

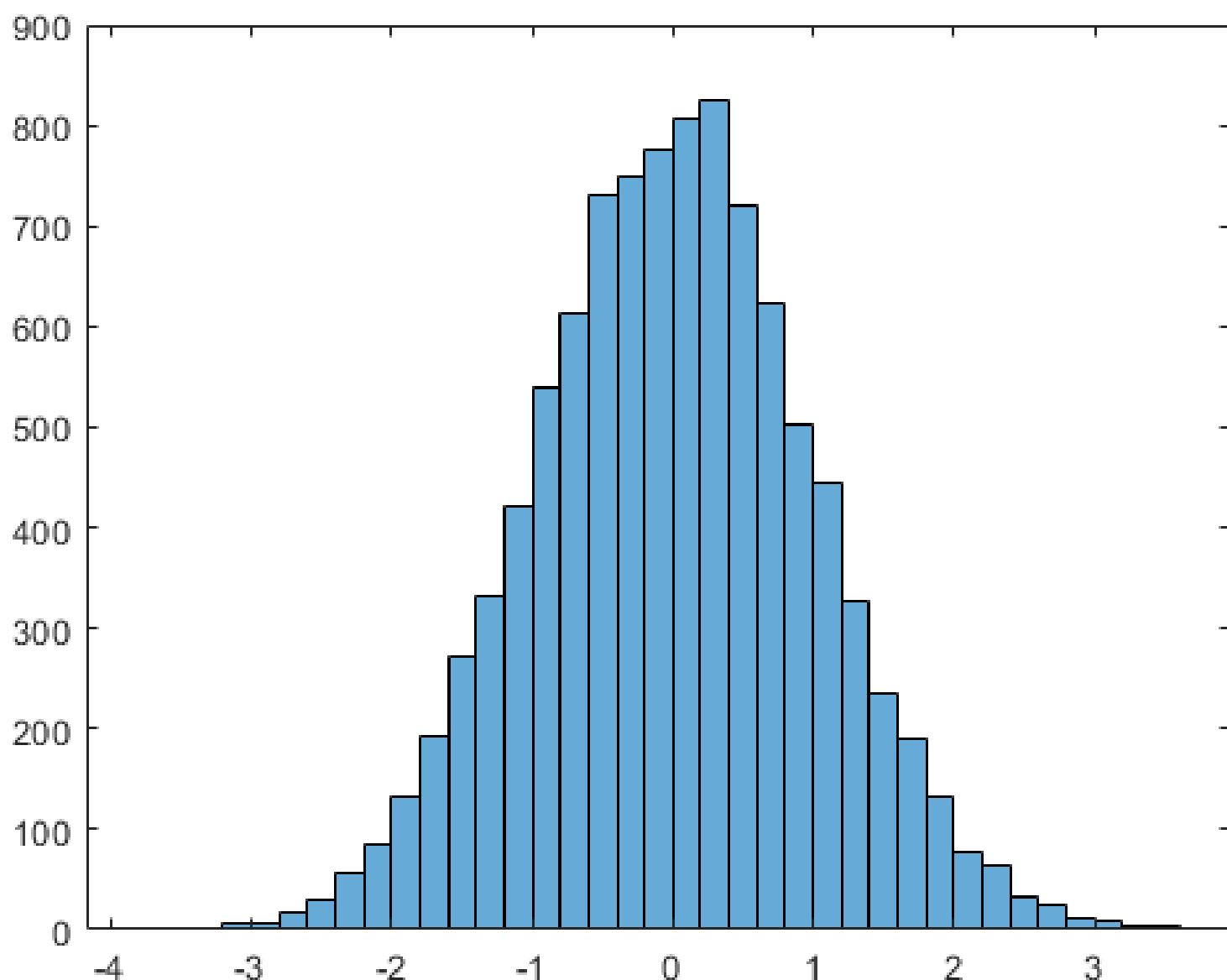
Which chart or graph is right for you?



Cheat Sheet - 3

Histogram Chart

Histograms show how your data is distributed across distinct groups. Histograms group your data into specific categories (also known as “bins”), then assign a bar that is proportional to the number of records in each category. You could use this chart type to visualize things like number of customers by company size, student performance on an exam, or frequency of a product defect.



Tips

Test different groupings of data.

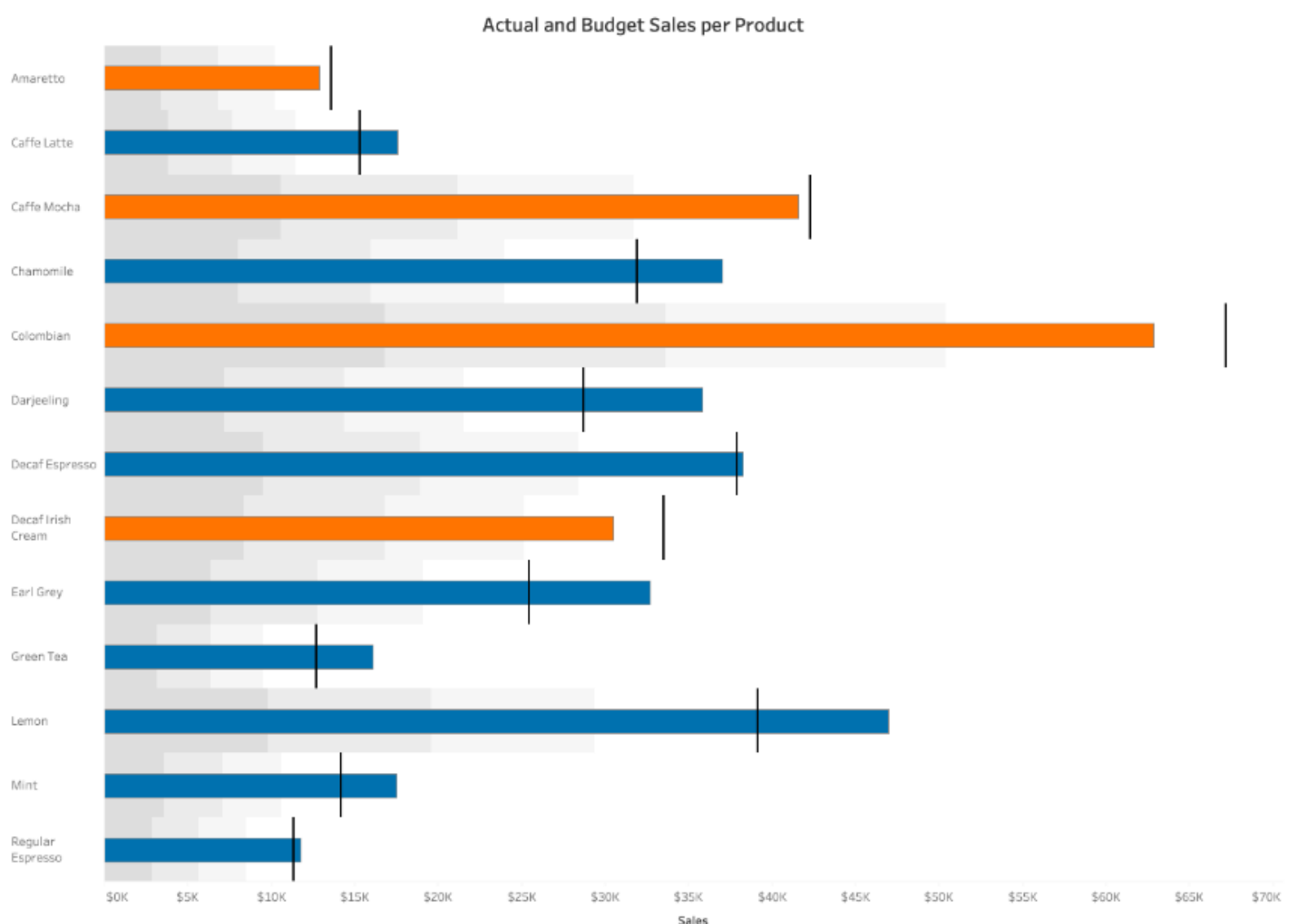
Creating a variety of histograms can help to determine the most useful groupings of data

Add color to break bins down.

Apply color to bars representing each group to show a second set of categories on the same chart

Bullet Chart

With bullet charts, quickly compare progress against a goal. At its core, a bullet graph is a variation of a bar chart. Designed to replace dashboard gauges, meters, and thermometers, a bullet chart shows more information and provides more points of comparison, while using less space. Because it doesn't display history, this chart is best suited for quick "how are we doing" dashboards, rather than deep analysis.



Tips

Use color to illustrate achievement thresholds

Including color as a backdrop gives the viewer another reference to better understand how performance is measured against goals.

Add bullets to dashboards for summary insights.

Combining bullets with other chart types into a dashboard supports productive discussions around where to focus efforts to accomplish objectives

Highlight Table

Highlight tables take heat maps one step further. A highlight table uses color to grab the viewer's attention, while still presenting precise figures. For example, segmentation analysis of target market, product adoption across regions, and sales leads by individual representative.

Sales, Profit and Orders per Month and Year												
	Count of Orders				Profit				Sales			
	2018	2019	2020	2021	2018	2019	2020	2021	2018	2019	2020	2021
January	79	58	89	155	\$2,450	(\$3,281)	\$2,825	\$7,140	\$14,237	\$18,174	\$18,542	\$43,971
February	46	64	83	107	\$862	\$2,814	\$5,005	\$1,614	\$4,520	\$11,951	\$22,979	\$20,301
March	157	138	163	238	\$499	\$9,732	\$3,612	\$14,752	\$55,691	\$38,726	\$51,716	\$58,872
April	135	160	170	203	\$3,489	\$4,187	\$2,978	\$933	\$28,295	\$34,195	\$38,750	\$36,522
May	122	146	225	242	\$2,739	\$4,668	\$8,662	\$6,343	\$23,648	\$30,132	\$56,988	\$44,261
June	135	138	199	245	\$4,977	\$3,336	\$4,750	\$8,223	\$34,595	\$24,797	\$40,345	\$52,982
July	143	140	201	226	(\$841)	\$3,289	\$4,433	\$6,953	\$33,946	\$28,765	\$39,262	\$45,264
August	153	159	176	218	\$5,318	\$5,356	\$2,062	\$9,041	\$27,909	\$36,898	\$31,115	\$63,121
September	268	293	363	459	\$8,328	\$8,209	\$9,329	\$10,992	\$81,777	\$64,596	\$73,410	\$87,867
October	159	166	196	296	\$3,448	\$2,817	\$16,243	\$9,275	\$31,453	\$31,405	\$59,688	\$77,777
November	318	324	370	459	\$9,292	\$12,475	\$4,011	\$9,690	\$78,629	\$75,973	\$79,412	\$118,448
December	278	316	352	462	\$8,984	\$8,017	\$17,885	\$8,483	\$69,546	\$74,920	\$96,999	\$83,829

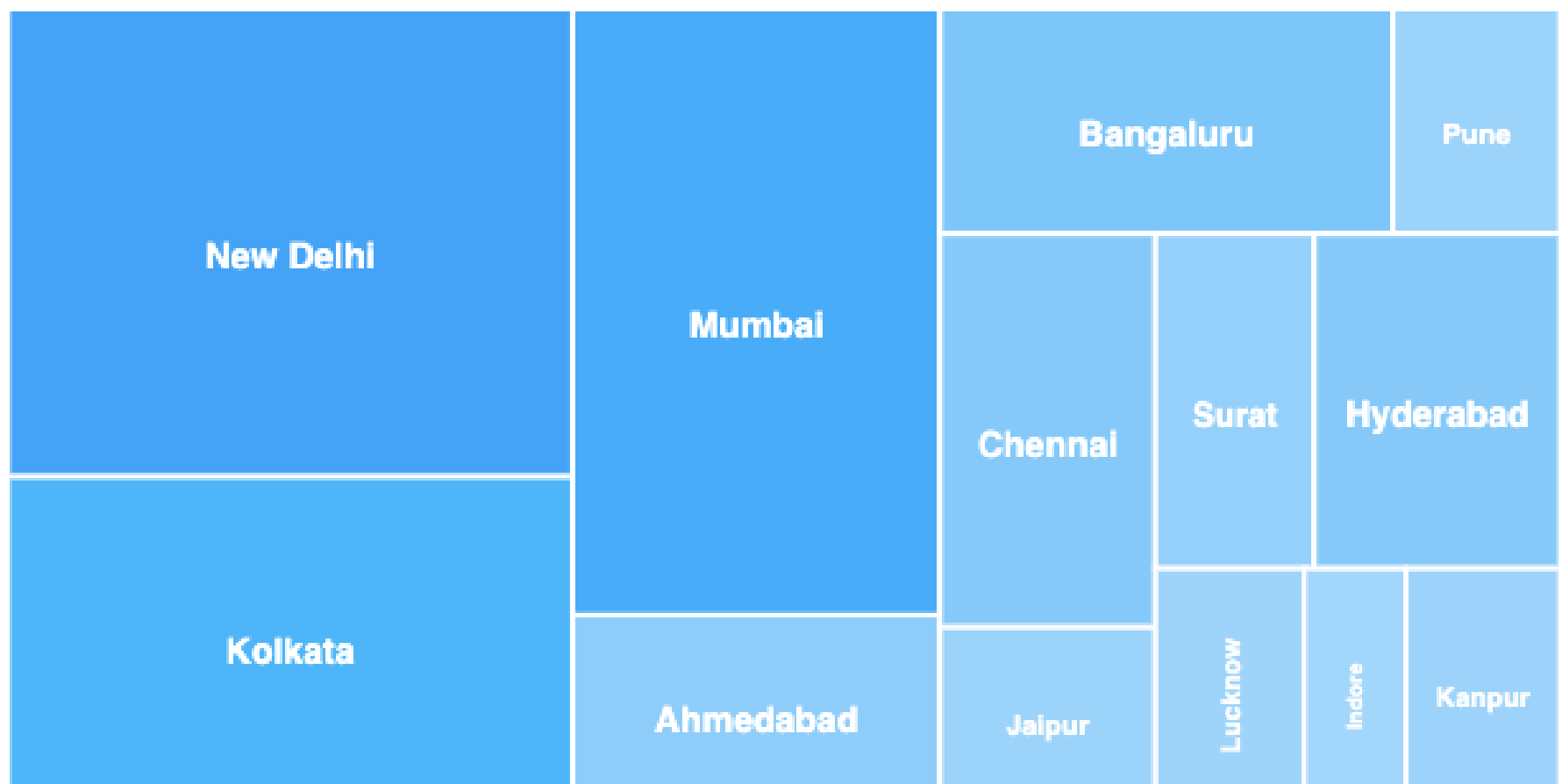
Tips

Combine highlight tables with other chart types.

Buttressing a line chart with a highlight table, for example, lets a viewer keep overall data trends in mind while drilling down into specific cross sections of interest.

Treemap

Treemaps relate different segments of your data to the whole. As the name of the chart suggests, each rectangle in a treemap is subdivided into smaller rectangles, or sub-branches, based on its proportion to the whole. They make efficient use of space to show percent total for each category.



Tips

Color the rectangles by category.

Because heatmaps are such a dense chart type, color makes it easier for the viewer to distinguish one category from another

Combine treemaps with bar charts.

The bar chart lets the viewer quickly compare items through the bar's length, while also showing the breakdown of categories within each bar.

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