

Give us data... and we give you back a wordless story

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ABSTRACT

The relationship between enterprises, as reporting entities, and the central bank, as a statistical authority, is not confined to the legal obligations established between both parties. Enterprise and Sector Tables (EST) are a statistical product disclosed by Banco de Portugal, free of charge, and solely for the reporting enterprises. It allows them to compare their performance with the performance of their competitors.

Despite being available since 2010, this product has changed throughout the years in order to provide a better service to the final user and consequently to promote better informed decision-making. EST are presented in the form of an interactive tool that organizes the data into themes such as, for instance, the funding structure, risk indicators and liquidity and cash, but can also be used just to get a quick and general overview of the enterprise.

The goal is to communicate statistics based on three “storyteller commandments”: provide complete data without overload, add value without too much complexity, and show a story using numbers without telling it with words.

Keywords: Data visualization, Enterprise and Sector Tables, Statistical communication