

WHICH TOOL IS RIGHT FOR YOUR DATAVIZ PROJECT?

A sample of available options.

CATEGORY	QUALITIES		TOOLS	TIERS			CHART TYPES	
	Pros	Cons		Free	Register	Pay	Basic	Advanced
Data manipulation	<ul style="list-style-type: none"> - Easy to use - Quick output good - Good for everyday dataviz, visual confirmation 	<ul style="list-style-type: none"> - Tools focused more on data than visualization - Templated designs not necessarily optimal - Not many advanced chart types 	Microsoft Excel		■	■	■	some
			Google Sheets		■		■	some
			Numbers (Apple)			■	■	
Prototyping	<ul style="list-style-type: none"> - Easy to use and free online - Relatively good-looking output - Good for everyday dataviz, visual confirmation 	<ul style="list-style-type: none"> - A little harder to adjust data and revisualize than with data manipulation tools - Feature sets/chart types inconsistent between tools - Some features require pay 	Data Wrapper	■	■	■	■	
			Raw	■	■			■
			Chartbuilder	■			■	
			Infogram	■	■	■	■	
			Vizable	■	■		■	
Online & desktop workspaces	<ul style="list-style-type: none"> - Deeper feature sets than prototyping tools - Good, somewhat customizable design output - Good for visual confirmation, exploration, everyday dataviz 	<ul style="list-style-type: none"> - Steep learning curve - Feature sets still somewhat inconsistent between tools - Pay tier required to keep charts private 	Plot.ly	■	■	■	■	some
			Quadrigram	■	■		■	some
			Silk		■	■	■	
			Tableau Public	■	■		■	■
			Qlik Sense	■	■	■	■	
Analytics & visualization platforms	<ul style="list-style-type: none"> - Powerful data and visual analytics systems - Good for building analysis teams - Good for visual confirmation, exploration, everyday dataviz 	<ul style="list-style-type: none"> - Steep learning curve requires formal training - Probably too much power for one-off chart making - Requires significant investment 	Tableau Desktop		■	■	■	■
			Qlik View	■	■	■	■	■
Design	<ul style="list-style-type: none"> - Powerful and flexible design tool - Presentation- and publication- worthy design output - Good for everyday dataviz, idea illustration 	<ul style="list-style-type: none"> - Steep learning curve requires formal training - Not well suited to visual analysis, prototyping - Requires significant investment 	Illustrator			■	■	■
Development	<ul style="list-style-type: none"> - Flexible tools for creating charts, dashboards - Customizable, interactive output, many chart types - Good for everyday dataviz, visual exploration 	<ul style="list-style-type: none"> - Steep learning curve, requires professional development skills - Chart types available and quality of design output varies 	D3	■			■	■
			Google Charts	■			■	some
			Highcharts	■			■	some

Source: Berinato, Scott (2016). "Good Charts", Harvard Business Review.