

REMEMBER
THIS
IMPORTANT
NUMBER

Big Number

23%

Icon Array



Pie/Donut



Bar/Column



CHART CHOOSER 3.0

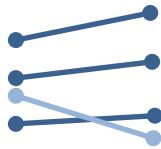
BY STEPHANIE EVERGREEN

COMPARE 2 OR
MORE THINGS

Side by Side



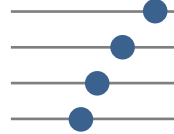
Slopegraph



Back-to-Back



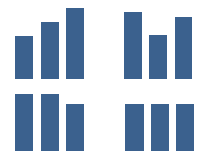
Dot Plot



Dumbbell Dot

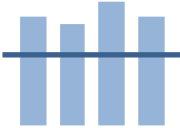


Small Multiples

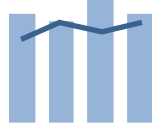


COMPARE TO
A TARGET

Benchmark Line



Combo



Bullet Chart



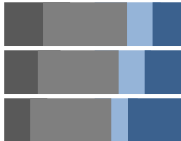
Indicator Dots



WATCH FOR
OVERLAPPING
POINTS

SHOW SURVEY
RESPONSES

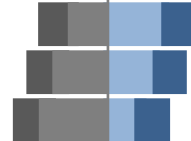
Stacked Bar



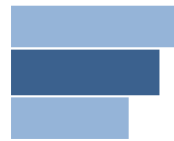
Small Multiples



Diverging Bar



Bar/Column



Number & Icon

45%
their jobs

Nested

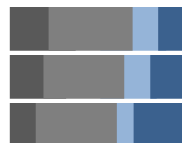


THESE ARE
THE PARTS OF
THIS WHOLE

Pie/Donut



Stacked Bar



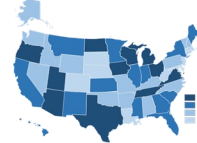
Histogram



Tree Map



Map



FOR BRANCHING
QUESTIONS!

VISUALIZE
OPEN-ENDED
COMMENTS

Quote & Pic



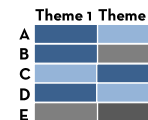
Word cloud



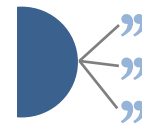
Stock photo Rep



Heat Map



Prezi



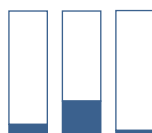
ALSO GOOD FOR
SHOWING FLOW

HEY, THINGS
CHANGED
OVER TIME

Line



Stacked Column



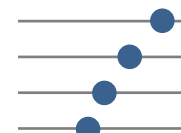
Deviation Bar



Slopegraph



Dot Plot

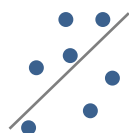


Sankey

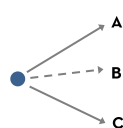


THIS THING
CHANGES
WHEN THAT
THING DOES

Scatterplot



Draw It



FOR MORE SEE

STEPHANIEEVERGREEN.COM/TAG/STEP-BY-STEP
STEPHANIEEVERGREEN.COM/BLOG
PRESENTING DATA EFFECTIVELY