# Data Visualization: Why 3D charts are a terrible idea



## Introduction

3D charts look cool. But do they serve the purpose of communicating the message you intend to communicate? In this article, I will share the Data Visualization principles that explain why we shouldn’t be using 3D charts.

The most widely used Data Visualization tool, Excel, does make 3D charts easy. But the high-end Data Visualization tools like Tableau, PowerBI, and Qlik Sense do not support 3D charting, because they know 3D charts distort perception and hence are a bad practice.

## The Human Brain, and Perception

As a first step, we will need to understand some principles of how the human brain perceives visual information. Famous artists have always understood how to fool the human eye and used visualization principles in their works of art. See the excellent painting by Pere Borrell del Caso below as an example.

A painting of a person

Description automatically generated with low confidence

By Pere Borrell del Caso - Collection Banco de España, Madrid, Public Domain, https://commons.wikimedia.org/w/index.php?curid=12968243

In the above painting, the artist uses the principles of occlusion, shadowing, and perception distortion to great effect.

Let us walk through some of these principles. I will only touch on the ones that are relevant to charting.

## Occlusion

Occlusion is a synonym for obstructing. On a plain surface, when we see that one object occludes another, the human brain perceives that the thing being hidden is behind and hence farther away from the object that is in front.

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cf4p8M+c327T4SZnkCyxIOGLHG725PPbucYJNvQ/CVvpxS4vNs92r7kIJ2R/Qdz3yR6Y6ZrzlgF9ZdV7b/AD/rU9N5g/qqpR32+X9aHS0V6J5gUUAFFABRQAUUAFFABRQB/9n/7QAsUGhvdG9zaG9wIDMuMAA4QklNBCUAAAAAABDUHYzZjwCyBOmACZjs+EJ+/+Ex6Gh0dHA6Ly9ucy5hZG9iZS5jb20veGFwLzEuMC8APD94cGFja2V0IGJlZ2luPSfvu78nIGlkPSdXNU0wTXBDZWhpSHpyZVN6TlRjemtjOWQnPz4NCjx4OnhtcG1ldGEgeG1sbnM6eD0iYWRvYmU6bnM6bWV0YS8iPjxyZGY6UkRGIHhtbG5zOnJkZj0iaHR0cDovL3d3dy53My5vcmcvMTk5OS8wMi8yMi1yZGYtc3ludGF4LW5zIyI+PHJkZjpEZXNjcmlwdGlvbiByZGY6YWJvdXQ9InV1aWQ6ZmFmNWJkZDUtYmEzZC0xMWRhLWFkMzEtZDMzZDc1MTgyZjFiIiB4bWxuczp4bXA9Imh0dHA6Ly9ucy5hZG9iZS5jb20veGFwLzEuMC8iPjx4bXA6Q3JlYXRvclRvb2w+V2luZG93cyBQaG90byBFZGl0b3IgMTAuMC4xMDAxMS4xNjM4NDwveG1wOkNyZWF0b3JUb29sPjx4bXA6Q3JlYXRlRGF0ZT4yMDIxLTEyLTE1VDAwOjAxOjUzLjI1OTwveG1wOkNyZWF0ZURhdGU+PC9yZGY6RGVzY3JpcHRpb24+PC9yZGY6UkRGPjwveDp4bXBtZXRhPg0KICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgCiAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAKICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgICAgIAogIC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/A5ws+Oh2yc/vDX6K1X1fSLXxBpN1YX1tBeWN9C9vcW8yCSOeNwVZGU8MpBIIPBBrlx2Bw+Ow08Fi481Oas118mn0knqn3Wt1dPuyvM8Tl2LhjcJLlqQd12fdPumtGu21nZn4xI4kQMpDKwyCOhFLXeftVfsnal+xV8TZtPjhvLj4Z6tJ5vh3VXDSR6YWYD+zLiU8K6sQIS5zImFBLI1cHX8j8UcN4nJMdLB19VvGVtJR6Nfk19l3T2P7I4X4kw2d4CONw+j2lG+sZdU/0fVWa3CiiivnT6IKKKKACiiigAooooAKKKKACiiigAooooAKKKTSLPVvGesTaT4V0PVvF+vw+WG03SLc3E0PmHajzEfLBESeZZSqAd67svy3FY+usNg6bnN9Er+V32XduyXVnFmGZYXA0HicZUUILdt2/4d9ktX0Kmu6/Z+GNKmvtQuYrS0gGXlkOFH+JPQAck19Cfsjf8E1vEH7SbWviT4mW2o+FfADYltfDzFrfVdfXqGuiMNbW5/55jErjO4oMA+1fsU/8EvrX4Y6tYeOPig9j4k8cW7CfT9Nj/eaT4abqDEGA864HedxwfuKuNzfYVf0jwb4d4XJ+XF421XE7rrCm/wC7/NJfzPRP4VdKb/mbjbxMxOb82Dy+9PD7N7TmvP8Ali/5d2vieris/wAK+FdM8DeG7HR9F0+z0rSdNhW3tLO0hWGG3jUYCoigBQPQVoUUV+jNtu7Py3bRBRRRSAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACvMP2vP2UvDf7ZHwU1Hwb4iQw+d/pGnahGoNxpN2oPl3EfuuSCuQGVmU8Ma9PorSjWnRqKrSdpJ3TXRkVKcZxcJq6Z/O/8Zfg54k/Z1+Kur+B/GFmLPX9FcbmQHyL6Fs+XcwsfvRSAZB6ggqcMpA5e4uUtU3OfvEKoAyzMeAABySTwAOTX7oft1fsD+E/23PAZi1CNdM8YaVbSx6Dr0e7zNPdyrbXUECWFioDI4OAWK7W+auL/Yp/4JN+Af2W4dF8Qa5BD4y+I2m7pv7ZuQ629jKwGRa2+7y1CYwsjK0vJO5Qdo/asJ4nYZZep14t1lpZbN979F36+TPz6twfVeK5abXs979V5W7nzb/wTq/4I4XHittP8d/GrTWt9Pytxpfg6cYeXusuoD06EW/08zvHX6dWttHZW0cMMccMMKhI40UKqKBgAAcAAdqkor8nzjOsVmdd18VK/ZdEuyR9tgMvo4On7OivV9X6hRRRXkncFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQBz/wAVfhdoXxr+HWseFPE2nw6poWu2zWt5bSdHU9CD1VlIDKw5VlBBBANfkj8Xfgxrv7LPxgvPh/4kmlvWhjN3oOruuF13T92FkJ6efHkJKvZsMPldTX7HV4/+2x+yRpv7X3wfk0d5o9L8SaTIb/w9q+3LabeBSBuxy0Lj5JE/iQn+IKR4PE3DuHzzASwNfSW8JfyS79+V7SXVWdm4xPpuEuKMRkWYLGUtYPScf5o//JLeL73V7Nn5d0VXtxqWl6vqeia9p76P4m8PXLWGr6e5y1rOvof4o3BDo44ZGUirFfyLmGX4jA4meDxUeWcHZrz/AFT3TWjWq0P7Gy/H0MbhoYvCy5oTSaa6p/k+6eqej1CiiiuM7AooooAKKKKACiiigAooooAKKg1PVLfRdPmuryeK2tbdS8ksrBUQDuSa9n/ZH/4J++J/2vDa694oGp+DPhhJiSKPDW+r+J4+o2A4a2tWH/LQ4kdfuhQwevrOFeD8fntblw65acfim/hj5ecn0itXu7JNr5TirjHL8hoe0xTvOXwwXxS/yS6yei83ZPzn4GfBXxl+1r40m0DwBbwpa2Moi1jxLeRltN0XoSgxj7RcYORCh4JBdkHNfqf+zz+zZ4P/AGXPAEfhzwbpMen2e7zrq4djLd6jMfvT3Ep+aSQ+p6DAACgAdD8OvhxoPwi8Faf4c8M6TY6HoelRCG1srOIRxQr9B1JOSWOSxJJJJJrar+neH+HcDkmG+q4FPW3NJ/FNrZvokteWK0Xm7yf8qcTcU47PcT9Yxr0jflivhgn26tvrJ6vyVkiiiivbPnQooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooA+O/+Cp37IMPjHwxJ8XfD5gsPEng2yaTXQ3yx6xo8QMkofHWa3XfJGepAePncu34ct7iO7t45onWSKRQ6Op3K6nkEHuDX7S3EEd3A8UsayRyKUdHG5XB4II7g1+Yv7f8A+xnD+x34is/E/hO0a3+FWsSJaXNmpLr4VvXbCEMcsLSZm2gMSIpMKMI6qv5l4kcG1M2oLMMGr1qSd1bWcFrp3lHWyfxR0TvGMX+teF/G1PKqzyzGu1Go/dlfSEnpr2jLq1tLVqzk14vRRRX80H9PBRRRQAUUUUAFFFFABVPUdY+yX9jp9ta3mqaxq0wt9O0yxhM95qEp6JFGOSe5PAUckgc12vwG/Zw8cftaeNJtH8IW/wDZOi6fKItY8VXsBaz084BMUCHH2m4wR8gIRMjewyAf0d/Zx/Yd+Hv7MV/Jqug6VJd+KLq1S0vNe1GZrm+uUXqAT8kKseSkCRoSASvAr9e4Q8Lq+NjTx2av2dGSuor45LRp7WhGS2bvJrVRs1I/H+MvFXD5fKpgcrXtK8dHJ/BF9V3lJdlZJ6OV04nz/wDsaf8ABLD7Bf6f41+MsNnqmuW7rc6Z4VjcT6Zoj9Vec/durlfUjykOdoYgPX29RRX9AYfD0cPRjhsNBQpx0UVol/m31bu29W29T+cMZjMRi68sVipudSW8nu/8kuiVklokkFFFFbHMFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAVl+NfBek/EfwhqWga7YW+qaNrFs9ne2lwu6O4idSrIw9CD9a1KKcZNO6Bq6sz8f8A4/fs9at+x58Y38D6pNcX2h3yPdeFNXm5bUbNcboJG6G4gyFb+8pR8DcQObr9Vv2t/wBl3Rf2t/g3eeFtWY2V4ri80jVI0DT6PepnyrhPXGSrLkB0Z1PDV+U97pGteCPF2seFPFViNM8V+GZ/supWy5Mb9454icFoZVw6N6HB5BFfgHihwWsNN51gY/u5P95FbQk/tJdIzfyjLTRSij+kPCvjf65SWTY6X72C9xvecV0feUV83HXVqTHUUUV+Mn7QFFFUdc8QW+gRQ+Ys89xdyrb2lrbRNNc3szHCxRRqCzux4CqM10YXC1sTWjh8PBynJ2SSu2+yS3MMViqOGpSr4iSjCKu23ZJd22Wrm6jsraSaaSOGGJS7u7BVQDkkk8ACvTv2Tv2JvFv7ac0GqNJf+DfheWy+s+X5eoa+vdbFGHyRHobhwQc/uw3LD2L9j7/glfdeLbqx8YfGqzj8iNluNN8E7xJBCQcrJqDKSs0nQiAExLj5vMJIX72ggS2hSONFjjjUKqqMKoHAAHYCv6J4N8M8Pl3LjM2SqV91DRwh69Jy++C/vOzX84cbeKdbH82CydunR2c9VOf+HrCPn8T/ALuqfP8Awl+E3h74GfDrS/CfhXTIdH0DRozFaWsRLBNzF2YsxLMzOzOzMSzMzEkkk10VFFfqspOT5pbn46kkrIKKKKkAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAK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Occlusion examples. [Image by Author]

## In the above image, we see two identical sets of objects on the left and right. On the right, the object in front occludes the object behind, hence our brain perceives the occluded object as farther away.

## Occlusion is the strongest cue to the human brain when it comes to visualization.

## Let us now move on to the 2nd concept.

## Perspective Distortion

When we view objects in 3D, the objects farther away appear smaller, but our brain perceives them to be of larger size than in the picture, and it uses past visual experiences to make those adjustments. See an example below.

Diagram

Description automatically generated with medium confidence

Mauro Cateb, CC BY-SA 4.0 <https://creativecommons.org/licenses/by-sa/4.0>, via Wikimedia Commons

Since the image is a 3D image, the pillar at the end is the smallest in size if we measure it by a measuring device. Our brain tells us that the pillar in front and the one at back are the same sizes. This is called perspective distortion.

Imagine that instead of pillars you had a 3D bar graph. Would you be confusing the reader’s brain? What if the bar at the end was the same size as the one in front since excel drew them of the same size given data values were equal. Wouldn’t the brain perceive the last bar to be larger?

## Examples

In this section, we will look at examples of how the above two principles impact the readability of 3D charts.

Take a look at the pie chart below.

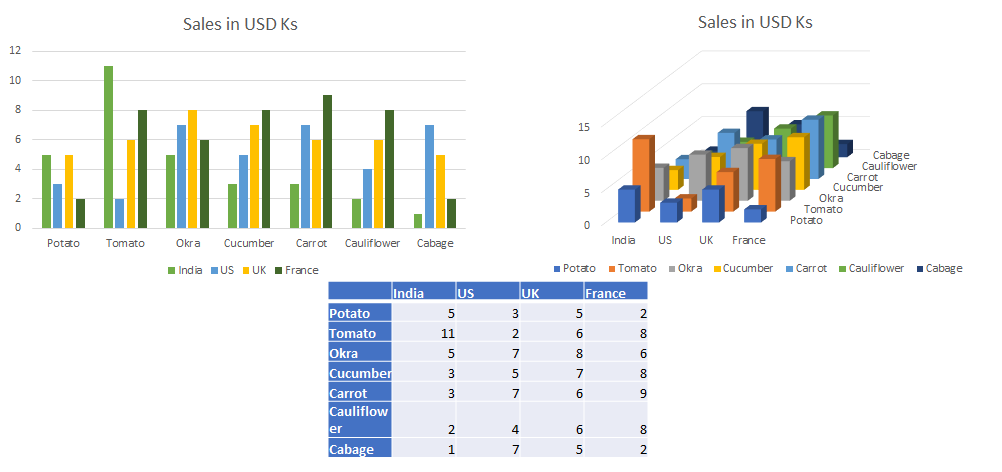
Chart

Description automatically generated

2D and 3D Pie Chart Comparison [Image by Author]

Both the pie charts represent identical data. In the 2D pie chart, it is easy to see that the blue and gray colors (Apples and Bananas) are equal in size. In the 3D chart, on the other hand, the gray looks a lot bigger than the blue. Additionally, gray and dark pink appear equal in 3D, while blue appears as the smallest. Hence we perceive 3 things incorrectly in the 3D pie chart. This is due to the principle of perspective distortion.

Let us now look at a 2D and 3D representation of a bar chart



2D vs 3D Bar Chart [Image by Author]

Which of these is easier to understand? Which one communicates the information clearly?

Perspective distortion is making it very hard for us to compare the heights of the bars in the 3D chart. That task is trivial in the 2D chart.

## Conclusion

We have seen above how the cool-looking 3D charts actually do a fairly bad job of communicating the information. In my next blog, I will talk about which charts we should use when, and why. Until then, stay away from those 3D charts 😊

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