

CHOOSING THE RIGHT GRAPHIC

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Type of info?

Numbers

Charts
(Microsoft Chart Wizard)

Type of comparison?

Component
(parts of the whole)

Pie
Stacked bar/column

Item
(ranking)

Bar/column

Time series
(changes over time)

Column
Line
Combination

Frequency
distribution
(items within ranges)

Step column
Line

Correlation
(relationship between
variables)

Scatter/dot/bubble
Paired bar

Deviation (Difference
from reference
variable)

Bar/column
Line

Concepts

Diagrams
(Microsoft Chart Wizard)

Type of concept?

Non-sequential
info

List

Process/timeline

Process

Continual
process

Cycle

Decision tree

Hierarchy

Org chart

Hierarchy

Connections

Relationship

Parts of a
whole

Matrix

Proportional
relationships

Pyramid

Places

Data maps
(Microsoft MapPoint)

Type of info?

Locations

Pushpin
Multiple symbol

Numbers
(single field)

Shaded area
Shaded/sized circle
multiple symbol

Numbers
(multiple fields)

Pie chart
Column chart