2) Design your chart

Let your data speak

do's

don'ts

cutting of Y axis

multiple Y axis

Beauty over accuracy

A truncated axis in a column or bar-

chart distorts the

relative size of the

Multiple Y-axis

meaning to lines

crossing or to the

The human brain

can only process a

Things that are the same, should have

the same color

Show as little

decimals as possi-

Always show the

maximum of 4

series in a chart.

space between

give a false

Misleading design Show in context



Rank your data in a relevant way so patterns and outliers become

relevant ranking



Support easy comparison

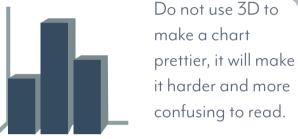


more than 4 series, to small multiples.

15 19 15 19 15 19 15 19

easier to compare length of columns and bars and help

gridlines



3D effect

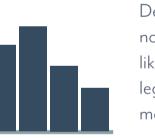


senting the data properly.

more than 4 series

fluid lines

Too much



non-data elements like axis and legend. The data is more important.



to make it stand

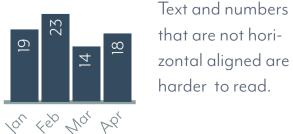


name the insight in the chart.

descriptive title



Labels and anno-



align text other than horizontally



diverging stacked bar

opposing variables

 \bigcirc \bigcirc \bigcirc

panel bar

multiple categories

 $Q \square \triangle$

x/y coordinate plot

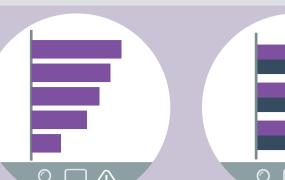
measure combination

pictograph

using icons

radar chart

not recommended



Q 🖵 🗘 barchart

grouped bar one measure

stacked bar

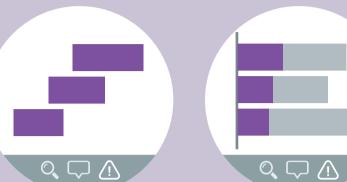
proportional

parallel coordinate

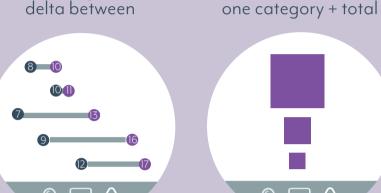
radial bar

not recommended

age distribution



floating bar delta between



Q 🖵 🗥 dumbbell two groups



bullet graph bad/ok/good



radial column

not recommended



dot matrix

uncertainty

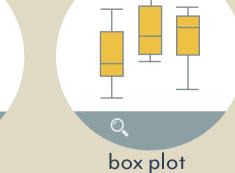
number

single big number

Use this chart for



error bars



€ 10

table

multiple numbers

€ 6 25% € 5 20%





box plot + density

deviation box

focus on delta

histogram

per interval



deviation bar

delta between

 \bigcirc \bigcirc \bigcirc

lollipop

like bar but thinner

 $Q \square \triangle$

vertical waterfall

visual_{diagra}

column legend

numbers ^{graph}

wordcloud

not recommended

gauge

frequency polygon distribution

in bar labeling

more accuracy

not recommended

data chart

visual calculation

line chart

continuous time

column chart

one measure

deviation column

Q C

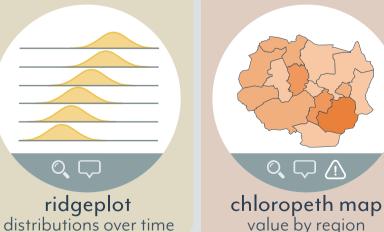
timeline

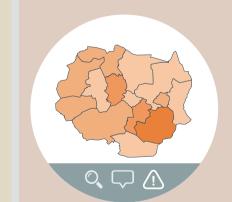
order of events

 \bigcirc \bigcirc \bigcirc

dot plot

before and after





hexbin map

value by hex

route map

direction



value by area

bubble map



chart on map

not recommended

 $Q \square \triangle$

flow map

movement





distribution

area chart

one measure

 $Q \square \triangle$

stacked area

waterfall

change in time

slopegraph

horizon graph

dot-line chart

aggregated in time

stacked column

like column + total

deviation line

versus cumulative target

sparklines

mini trend

cycle plot

repeating time series

symbol map

geospatial

100% stacked bar

 $Q \square \triangle$

100% stacked bar

category in time

tree map

nested part to whole

nested area

parts inside other parts

 $Q \square \triangle$

funnel chart

conversion

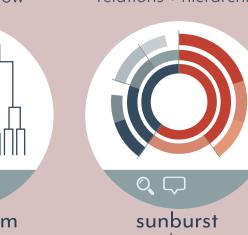
Q 💭

organization chart

hierarchical

relationship











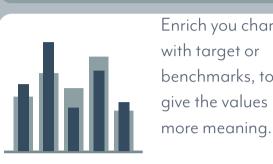


not recommended

scatterplot

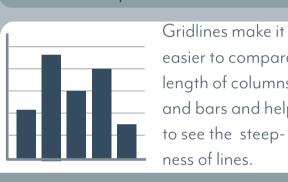
correlation

100% bar chart adding up to 100%

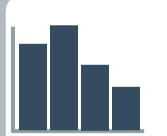




small multiple



donut chart

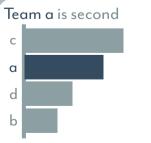


less is more



sorted stream graph

Show and tell



annotation



tation help your data to tell a story.

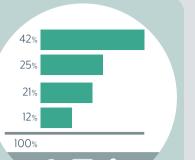
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Find more tips to choose and design your Perfect Chart at:

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www. Chart. Guide /poster



 $Q \square \triangle$

waffle chart

100 blocks filled

Marimekko chart

plus extra variable

not recommended

 $Q \square \triangle$

Gantt chart

planning



Sankey diagram

parallel set

a b c d e

flow chart

step by step

bump chart

rank over time

risk map

visualizing risk

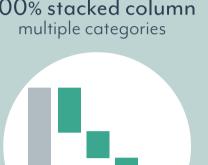
Q 🖵

part to multiple whole

100% stacked column one timestamp + 100%



100% stacked column multiple categories



Q D A 100% waterfall

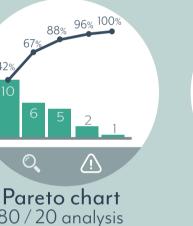




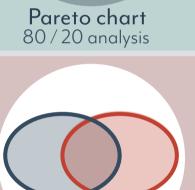








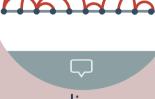














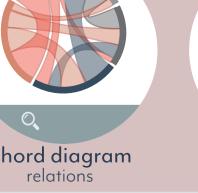














target or benchmark

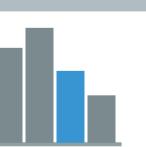
When you have





Visual hierarchy





emphasize

Create a title to



Hard to read

same number of too much details

too much or meaningless color

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