Text

Usage:
- Use it when you have no more than 1 or 2 numbers to display

Tips:
- Make it stand out
- Add few supporting words

Example:

99% *Patogen Reduction With New Treatment*

Table

Usage:
- Use it when you have a lot of data to compare, index, and with different units of measure.

Tips:
- Don't use heavy borders or shading
- Use it when you have mixed audience.
- Don't use it in live presentations.

Example:

Id	State	Code	Population
0	Alabama	AL	5,040,000
1	Alaska	AK	732,673
2	Arizona	AZ	7,276,000
3	Arkansas	AR	3,026,000
4	California	CA	39,240,000

Heatmap

Usage:
- Use it when you have to show a lot of numbers and convey their relative magnitude

Tips:
- Use color saturation to convey magnitude
- The higher the number, the higher the color saturation
- Use only one color when it's possible
- Very useful to quickly find points of interest

Example:

	Vapor	Chlorine	Ozone
E. Coli	10%	30%	40%
Listeria	10%	40%	50%
Molds	30%	20%	20%

Scatter Plot

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Bar Chart

Usage:
- Use it when you have no more than 1 or 2 numbers to display