



# 12 ways to visualise targets

# Two simple lines

A classic. Contrast the lines with colour or style

— Actual    - - - Plan

**£956,000**

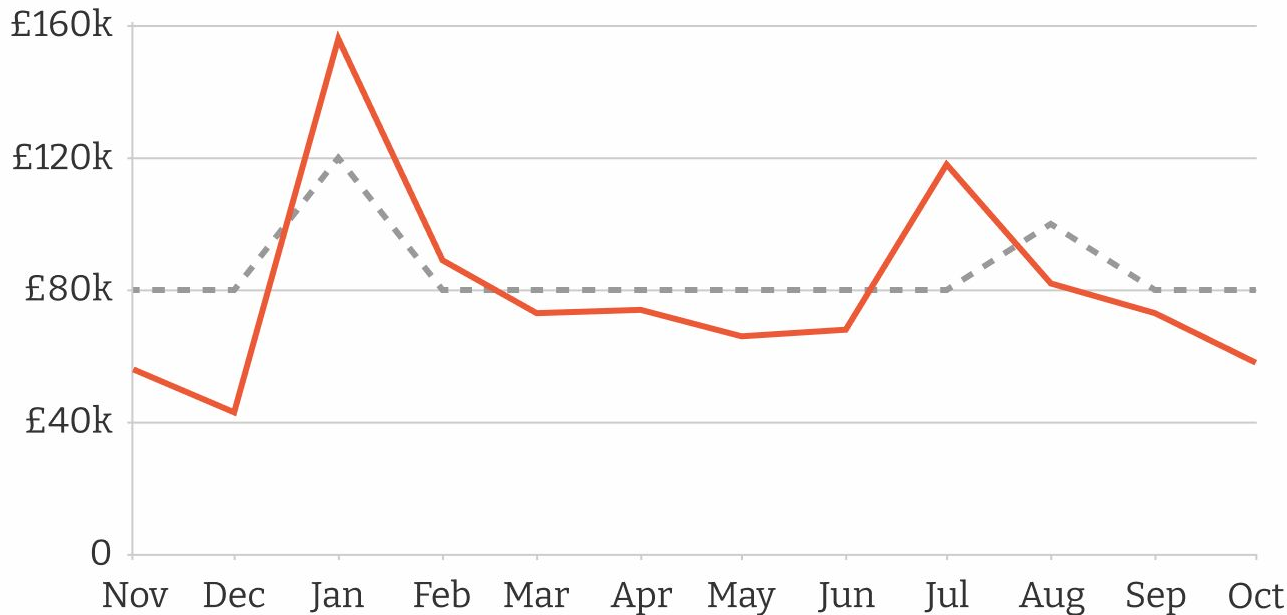
year to date sales

**£1,020,000**

year to date plan

▼ **6.3%**

variance from plan



# Area chart

Like a classic line but gives a sense of whole (i.e. all sales)

— Actual    - - - Plan

**£956,000**

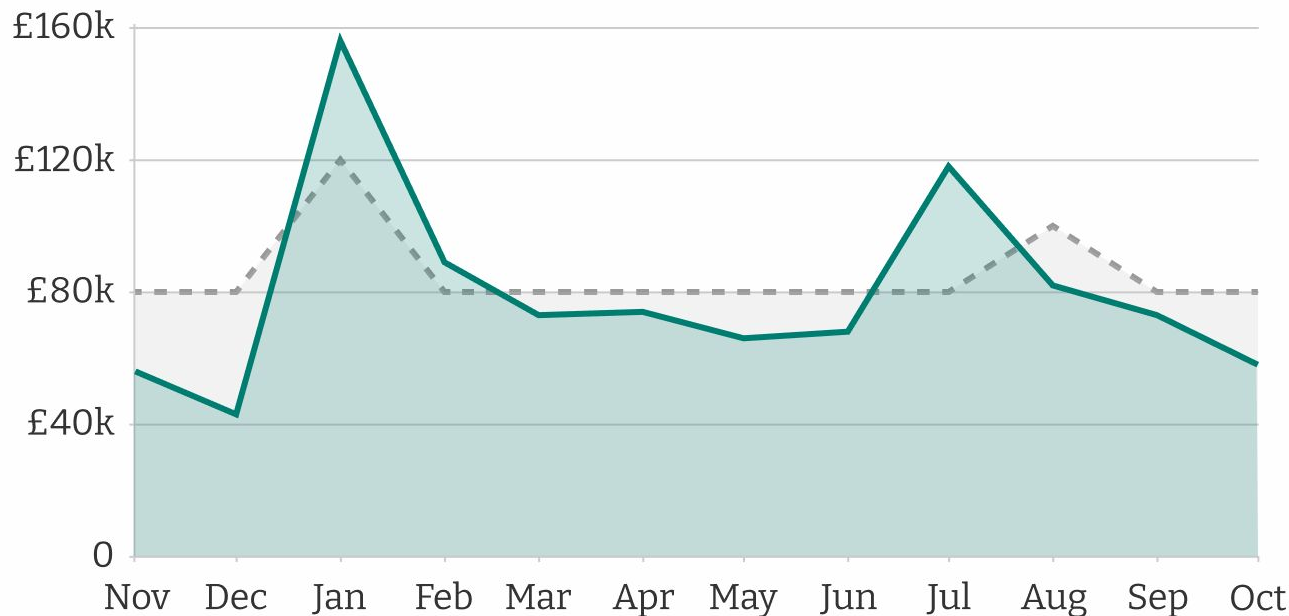
year to date sales

**£1,020,000**

year to date plan

▼ **6.3%**

variance from plan



# Area with variance shading

Alternative area chart that highlights divergence

— Actual    - - - Plan

**£956,000**

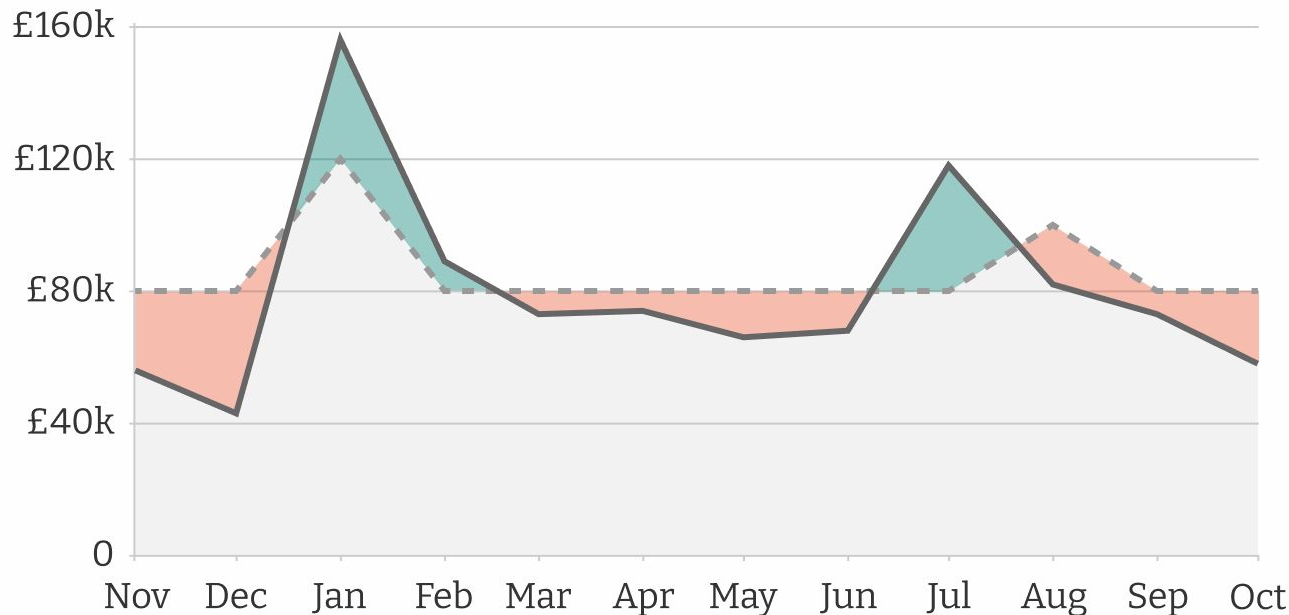
year to date sales

**£1,020,000**

year to date plan

▼ **6.3%**

variance from plan



# Icicle chart

Another interesting way to highlight divergence

— Actual    Above target  
..... Plan    Below target

**£956,000**

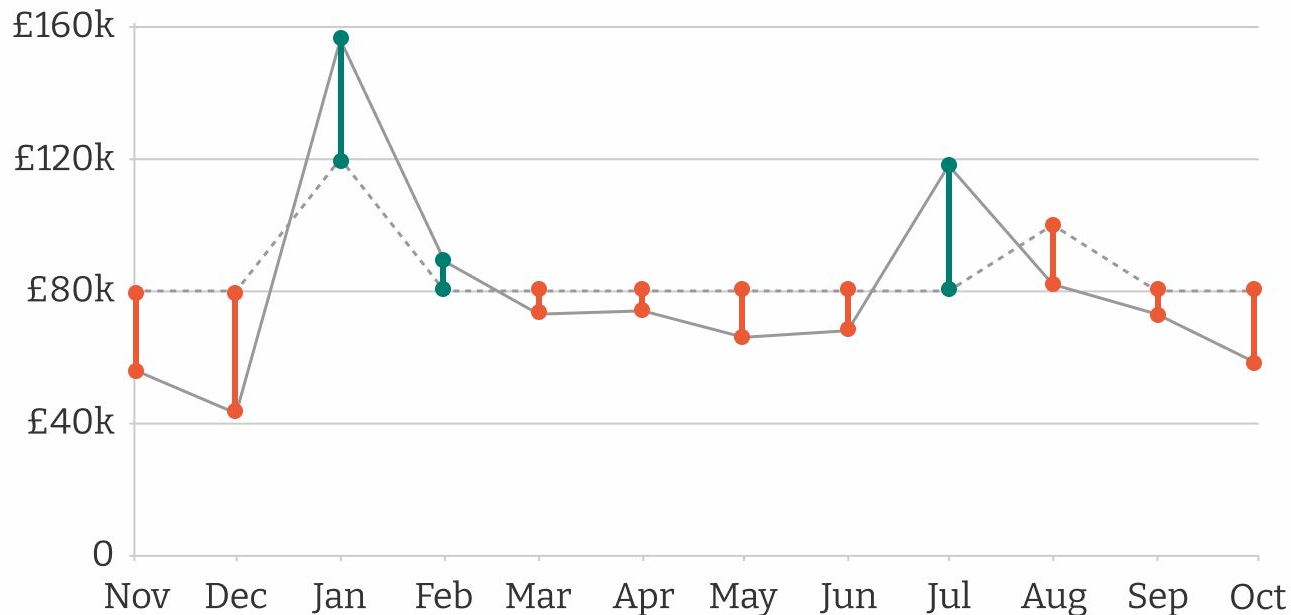
year to date sales

**£1,020,000**

year to date plan

▼ **6.3%**

variance from plan



# Combo chart (sales focus)

Ensure line and columns are heavily contrasted. This one draws the eye to actuals

— Actual  
■ Plan

**£956,000**

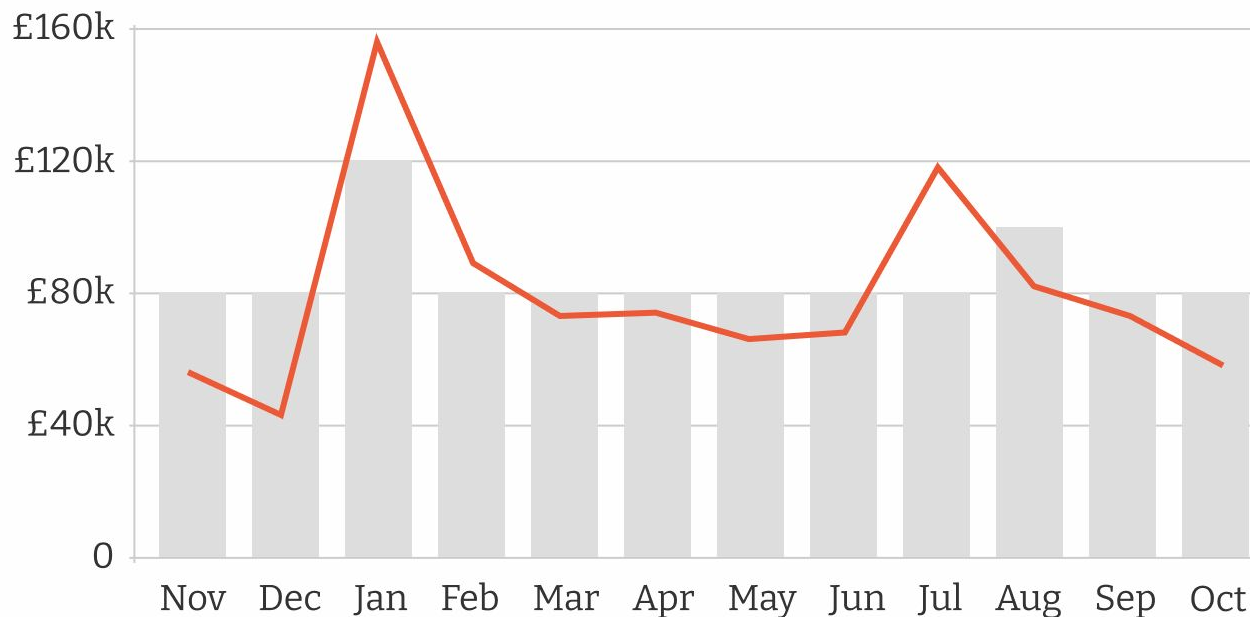
year to date sales

**£1,020,000**

year to date plan

**▼ 6.3%**

variance from plan



# Combo chart (plan focus)

Flip the line and columns to focus on targets

— Plan  
■ Actual

**£956,000**

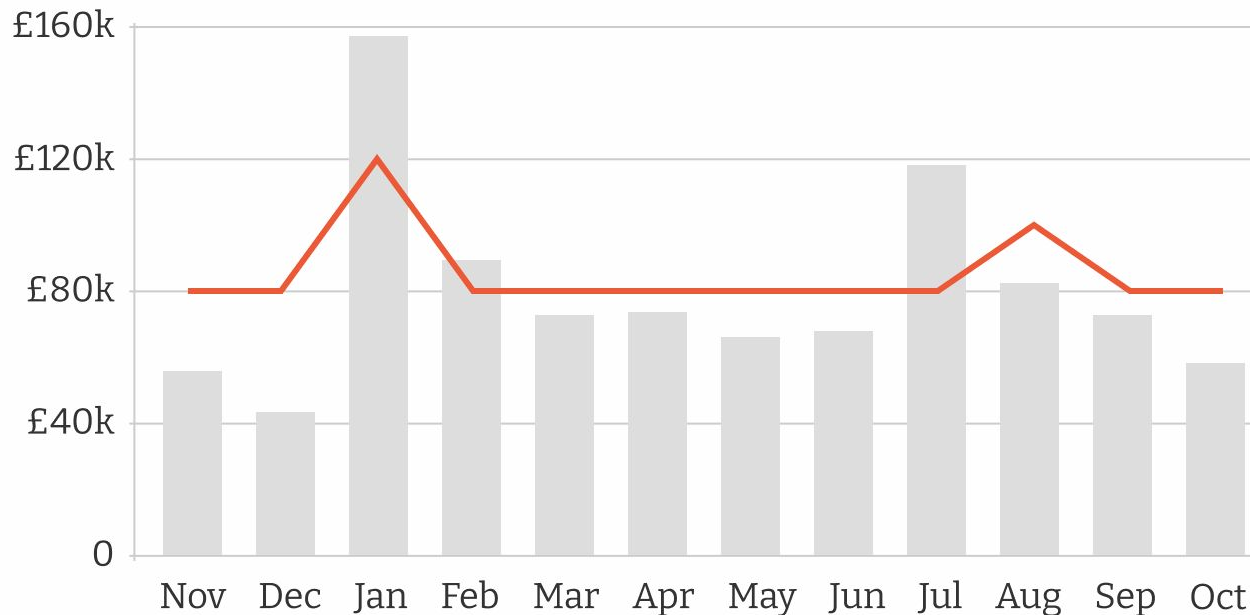
year to date sales

**£1,020,000**

year to date plan

▼ **6.3%**

variance from plan



# Adjacent columns

Another classic but harder to sense overall pattern and variance

Actual Plan

**£956,000**

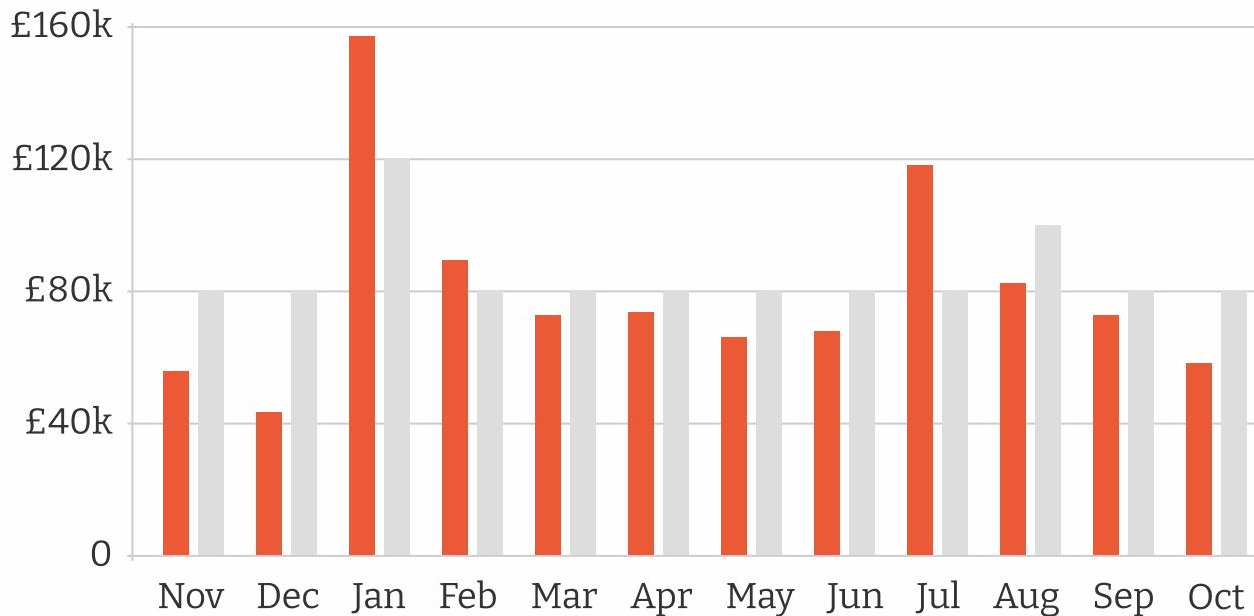
year to date sales

**£1,020,000**

year to date plan

**▼ 6.3%**

variance from plan





# Overlapping columns

An easier-to-read alternative to adjacent columns

Actual Plan

**£956,000**

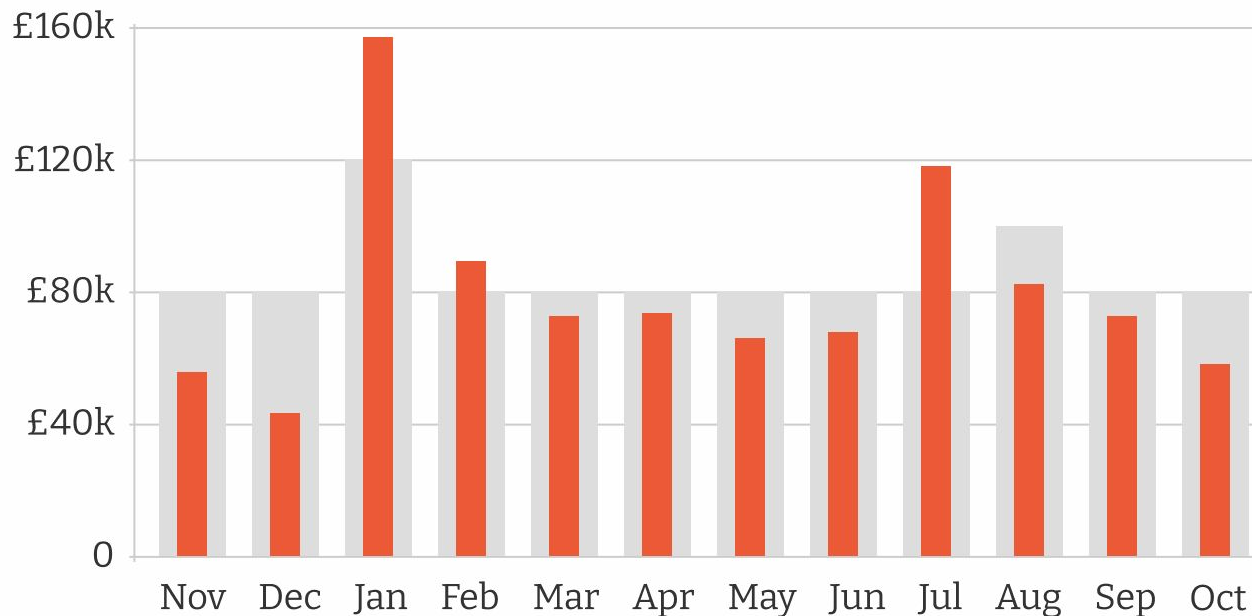
year to date sales

**£1,020,000**

year to date plan

**▼ 6.3%**

variance from plan



# Rounded overlapping columns

When rectangles get boring, add visual interesting by rounding them

Actual Plan

**£956,000**

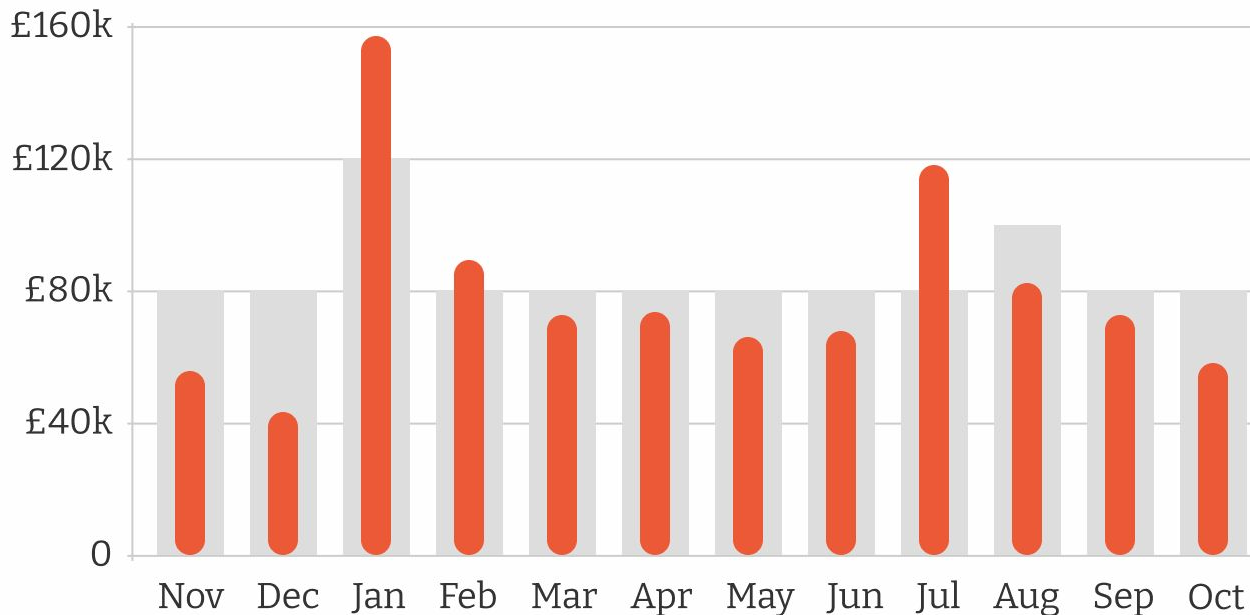
year to date sales

**£1,020,000**

year to date plan

▼ **6.3%**

variance from plan



# Columns and marks

Another alternative to adjacent columns

**£956,000**

year to date sales

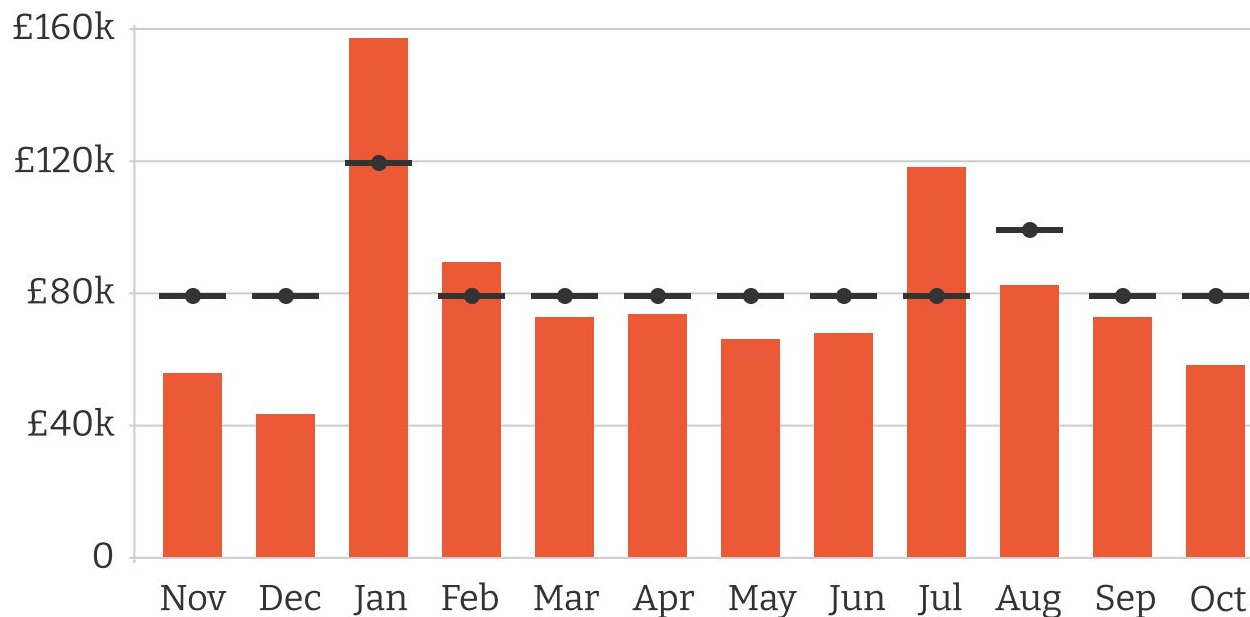
**£1,020,000**

year to date plan

▼ **6.3%**

variance from plan

Actual Plan



# Cumulative lines

Running totals give us a new lens. In the example, sales were always behind plan

— Actual

- - - Plan

**£956,000**

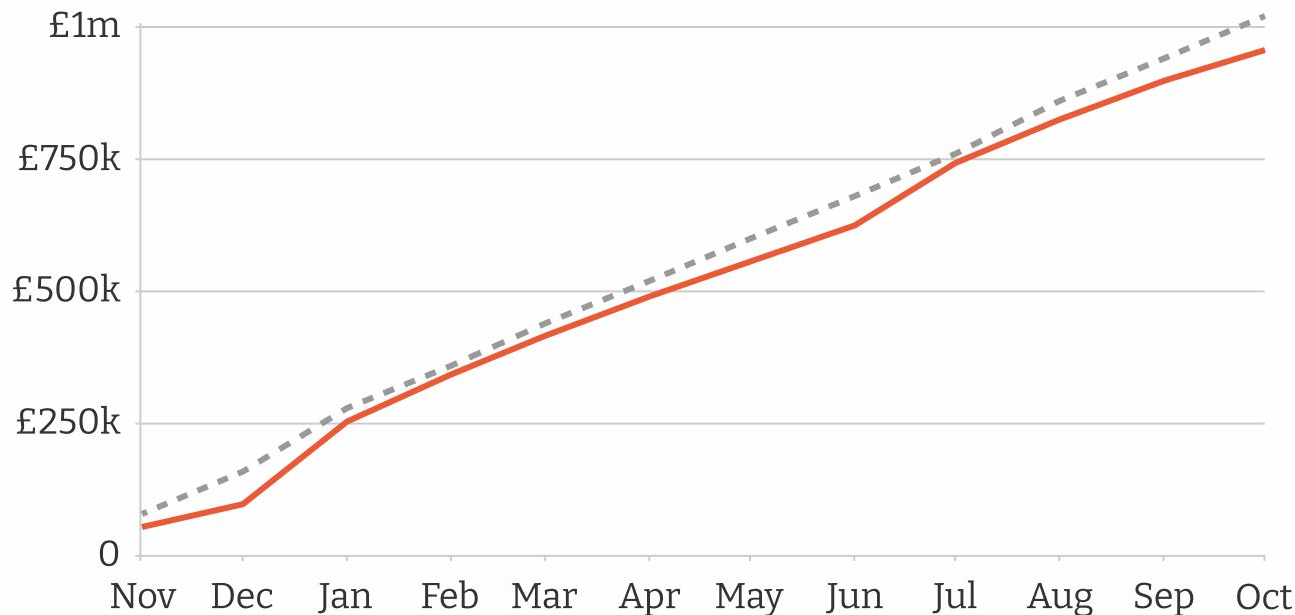
year to date sales

**£1,020,000**

year to date plan

▼ **6.3%**

variance from plan



# Cumulative overlapping columns

A boxier alternative to cumulative lines

Actual Plan

**£956,000**

year to date sales

**£1,020,000**

year to date plan

**▼ 6.3%**

variance from plan

