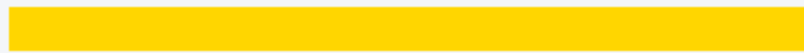


See Your Data, Tell Your Story.



The Universal Workhorse

- Bar charts compare quantities across different categories.
- Use them to show rankings or highlight differences.
- Vertical bars are called column charts.
- Horizontal bars are best for long category names.
- Avoid cluttering with too many categories.
- Stacked bars show part-to-whole relationships.



Tracking Trends Over Time

- Line charts show data trends at equal intervals.
- Perfect for visualizing progress and changes over time.
- Use them to plot continuous data like sales or growth.
- Multiple lines can compare different trends.
- Keep lines distinct and easy to differentiate.
- The X-axis must represent a continuous scale (e.g., time).



Location Matters

- Maps display data points based on geographical location.
- They reveal regional patterns, trends, and concentrations.
- Use them for sales territories, customer density, or logistics.
- Choropleth maps color regions to represent values.
- Bubble maps use sized circles to show magnitude.
- Ensure your audience is familiar with the geography shown.



Drilling Down Data

- The decomposition tree breaks down a measure by multiple dimensions.
- It is interactive, allowing users to explore data freely.
- Perfect for ad-hoc analysis and root cause investigation.
- It automatically visualizes the impact of different factors.
- No pre-built hierarchies are needed for exploration.
- It helps answer "why" something happened.



The Story of Change

- Waterfall charts show a running total as values are added or subtracted.
- They illustrate how an initial value reaches a final value.
- Ideal for revealing the cumulative effect of sequential changes.
- Commonly used for financial statements like profit and loss.
- The first column is the starting value, the last is the total.
- Intermediate columns show increases (green) and decreases (red).



Choosing Your Visual

- Match the chart type to your story and data.
- Comparing categories? Use a bar chart.
- Showing a trend over time? A line chart is best.
- Need geographical insight? Choose a map.
- Decomposing factors? Use a decomposition tree.
- Explaining sequential changes? A waterfall chart fits.



Clarity is Key

- Always start with a clear question for your data.
- Label your axes and provide a clear title.
- Remove any unnecessary clutter or decoration.
- Use color strategically to highlight important information.
- Ensure your visual tells a story at a glance.
- The goal is to communicate insight, not just show data.



Master Your Narrative

- Practice building these core five visuals.
- Your analysis is only as strong as your communication.
- Great visuals make complex data understandable.
- They empower your audience to make informed decisions.
- Start using these charts to tell powerful data stories.
- What is your go-to chart? Share in the comments.



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