# Types of Visuals

**There are many ways to show your data through visualization.**

**When choosing your visual you need to consider what type of information your insight is looking to show.**

The type of visual you chose to depict your data will depend on: the data you wish to communicate and what you want to say about that data.

Most visuals can be divided into the following 6 categories.

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Graphical user interface, application

Description automatically generated

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| Comparison Comparison visuals compare data between different categories.  **Use Case:** Income across fiscal years. | **Graphical user interface, application  Description automatically generated** | |
| Data Over Time Data over time visuals represent the spread of data over a period of time and are displayed to identify trends or changes.  **Use Case:** Sales performance over time. | | Graphical user interface, application, Teams  Description automatically generated |
| Correlation Correlation visuals are used to find whether there is a relationship between two or more variables.  **Use Case:** Price and demand | | Graphical user interface, website, timeline  Description automatically generated |
| Distribution Distribution visuals are used to show how often values occur in a dataset.  **Use Case:** Distribution of orders. | | Graphical user interface, website, timeline  Description automatically generated |
| Part-to-Whole Part-to-whole visuals show the breakdown of elements that add up to a whole.  **Use Case:** Profit by product segment. | | Graphical user interface, website  Description automatically generated |
| Ranking Ranking visuals showcase an ordered list based on a unique data point and are used when the position of the element is more important than its relative value.  **Use Case:** Leads by sales stage | | Graphical user interface, application, website, Teams  Description automatically generated |

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