Chapter 1.8 – Know The Right Chart Type

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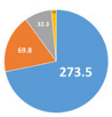
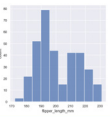
Know The Right Chart Type

Which Should I Use?

- While it is possible to visualise the data using several different chart types, it is important to choose the type that can best communicate the story **clearly** and **accurate** by separating the background noise from the **intended message**[1].
- There are four basic chart types:
  - **Comparison chart** - e.g. a line chart displaying the profits of 3 departments over 7 years.
  - **Composition chart** - e.g. a pie chart displaying the market share of telcos in Singapore.
  - **Relationship chart** - e.g. a scatter plot of the relationship between tips given and cost of meal.
  - **Distribution chart** - e.g. a column histogram displaying the distribution of exam grades.



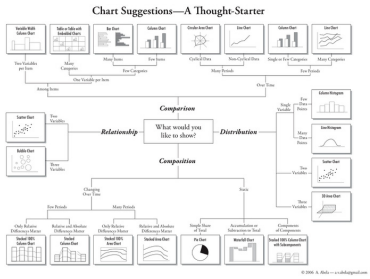


[1] Jānis Gulbis, Data Visualization – How to Pick the Right Chart Type? (2016) - https://eazybi.com/blog/data_visualization_and_chart_types/

Selecting The Chart

Which Should I Use?

- A suitable chart can be determined by answering several questions[1].
  - How many variables do you want to show in a single chart? (1, 2, 3 or many?)
  - How many items (data points) will you display for each variable? (only a few or many?)
  - Will you display values over a period of time, or among items or groups?
- The chart selection diagram by Andrew Abela can then be used to pick the right chart for the data type being visualise.

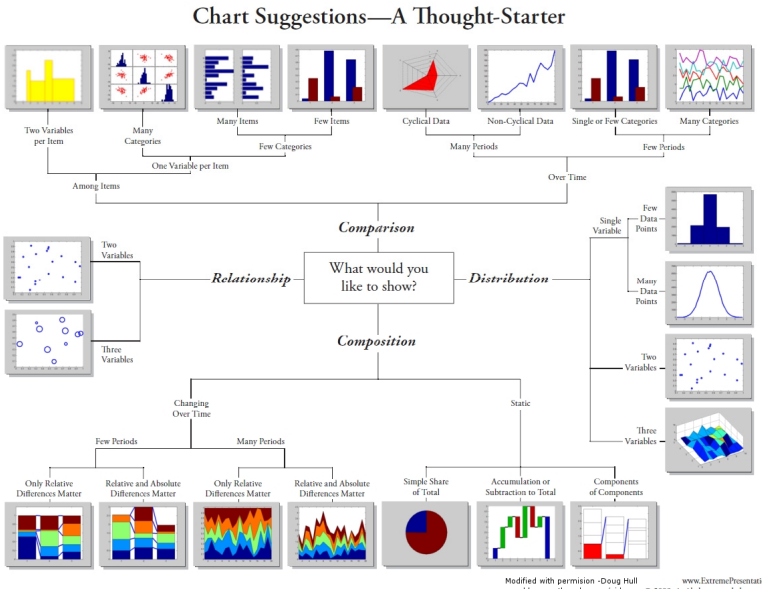


[1] Jānis Gulbis, Data Visualization – How to Pick the Right Chart Type? (2016) - https://eazybi.com/blog/data_visualization_and_chart_types/

Selecting The Chart

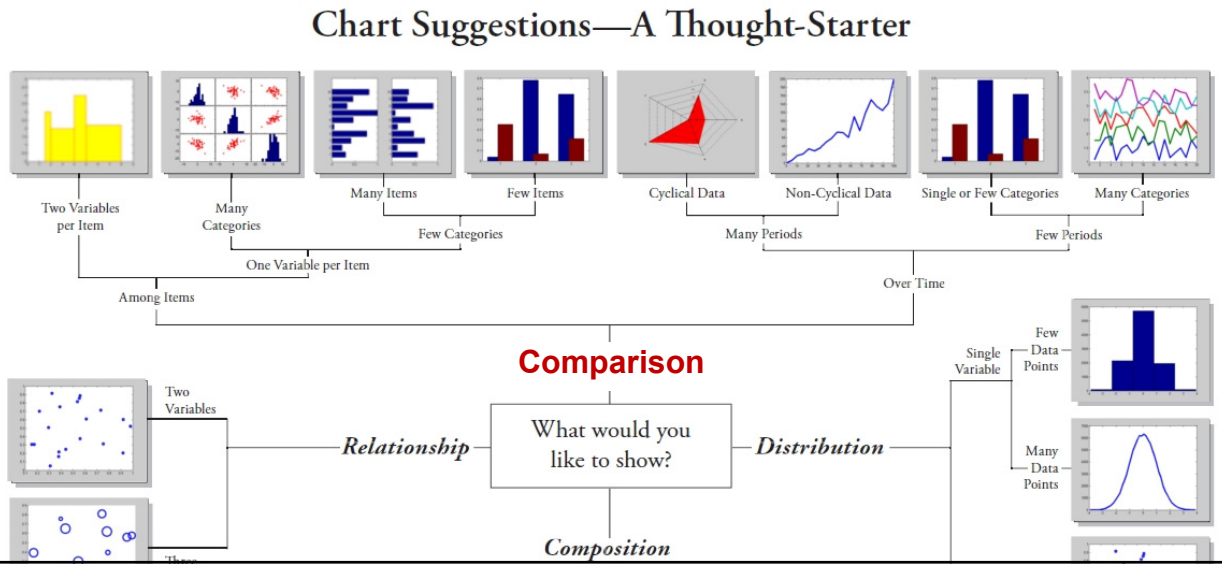
Which Should I Use?

- Andrew Abela's Chart Chooser in Colour[2].



[2] Andrew Abela's Chart Chooser - https://apandre.files.wordpress.com/2011/02/chartchooserincolor.jpg

Selecting The Chart



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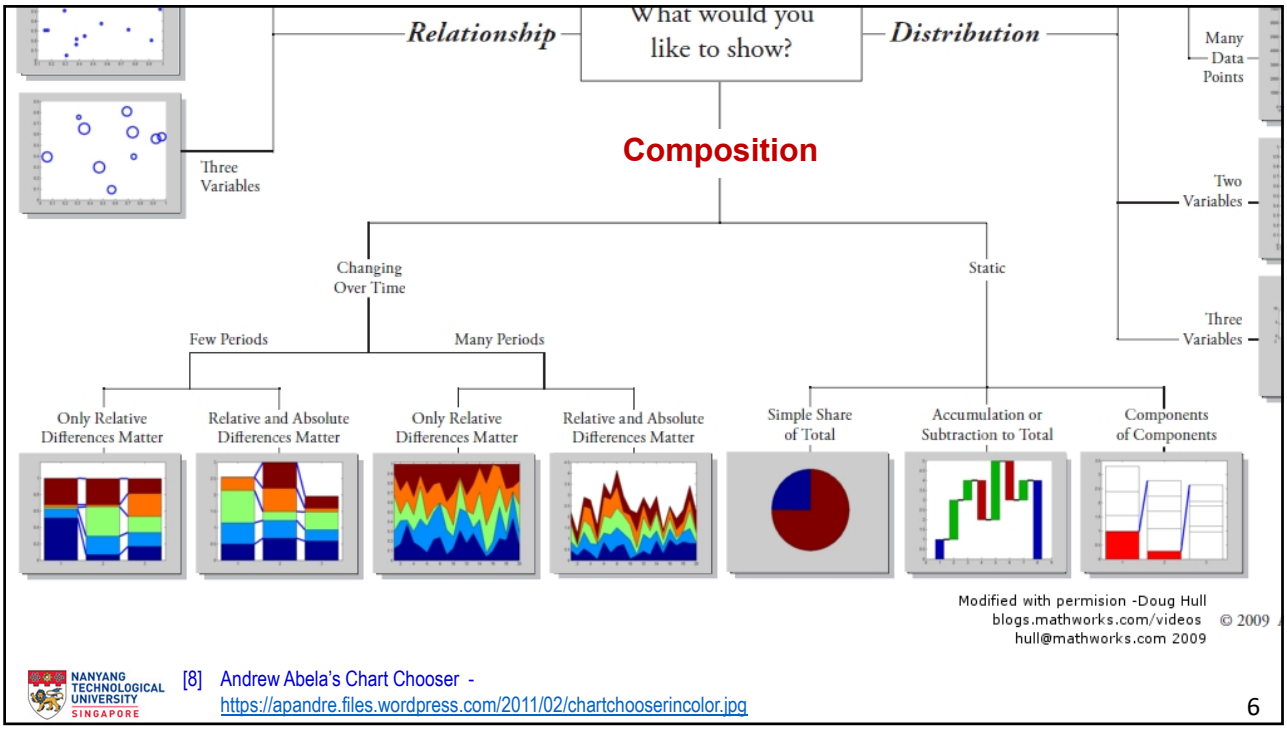

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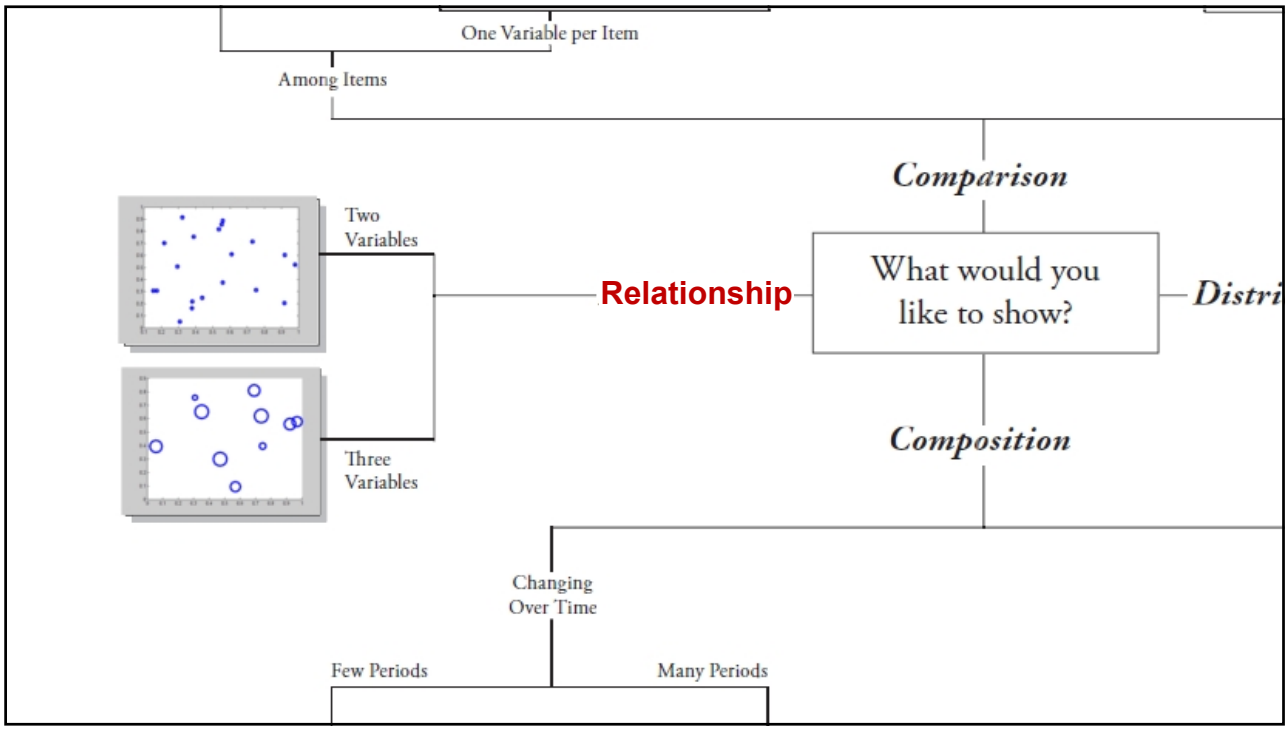
One Variable per Item
Among Items
Comparison
Two Variables
Relationship
What would you like to show?
Distri
Three Variables
Composition
Changing Over Time
Few Periods
Many Periods

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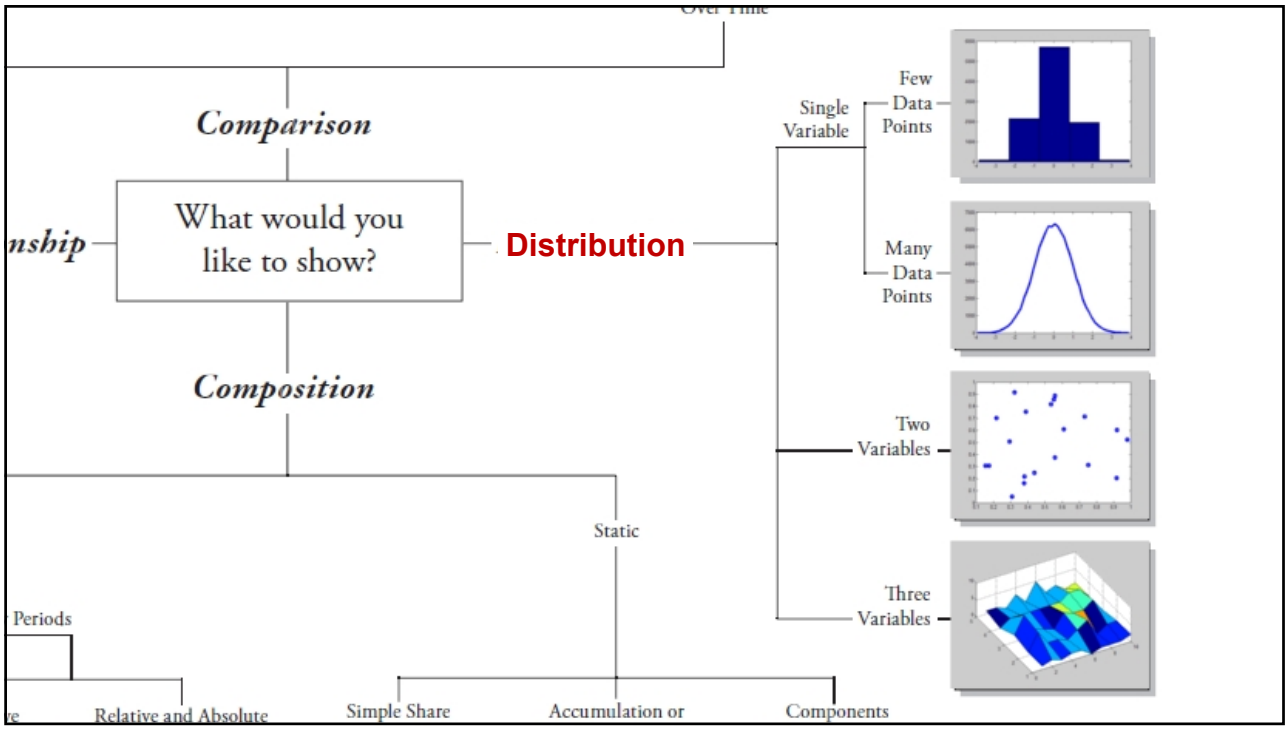
Comparison
nship
What would you like to show?
Distribution
Composition
Single Variable
Few Data Points
Many Data Points
Two Variables
Three Variables
Static
Periods
Relative and Absolute
Simple Share
Accumulation or
Components

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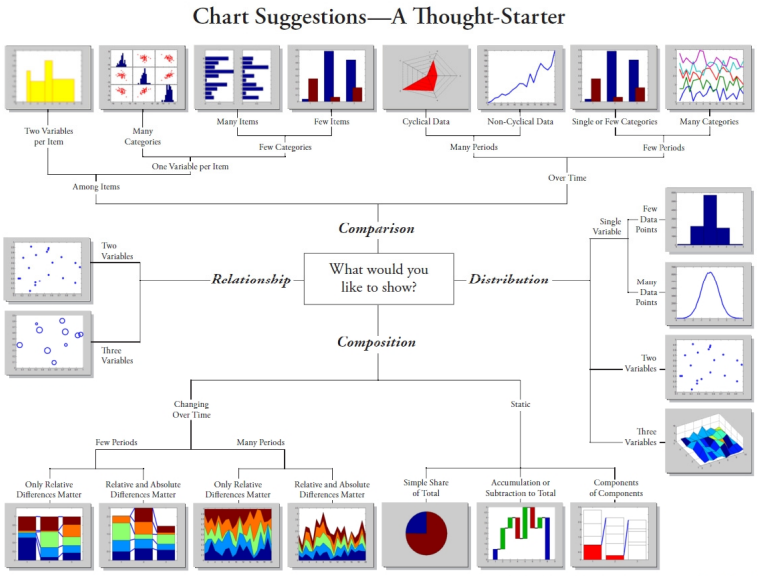
Selecting The Chart

Which Should I Use?

- Andrew Abela's Chart Chooser in Colour[2].



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[2] Andrew Abela's Chart Chooser - https://apandre.files.wordpress.com/2011/02/chartchooserincolor.jpg

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