Communicating Quantitative Information

• Classify, summarize, and condense data into manageable size

• Make information meaningful to audience — why should receiver care

• Use common language or common denominators to reduce difficult figures
What is the clearest way for an instructor to communicate your overall performance on an exam when you scored 112 points out of a possible 150?

1. 112/150
2. 3/4
3. .74666666666666666666666
4. 75 percent
Using Graphics Effectively and Ethically

A graphic should . . .

• Contribute to overall meaning
  – Reinforce and supplement written or spoken words
  – Communicate ideas that cannot be conveyed effectively in written form

• Have a simple, effective design that is easy to understand

• Depict information honestly
Types of Graphic Aids

- Bar charts
- Line charts
- Pie charts
- Flow charts
- Maps
- Tables
Preparing Effective Tables

- Number tables ________________
- Use ___________ titles to clarify what is included
- Label columns __________
- Indent second line of ____ ______
- Place ____________ beside entry that needs explanatory note
- Document _________ of data with source note
### Effective Table Layout

**STARBUCKS CORPORATION**

*Market Price of Common Stock*

<table>
<thead>
<tr>
<th>Quarter</th>
<th>October 2, 2004</th>
<th></th>
<th>October 2, 2005</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
</tr>
</tbody>
</table>

*Source: Starbucks Corporation, Annual Report, 2005*
Types of Bar Charts

- **Grouped bar chart** — used to compare more than one quantity

- **Segmented bar chart** — used to show how components contribute to a total figure

- **Pictogram** — uses images to illustrate numerical relationships
Preparing Effective Bar Charts

- Begin quantitative axis at _____, divide the bars ________, and make them the same _______.
- Position ________________
- Use _____ ____________ to distinguish among bars of different data.
- Avoid ___ formatting.
- Include complete information for ______ and _____ labels.
Effective Grouped Bar Chart

Figure 2
Selected Cell Phone Features Gaining in Popularity

% of Customers

2006
2007

Camera
Video
MP3 player
Bluetooth

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Preparing Effective Line Charts

- Use vertical axis for amount and horizontal axis for time
- Begin vertical axis at zero
- Divide axes into equal increments
Effective Multiple Line Chart

Figure 1
Dividends Paid to Shareholders

- Dividend
- Inflation
Preparing Effective Pie Charts

• Position largest or most important slice in ___________ position

• Label each slice and include information about __________ size

• Draw __________ to one or more slices for desired emphasis

• Avoid ___ formatting
Effective Pie Chart

Figure 3
Composition of YUM! Brands, Inc. System Units as of December 31, 2005

Kentucky Fried Chicken U.S. 17%
Taco Bell U.S. 18%
Pizza Hut U.S. 23%
International 42%

Using Graphics in Text

- Introduce graphic, show it, then interpret and analyze
- When possible, position graphic immediately following text introducing it
- Avoid only restating what graphic shows; instead, interpret based on audience interest
Discussing Graphics in Text: What To Do and What Not To Do

**Figure 1 shows preferences for shopping locations.**

**POOR** because reader gains nothing more than figure title.

**About two thirds of the consumers preferred to shop in suburban areas rather than in the city. (See Figure 1.)**

**ACCEPTABLE** because it interprets data but puts figure reference in parentheses rather than integrating into sentence.
Discussing Graphics in Text: What To Do and What Not To Do

As shown in Figure 1, about two thirds of the consumers preferred to shop in suburban areas rather than in the city.

IMPROVED but puts reference to figure at beginning, detracting from data interpretation.

About two thirds of the consumers preferred to shop in suburban areas rather than in the city, as shown in Figure 1.

BEST for introducing figures because it talks about the graphic and also includes introductory phrasing, but only after stressing main point.