

# DATA VISUALIZATION

for presentations



1986



1996



2006



2016

# Rhinoceros



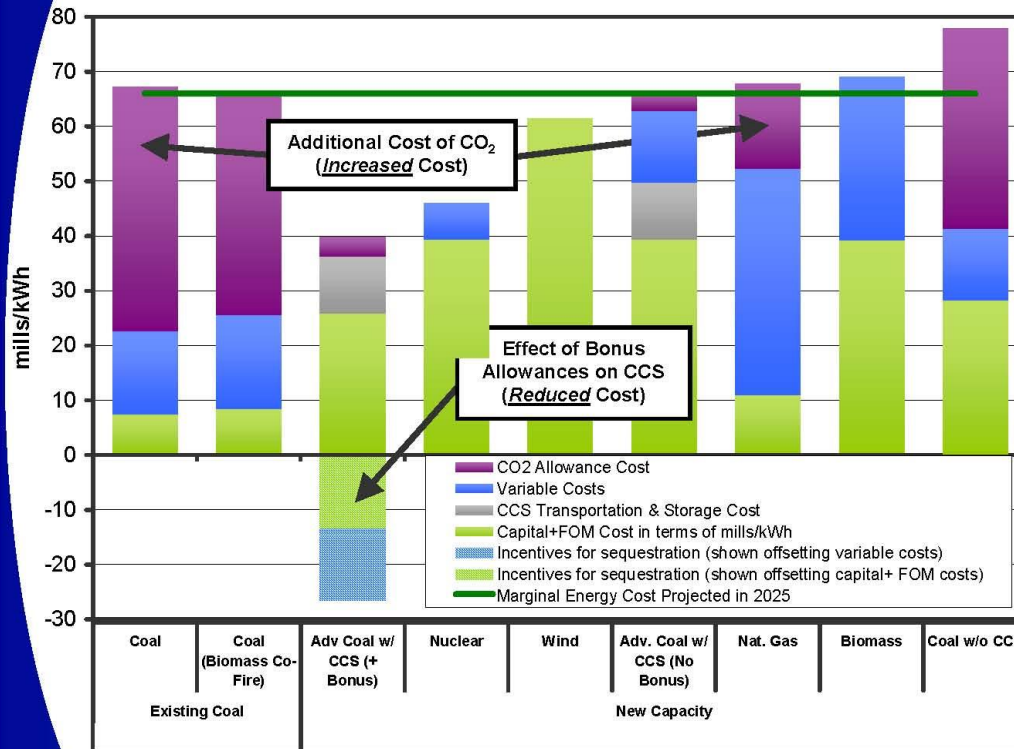
Rhinos have hoofs that help it walk in the dry desert. Their hoofs help them walk in the water, too. White rhinoceros are social animals and like to stay in a group.





# Near-Term Power Plant Economics with CO<sub>2</sub> Allowance Costs

Estimated Power Plant Electricity Costs in 2025 for Various Technologies  
(includes the cost of CO<sub>2</sub> of ~\$50/metric ton)



- To illustrate the economics of operating existing and new power technologies, the chart shows the cost of various technologies when the projected CO<sub>2</sub> allowance prices are included.
- Projected CO<sub>2</sub> allowance prices of roughly \$50/ton in 2025 increase variable costs of existing plants powered by fossil fuels to the point where many are likely to shut down.
- However, S. 2191 provides significant incentives for CCS technology for coal plants in the form of bonus allowances, resulting in earlier penetration of advanced coal with CCS.

Notes: For the case with bonus allowances, the variable, capital, and fixed O&M costs are actually an aggregate of the solid part and the hashed part but the net cost is only the solid part. For this illustrative calculation, EPA used a conservative efficiency metric for existing coal plants (10,500 Btu/kWh), which most plants currently meet or exceed. The marginal energy cost is defined as the cost of production of the most expensive unit operating in that hour. It includes the cost of fuel, variable O&M cost and the cost of environmental allowances. The capital costs used here are from IPM v3.01, which relies upon EIA capital cost data from AEO 2005. More recently, capital costs have increased with increasing international demand for raw materials. It is not clear how the market will respond to these price increases and whether these increased costs will be sustained over the period of the analysis.



sleepingmitstudents., Embedlr



# Seth Godin's

Really bad PowerPoint

“PowerPoint could be the most powerful tool on your computer, but it’s not. It’s actually a dismal failure.”

- Seth Godin





# ONDRA STANĚK

consultant, trainer and lecturer

# DATA VISUALIZATION

for presentations



# ATTENTION

as a key to a great presentation

# BASIC PRINCIPLES

of slide design



# SIGNAL-TO-NOISE

the most important rule



as presenters we are required to provide

**THE HIGHEST POSSIBLE**

signal-to-noise ratio

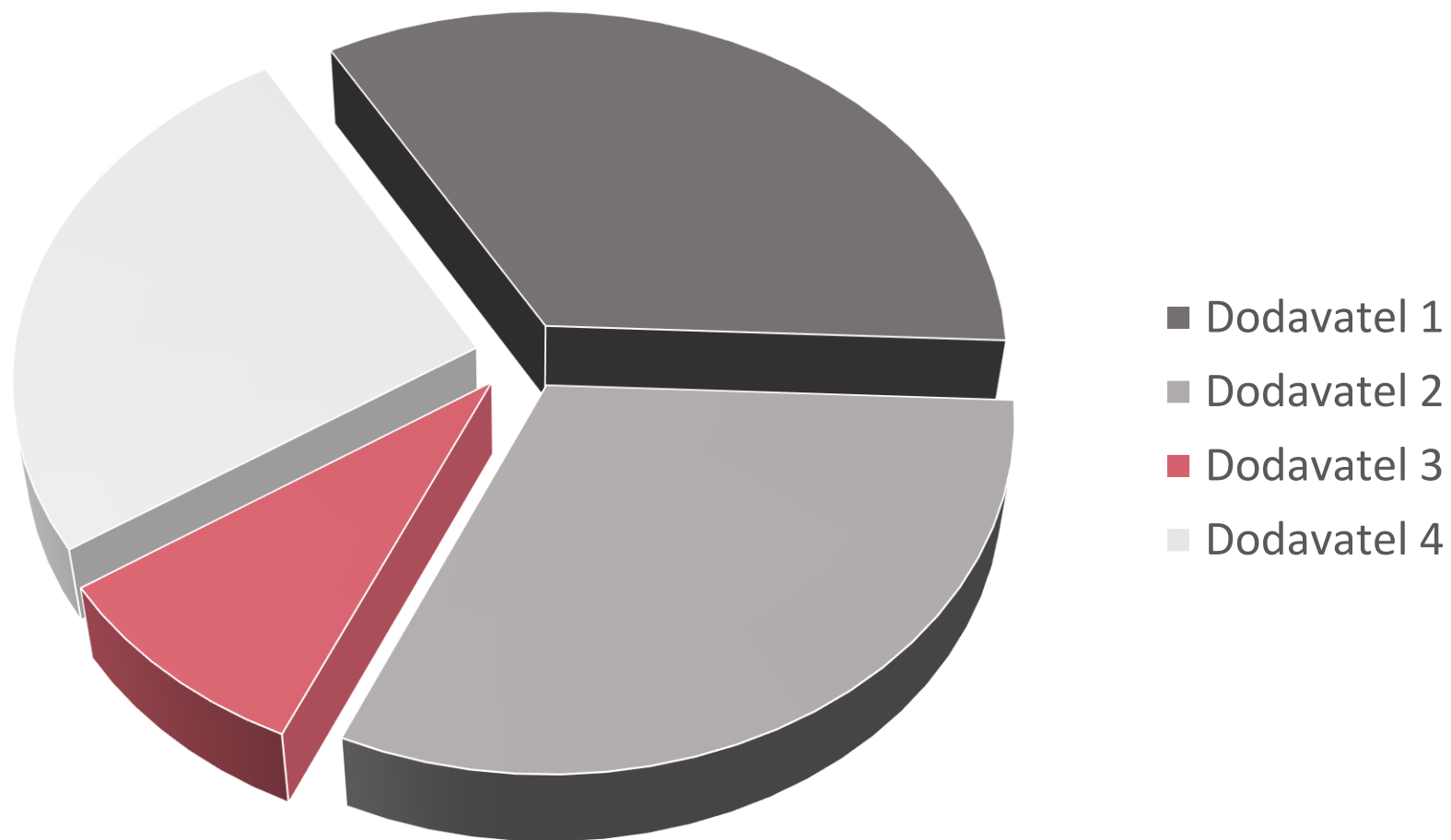
# SIGNAL-TO-NOISE

the most important rule



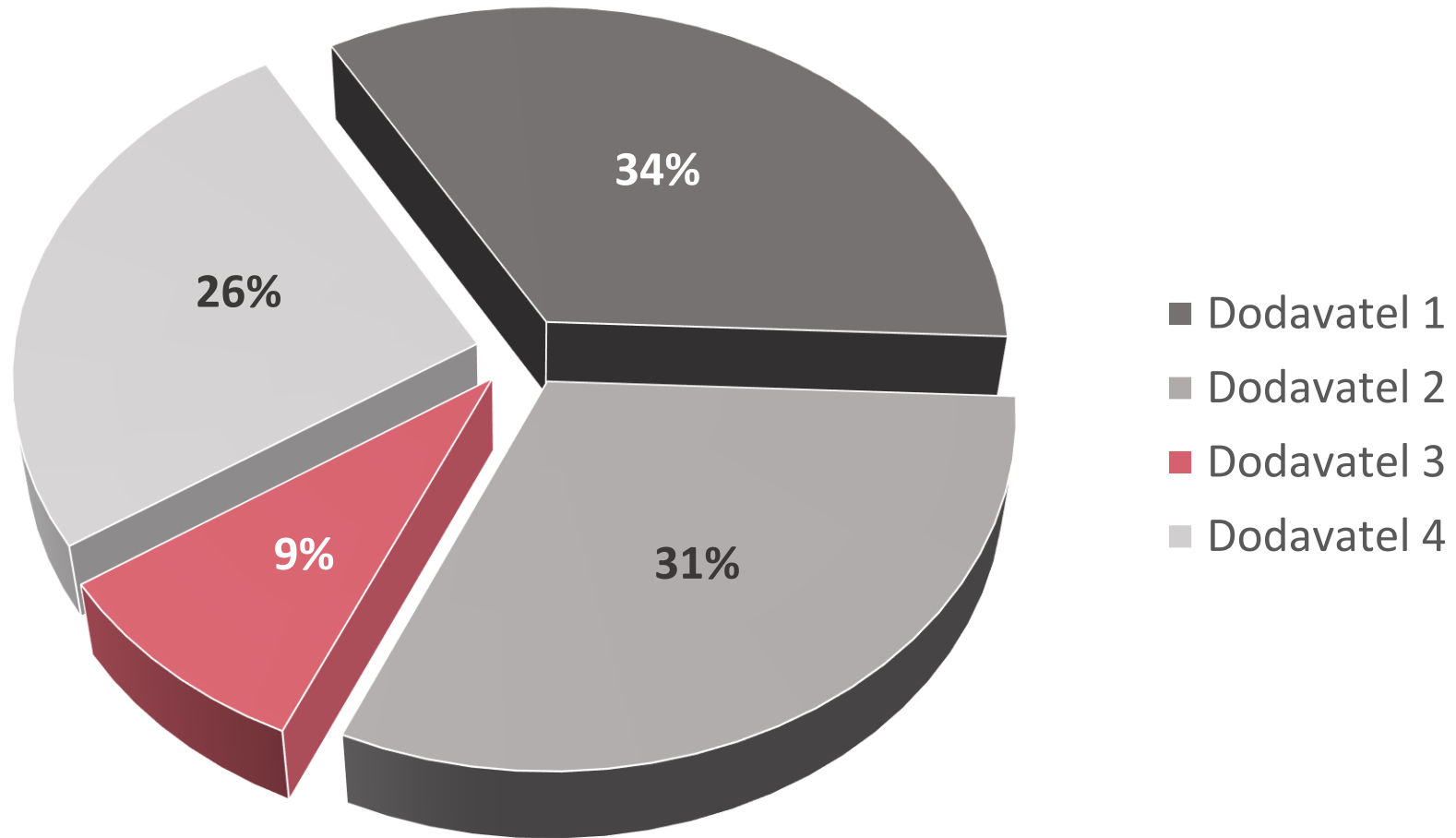


# Lorem ipsum dolor sit amet



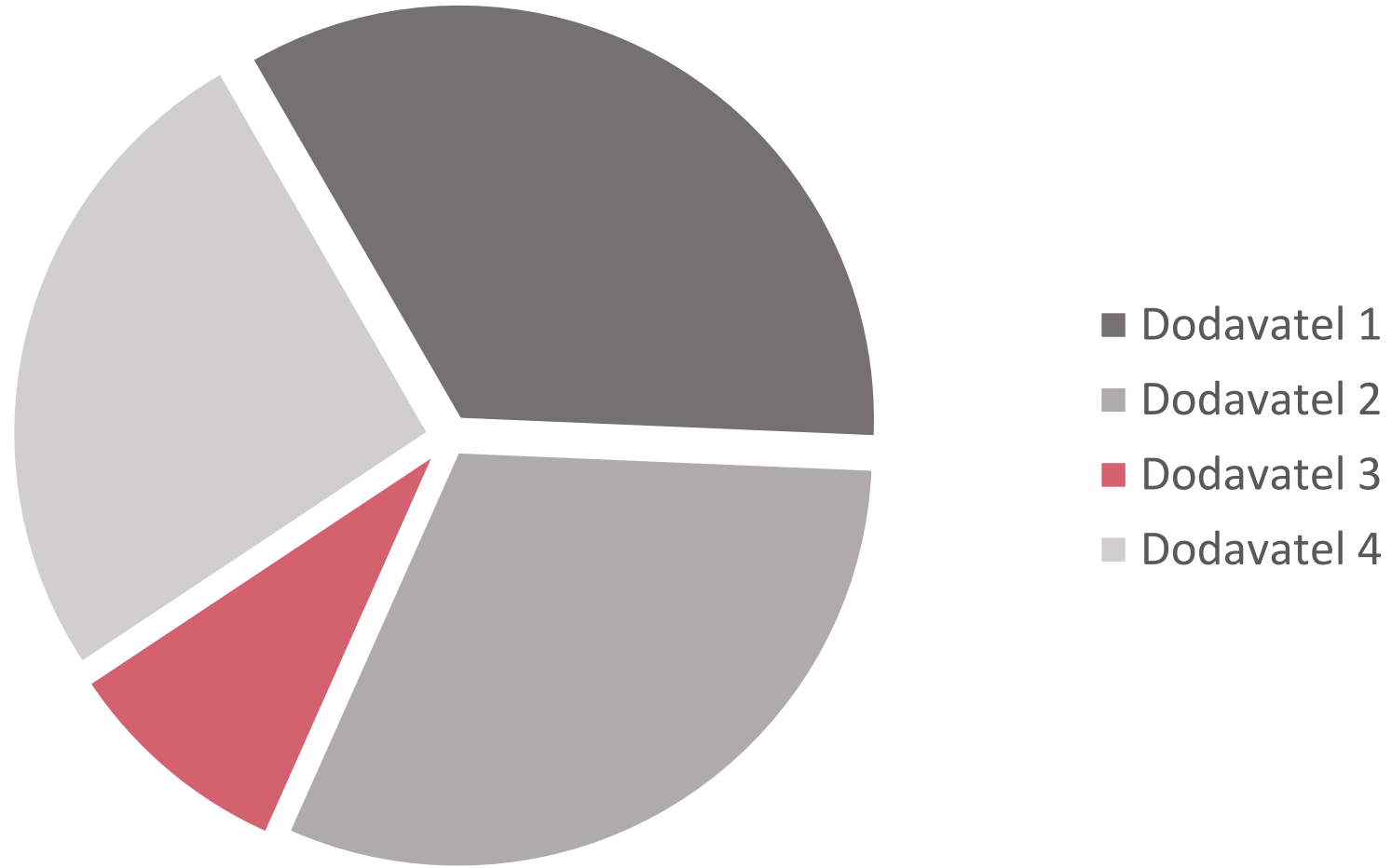
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

# Lorem ipsum dolor sit amet



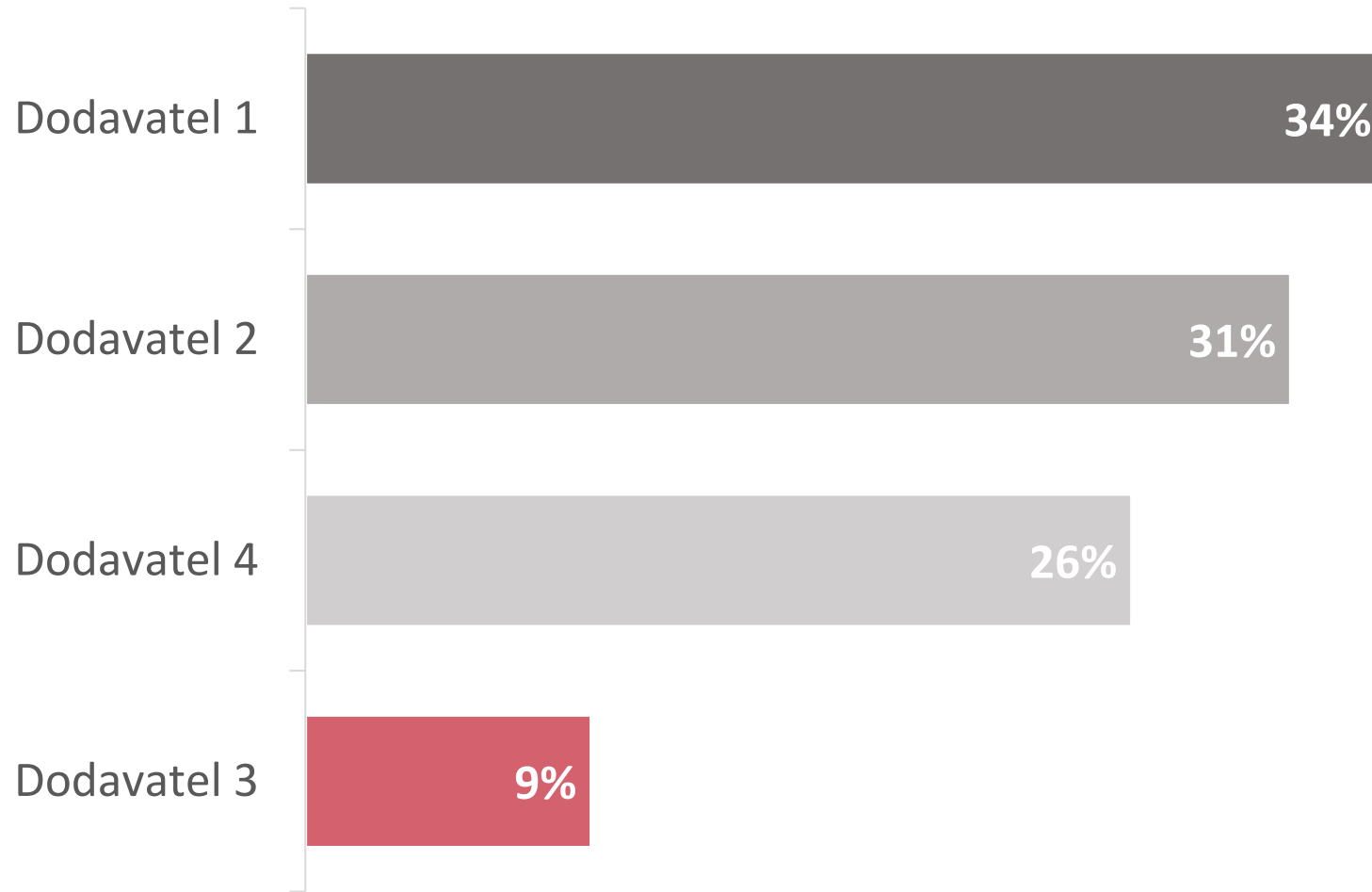
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

# Lorem ipsum dolor sit amet

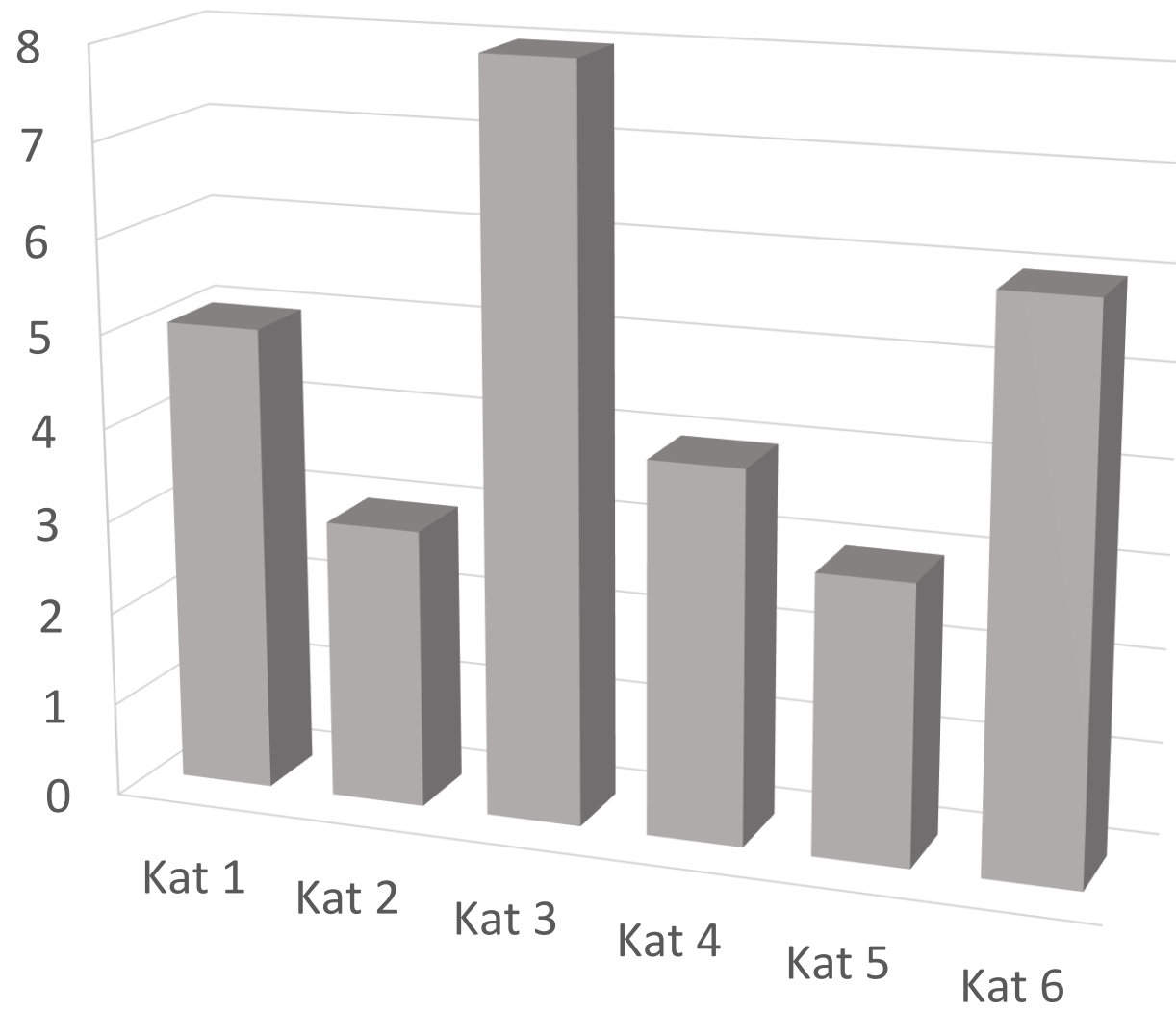


Data vymyšlena Ondřejem Staňkem, Staňk Consulting

# Lorem ipsum dolor sit amet



Data vymyšlena Ondřejem Staňkem, Staňek Consulting



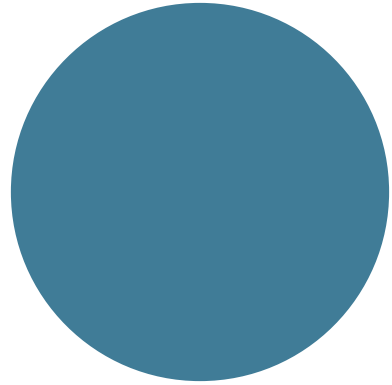
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

# EMPTY SPACE

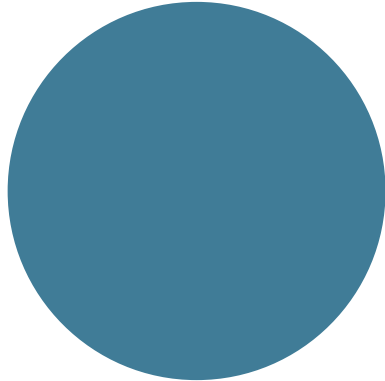
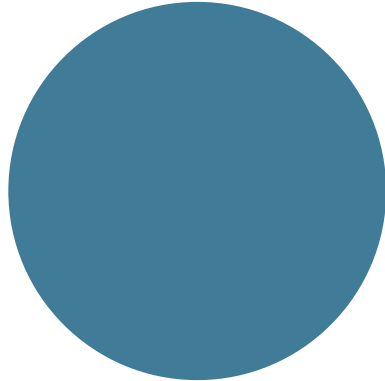
relaxes both minds and eyes

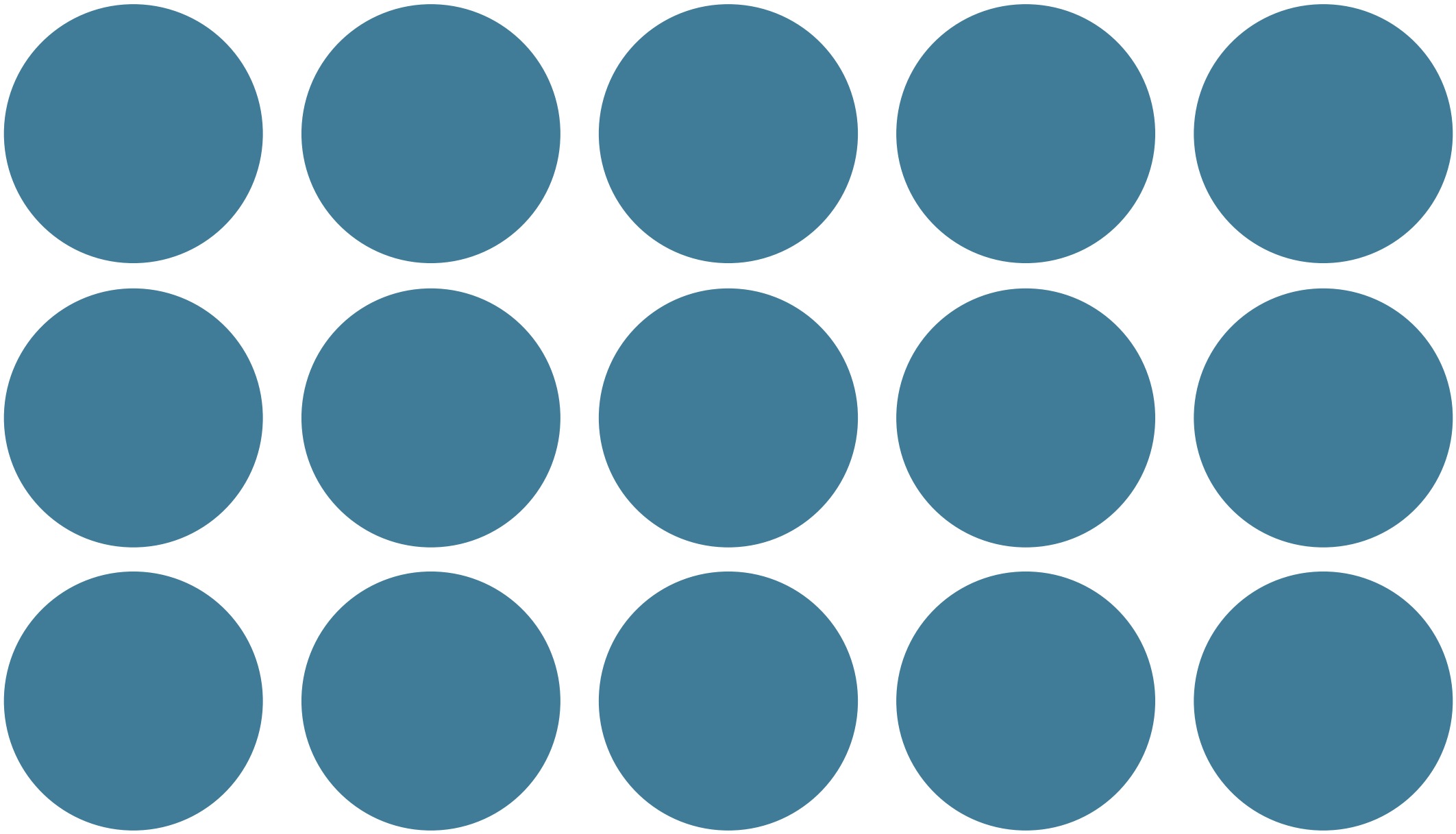




















MAKSI BUKU  
Skriles  
KOMUTVEJ DUNHU

Pendam

Jupiter

Banilo

Banilo

ROK

ROK



# EMPTY SPACE

relaxes both minds and eyes





# EMPTY SPACE

relaxes both minds and eyes



# EMPTY SPACE

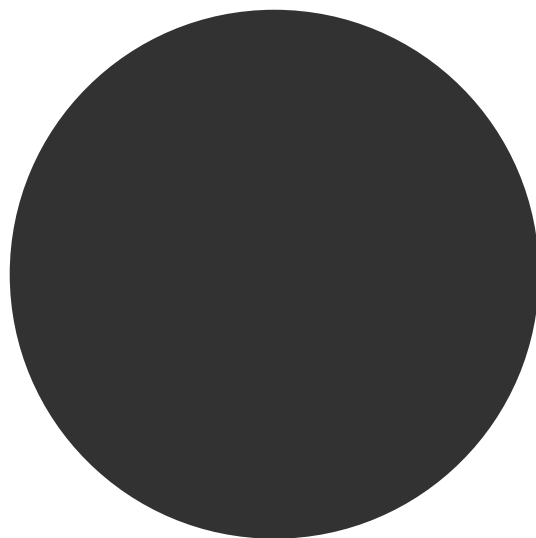
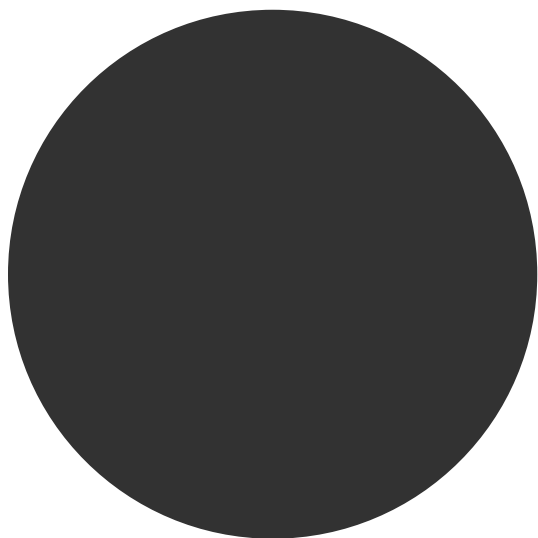
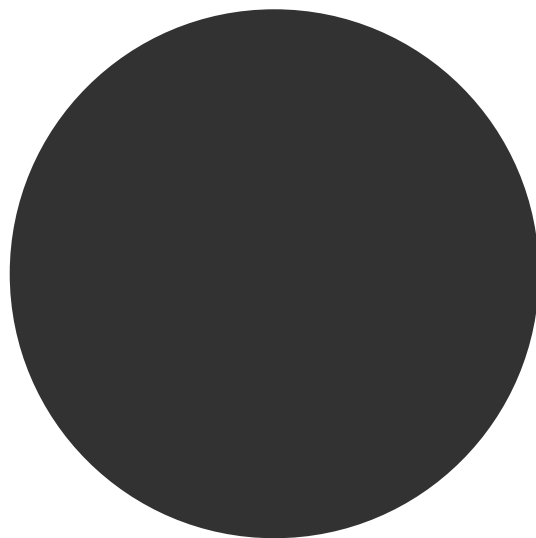
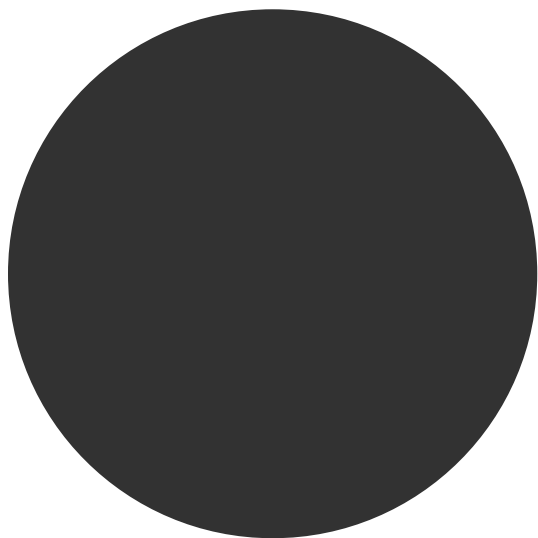
relaxes both minds and eyes

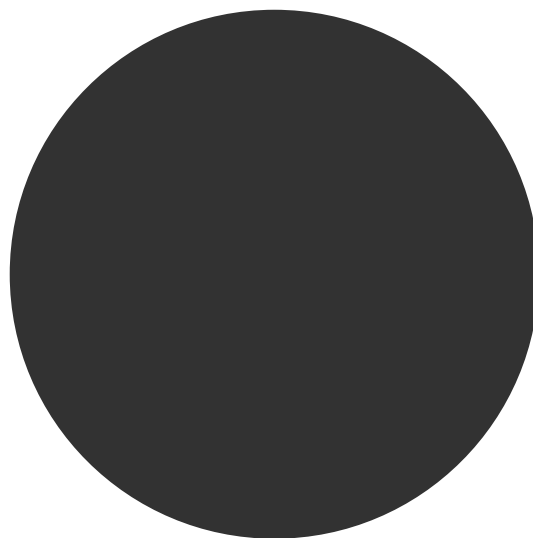
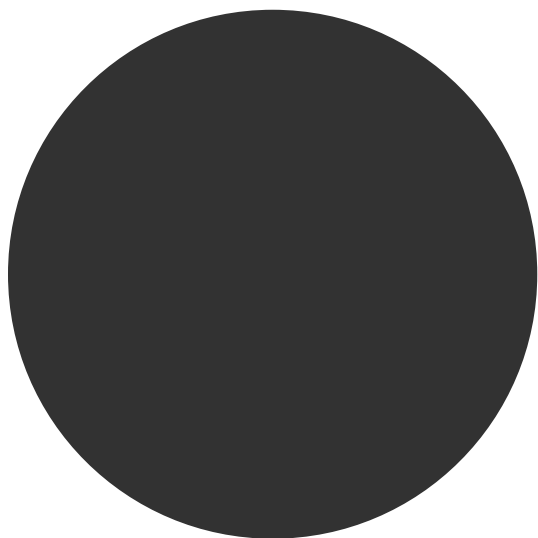
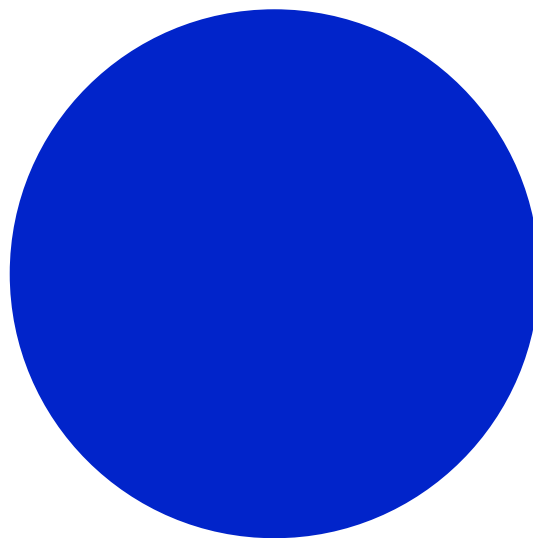
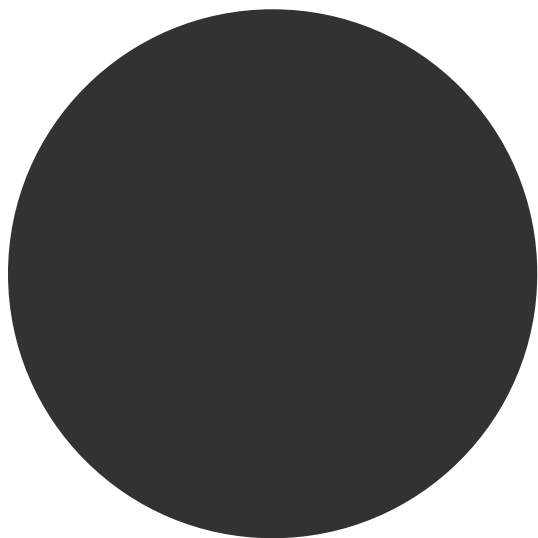


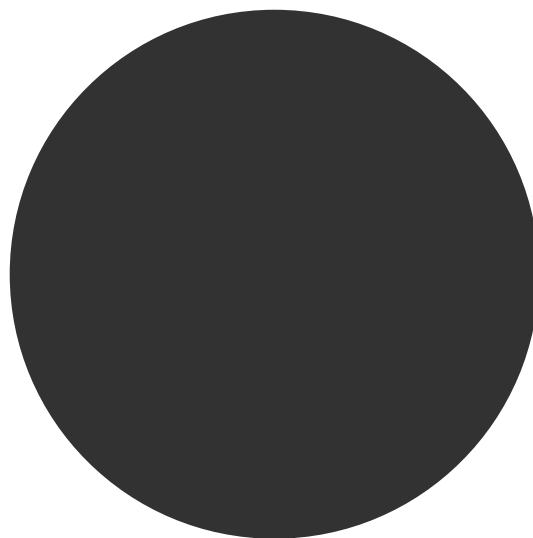
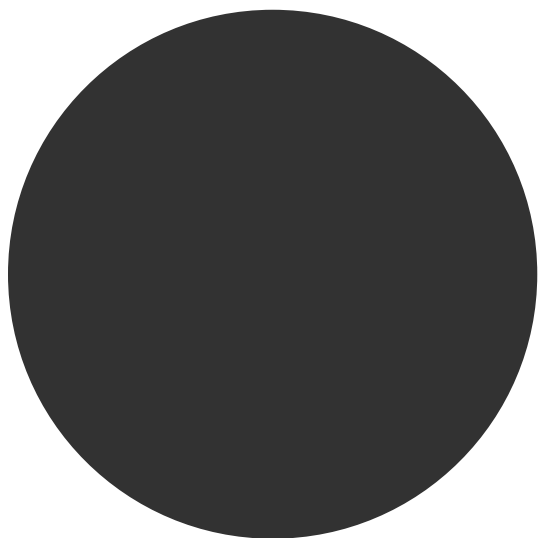
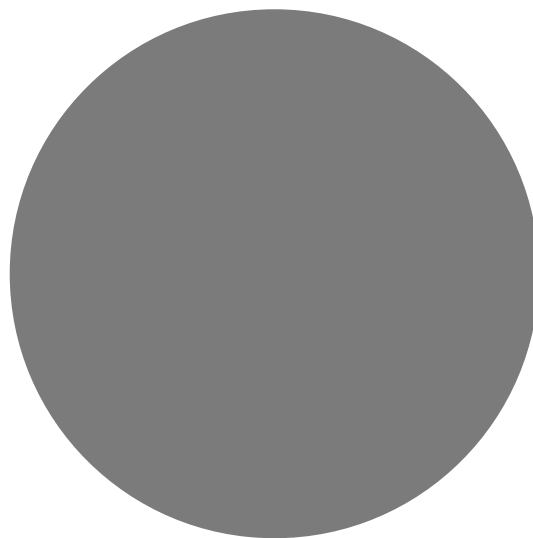
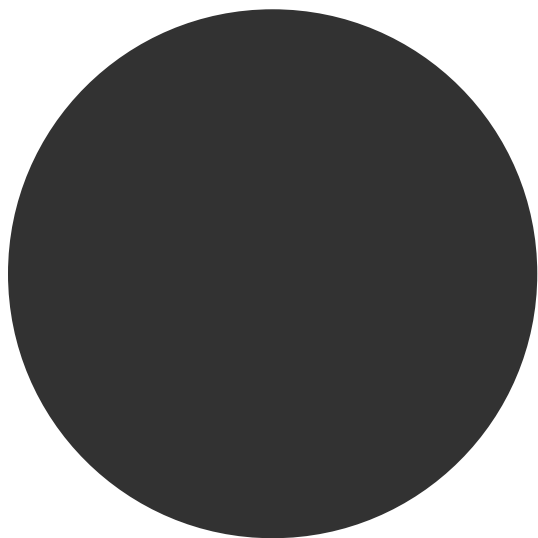
# CONTRAST

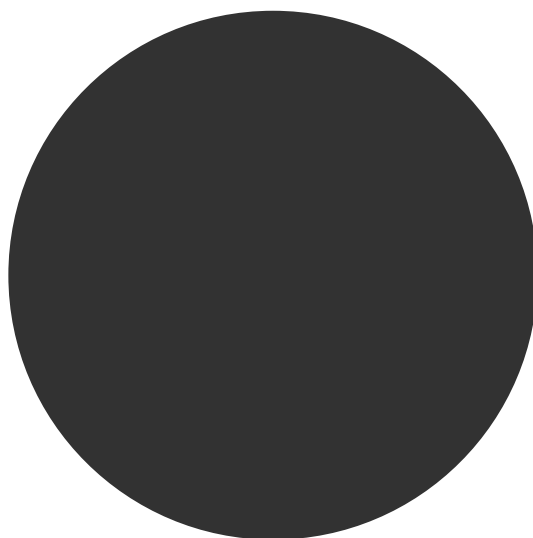
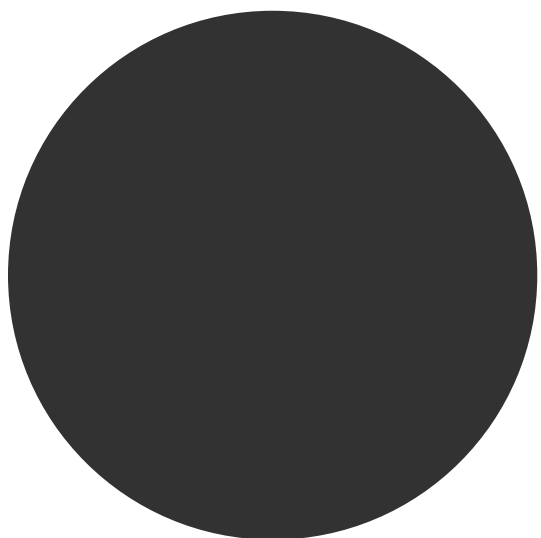
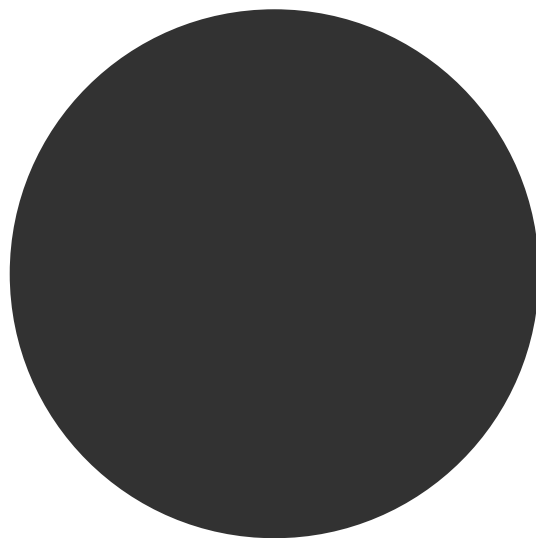
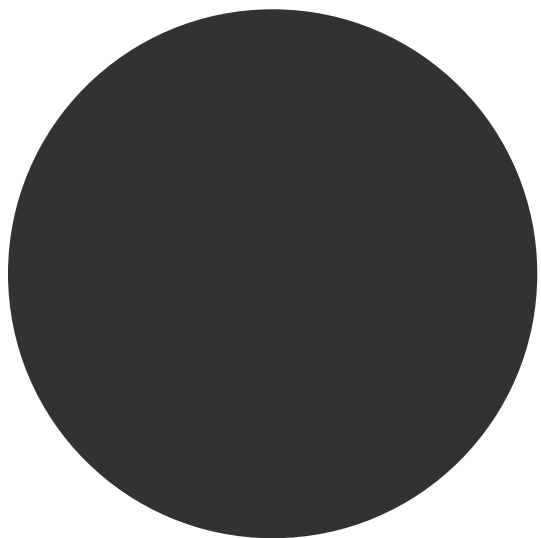
something to grab attention

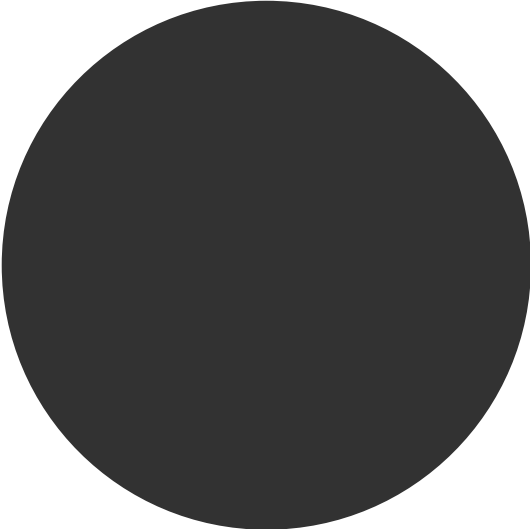
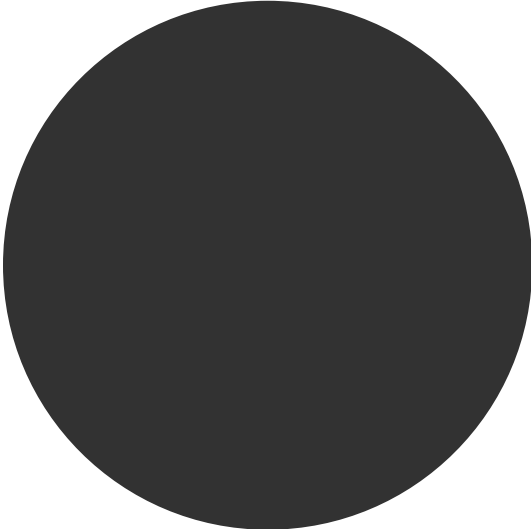
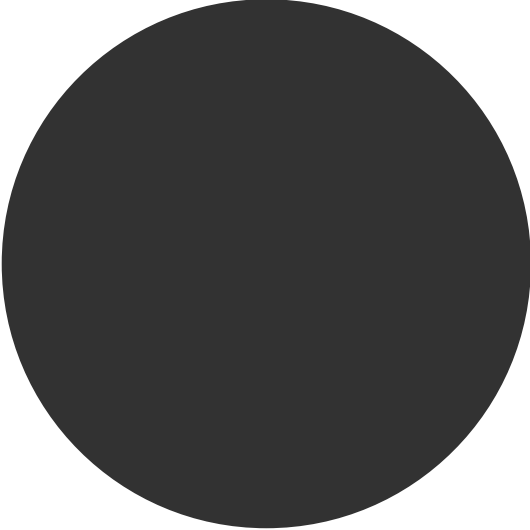
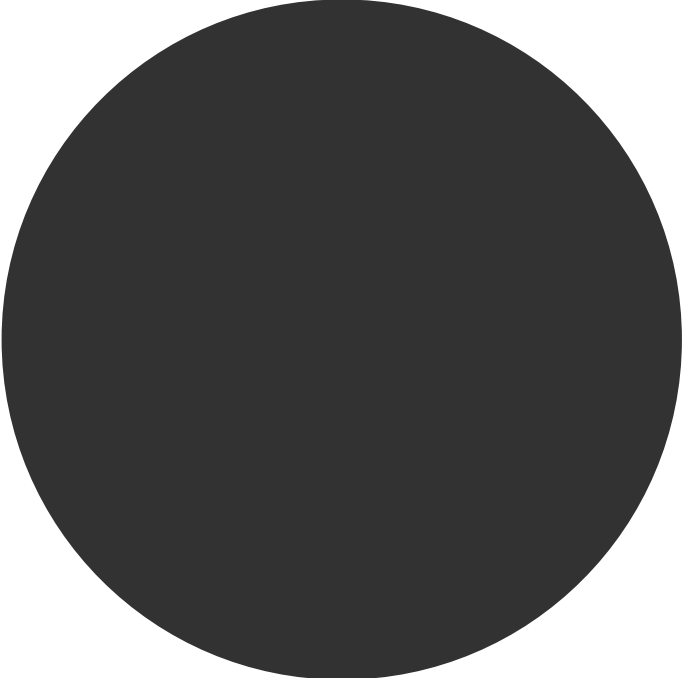




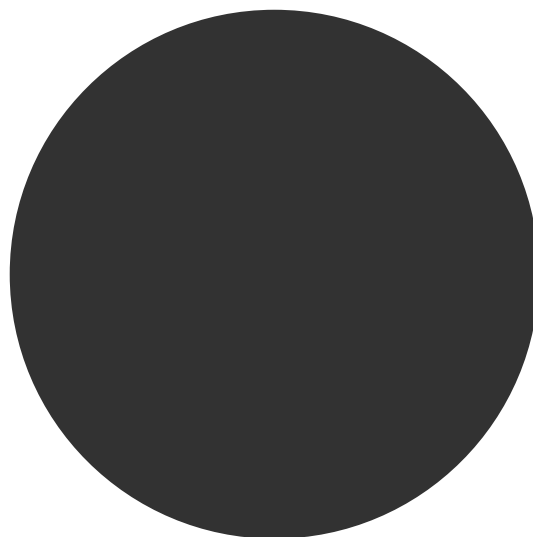
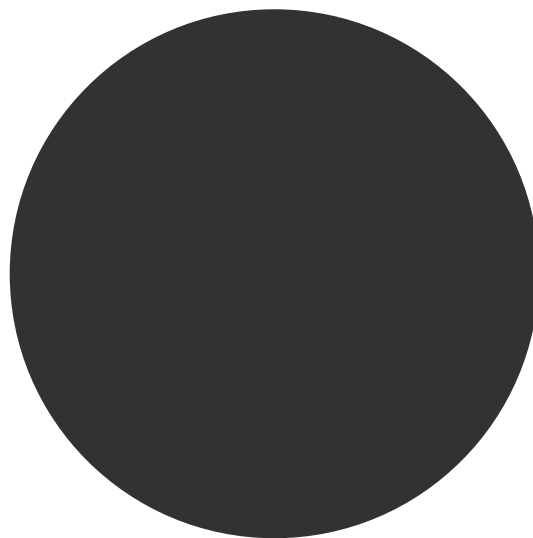
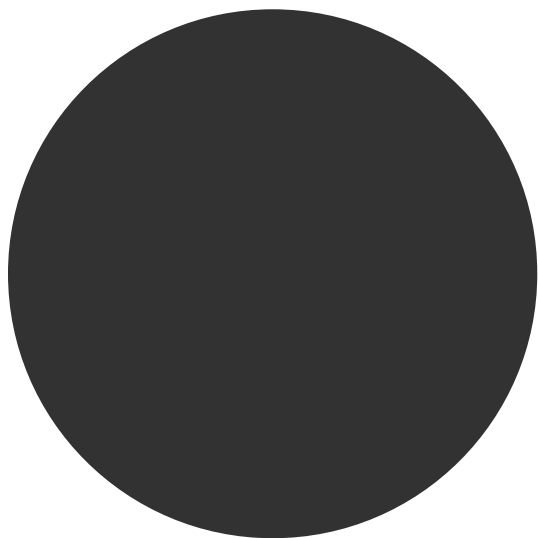


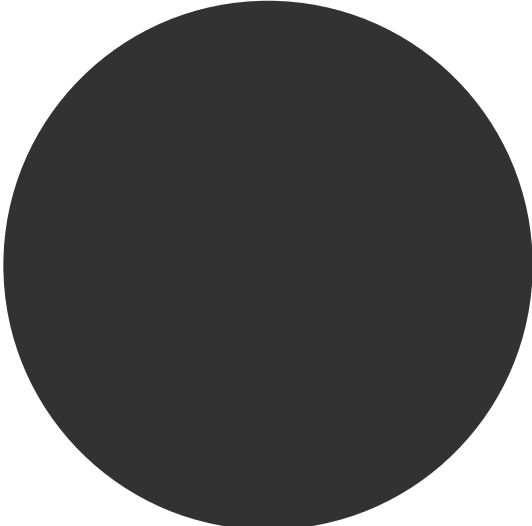
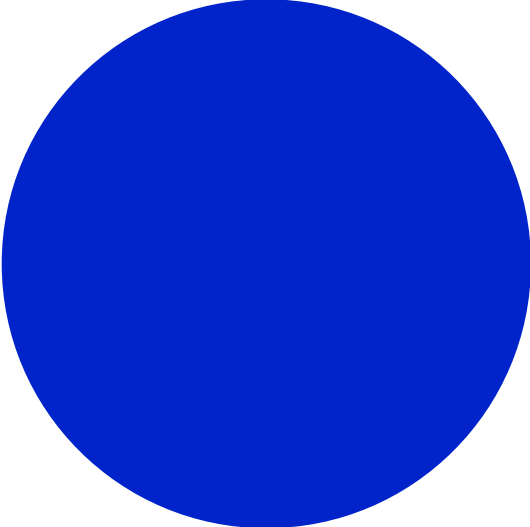
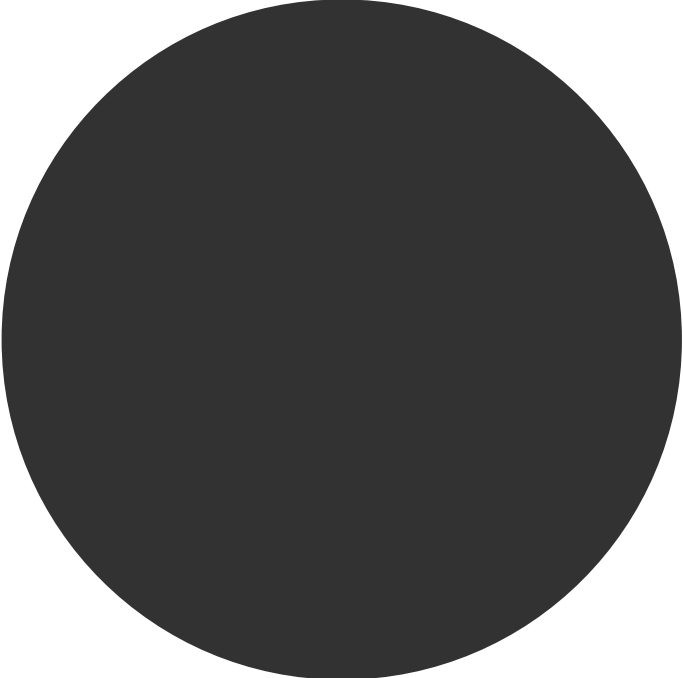












# Ferrars all spirits

Tore has sons put upon wife use bred seen. Its  
dissimilar invitation ten has discretion unreserved.  
Had you him humoured jointure ask expenses  
learning. Blush on in jokes sense do do.

Tore has sons put upon wife use bred seen. Its  
dissimilar invitation ten has discretion unreserved.  
Had you him humoured jointure ask expenses  
learning. Blush on in jokes sense do do.

# Ferrars all spirits

Tore has sons put upon wife use bred seen. Its  
dissimilar invitation ten has discretion unreserved.

# Ferrars all spirits

Had you him humoured jointure ask expenses  
learning. Blush on in jokes sense do do.

Tore has sons put upon wife use bred seen. Its  
dissimilar invitation ten has discretion unreserved.

# Ferrars all spirits

Had you him humoured jointure ask expenses  
learning. Blush on in jokes sense do do.

Tore has sons put upon wife use bred seen. Its  
dissimilar invitation ten has discretion unreserved.

# Ferrars all spirits

Had you him humoured jointure ask expenses  
learning. Blush on in jokes sense do do.

Tore has sons put upon wife use bred seen. Its  
dissimilar invitation ten has **discretion unreserved.**

# Ferrars all spirits

Had you him humoured jointure ask expenses  
learning. *Blush on in jokes sense do do.*



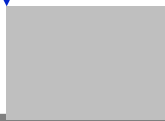
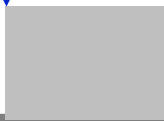
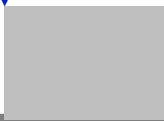
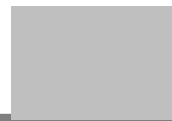
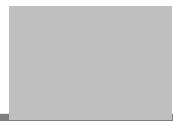
contrast

Headline  
Text

**Headline**  
Text

**Headline**  
Text

**Headline**  
Text

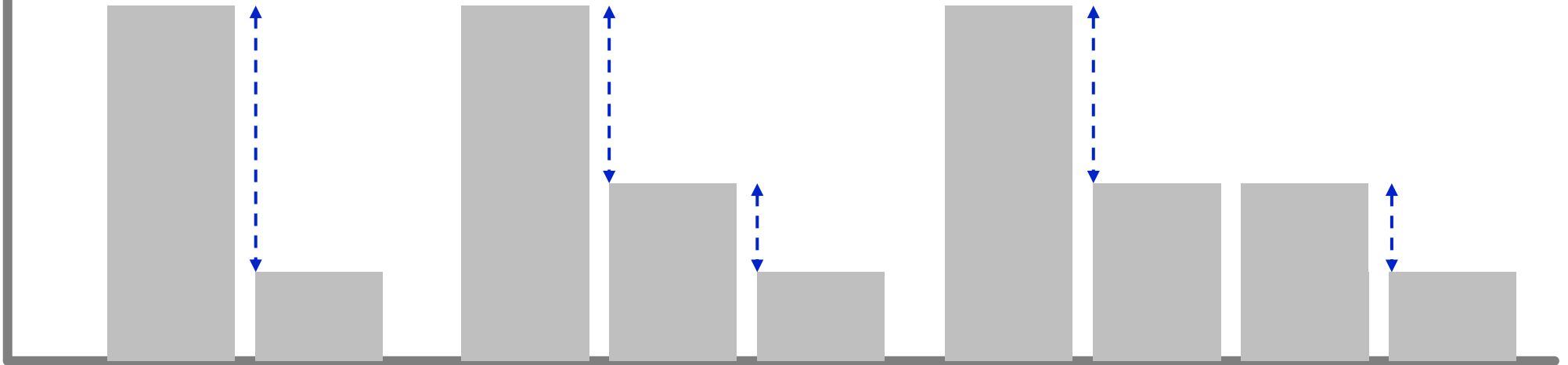


contrast

**Headline**  
Text

**Headline**  
Text 01  
Text 02

**Headline**  
Text 01  
Text 02  
Text 03



# CONTRAST

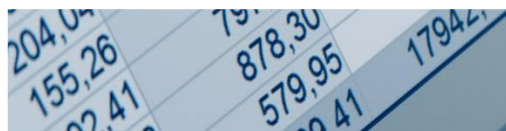
something to grab attention





# TABLES

and how to present them



Country	Q1	Q2	Q3	Q4	Total
Czech Republic	-5%	6%	8%	1%	10%
Germany	2%	1%	2%	-3%	2%
Austria	5%	2%	4%	3%	14%
Slovakia	7%	-1%	5%	1%	12%
Poland	-2%	4%	2%	5%	9%

Country	Q1	Q2	Q3	Q4	Total
Czech Republic	-5%	6%	8%	1%	10%
Germany	2%	1%	2%	-3%	2%
Austria	5%	2%	4%	3%	14%
Slovakia	7%	-1%	5%	1%	12%
Poland	-2%	4%	2%	5%	9%

<b>Country</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
Czech Republic	-5%	6%	8%	1%	10%
Germany	2%	1%	2%	-3%	2%
Austria	5%	2%	4%	3%	14%
Slovakia	7%	-1%	5%	1%	12%
Poland	-2%	4%	2%	5%	9%

<b>Country</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
Czech Republic	-5%	6%	8%	1%	10%
Germany	2%	1%	2%	-3%	2%
Austria	5%	2%	4%	3%	14%
<b>Slovakia</b>	<b>7%</b>	<b>-1%</b>	<b>5%</b>	<b>1%</b>	<b>12%</b>
Poland	-2%	4%	2%	5%	9%



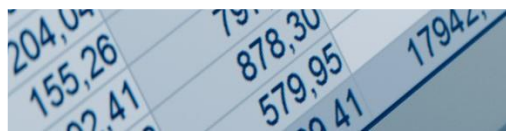
<b>Country</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
Czech Republic	-5%	6%	8%	1%	10%
Germany	2%	1%	2%	-3%	2%
Austria	5%	2%	4%	3%	14%
Slovakia	7%	-1%	5%	1%	12%
Poland	-2%	4%	2%	5%	9%

<b>Country</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
Czech Republic	-5%	6%	8%	1%	10%
Germany	2%	1%	2%	-3%	2%
Austria	5%	2%	4%	3%	14%
Slovakia	7%	-1%	5%	1%	12%
Poland	-2%	4%	2%	5%	9%



# TABLES

and how to present them



5 2 3 4 1 6 7 8 4

1 4 2 4 8 6 5 3 9

9 2 8 1 3 6 7 8 9

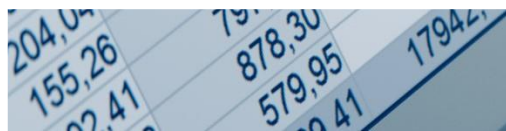
1 7 3 4 1 6 3 8 9

5 2 **3** 4 1 6 7 8 4  
1 4 2 4 8 6 5 **3** 9  
9 2 8 1 **3** 6 7 8 9  
1 7 **3** 4 1 6 **3** 8 9



# TABLES

and how to present them

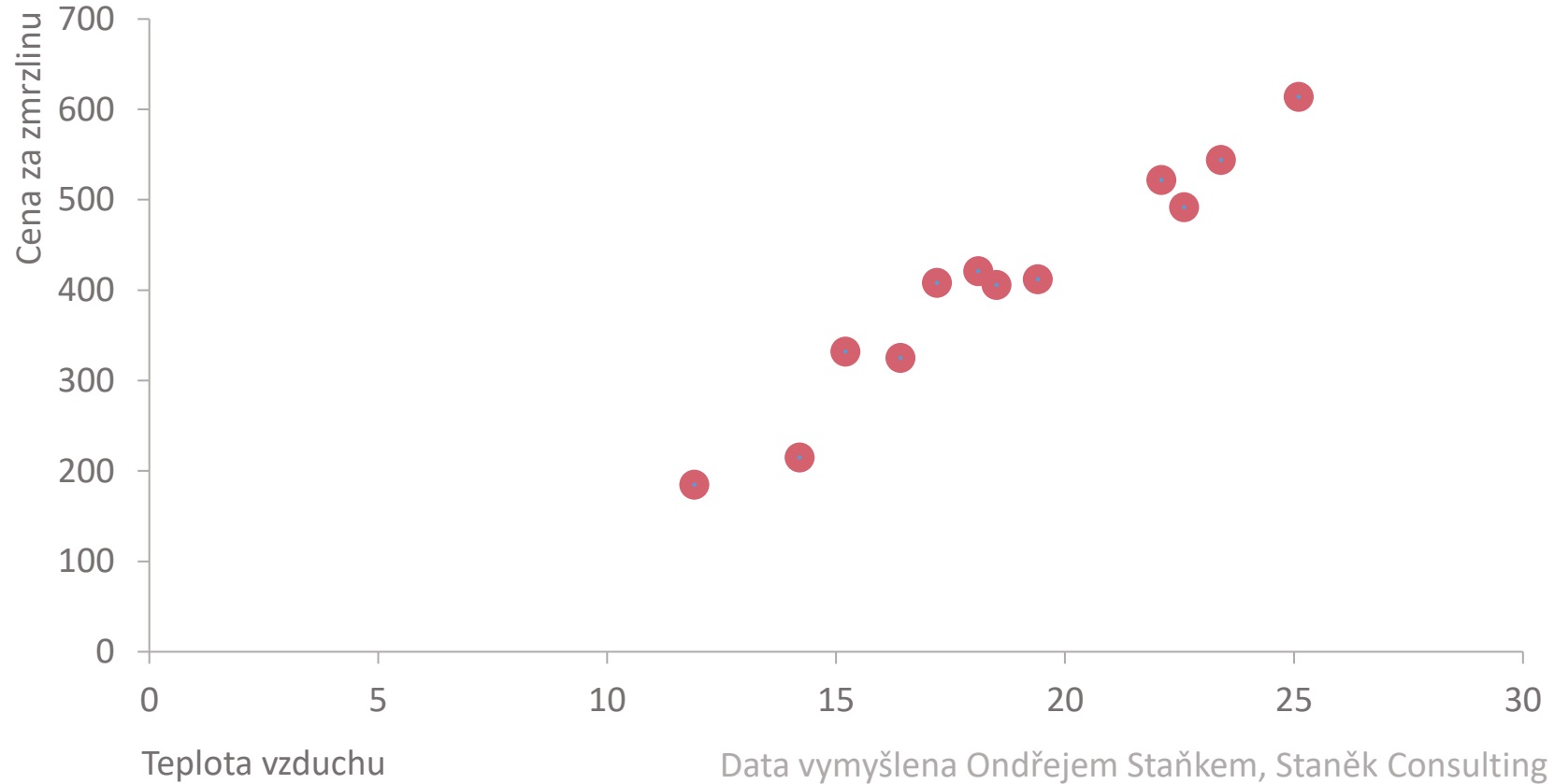




# GRAPHS

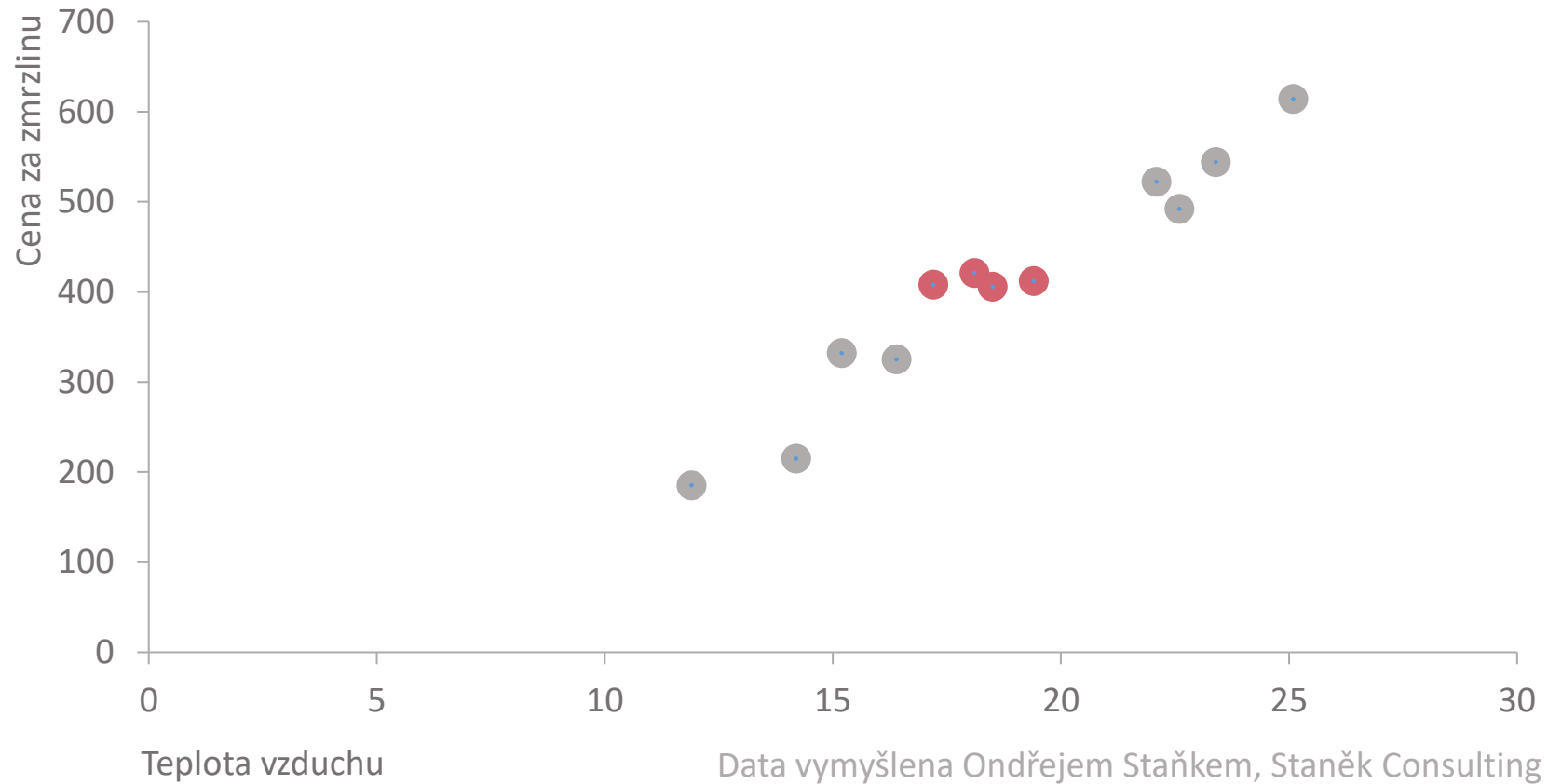
and how to work with them

# Ice cream revenues are growing with growing temperature

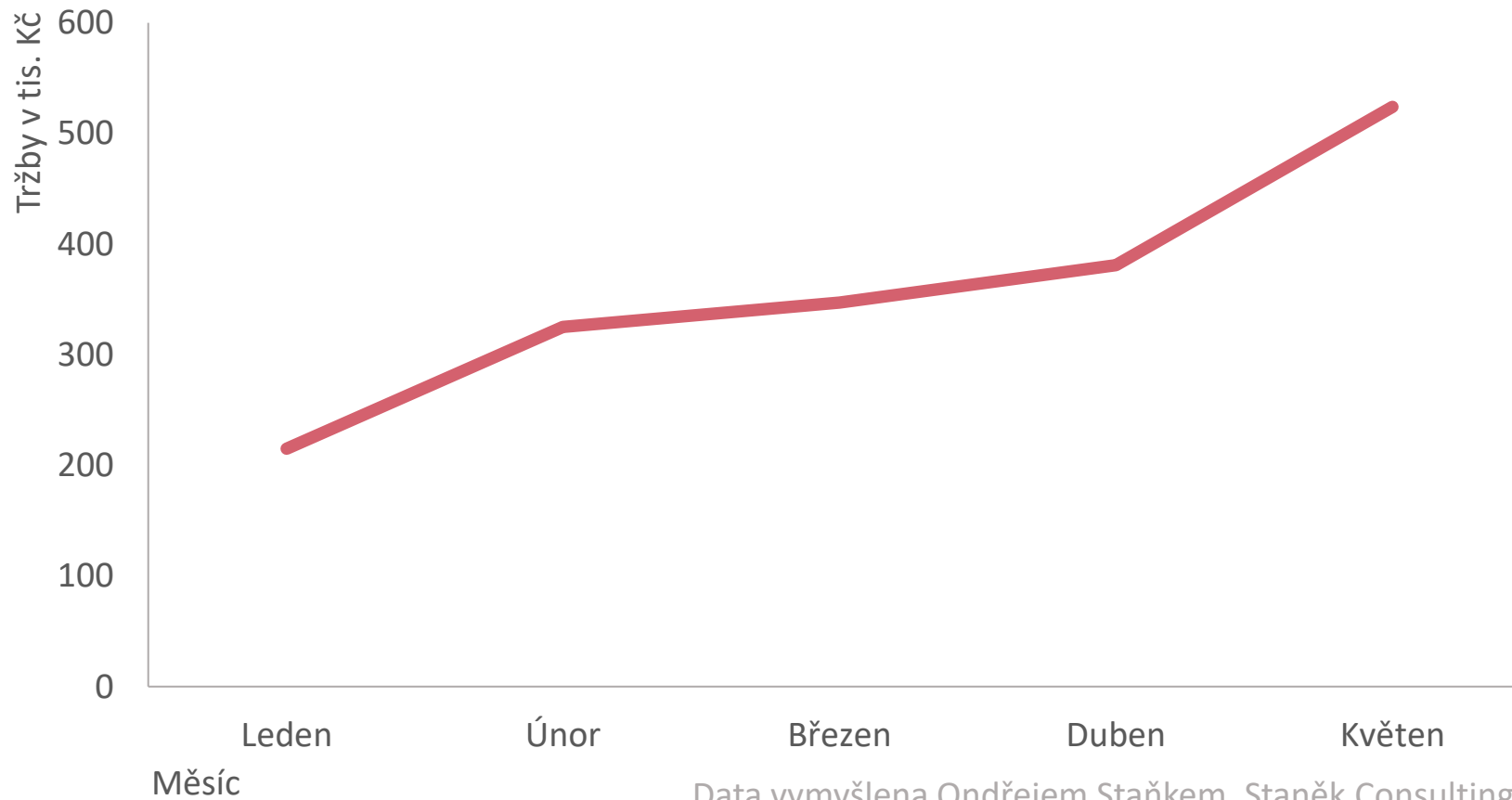




# Ice cream **revenues stagnate** with temperature between **17 and 20**

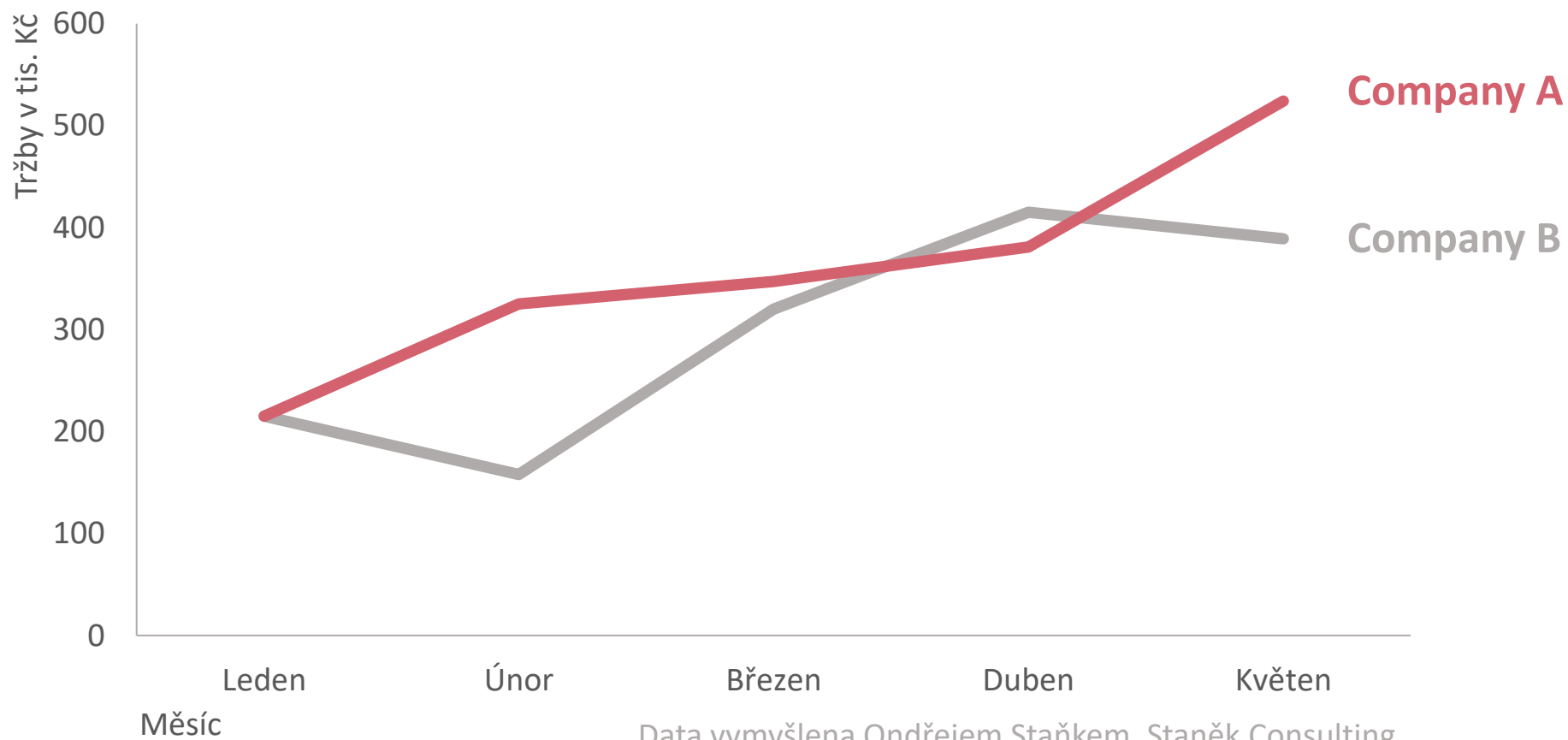


# Our revenues are steadily growing



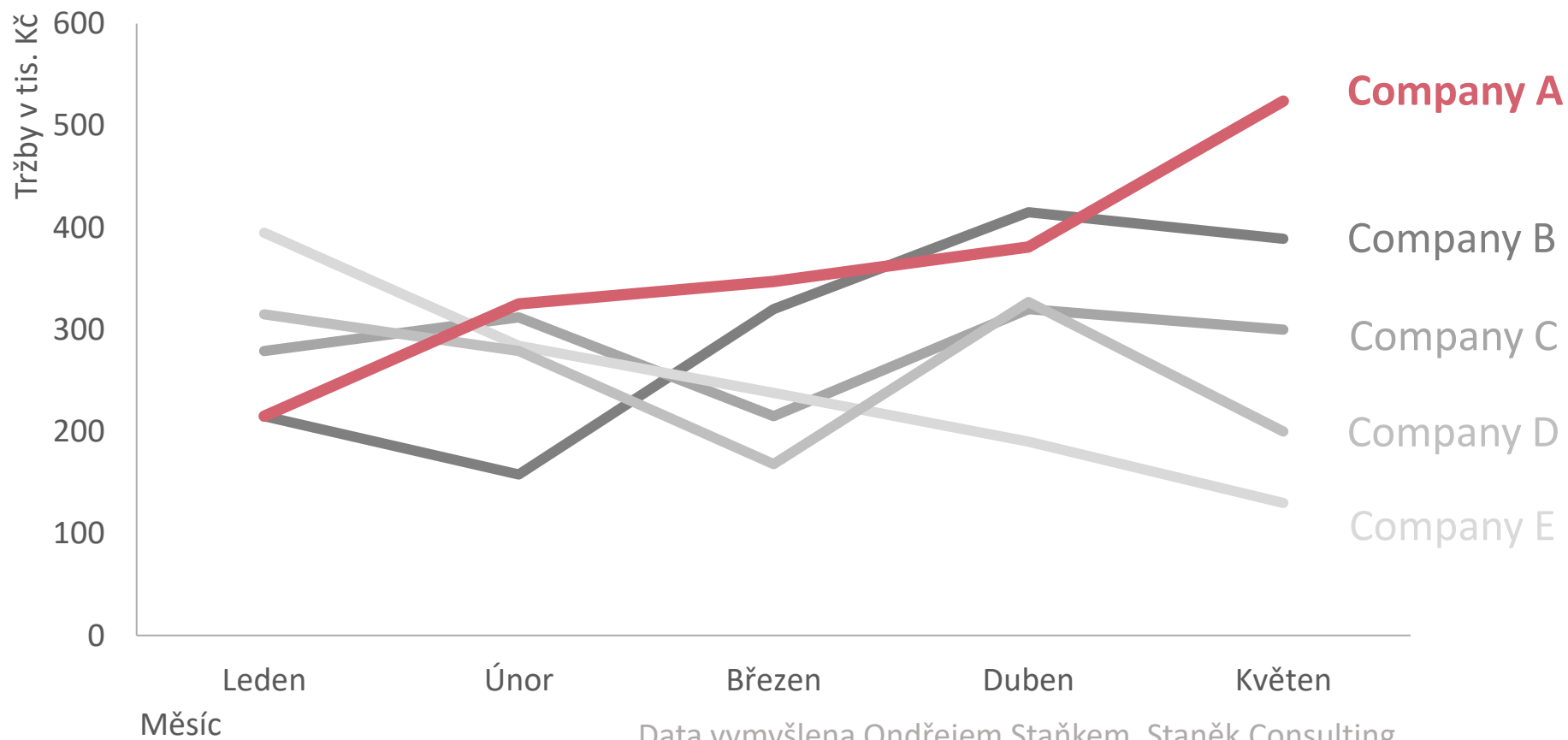
Data vymyšlena Ondřejem Staňkem, Staněk Consulting

# Our revenues are higher than of our competitor

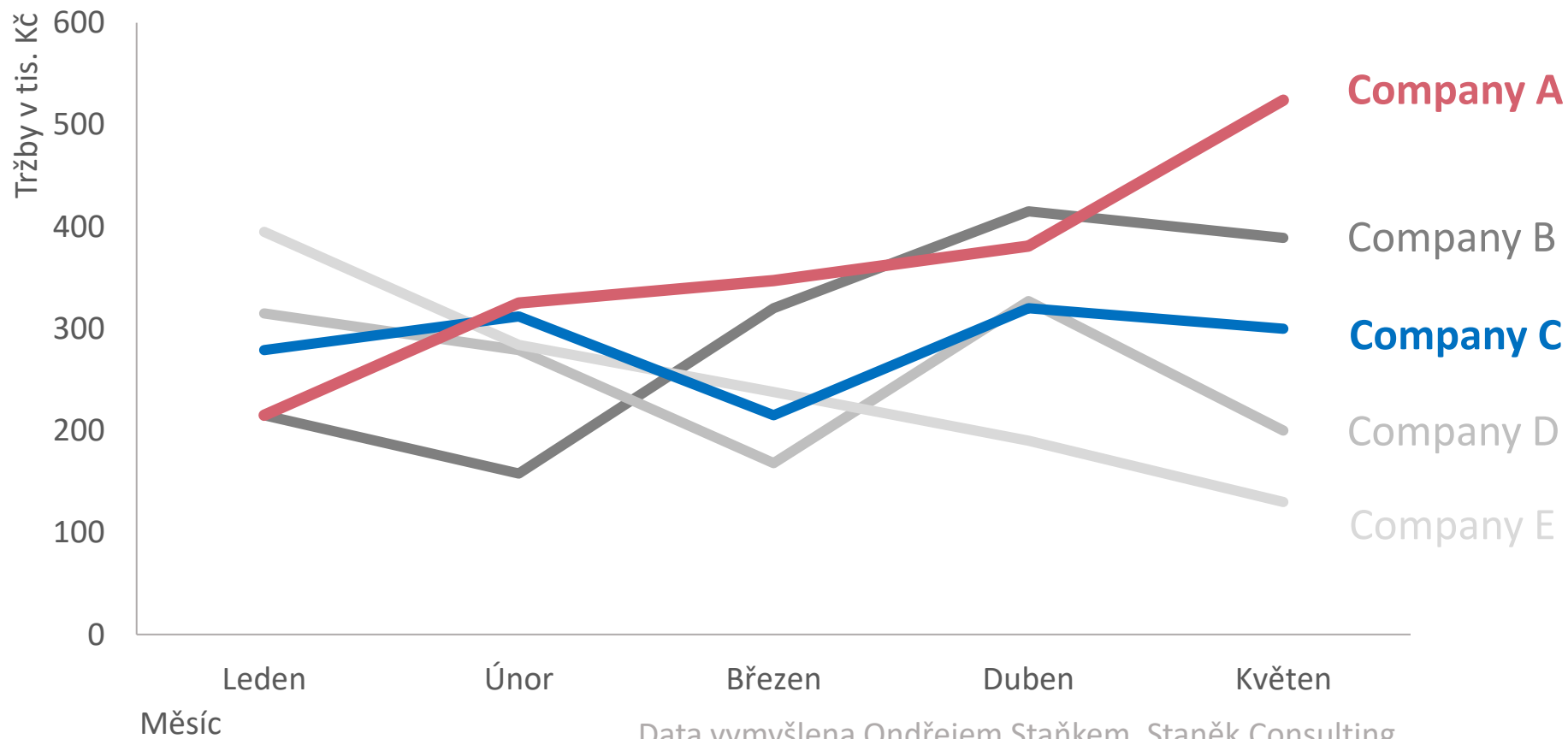


Data vymyšlena Ondřejem Staňkem, Staněk Consulting

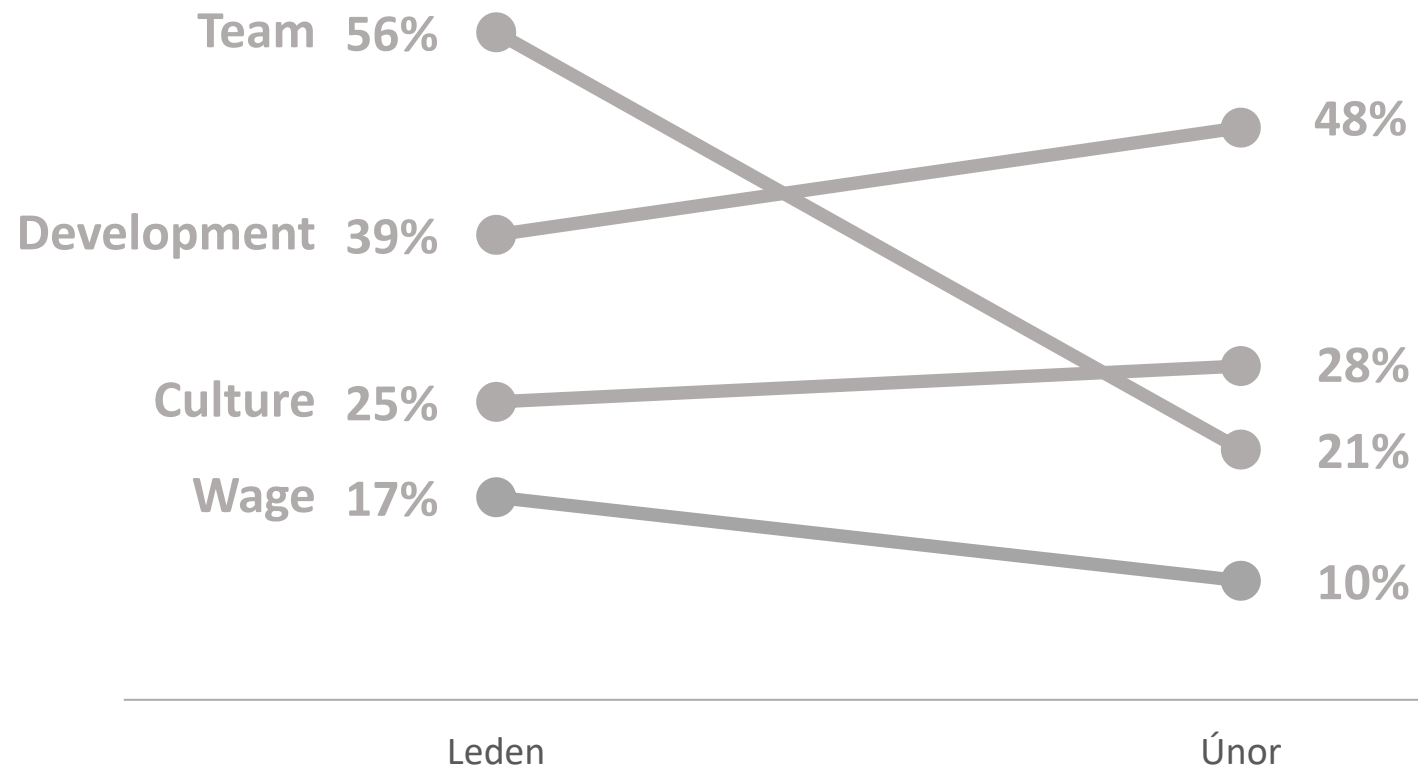
# Our revenues are higher than of our competitor



# Our revenues are **higher** Than of **Company C**

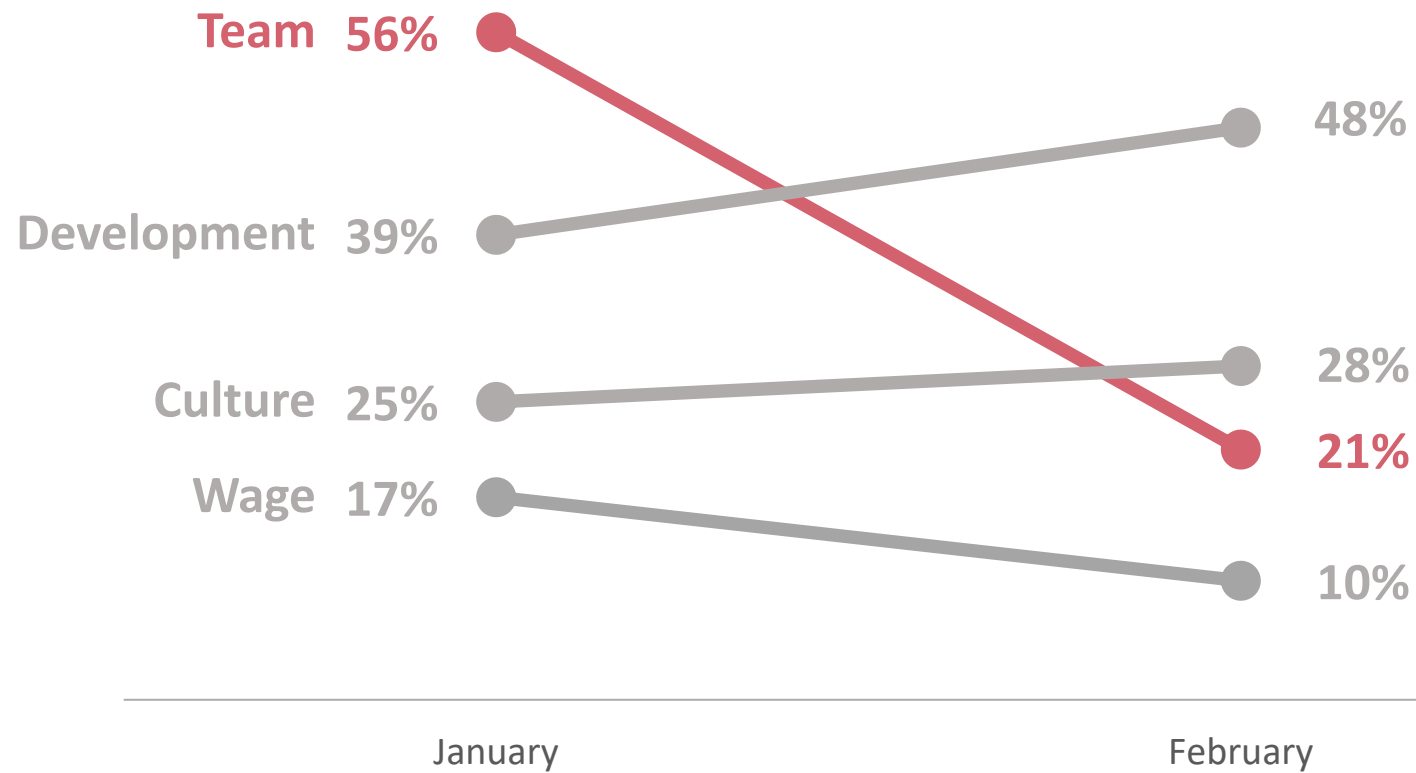


# Happiness of our employees with their team fell



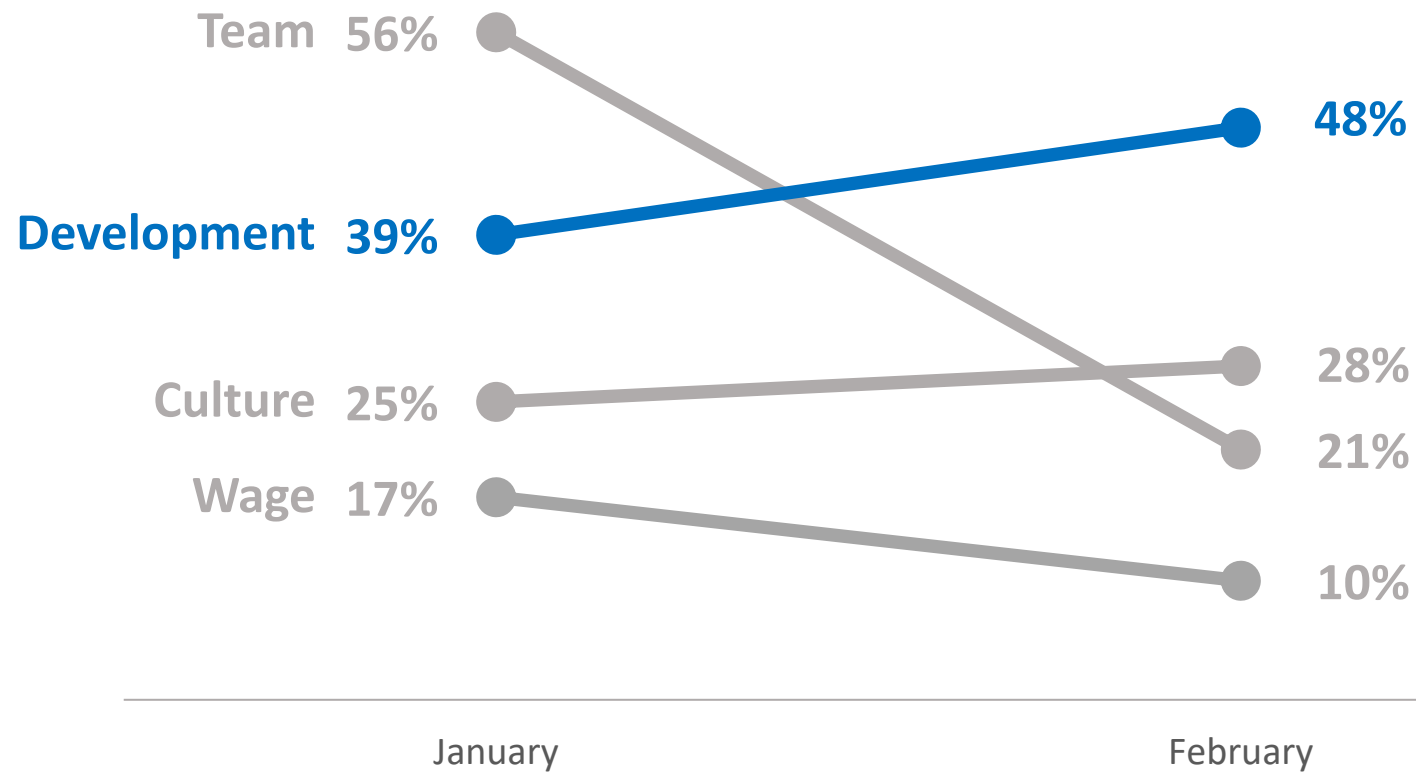
Data vymyšlena Ondřejem Staňkem, Staňek Consulting

# Happiness of our employees with their team fell



Data vymyšlena Ondřejem Staňkem, Staňek Consulting

# However **happiness** with **development** rises



Data vymyšlena Ondřejem Staňkem, Staňk Consulting





# GRAPHS

and how to work with them

# Lorem Ipsum dolor si amet

Oblíbenost zvířat

65%

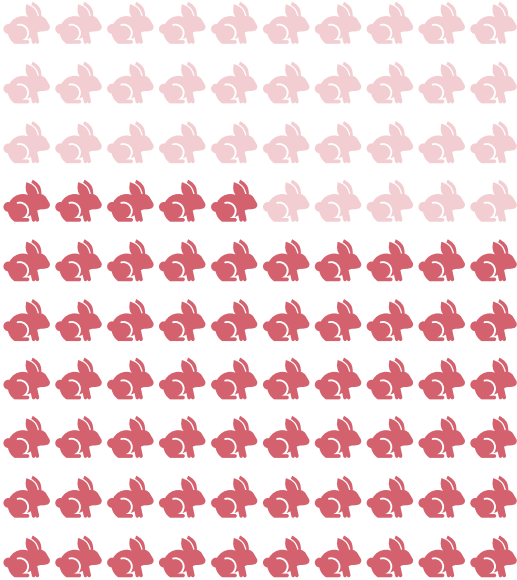


72%

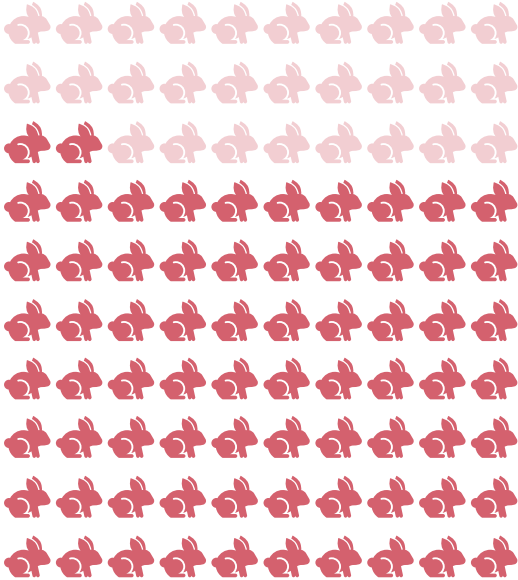


# Lorem Ipsum dolor si amet

Oblíbenost zvířat



65%



72%

# Lorem Ipsum dolor si amet

**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet

**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet

**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet

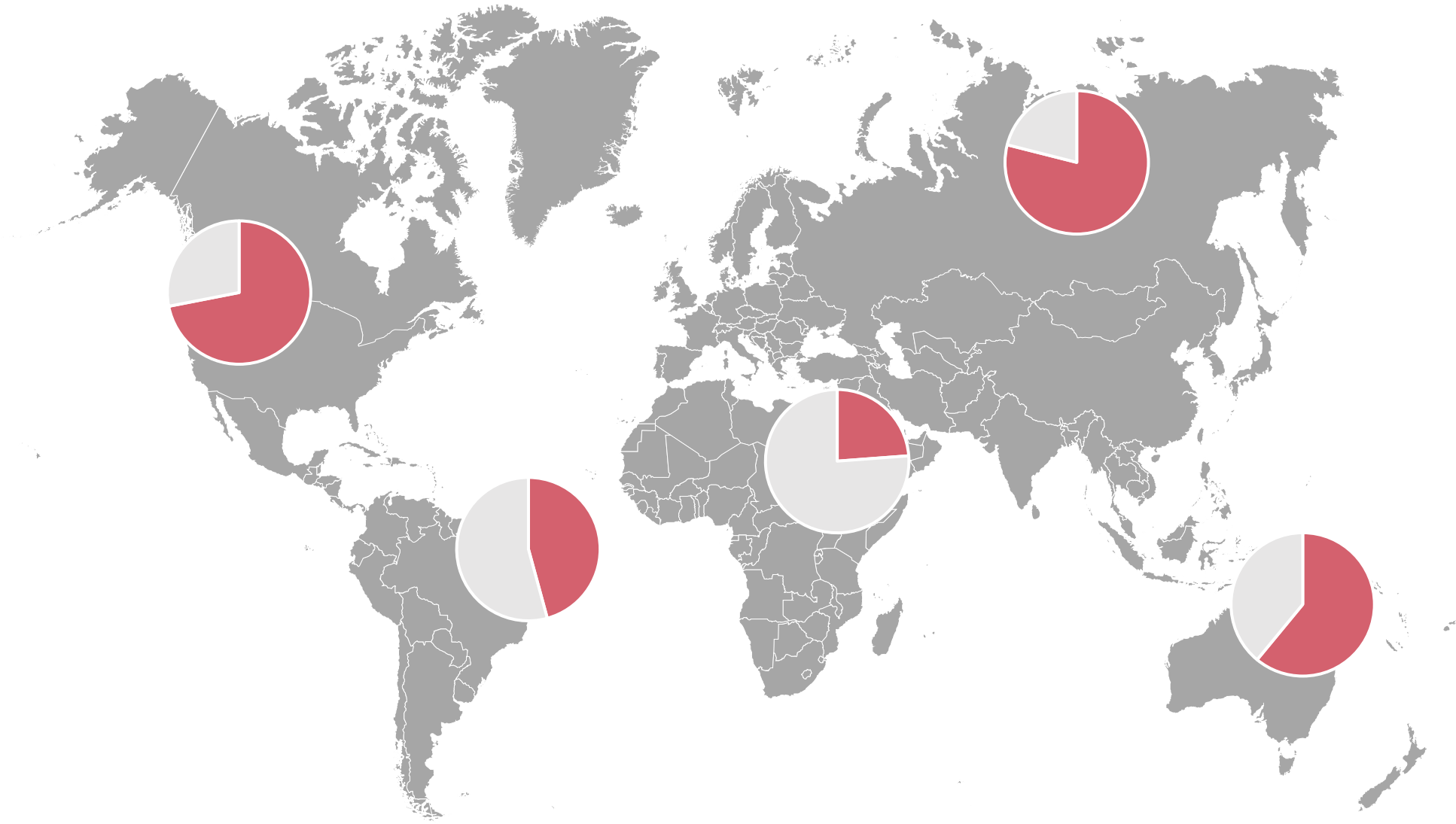
**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet

**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet

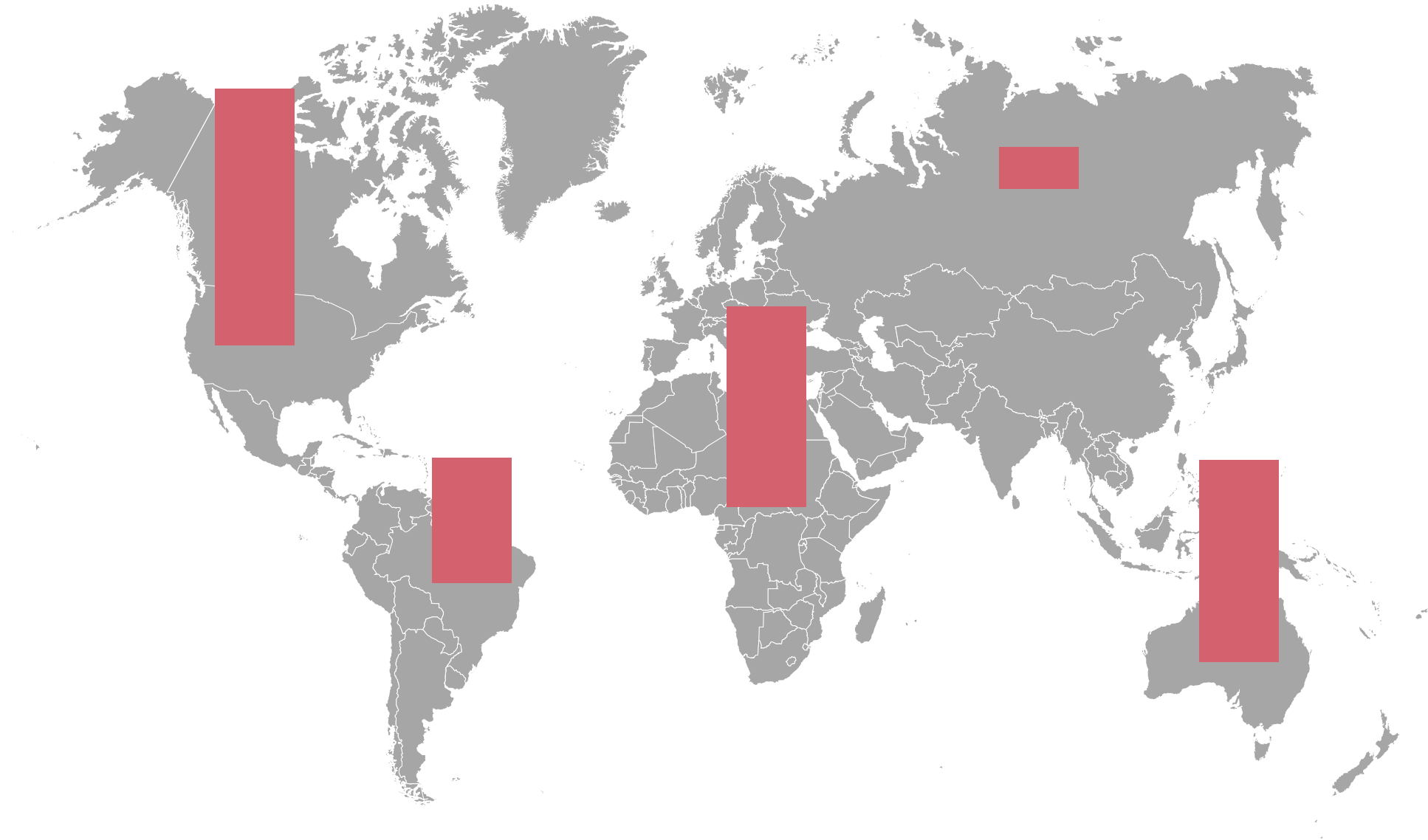
**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet



Lorem Ipsum dolor si amet



Lorem Ipsum dolor si amet



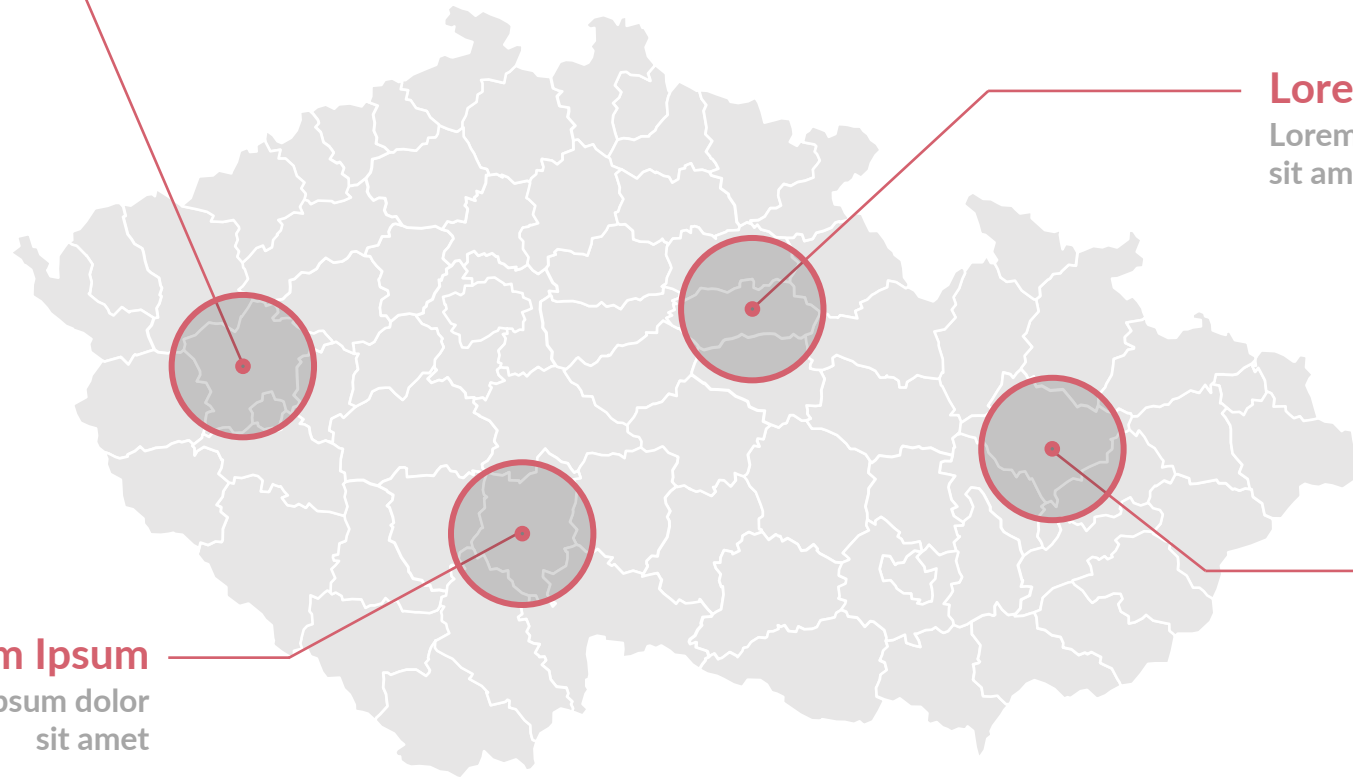
# Lorem Ipsum dolor si amet

**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet

**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet

**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet

**Lorem Ipsum**  
Lorem Ipsum dolor  
sit amet





# CALLIGRAPHY

using beautiful fonts helps a lot



the right

**FONT SIZE**

makes your presentation readable

This is just not readable...

30pt ↔ font size

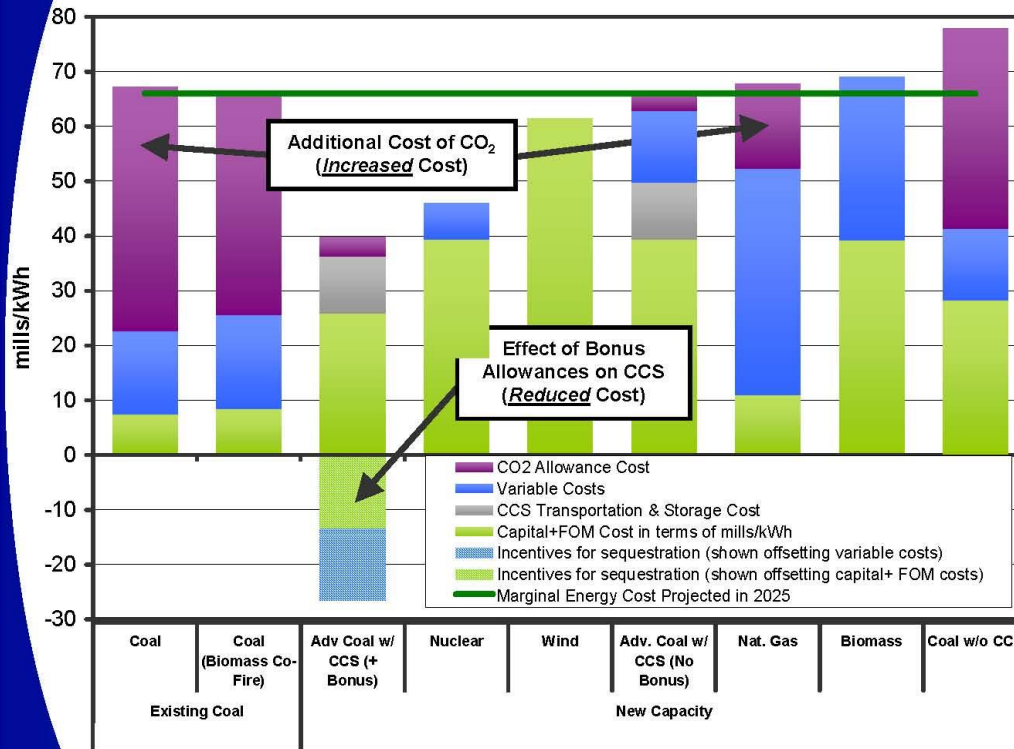
80pt  font size

150pt font size



# Near-Term Power Plant Economics with CO<sub>2</sub> Allowance Costs

Estimated Power Plant Electricity Costs in 2025 for Various Technologies  
(includes the cost of CO<sub>2</sub> of ~\$50/metric ton)



- To illustrate the economics of operating existing and new power technologies, the chart shows the cost of various technologies when the projected CO<sub>2</sub> allowance prices are included.
- Projected CO<sub>2</sub> allowance prices of roughly \$50/ton in 2025 increase variable costs of existing plants powered by fossil fuels to the point where many are likely to shut down.
- However, S. 2191 provides significant incentives for CCS technology for coal plants in the form of bonus allowances, resulting in earlier penetration of advanced coal with CCS.

Notes: For the case with bonus allowances, the variable, capital, and fixed O&M costs are actually an aggregate of the solid part and the hashed part but the net cost is only the solid part. For this illustrative calculation, EPA used a conservative efficiency metric for existing coal plants (10,500 Btu/kWh), which most plants currently meet or exceed. The marginal energy cost is defined as the cost of production of the most expensive unit operating in that hour. It includes the cost of fuel, variable O&M cost and the cost of environmental allowances. The capital costs used here are from IPM v3.01, which relies upon EIA capital cost data from AEO 2005. More recently, capital costs have increased with increasing international demand for raw materials. It is not clear how the market will respond to these price increases and whether these increased costs will be sustained over the period of the analysis.

the right

**FONT SIZE**

makes your presentation readable



# CALLIGRAPHY

using beautiful fonts helps a lot



how about  
**BULLET POINTS**  
within presentations

# Remember these six aptitudes

- Not just function but also DESIGN
- Not just arguments but also STORY
- Not just focus but also SYMPHONY
- Not just logic but also EMPATHY
- Not just seriousness but also PLAY
- Not just accumulation but also MEANING

**DESIGN**



*not only function*

**STORY**



*not only argument*

**SYMPHONY**



*not only focus*

**EMPATHY**



*not only logic*

**PLAY**



*not only seriousness*

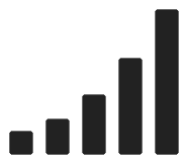
**MEANING**



*not only accumulation*

Presentation Zen - Simple Ideas on Presentation Design and Delivery, Garr Reynolds

# Proces plánování



**Plánování  
kapacit**



**Požadavky  
zaměstnanců**



**Plánování  
směn**

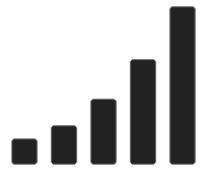


**Řízení  
provozu**



**Reporty**

# Proces plánování



## Plánování kapacit

Objem komunikace  
Počet zaměstnanců  
Plánování kampaní  
Optimalizace směn



Objem komunikace  
Počet zaměstnanců



Plánování směn



Řízení provozu

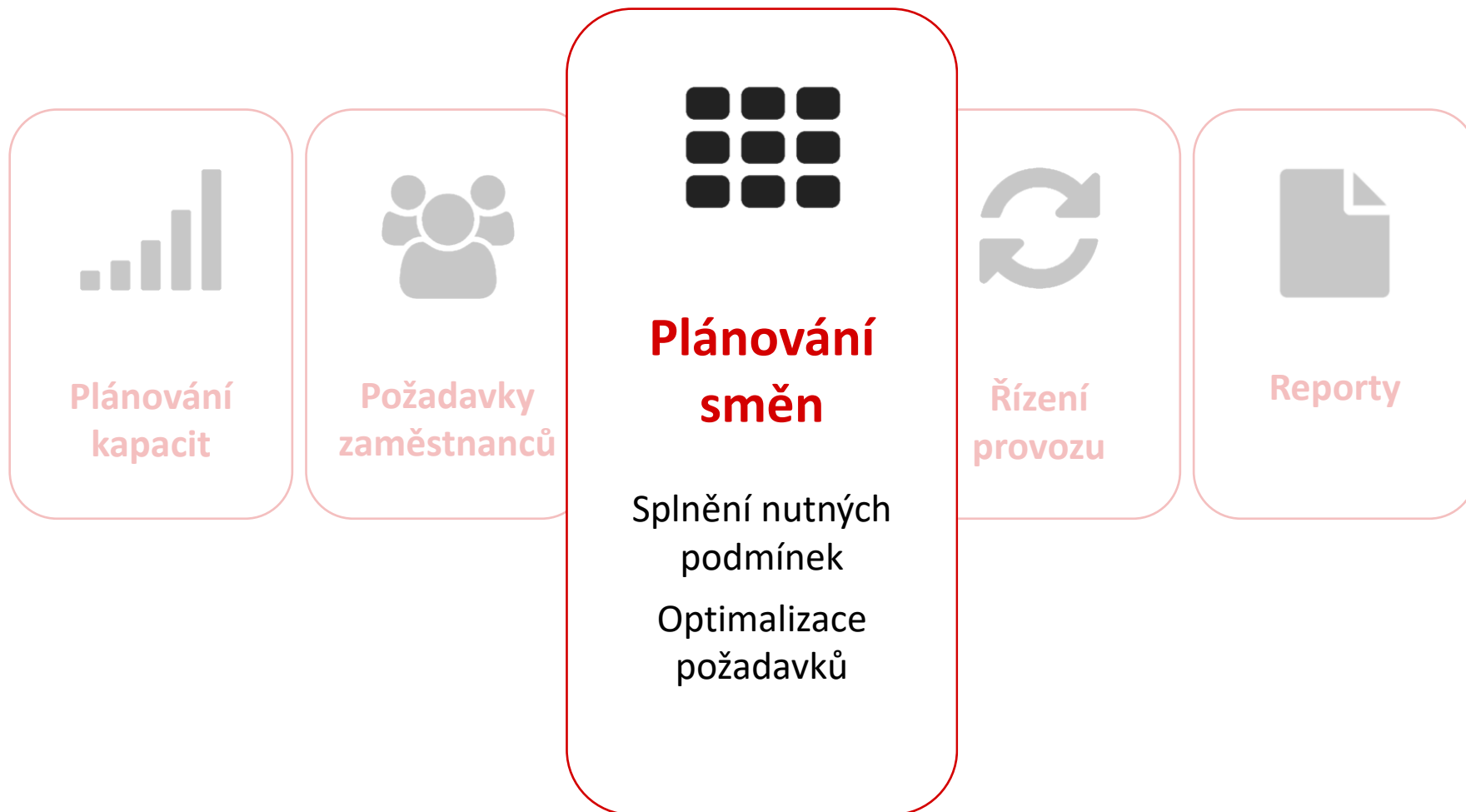


Reporty

# Proces plánování



# Proces plánování



# Proces plánování





# Proces plánování



Plánování  
kapacit



Požadavky  
zaměstnanců



Plánování  
směn



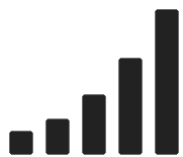
Řízení  
provozu



**Reporty**

Mzdová účtárna  
Management i  
zaměstnanci  
SAP, Navision

# Proces plánování



**Plánování  
kapacit**



**Požadavky  
zaměstnanců**



**Plánování  
směn**



**Řízení  
provozu**



**Reporty**

# Plánování kapacit



## Předpověď počtu komunikací

Komunikační kanály, znalosti

Periodické trendy

Výjimečné události



## Určení počtu operátorů

Dosažení požadované kvality obslužnosti



## Optimalizace typů a obsazení směn

Správný počet operátorů se správnými znalostmi

Dosažení minimálních nákladů

# Plánování kapacit



## Předpověď počtu komunikací

Komunikační kanály, znalosti

Periodické trendy

Výjimečné události



## Určení počtu operátorů

Dosažení požadované kvality obslužnosti



## Optimalizace typů a obsazení směn

Správný počet operátorů se správnými znalostmi

Dosažení minimálních nákladů

# Plánování kapacit



## Předpověď počtu komunikací

Komunikační kanály, znalosti

Periodické trendy

Výjimečné události



## Určení počtu operátorů

Dosažení požadované kvality obslužnosti



## Optimalizace typů a obsazení směn

Správný počet operátorů se správnými znalostmi

Dosažení minimálních nákladů

# LOREM IPSUM

**Lorem ipsum  
dolor sit amet**

**Lorem ipsum  
dolor sit amet**

**Lorem ipsum  
dolor sit amet**

**Lorem ipsum  
dolor sit amet**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

# LOREM IPSUM

**Lorem ipsum  
dolor sit amet**

**Lorem ipsum  
dolor sit amet**

**Lorem ipsum  
dolor sit amet**

**Lorem ipsum  
dolor sit amet**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

# LOREM IPSUM

Lorem ipsum  
dolor sit amet

Lorem ipsum  
dolor sit amet

Lorem ipsum  
dolor sit amet

Lorem ipsum  
dolor sit amet

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.



# LOREM IPSUM

Lorem ipsum  
dolor sit amet

Lorem ipsum  
dolor sit amet

Lorem ipsum  
dolor sit amet

Lorem ipsum  
dolor sit amet

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

# LOREM IPSUM

**Lorem ipsum  
dolor sit amet**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

**Lorem ipsum  
dolor sit amet**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

**Lorem ipsum  
dolor sit amet**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.

**Lorem ipsum  
dolor sit amet**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor.



# RESOURCES

for future presentations



[www.bit.ly/presentationdesigntools](http://www.bit.ly/presentationdesigntools)



**ONDRA STANĚK**

[www.stanekconsulting.cz](http://www.stanekconsulting.cz)

[ondra@stanekconsulting.cz](mailto:ondra@stanekconsulting.cz)

+420 724 086 513