

## COURSE GLOSSARY

# Communicating Data Insights

**100% stacked bar chart:** A stacked bar chart normalized so each bar totals 100%, enabling comparison of relative component shares across categories rather than absolute amounts

**Aggregation:** The process of summarizing raw data into higher-level measures (e.g., totals, counts) to simplify interpretation and reveal overall trends

**Analyst:** A technical practitioner who prepares data, performs analyses, and uncovers quantitative evidence to support insights and recommendations

**Audience (knowing your audience):** Understanding stakeholders' roles, prior knowledge, needs, and relationship to you so you can tailor depth, tone, and format appropriately

**Bar chart:** A chart that uses rectangular bars to compare summary values across discrete categories, commonly used to display counts or aggregated metrics by label

**Conciseness:** The practice of presenting information clearly and briefly while retaining the essential supporting details needed to understand the main point

**Context:** Background information that situates data and insights within business objectives, scope, constraints, and relevant history to make findings interpretable

**Insight (data insight):** A clear, actionable understanding derived from analyzing data that explains a situation and can inform decisions or prompt business change

**Message format:** The chosen structure or medium for delivering information (e.g., report, slide, dashboard, email) that should align with audience expectations and the communication goal

**Narrative:** The explanatory thread of a data story that interprets findings, explains their significance, and guides the audience toward recommended actions

**Nonverbal communication:** Physical and behavioral cues like facial expressions, posture, and eye contact that provide feedback and signal audience engagement or understanding

**Reviewer:** A team member who evaluates the data story from the audience's perspective, identifying gaps, unclear assumptions, or misleading elements to improve clarity and credibility

**Scatter plot:** A chart that shows the relationship between two numerical variables by plotting individual data points positioned by their horizontal and vertical values

**Stacked bar chart:** A bar chart variation that divides each bar into segments representing a secondary categorical variable, showing component contributions to a total

**Subject Matter Expert (SME):** A team member with deep domain knowledge who helps set context, shape the narrative, and ensure insights align with business realities

**Summary statistics:** Numerical measures such as mean, median, and count that describe central tendency or dispersion but can sometimes hide underlying structures in the data

**Verbal communication:** Spoken interaction that uses tone and delivery to convey meaning and allows real-time adaptation to audience feedback

**Visual communication:** Information presented using images, charts, graphs, videos, or infographics to make data more accessible and highlight patterns and trends

**Visualization:** A graphical representation of data—such as charts or graphs—designed to reveal patterns, trends, and relationships more quickly than raw numbers

**Visualizer:** A person responsible for designing graphical representations of data that balance clarity, accuracy, and aesthetic choices to communicate effectively

**Written communication:** Information conveyed in text form—such as reports, emails, or slide text—where structure and conciseness determine clarity and effectiveness