Dig Deep with Charts and Graphs

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Deep Dive Goals

Pie Chart
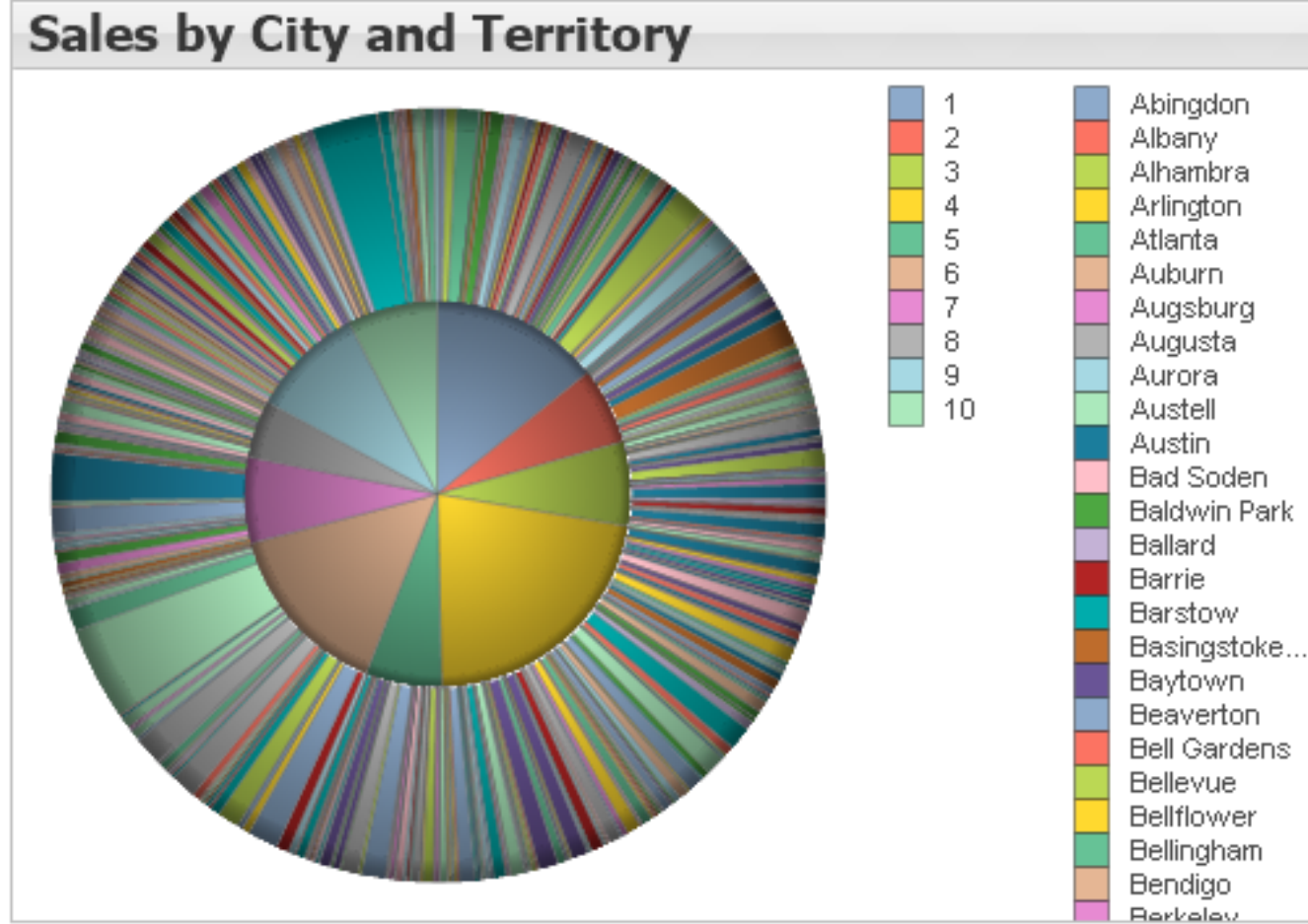
Bar Chart

Line Chart

Straight Table

Pivot Table

Table Box

Pie Charts

Sales by City and Territory

Pie Charts

Favorite Animals

- Cats 28%
- Dogs 21%
- Goats 16%
- Lizards 25%
- Squirrels 10%

Proportions

– 141% of people have favorite animals

Pie Charts

Favorite Numbers

■ One ■ Two ■ Three ■ Another ■ Another
■ Another ■ Another ■ Another ■ Another ■ Another

Proportions

– 141% of people have favorite animals

Limit the slices

– Four, maybe five

Pie Charts

Favorite Numbers

Legend: One · Two · Three · Another · Another · Another · Another · Another · Another · Another

Proportions

- 141% of people have favorite animals

Limit the slices

- Four, maybe five

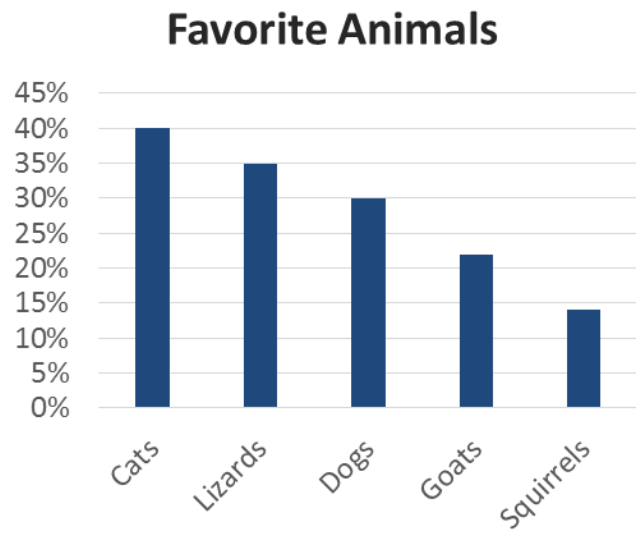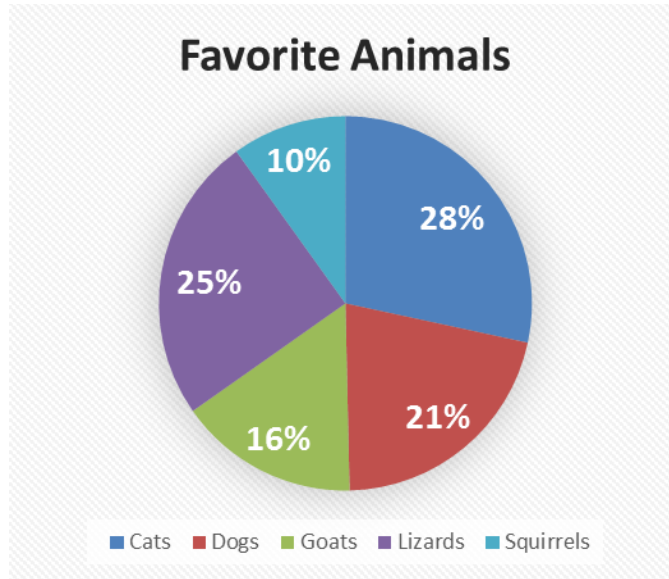## Pies are delicious, not informative

- There's usually a better way

Bar Charts

Groups of data

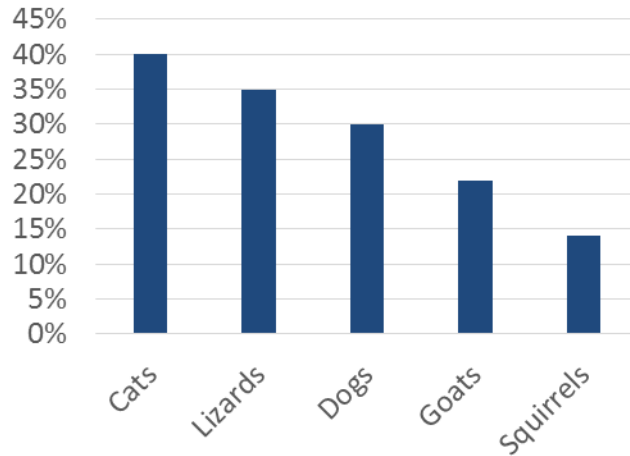- – Cats are different than Lizards

Bar Charts

Groups of data

– Cats are different than Lizards

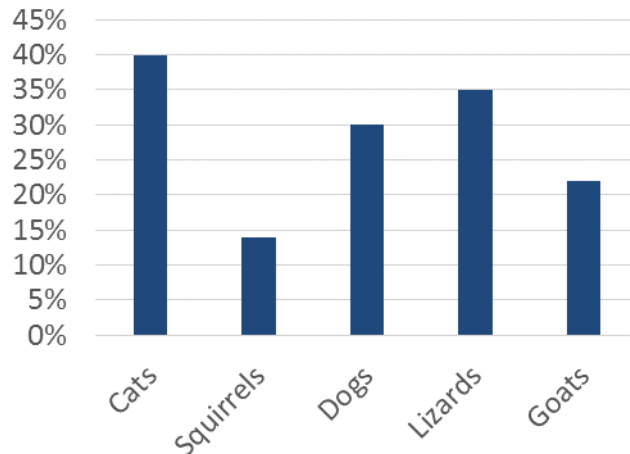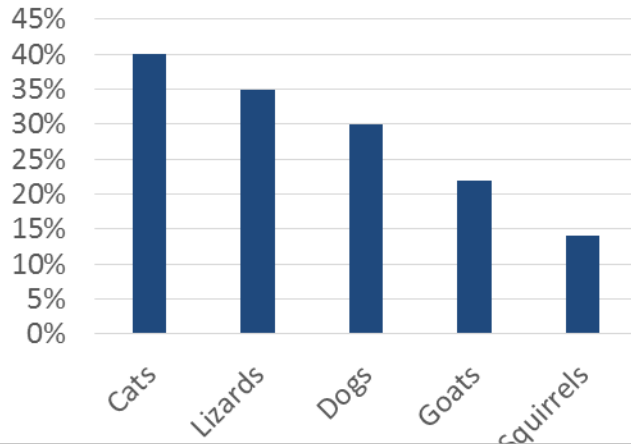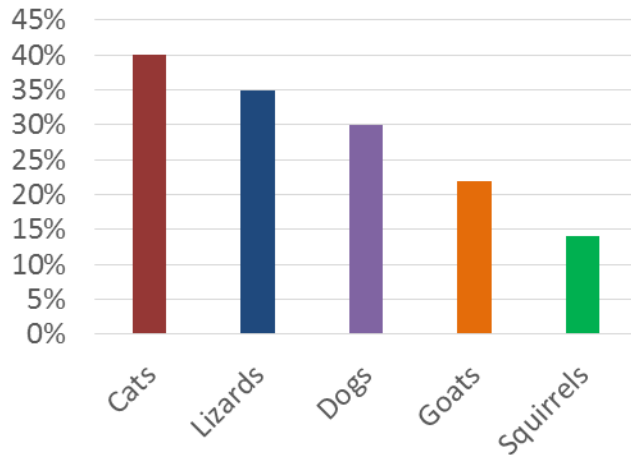## Sorts matter

Sorts tell a story

Bar Charts

Favorite Animals
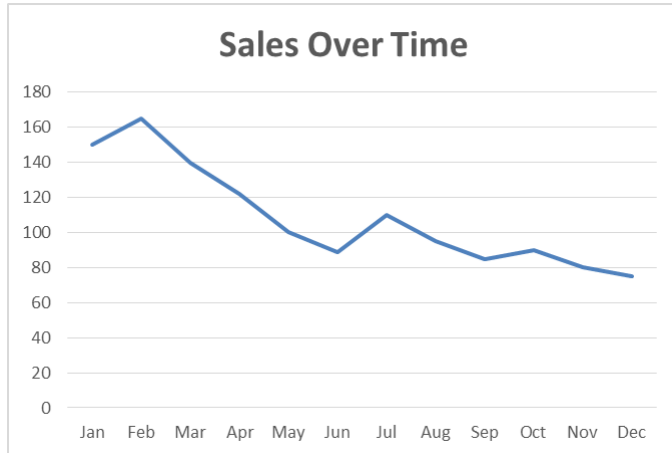
Groups of data

- Cats are different than Lizards

Sorts matter

Sorts tell a story

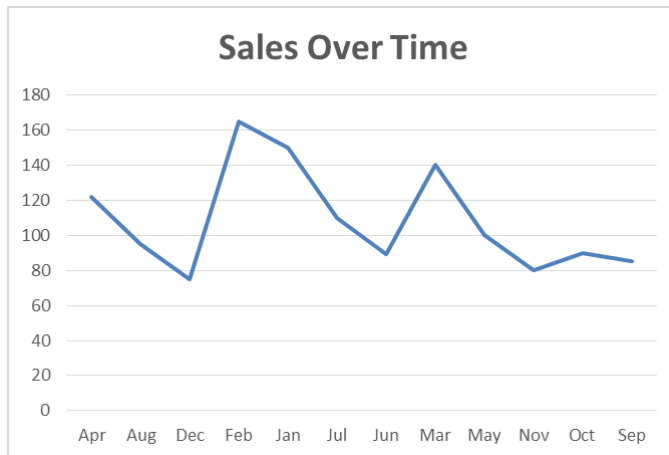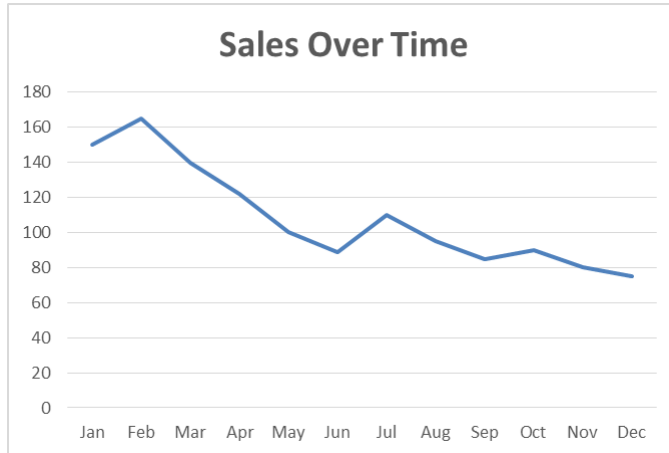## Colors mean things

- Unless they're random, then they annoy

Line Charts

Sales Over Time

Trends

- Sales over time

Line Charts

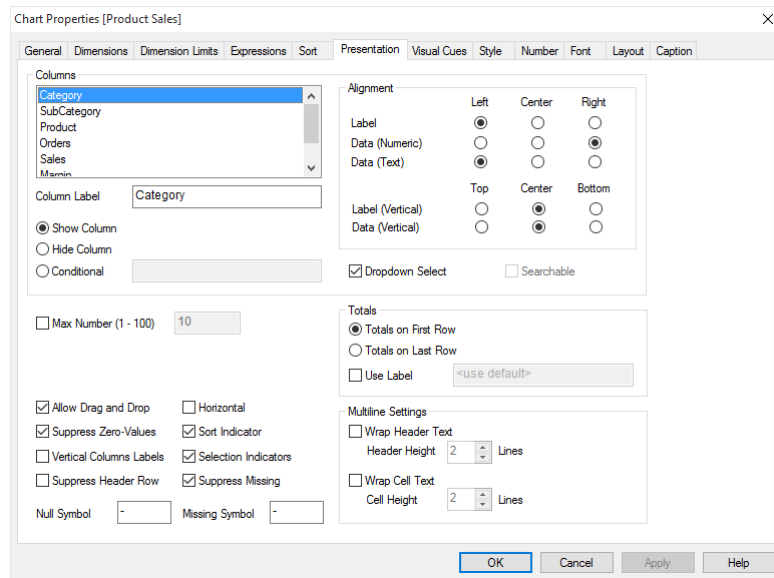## Trends
- Sales over time

Sorts matter
- Alphabetical month sorting is crazy

Wrap It Up

It takes some skill

– Good choices make good apps

Wrap It Up

It takes some skill

- Good choices make good apps

It's an iterative process

- Keep trying until it's right