Data Visualization: Principles + Storytelling





Data Visualization Chart Types

A guide for inspiration

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





Bullet





Bar











Dot Plot

Lollipop

Gauge

Heatmap

Waterfall

Composition

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













Pie

Nightingale Stacked Bar

Sunburst

Tree Map

Waffle

Distribution

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













Bee swarm

Box-and-Whisker

Dot Plot

Histogram

Ridgeline

Violin

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



Arc Diagram



Bubble



Correlation



Chord Diagram



Network Diagram



Scatter



Tree Diagram

Time

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















Line

Slope

Sparklines

Bump

Stacked Area

Cycle

Gantt

Spatial

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



Choropleth





Proportional Tile Grid

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