

The Story: Data Visualization in the Age of AI

Jao Cuartero

Finance Manager, Foodpanda Philippines

PHILIPPINE STATISTICAL ASSOCIATION, INC.
IN PARTNERSHIP WITH
PHILIPPINE STATISTICS RESEARCH AND
TRAINING INSTITUTE



Course Map

Nine stops. We move from seeing data, visualizing & analyzing it to understanding AI and directing it.



Build the visual engine

What is the question? Which chart makes the answer easiest to see? How do we design it honestly?

Build the storytelling engine

How do we combine charts into an infographic, report, dashboard, or interactive experience?

Build the AI judgment engine

How do we direct AI, verify its work, protect data, and keep human accountability?

“Visualization is the map between data and action.”



The traffic story, quantified

TomTom’s 2025 Manila metrics show how a visual can compress a complex mobility system into a few actionable numbers.

107%

Average congestion evening rush

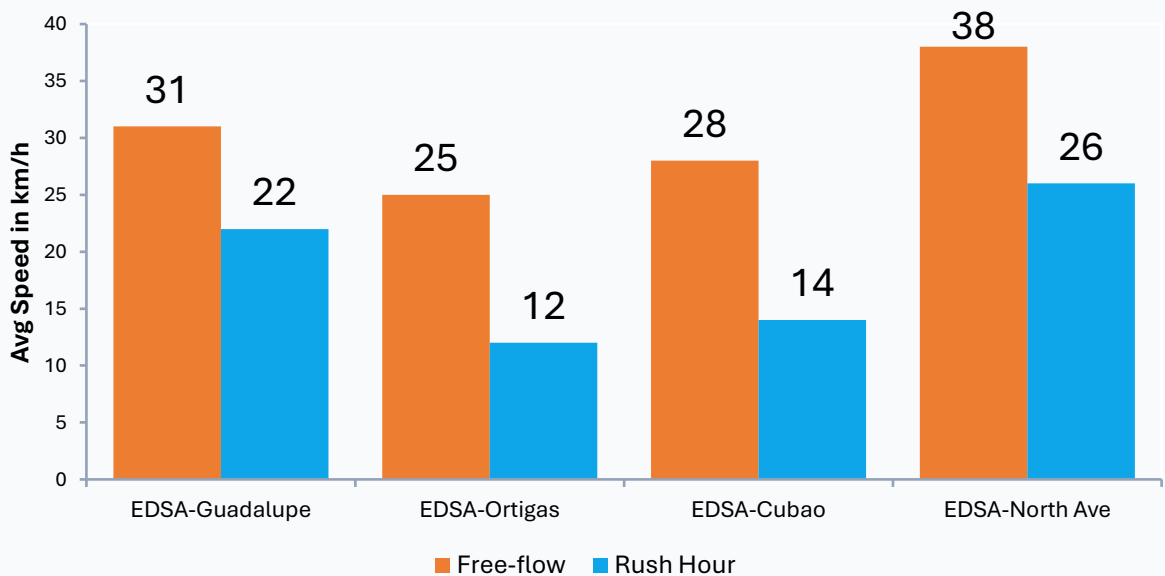
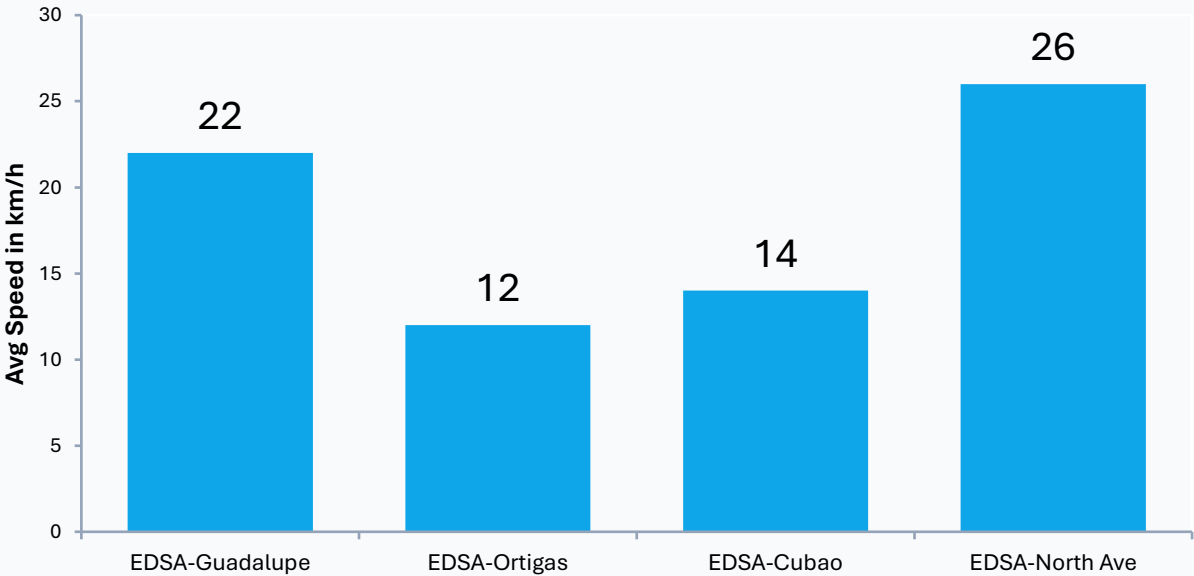
43 mins

Travel 10 km – Evening Rush

13.8 km/h

Evening rush speed

Source: TomTom Traffic Index — Manila, 2025 (traffic-index/city/manila)



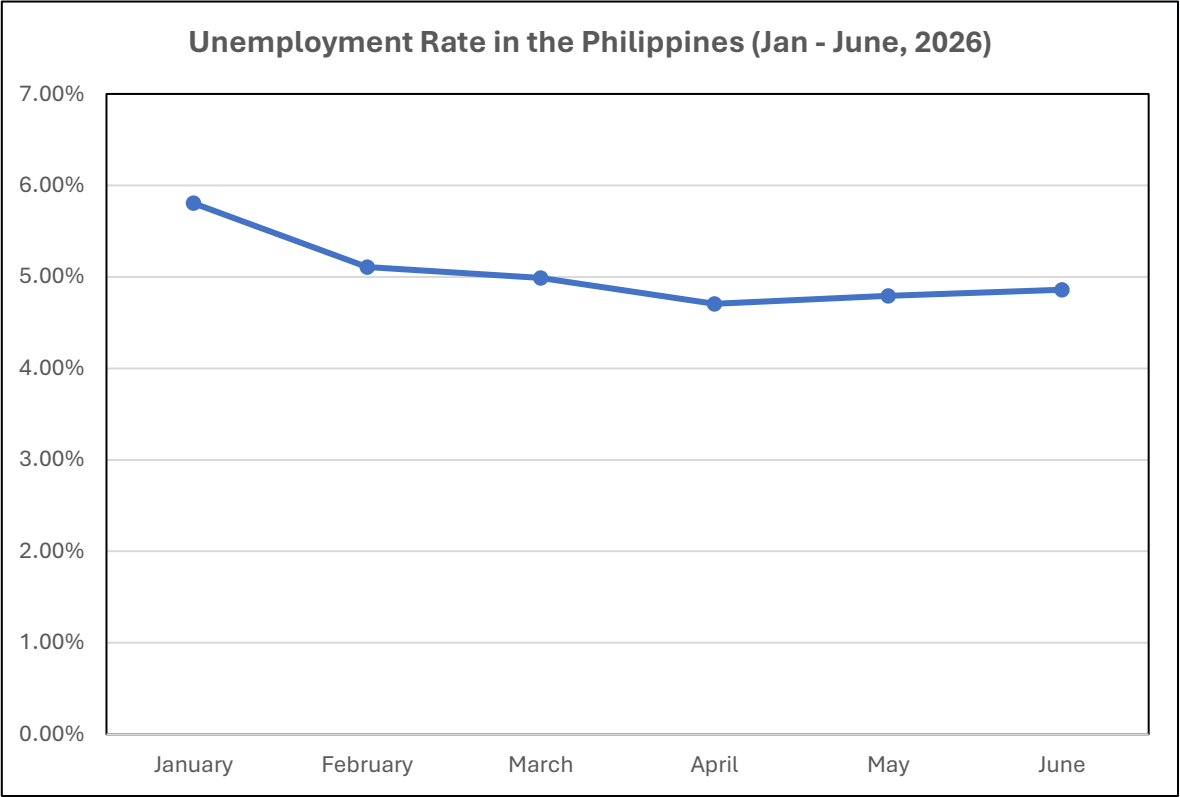
Disclaimer: Data presented in charts are illustrative teaching values and should not be used as actual verified historical or current average vehicle speeds for those EDSA segments.

Why visualization matters

The same employment evidence feels different when the structure of the visual changes.

Same data • Different cognitive load

Month	LFPR	Employment	Unemployment
January	62.305%	94.194%	5.806%
February	63.815%	94.892%	5.108%
March	63.323%	95.011%	4.989%
April	62.681%	95.294%	4.706%
May	63.812%	95.207%	4.793%
June	65.102%	95.140%	4.860%



Movement is easier to see

Data Visualization

is the art and science of **transforming numerical values and relationships into meaningful, visual representations**. When done effectively, it enhances understanding, supports decision-making, and communicates complex information with clarity.

Importance of Data Visualization

1. Faster Visual Pattern Recognition
2. Connecting Data to Organizational Action
3. Bridging Analysts and Executives
4. Answering Specific Business Questions
5. Structuring Executive Stories & Dashboards

Choose the chart that answers the question:

What are you presenting?

Compare

Bar

Trend

Line

Distribution

Histogram

Relationship

Scatter

Composition

Pie Chart /
Donut Chart

Location

Map

Quantity

Pictograph

Hierarchy

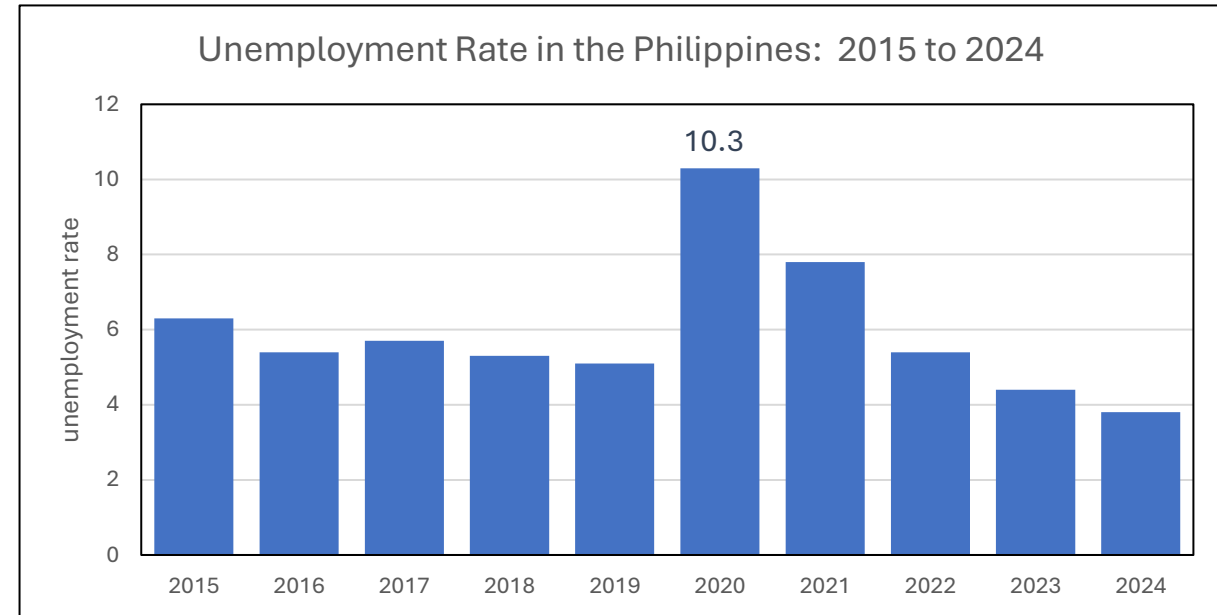
Treemap

“Do not choose the chart you like. Choose the chart that answers your question.”

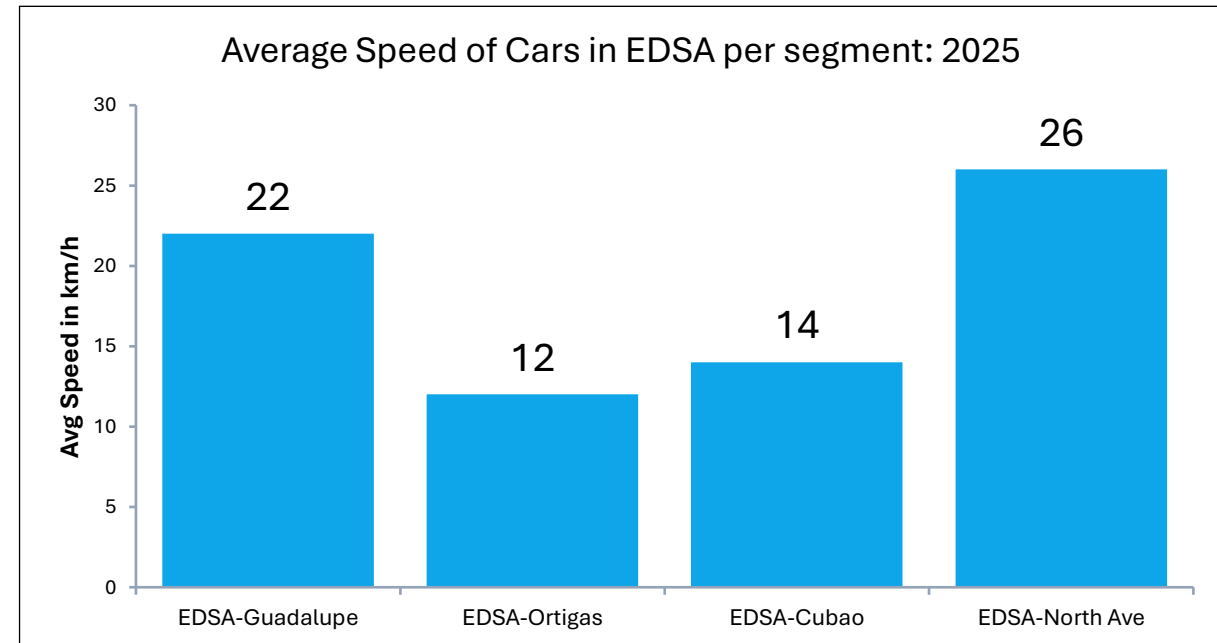
Compare

Column Bar

- Time series data or categorical data
- Compare magnitudes
- Gap width should be 25-50% of the bar
- Vertical axis starts at zero (0)
- Choose either gridlines or data labels



Source: Philippine Statistics Authority Labor Force Survey, 2015-2024

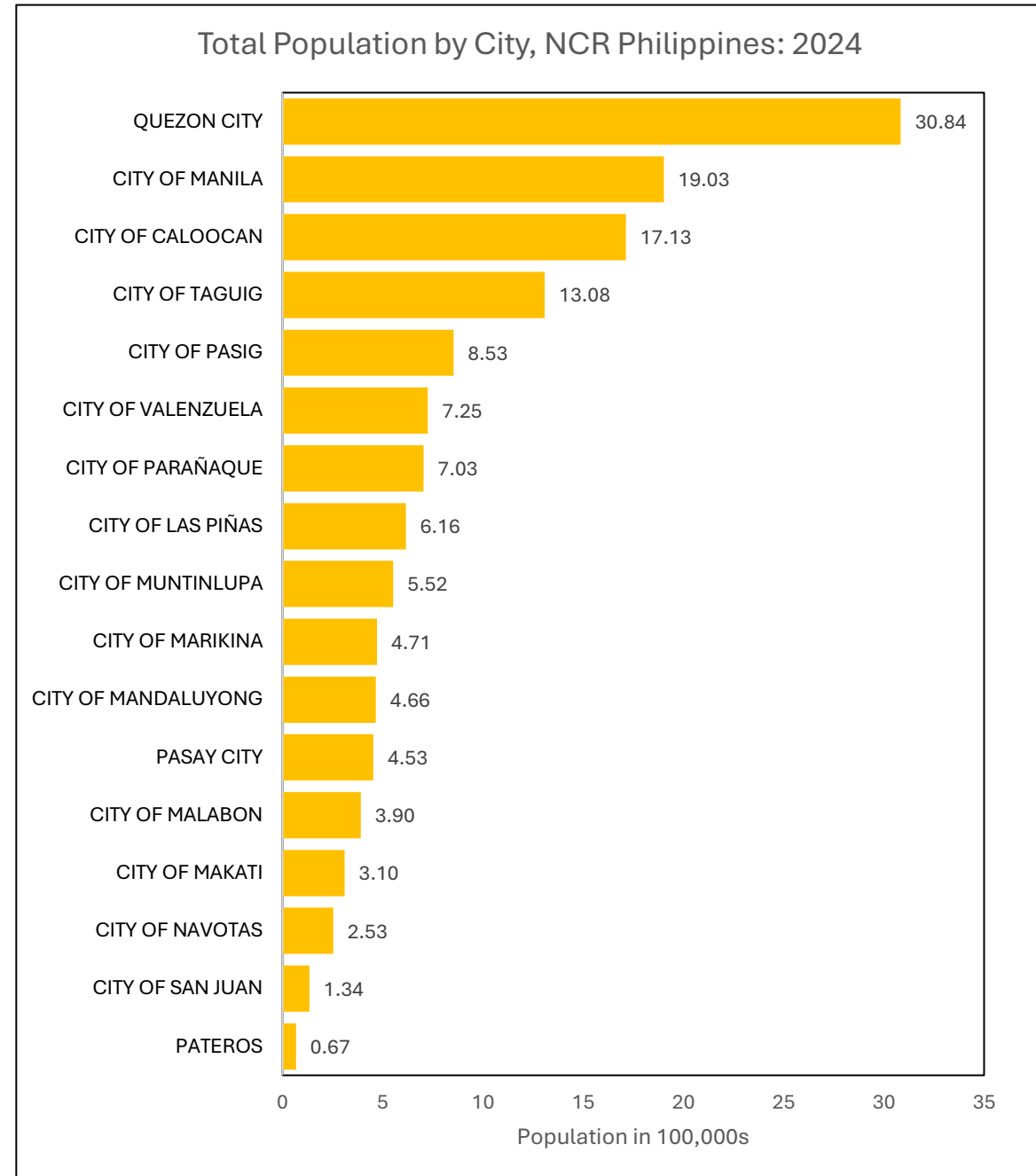


Disclaimer: Figures presented are for educational and visual example only – these are not based on verified historical reports

Compare

Horizontal Bar

- Categorical data for a specific period
- Emphasis on the magnitude
- Categories are placed on Y-Axis
- X-Axis must start at 0
- Gap width should be 20-50% of the bar
- Choose either gridlines or data labels
- Sort bars in ascending or descending order

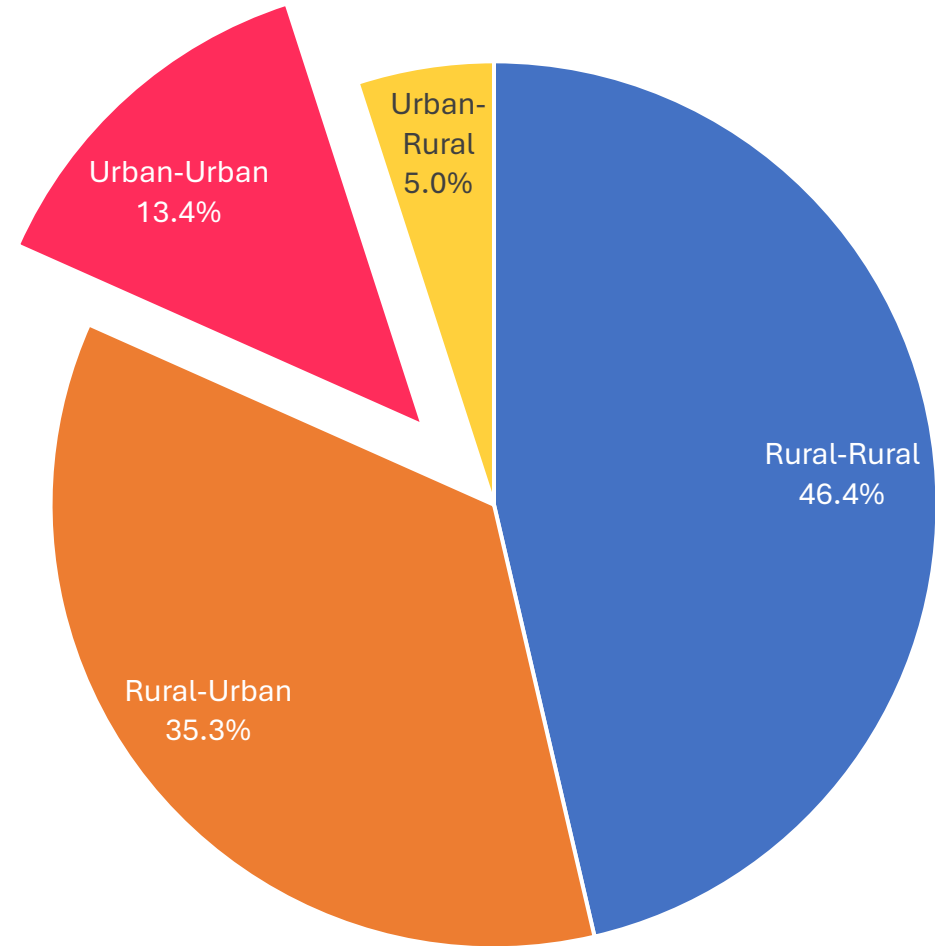


Composition

Pie Chart

- Categorical data for a specific period
- Show component parts with respect to the whole
- Biggest slice at 12 o'clock
- Sorted categorical data in descending order
- Display a maximum of six categories
- Use different colors to distinguish each slice
- Others category is placed last

Percent Distribution of Lifetime Migration Flows in the Philippines: 2018



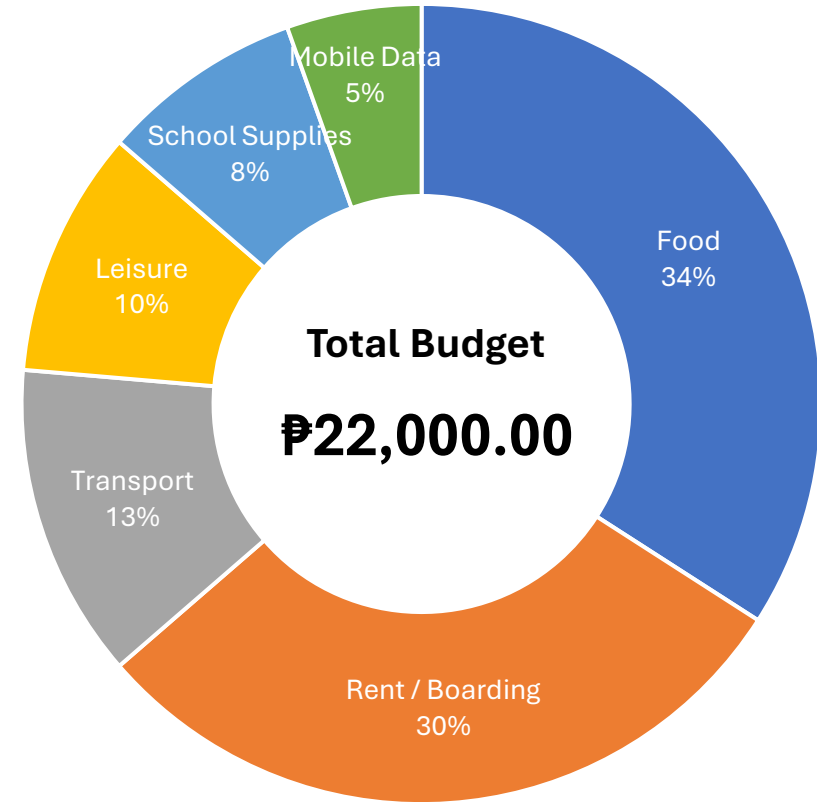
Source: PSA, UPPI; 2018 National Migration Survey

Composition

Donut Chart

- Sorted categorical data that show component parts with respect to the whole
- Biggest slice at 12 o'clock
- Display 2-6 categories
- Use different colors to distinguish each slice
- Donut hole displays key information

Monthly Budget by Expense of a College Student in School
ABC, 2025



Trend

Line Chart

- Time series data with equally spaced time intervals
- Highlight movements or fluctuations in the data
- Reveal trends, patterns and potential forecasts
- Use a 2:3 or 3:4 ratio for standard charts, 9:16 for widescreen layouts
- Y-Axis should start at zero
- In cases with multiple series, use either curve legend or curve line



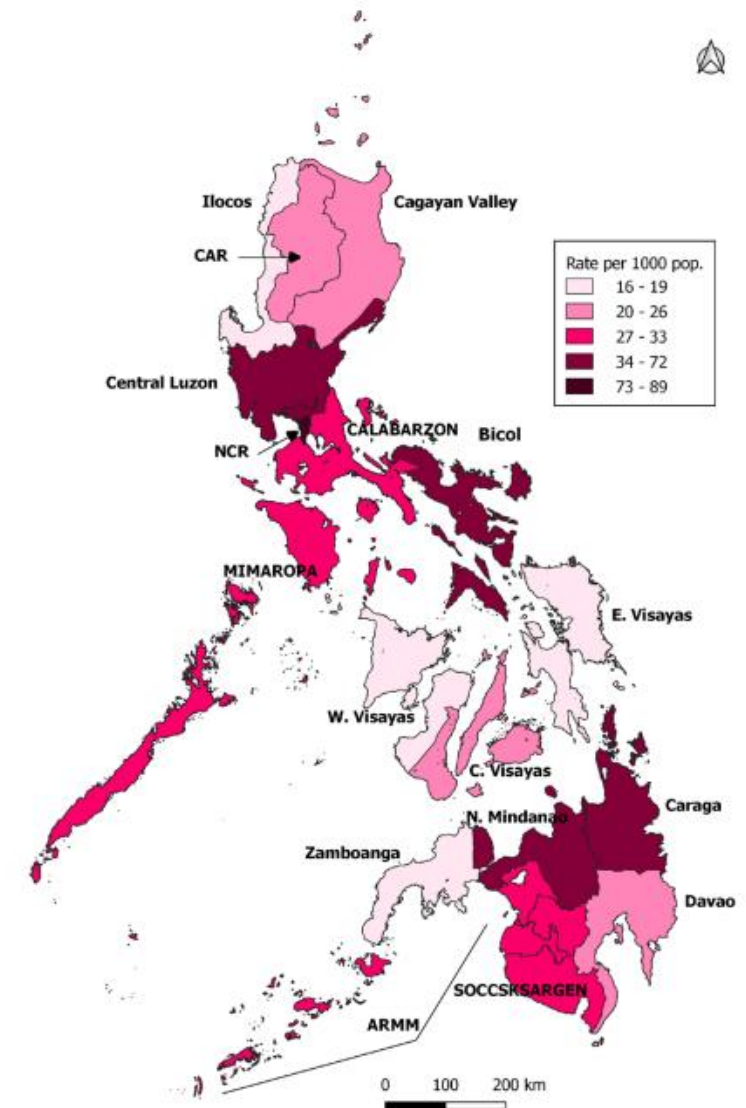
Source: Philippine Statistics Authority Labor Force Survey, 2015-2024

Location

Shaded Map

- Geographic data that shows both location and concentration
- Emphasis is on geographic patterns and displaying regional metrics
- Uses color and shading to indicate the degree of magnitude of the figures
- Figures in map can be numbers, ratios, rates, percentages and indices

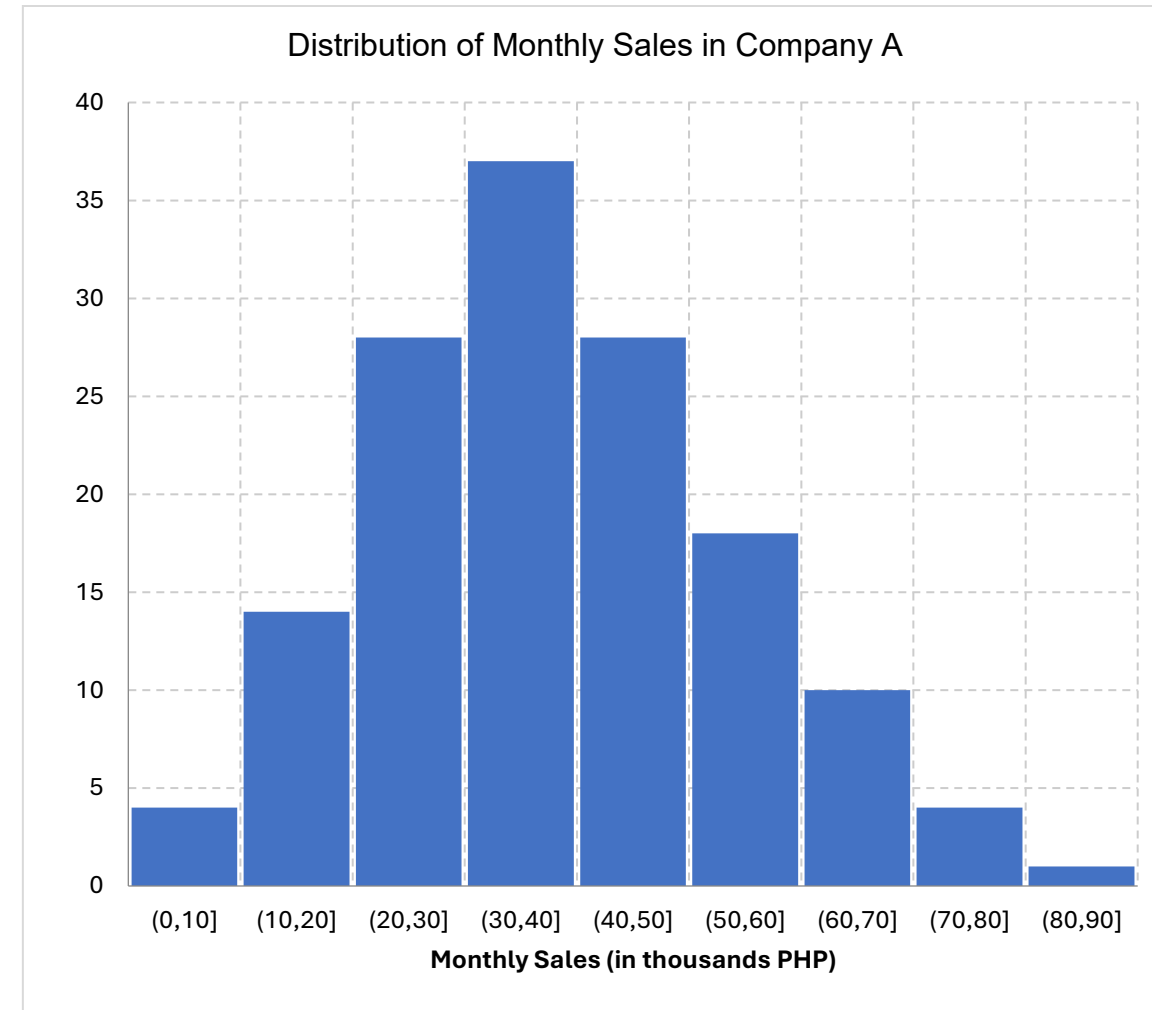
Out-Migration rate in the past 5 years by region (in thousands), Philippines: 2018



Distribution

Histogram

- Shows the distribution of a continuous variable by grouping values into bins
- Utilize the Frequency Distribution Table
- Used to understand the shape of the distribution
- Identify points of concentration where observations occur frequently
- Identifies variability and detection of unusual patterns – gaps and outliers



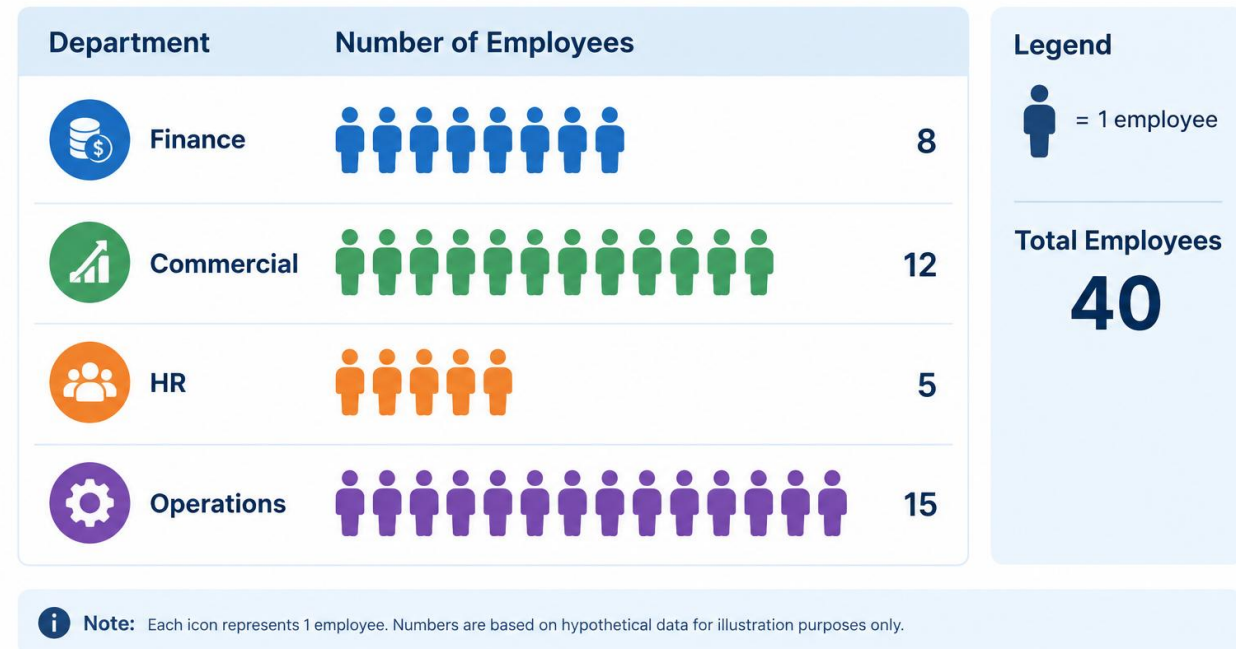
Quantity

Pictograph

- Categorical data for a specific period
- Emphasis on getting the attention of the reader
- Depending on the data this may give exact figures or approximations
- Symbols selected should be self-explanatory and relevant to the topic
- Each symbol represents a number



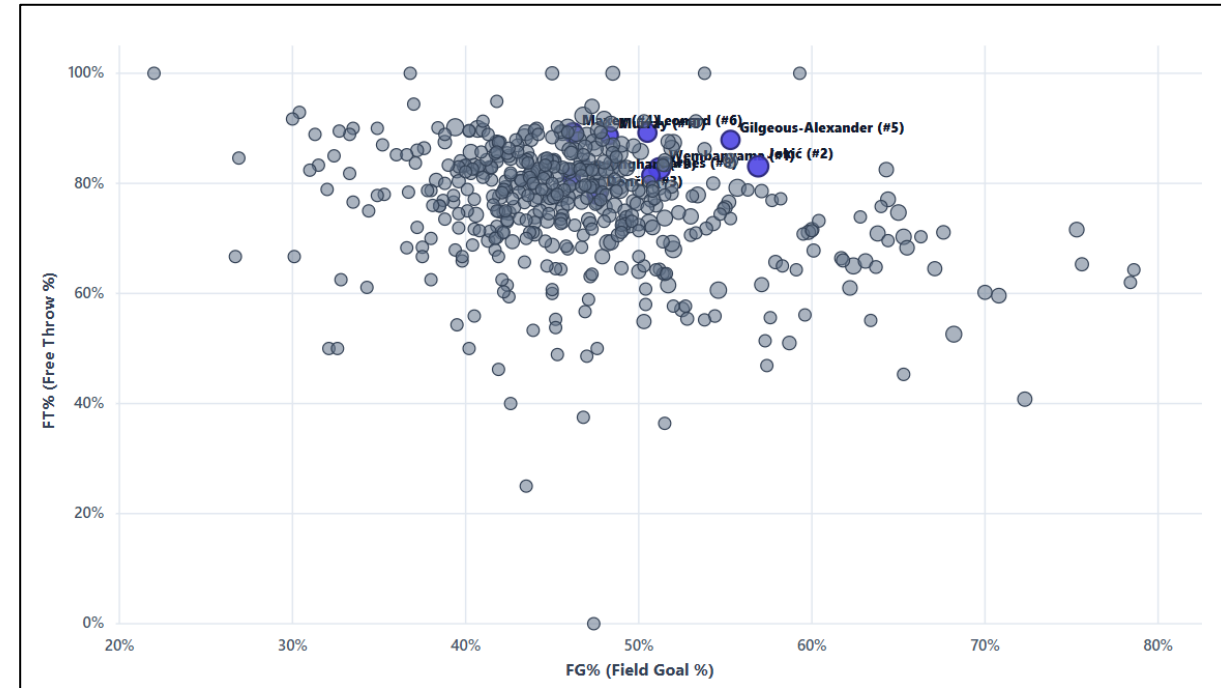
Company Manpower per Department (Pictograph)



Relationship

Scatter

- Shows the relationship between two numerical variables, making it useful for identifying patterns, trends, clusters, and potential associations.
- Best used to explore correlation rather than prove causation



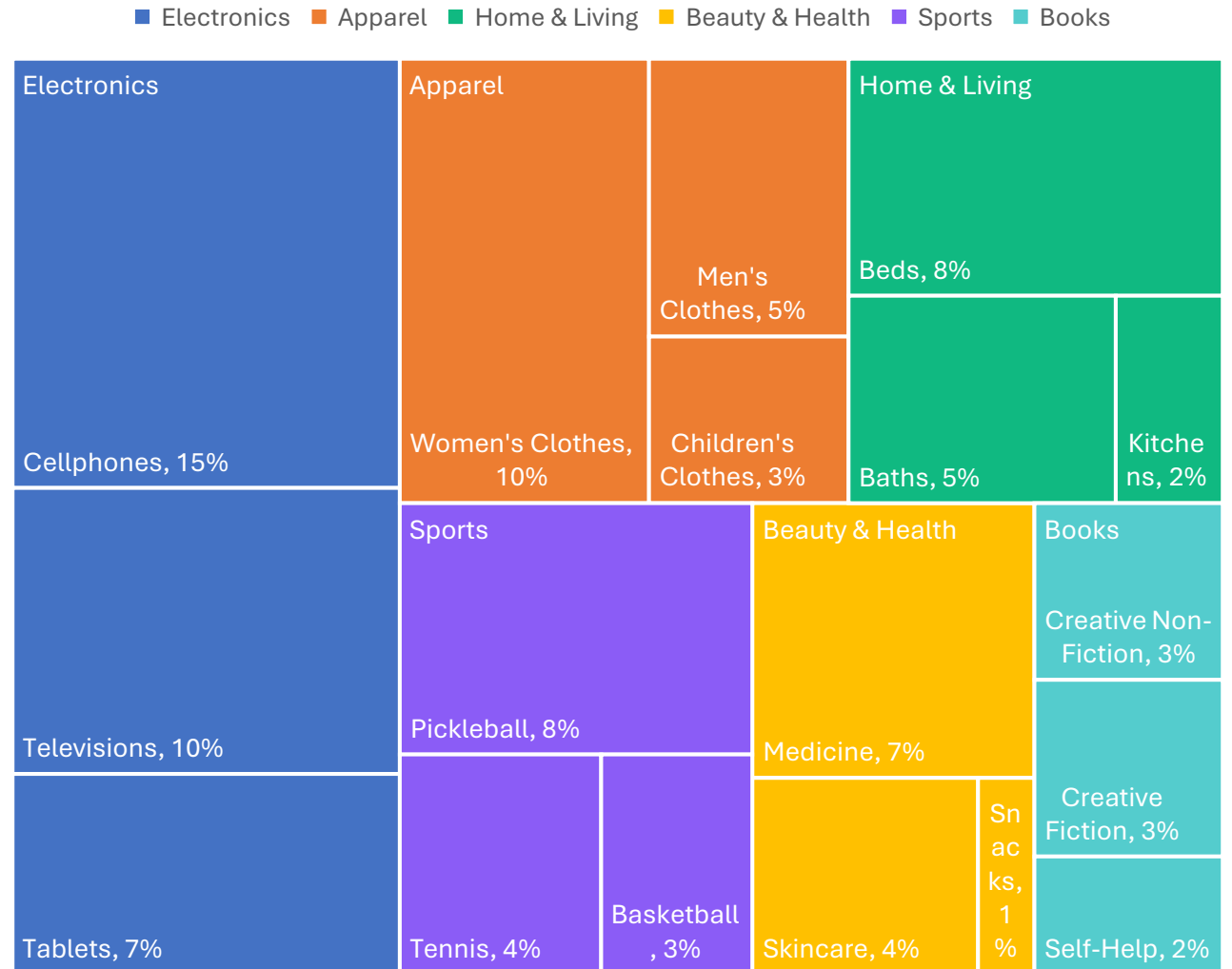
Free Throw Percentage and Field Goal Percentage Scatterplot of NBA Players in 2025-2026 Regular Season

Hierarchy

Tree map

- Categorical data that can be grouped together
- Displays hierarchical data using nested rectangles, where the size of each rectangle represents the value
- Ideal for showing parts of a whole and comparing categories at the same time

Market Share per Product Category of Company XYZ in 2025



Four design rules to keep on the wall

CLARITY

One primary message.
Use readable titles, labels, units.

ACCURACY

Honest axes.
Consistent units.
Appropriate aggregation.

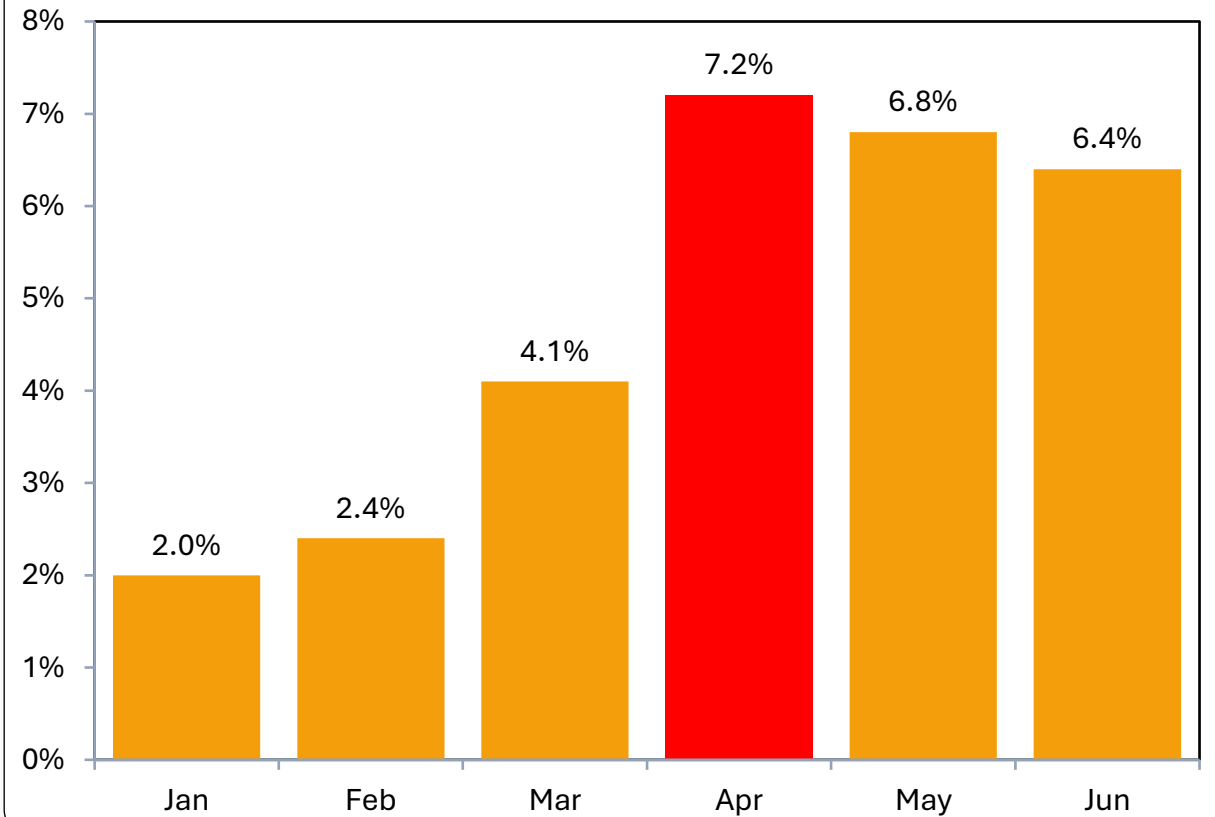
EMPHASIS

Make the important thing visible.

SIMPLICITY

Remove visual noise.
Keep only what earns its place.

Philippines Monthly Inflation (Jan – Jun 2026)



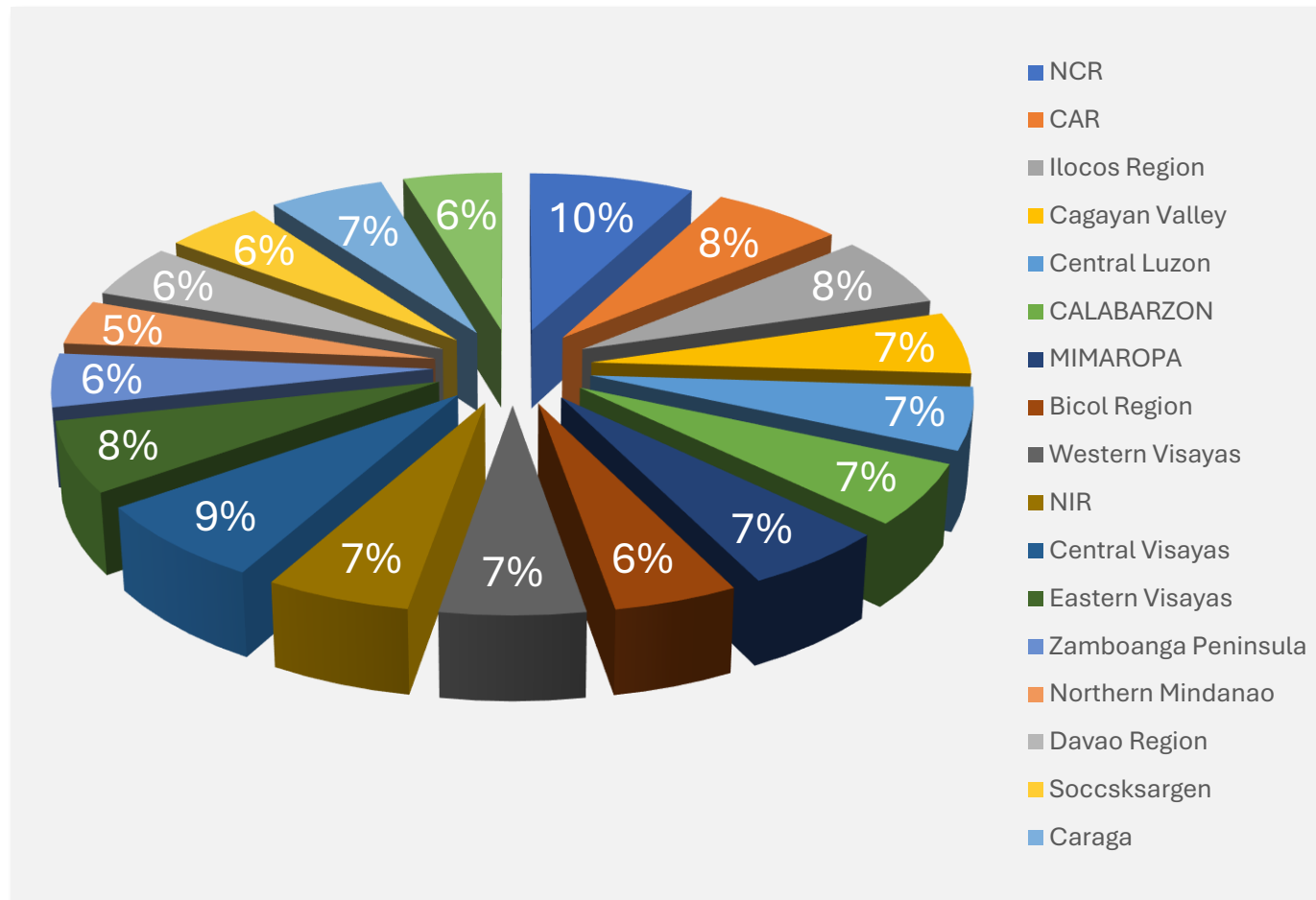
Example: a simple 2026 inflation view is often more useful than a decorated multi-series chart.

Chart Doctor

What's wrong with the chart?
How can this be improved?

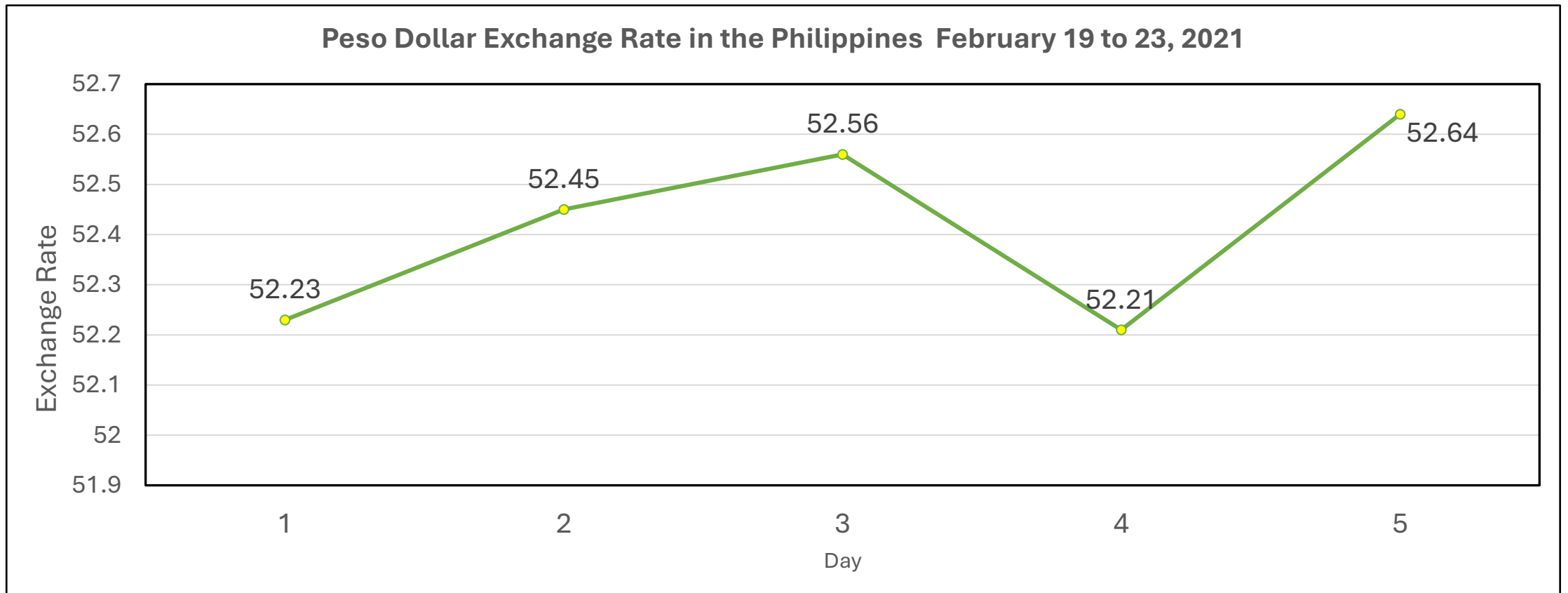
Hands-on: Chart Doctor

Pinpoint what's wrong with the chart? How can this be improved?



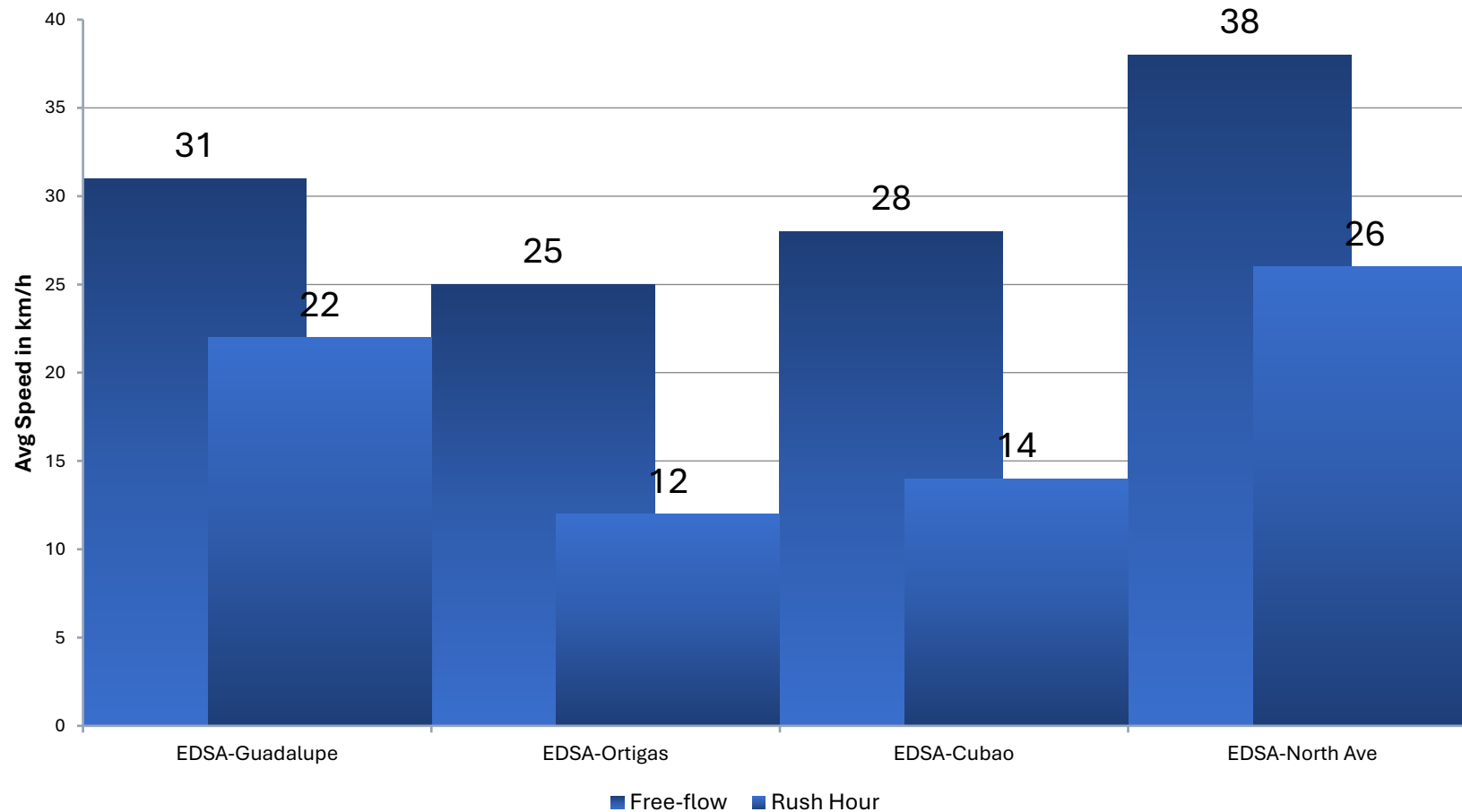
Hands-on: Chart Doctor

Pinpoint what's wrong with the chart? How can this be improved?



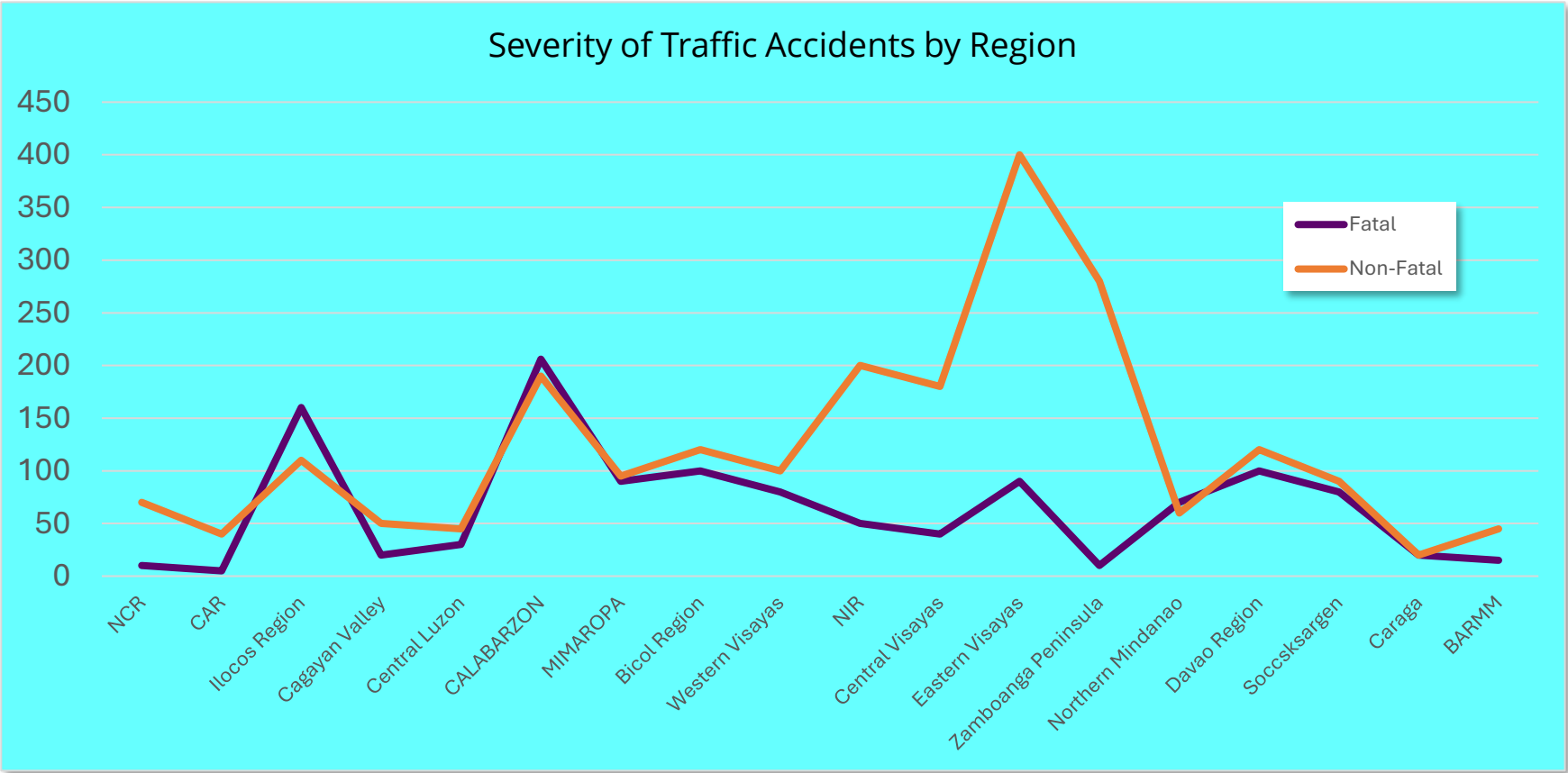
Hands-on: Chart Doctor

Pinpoint what's wrong with the chart? How can this be improved?



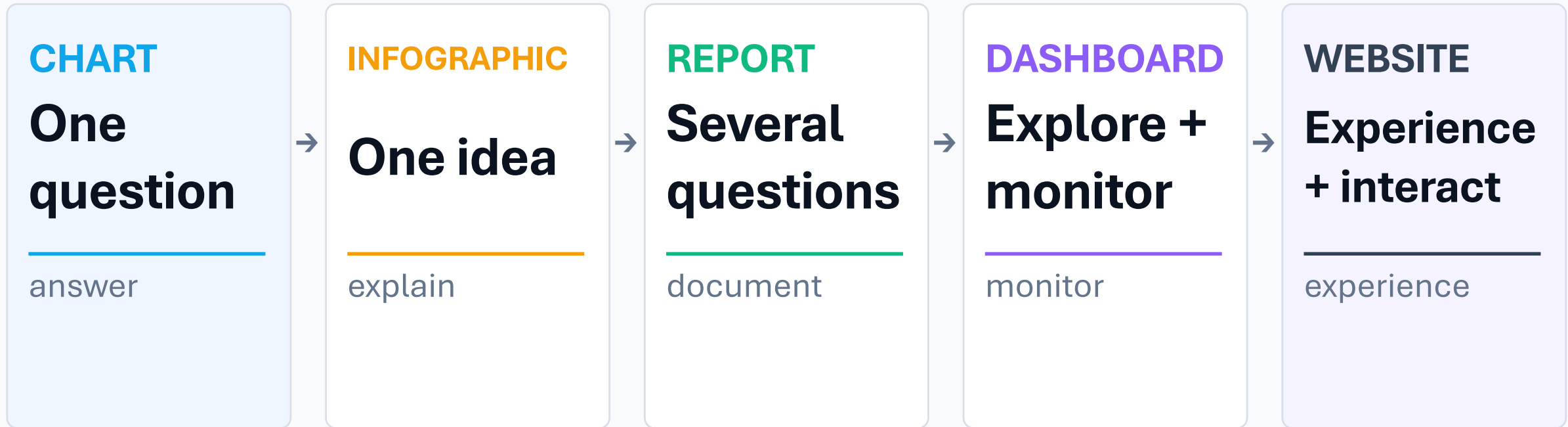
Hands-on: Chart Doctor

Pinpoint what’s wrong with the chart? How can this be improved?



From one chart to a visual story

Different formats answer different communication needs.



“A visual story is a sequence of answers, not a pile of charts.”

What's the importance of the story?

- Data requires context or that story around it
- Weave in your statistics and key findings to your story
- Utilize neutral words to create more sensory inputs

Infographic example: “What does a Manila commute feel like?”

Compress multiple metrics into one easy-to-scan narrative.

MANILA 2025 TRAFFIC SNAPSHOT

57%

avg. congestion

143 hrs

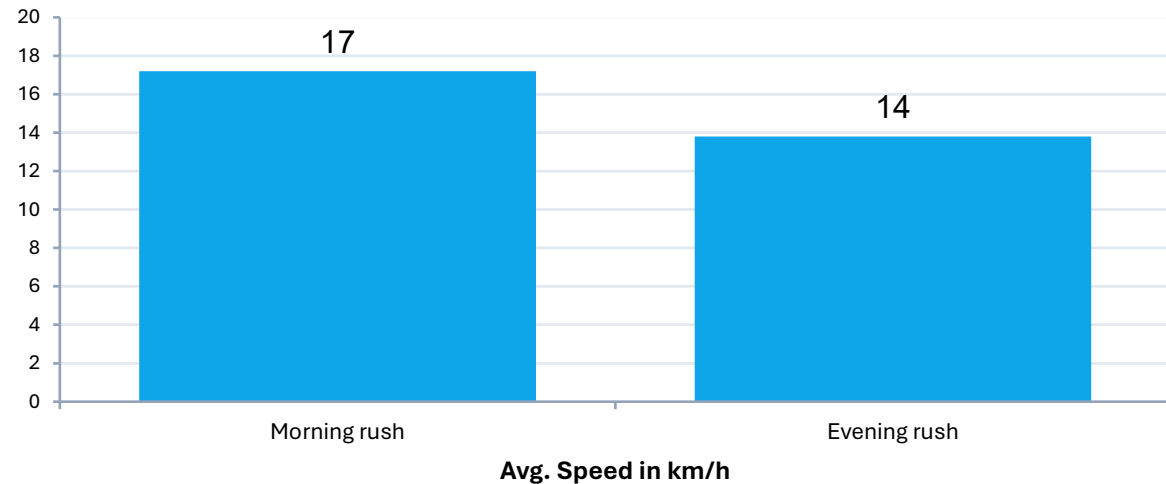
rush-hour time lost

43m 29s

10 km evening trip

13.8 km/h

evening rush speed



Takeaway

Evening rush is slower and adds more travel time than morning rush.



COVID-19 FAST FACTS

Learn the basic information on the new disease

COVID-19 is a disease caused by a new strain of coronavirus. It is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome (SARS) and some types of common cold.

What is
COVID-19?



How does it
spread?



1) **Through direct contact with respiratory droplets of an infected person** (from their cough or sneeze).



or

2) **By touching contaminated surfaces** then touching your face. (NOTE: The virus may survive on surfaces for several hours up to several days)



ATENEO SCHOOL OF MEDICINE & PUBLIC HEALTH

ASM+PH



COVID-19 FAST FACTS

Learn the basic information on the new disease

Any age or sex can be infected

However, the elderly and people with medical conditions (such as diabetes, hypertension, heart disease) appear to be more at risk of developing severe symptoms or fatality.

Risk



82%

of infected patients will have mild presentations of symptoms

15%

of infected patients will have severe presentations of symptoms

3%

of infected patients will be in critical condition

WHO reports that around 3.4% of people infected have died

ATENEO SCHOOL OF MEDICINE & PUBLIC HEALTH

ASM+PH

Report example: “Inflation Rates in the Philippines”

A report puts evidence in context and lets the audience inspect the reasoning.

1. Executive summary

Provide a summary on the report and key findings

2. Evidence

Chart + table + definitions + notes on scope and periodicity.

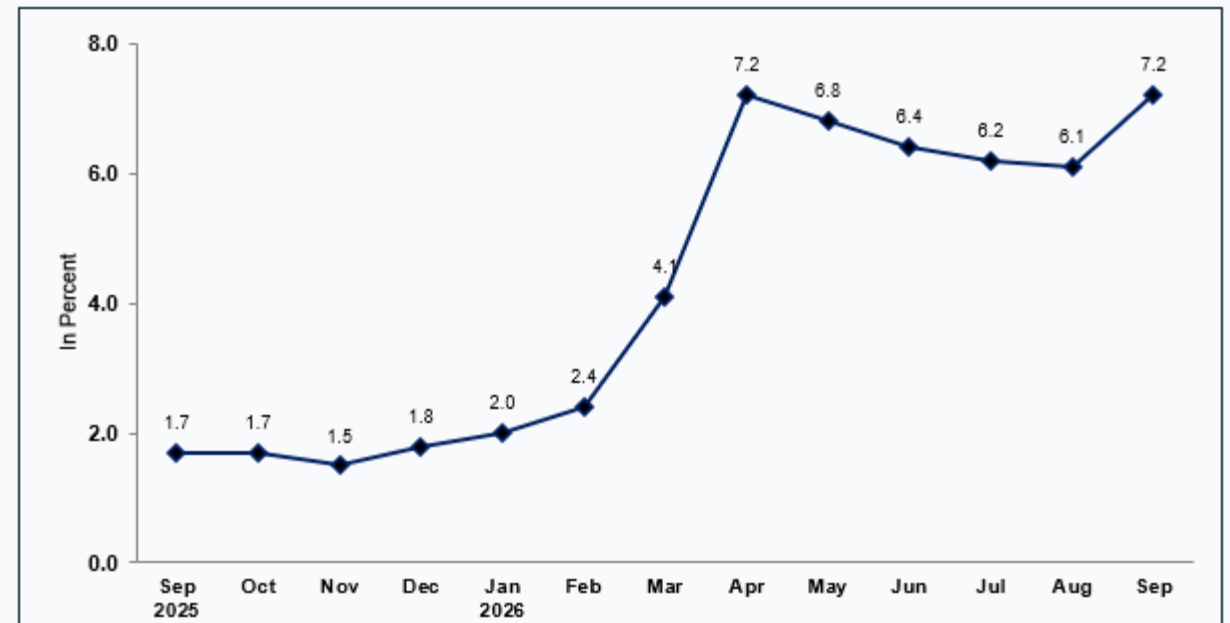
3. Context

What's the story behind the data?
What happened?
What changed?

4. Implication

State what the data supports — and what it does not.

Figure 1. Headline Inflation Rates in the Philippines, All Items (2018=100)



Source: Philippine Statistics Authority, Retail Price Survey of Selected Commodities for the Generation of Consumer Price Index

Home > Summary Inflation Report Consumer Price Index (2018=100): Septe...

Release Date : Tuesday, October 6, 2026
Reference Number : 2026-322

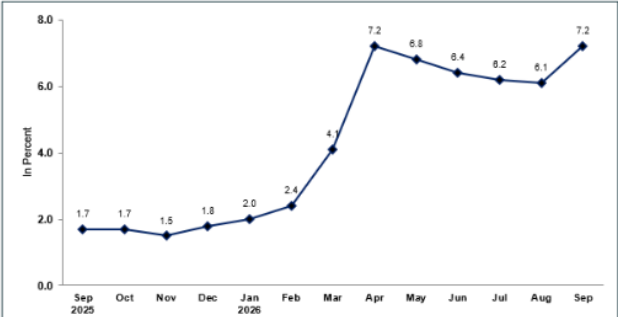
Table A. Year-on-Year Inflation Rates, All Items
In Percent
(2018=100)

Area	September 2025	August 2026	September 2026	Year-to-Date*
Philippines				
Headline	1.7	6.1	7.2	5.4
Core	2.6	4.1	4.7	3.8
NCR				
Headline	2.7	4.1	5.4	4.1
AONCR				
Headline	1.5	6.6	7.6	5.7

Source: Philippine Statistics Authority, Retail Price Survey of Commodities for the Generation of Consumer Price Index

*Year-on-year change of the Average Consumer Price Index from January to September 2026 vs. January to September 2025

Figure 1. Headline Inflation Rates in the Philippines, All Items
(2018=100)



Source: Philippine Statistics Authority, Retail Price Survey of Selected Commodities for the Generation of Consumer Price Index

Table B. Year-on-Year Inflation Rates in the Philippines, All Items
January 2021 to September 2026
In Percent
(2018=100)

Month	Year					
	2021	2022	2023	2024	2025	2026
January	3.7	3.0	8.7	2.8	2.9	2.0
February	4.2	3.0	8.6	3.4	2.1	2.4
March	4.1	4.0	7.6	3.7	1.8	4.1
April	4.1	4.9	6.6	3.8	1.4	7.2
May	4.1	5.4	6.1	3.9	1.3	6.8
June	3.7	6.1	5.4	3.7	1.4	6.4
July	3.7	6.4	4.7	4.4	0.9	6.2
August	4.4	6.3	5.3	3.3	1.5	6.1
September	4.2	6.9	6.1	1.9	1.7	7.2
October	4.0	7.7	4.9	2.3	1.7	
November	3.7	8.0	4.1	2.5	1.5	
December	3.1	8.1	3.9	2.9	1.8	
Average	3.9	5.8	6.0	3.2	1.7	5.4

Source: Philippine Statistics Authority, Retail Price Survey of Selected Commodities for the Generation of Consumer Price Index

B. National Capital Region (NCR)

Similar to the trend at the national level, inflation rate in NCR moved at a faster pace of 5.4 percent in September 2026 from 4.1 percent in the previous month. In September 2025, inflation rate in the area was recorded at 2.7 percent. (Tables A, 5, and 15)

The faster inflation rate in NCR was mainly influenced by the faster annual increase in the heavily-weighted food and non-alcoholic beverages index at 4.9 percent in September 2026 from 1.9 percent in the previous month.

Also contributed to the uptrend of the overall inflation in NCR were the faster annual increases recorded in housing, water, electricity, gas and other fuels index at 7.7 percent during the month from 6.8 percent in August 2026, and transport index at 11.5 percent in September 2026 from 10.0 percent in the previous month.

Dashboard example: “Employee Productivity Dashboard”

A dashboard helps a user monitor and explore multiple indicators.



Website Example: From chart to experience

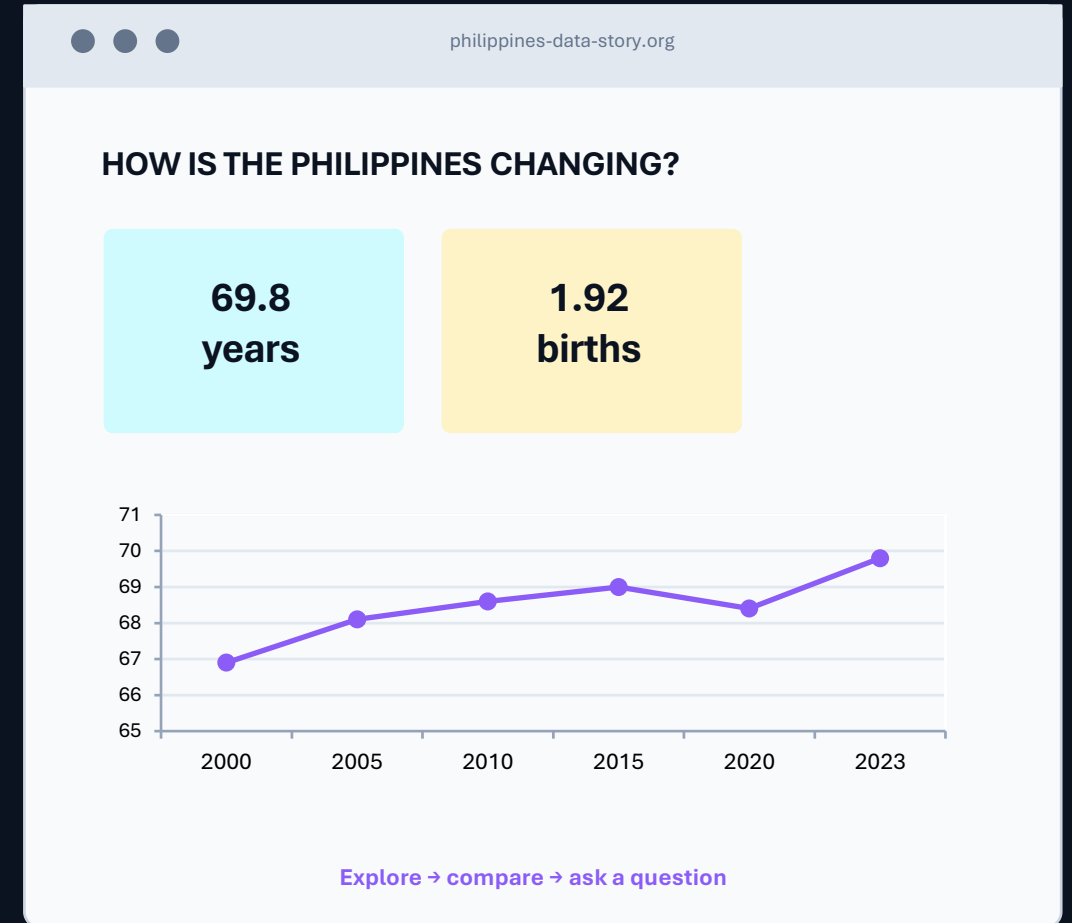
A web story can connect data, text, maps, filters, and interactive exploration into one narrative.

Sample websites with Data Visualizations:

<https://www.tomtom.com/traffic-index/>

<https://gaswatchph.com/>

Data example inspired by OWID Philippines profile.



The importance of the KWYs

- KWYDIS
- KWYANTH
- KWYRWTS

“Know what you – series”

KWYDIS = Know what your data is saying

KWYANTH = Know what your audience needs to hear

KWYRWTs = Know what you really want to say

PUTULIN ANG KADENA NG IMPEKSYON NG COVID-19

Protektahan ang sarili at ang iba!



1

Mula sa mikrobyo

- Maglinis at mag-disinfect ng mga madalas mahawakang bagay tulad ng doorknob, switch, telepono, toilet, seat, keyboard, atbp.
- Itapon nang maayos ang basura.



2

Mula sa tirahan ng mikrobyo

- Mag-quarantine para malimitahan ang kilos ng mga taong potensyal na tagapagdala ng mikrobyo.
- Ibukod ang mga taong may sakit.



3

Mula sa nilalabasan ng mikrobyo

- Takpan ang ilong at bibig ng tisyu o panyo o umubo at bumahing sa siko.
- Gamitin nang tama ang face mask. Siguraduhing natatapan nang buo ang bibig, ilong, at baba.



4

Mula sa paraan ng paglipat ng mikrobyo

- Maghugas ng kamay gamit ang tubig at sabon. Kung walang tubig at sabon, linisin ang kamay ng 70 percent alcohol o hand sanitizer na may 60 percent alcohol.
- Sundin ang pisikal na pagdistansya sa ibang tao.
- Manatili sa bahay.



5

Mula sa pinapasukan ng mikrobyo

- Iwasan ang paghawak sa mga bahagi ng mukha kapag marumi ang kamay.
- Lahat ng mga tagapangalaga ng kalusugan ay dapat gumamit ng personal protective equipment (PPE) at sumunod sa mga droplet at airborne precaution.



6

Mula sa taong maaaring mahawaan

Ugaliing magpalakas ng resistensiya tulad ng:

- pagkain ng masusustansiyang pagkain (lalo na ang mayaman sa Vitamin C at zinc)
- pagkakaroon ng sapat na tulog at pahinga
- regular na pag-ehehersisyo
- magsagawa ng mga malusog na pamamaraan ng pamamahala ng stress.



Para sa karagdagang detalye at mga update, i-scan ang QR Code na ito:

Ang mga impormasyon ay mula sa infographic ng UP College of Education
Ang infographic na ito ay hatid sa inyo ng UP Diliman COVID-19 Task Force
Gawa ng UP Diliman Information Office



COVID-19 FAST FACTS

Learn the basic information on the new disease

COVID-19 is a disease caused by a new strain of coronavirus. It is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome (SARS) and some types of common cold.

What is COVID-19?



How does it spread?



1) Through respiratory droplets from an infected person (from their cough or sneeze)

2) By touching a surface that has been contaminated by an infected person, then touching your face. The virus may survive on surfaces for up to several days.



COVID-19 FAST FACTS

Learn the basic information on the new disease

Any age or sex can be infected

However, the elderly and people with medical conditions (such as diabetes, hypertension, heart disease) appear to be more at risk of developing severe symptoms or fatality.

Risk



82%

of infected patients will have mild presentations of symptoms

15%

of infected patients will have severe presentations of symptoms

3%

of infected patients will be in critical condition

WHO reports that around 3.4% of people infected have died

ATENEO SCHOOL OF MEDICINE & PUBLIC HEALTH

ASM+PH

Hands-on: choose the product

5–10 minutes • Match the communication need to the format.

“Tell the public one surprising fact.”

“Give executives a documented analysis.”

“Let managers monitor KPIs every day.”

“Let users explore a changing geography.”



what is AI?



AI Mode

All

Images

Videos

Forums

Shopping

Short videos

More ▾

Tools ▾



AI Overview

Artificial intelligence (AI) is the ability of a computer or computer-controlled robot to perform tasks that normally require human intelligence, such as reasoning, learning from experience, recognizing patterns, and solving problems.  Britannica +1



Where does AI enter the process?

Integrating Artificial Intelligence brings powerful capabilities to augment analytical workflows, including dataset exploration, data analysis, chart recommendations, code generation, and title or narrative synthesis.

You (The Driver)

I want to get to Makati as fast as possible. What is the best route?

AI (Co-pilot)

There's heavy traffic on EDSA. I recommend taking C5 instead. It's 20 minutes faster based on real-time and historical data.



Traffic Ahead



Slowdown in 2 km

EDSA



Estimated Time



EDSA 52 min



C5 32 min



Live Traffic Data
Real-time & historical



Accident Alerts
Up ahead: 2 km



Alternative Routes
Faster & safer options



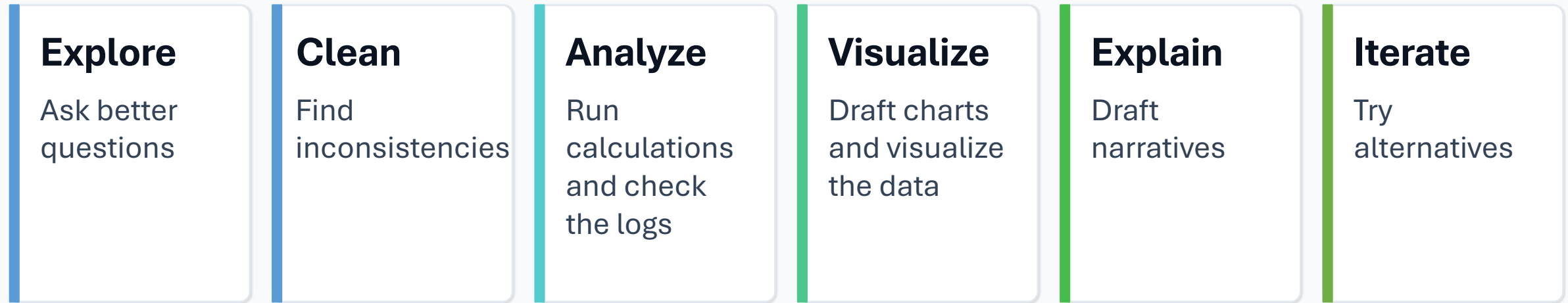
Insights
Patterns & trends

"Direction is a human responsibility."

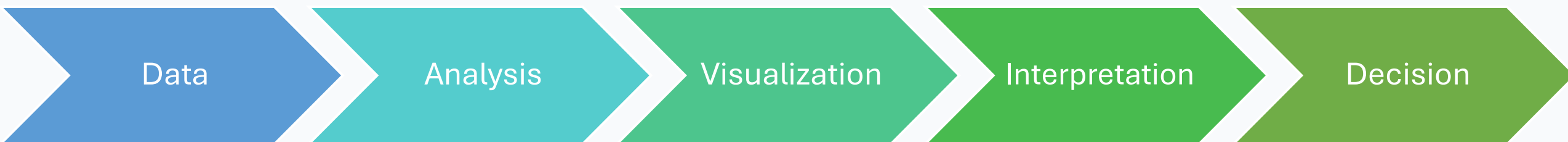
You are the **driver**. AI is your **co-pilot**.

Where AI helps in the analyst workflow

AI can support many stages — but the handoffs still need human intent.



AI should make the cycle faster — not make the analyst disappear from it.



The AI assistant landscape

Assistant	Writing & Content	Coding & Engineering	Research & Live Data	Multimodal Capabilities
ChatGPT	Good for marketing & sales copy	Strong for everyday scripts, debugging, and data execution	Strong for everyday scripts, debugging, and data execution	Prompting + verification
Gemini	Clean and structured; great for formal memos and reports	Excellent for Google Cloud, Colab, Android, and high-context codebase ingestion	Google Search grounding, Deep Research, & massive file ingest	Processes text, image, long audio, and raw video natively
Claude	Produces highly natural, non-robotic prose and nuanced edits	Leads developer preference and multi-file codebase refactoring	Deep analysis on static files/papers; conservative on live web search	Excellent image analysis; no native image generation

The Structured Prompting Framework

Modular Structure

**ROLE + DATA + QUESTION
+ AUDIENCE + OUTPUT**

PRACTICAL EXAMPLE APPLICATION

"**You are a data analyst [ROLE]**. Review these regional sales targets vs actuals **[DATA]** for management **[AUDIENCE]** to quickly identify target achievements **[QUESTION]**. Recommend a chart and explain why **[OUTPUT]**."

*"Structured Prompting Yields
Highly Relevant AI Visualizations"*

The COSTAR Prompt Framework

C

Context

O

Objective

S

Style

T

Tone

A

Audience

R

Response

The COSTAR Prompt Framework

Context

What it defines: The background information, domain scenario, and dataset structure.

In Data Viz: Provide field names, metric descriptions, timeframes, or business scenario details without uploading raw, confidential files

PROMPT EXAMPLE

[CONTEXT]: You are a senior data visualization consultant. I am working with a regional performance dataset comparing 2026 sales targets against actual revenue across NCR, Luzon, Visayas, and Mindanao

The COSTAR Prompt Framework

Objective

What it defines: The specific task or analytical goal you need the AI to accomplish

In Data Viz: Specify if you need chart selection guidance, a code script (Python/DAX/SQL), a chart critique, or an executive summary

PROMPT EXAMPLE

[OBJECTIVE]: Recommend the most effective chart type to show which regions met or missed targets, provide an insight-based chart title (not a generic label), and write a short data narrative

The COSTAR Prompt Framework

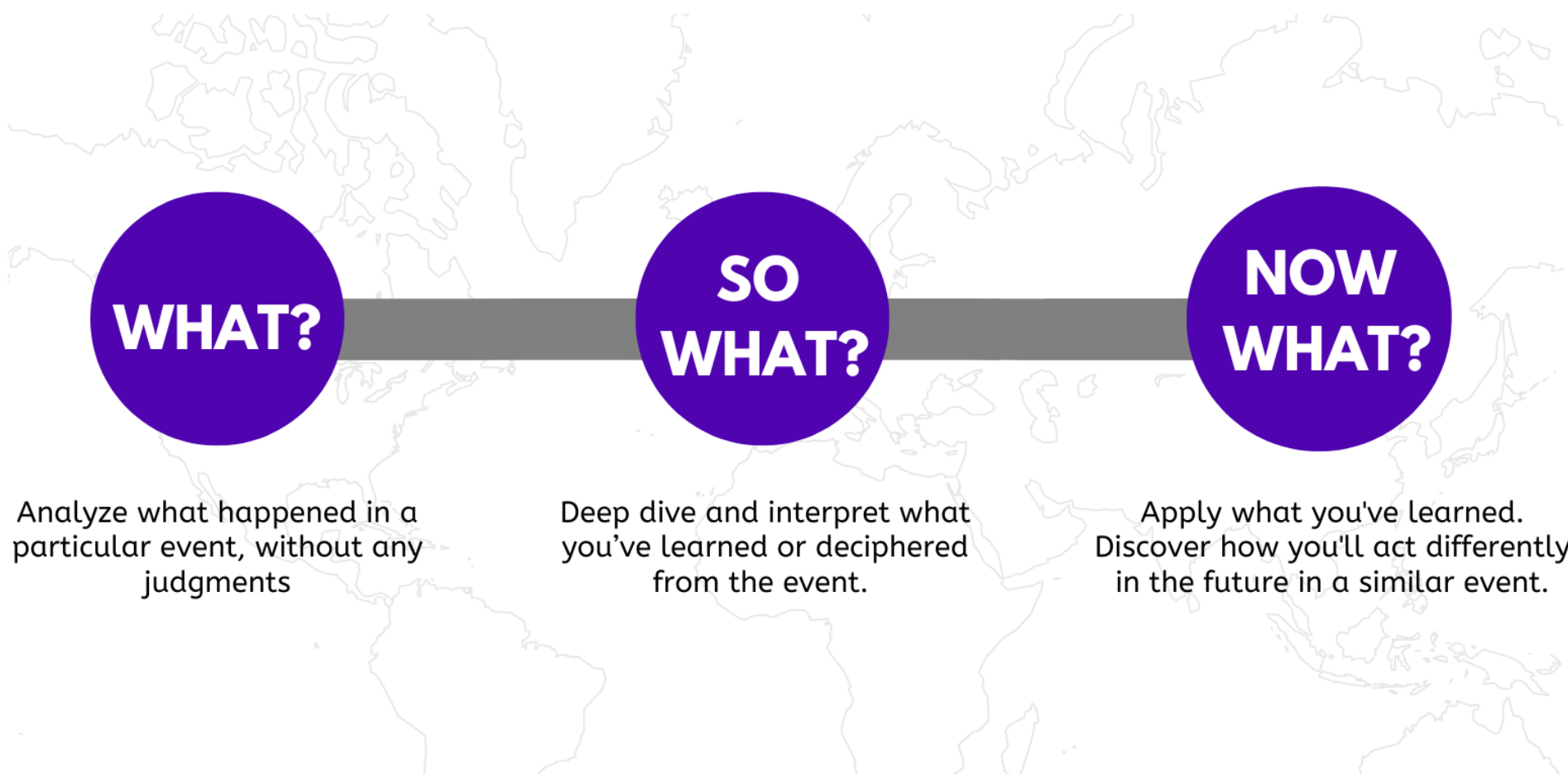
Style

What it defines: The writing, coding, or visual structure you want the AI to adopt

In Data Viz: Define whether you want an actual chart in a specific file type, a Python script, a bulleted issue tree, or a structured decision framework like: What? → So What? → Now What?

PROMPT EXAMPLE

[STYLE]: Format the response with a chart recommendation section, followed by a 3-part narrative using the What? → So What? → Now What? framework



WHAT?

Analyze what happened in a particular event, without any judgments

**SO
WHAT?**

Deep dive and interpret what you've learned or deciphered from the event.

**NOW
WHAT?**

Apply what you've learned. Discover how you'll act differently in the future in a similar event.

<https://www.trainercentral.com/blog/what-so-what-now-what.html>

The COSTAR Prompt Framework

Tone

What it defines: The communication style and voice.

In Data Viz: Choose between an executive/formal tone for board decks, a technical tone for developers, or a simplified conversational tone for public infographics

PROMPT EXAMPLE

[TONE]: Professional, concise, and executive-ready

The COSTAR Prompt Framework

Audience

What it defines: The end consumers of the visualization or report.

In Data Viz: Tailor the density of information to the audience—executives need high-level KPIs and actionable takeaways, whereas analysts need detailed data tables and model parameters.

PROMPT EXAMPLE

[AUDIENCE]: C-suite executives who need to make immediate quarterly budget adjustments

The COSTAR Prompt Framework

Response

What it defines: Output rules, layout specifications, length limits, and negative constraints.

In Data Viz: Explicitly state formatting constraints (e.g., Markdown table, bulleted points, code blocks) and boundaries (e.g., "Do not speculate on causes not directly supported by the data")

PROMPT EXAMPLE

[RESPONSE]: Keep the narrative under 150 words. Include explicit negative constraints: base the analysis strictly on the numbers provided, and do not invent external causes for underperformance

Asking AI to Recommend the Right Chart

Start with the analytical question to let the AI match the data relationship to the correct graphic

Prompt Example:

I have monthly sales data for five product categories over two years. I want management to quickly see which products are growing and which are declining. What chart type should I use and why?

AI response to challenge

Critiquing and Redesigning Poor Visuals

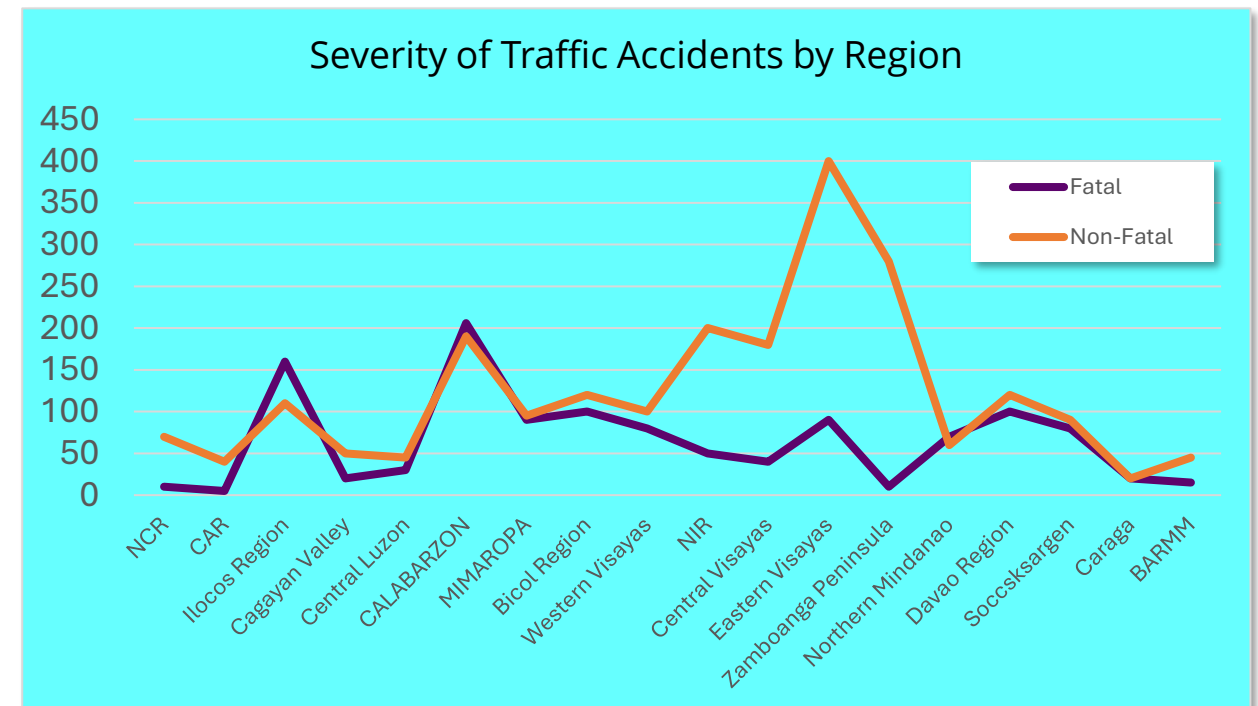
Use AI as a design critic to identify clutter, poor scales, or confusing color schemes

Prompt Example:

Review this chart design as a visual expert. Identify problems regarding chart type, axis scales, clutter, color usage, and readability, then recommend a step-by-step redesign for an executive deck.

Artificial Intelligence

Open your AI Model of Choice – Test out your prompt



Generating Insight-Based Chart Titles

Prompt the AI to replace descriptive menu titles (e.g., “Severity of Traffic Accidents by Region”) with analytical headlines that state the main finding

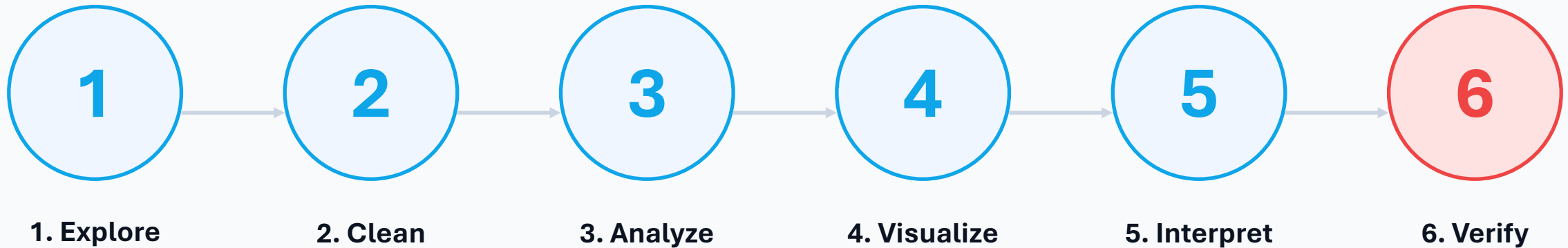
Prompt Example:

Based on this Severity of Traffic Accidents by Region Chart, write three option titles for my chart. Do not use generic titles. Provide insight-driven titles that state the main conclusion.

AI response to challenge

AI-assisted data analysis is a loop

The analyst should stay in the loop at every handoff.



AI can accelerate

Pattern finding, code drafts, chart options.

You must decide

What matters, what is defensible, what to communicate.

Verify before publish

Numbers, methods, sources, privacy, causality.

Hands-on: ask AI to create the visual

15–20 minutes • Prompt → inspect → revise.

Category	Monthly PHP
Food	7500
Rent / Boarding	6500
Transport	2800
Leisure	2200
School Supplies	1800
Mobile Data	1200
TOTAL	₱ 22,000.00

Year	PH Unemployment Rate
2015	6.3
2016	5.4
2017	5.7
2018	5.3
2019	5.1
2020	10.3
2021	7.8
2022	5.4
2023	4.4
2024	3.8

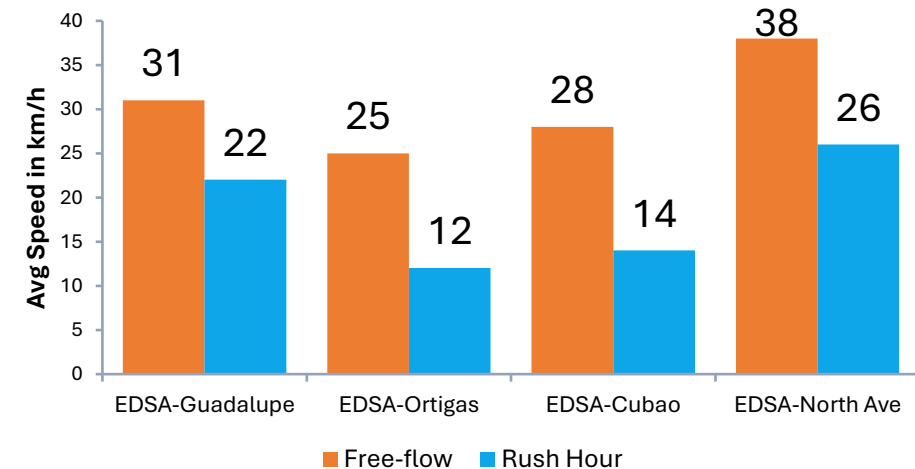
Risk #1: AI Hallucinations

An AI answer can be plausible, polished, and wrong.

Request

Generate charts on traffic data

AI response to challenge

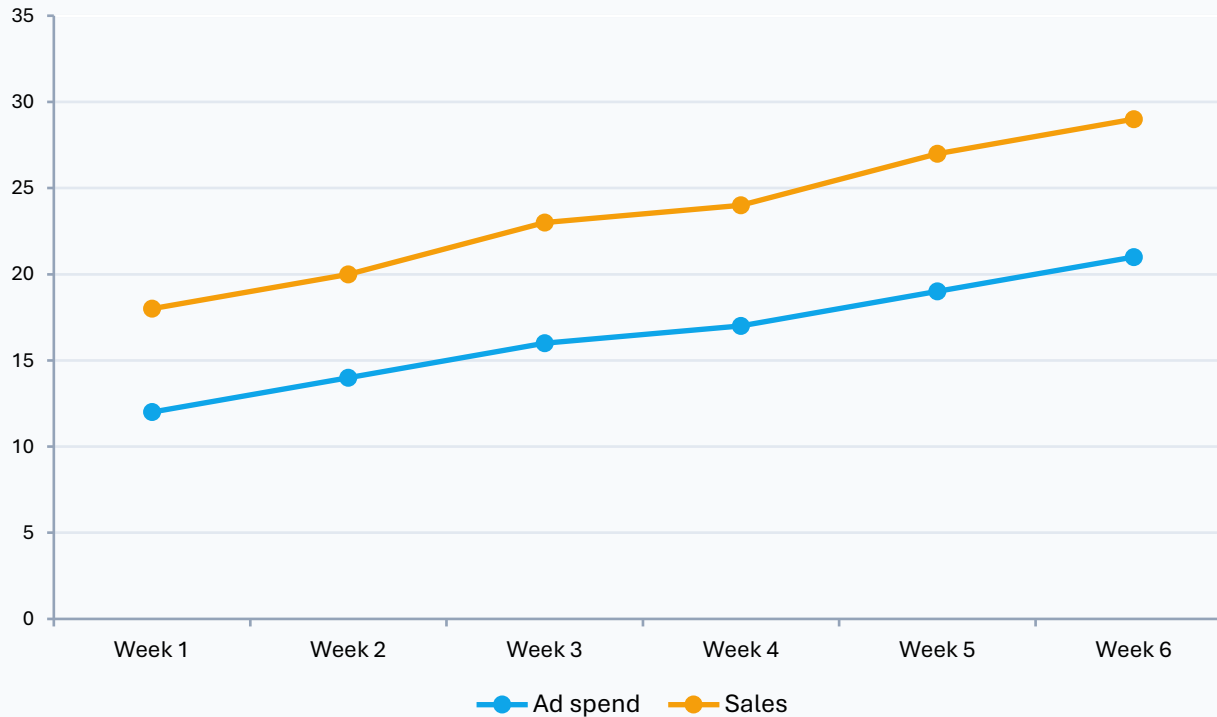


Verification move

**Recalculate independently. Reconcile the output to the source rows.
Review sources for all figures and data provided**

Risk #2: False Causality

Two lines moving together do not prove that one caused the other.



What the chart supports

“Advertising spend and sales increased together over the observed weeks.”

What needs more evidence

“Advertising spend caused the increase in sales.”

Risk #3: Privacy and Confidentiality

The first question is not “Can the AI analyze it?” It is “Am I allowed to upload it?”

DATA

Does the file contain PII, confidential, proprietary, or sensitive information?

**POLICY**

Is this AI environment approved for that data class?

**CONTROL**

Are retention, access, logging, and sharing controls appropriate?

**ACTION**

Anonymize / aggregate / sandbox / use an approved enterprise workflow

Verification checklist

Use this before an AI-assisted visualization reaches an audience.



DATA

Are the numbers correct?



LOGIC

Does the conclusion follow from the analysis?



VISUAL

Does the chart represent the data honestly?



PRIVACY

Did I expose information I should not share?



SOURCE

Can I trace each key number to a source?



CAUSALITY

Am I claiming causation without evidence?



CONTEXT

What important context is missing?



JUDGMENT

Would I stand behind this without the AI?

Teams produce a complete, audience-centered visual story.

DATASET

Choose 1 course dataset

AUDIENCE

Name the audience

QUESTION

Write the decision question

VISUAL

Create 1 key chart

STORY

Create 1 page of narrative

AI LOG

Show prompts + revisions

VERIFY

Run the checklist

Suggested capstone question: “What should the agency prioritize given recent Philippine employment/inflation trends?”

Deliverable: chart + one-page story + prompt log + verification checklist

You are the driver.

Data is the traffic. Visualization is the map. AI is the co-pilot.
Judgment is still yours.

DATA

Find the signal

VIZ

Make it visible

AI

Accelerate the
work

VERIFY

Protect the truth

YOU

Choose the
direction

“Tell the story you can defend.”