Data Visualization Checklist

Before Visualization:

Does the chosen data have a purpose ?	Yes ☐	No ☐
Do you know the target audience/demographic?	Yes ☐	No ☐
Is the chosen data clean?	Yes ☐	No ☐

Picking the type of visualization:

From the many different types of charts. It is important to choose the most appropriate chart for the given data.

Comparison charts - Used to compare two variables, categories or items. ☐
Types: *Tables, Bar charts, Column chart, Line charts*

Relationship charts - Used to find the correlation between two or more categories. ☐
Types: *Scatterplot, Bubble chart, Dot plot*

Composition charts - Used to display parts of a whole. ☐
Types: *Stacked Bar, Stacked Column, Stacked area, Pie chart, Waterfall chart*

Distribution charts - Used to show the variable distribution over time & to identify outliers & trends. ☐
Types: *Histogram, Scatterplot, Area chart*

During Visualization:

Important points to keep in mind while creating a chart for visualization are given below.

Are the axes labelled clearly ?	Yes ☐	No ☐
Are the axes intervals(space between axes) even?	Yes ☐	No ☐
Is the Y-axis starting at 0?	Yes ☐	No ☐
Is the title informative?	Yes ☐	No ☐
Is the chart text concise and relevant?	Yes ☐	No ☐
Is the text font legible?	Yes ☐	No ☐
Does the chart need a legend or helpful grid?	Yes ☐	No ☐
Did you pick a color scheme carefully?	Yes ☐	No ☐
Did you avoid rainbow or mixed color palettes and 3D arts?	Yes ☐	No ☐
Did you use color to highlight key elements?	Yes ☐	No ☐
Would the chart benefit from interactivity?	Yes ☐	No ☐

Final Check:

Do you understand what the chart is about in less than 30 secs?	Yes □	No □
Is the most relevant data emphasized?	Yes □	No □
Is the design appealing to the viewers?	Yes □	No □
Do you understand the main takeaway from the design?	Yes □	No □