

Change Over Time

Show trends of **patterns** over a continuous period

- How does the data change evolve **over time**?
- Are there any **trends** or **patterns** in data over time?



Line Chart



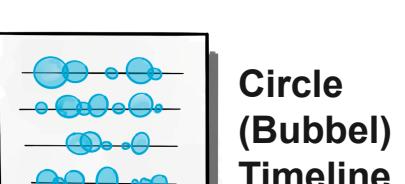
Sparkline Chart



Slope Chart



Bar Chart Over Time



Circle (Bubble) Timeline



Calendar Chart



Area Chart

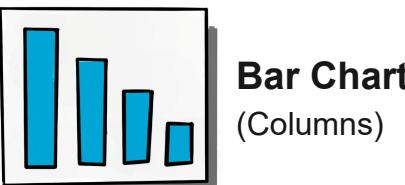
Magnitude

Show **size** comparisons. These can be relative or absolute

- Which categories have the highest and lowest sales?
- Show **comparison** of sales across different categories?



Bar Chart (Rows)



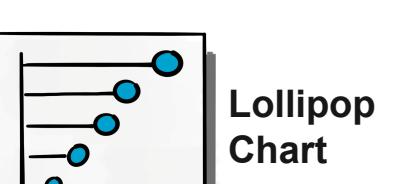
Bar Chart (Columns)



Bar Chart (Side By Side)



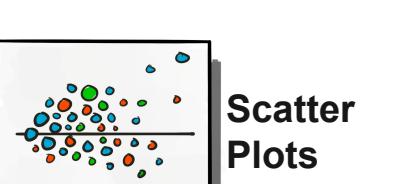
Stacked Bar Chart



Lollipop Chart



Bubble Chart

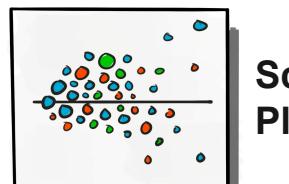


Scatter Plots

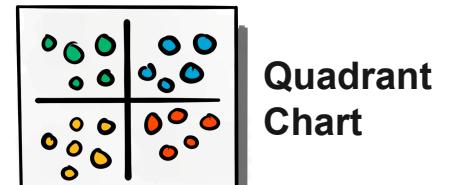
Correlation

Show the **relationships** between two or more measures

- Is there a **correlation** between two measures?
- How strongly **related** are the two variables?



Scatter Plots



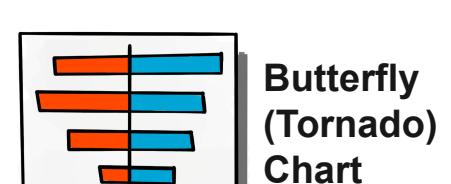
Quadrant Chart



Dual-Line Chart



Bar & Line Chart



Butterfly (Tornado) Chart



Histogram

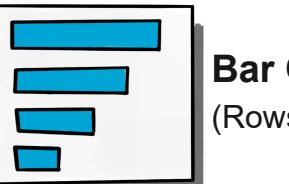


Butterfly (Tornado) Chart

Ranking

Show an item's position in an ordered list (Relative Ranking)

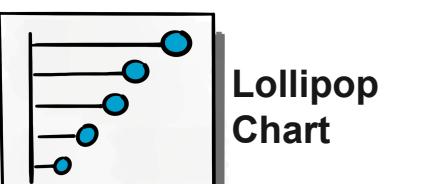
- Show **top 10** customers by sales
- Show **lowest 10** products by sales



Bar Chart (Rows)



Bar Chart (Columns)



Lollipop Chart



Slope Chart



Funnel Chart



Bump Chart



Barbell Chart

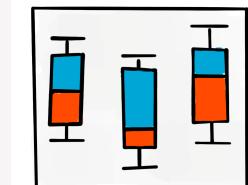
Distribution

Show values in a dataset and how often they occur

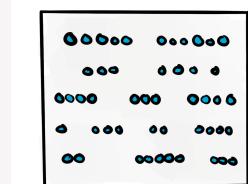
- What is the **distribution** of customer's ages?
- What are the busiest times in our workday?



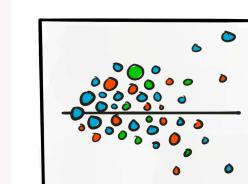
Histogram



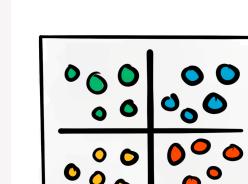
Box Plot



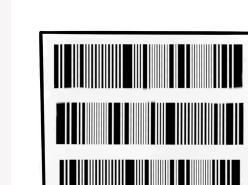
Dot Plot



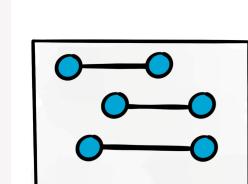
Scatter Plots



Quadrant Chart



Barcode Chart



Barbell Chart

Part-To-Whole

Show how a **whole** breaks down into its **components**

- How much each category **contributes** to **overall** sales?



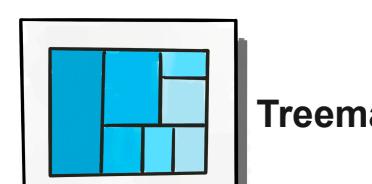
Pie Chart



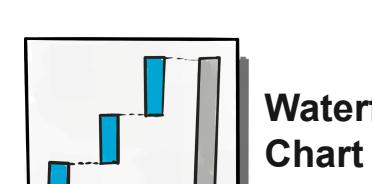
Donut Chart



Full Stacked Bar Chart



Treemap



Waterfall Chart

Spatial

Use when geospatial patterns in your data are more important than anything else

- Which **city/state** has the highest sales?



Choropleth Map



Map with Symbols

Flow

Visualize the **movement** or **flow** of the data over time

How do things move from one point to another?



Waterfall Chart

Choose the Right Chart

CHEAT SHEET

DATA WITH BARAA

