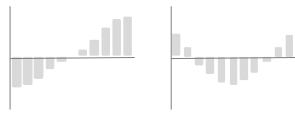


Data Visualization: Principles + Storytelling

An Introduction



Data Visualization Chart Types

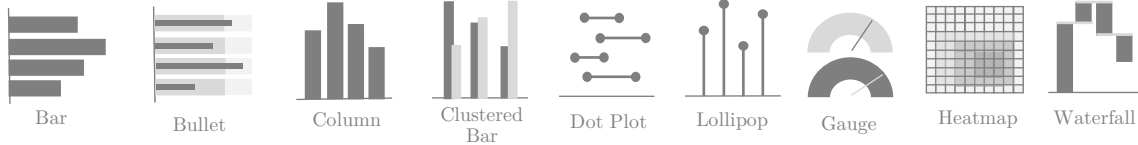
A guide for inspiration

By [Marc Schaffer, Ph.D.](#)

This guide is designed to offer data visualization inspiration for various chart type possibilities. There are many factors that weigh into selecting the “right” chart type, however a good starting point is ask, “what am I trying to visualize?” Are you trying to visualize a comparison, composition, distribution, a relationship, time, or a spatial relationship? This approach will help to narrow some possible chart types.

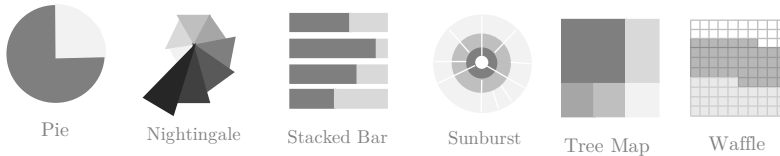
Comparison

signal words | categories, compare, contrast, rank, types, difference, change



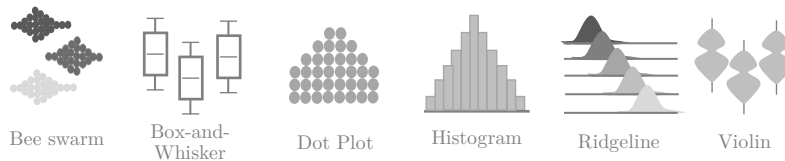
Composition

signal words | components, parts, percentage, proportion, total, subsections, group



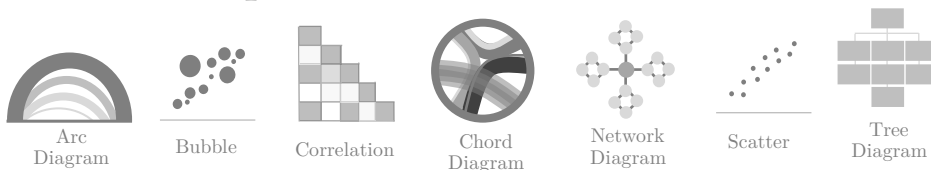
Distribution

signal words | distributed, variation, spread, range, average, median, quartile, quantile



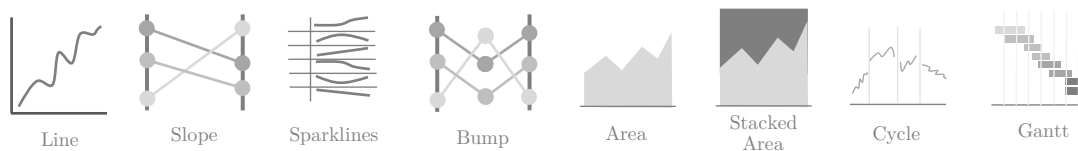
Relationship

signal words | correlation, connection, relationship, relate to, organize, path, structure



Time

signal words | trend, time, over time, dates, days/weeks/months/quarters/years, pattern, cycle



Spatial

signal words | geography, map, spatial, location, country, state, county, city, regional variation



Note | This guide is for inspiration and is not exhaustive and inclusive of all the possible chart types for visualization.