

Kolloquium „Statistische Methoden in der empirischen Forschung“

Wann: 25. November 2025, 17:00 – 18:30 Uhr

Wo: [Campus Charité Mitte, Raum 02.002, Virchowweg 10, 10117 Berlin](#)

Online-Übertragung: der Link wird auf der [Website](#) zur Verfügung gestellt

Vortragssprache: Englisch

Marc Baillie (Novartis)

How Can We Make Better Graphs? Lessons Learned from a Company-Wide Data Visualization Initiative

Data visualization is central to exploring data, communicating results, and informing decision-making. Strengthening our graphical expertise can enhance our impact as statisticians and quantitative scientists. Applying sound graphical principles enables us to uncover insights and support appropriate actions—whereas poor visual communication risks misinterpretation and misinformed decisions. This talk presents a company-wide initiative to improve how graphics are developed and used within a Biostatistics organization. I will outline the motivation, guiding principles, and seven structured work packages, sharing key lessons learned throughout the experience.