

VARIABLE WIDTH
COLUMN CHART



TABLE WITH
EMBEDDED CHARTS



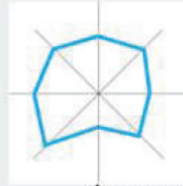
BAR CHART
HORIZONTAL



BAR CHART
VERTICAL



CIRCULAR AREA
CHART



LINE CHART



BAR CHART
VERTICAL



LINE CHART



Two Variables
per Item

Many
Categories

Few Categories

Cyclical Data

Non-Cyclical
Data

Single or Few
Categories

Many
Categories

Among Items

Over Time

SCATTER PLOT



SCATTER PLOT
BUBBLE SIZE



Two
Variables

Three or more
Variables

RELATIONSHIP

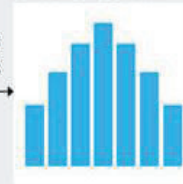
COMPARISON

What would you
like to show?

COMPOSITION

DISTRIBUTION

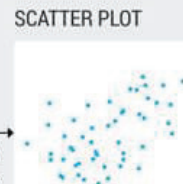
Few Data
Points



Single
Variable



Many
Data
Points



Two
Variables

Changing
Over Time

Static

Few Periods

Many Periods

Only Relative
Differences
Matter



STACKED 100%
BAR CHART

Relative and
Absolute
Differences Matter



STACKED BAR
CHART

Only Relative
Differences
Matter



STACKED AREA
100% CHART

Relative and
Absolute
Differences Matter



STACKED AREA
CHART

Simple
Share of
Total



PIE CHART

Accumulation or
Subtraction
to Total



WATERFALL CHART

Components
of Components



STACKED 100%
BAR CHART WITH
SUBCOMPONENTS

Accumulation to
total and absolute
difference matters



TREE MAP