

Principles of effective data visualisation

Form follow function:

Choosing the best chart type

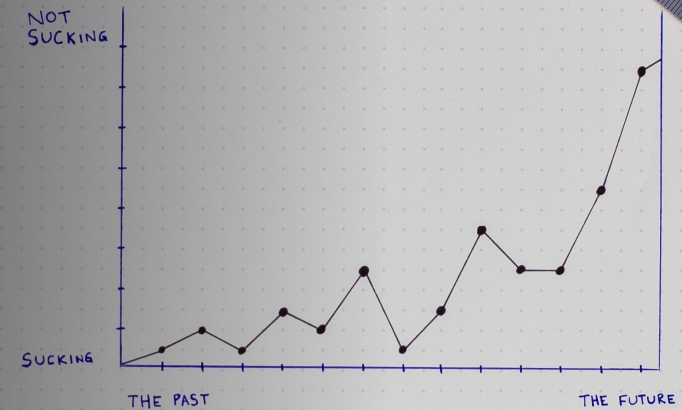
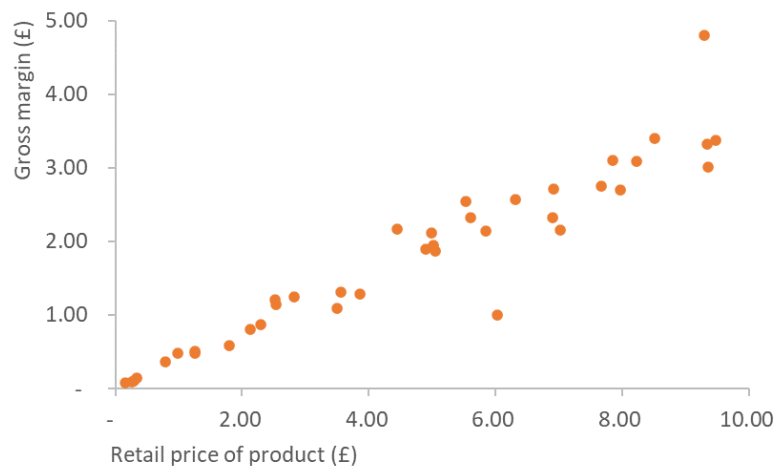
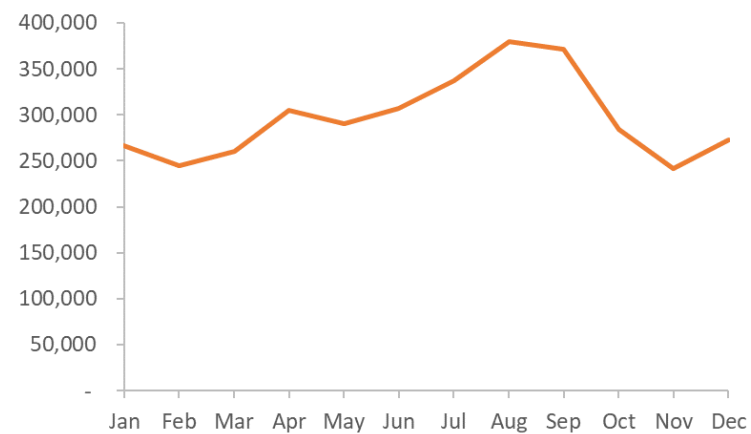


CHART OPTIONS

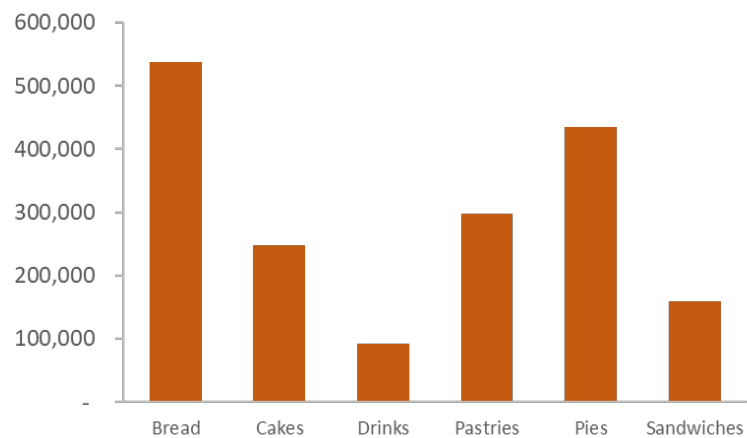
Scatterplot



Line graph



Vertical bar chart



Horizontal bar chart

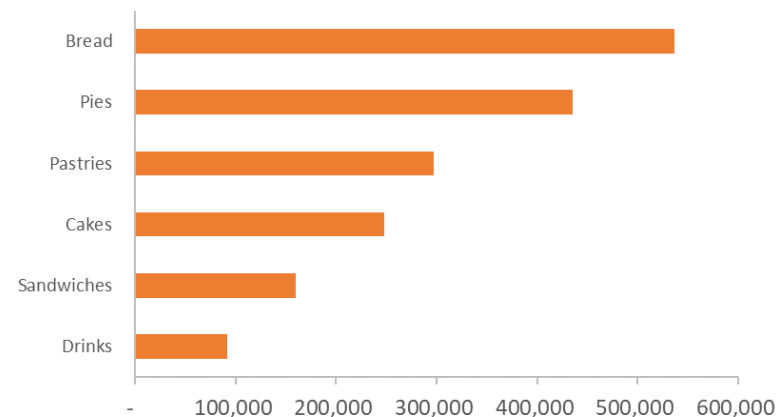
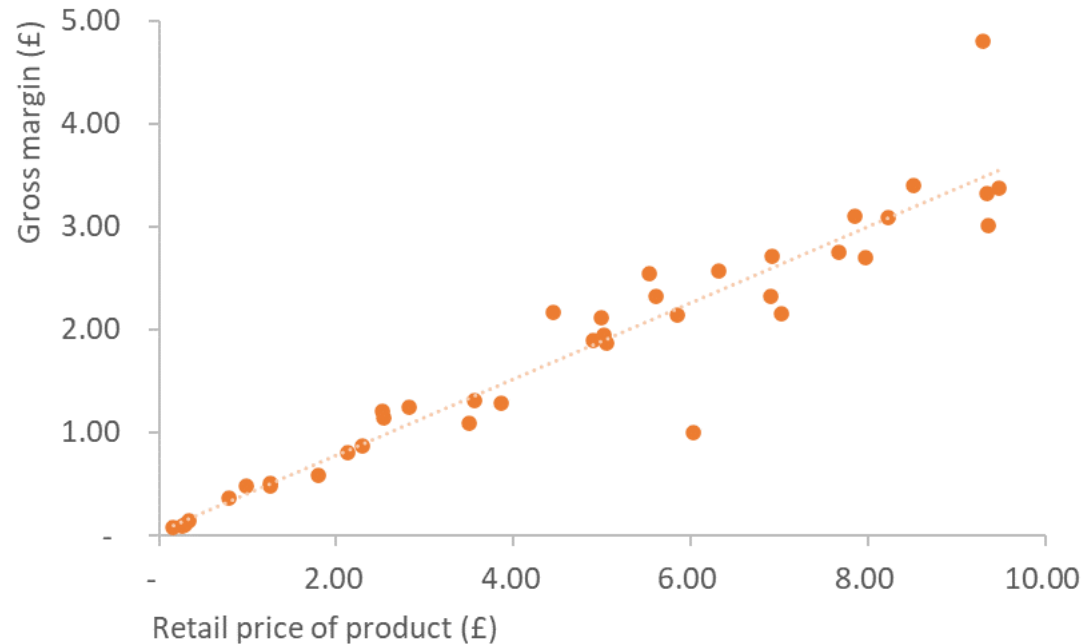


CHART OPTIONS

Scatterplot



Use

Showing a relationship between two variables.

Often used with a trend line.

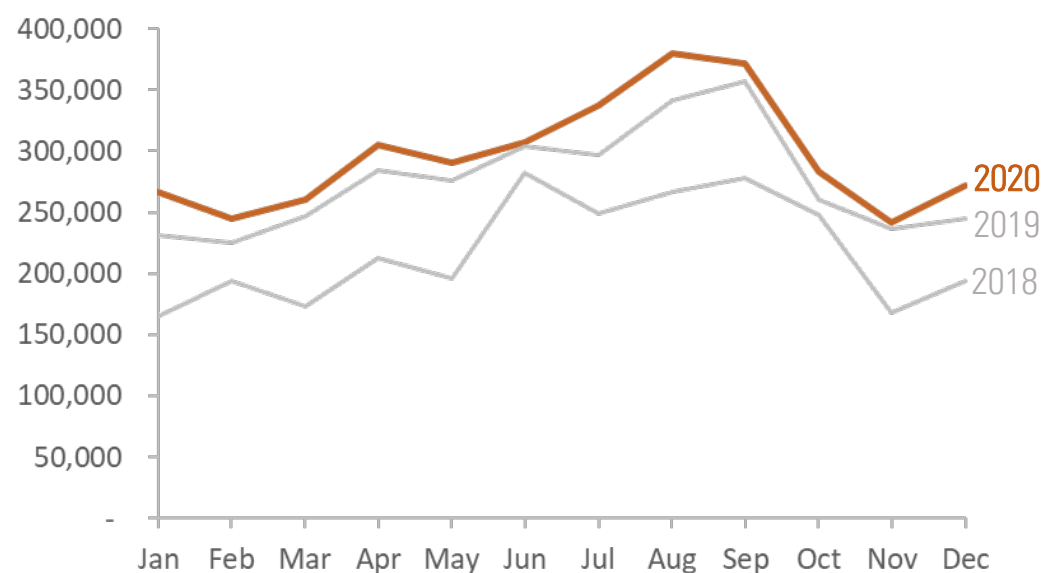
In this case the trendlines divides products into higher or lower than average profitability

Outliers are easy to spot



CHART OPTIONS

Line graph



Use

Plotting continuous data.

The line implies a connection between the points.

Often used to show changes over time.

Can be single series.

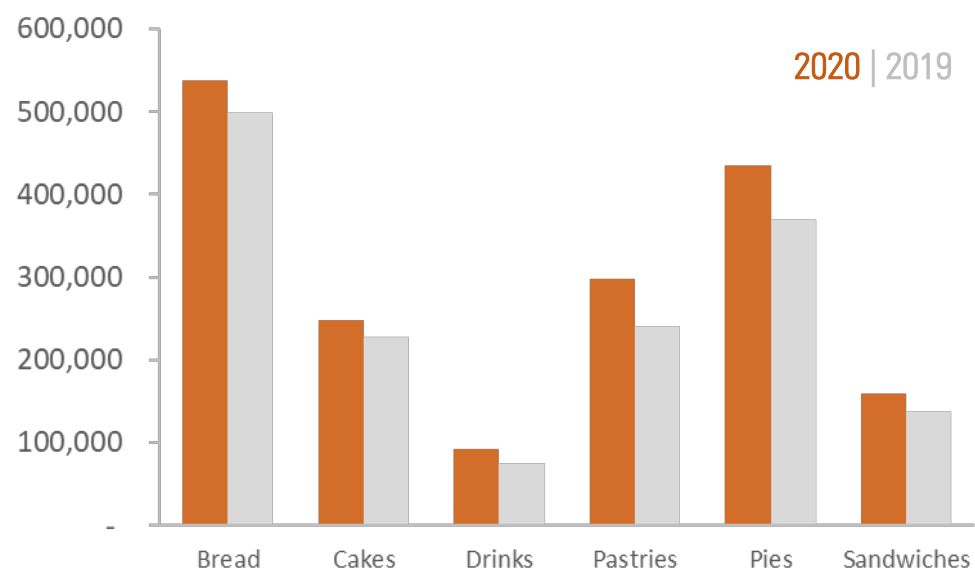
Two series.

Multi-series.



CHART OPTIONS

Vertical bar chart



Use

Comparing category based data.

No implied continuity between data points.

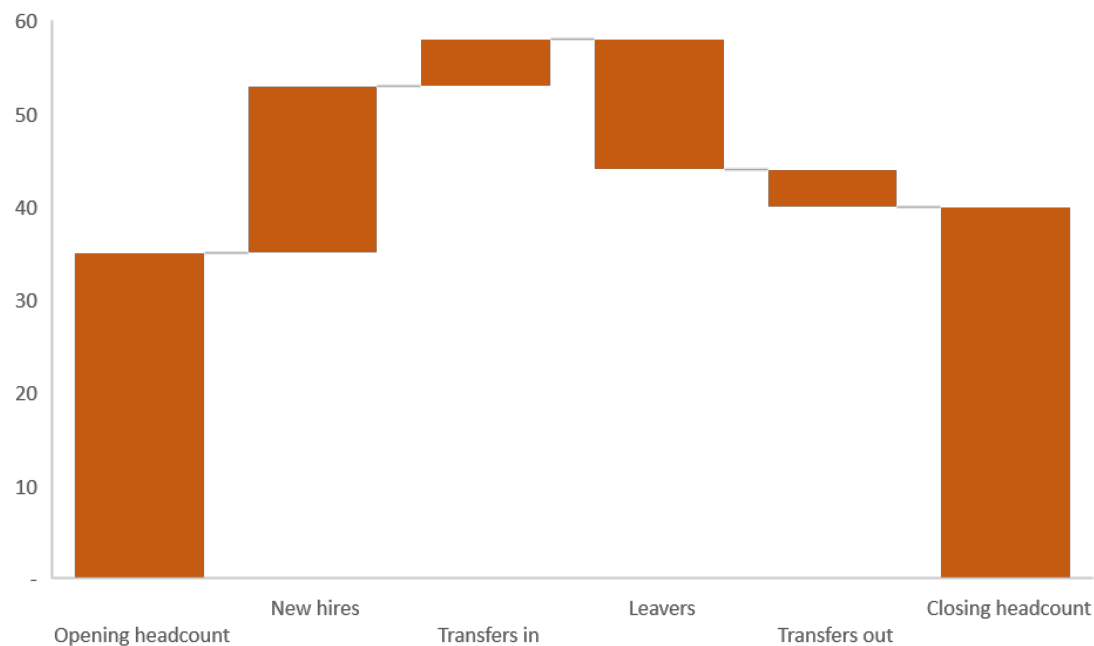
Good for showing smallest, largest, and incremental difference between categories.

Can also be two or multi-series



CHART OPTIONS

Waterfall chart



Use

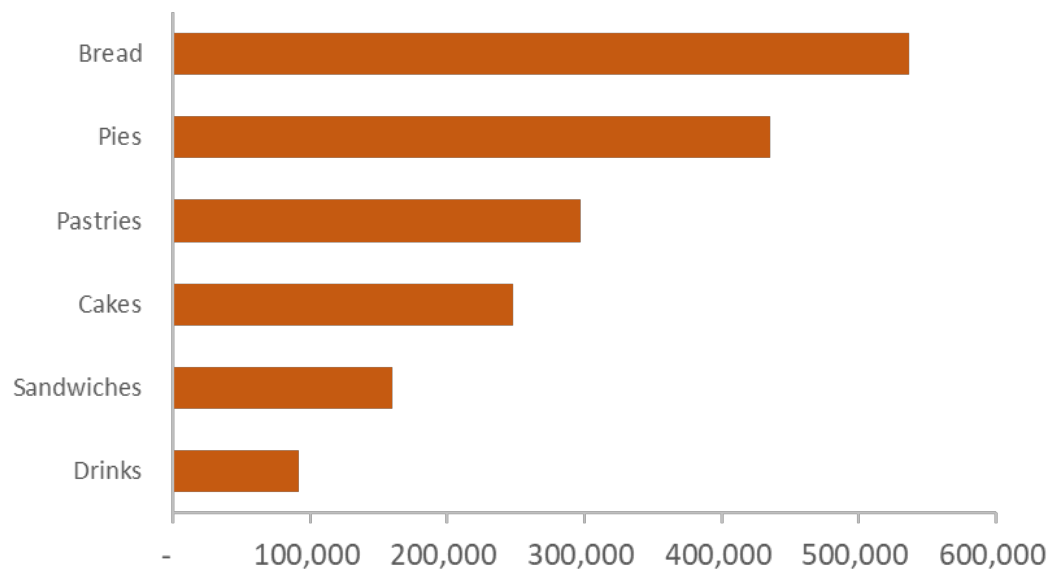
Showing start and end point, and increases / decreases between them

Good for showing steps



CHART OPTIONS

Horizontal bar chart



Use

Comparing category based data.

Advantage of left to right readability.

Also easier to add more categories.

