



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



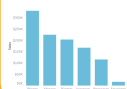
Display trends over a period of time for a single category

Multiple Lines



Display trends over a period of time for multiple categories

Bar Chart



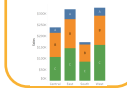
Shows comparisons among discrete categories

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

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



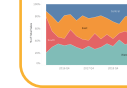
Shows a part-to-whole relationship

Stacked Bar 100%



Shows a part-to-whole relationship across categories

Stacked Area



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

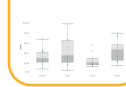
Waterfall Chart



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

Distribution

Box & Whisker Plot



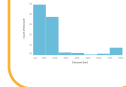
Displays the data distribution through quartiles

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