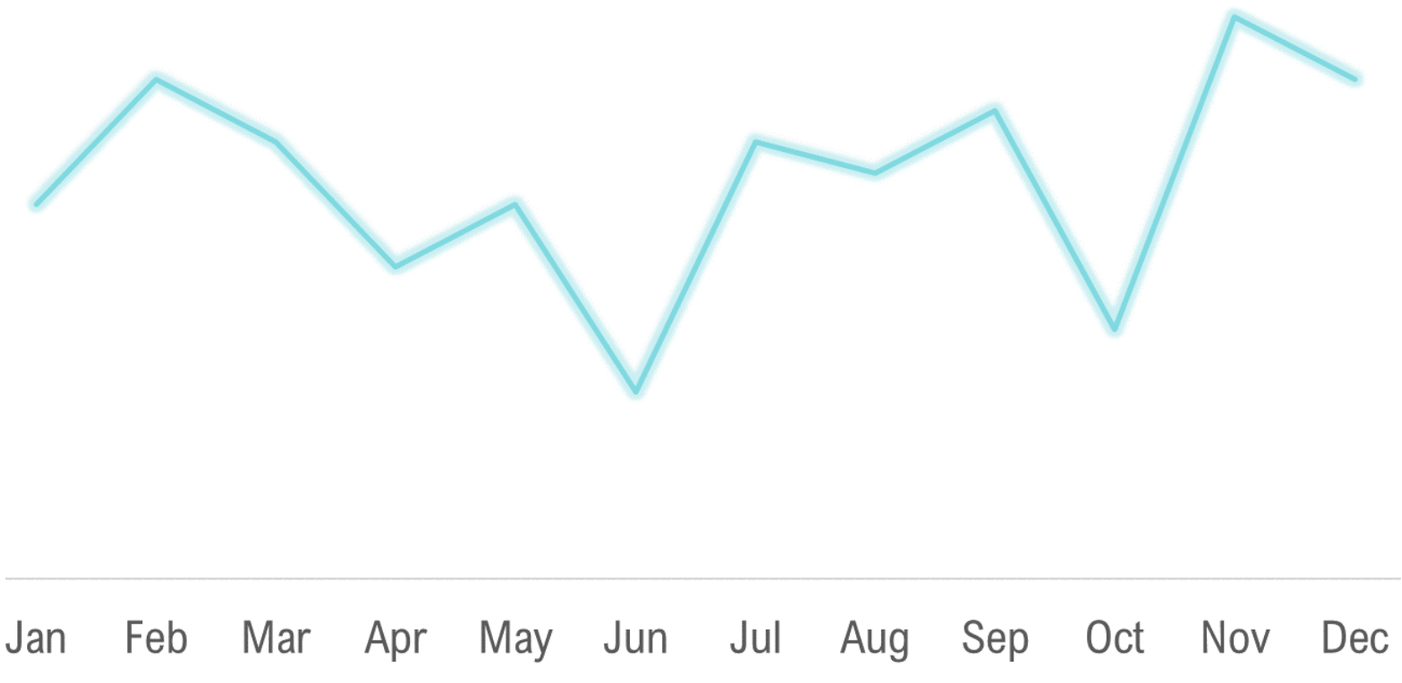
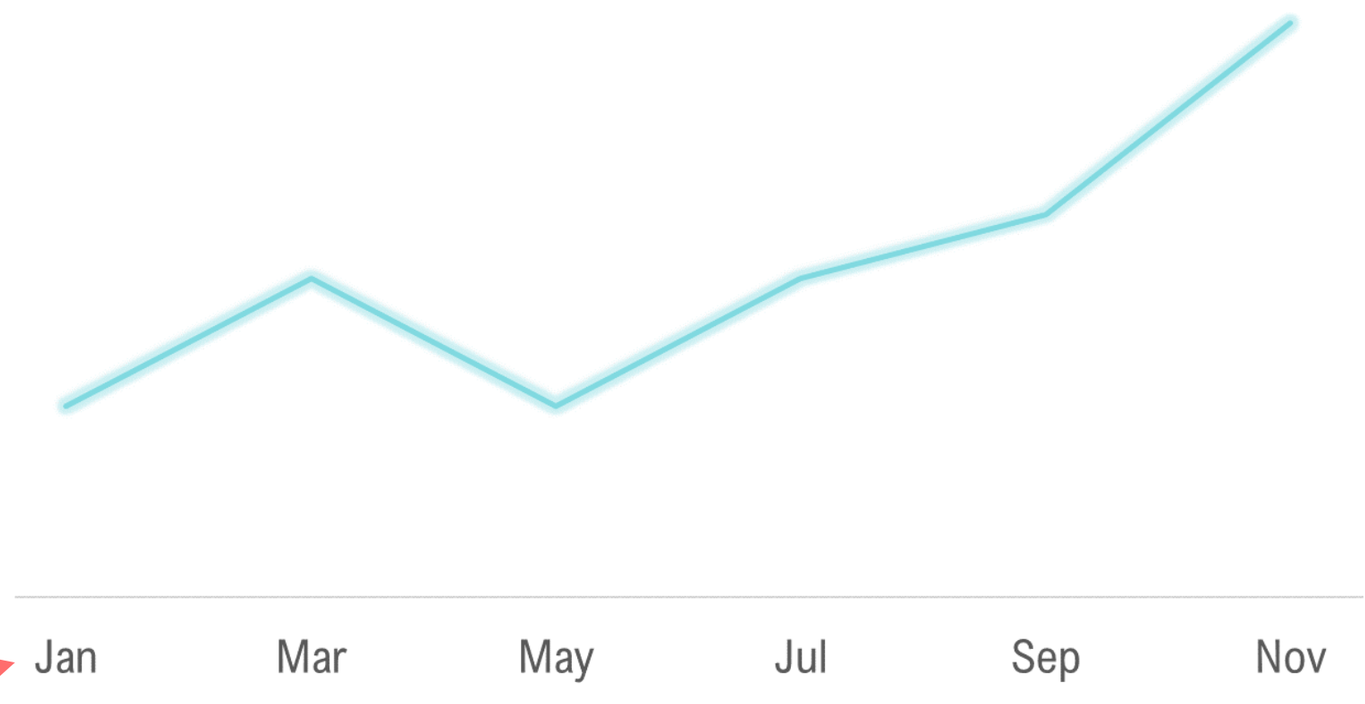
# 1. Misleading Time Intervals

Actual graph showing natural fluctuations in trends



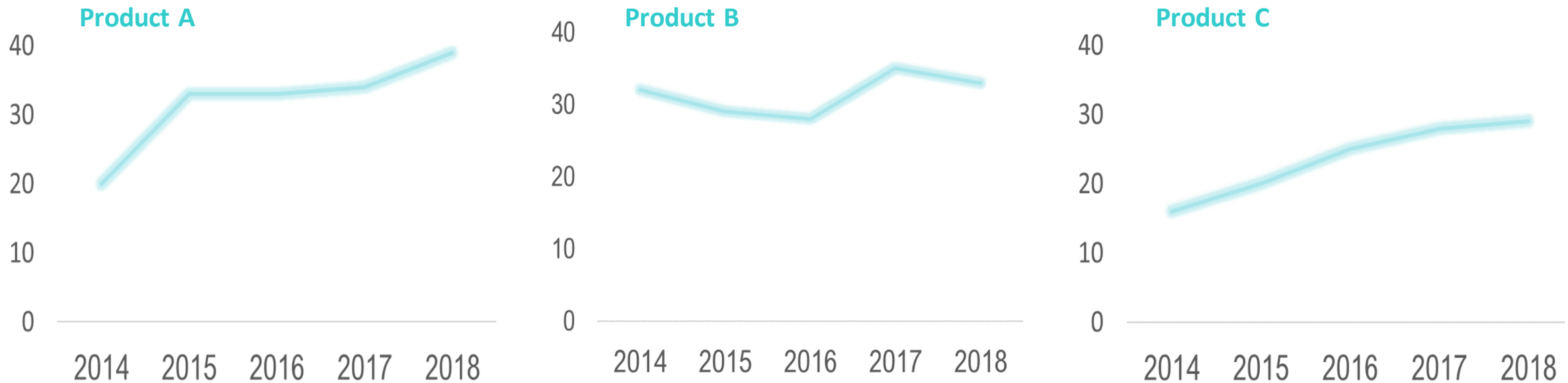

Using irregular intervals in the x-axis can create a distorted portrayal of trends.

*Irregular gaps between months*

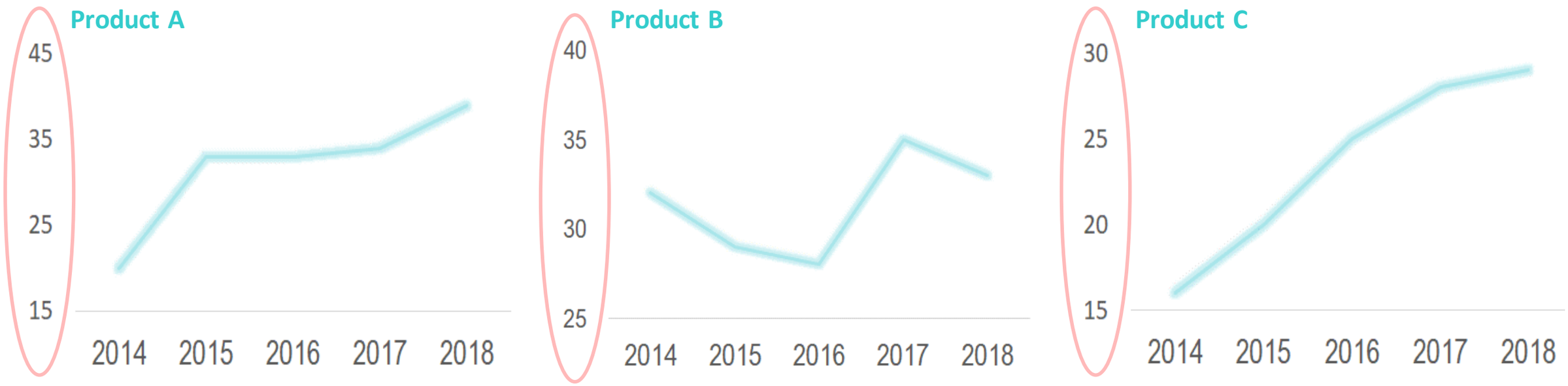


# 2. Inconsistent Scales

Y-axis scale is consistent on all 3 graphs, facilitating accurate comparison.

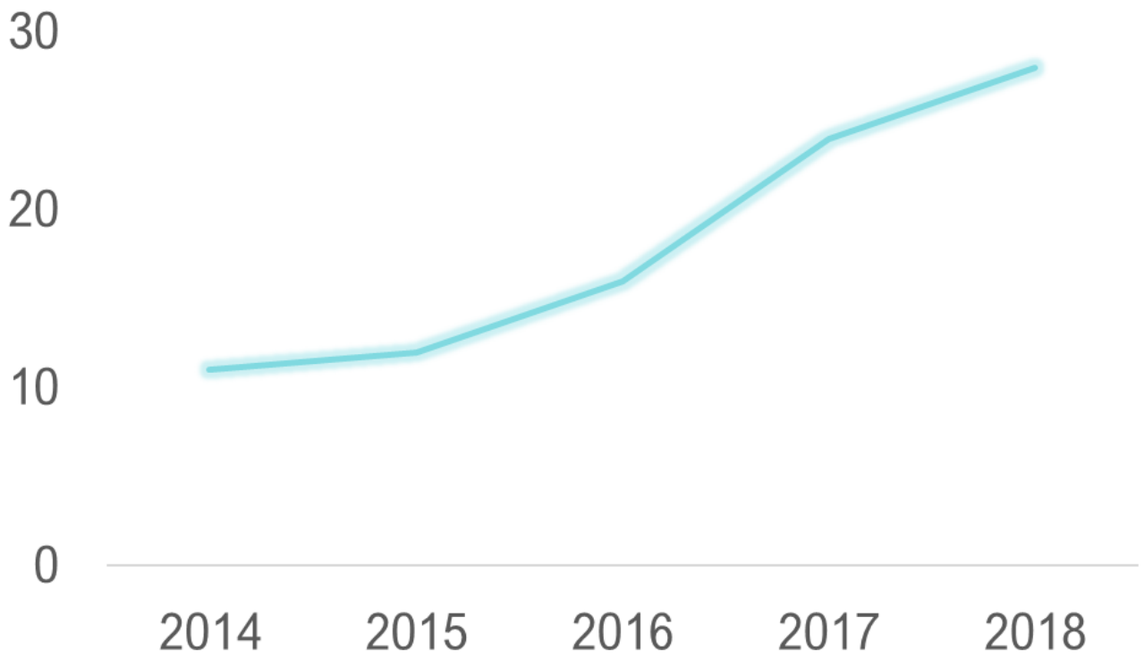



True variations in performance is misrepresented due to inconsistent y-axis scales.

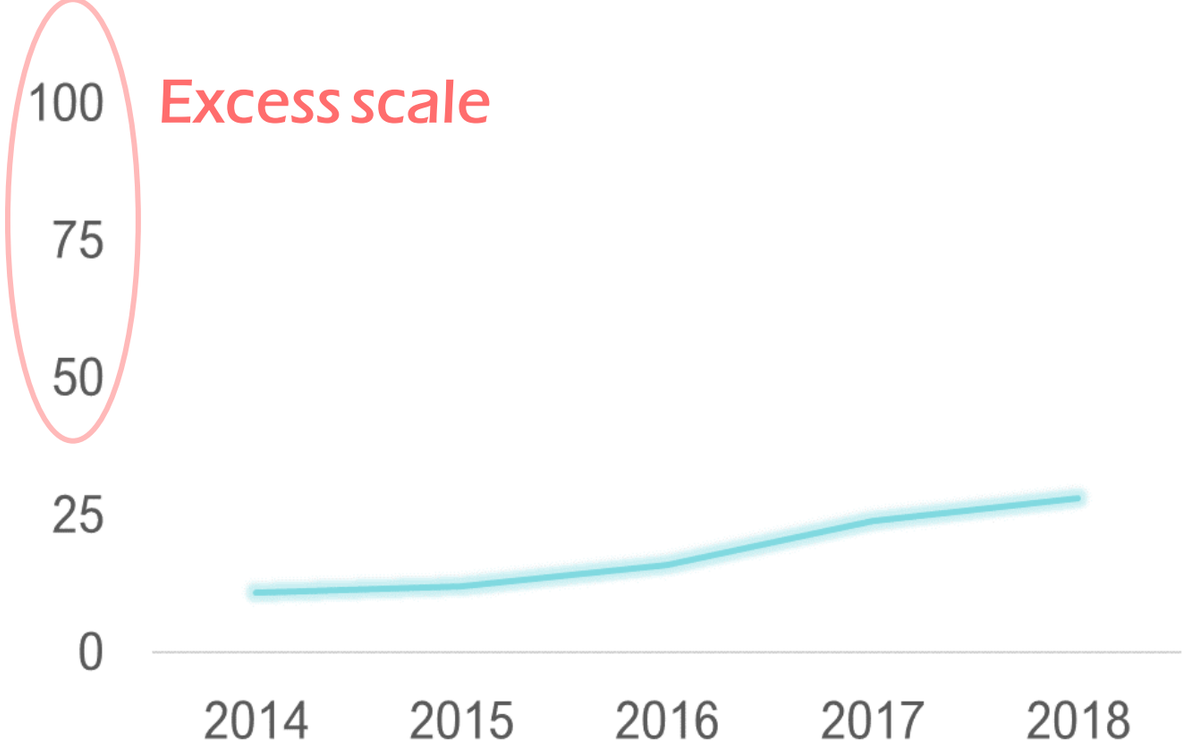


# 3. Expanding the scale

Y-Axis scale is in proportion with the data, giving actual representation of changes over time.

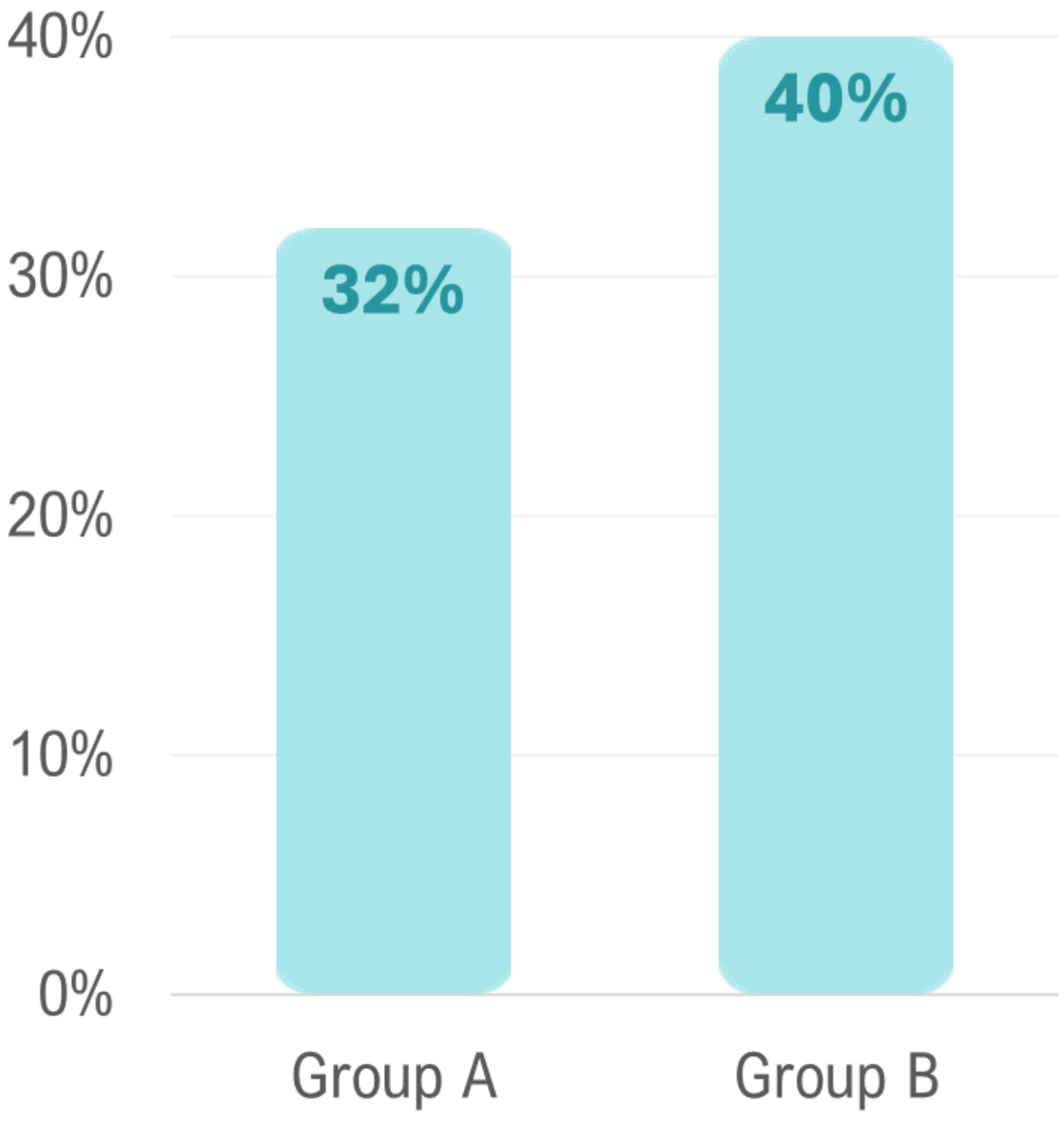



Y-Axis Scale is disproportionate to the data, making changes appear small.

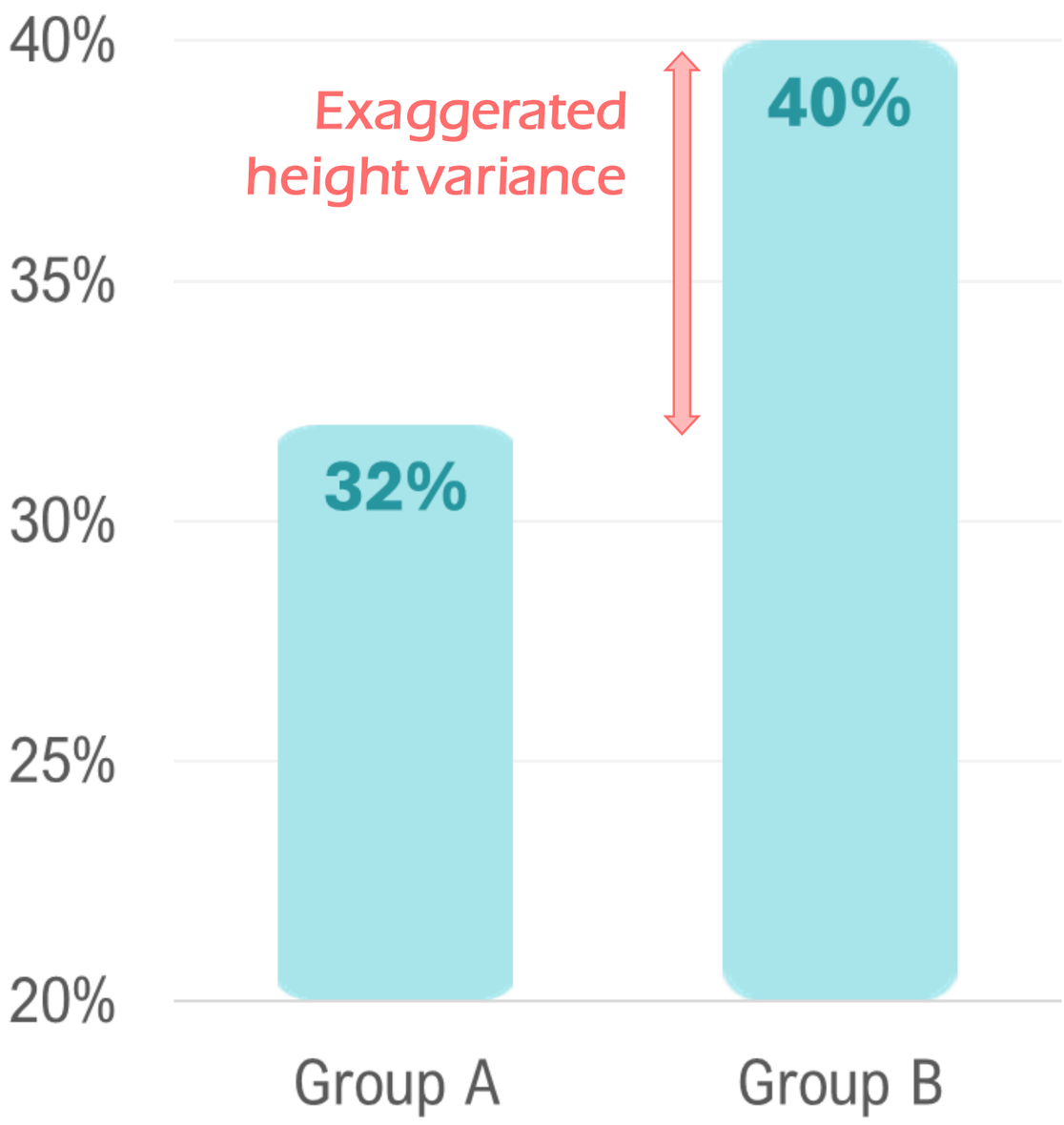


# 4. Non-Zero Baselines

Actual chart starting at 0 baseline, depicting true variance between values.



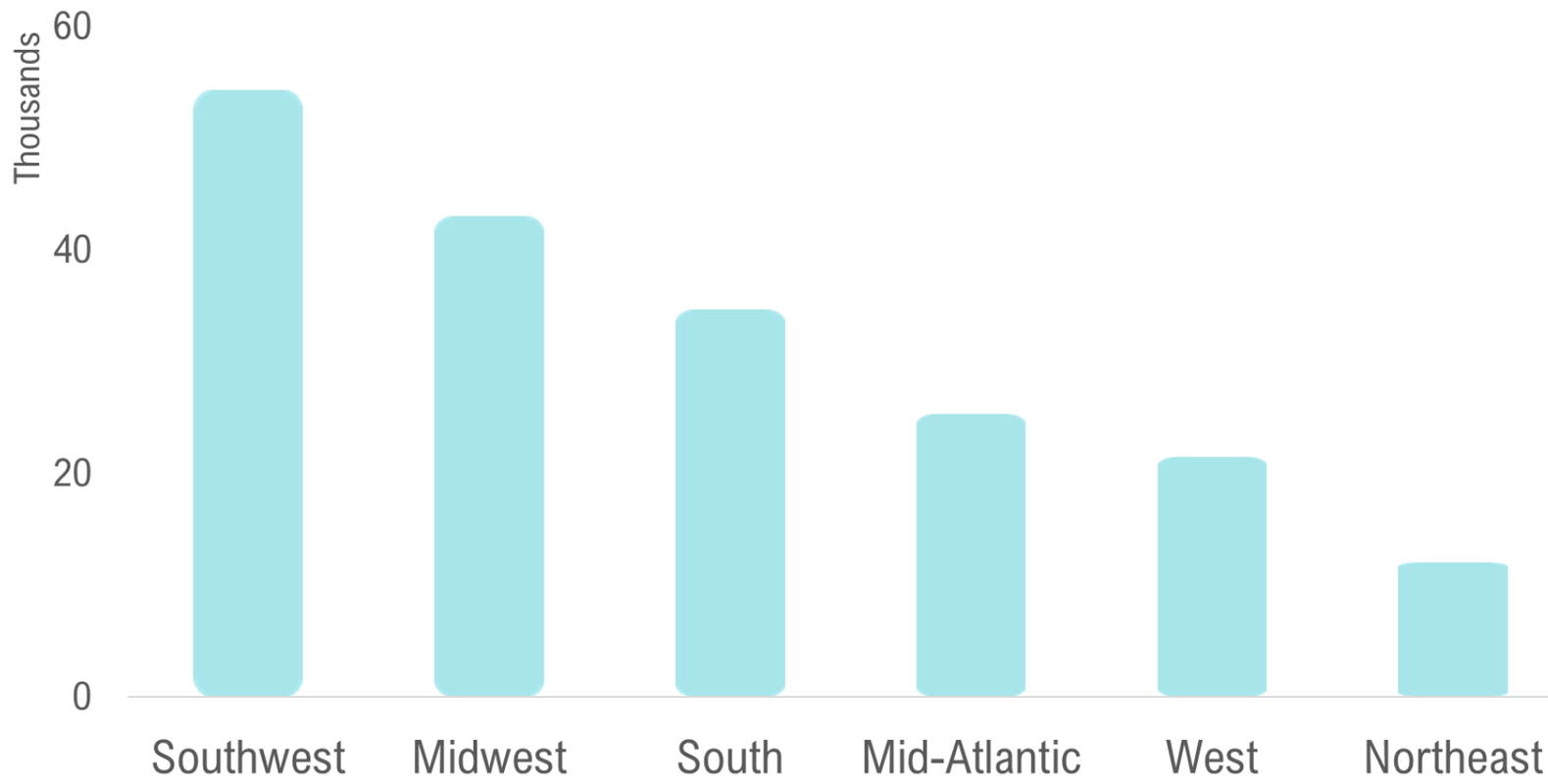

Non-zero baseline giving a misleading view by exaggerating the difference between bars



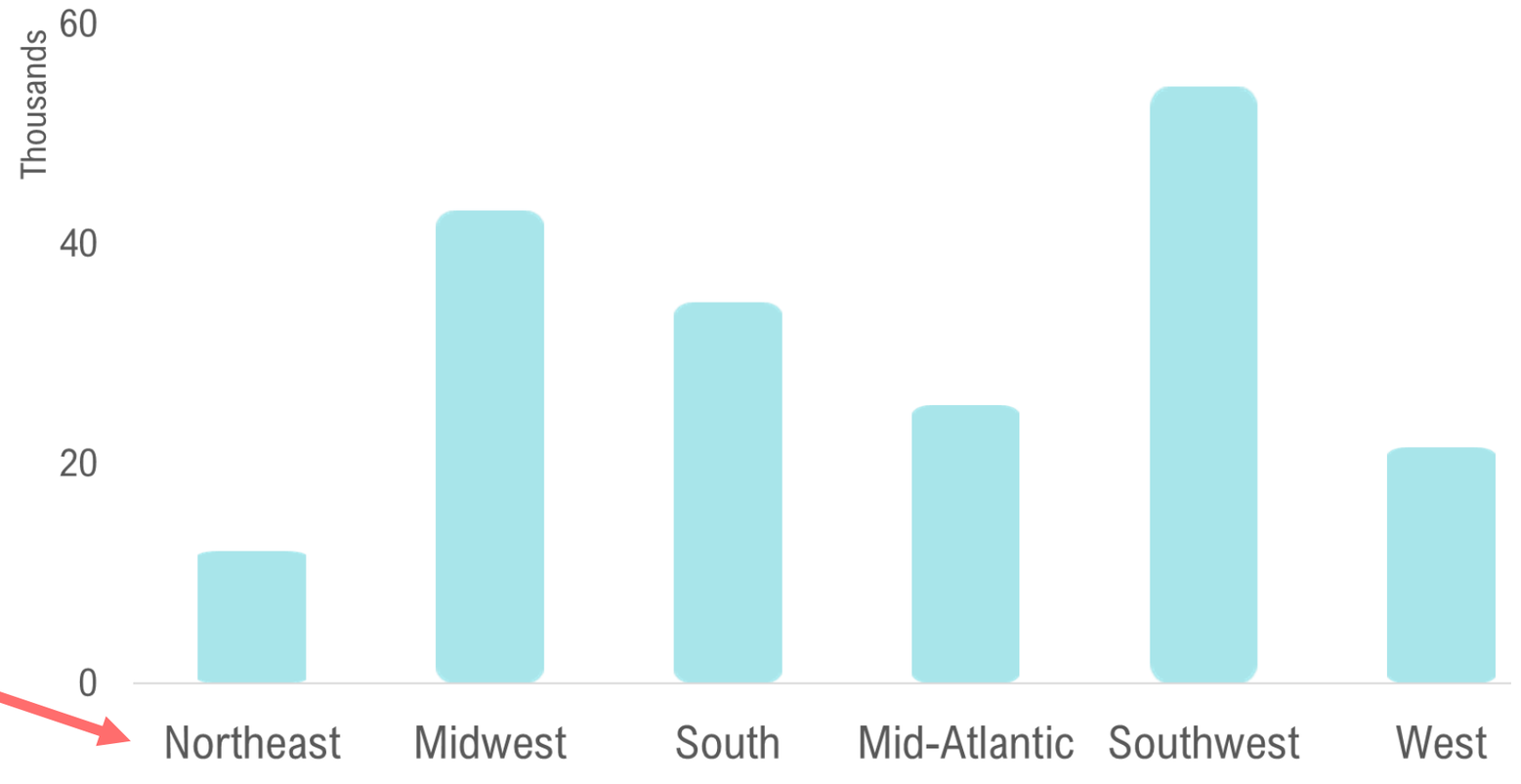

***Note:*** *Truncated baselines are occasionally acceptable for line charts, subject to context. Will discuss it in a separate post someday.*

# 5. Arbitrary arrangement of categories *(for data that needs comparison)*

Well-organized x-axis, *based on descending order of values*, allowing clear comparison of values.




Haphazard arrangement is obscuring the pattern, and clear interpretation of relationships within the data.




*Random arrangement of categories*