

# The 7 Easiest To Make Visuals To Use In A Winning Presentation

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## Text

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

Tips:

- Make it stand out
- Add few supporting words

**99%** *Patogen Reduction  
With New Treatment*

## Table

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.

Id	State	Code	Population
0	Alabama	AL	5,040,000
1	Alaska	AK	732,673
2	Arizona	AZ	7,276,000

## Heatmap

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
- Very useful to quickly find points of interest

### Vapor Chlorine Ozone

E. Coli	10%	30%	40%
Listeria	10%	40%	50%
Molds	30%	20%	20%

## Scatter Plot

Use it when you have to show relationships between two things

Tips:

- Mostly used in scientific fields
- They seem intimidating if you're not used to it
- Less frequently used in the business world

## Line Chart

Use it when you have relationships between point data (like values over time)

Tips:

- You can plot single or multiple series of data
- If you plot over time, the time axis must be in constant intervals
- You can use it to summarize statistics (like average)

## Bar Chart

Use it when you have categorical data to plot (like groups)

Tips:

- They are very common and easy to understand
- It's easy to compare between categories
- Always have a zero baseline, or they can get misleading

## Area Chart

Use it when you have to visualize numbers of vastly different magnitudes

Tips:

- You can create more compact visualizations than bar charts
- Beware that people are not good with two-dimensional space
- These charts can be tricky to do correctly, use them as last resort