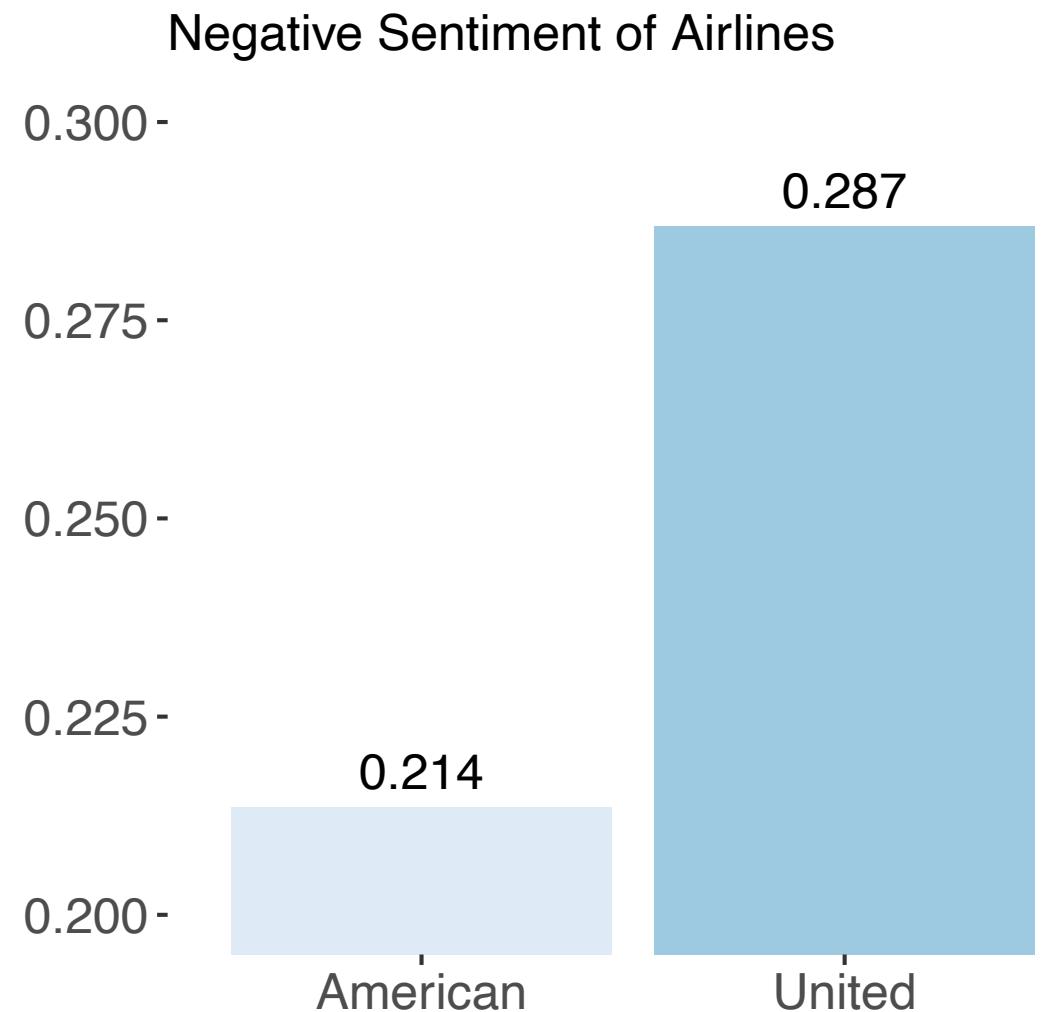
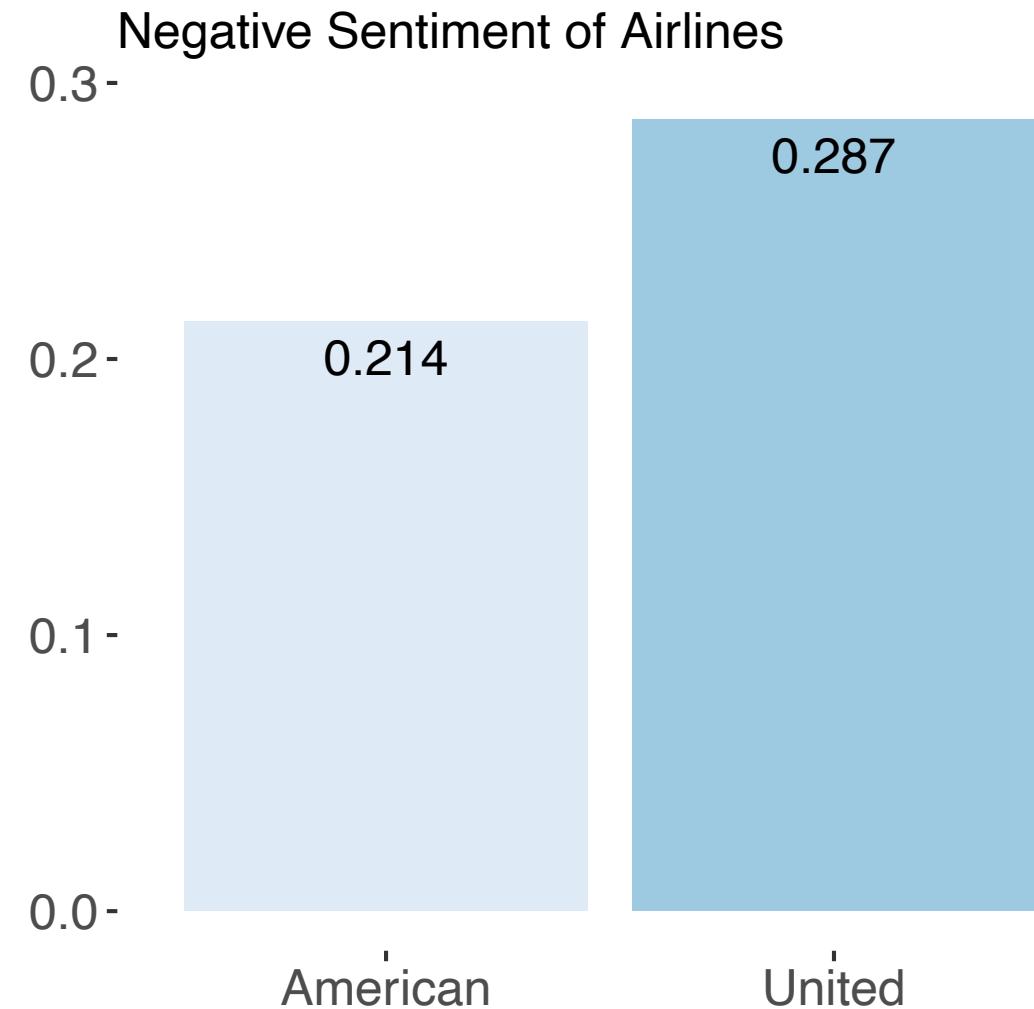


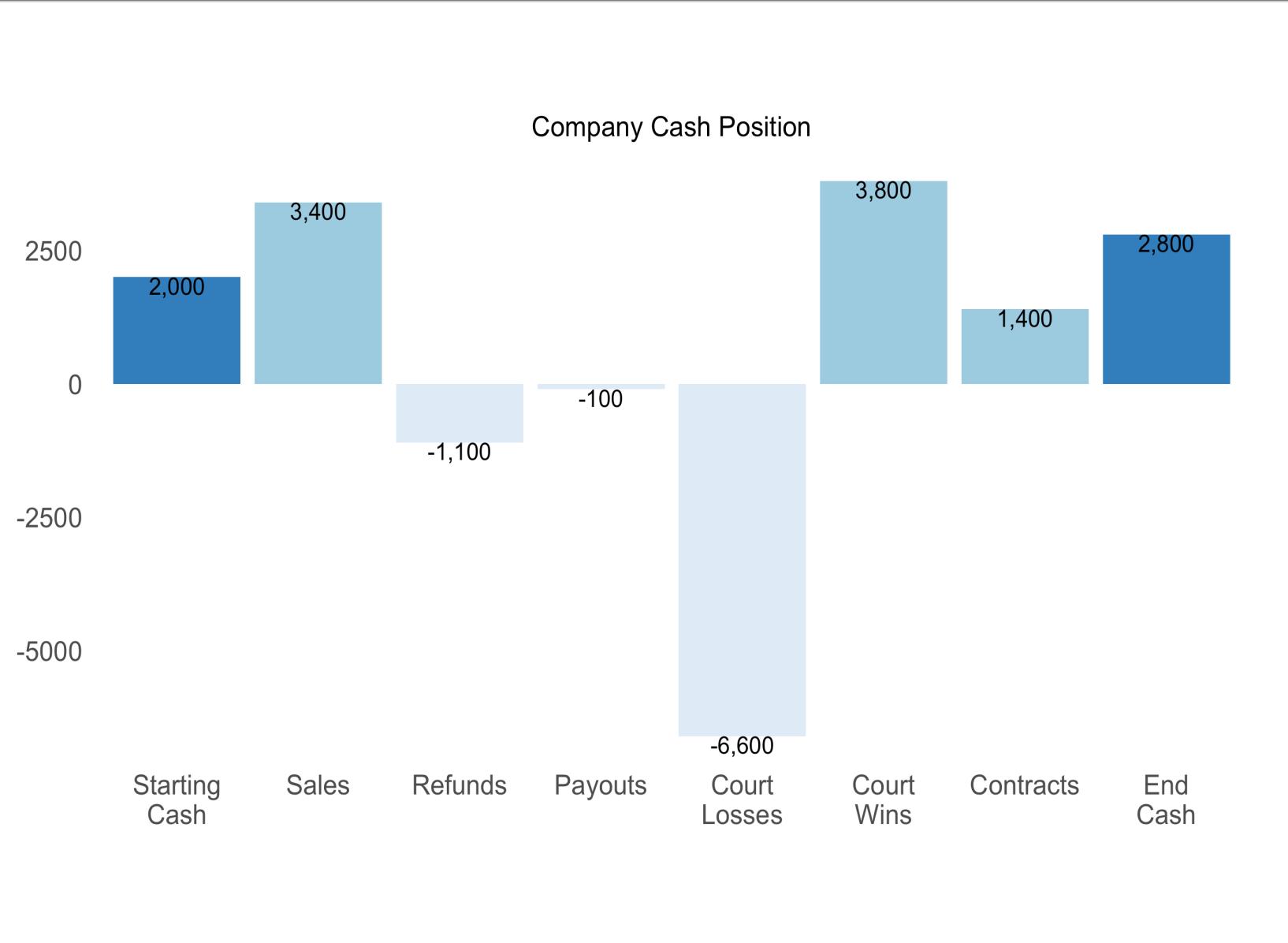
Choosing an Effective Visual

Bar Chart



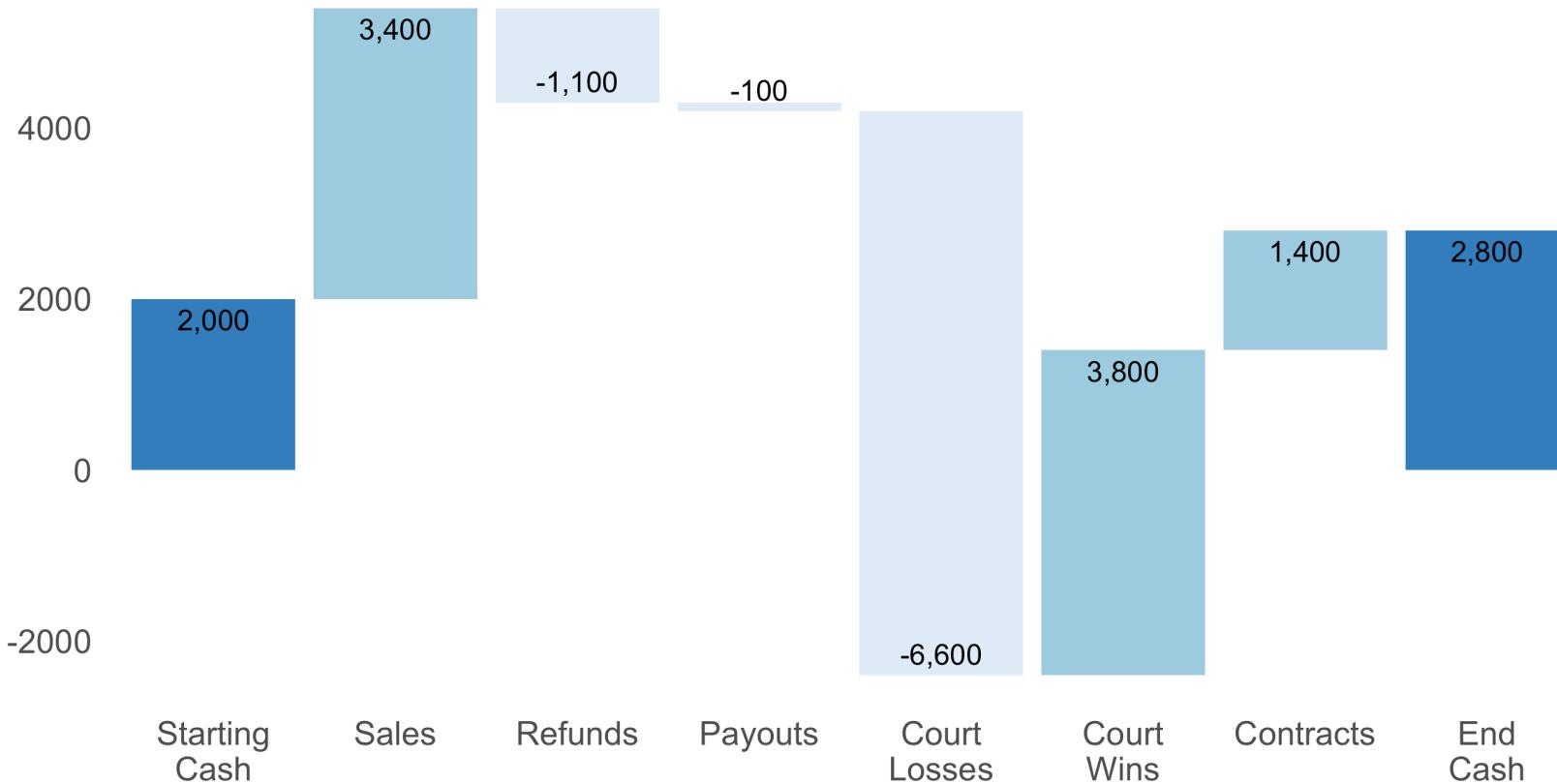
Because of the way our eyes compare the relative end points of the bars, it's important to have the context of the entire bar there in order to make an accurate comparison.

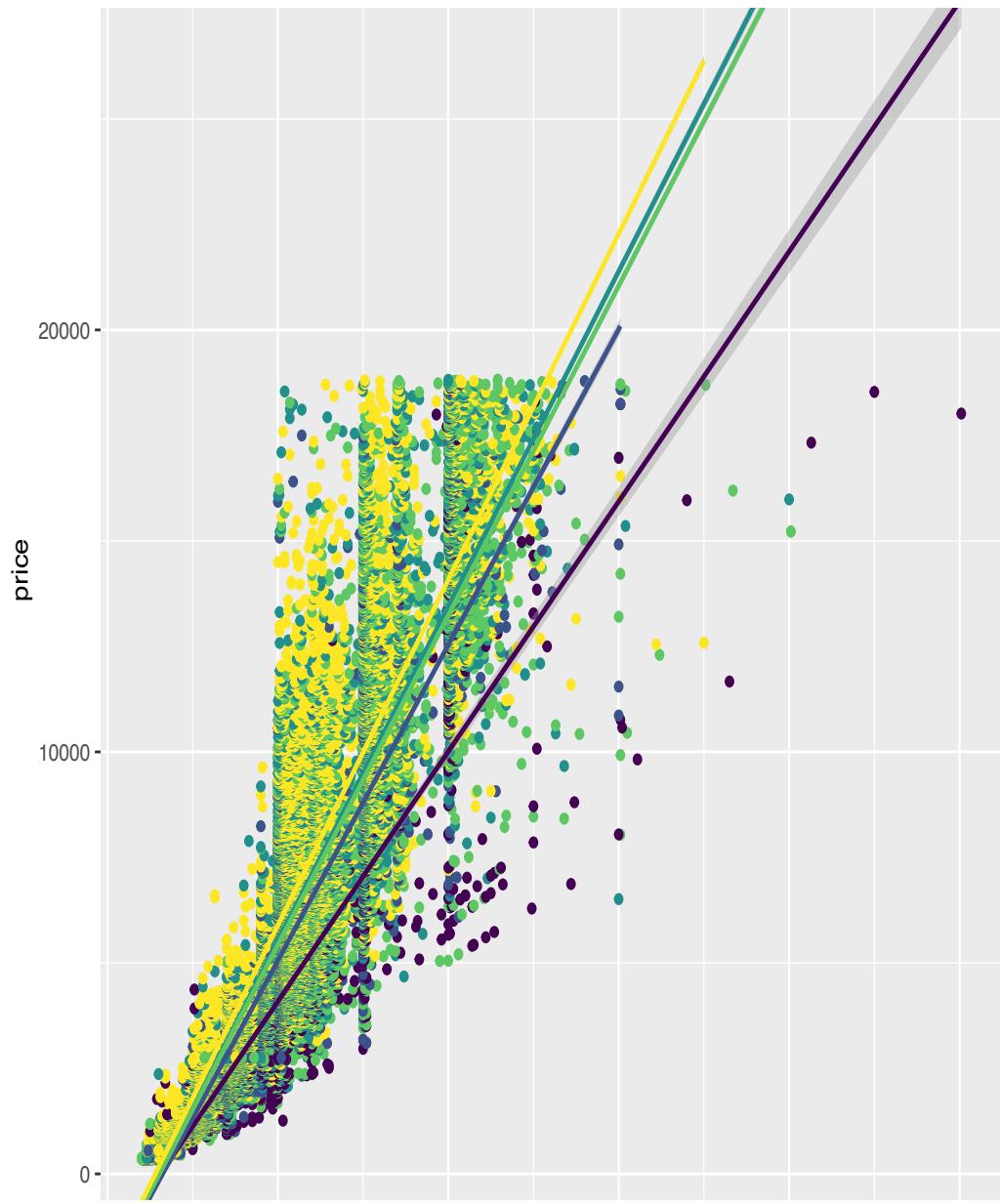




A waterfall chart shows the cash flow. The final column represents the end cash after all the additions and deductions have been applied to the starting cash.

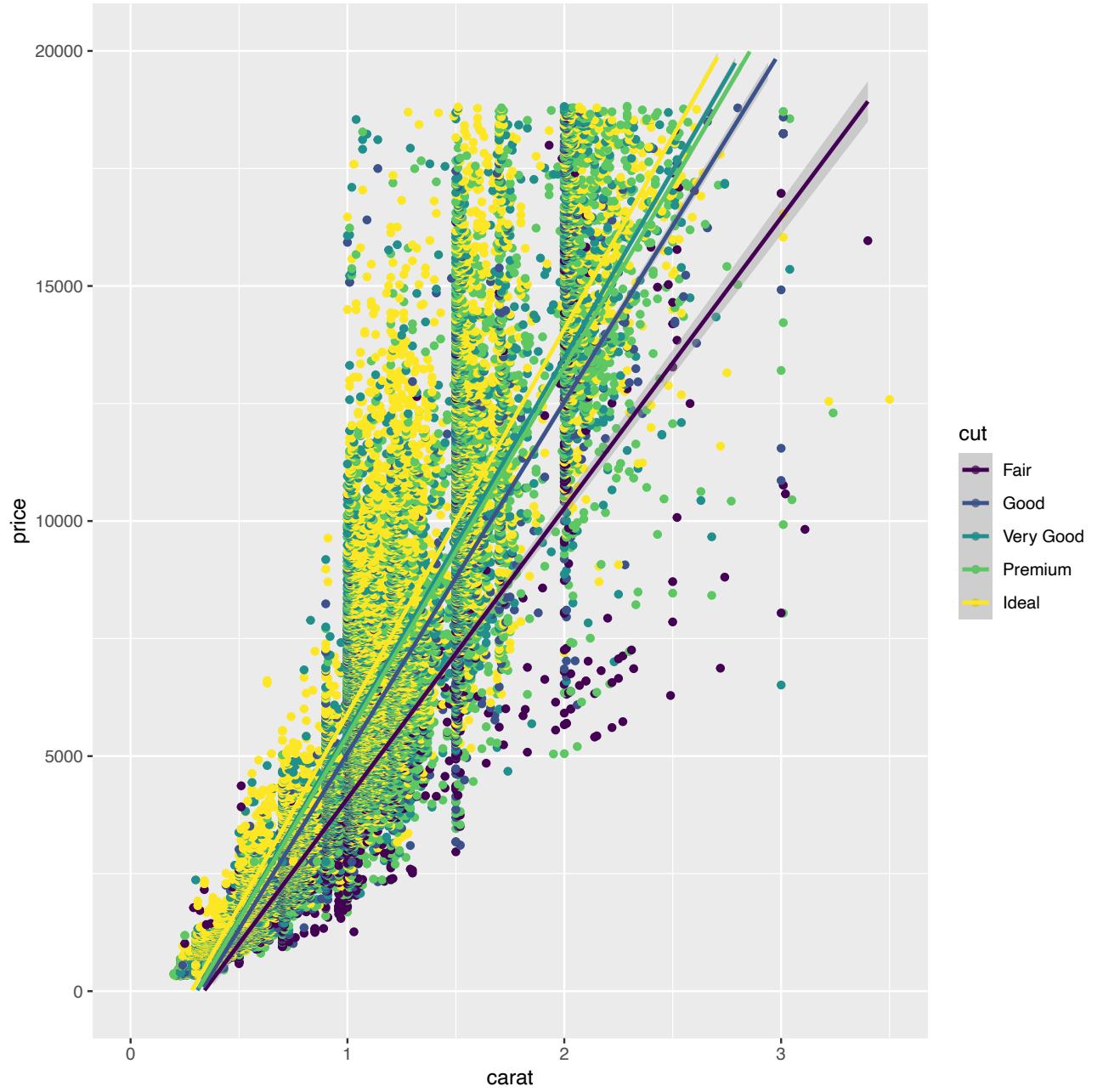
Company Cash Position





cut

- Fair
- Good
- Very Good
- Premium
- Ideal

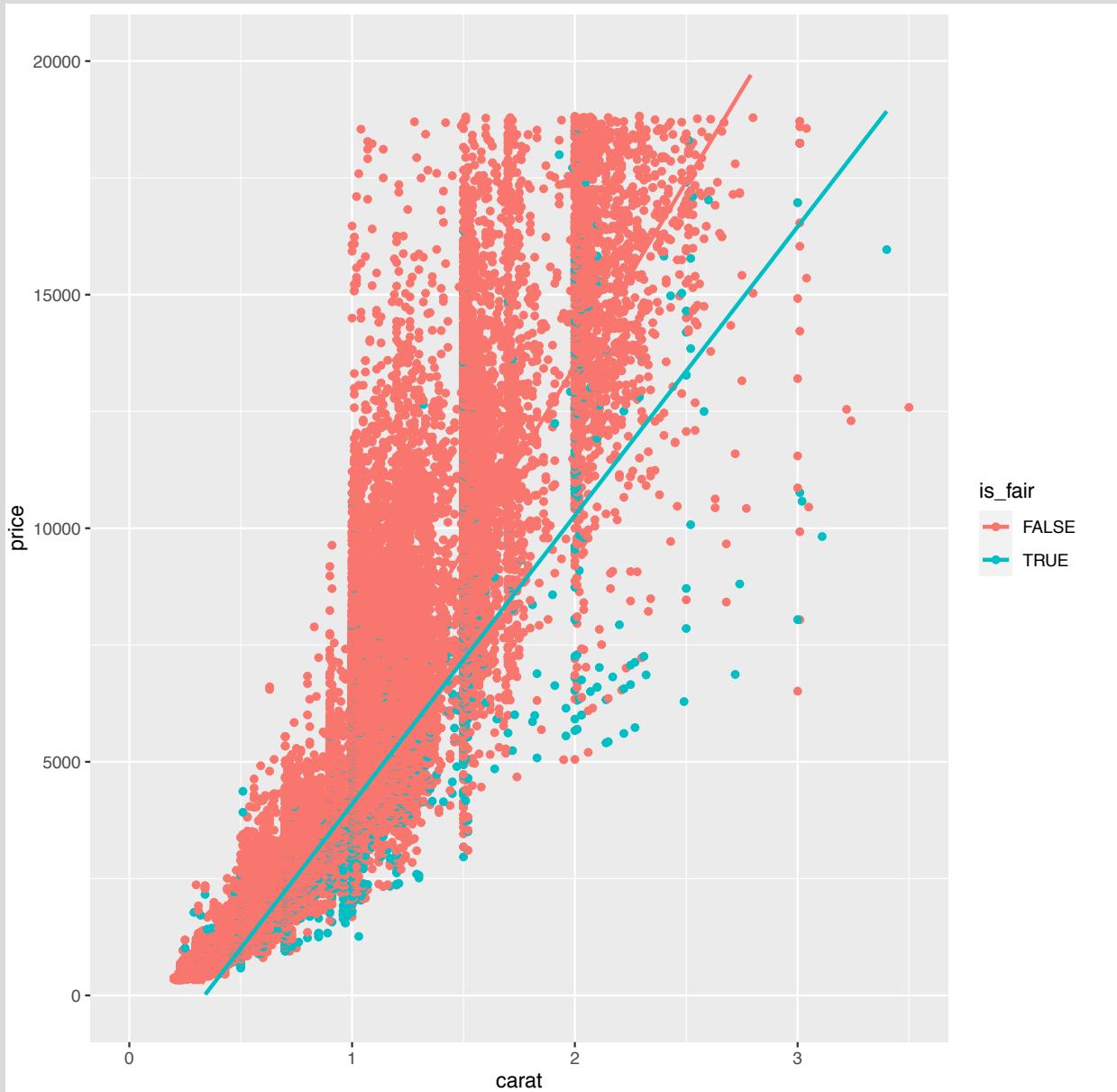


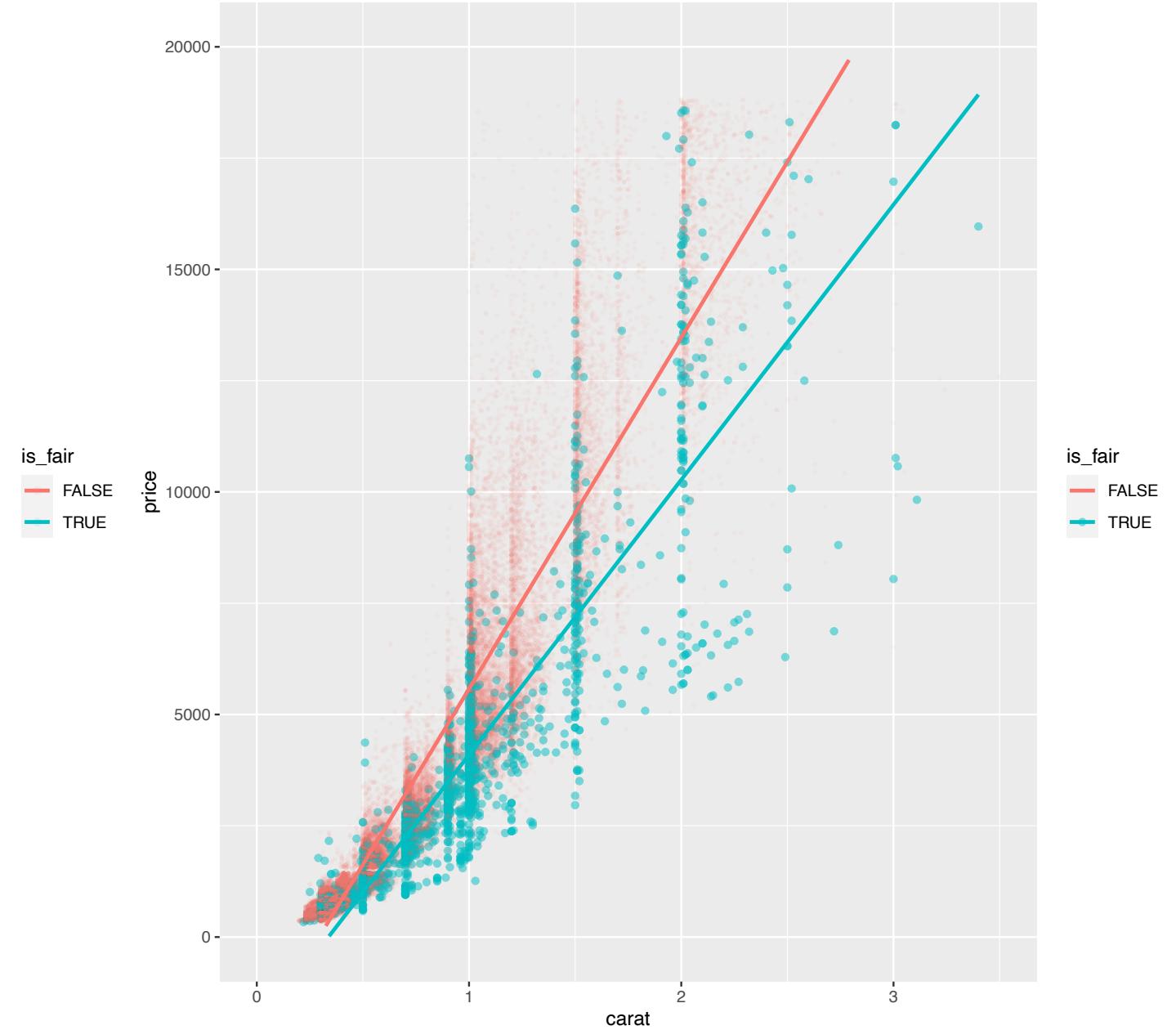
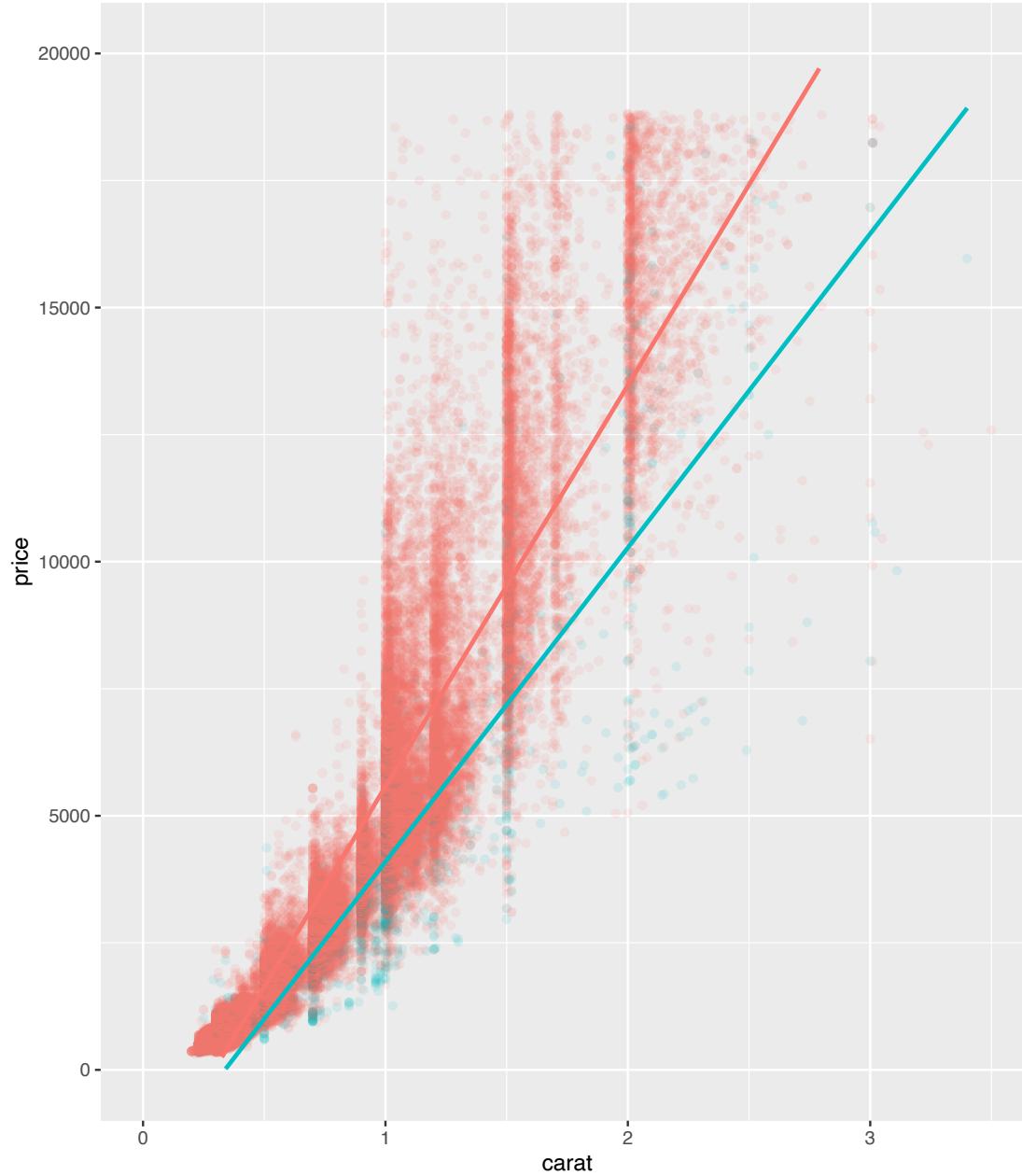
cut

- Fair
- Good
- Very Good
- Premium
- Ideal

Scatterplots

- 1) Modifying x, y axis to 'zoom in'
- 2) Combining all the other levels and highlighting 'Fair'
- 3) Changing alpha and size to avoid overlapping
- 4) 'Highlighting' the level fair

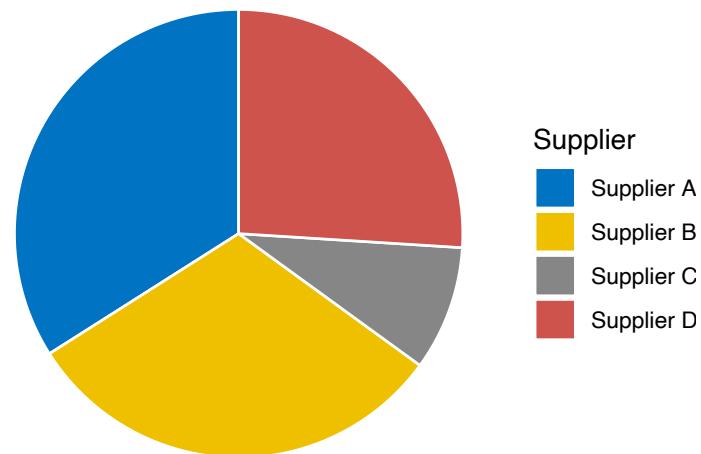




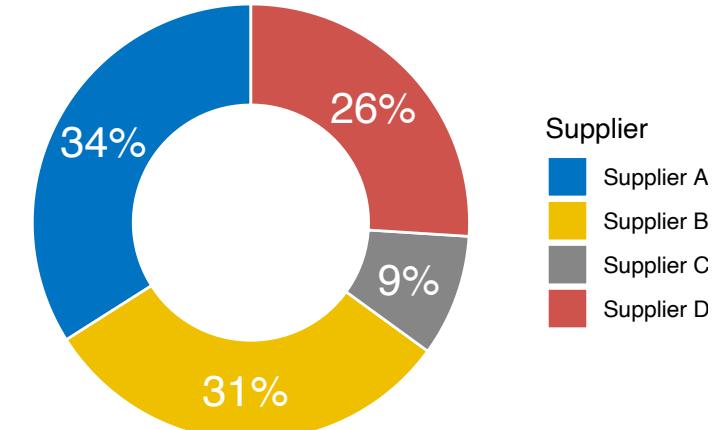
To be avoided

- Which supplier is the largest based on this visual?

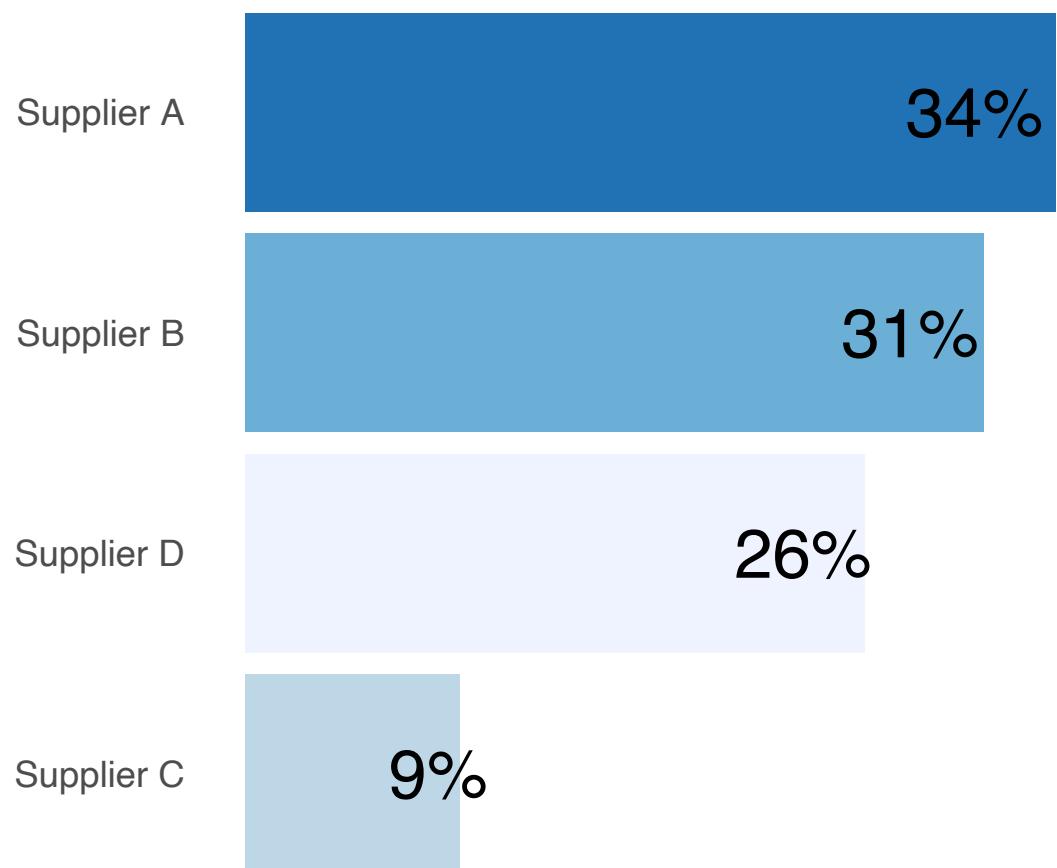
Supplier Market Share



Supplier Market Share



Supplier Market Share

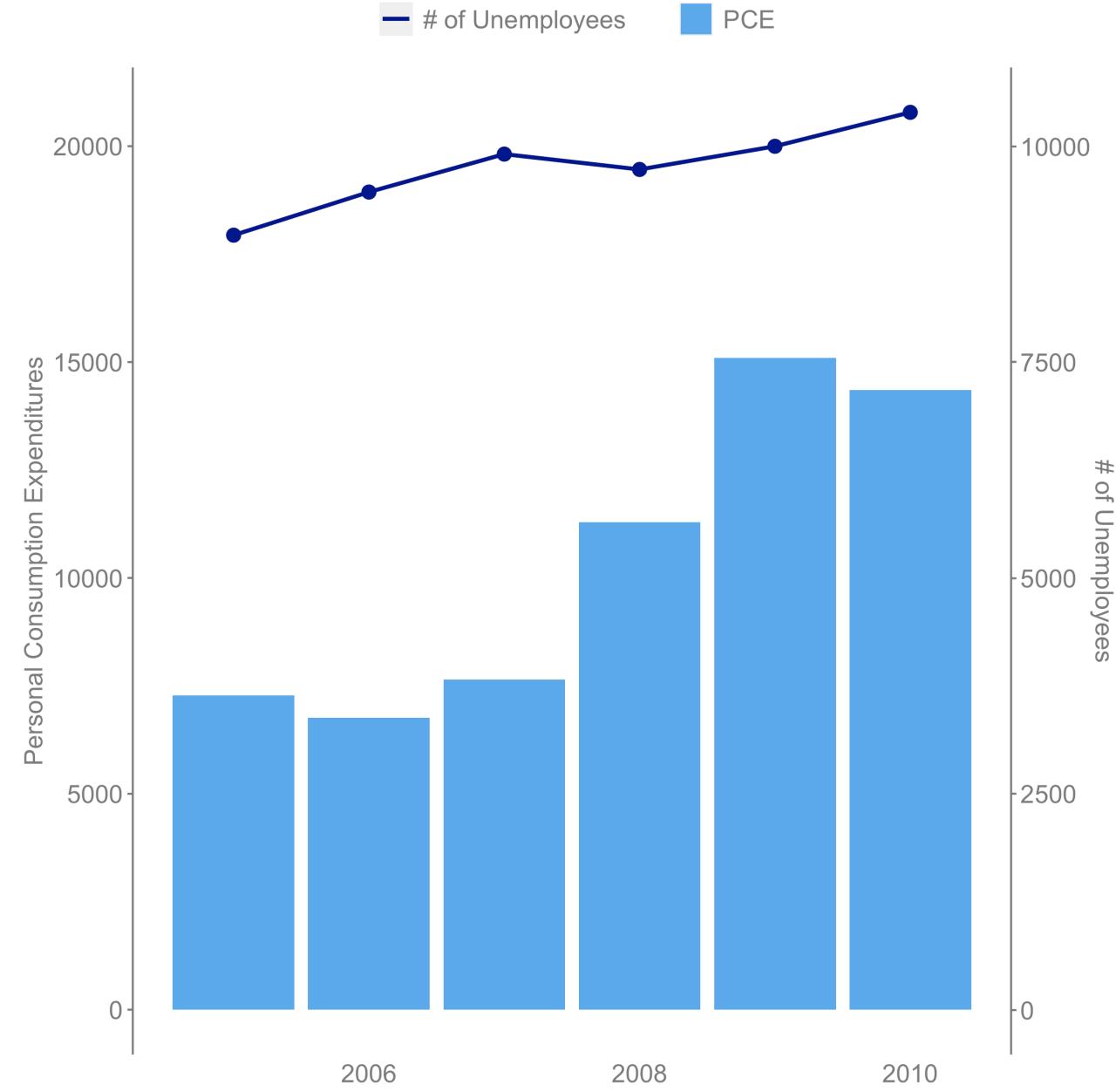


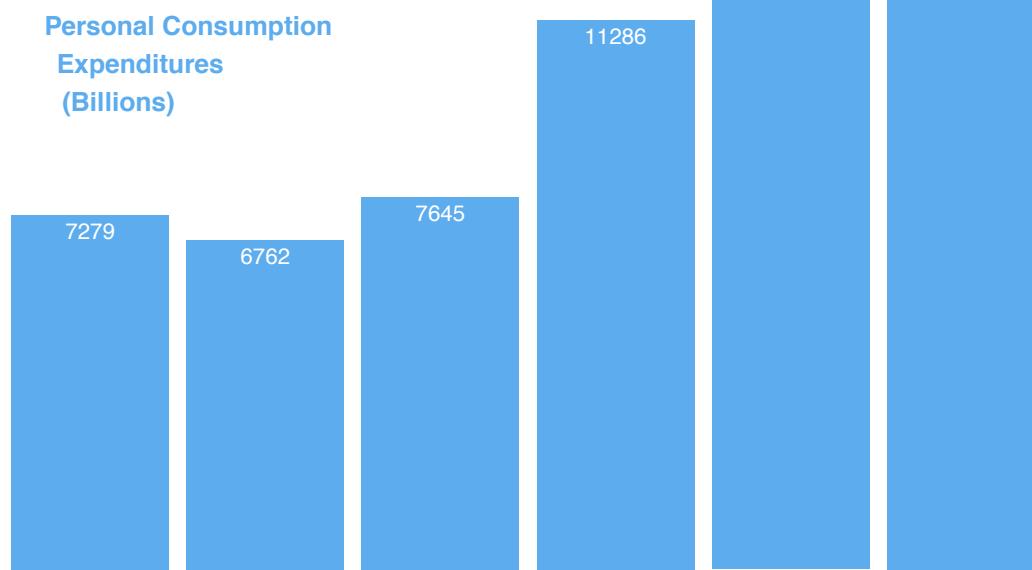
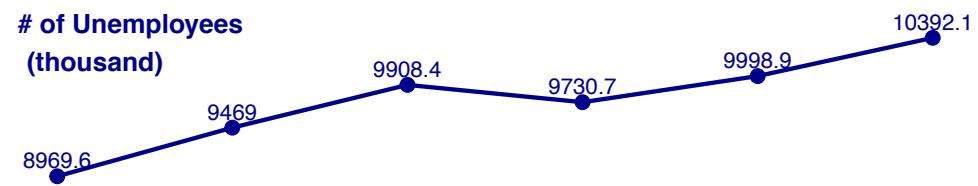
A Substitute

- Our eyes compare the end points
- Easy to access relative size
- Easy to see how one segment is incrementally larger than other segments

Secondary y-axis

- Avoid using a secondary y-axis or right-hand y-axis
- Don't show the axis. Instead, label the data points that belong on this axis directly.
- Or pull the graphs apart vertically

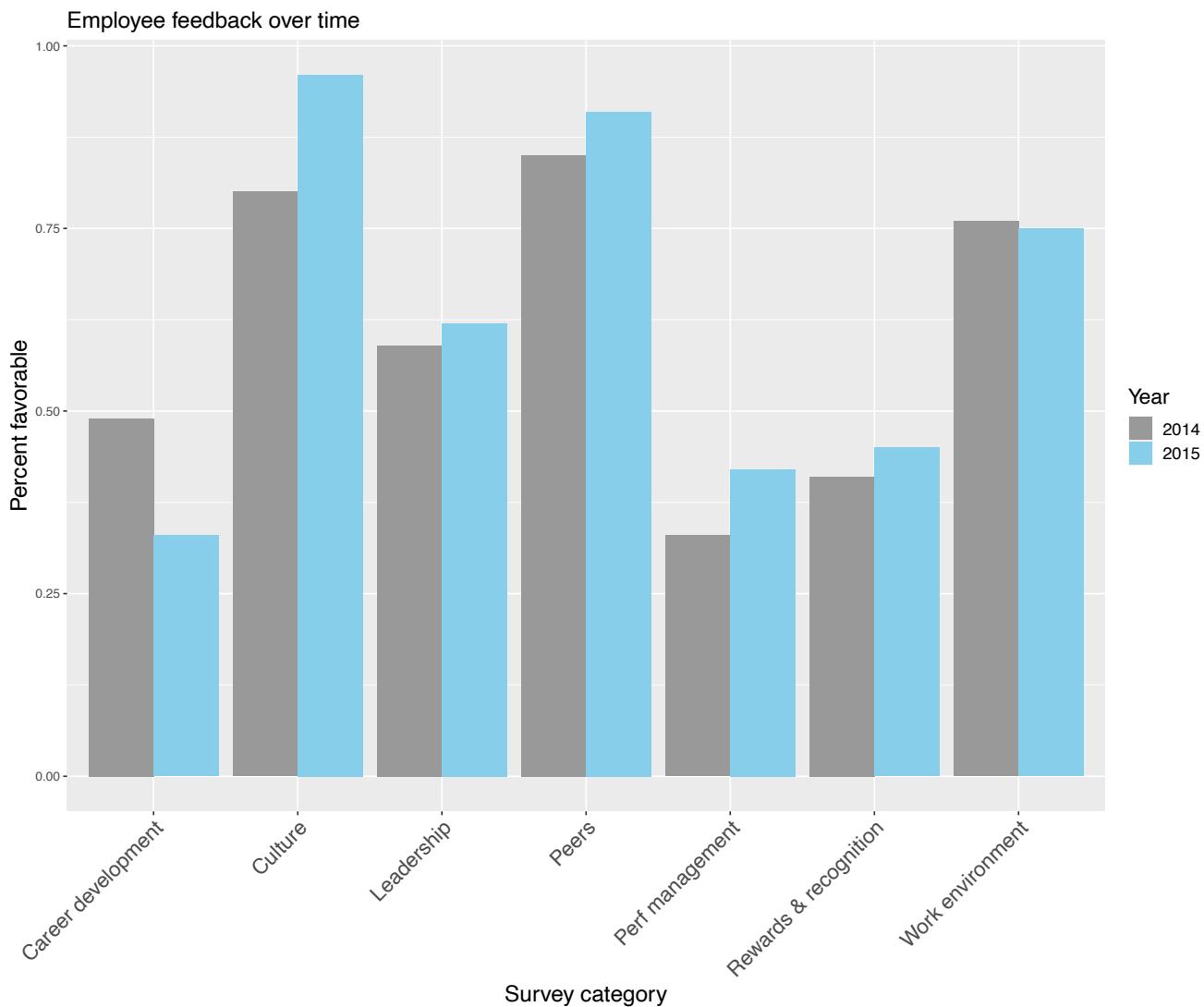




2006

2008

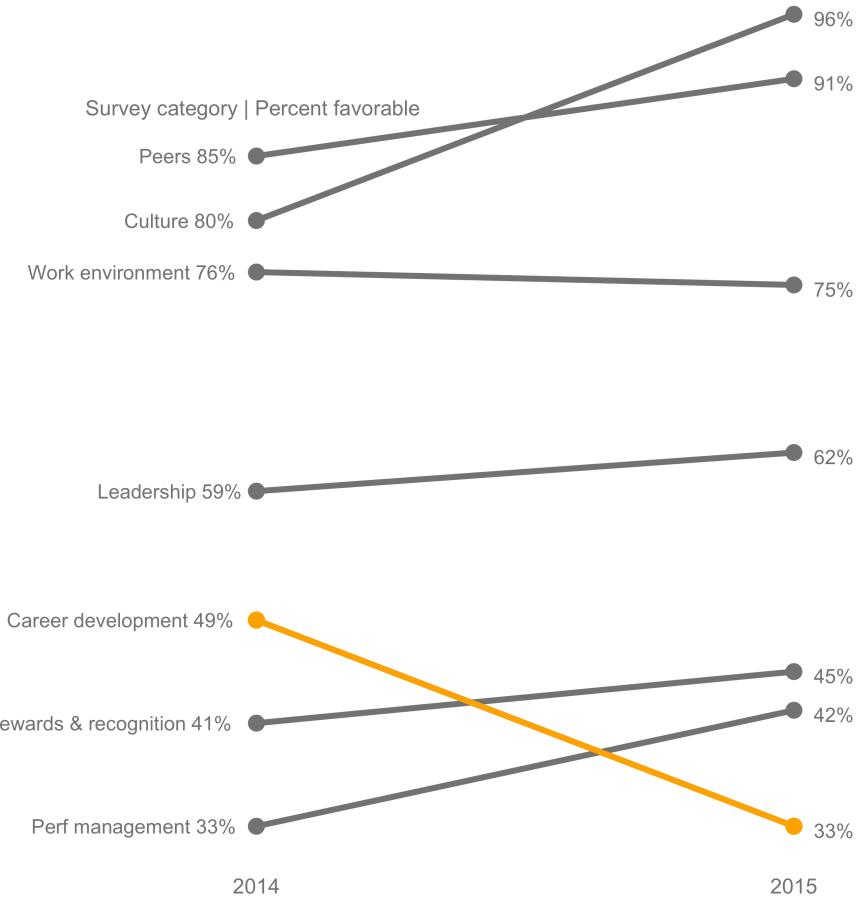
2010



Slopegraph

- When you have two time periods or points of comparison
- Want to quickly show relative increases and decreases or differences across various categories between the two data points

Employee feedback over time

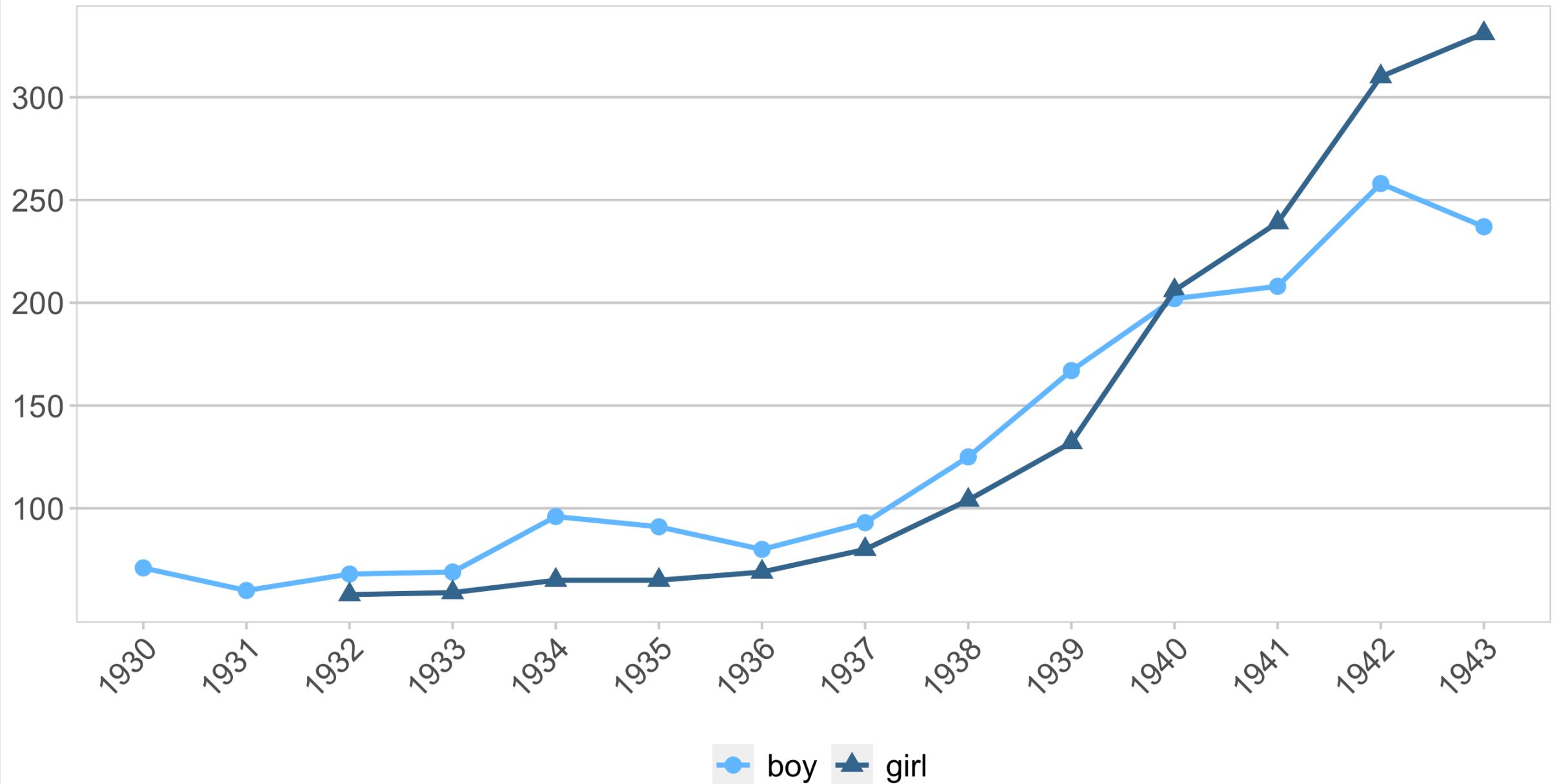


- A clear increasing or decreasing trend for each category
- ‘Career Service’ has a decreasing trend across various categories
- Color makes a specific level stand out

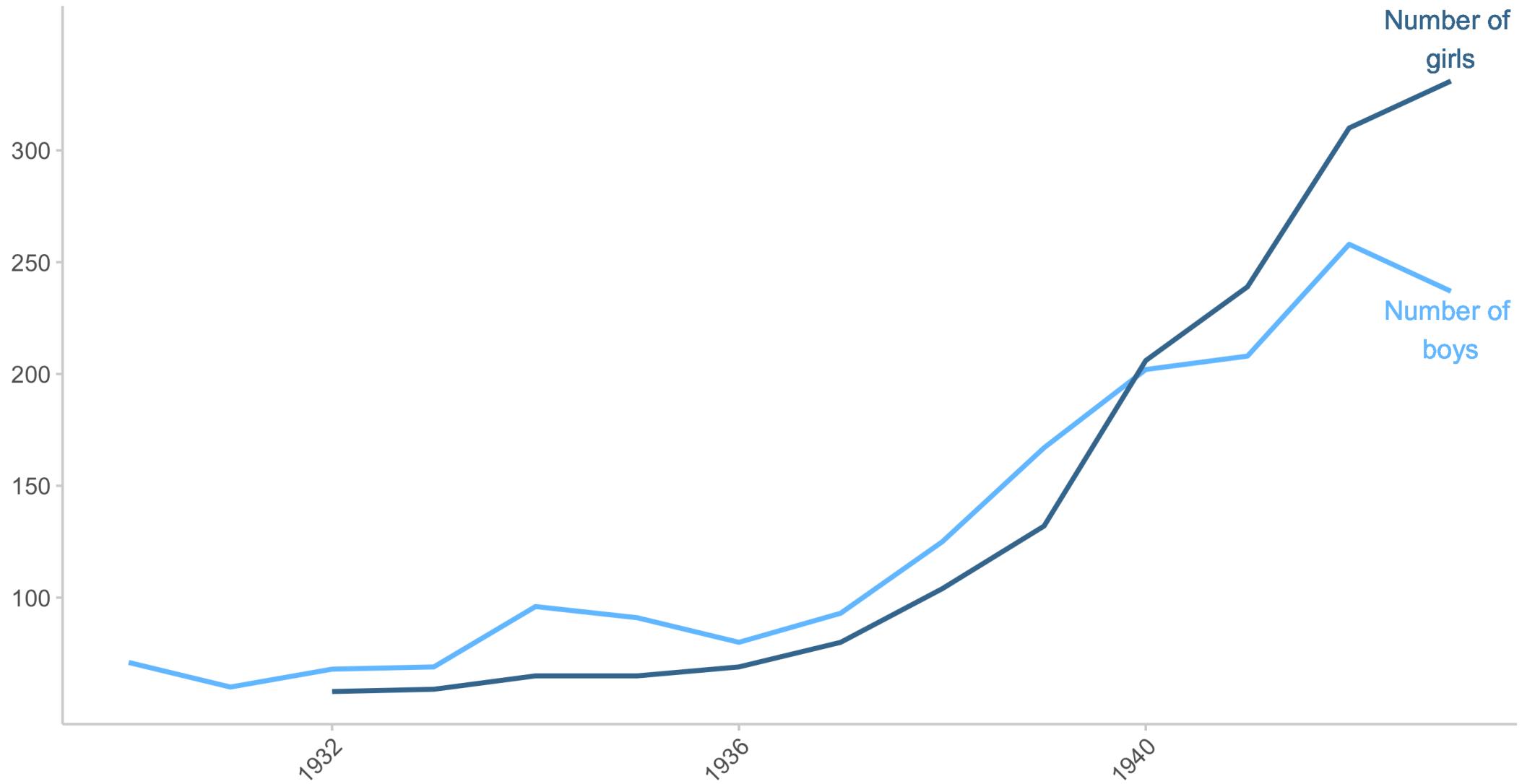
Cluster is your enemy

- Chart border
- Gridlines
- Data markers
- Axis labels (label data directly)
- Leverage consistent color

of the Name--Robin from 1930 to 1943



Number of Robin from 1930 to 1943





Thank you