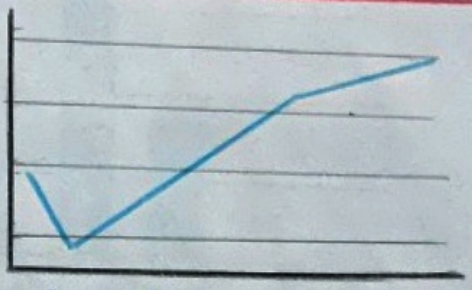
How to choose a perfect chart

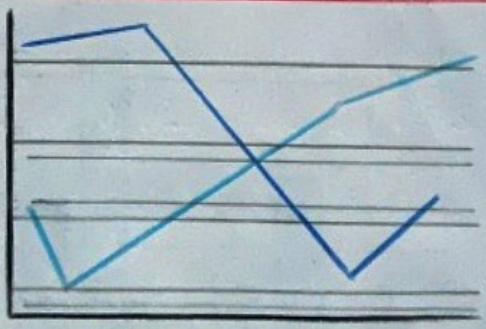
1. If your data has a changing variable.

- **Line charts**

Individual data points for a changing variable are connected with a continuous line.



Single: When the changing variable is for a single category.

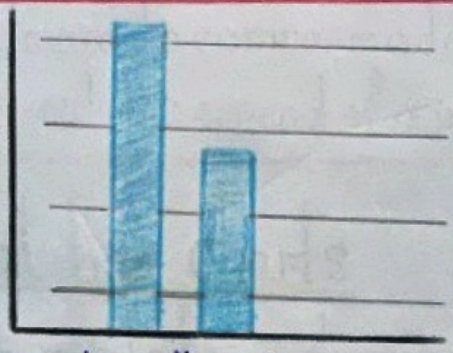


Stacked: When the changing variable applies to more than one category and you want to compare categories.

Column charts (Vertical bar charts)

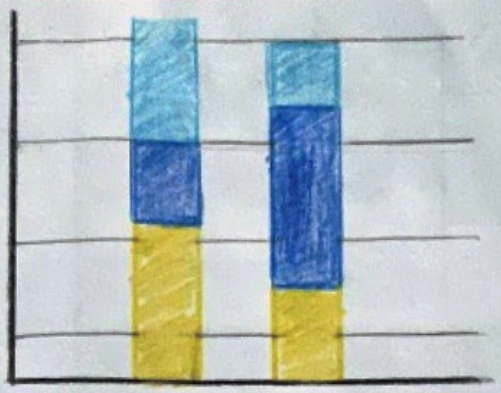
Individual data points for a changing variable are represented as vertical columns.

If the values being compared ar vastly different, a column chart might bo too tall. You can use a horizontal bar chart instead.



Single: When the changing variable is for a single category.

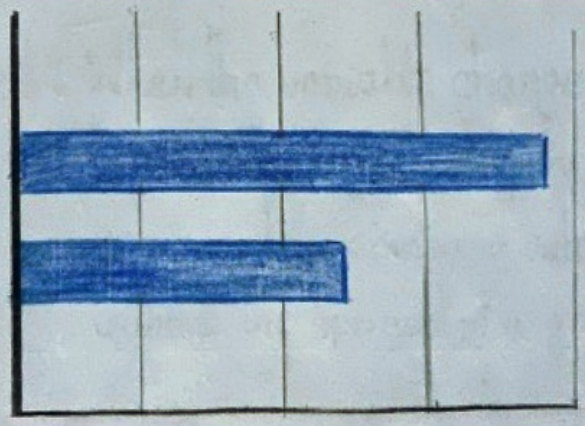
Grouped: When the variable change applies to more than one category and you want to compare categories.



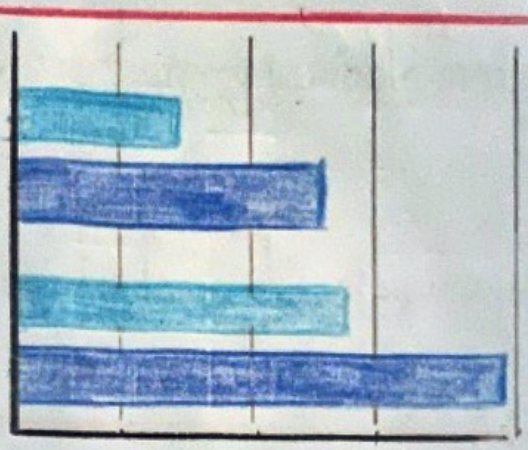
Stacked: When the variable change applies to more than one category and you want to compare categories without the spread of a group.

Horizontal bar charts

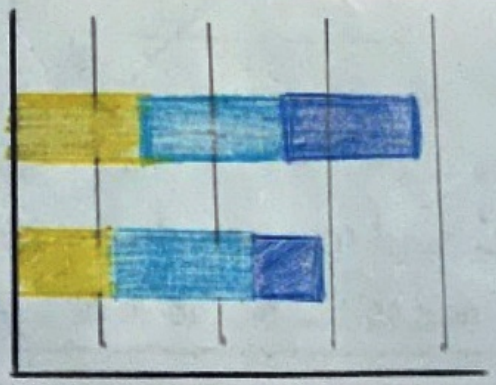
Individual data points for a changing variable for one or more categories; these appear like rotated column charts.



Single: When the changing variable is for a single category.



Grouped: When the variable change applies to more than one category and you want to compare categories.



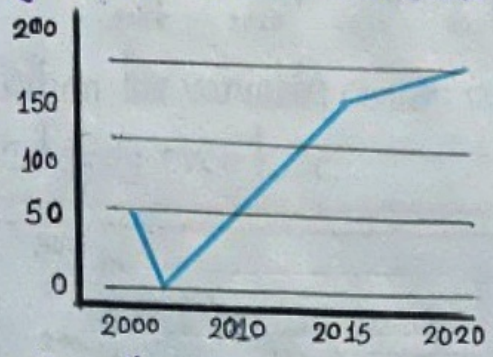
Stacked: When the variable change applies to more than one category and you want to compare categories without the spread of a group.

2. If your data has a changing variable measured over time

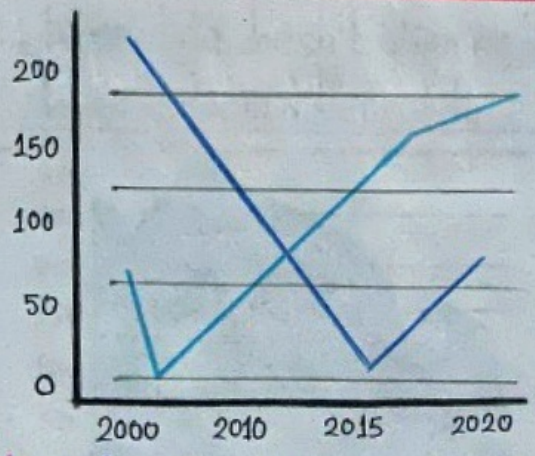
Line charts

Individual data points for a changing variable are connected with a continuous line.

The line charts are similar to those for a changing variable but time is shown on the x-axis



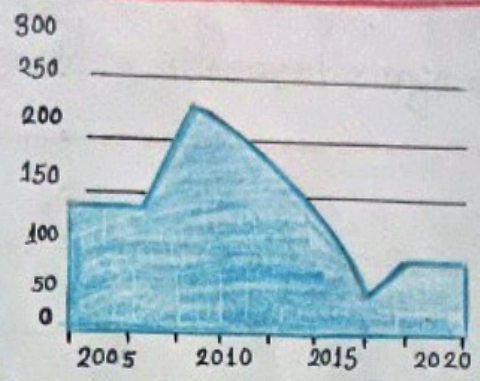
Single: When the change over time is for a single item or classification



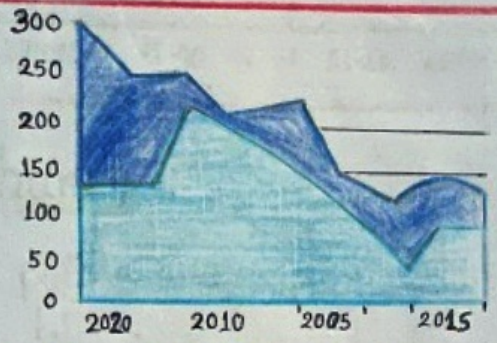
Stacked: When the change over time is for multiple items or classifications

Area charts

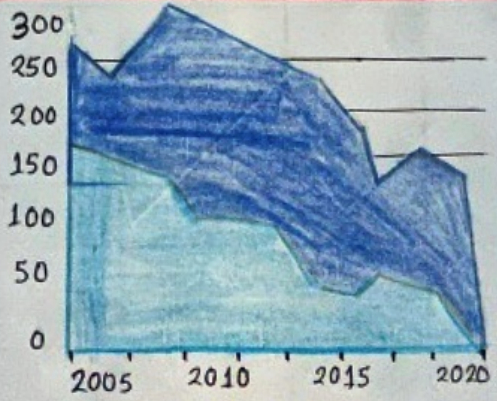
Individual data points for a changing variable are connected with a continuous line and the area under the line is filled in.



Single: When the variable change is for a single category over time.



Unstacked: When data doesn't align on the x-axis (data is from different time points).

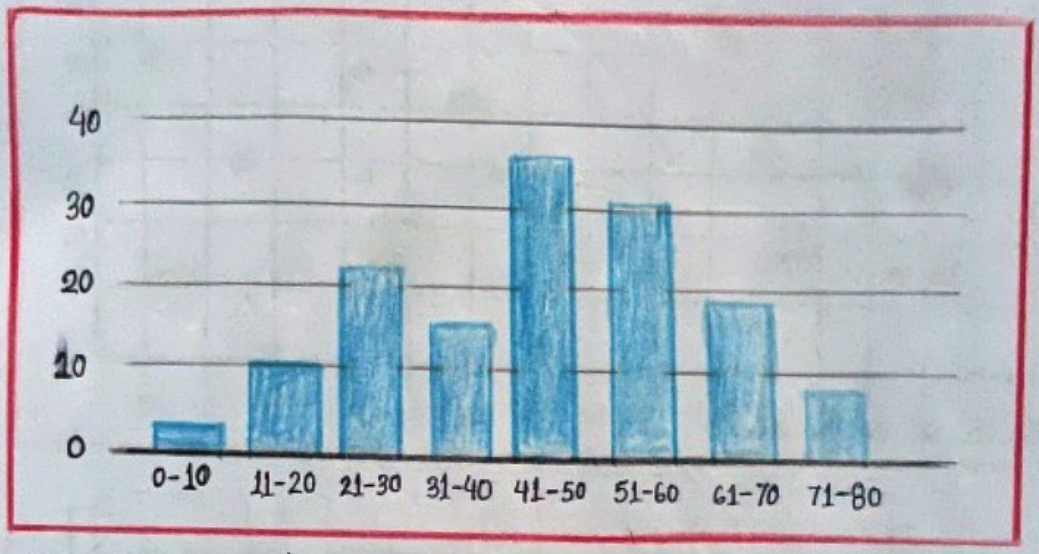


Stacked: When data aligns on the x-axis (data is from the same time points).

3. If your data has a numeric trend.

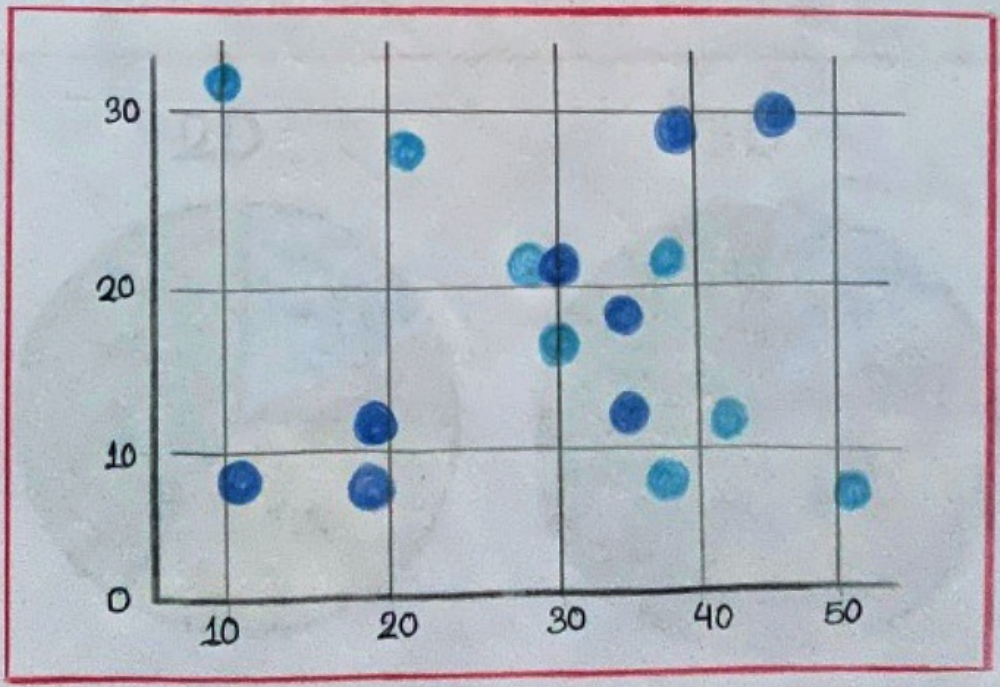
■ Histograms

Individual data points are categorized into columns that each represent a different range of values.



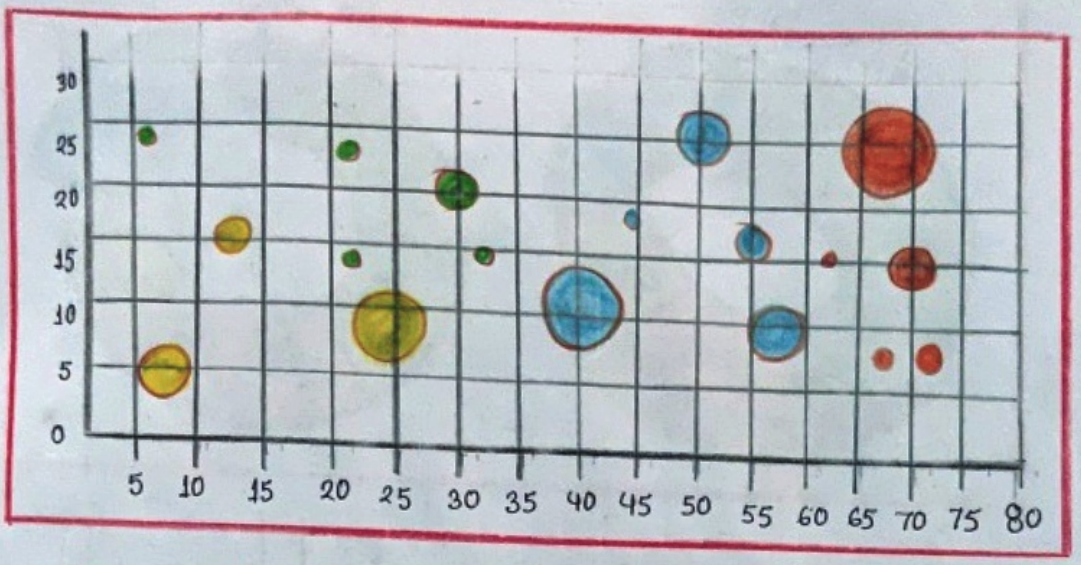
■ Scatter charts

Individual data points are displayed, but without a connecting line like in a line chart.



Bubble charts

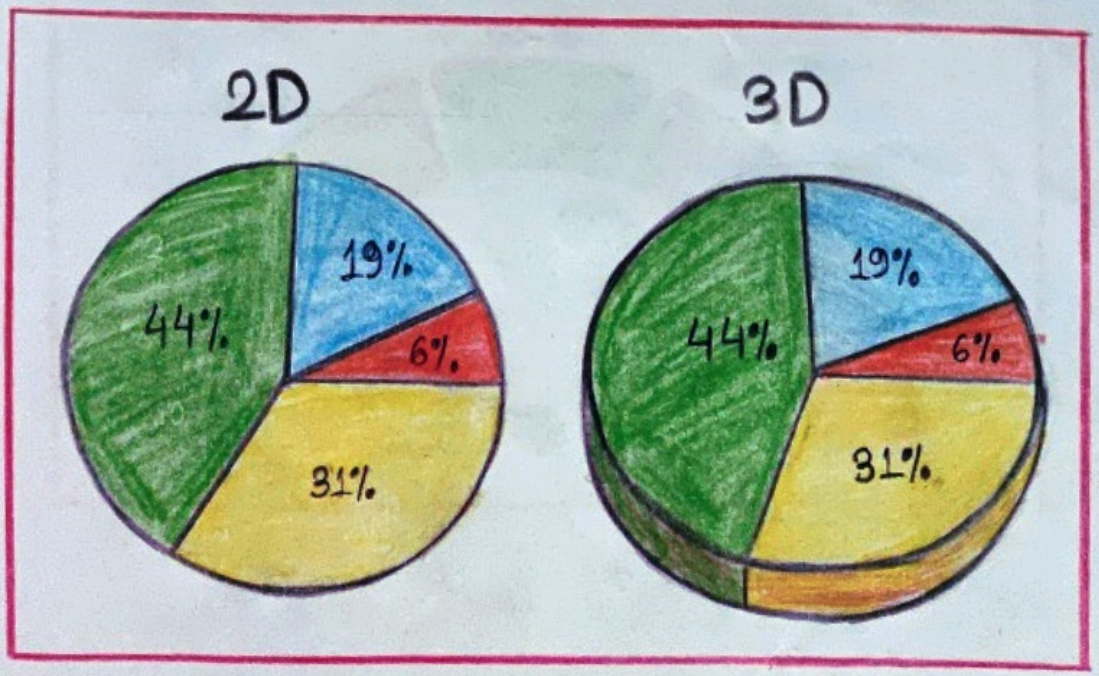
Individual data points are displayed as bubbles like in a scatter plot, but numeric values are compared relative size of the bubbles.



4. If your data has partial and whole results.

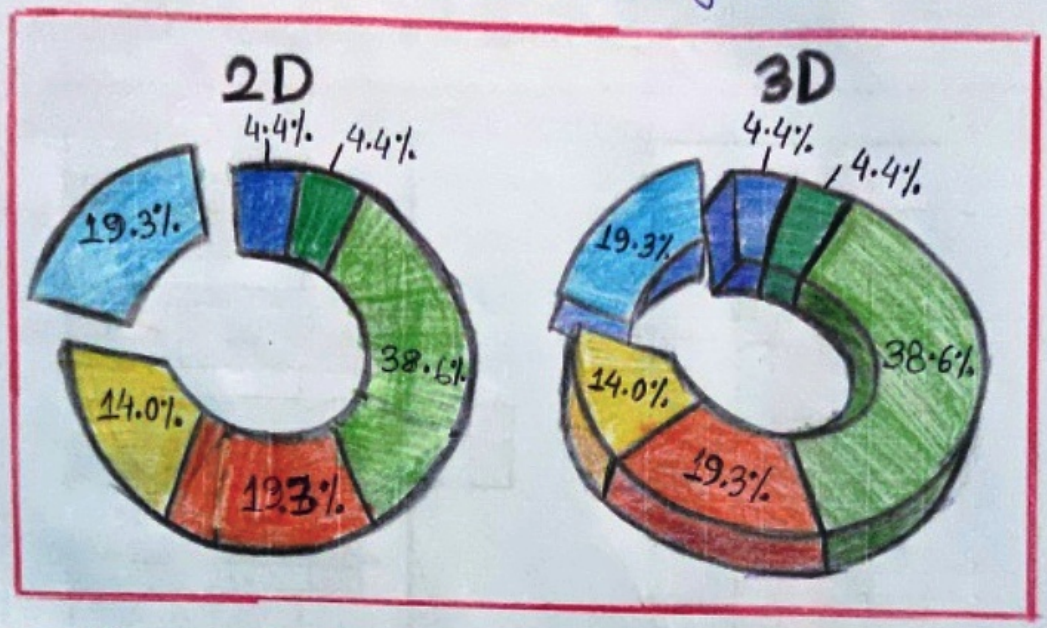
Pie charts

2D or 3D proportions (slices) are shown adding up to a whole or 100%.



Donut charts

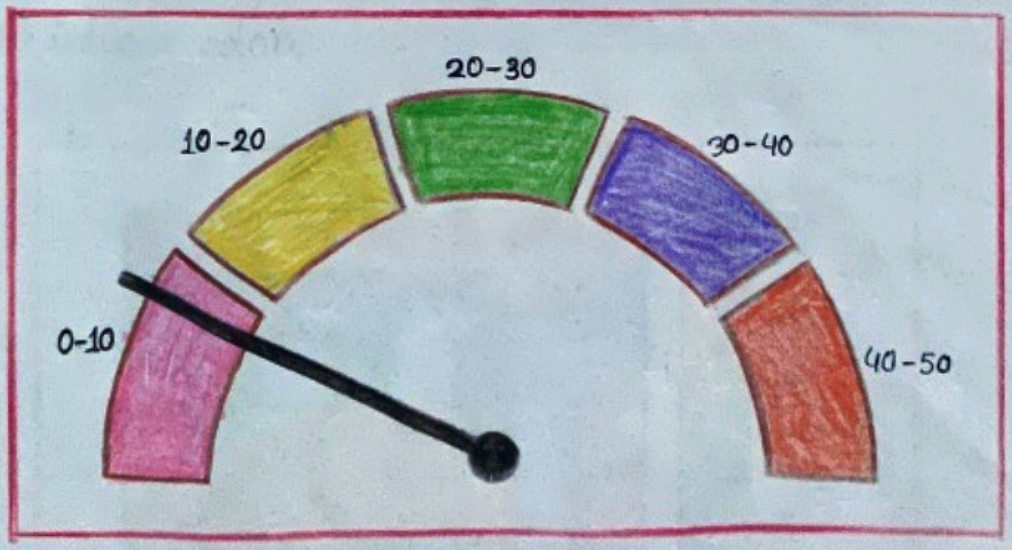
2D or 3D proportions (segments) adding up to a whole or 100%.



5. If your data is progressive.

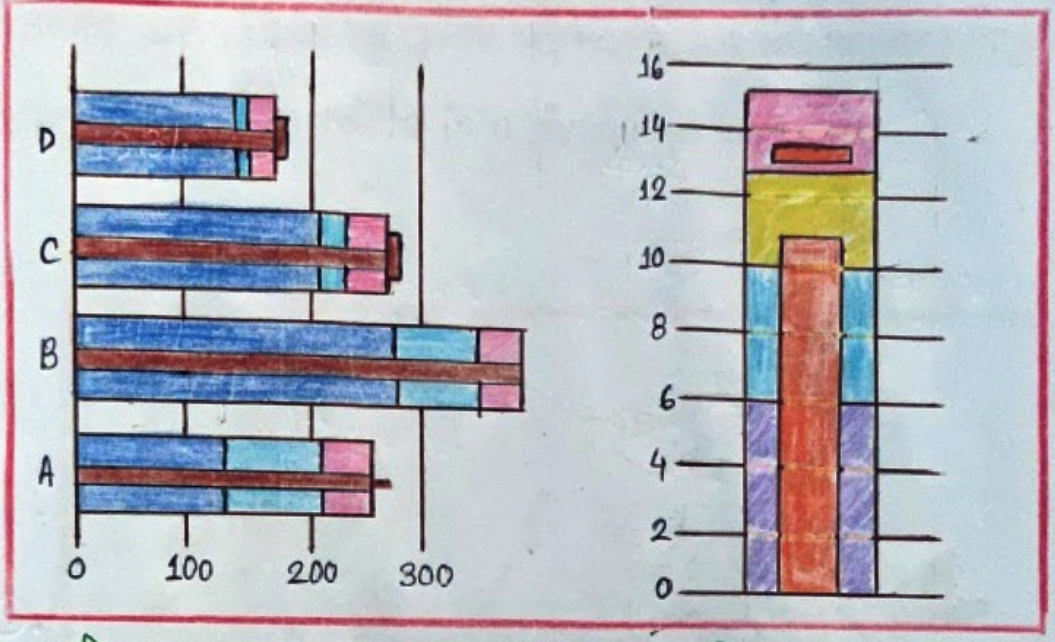
Gauge charts

Single results is shown within a progressive range of values allowed.



Bullet charts

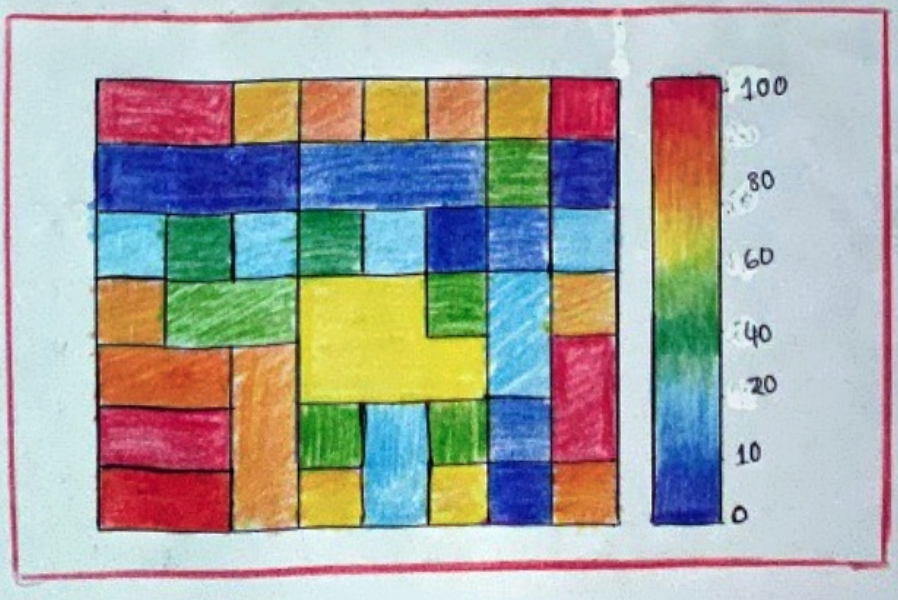
Progressive result is shown as a horizontal or vertical bar chart moving towards a desired value.



6. If your data has intensity or frequency.

Heat maps

Results are shown by color gradations representing the stre-ngth or frequency of values; higher or more frequent values have more intense color.



7. If your data has intensity or frequency (continued).

- **Density maps**

Results are shown by color representing the number or frequency of data points in a given area on a map.