

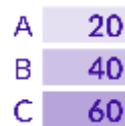
Your Guide to Great Graphs

EXPLORATORY

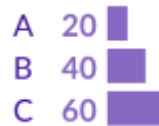
Sketching
Thank me later



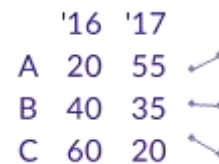
Heat Tables
Color-coding



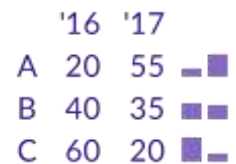
Data Bars
Within-cell bars



Spark Lines
Mini trendlines

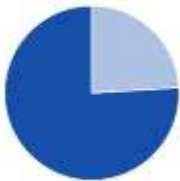


Spark Bars
Mini columns

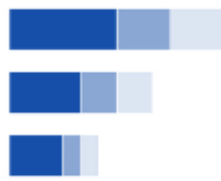


PART : WHOLE

Pie/Donut
2-3 slices max!



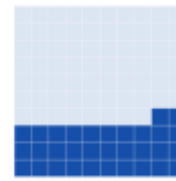
Stacked
Pie alternative



Diverging
Focus on poles



Waffle
aka Square pies



Icon Array
aka Pictographs

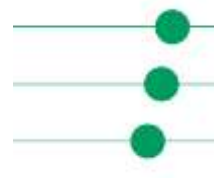


COMPARISONS

Bar/Column
The trusty steed



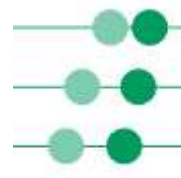
Lollipop
Minimalist bar



Clustered
Two pairs, max!



Dot
Minimalist cluster



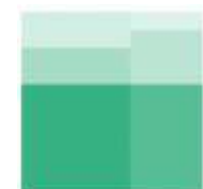
Multiples
Disaggregated



Area
Comparisons based on area



Nested Area
aka Tree



PROGRESS

Overlapping
Every bar has a different goal



Target Line
Every bar has the same goal

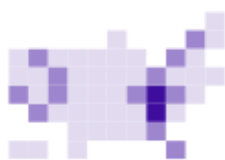


MAPS

Choropleth
aka Heat Map



Tile or Hex
Equal-sized
shapes



Tile Trend
Patterns over
time

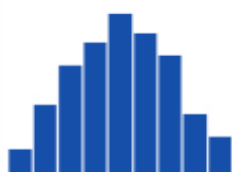


Network
Connections
between people



DISTRIBUTION

Histogram
Ordinal variables
(e.g., age ranges)



Pyramid
Ordinal &
nominal (ages &
gender)



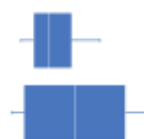
Scatter
Correlations
(x & y)



Bubble
Correlations
(x, y, & z)

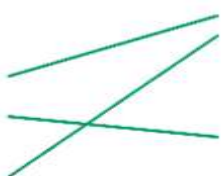


Box Plot
Min, Q1 median,
Q3, & max

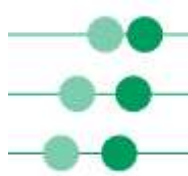


BEFORE/AFTER

Slope
Focus on the
slope of the line



Dot
Distance
between dots



Stacked
Part-to-whole



Waterfall
How parts add
up to the whole

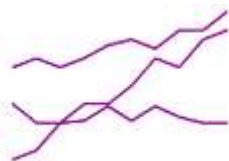


Deviation
Just display the
differences



3+ POINTS IN TIME

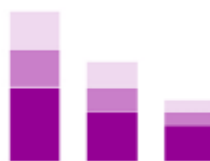
Line
The classic



Multiples
Separate the
spaghetti



Stacked
Part-to-whole



Stacked Area
Part-to-whole



Target Line
Goal is light



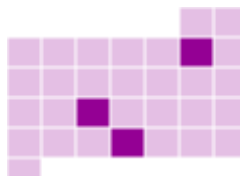
Estimation
Guess is dotted



Fan
Guess is shaded



Calendar
Milestones



Timeline
Try words & icons

