



DATAcated® Academy

*Design effective and beautiful data visualizations  
and tell impactful stories with data*

# DATAcated Chart Selector Guide

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## What type of data would you like to present?

### Specific Value

#### Single Value

12%

Average Profit Ratio

Show the raw number prominently displayed

#### Table

Region	A	B	C	Total Total
North	\$123,456	\$123,456	\$123,456	\$370,368
East	\$123,456	\$123,456	\$123,456	\$370,368
West	\$123,456	\$123,456	\$123,456	\$370,368
South	\$123,456	\$123,456	\$123,456	\$370,368
Grand Total	\$493,824	\$493,824	\$493,824	\$1,481,472

Show the exact values and compare pairs of related values

#### Highlight Table

Region	A	B	C	Total Total
North	\$123,456	\$123,456	\$123,456	\$370,368
East	\$123,456	\$123,456	\$123,456	\$370,368
West	\$123,456	\$123,456	\$123,456	\$370,368
South	\$123,456	\$123,456	\$123,456	\$370,368
Grand Total	\$493,824	\$493,824	\$493,824	\$1,481,472

Show the exact values and use color to convey relative magnitude

### Comparison

#### Single Line Chart



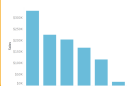
Display trends over a period of time for a single category

#### Multiple Lines



Display trends over a period of time for multiple categories

#### Bar Chart



Shows comparisons among discrete categories

#### Grouped Bar Chart



Shows comparisons among discrete categories and sub-categories

#### Stacked Bar Chart



Shows comparisons among discrete categories and sub-categories

#### Dual Axis Chart



Show the relationship between two variables with different magnitudes and scales

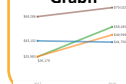
### Relationship

#### Radar



Plots one or more series of values over multiple quantitative variables

#### Slope Graph



Compares a data point, typically between two points in time

#### Bullet Graph



Compares data against historical performance or pre-assigned thresholds

#### Scatter Plot



Shows the relationship between two variables

#### Bubble



Shows relational value without regards to axes

#### Word Cloud



Shows the relative frequency of words in our data

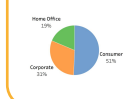
### Composition

#### Tree Map



Shows a hierarchical part-to-whole relationship

#### Pie Chart



Shows a part-to-whole relationship

#### Donut Chart



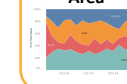
Shows a part-to-whole relationship

#### Stacked Bar 100%



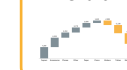
Shows a part-to-whole relationship across categories

#### Stacked Area



Shows a part-to-whole relationship over a period of time

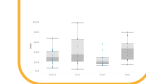
#### Waterfall Chart



Shows how a value changes by various factors that either increase the value, or decrease it

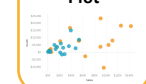
### Distribution

#### Box & Whisker Plot



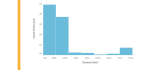
Displays the data distribution through quartiles

#### Scatter Plot



Shows the relationship between two variables

#### Histogram



Show the underlying shape of a set of continuous data

### Geographic

#### Filled Map



Shows geographic data using shading on a country or state basis to indicate relationships

#### Symbols Map



Shows geographic data using a symbol plotted over a longitude and latitude