

YOUR GUIDE TO GREAT GRAPHS

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EXPLORATORY

Sketching
Thank me later



Heat Tables
Color-coding

A	20
B	40
C	60

Data Bars
Within-cell bars

A	20	
B	40	
C	60	

Spark Lines
Mini trendlines

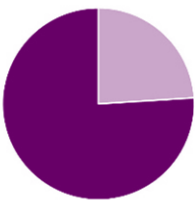
	'16	'17	
A	20	55	
B	40	35	
C	60	20	

Spark Bars
Mini columns

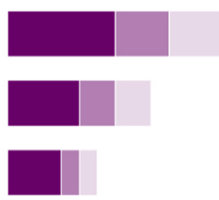
	'16	'17	
A	20	55	
B	40	35	
C	60	20	

PART : WHOLE

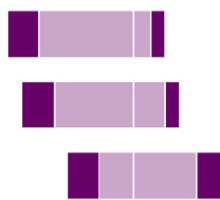
Pie/Donut
2-3 slices max!



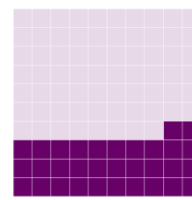
Stacked
Pie alternative



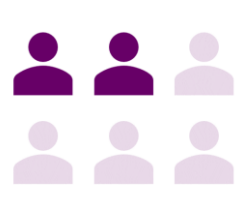
Diverging
Focus on poles



Waffle
aka Square pies



Icon Array
aka Pictographs

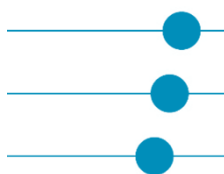


COMPARISONS

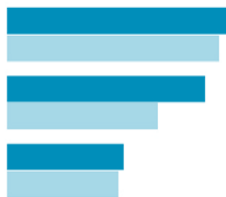
Bar/Column
The trusty steed



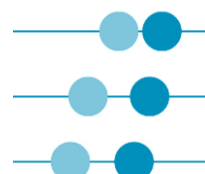
Lollipop
Minimalist bar



Clustered
Two pairs, max!



Dot
Minimalist cluster



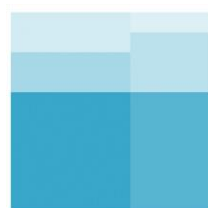
Multiples
Disaggregated



Area
Comparisons based on area

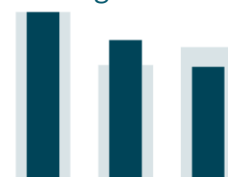


Nested Area
aka Tree

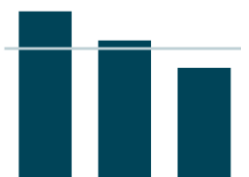


PROGRESS

Overlapping
When every bar has a different goal



Target Line
When every bar has the same goal

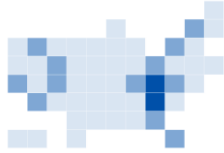


MAPS

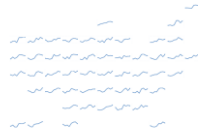
Choropleth aka Heat Map



Tile or Hex Equal-sized squares/hexagons



Tile Trendline Geographical patterns over time

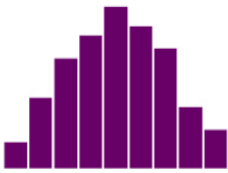


Network Connections between people



DISTRIBUTION

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



Pyramid Ordinal & nominal (ages & gender)



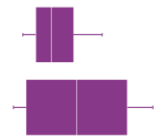
Scatter Correlations (x & y)



Bubble Correlations (x, y, & z)

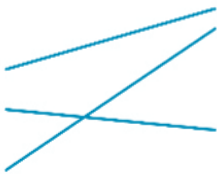


Box Plot Min, Q1 median, Q3, & max



BEFORE/AFTER

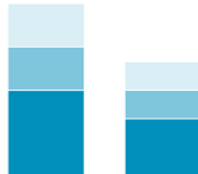
Slope Focus on the slope of the line



Dot Focus on distance between the dots



Stacked Part-to-whole for 2 points in time



Waterfall How parts add up to the whole

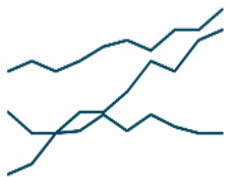


Deviation Just display the # or % differences



3+ POINTS IN TIME

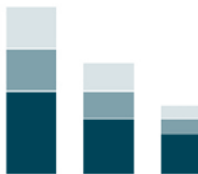
Line The classic choice



Multiples Separate the spaghetti



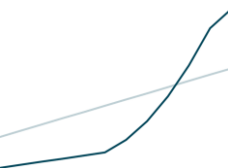
Stacked Part-to-whole for 3+ points in time



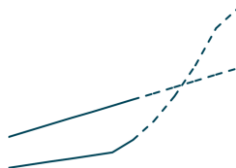
Stacked Area Part-to-whole for 3+ points in time



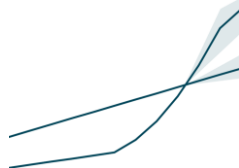
Target Line Goal is light



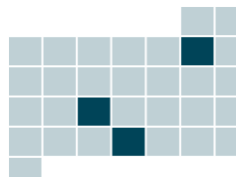
Estimation Guess is dotted



Fan Guess is shaded



Calendar Milestones



Timeline Try words & icons

