Blog:

Many children are introduced to numbers with building blocks. Why is that? Because numbers are abstract. Blocks are physical objects children can see and touch. The ability to correlate blocks with numbers helps children understand what those numbers represent.

Percentages add a layer to the abstraction. The meaning behind a percentage breakdown is not easily comprehended by many people. If you’re trying to drive a business decision and are relying on percentages to support your position, the most powerful thing you can do is simplify your message. Connect the dots for your audience by laying out your percentages as plain blocks.

Brick Chart is a great tool for creating a concrete visual out of abstract percentages. The component is laid out very simply as a square of 100 blocks. The blocks’ colors correlate with your datasets. You may hover over any square to see which dataset that square’s color is tied to, as well as the category’s percent value.

A legend above the chart lets your audience know which datasets each color represents. The legend’s title, size and color may be customized. You also have the option to remove the legend if you’d like to simplify the visual even more.

Have any thoughts or feedback on Brick Chart? We’d love to hear it. Please leave your comments below.