

---




















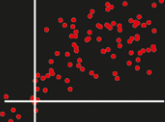

# MATCHING VISUALIZATIONS TO DATA

# MATCHING VISUALIZATIONS TO DATA

With data displays, we try to highlight:

1. a **relationship** – show a connection or correlation between two or more variables, such as the impact of an aging population on health care;
2. a **comparison** – set some variables apart from others, and display how those two variables interact, such as the number of fans attending hockey games for different teams in a season;
3. a **composition** – collect different types of information that make up a whole and display them together, such as the various search terms that visitors used to land on your site, or how many visitors came from various sources (links, search engines, or direct traffic), and
4. a **distribution** – lay out a collection of related or unrelated information to see how it correlates (if at all), and to understand if there's any interaction between the variables, such as the number of bugs reported during each month after a new software release.

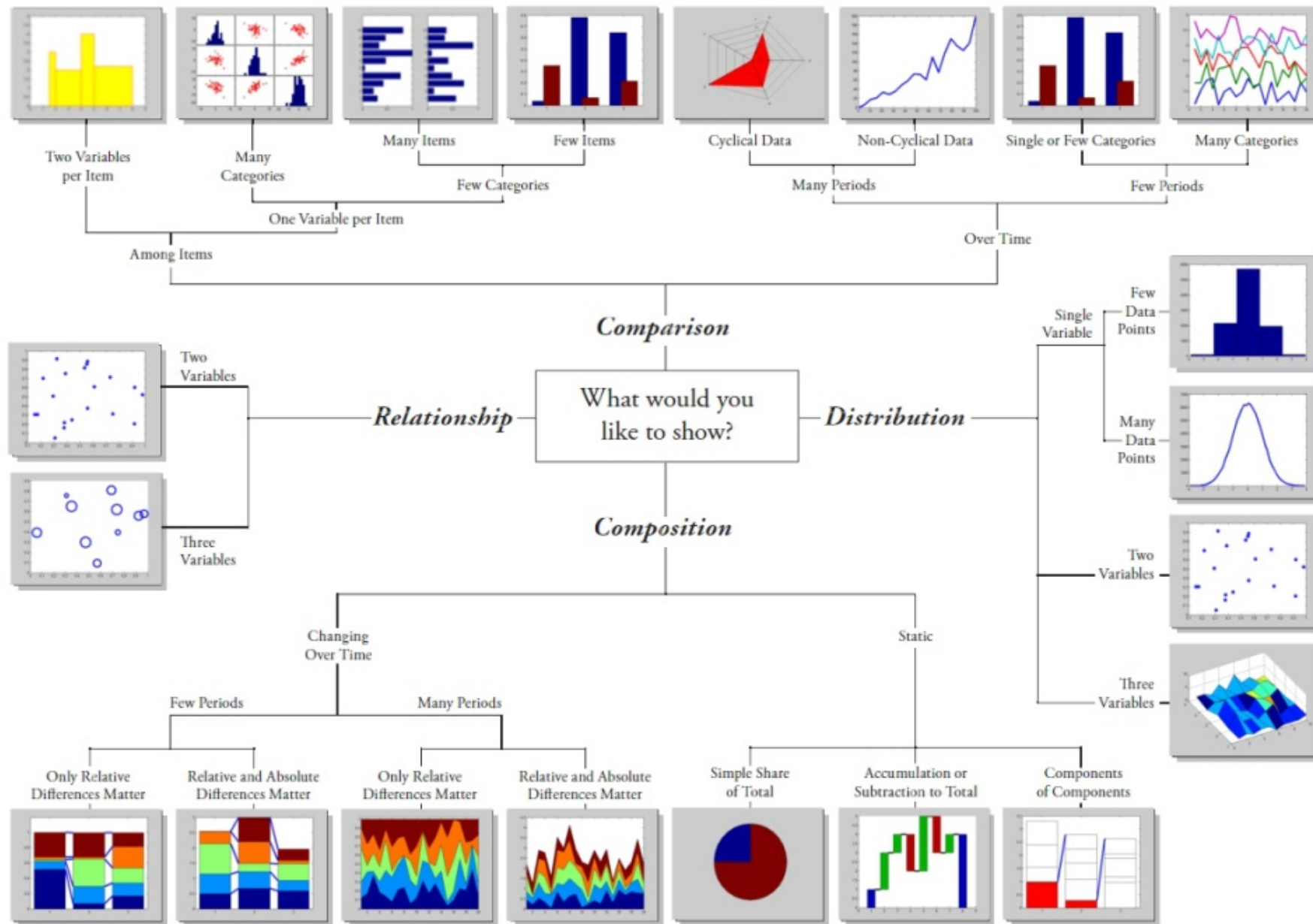
# WHICH METHOD SHOULD YOU USE?

	who/which is involved?	where is it?	when did it happened?	what is it about?	how/why does it work?	how much is it?	
	 PROFILE	 LOCATION	 FAMILY TREE	 ORGANOGRAM	 NETWORK DIAGRAM	 VALUE	who
		 POSITION	 TRACK	 PLACES	 CONNECTION	 CHOROPLETH	where
			 TIMELINE	 PERIOD	 EVOLUTION	 CHARTS	when
				 EXPLODED VIEW	 COMIC STRIP	 COMPARISATION	what
					 PROCESS	 RELATIONS	how/why
						 DIAGRAMS	how much

Infographics are not just about picking random visualization methods.

The result varies depending on the structure of the data and the (combinations of) questions.

# Chart Suggestions—A Thought-Starter



# A CLASSIFICATION OF CHART TYPES

## Data comparison charts

## Data reduction charts

Comparison

Composition

Distribution

Evolution

Relationship

Profiling

Bars



Pie



Histogram



Line



Scatterplot



Grouped bars



Dot plot



Bullet



Pareto



ID Scatterplot



Horizon



Connected Scatterplot



Cycle plot



Scatterplot matrix



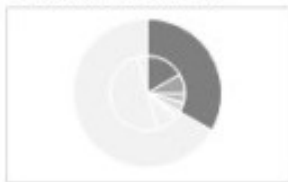
ID Scatterplot



Heat map



Multidimensional Pie



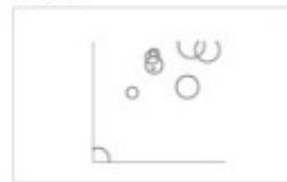
Boxplot



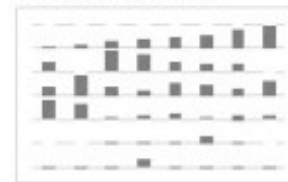
Step



Bubble



Reorderable matrix



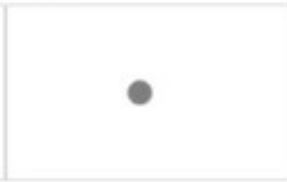
Horizon



Slope



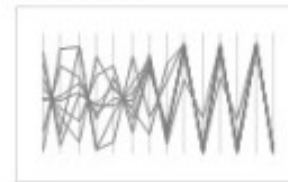
Alert



Connected Scatterplot



Parallel Plot



Trellis

