Chart Chooser

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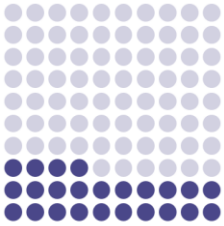
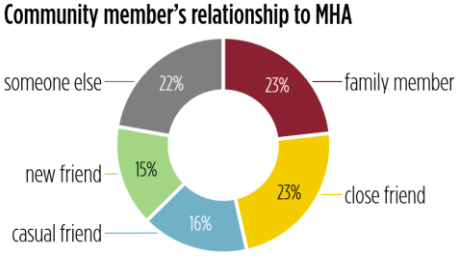
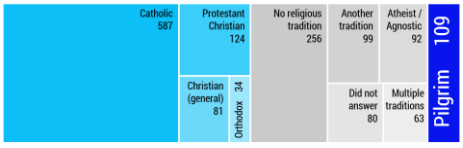
datawise

	Chart type	Example	Use to show…	Demo-graphics	Single number	1 group	2 groups	3+ groups	Bench-mark	Over time
1	Pictograph		• # in # people	✓	✓					
2	Waffle chart	 Only 24% of women feel like their employer cares about their overall wellbeing [11]	• %s that total to 100% • Counts of up to ~150	✓	✓					
3	Big a$$ number (BAN)	Parents were more than **18x as likely to say** their child's health got better than worse since joining CHC.	• Counts/N • # of people • Numbers that are hard to visualize	✓	✓					
4	Donut chart		• Percentages • For a single number/group: any % • For multiple groups: %s that total to 100%	✓	✓	✓	✓	✓		
5	Treemap		• Counts/N • Parts of a whole	✓				✓		

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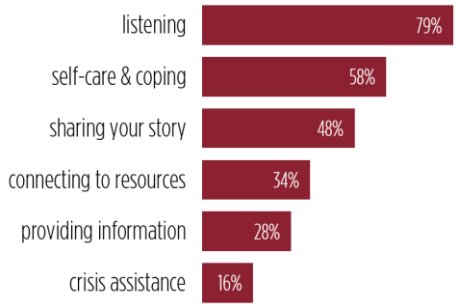
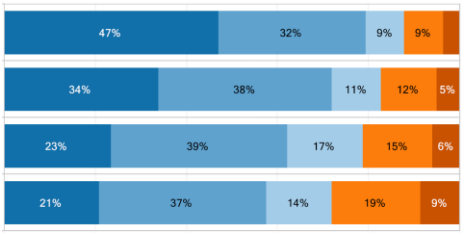
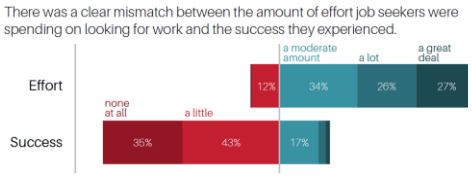
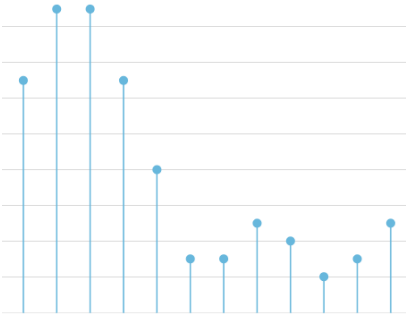
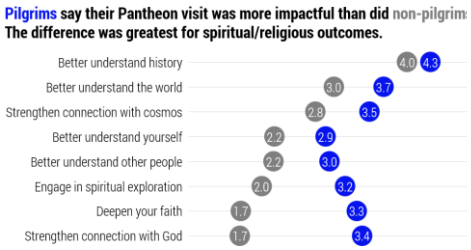
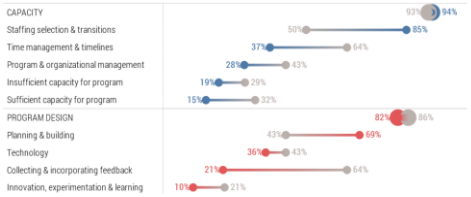
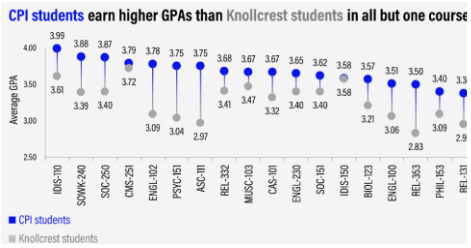
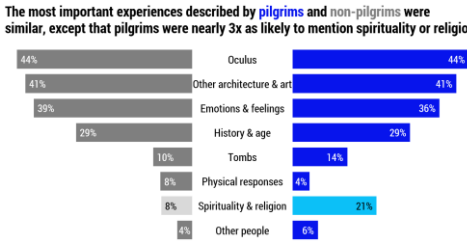
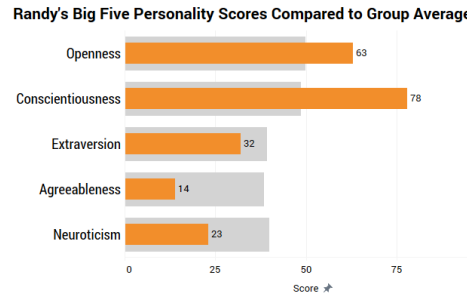
6	Basic bar		• Check-all-that-apply • Percentages • Averages	✓		✓				✓
7	Stacked bar		• Totals to 100% • Likert scale survey Qs	✓		✓				✓
8	Diverging bar		• Desired vs. undesired responses • Yes/no • Present/absent • Likert scale survey Qs			✓	✓	✓	✓	✓
9	Horizontal lollipop		• Check-all-that-apply • Percentages • Averages • Like a bar chart with less “ink” • Fits more text than vertical	✓		✓				✓
10	Vertical lollipop		• Check-all-that-apply • Percentages • Averages • Like a column chart with less “ink”	✓		✓				✓

	Chart type	Example	Use to show…	Demo-graphics	Single number	1 group	2 groups	3+ groups	Bench-mark	Over time
11	Dot plot		• Check-all-that-apply • Percentages • Averages			✓	✓	✓	✓	
12	Horizontal dumbbell		• Check-all-that-apply • Percentages • Averages • Longer item names				✓		✓	
13	Vertical dumbbell		• Check-all-that-apply • Percentages • Averages • Shorter item names				✓		✓	
14	Back-to-back		• Similarities/ differences between 2 groups • Percentages • Averages	✓			✓			
15	Overlapping bar		• Comparison of actual to goal or benchmark • Comparison of sample to population • Comparison of person or org to others	✓			✓		✓	

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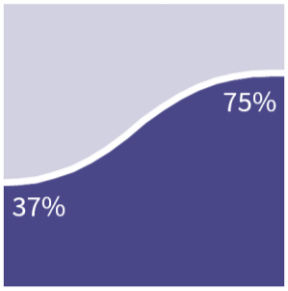
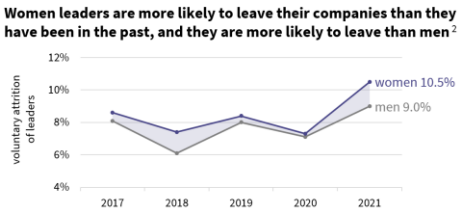
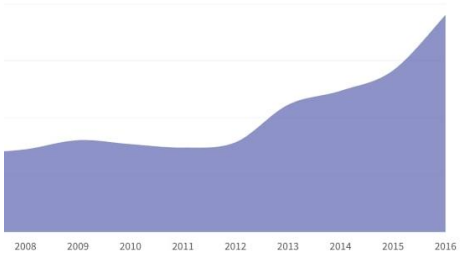
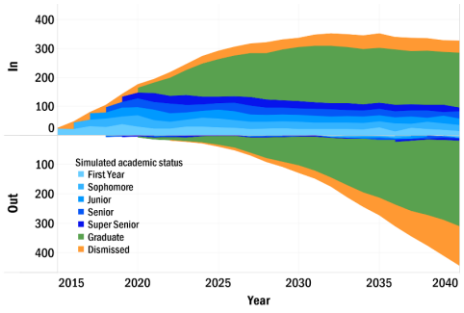
16	Proportion plot		• Comparing 2 points in time or 2 "shares of" scenarios • %s that total to 100%	✓		✓	✓	✓		✓
17	Slope chart		• 2 points in time • Percentages • Averages	✓		✓	✓	✓		✓
18	Line chart		• 2+ points in time			✓	✓	✓		✓
19	Area chart		• 2+ points in time			✓				✓
20	Stacked area chart		• 2+ points in time				✓	✓		✓

For a more comprehensive decision-tree and step-by-step instructions for creating each viz using several software programs, check out Evergreen Data at www.stephanieevergreen.com. The Evergreen Data Academy taught me about some of these vizzes and honed my data viz skills! -Laura Luchies

Data Viz Best Practices

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1. Identify the purpose of the viz: What's the point?
2. Choose the chart to communicate the point: Chart chooser
3. Use a title to tell the point
4. Use colors to highlight the point
5. Use a condensed font (fits more text)
6. Declutter and reduce cognitive burden
    a. Remove [almost all] borders and lines
    b. Remove unnecessary decimal places
    c. Reduce scale points & remove tick marks
    d. Use data labels OR an axis with numbers
    e. Embed legends
7. Consider calling out the most important details