Learn

Take charge of your professional development with our courses, certificates, cohorts, publications, and blog.

[Start learning >](#)



Change

Raise your voice and take action to advance the skillful and equitable use of technology.

[Create change >](#)

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data visualization.

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when **we** change our
approach to ~~technology.~~**

data visualization.

It's not about the data.

**It's not (all) about the
chart type.**

**It IS about what your
audience needs.**

The basics of Data Visualization

for EVERYONE.

(not just data analysts)

How to communicate data stories.

(quickly, easily, impactfully)

How people ingest data.

(why Data Viz is SO important.)

What do they **WANT** to do?

(Non-tech people.)

Remake a chart together.



TRIVERSDATA

You **CAN** do it. I can help.

traversdata.com

BACK **TO THE**

90s

DATA & VISUALIZATION

Since the 1990s

Data Collection, Analysis,
and Governance

DON'T WASTE DATA!

EXTREMELY user-focused

A woman with wavy brown hair, wearing a grey long-sleeved top and light blue pants, is sitting on a wooden bench against a dark brick wall. A window is visible to her left, casting light on her face and the wall. The overall mood is calm and professional.

Stephanie Evergreen
stephanieevergreen.com/academy

How to tell a story with your data



Stephanie Evergreen

she/her/hers

data visualization consultant at Evergreen Data,

Stephanie Evergreen Ph.D. is the author of three data visualization books and a free class on how to build a culture of data visualization at your organization BuildADataCulture.com

**GUEST
POST**



With a few tweaks, learn how to transform default charts so that the **data story you see is clear** to your audience. It's easier than you might think.

TESTIMONIAL

Joe Travers came
highly recommended
and is a

**ROCK STAR
IN THIS
FIELD**

and his expertise and
guidance were a
game changer
for our project.



Joe truly is a

POWER BI WHISPERER

and I cannot recommend him highly enough for anyone looking to elevate their data reporting systems and decision-making capabilities.

TESTIMONIAL



Software agnostic.



Power BI



+ a b | e a u



Google
Sheets



How people ingest data.

(why Data Viz is SO important.)

There's now little question that the president's job-approval ratings have been steadily sliding downward for the past couple of months. On September 20, his net approval average at *Silver Bulletin* was at -7.5 percent (44.9 percent approval, 52.4 percent disapproval). On November 25, it was at -14.6. percent.

That's actually a slight improvement from the second-term-low -15 percent his averages hit on November 23, because two traditionally Trump-friendly pollsters dropped new surveys. But these polls actually may have provided the worst news yet for the president: *InsiderAdvantage* placed his net approval at -5 percent after showing him at +6 at the end of September and +10 in August. Similarly the *Daily Mail* just published a poll with Trump at -10 percent net approval. He was at +2 in mid-October and +10 at the end of August. The intensity of his unpopularity is generally quite high: 44.9 percent of Americans *strongly* disapprove of the job Trump is doing as president, again per the averages at *Silver Bulletin*.

<https://nymag.com/intelligencer/article/polls-trump-approval-gop-affordability-democrats-midterms.html>

HOW EASY IS IT TO

GET THE KEY

NUMBERS AND

DATES FROM THIS?

There's now little question that the president's job-approval ratings have been steadily sliding downward for the past couple of months. On **September 20**, his net approval average at *Silver Bulletin* was at **-7.5 percent** (44.9 percent approval, 52.4 percent disapproval). On **November 25**, it was at **-14.6. percent**.

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HOW **EASY** IS IT
CREATE MEANING
FROM THESE
KEY NUMBERS?

Silver Bulletin

Sept 10
-7.5%

Nov 25
-14.6%

Nov 23
-15.0%

Insider Advantage

Nov 25
-5.0%

Sept 31
+6.0%

Aug
+10.0%

Daily Mail

Nov 25
-10.0%

Mid-Oct
+2.0%

Aug. 31
+10.0%

Silver Bulletin

Nov 23

Aug

Aug. 31

+10.0%

+10.0%

Sept 10

Insider Advantage

Daily Mail

-7.5%

Nov 25

Nov 25

Nov 25

-14.6%

-5.0%

-10.0%

Sept 31

Mid-Oct

-15.0%

+6.0%

+2.0%

THIS ISN'T USEFUL.

AT ALL.



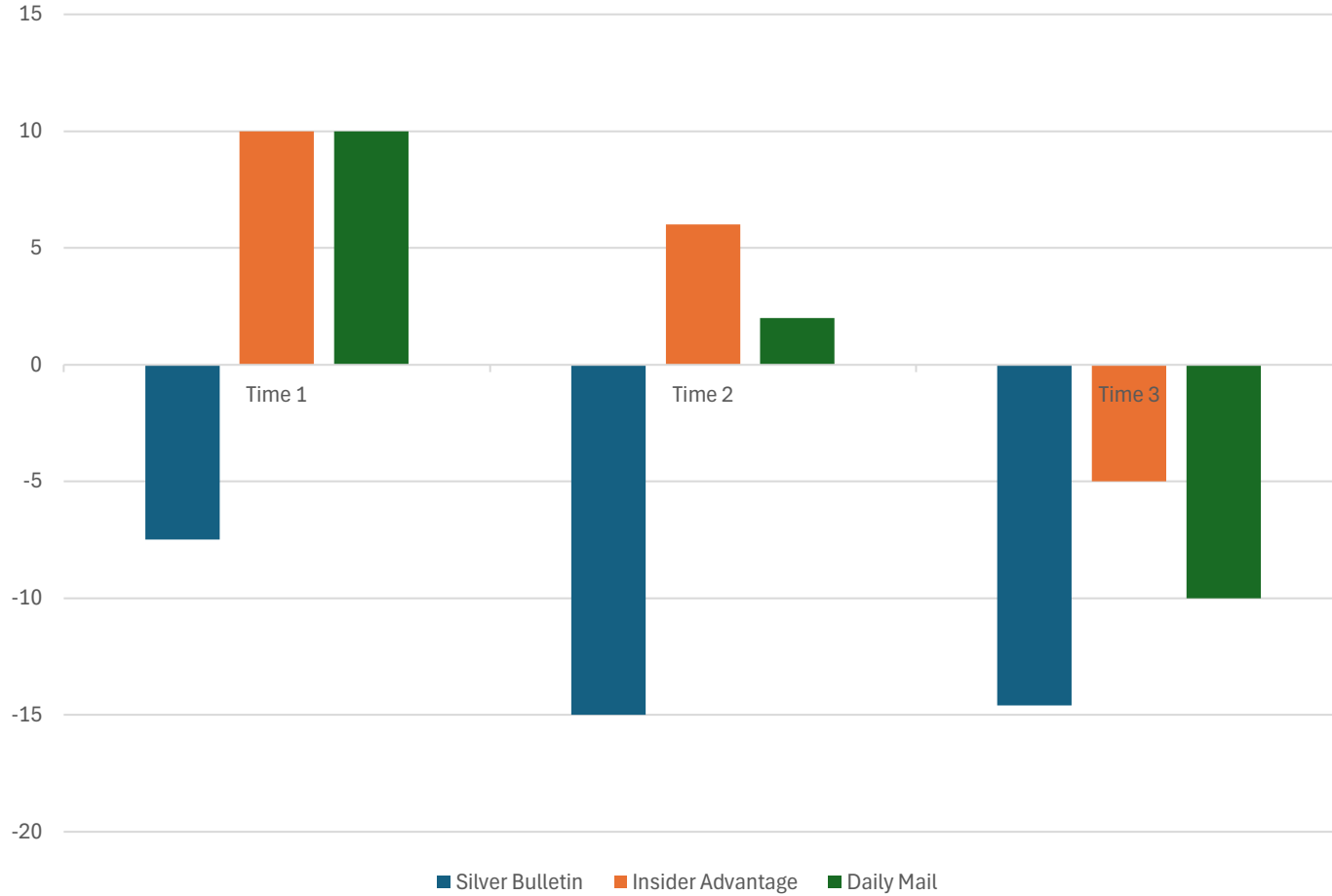


tv-and-movies

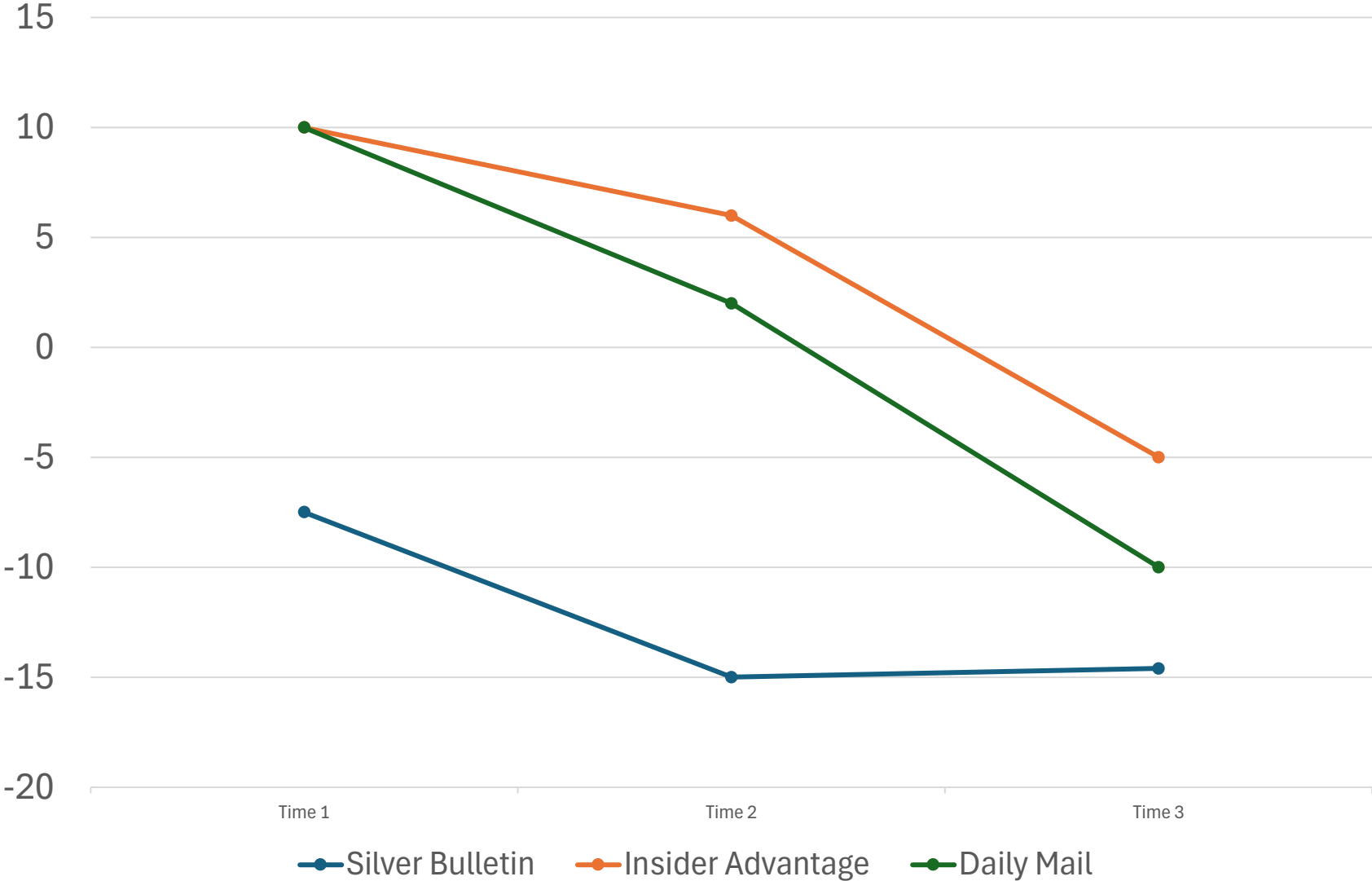
NO ONE HAS TIME
TO FIGURE IT OUT.

GIVE THEM
THE STORY,
THE MESSAGE,
THE INSIGHT.

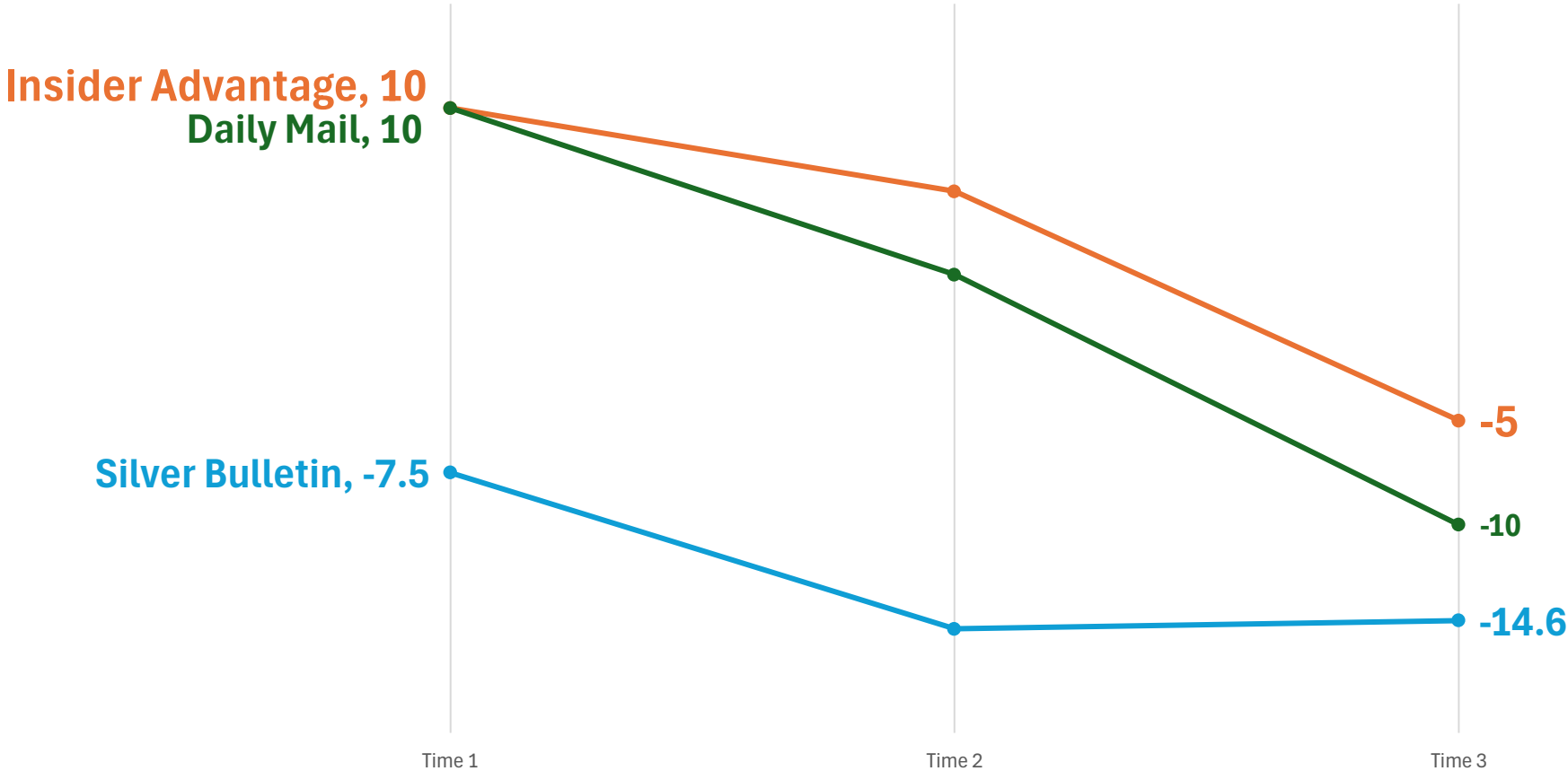
Net Trump Approval Ratings



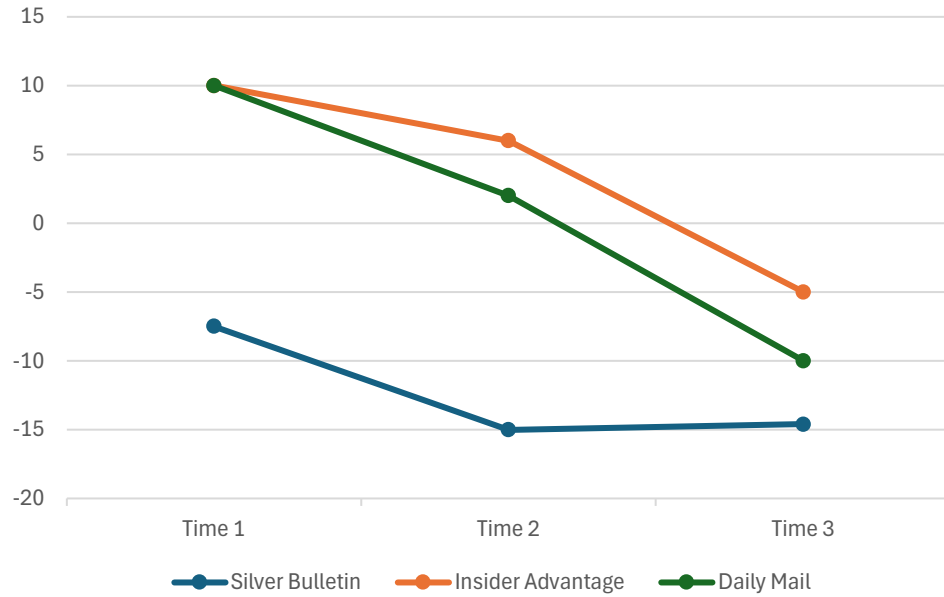
Net Trump Approval Ratings



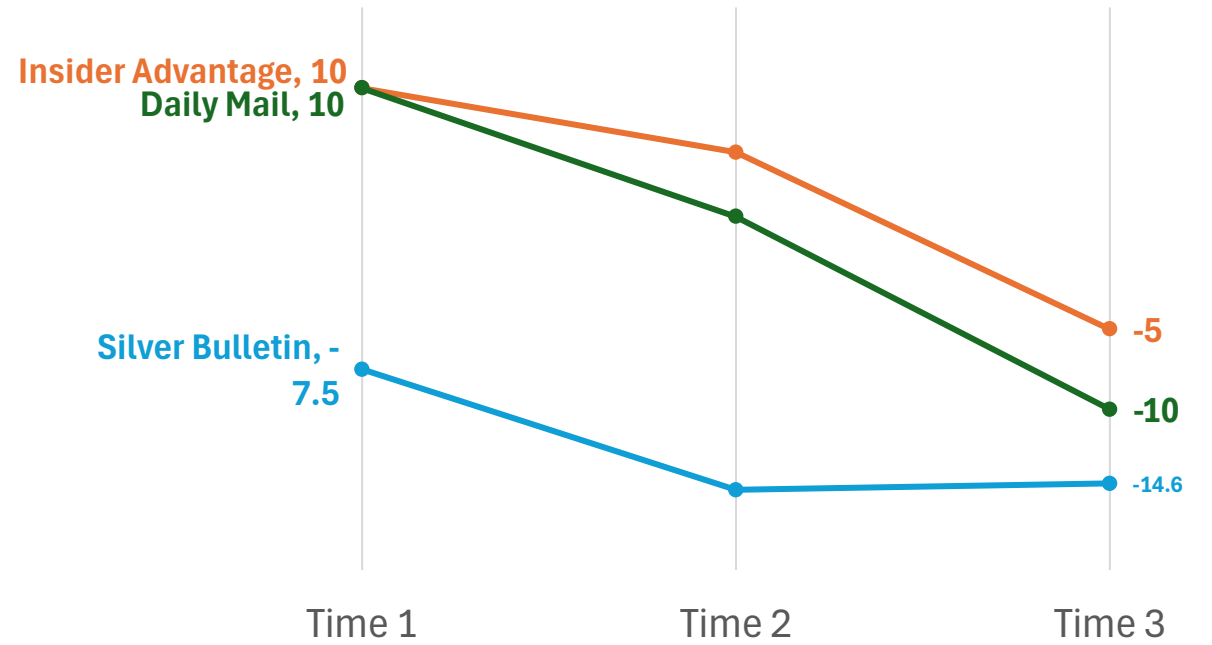
Trump's Net Approval Ratings have dropped over the last 4 months.



Net Trump Approval Ratings



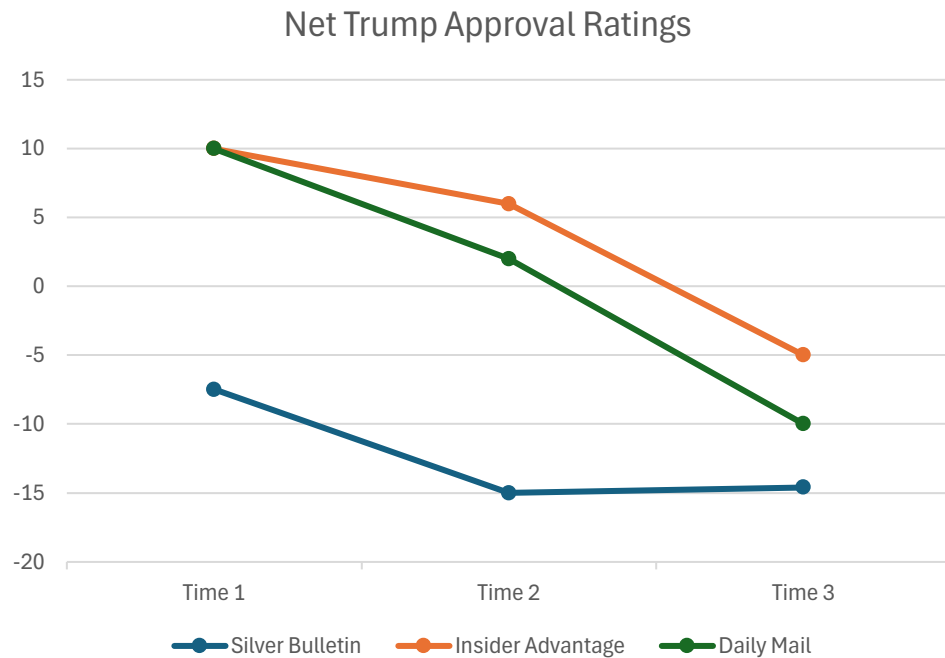
Trump's Net Approval Ratings have dropped over the last 4 months.



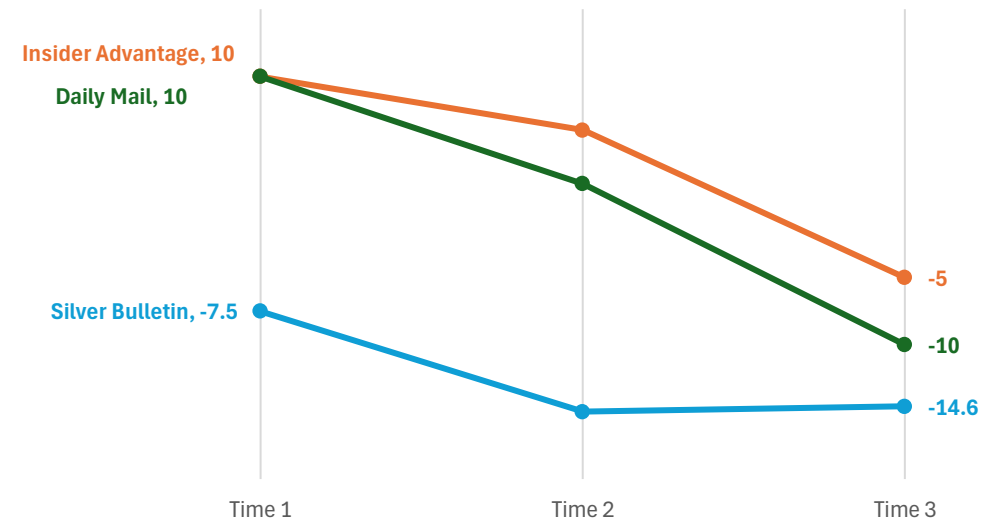
3 THINGS

- 1. TITLE (THE STORY)**
- 2. EMBED LEGENDS**
- 3. REMOVE CLUTTER**

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2. EMBED LEGENDS
3. REMOVE CLUTTER



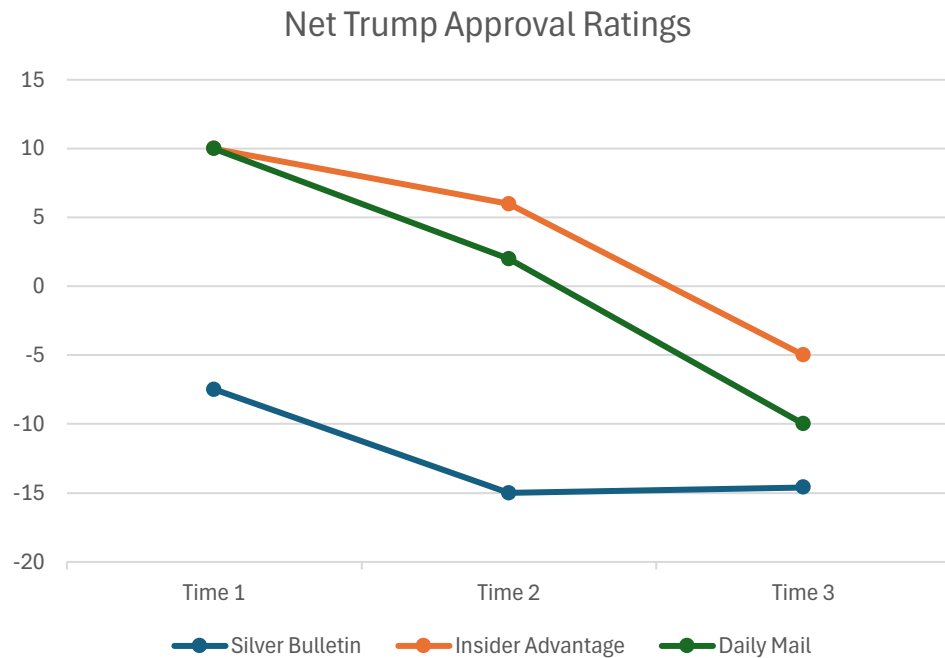
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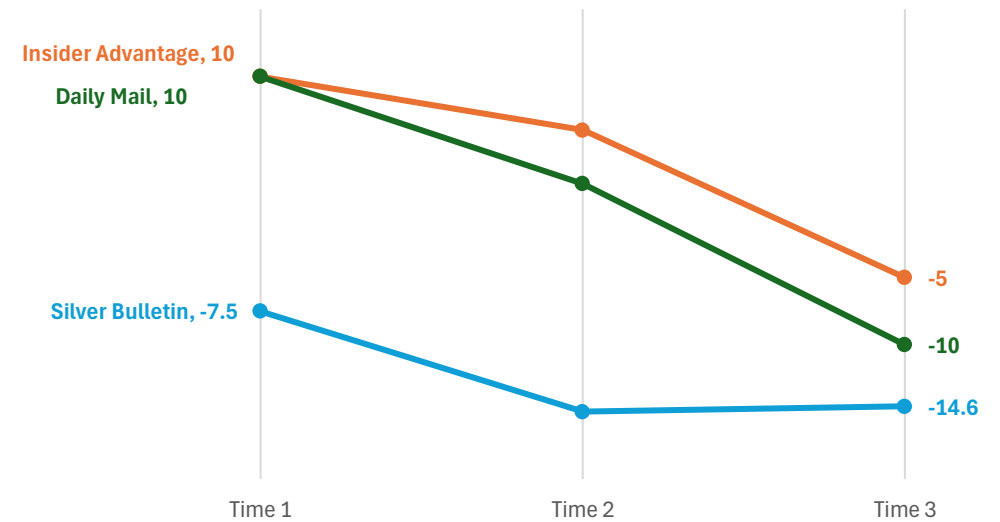
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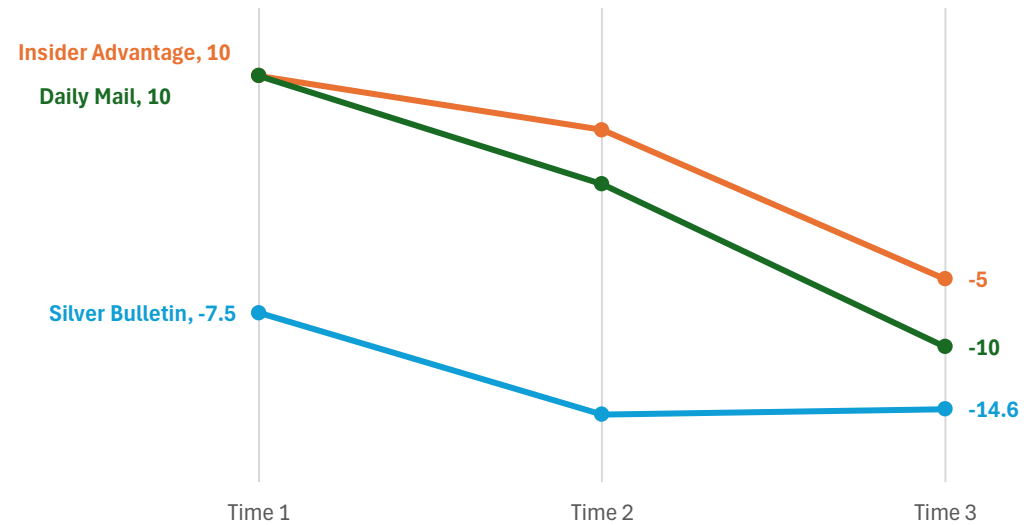
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Trump's Net Approval Ratings have dropped over the last 4 months.



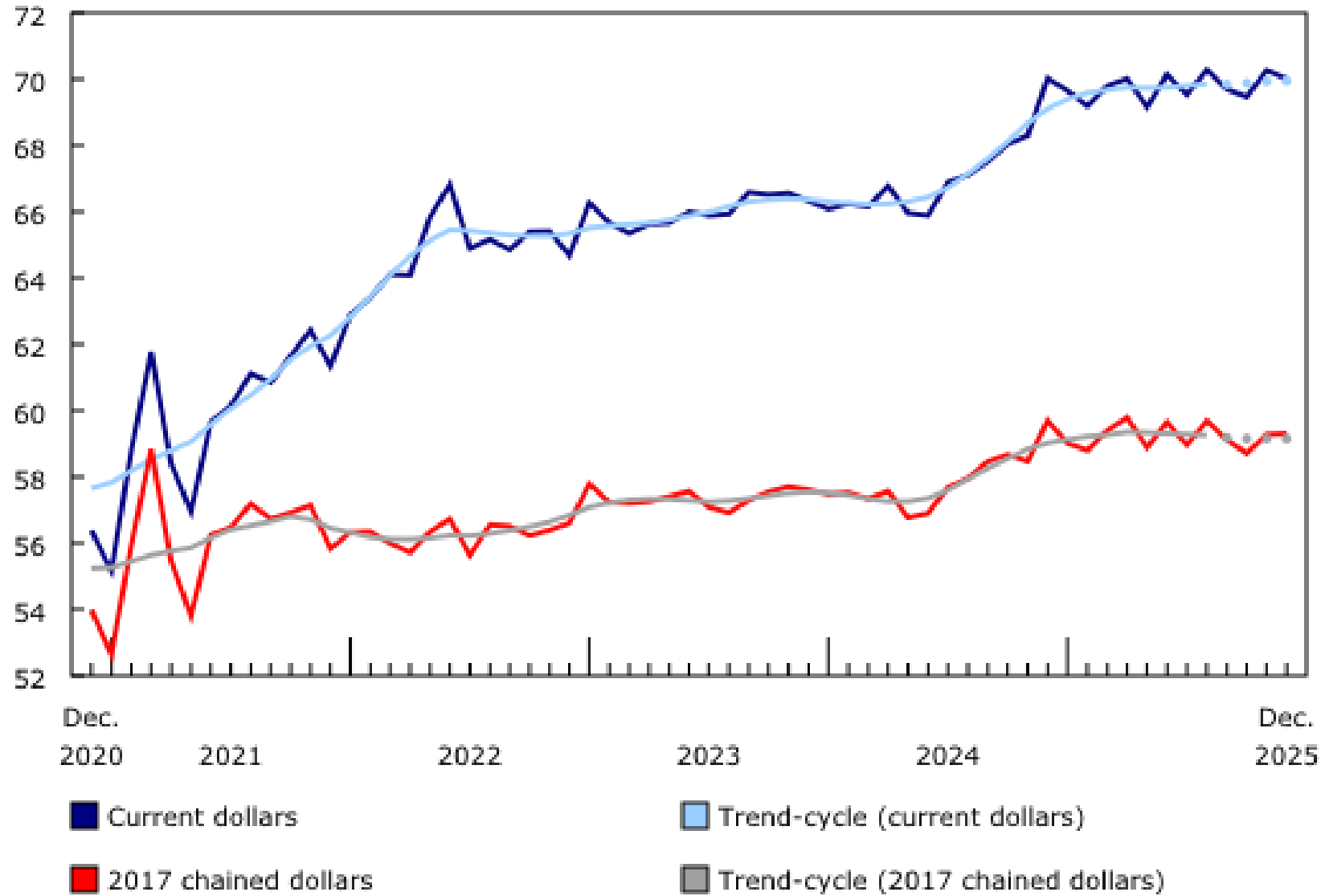
LET'S DO IT OURSELVES



Statistics
Canada

WHAT'S THE STORY?

billions of dollars



<https://www150.statcan.gc.ca/n1/daily-quotidien/260220/dq260220a-eng.htm>

Chart 1

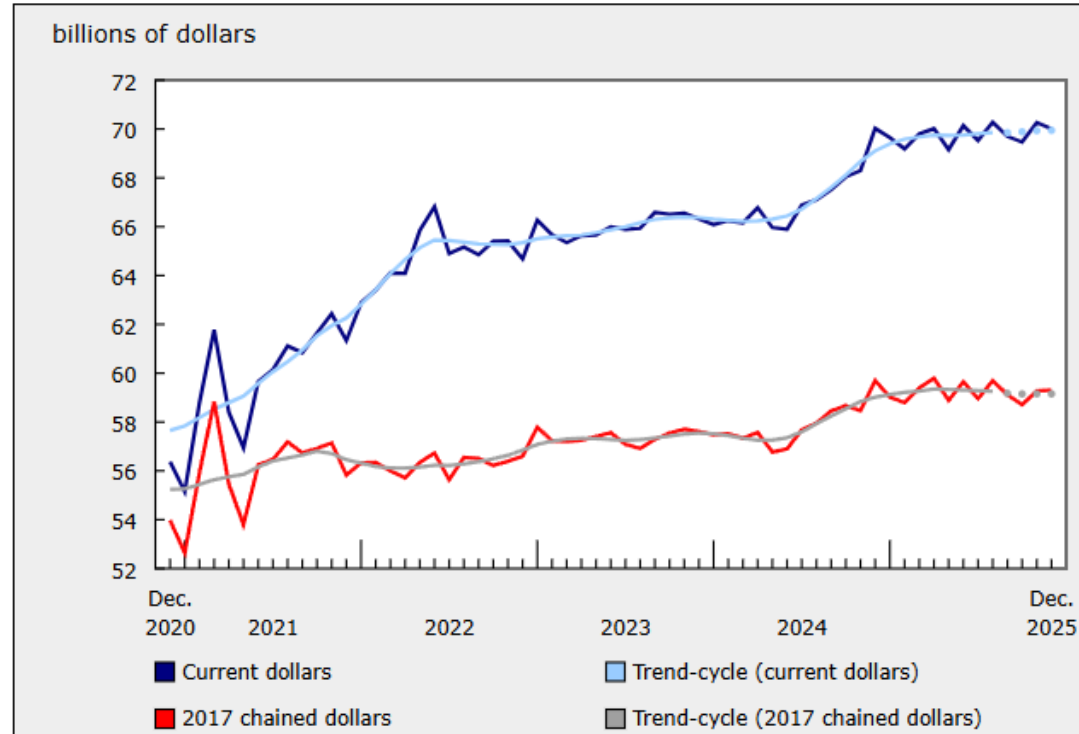
Retail sales decrease in December

[← Back to main article](#)

[Interactive](#)

[Image](#)

[CSV \(3 KB\)](#)



Note(s): The higher variability associated with the trend-cycle estimates is indicated with a dotted line on the chart for the current reference month and the previous three months. For more information, see the Note to readers.

Retail trade, December 2025

[Text](#)[Tables](#)[Related information](#)[Release schedule](#)[Previous release](#)[PDF \(230 KB\)](#)

Released: 2026-02-20

Retail sales decreased 0.4% to \$70.0 billion in December. Sales were down in three of nine subsectors, led by decreases at motor vehicle and parts dealers.

Core retail sales, which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers, were down 0.3% in December.

In volume terms, retail sales were unchanged in December.

Retail sales were up 0.1% in the fourth quarter of 2025, marking a seventh consecutive quarterly increase. In volume terms, retail sales decreased 0.3% in the fourth quarter.

In 2025, retail sales increased 4.0%, led by gains at motor vehicle and parts dealers. In volume terms, sales were up 2.3% in 2025.

Sales at motor vehicle and parts dealers fall, while sales at gasoline stations and fuel vendors rise

The largest decrease in retail sales in December was observed at motor vehicle and parts dealers (-1.6%), with all four store types within this subsector posting declines. New car dealers (-1.8%) led the decrease, falling for a second consecutive month. Lower sales were also recorded at used car dealers (-1.8%) in the month.

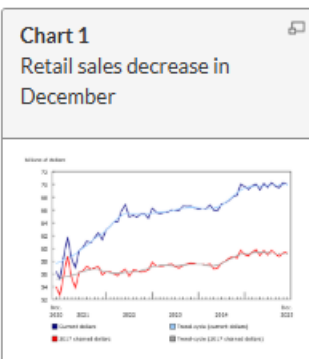
The largest increase in retail sales in December came from gasoline stations and fuel vendors (+2.8%), which were up for a second consecutive month. In volume terms, sales at gasoline stations and fuel vendors rose 4.5% in December.

Core retail sales fall

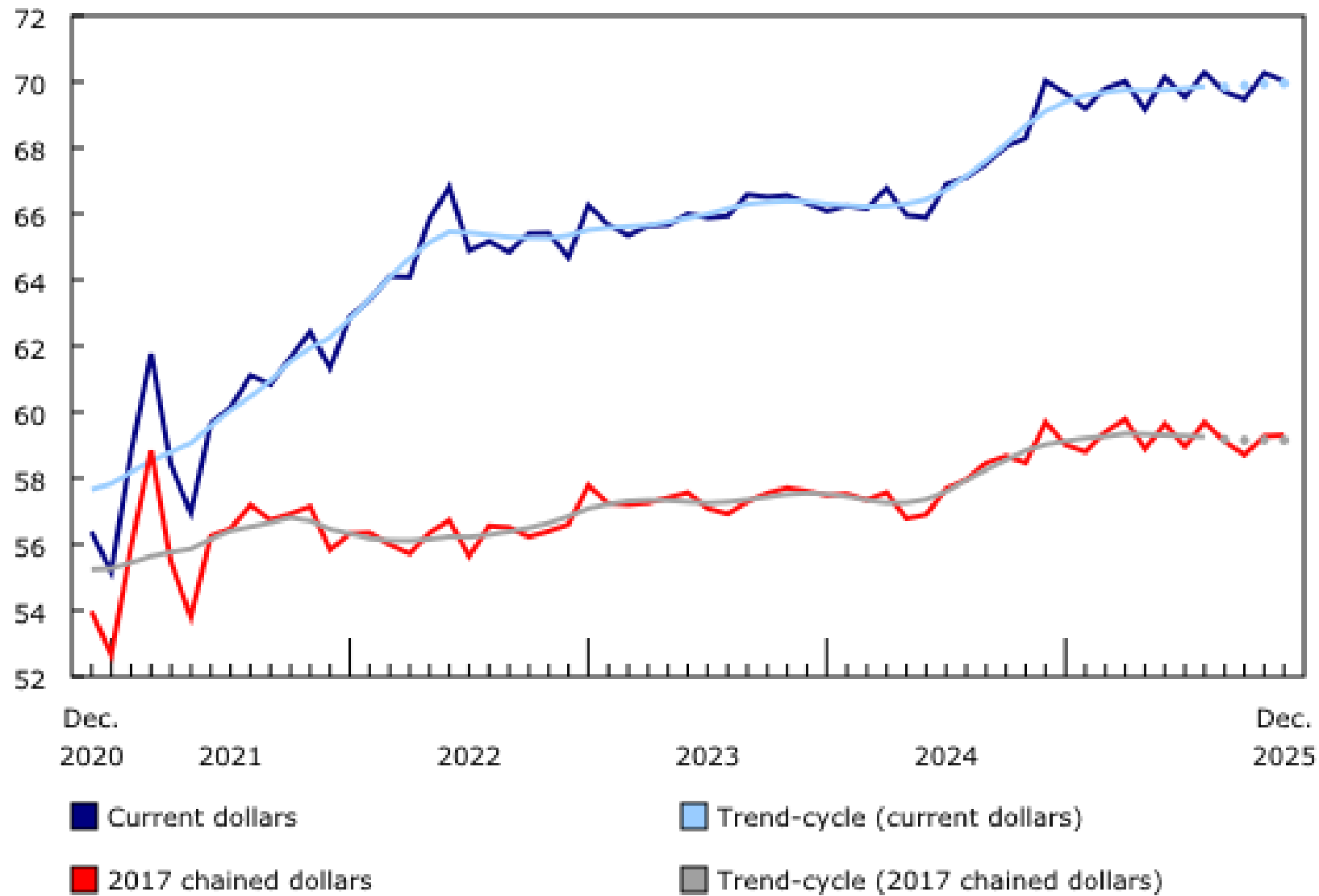
Following an increase of 1.5% in November, core retail sales fell 0.3% in December on lower sales at building material and garden equipment and supplies dealers (-4.0%). The decline in this subsector followed two consecutive monthly gains.

Lower sales were also recorded at furniture, home furnishings, electronics and appliances retailers (-1.7%) in December. This decrease marks a second consecutive monthly decline for this subsector.

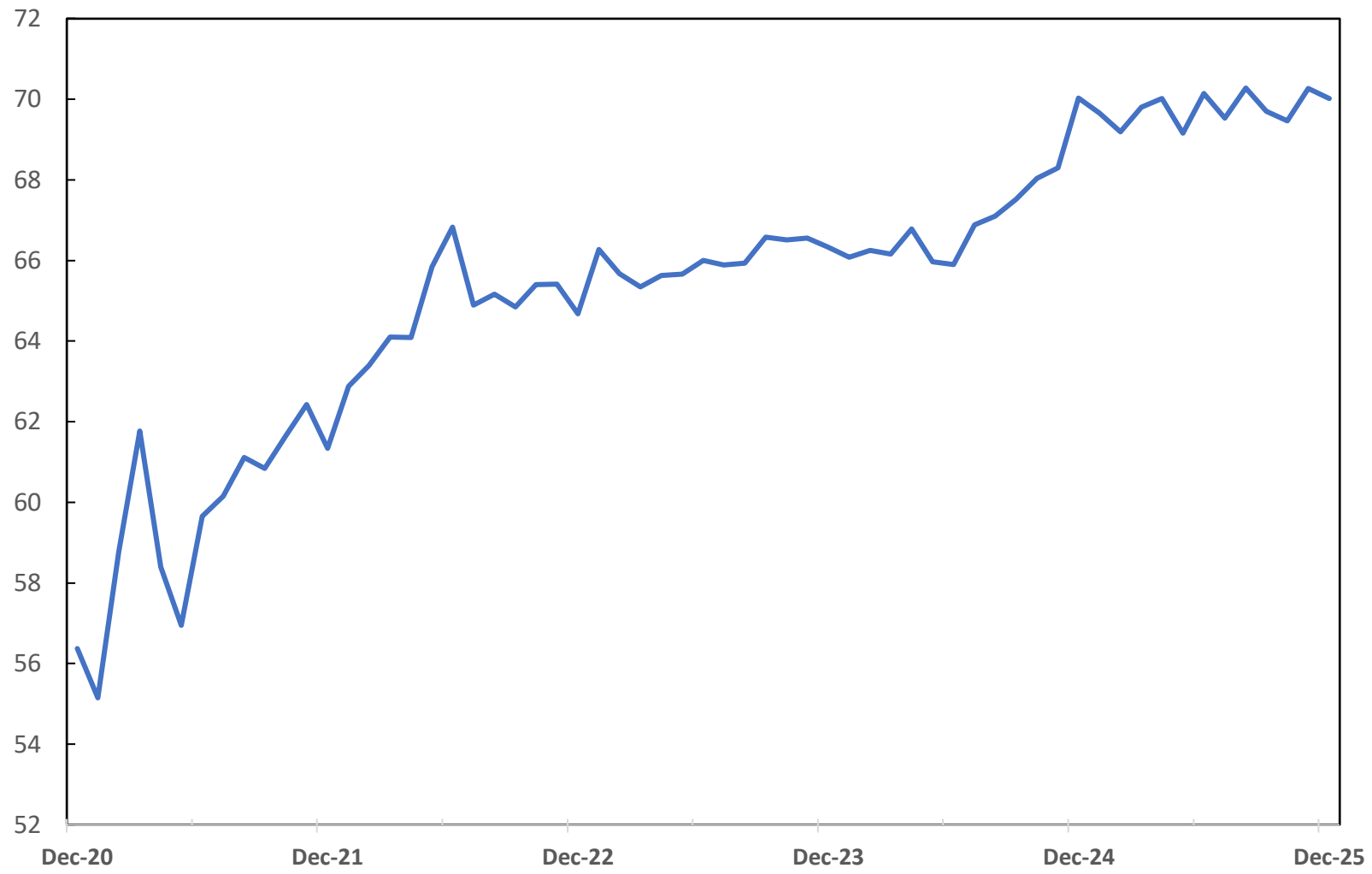
The largest increase to core retail sales in December came from sporting goods, hobby, musical instrument, book, and miscellaneous retailers (+1.0%).



billions of dollars

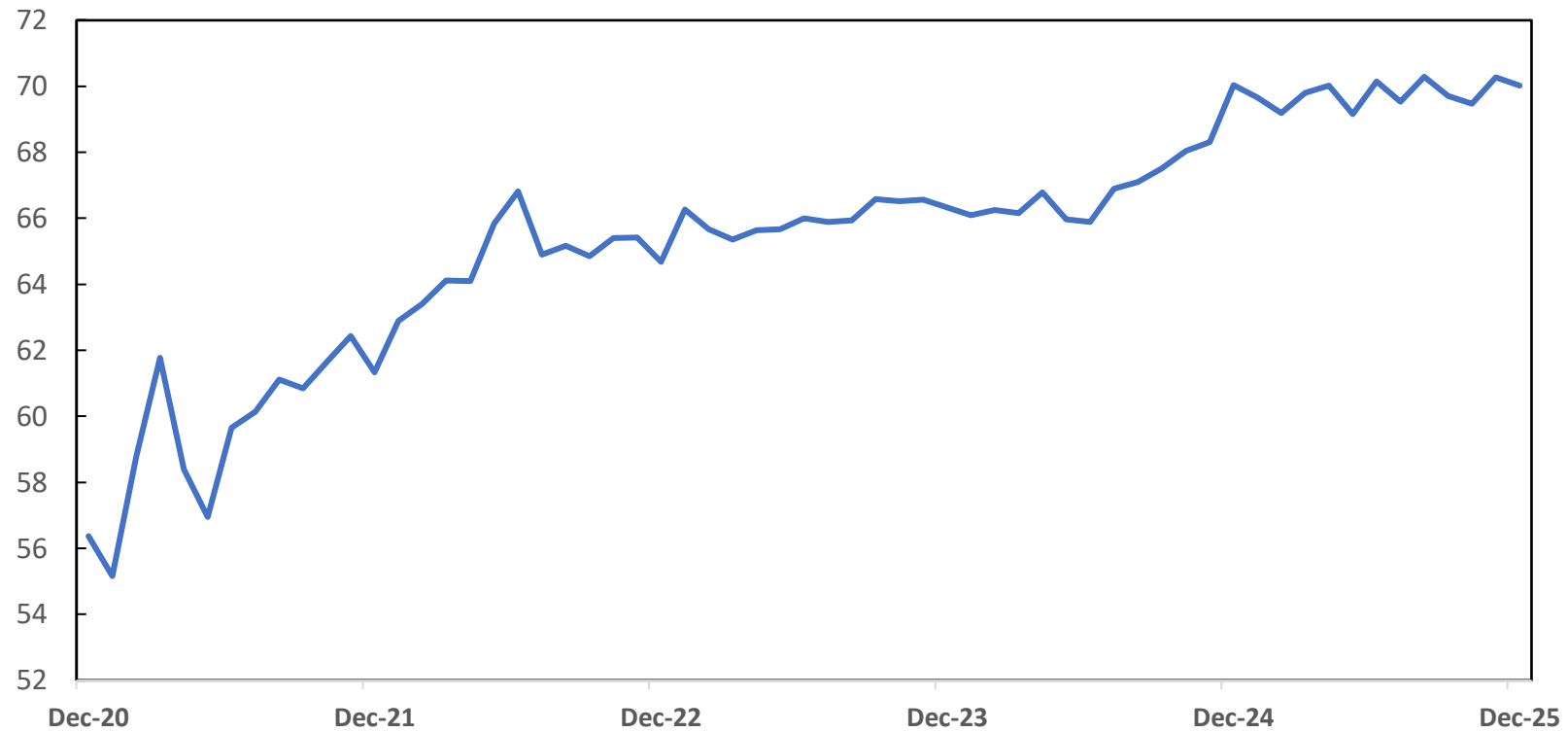


5 YEARS



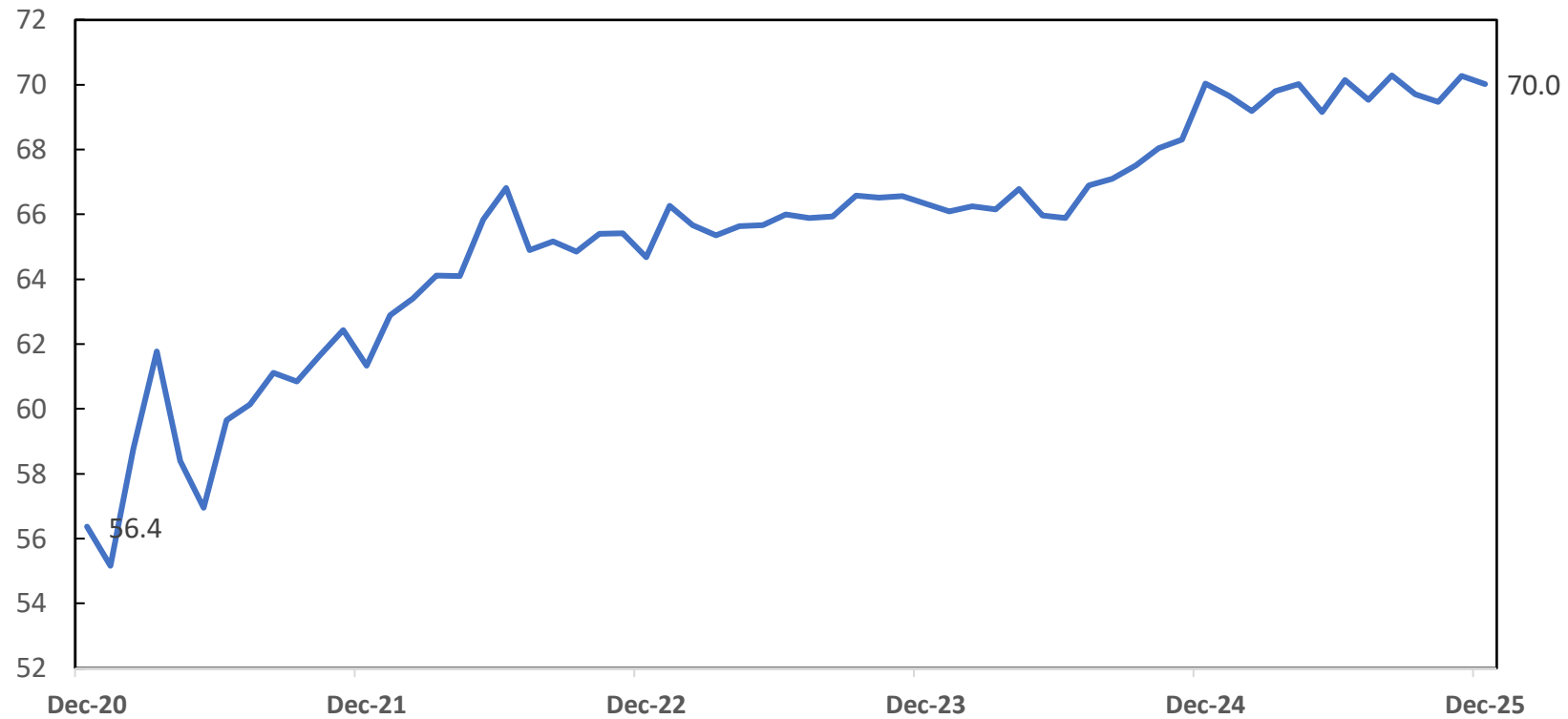
Retail Sales have increased by 25% in the last 5 years.

(billions of dollars)



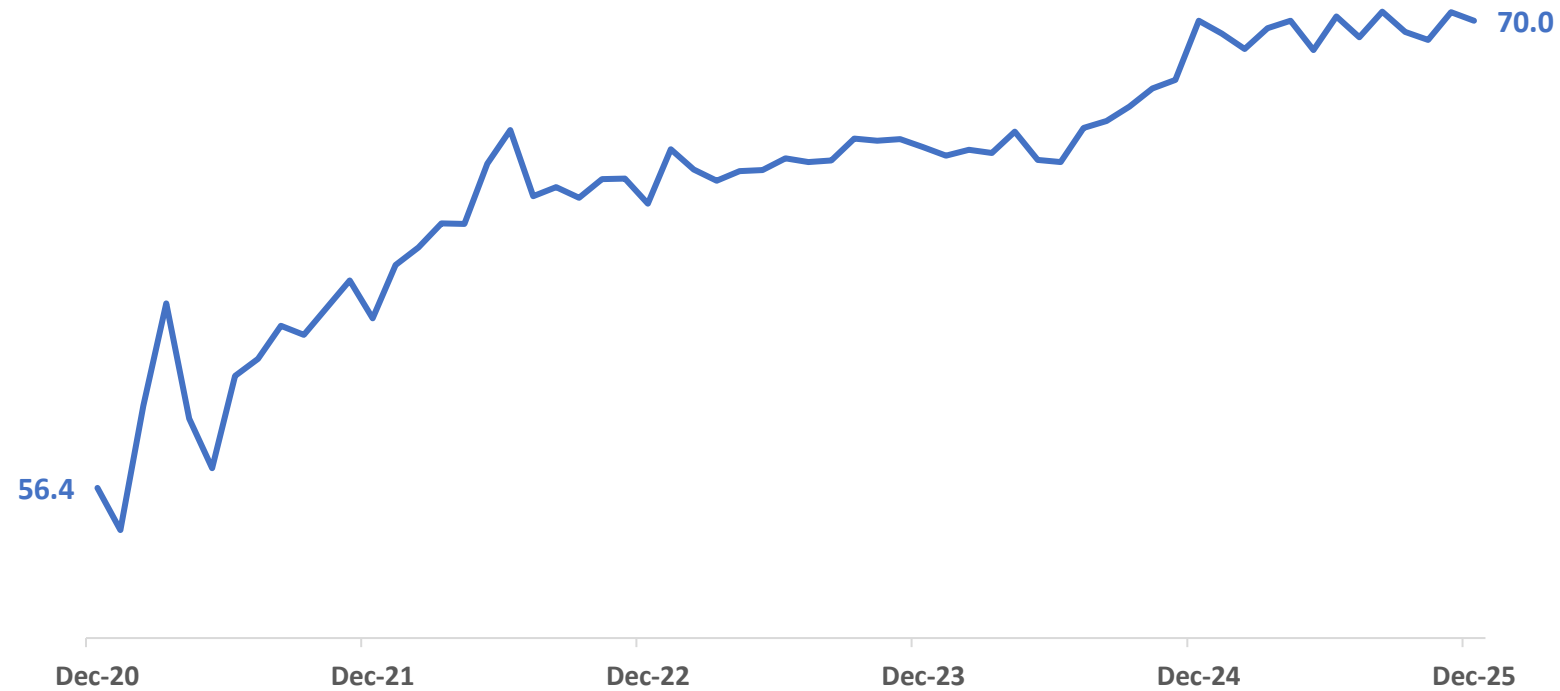
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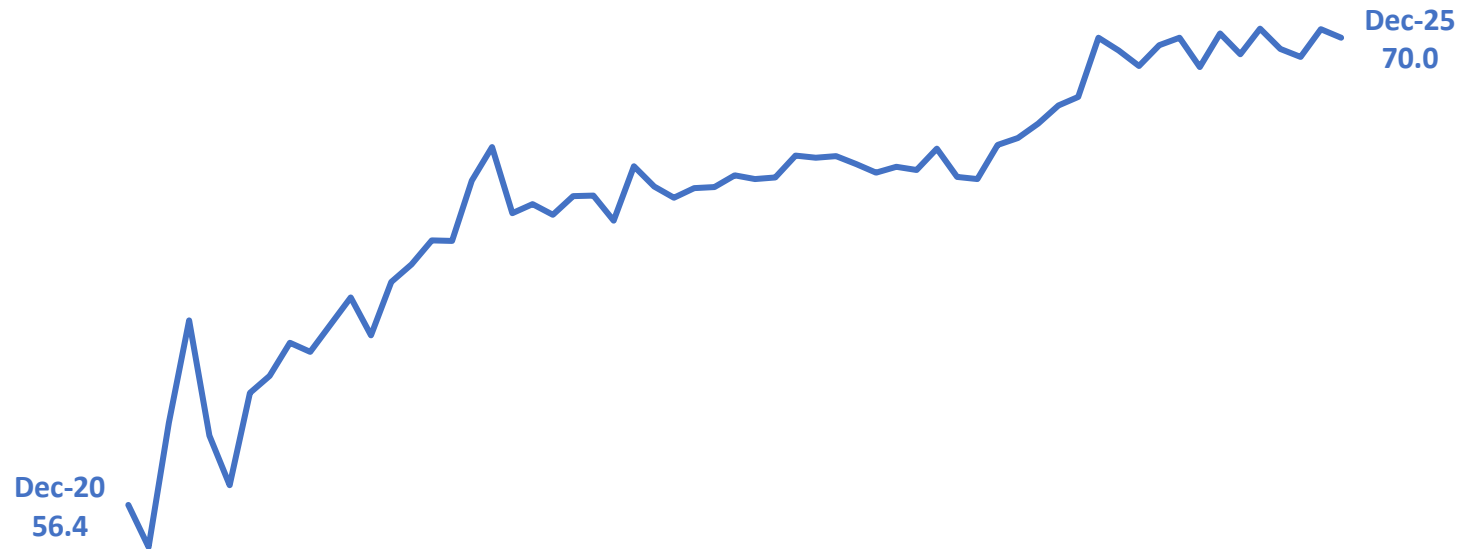
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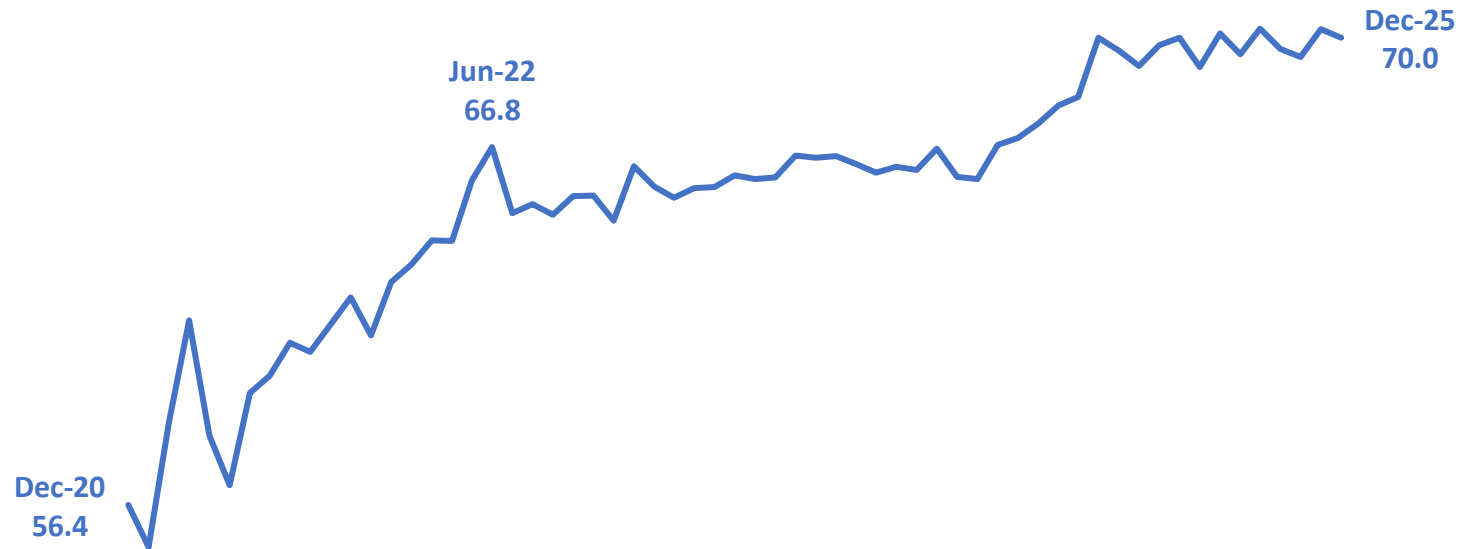
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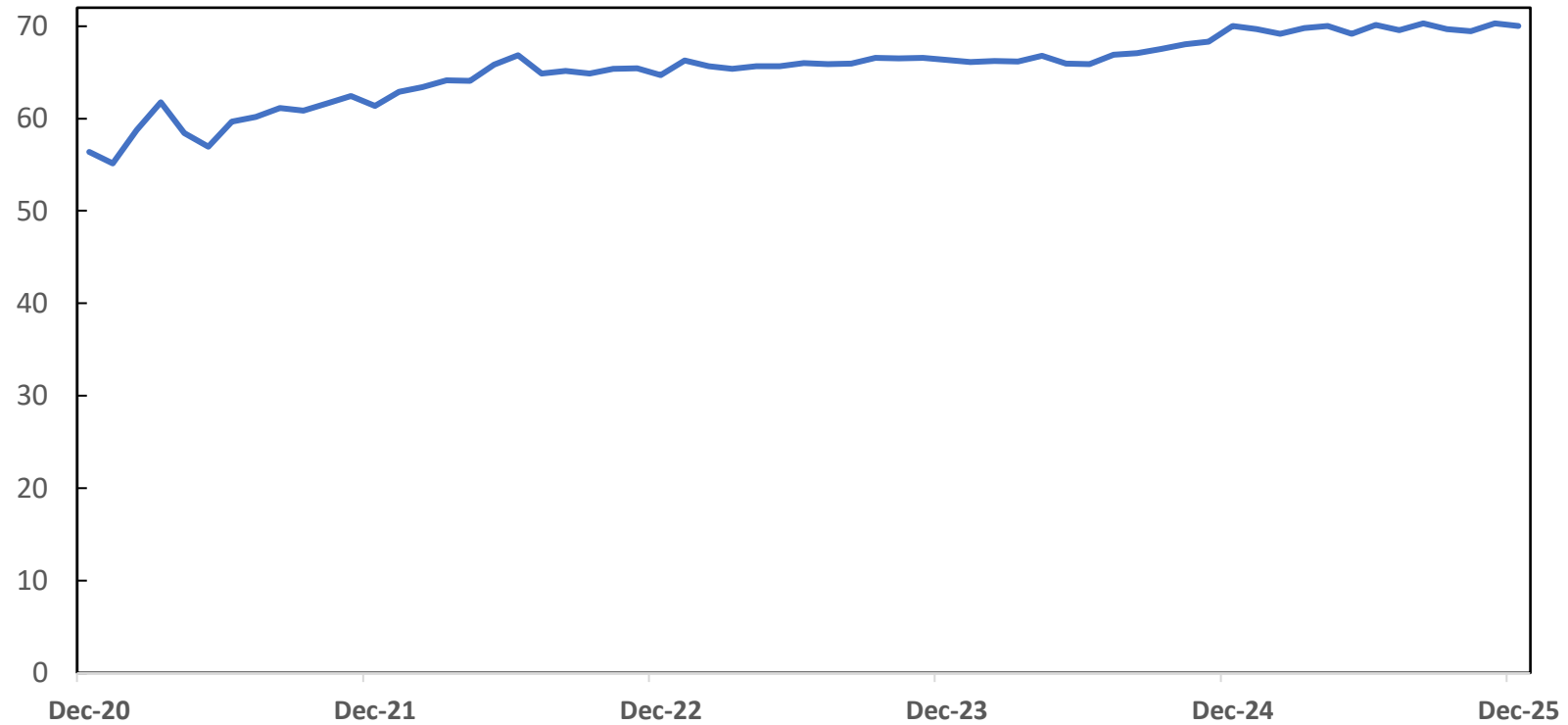
(billions of dollars)



5 YEARS – FULL AXIS

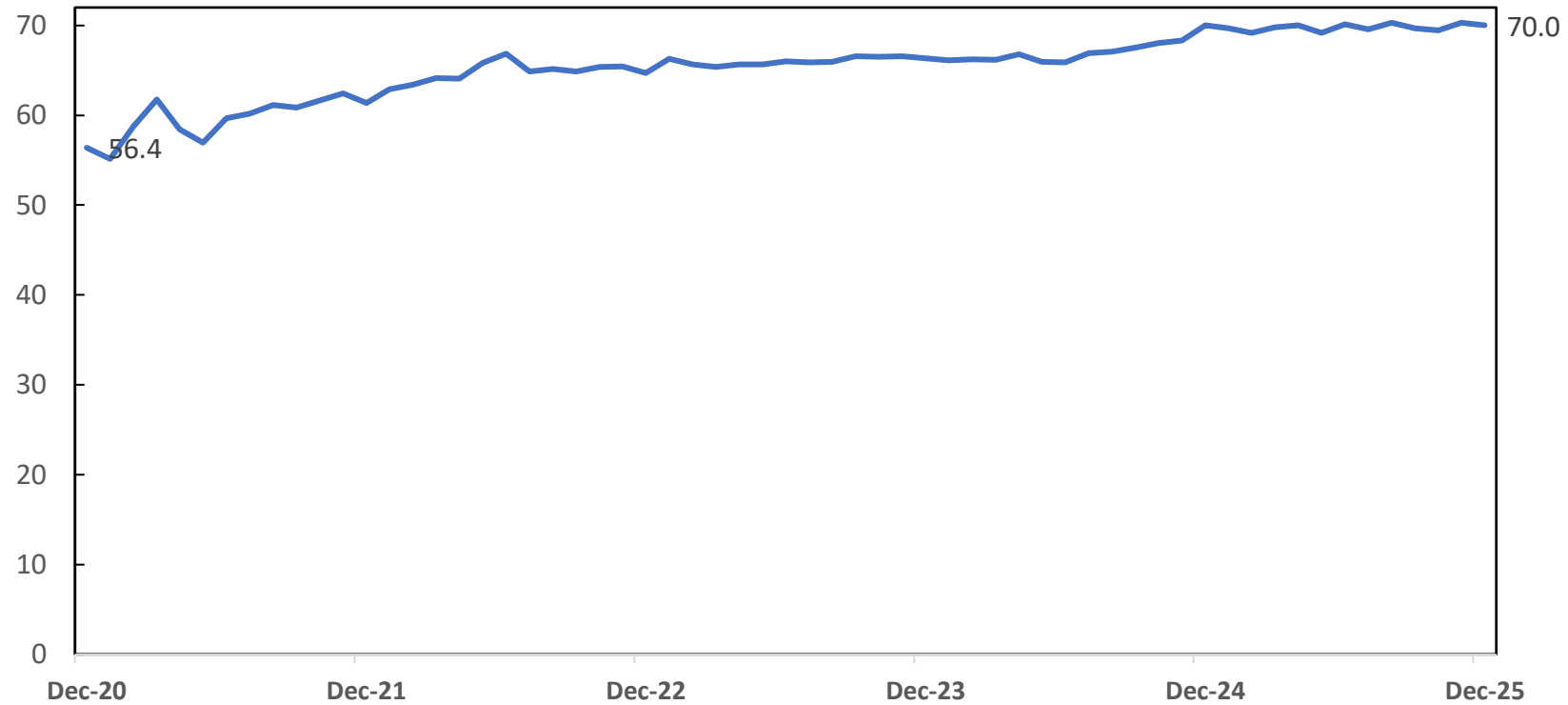
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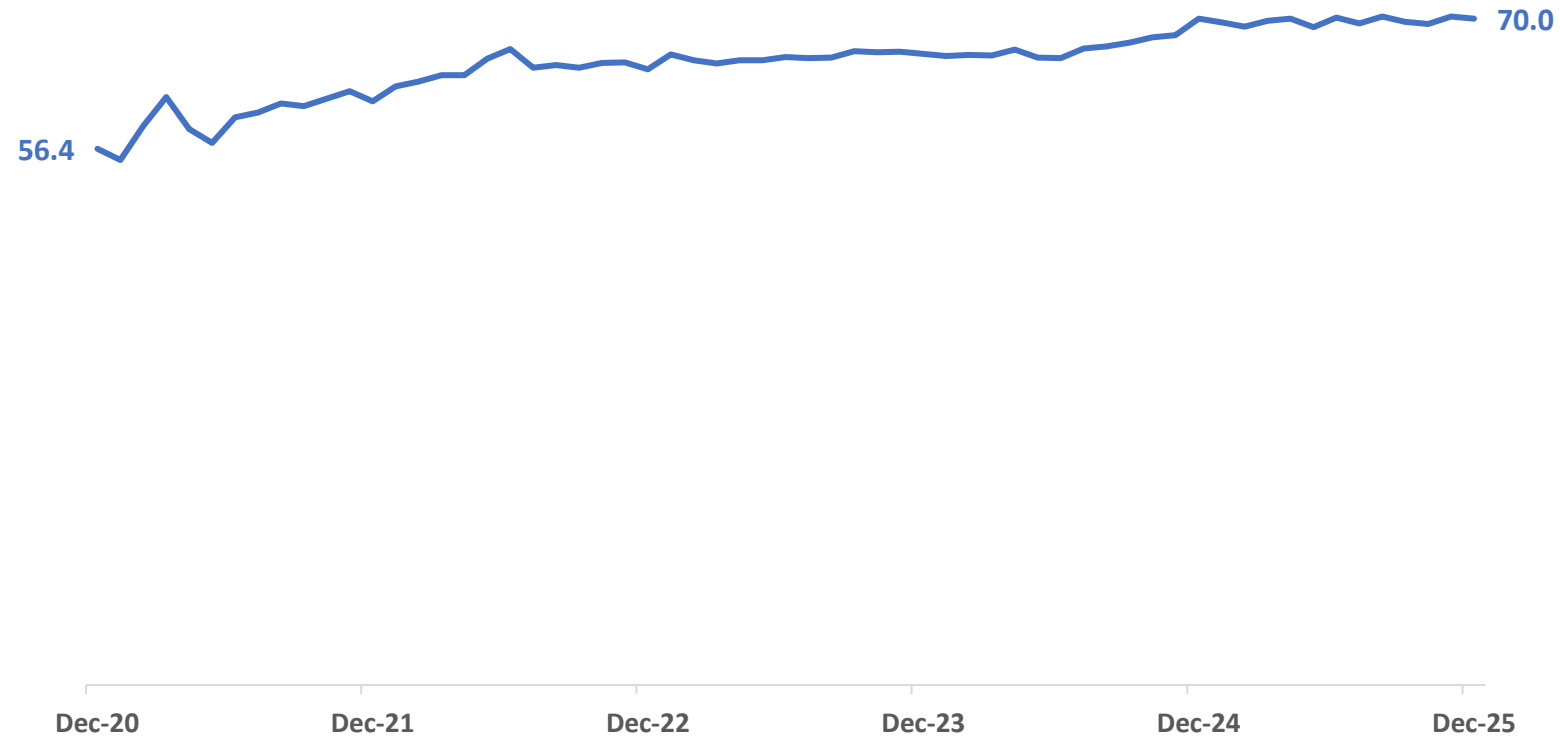
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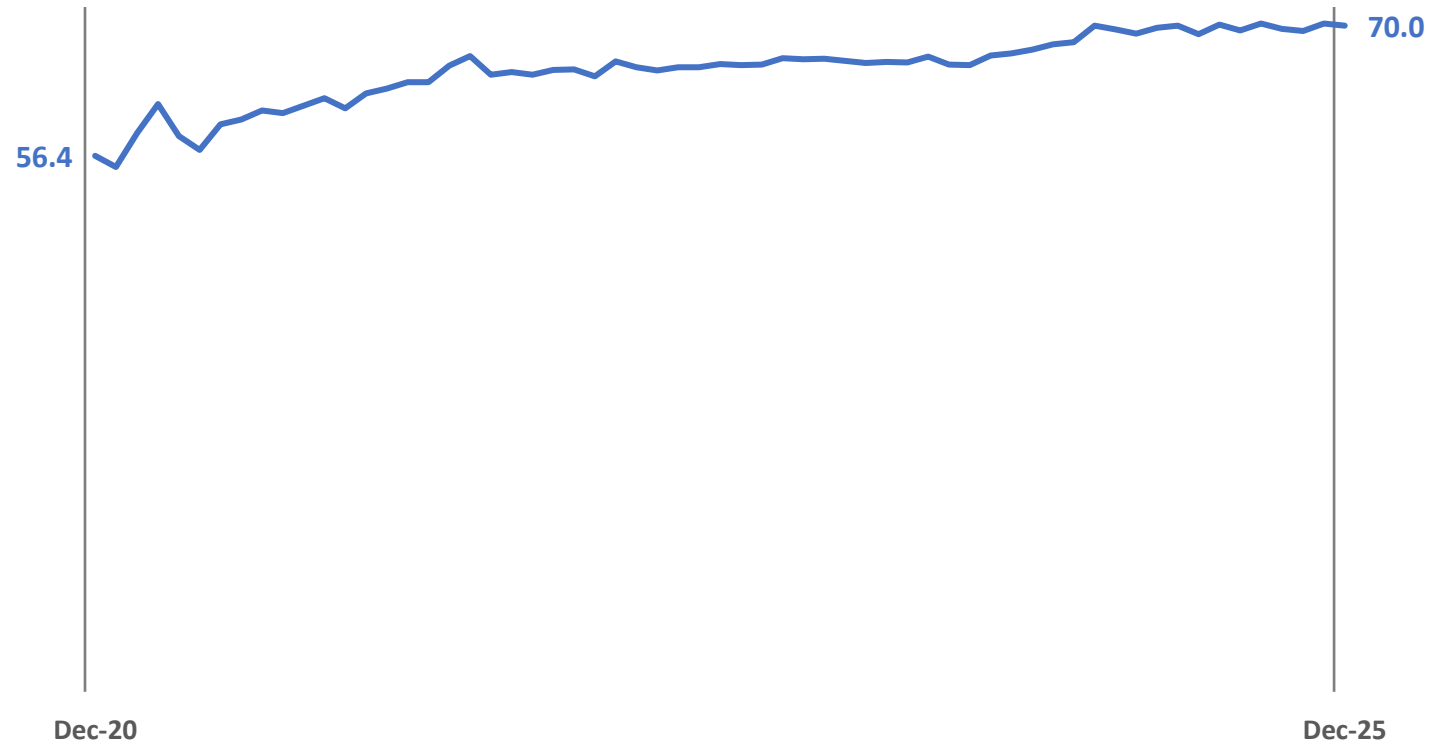
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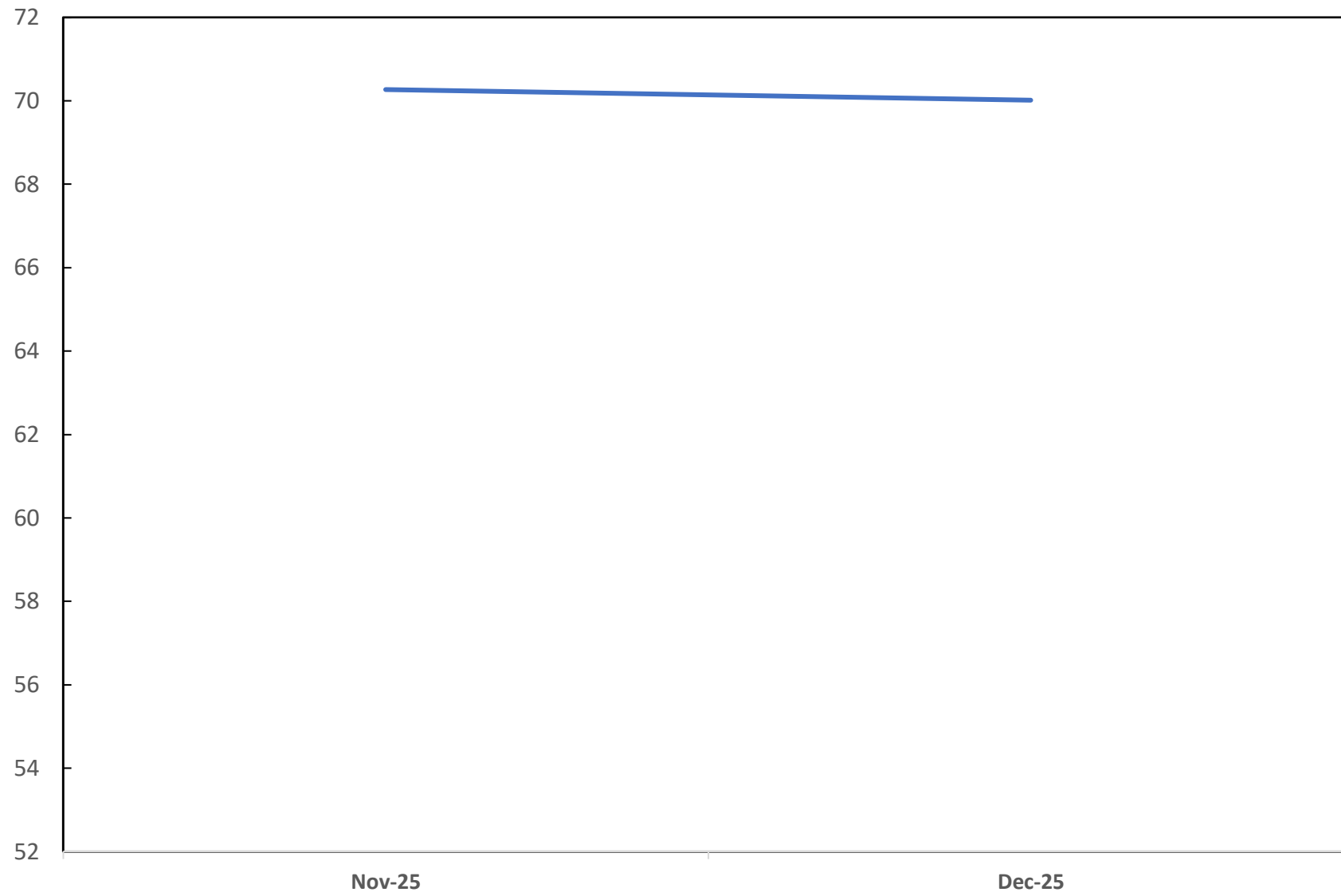


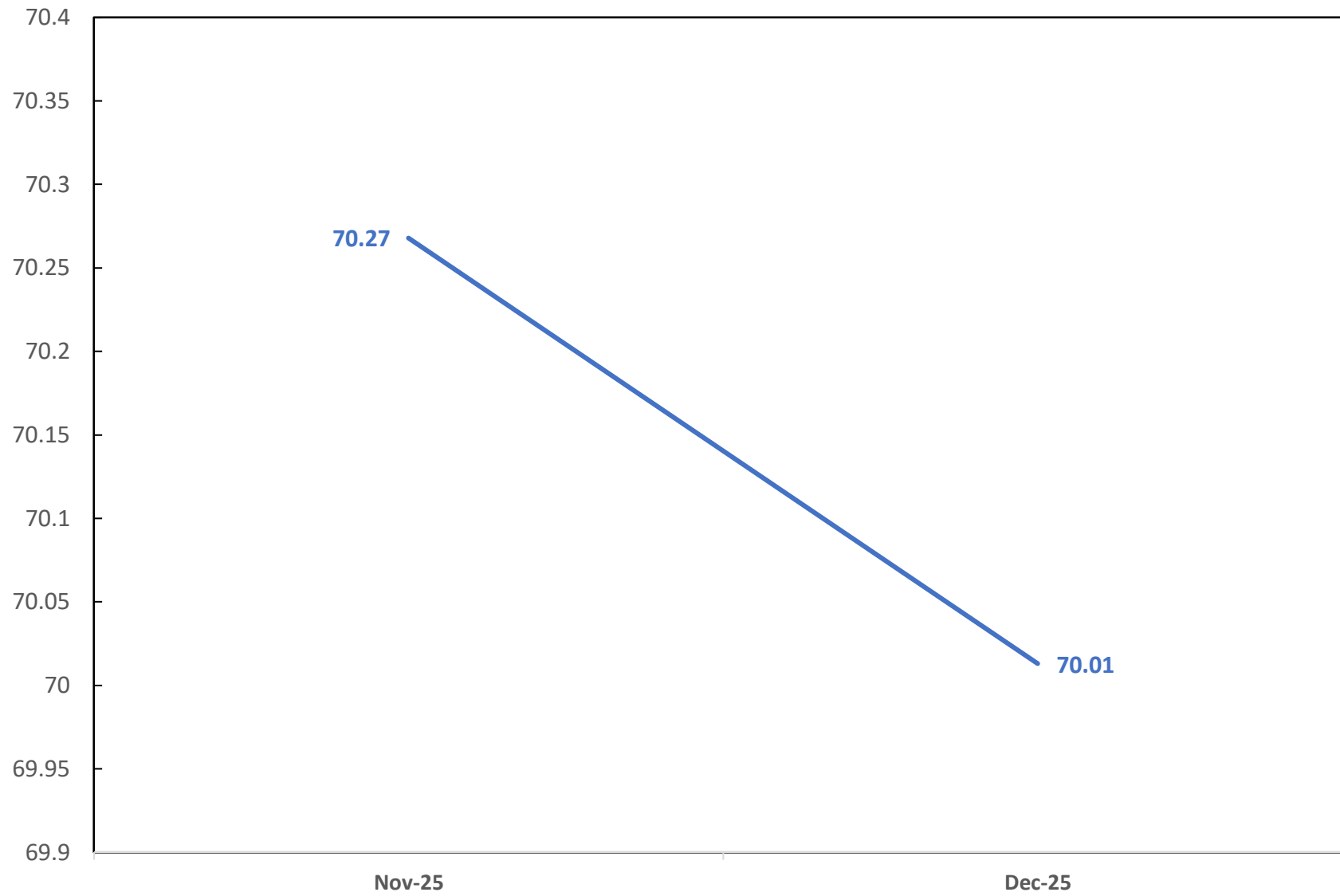
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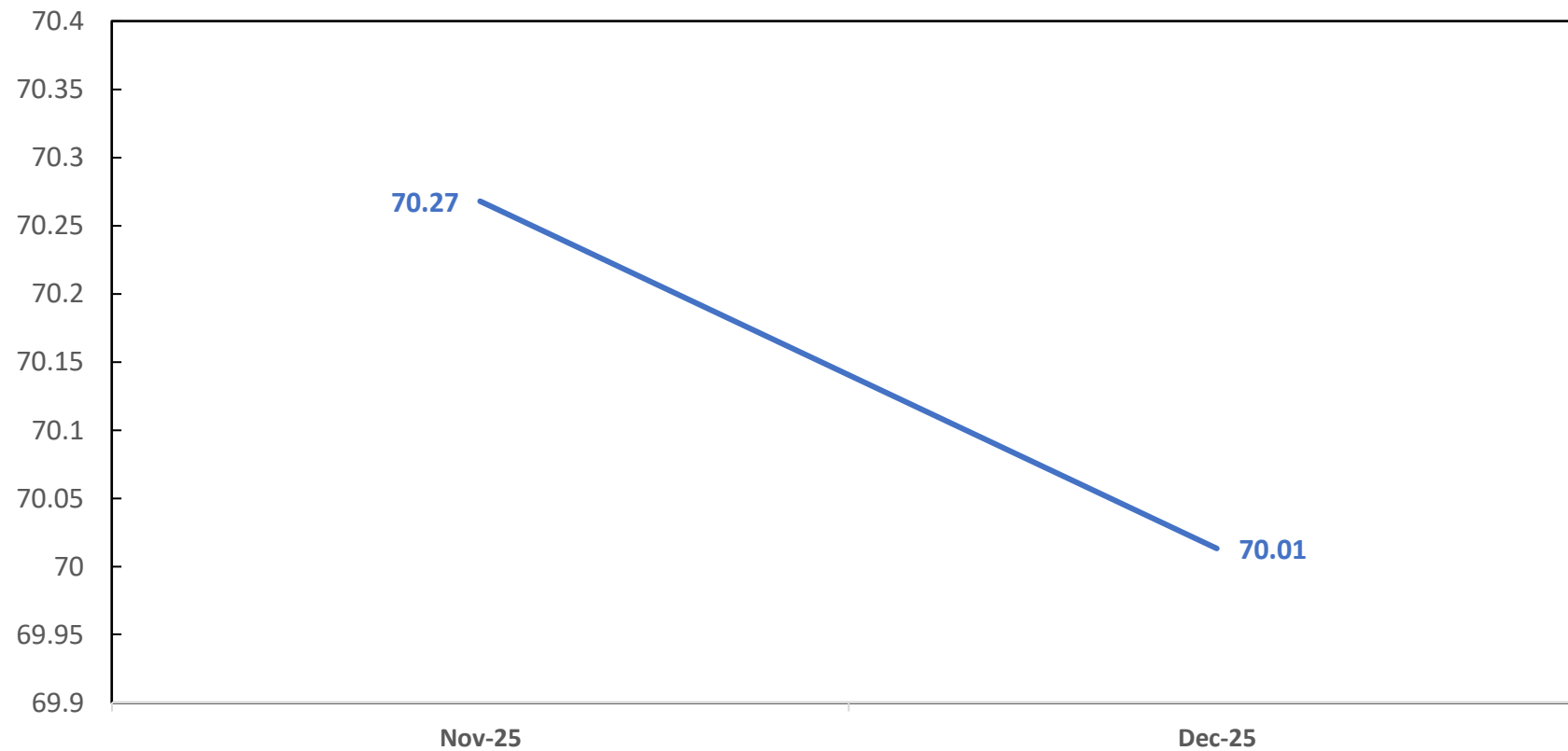
1 MONTH





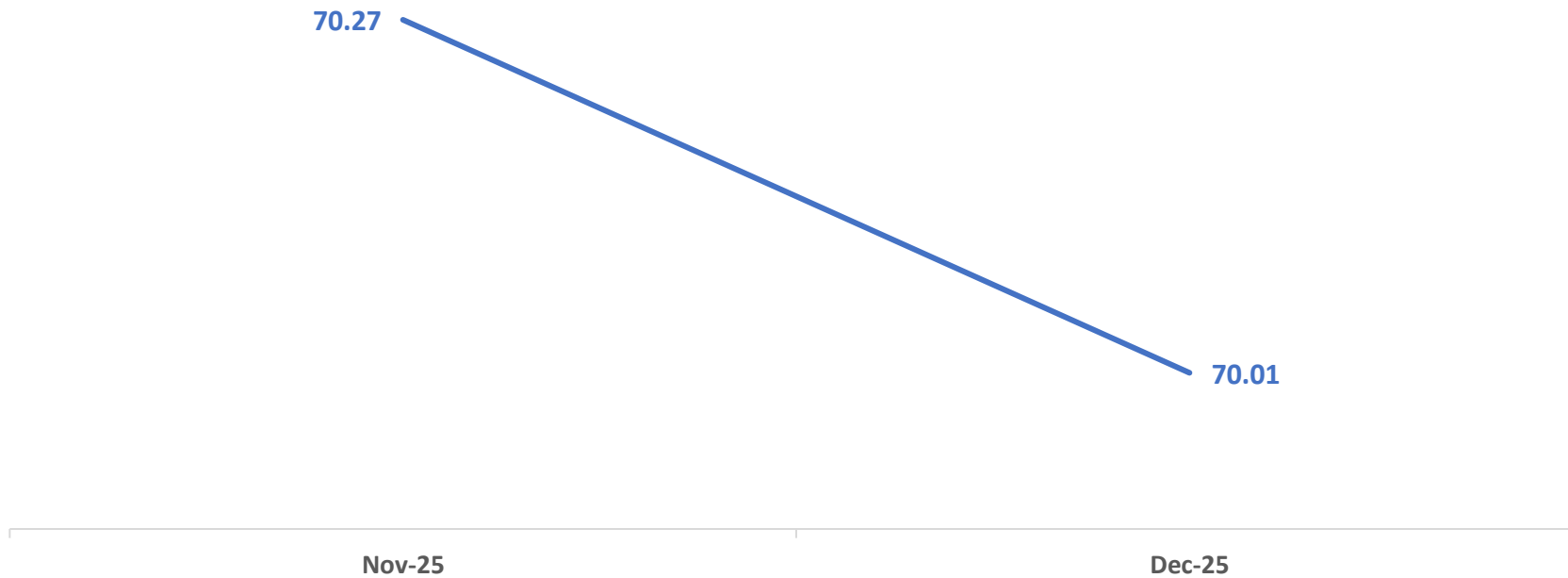
Retail Sales have decreased by 0.4% in the last month.

(billions of dollars)



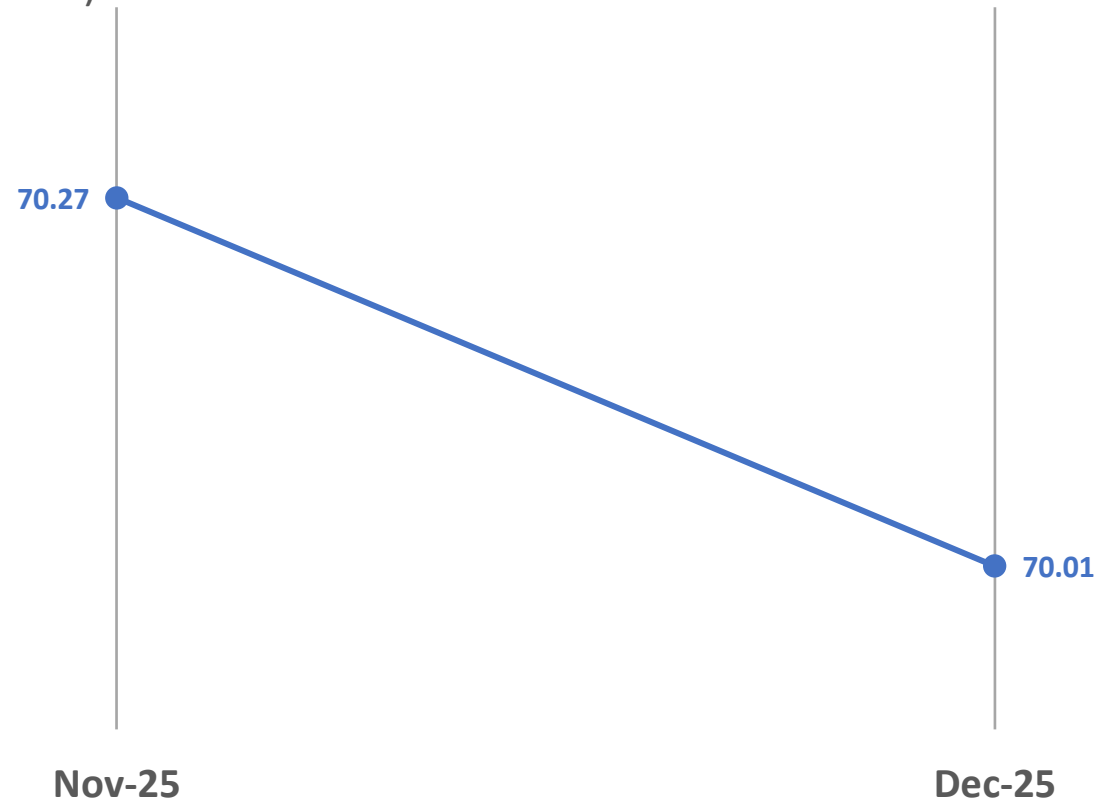
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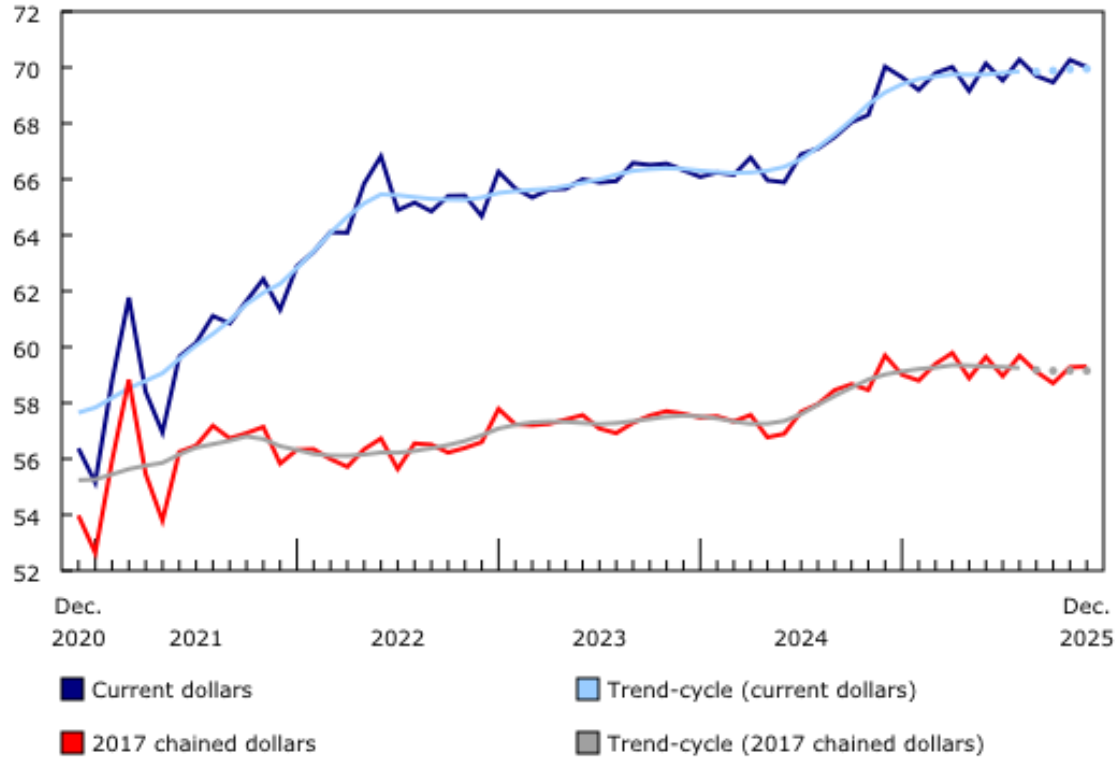


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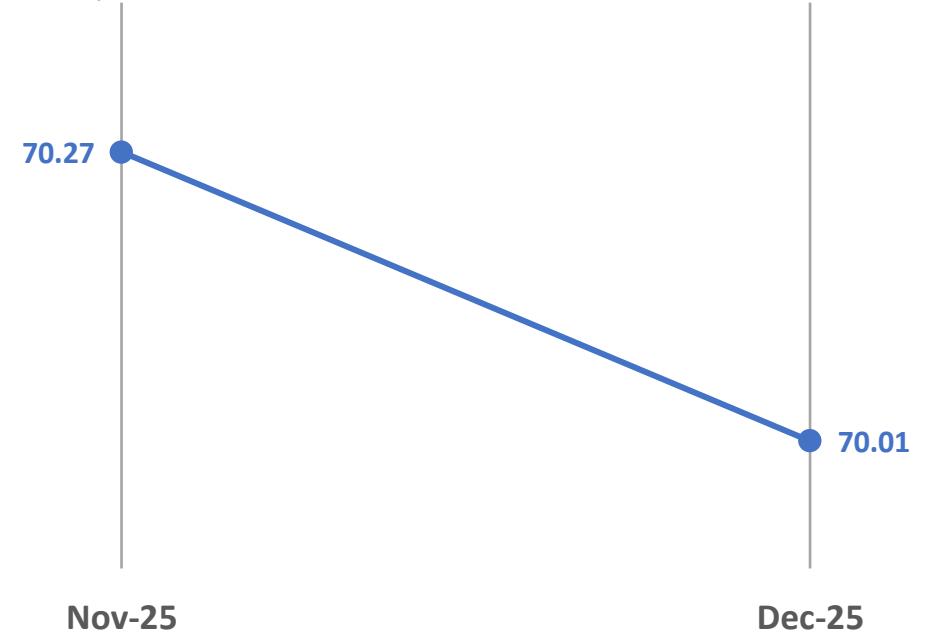


billions of dollars



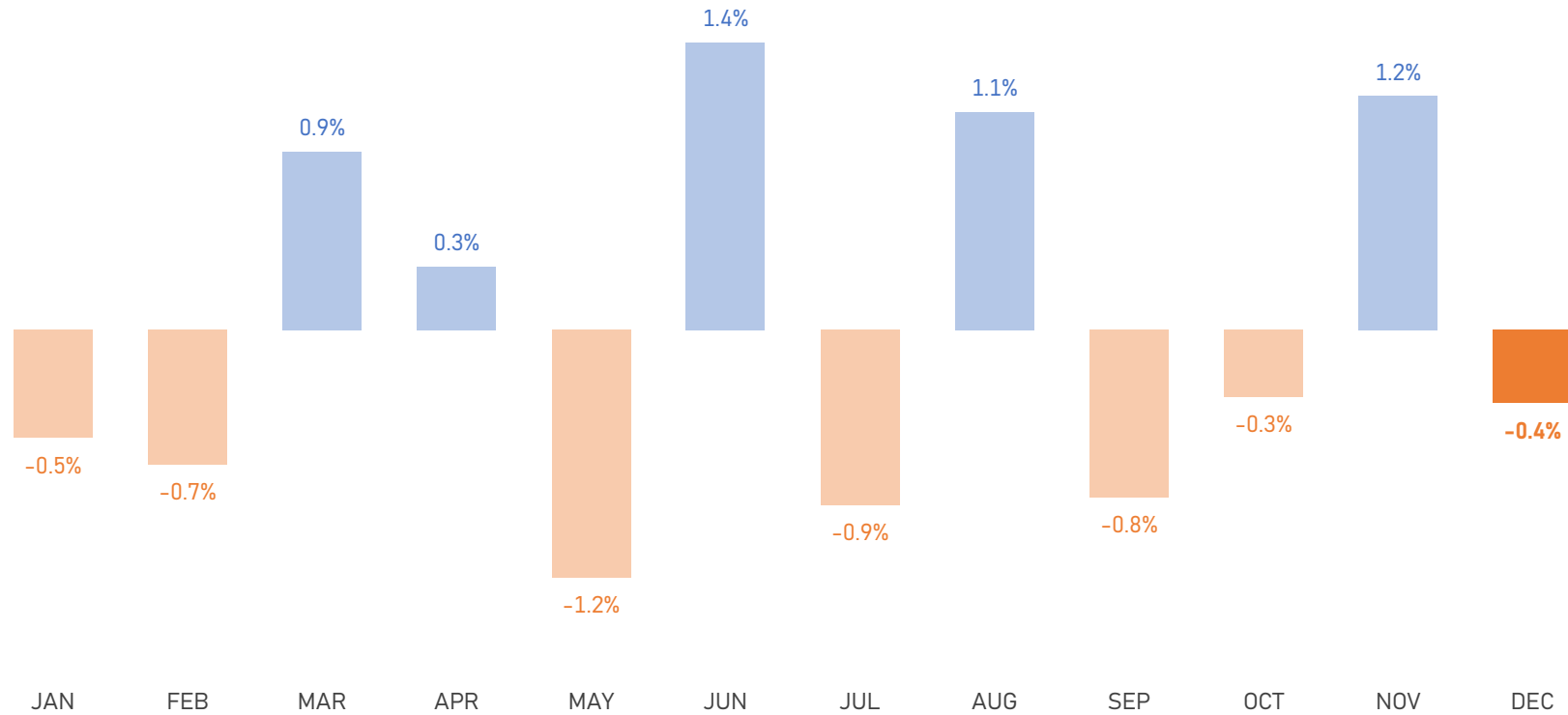
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MONTHLY CHANGE

Retail Sales **fell 0.4%** in December.



TICKETS



ON SALE NOW

The Data Visualization Lab

A one-week intensive where you'll learn to make effective graphs.



Birds of a Feather Data Visualization

11:30 am – 1 pm



Community Lounge Toronto Tech Club

4-5 pm



TRIVERS DATA

You CAN do it. I can help.



← Joe!

Joseph Travers   He/Him

Helping everyone learn how to build great Power BI reports easily.

Toronto, Ontario, Canada · [Contact info](#)

I'll help you with Power BI. 

