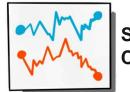
Change Over Time

Show trends of **patterns** over a continuous period

- How does the data change evolve over time?
- Are there any **trends** or patterns in data over time?



Line Chart



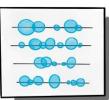
Sparkline Chart



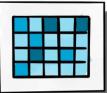
Slope Chart



Bar Chart Over Time



Circle (Bubbel) **Timeline**



Calendar Chart



Area Chart

Magenitude

Show size comparisons. These can be relative or absolute

- Which categories have the highest and lowes sales?
- Show **comparison** of sales across different categories?



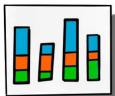
Bar Chart (Rows)



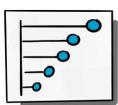
Bar Chart (Columns)



Bar Chart (Side By Side)



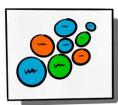
Stacked **Bar Chart**



Lollipop Chart

Bubble

Chart

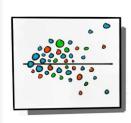


Scatter **Plots**

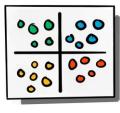
Correlation

Show the **relationships** between two or more measures

- Is there a **correlation** between two measures?
- How strongly **related** are the two variables?



Scatter **Plots**



Quadrant Chart



Dual-Line Chart



Bar & Line Chart



Butterfly (Tornado) Chart



Histogram

Ranking

Show an item's position in an ordered list (Relative Ranking)

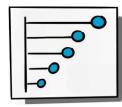
- Show top 10 customers by sales
- Show lowest 10 products by sales



Bar Chart (Rows)



Bar Chart (Columns)



Lollipop Chart

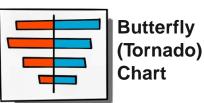


Slope

Chart







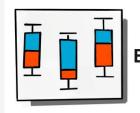
Distribution

Show values in a dataset and how often they occur

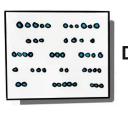
- What is the **distribution** of customer's ages?
- What are the busiest times in our workday?



Histogram



Box Plot

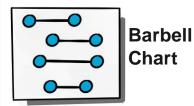


Dot Plot



Quadrant Chart

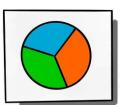




Part-To-Whole

Show how a **whole** breaks down into its components

- How much each category contributes to overall sales?



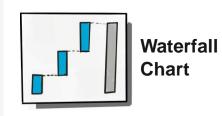
Pie Chart



Chart



Treemap



Spatial

Use when geospatial patterns in your data are more important than anything else

- Which city/state has the highest sales?



Choropleth Map

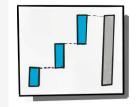


Map with **Symbols**



Visualize the movement or flow of the data over time

How do things move from one point to another?



Waterfall Chart

Choose the Right Chart

CHEAT SHEET