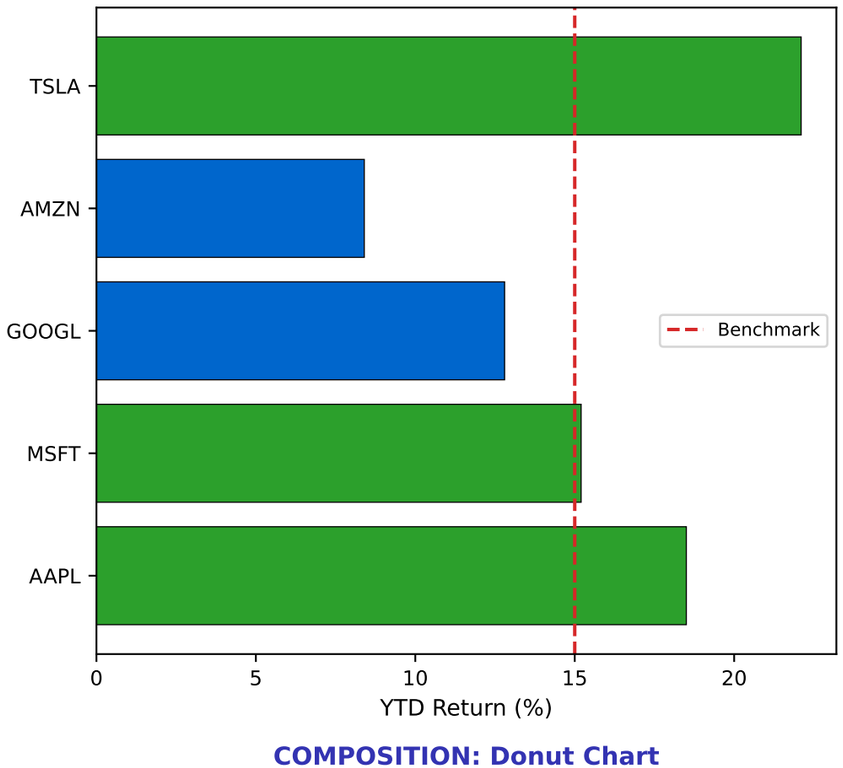
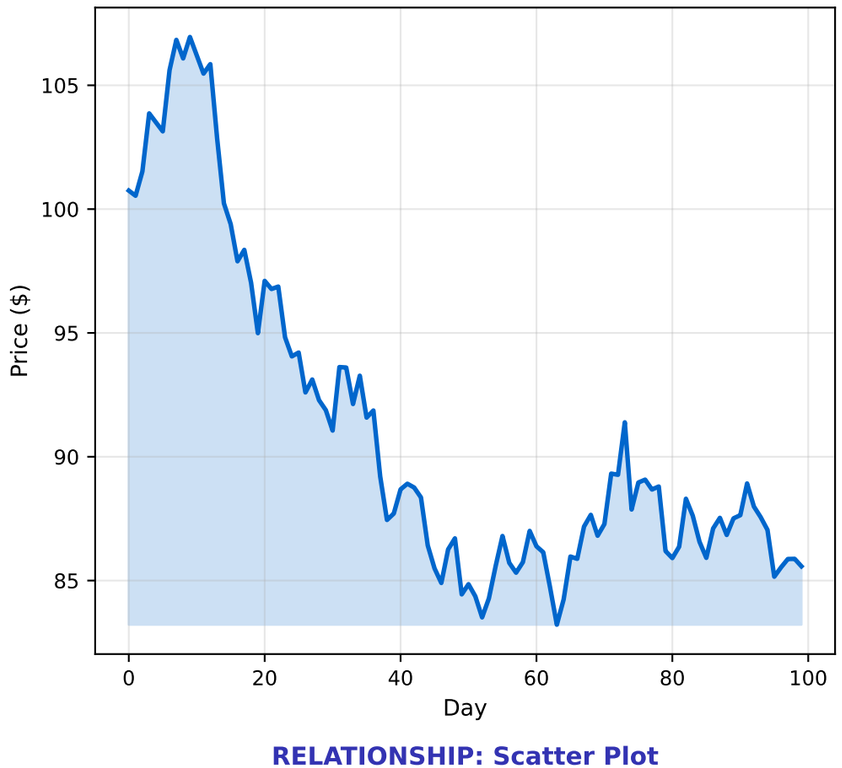
Chart Selection Guide: Match Chart to Purpose

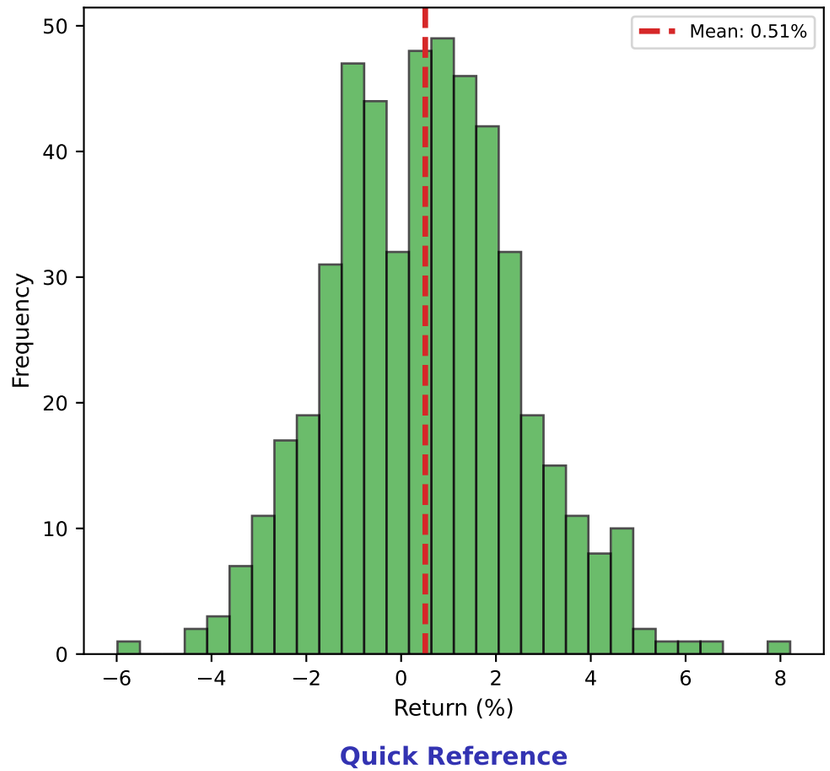
COMPARISON: Bar Chart



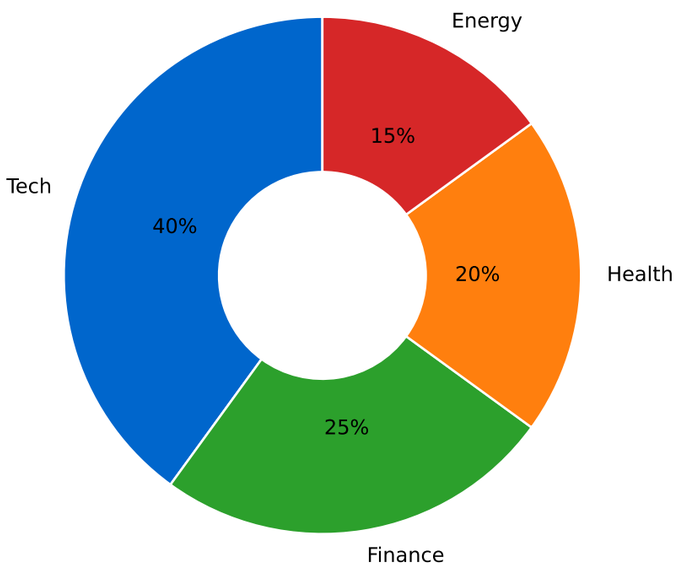
TREND: Line Chart



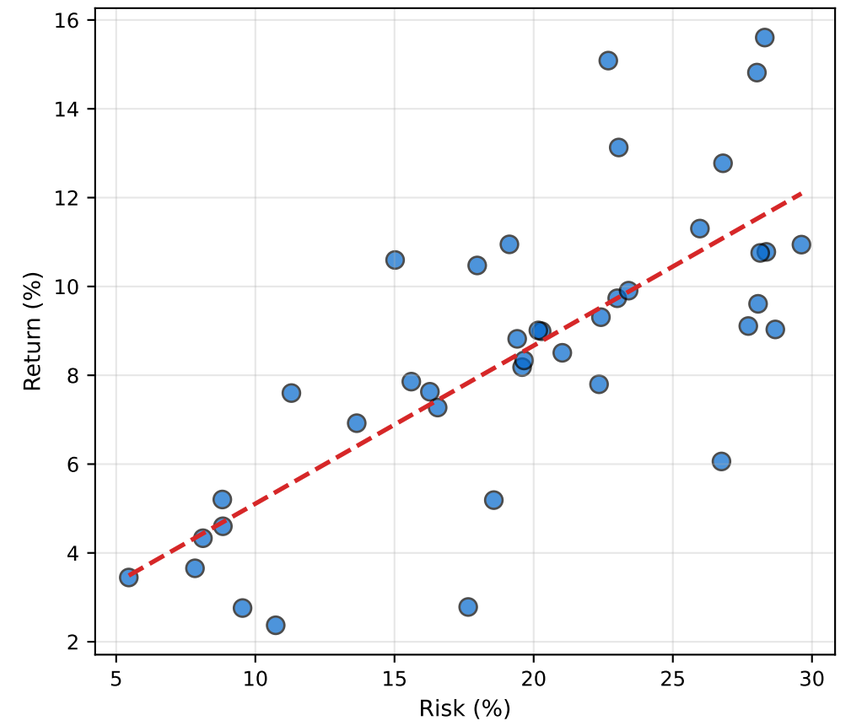
DISTRIBUTION: Histogram



COMPOSITION: Donut Chart



RELATIONSHIP: Scatter Plot



Quick Reference

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CHART SELECTION QUICK GUIDE

PURPOSE              CHART TYPE
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Compare values       Bar, Column
Show trends          Line, Area
Part of whole        Pie, Stacked Bar
Distribution         Histogram, Box
Relationship         Scatter, Bubble
Flow/Process         Sankey, Waterfall

TIPS:
- When in doubt, use bar chart
- Line charts need continuous x-axis
- Limit pie charts to 5-6 segments
- Use scatter for 2+ variables
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