



**FRIDAY April 30, 2010**

# Visualizing Data: An Approach to Displaying Your Business Analysis and Results

*Craig Nelson, Statistician for Presbyterian Healthcare Services*

**UNM Conference Center—Room C**  
**1634 University Blvd NE**  
 \$20 Non-members  
 AQN Members free

**Networking & Registration:**  
 7:00am–7:30am  
**Seminar: 7:30am–9:00am**

**Please register by 4 pm 4/26/10 – call 856-5147 or online at [www.aqnetwork.org](http://www.aqnetwork.org)**

## SEMINAR

A good graph accurately displays relationships and structures that are difficult to detect by merely looking at the raw data. Most graphing packages offer a wide array of chart types. After deciding which type to use, there are still questions to consider regarding scales, fonts, colors, and annotations. Perhaps a table of summary statistics works better than a graph. How do you decide? In this seminar, Craig will present a few rules that will help you optimize the visualization of information contained in your data, while eliminating the use of extraneous and distorting graphical devices and “chart junk.” Craig will focus on how to best present your data and text in Category 7 of your Baldrige application. However, the concepts presented will be helpful to anyone wanting to visualize quantitative information. This seminar is intended to complement Jeff Weinrach’s March 25 seminar on Baldrige Category 7, but it will also be useful on its own.

## PRESENTER

Craig Nelson is a statistician for Presbyterian Healthcare Services. He oversees all survey research at Presbyterian and consults to the organization on statistical matters. He oversees Category 7 for the organization’s Baldrige applications and has presented workshops on Category 7 at the Quality New Mexico Conference. He was an examiner for Quality New Mexico every year from 1997 to 2008. He has been a member of the National Baldrige Board of Examiners in 2009 and 2010. Craig serves on the Albuquerque Quality Network Board of Directors. He holds a Bachelor’s degree in Biology from Virginia Tech and Master’s degree in Applied Statistics from the University of New Mexico.

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