

Figure 45: Pie chart versus bar chart Source: Information Dashboard Design, Few

The horizontal bar represents the value of interest.

The vertical line represents a comparative value, e.g., a target, last year's value, etc.

Color ranges can be set to define different segments, such as "failed", "OK", "over expectations", etc.

Figure 46: Bullet chart
Source: https://docs.tibco.com/pub//spotfire/5.5.0-march-2013/UsersGuide/bg/bg\_what\_are\_bullet\_graphs.htm

All Departments	1 Year History								
	Current		Trend		1	High		Low	
	\$	159.6	-		S	159.6	\$	130.5	
Women's Apparel	\$	32.6	1	_	* \$	32.6	\$	30.2	
Patio & Garden	\$	16.2		~~	\$	16.9	\$	15.1	
Toys	\$	15.7	1		\$	15.7	\$	13.5	
Electronics	\$	14.9	1	~~	. \$	18.3	\$	14.9	
Baby Apparel	\$	14.2		~~~	- \$	14.8	\$	7.5	
Men's Apparel	\$	13.5		-	- \$	13.2	\$	12.8	
Kid's Apparel	\$	12.6		-~	~ \$	12.9	\$	11.9	
Furniture	\$	11.4		~~	- 5	14.5	\$	8.7	
Bed & Bath	\$	11.1	1	~~	\$	11.1	\$	9.3	
Kitchen	\$	9.9	合	~~	1 5	10.1	\$	2.3	
Home	S	7.5		~~~	- 5	9.1	S	4.5	

Figure 47: Sparkline chart

Source: http://tech.gaeatimes.com/index.php/archive/microsoft-excel-2010-10-best-new-features-in-microsoft-excel-2010/

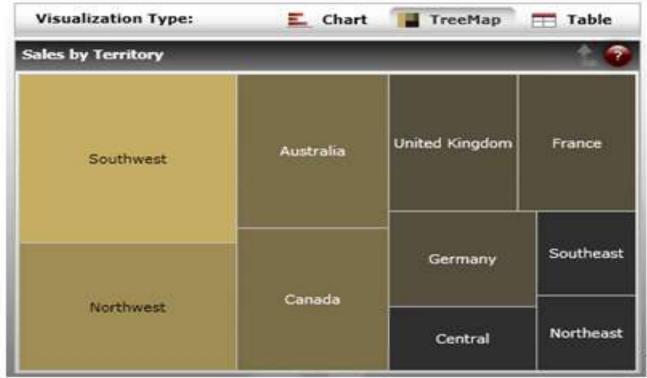


Figure 48: Tree map

Uses size and color to indicate distribution of sales (size) and performance against target (color) In this case, gold color indicates the best performance Source: http://www.dashboardinsight.com/Article.aspx?id=4148

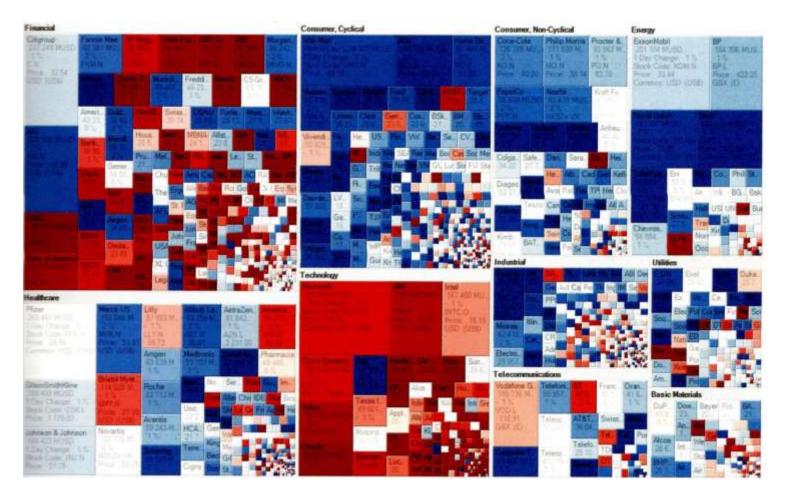


Figure 49: Tree map Source: Information Dashboard Design, Few

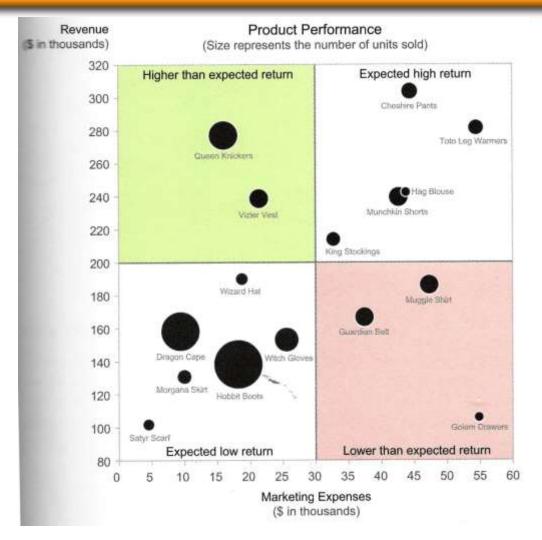


Figure 50: Scatter plot Source: Information Dashboard Design, Few

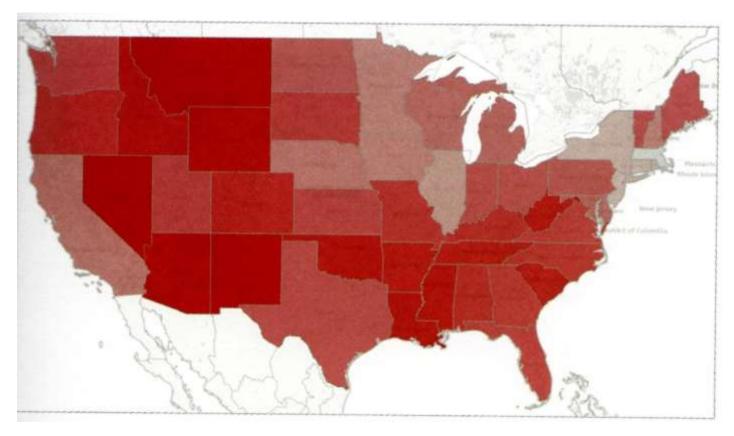


Figure 51: Heat map Source: Information Dashboard Design, Few



Figure 52: Funnel chart Source: Information Dashboard Design, Few

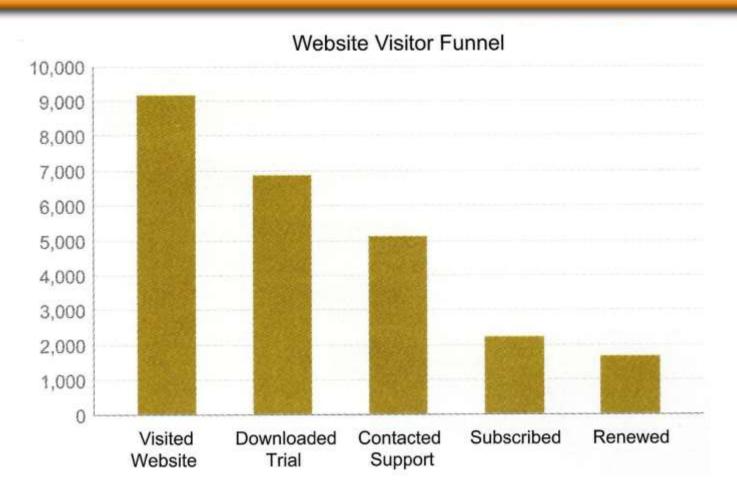


Figure 53: Bar chart displaying funnel information Source: Information Dashboard Design, Few

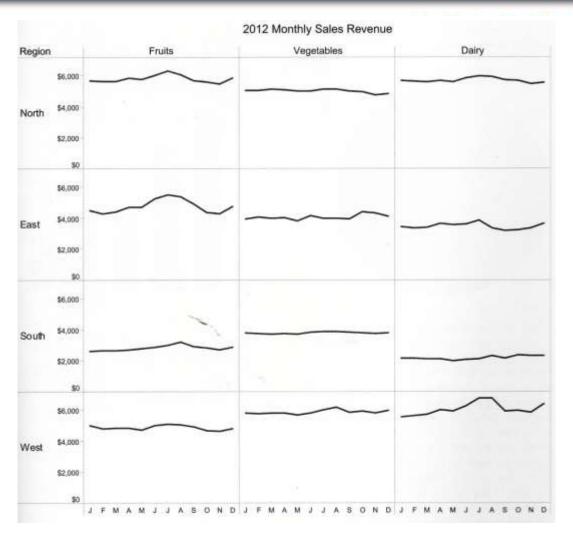


Figure 54: Small multiples Source: Information Dashboard Design, Few

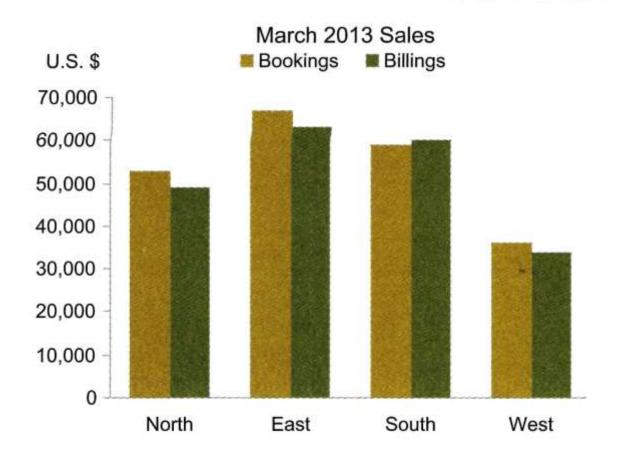


Figure 55: Bar chart representation Source: Information Dashboard Design, Few

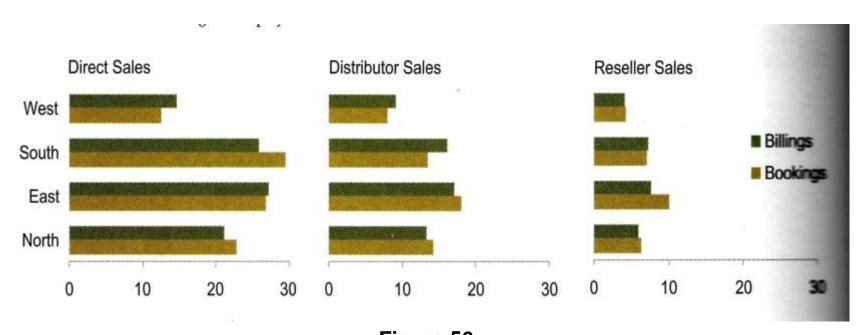


Figure 56
Series of horizontally aligned small multiples
Source: Information Dashboard Design, Few

#### Visualizing dynamic data



Figure 58: Trend chart that looks visually awkward Source: www.dashboardinsight.com (Alexander Chiang)

#### Comparison chart

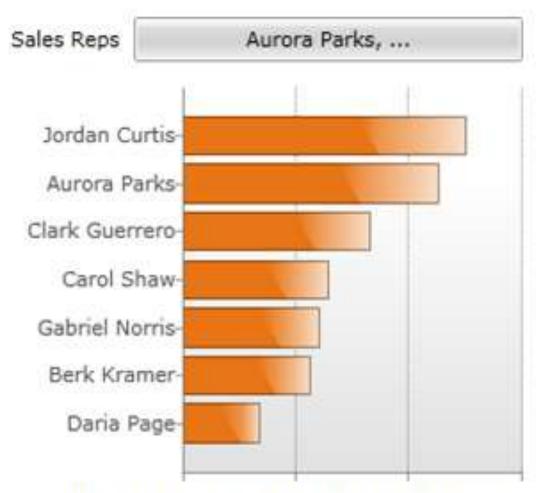


Figure 59: Clear comparison chart Source: www.dashboardinsight.com (Alexander Chiang)

If more reps need to be compared (Figure 60)

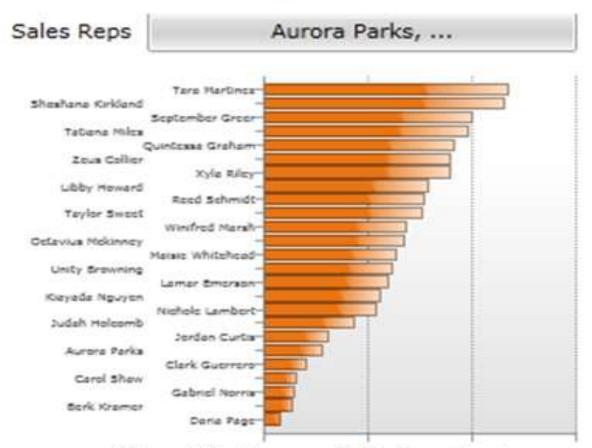


Figure 60: An unreadable bar chart Source: www.dashboardinsight.com (Alexander Chiang)