

"The goal is to turn data into information, and information into **insight.**"

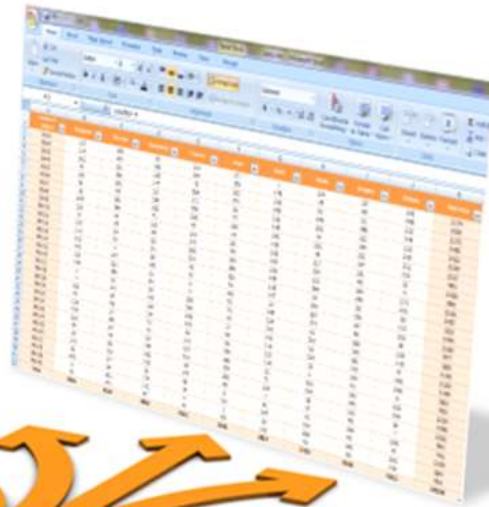
— Carly Fiorina, Former President HP



Conditional Formatting

- ✓ Get ready to read the story that Data tells you!
- ✓ Don't give your manager just *Data*, but *Information*
- ✓ You are the author of your report! So, let's review it critically
- ✓ You are no more a Data Provider but a Consultant in Decision Making!

Join me for *simple yet senseful* techniques for your daily data analysis! Sorry, Information Analysis:)



What Am I Looking at?



Manager