YOUR GUIDE TO GREAT GRAPHS

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EXPLORATORY

Sketching
Thank me later

Heat Tables
Color-coding

A	20
B	40
C	60
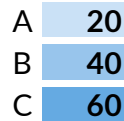
Data Bars
Within-cell bars

A	20
B	40
C	60
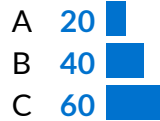
Spark Lines
Mini trendlines

	'16	'17	
A	20	55	
B	40	35	
C	60	20	
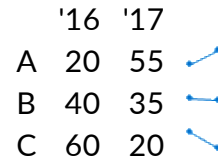
Spark Bars
Mini columns

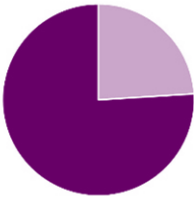|	'16	'17	
A	20	55	
B	40	35	
C	60	20	
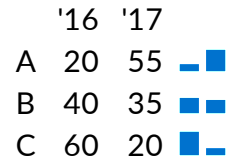
PART : WHOLE

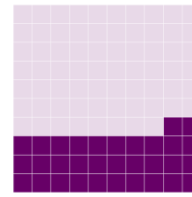### Pie/Donut
2-3 slices max!

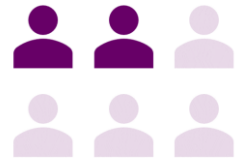### Stacked
Pie alternative

Diverging
Focus on poles

Waffle
aka Square pies

Icon Array
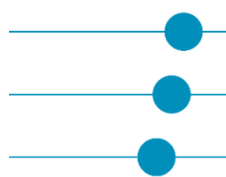aka Pictographs
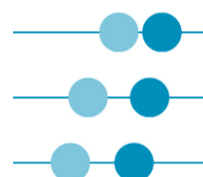
COMPARISONS

Bar/Column
The trusty steed

Lollipop
Minimalist bar

Clustered
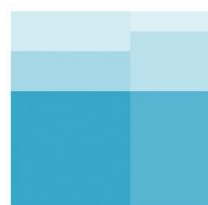Two pairs, max!

Dot
Minimalist cluster

Multiples
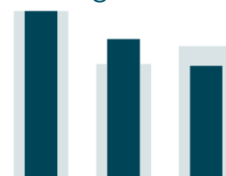Disaggregated

Area
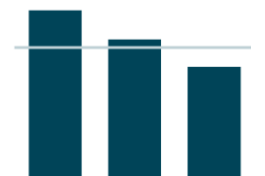Comparisons based on area

Nested Area
aka Tree

PROGRESS

Overlapping
When every bar has a different goal

Target Line
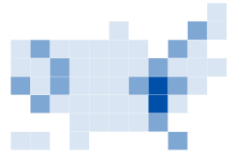When every bar has the same goal
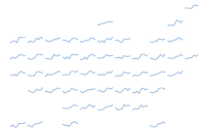
MAPS

Choropleth
aka Heat Map

Tile or Hex
Equal-sized
squares/hexagons

Tile Trendline
Geographical
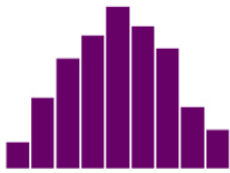patterns over time

Network
Connections
between people

DISTRIBUTION

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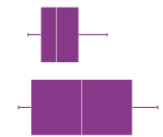(e.g., age ranges)

Pyramid
Ordinal & nominal
(ages & gender)

Scatter
Correlations
(x & y)
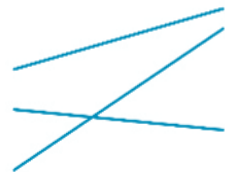
Bubble
Correlations
(x, y, & z)

Box Plot
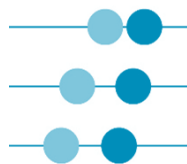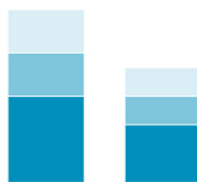Min, Q1 median,
Q3, & max

BEFORE/AFTER

Slope
Focus on the
slope of the line

Dot
Focus on distance
between the dots

Stacked
Part-to-whole
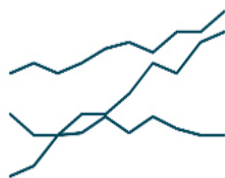
Waterfall
How parts add up
to the whole

Deviation
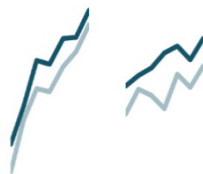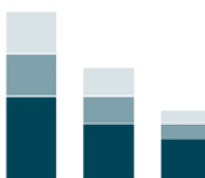Just display the
or % differences

3+ POINTS IN TIME

Line
The classic choice
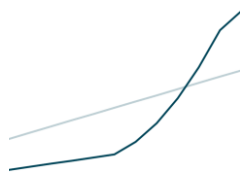
Multiples
Separate the
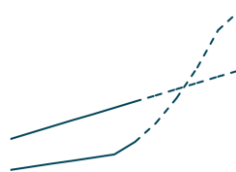spaghetti

Stacked Bar
Part-to-whole

Stacked Area
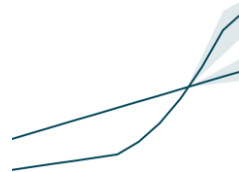Part-to-whole

Target Line
Goal is light

Estimation
Guess is dotted

Fan
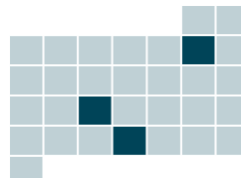Guess is shaded

Calendar
Milestones

Timeline
Try words & icons