EXPLORATORY

**Sketching**
Thank me later

**Heat Tables**
Color-coding

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20</td>
<td>40</td>
<td>60</td>
</tr>
</tbody>
</table>

**Data Bars**
Within-cell bars

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20</td>
<td>40</td>
<td>60</td>
</tr>
</tbody>
</table>

**Spark Lines**
Mini trendlines

<table>
<thead>
<tr>
<th></th>
<th>'16</th>
<th>'17</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>40</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>60</td>
<td>20</td>
</tr>
</tbody>
</table>

**Spark Bars**
Mini columns

<table>
<thead>
<tr>
<th></th>
<th>'16</th>
<th>'17</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>40</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>60</td>
<td>20</td>
</tr>
</tbody>
</table>

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**
When every bar has a different goal

**Target Line**
When every bar has the same goal
MAPS

**Choropleth** aka Heat Map
- Equal-sized squares/hexagons
- Geographical patterns over time
- Connections between people

**Tile or Hex**
- Equal-sized squares/hexagons

**Tile Trendline**
- Geographical 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**
- Focus on distance between the dots

**Stacked**
- Part-to-whole for 2 points in time

**Waterfall**
- How parts add up to the whole

**Deviation**
- Just display the # or % differences

3+ POINTs IN TIME

**Line**
- The classic choice

**Multiples**
- Separate the spaghetti

**Stacked**
- Part-to-whole for 3+ points in time

**Stacked Area**
- Part-to-whole for 3+ points in time

**Target Line**
- Goal is light

**Estimation**
- Guess is dotted

**Fan**
- Guess is shaded

**Calendar**
- Milestones

**Timeline**
- Try words & icons