

WHAT TYPE OF CHART TO CHOOSE FOR WHAT DATA

WHAT WOULD YOU LIKE TO SHOW?

COMPARISON

AMONG ITEMS

Two variables
per item

One variable per item

Variable Width
Column Chart



Cyclical Data

Table or Table with
Embedded Charts



Many Categories

Bar Chart



Many items

Column Chart



Few Categories

Few items

DISTRIBUTION

Single Variable

Two Variables

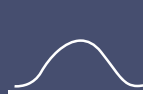
Three Variables

Column Histogram



Few Data Points

Line Histogram



Many Data Points

Scatter Chart



3D Area Chart



OVER TIME

Many Periods

Few Periods

Circular Area Chart



Cyclical Data

Line Chart



Non-Cyclical Data

Column Chart



Single or Few
Categories

Line Chart



Many Categories

COMPOSITION

CHANGING OVER TIME

Few Periods

Many Periods

Stacked 100%
Column Chart



Only Relative
Difference Matter

Stacked
Column Chart



Relative and Absolute
Differences Matter

Stacked 100%
Area Chart



Only Relative
Difference Matter

Stacked
Area Chart



Relative and Absolute
Differences Matter

RELATIONSHIP

Two Variables

Three Variables

Scatter Chart



Single or Few
Categories

Bubble Chart



Many Categories

STATIC

Pie Chart



Simple Share
of Total

Waterfall Chart



Accumulation or
Subtraction to Total

Stacked 100%
Column Chart with
Subcomponents



Components
of Components