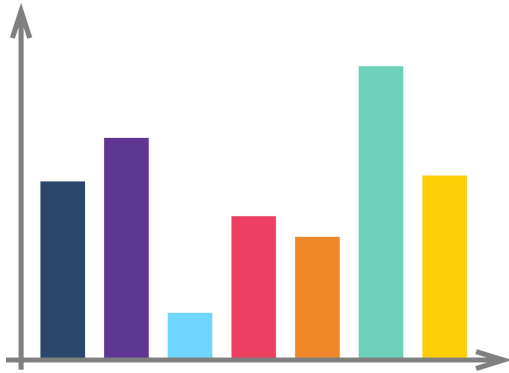


RESOURCE | CHART TYPES CHEAT SHEET

Charts are one of the most important elements of your data visualization and the essential part of the storytelling. They can change dense paragraphs of text and numbers into clear and interesting presentation of the results. Below you can find examples of the most popular chart types and the information in what situations you should use them.

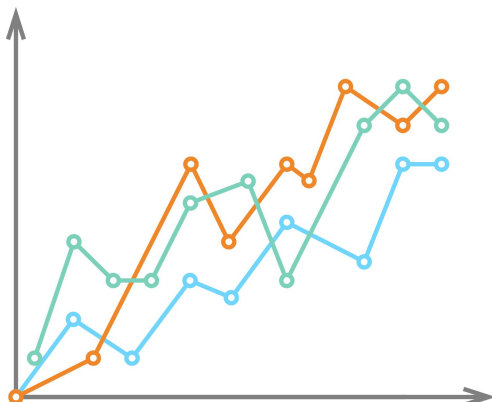
CHART TYPE: BAR CHART



BENEFITS AND WHEN TO USE IT:

This is a great choice if you want to compare the values between different categories or groups. Sort your values in ascending or descending order for the easier interpretation and comparison of the results. You have two main subtypes of bar charts, the vertical bar chart also known as the column chart and the horizontal bar chart. The vertical bar chart is a better choice if you have negative values in your data, as humans associate negative values more with downward direction. Use the horizontal bar chart if you have long data labels that are hard to display. Horizontal bar chart is also more appropriate than vertical bar chart if you have a lot of data to present.

CHART TYPE: LINE CHART



BENEFITS AND WHEN TO USE IT:

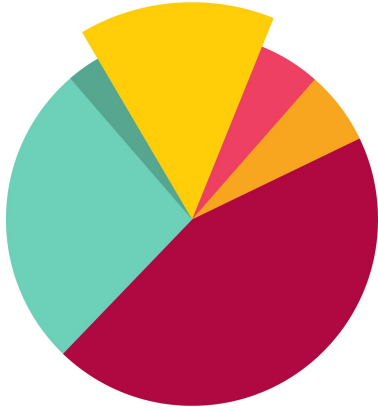
Line chart is used to show the changes over short and long periods of time. It allows you to clearly see any trend. Similar to the line chart is an area chart, which has space under the line filled in colors. It gives



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additional information about the contribution of each category or group to the total result, but often can be hard to read and confusing, if there is too much data.

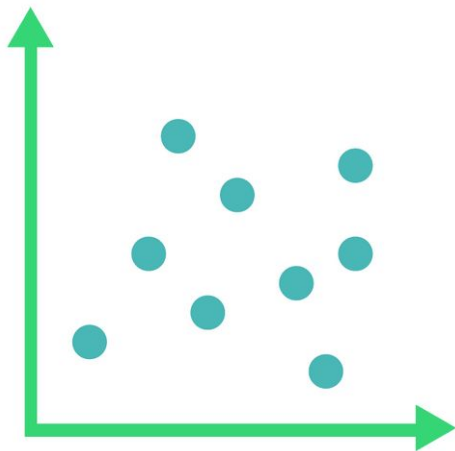
CHART TYPE: PIE CHART



BENEFITS AND WHEN TO USE IT:

Pie chart allows you to compare parts to the whole. It is most often used to present the share in percentages or numerical proportions. Some data analysts insist that you should not use pie charts at all, as they may be misleading, have many limitations and readability issues. They recommend bar charts instead.

CHART TYPE: SCATTER CHART



BENEFITS AND WHEN TO USE IT:

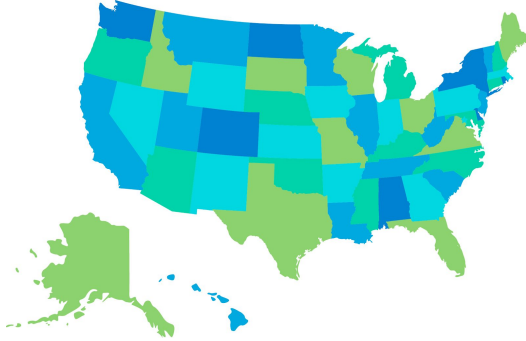
Also known as scatter plot. It is used when you want to show the relationship between two variables. Values for the two variables for each observation or respondent are placed on the chart and then you can often see the general trend and how the two variables are correlated. You can add the trendline to your scatter chart for the easier interpretation. One of the extensions or alternatives to the scatter chart



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is the bubble chart. Dots representing data points are replaced with the bubbles. The size of each bubble represents the third variable, which gives more information to the user.

CHART TYPE: MAP CHART



BENEFITS AND WHEN TO USE IT:

Map chart is helpful if you want to visualize your results based on geography. You can use markers, colors, shapes and numbers to do that.

CHART TYPE: BOXPLOT

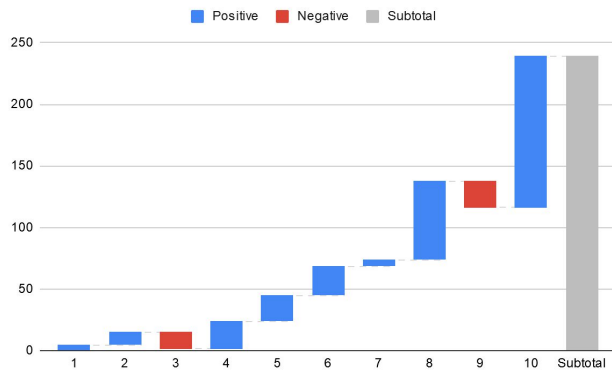


BENEFITS AND WHEN TO USE IT:

Use it if you want to visually see the distribution of your data. This chart shows you the minimum and maximum values, outliers, median and typical values.



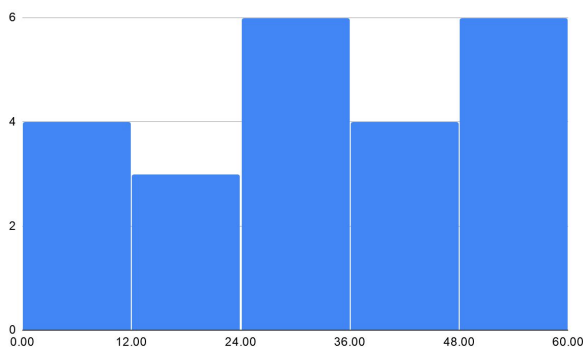
CHART TYPE: WATERFALL CHART



BENEFITS AND WHEN TO USE IT:

Use it if you want to present the cumulative effect of sequentially introduced values (positive or negative).

CHART TYPE: HISTOGRAM CHART



BENEFITS AND WHEN TO USE IT:

Use it if you want to visually see the distribution of your data. You can easily compare distribution of your data with normal distribution.

