DATA VISUALIZATION 101: HOW TO DESIGN CHARTS AND GRAPHS
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Your data is only as good as your ability to understand and communicate it, which is why choosing the right visualization is essential.

If your data is misrepresented or presented ineffectively, key insights and understanding are lost, which hurts both your message and your reputation. The good news is that you don’t need a PhD in statistics to crack the data visualization code. This guide will walk you through the most common charts and visualizations, help you choose the right presentation for your data, and give you practical design tips and tricks to make sure you avoid rookie mistakes. It’s everything you need to help your data make a big impact.

What’s the ideal distance between columns in a bar chart?

You’re about to find out.
FINDING THE STORY IN YOUR DATA

Information can be visualized in a number of ways, each of which can provide a specific insight. When you start to work with your data, it's important to identify and understand the story you are trying to tell and the relationship you are looking to show. Knowing this information will help you select the proper visualization to best deliver your message.

When analyzing data, search for patterns or interesting insights that can be a good starting place for finding your story, such as:

- **TRENDS**
  - Example: Ice cream sales over time

- **CORRELATIONS**
  - Example: Ice cream sales vs. temperature

- **OUTLIERS**
  - Example: Ice cream sales in an unusual region
Before understanding visualizations, you must understand the types of data that can be visualized and their relationships to each other. Here are some of the most common you are likely to encounter.

**DATA TYPES**

**QUANTITATIVE**
Data that can be counted or measured; all values are numerical.

**DISCRETE**
Numerical data that has a finite number of possible values. Example: Number of employees in the office.

**CONTINUOUS**
Data that is measured and has a value within a range. Example: Rainfall in a year.

**CATEGORICAL**
Data that can be sorted according to group or category. Example: Types of products sold.
PART-TO-WHOLE
This shows a subset of data compared to the larger whole. Example: Percentage of customers purchasing specific products.

DISTRIBUTION
This shows data distribution, often around a central value. Example: Heights of players on a basketball team.

TIME-SERIES
This tracks changes in values of a consistent metric over time. Example: Monthly sales.

RANKING
This shows how two or more values compare to each other in relative magnitude. Example: Historic weather patterns, ranked from the hottest months to the coldest.

DEVIATION
This examines how data points relate to each other, particularly how far any given data point differs from the mean. Example: Amusement park tickets sold on a rainy day vs. a regular day.

CORRELATION
This is data with two or more variables that may demonstrate a positive or negative correlation to each other. Example: Salaries according to education level.

PART-TO-WHOLE RELATIONSHIPS
This shows a subset of data compared to the larger whole. Example: Percentage of customers purchasing specific products.

Now that you’ve got a handle on the most common data types and relationships you’ll most likely have to work with, let’s dive into the different ways you can visualize that data to get your point across.
GUIDE TO CHART TYPES

In this section, we’ll cover the uses, variations, and best practices for some of the most common data visualizations:
BAR CHART

Bar charts are very versatile. They are best used to show change over time, compare different categories, or compare parts of a whole.

VARIATIONS OF BAR CHARTS

PAGE VIEWS, BY MONTH

VERTICAL (COLUMN CHART)
Best used for chronological data (time-series should always run left to right), or when visualizing negative values below the x-axis.

PERCENTAGE OF CONTENT PUBLISHED, BY MONTH

STACKED
Best used when there is a need to compare multiple part-to-whole relationships. These can use discrete or continuous data, oriented either vertically or horizontally.
BAR CHART

VARIATIONS OF BAR CHARTS (CONT.)

VIEWS, BY SOURCE

<table>
<thead>
<tr>
<th>Source</th>
<th>April</th>
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<tr>
<td>Social Media</td>
<td>150</td>
<td>332</td>
<td>156</td>
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HORIZONTAL
Best used for data with long category labels.

PERCENTAGE OF CONTENT PUBLISHED, BY MONTH

100% STACKED
Best used when the total value of each category is unimportant and percentage distribution of subcategories is the primary message.
DESIGN BEST PRACTICES

START THE Y-AXIS VALUE AT 0
Starting at a value above zero truncates the bars and doesn’t accurately reflect the full value.

USE HORIZONTAL LABELS
Avoid steep diagonal or vertical type, as it can be difficult to read.

SPACE BARS APPROPRIATELY
Space between bars should be ½ bar width.

START THE Y-AXIS VALUE AT 0
Starting at a value above zero truncates the bars and doesn’t accurately reflect the full value.

USE CONSISTENT COLORS
Use one color for bar charts. You may use an accent color to highlight a significant data point.

ORDER DATA APPROPRIATELY
Order categories alphabetically, sequentially, or by value.
Pie charts are best used for making part-to-whole comparisons with discrete or continuous data. They are most impactful with a small data set.

### Variations of Pie Charts

#### STANDARD
- Used to show part-to-whole relationships.

#### DONUT
- Stylistic variation that enables the inclusion of a total value or design element in the center.

### The Case Against the Pie Chart

The pie chart is one of the most popular chart types. However, some critics, such as data visualization expert Stephen Few, are not fans. They argue that we are really only able to gauge the size of pie slices if they are in familiar percentages (25%, 50%, 75%, 100%) and positions, because they are common angles. We interpret other angles inconsistently, making it difficult to compare relative sizes and therefore less effective.
VISUALIZE NO MORE THAN 5 CATEGORIES PER CHART
It is difficult to differentiate between small values; depicting too many slices decreases the impact of the visualization. If needed, you can group smaller values into an "other" or "miscellaneous" category, but make sure it does not hide interesting or significant information.

DON'T USE MULTIPLE PIE CHARTS FOR COMPARISON
Slice sizes are very difficult to compare side-by-side. Use a stacked bar chart instead.

MAKE SURE ALL DATA ADDS UP TO 100%
Verify that values total 100% and that pie slices are sized proportionate to their corresponding value.

ORDER SLICES CORRECTLY
There are two ways to order sections, both of which are meant to aid comprehension:

OPTION 1
Place the largest section at 12 o'clock, going clockwise. Place the second largest section at 12 o'clock, going counterclockwise. The remaining sections can be placed below, continuing counterclockwise.

OPTION 2
Start the largest section at 12 o'clock, going clockwise. Place remaining sections in descending order, going clockwise.
Line charts are used to show time-series relationships with continuous data. They help show trend, acceleration, deceleration, and volatility.

**DIRECT MARKETING VIEWS, BY DATE**
LINE CHART
DESIGN BEST PRACTICES

INCLUDE A ZERO BASELINE IF POSSIBLE
Although a line chart does not have to start at a zero baseline, it should be included if possible. If relatively small fluctuations in data are meaningful (e.g., in stock market data), you may truncate the scale to showcase these variances.

DON’T PLOT MORE THAN 4 LINES
If you need to display more, break them out into separate charts for better comparison.

USE SOLID LINES ONLY
Dashed and dotted lines can be distracting.

LABEL THE LINES DIRECTLY
This lets readers quickly identify lines and corresponding labels instead of referencing a legend.

USE THE RIGHT HEIGHT
Plot all data points so that the line chart takes up approximately two-thirds of the y-axis’ total scale.
Area charts depict a time-series relationship, but they are different than line charts in that they can represent volume.

**VARIATIONS OF AREA CHARTS**

**AREA CHART**
Best used to show or compare a quantitative progression over time.

**STACKED AREA**
Best used to visualize part-to-whole relationships, helping show how each category contributes to the cumulative total.

**100% STACKED AREA**
Best used to show distribution of categories as part of a whole, where the cumulative total is unimportant.
**AREA CHART**

**DESIGN BEST PRACTICES**

**MAKE IT EASY TO READ**
In stacked area charts, arrange data to position categories with highly variable data on the top of the chart and low variability on the bottom.

**START Y-AXIS VALUE AT 0**
Starting the axis above zero truncates the visualization of values.

**DON’T DISPLAY MORE THAN 4 DATA CATEGORIES**
Too many will result in a cluttered visual that is difficult to decipher.

**USE TRANSPARENT COLORS**
In standard area charts, ensure data isn’t obscured in the background by ordering thoughtfully and using transparency.

**DON’T USE AREA CHARTS TO DISPLAY DISCRETE DATA**
The connected lines imply intermediate values, which only exist with continuous data.
Scatter plots show the relationship between items based on two sets of variables. They are best used to show correlation in a large amount of data.

**SCATTER PLOT**

Scatter plots show the relationship between items based on two sets of variables. They are best used to show correlation in a large amount of data.

**REVENUE, BY PRODUCT FAMILY**

![Revenue by Product Family](image)
**SCATTER PLOT**

**DESIGN BEST PRACTICES**

**START Y-AXIS VALUE AT 0**
Starting the axis above zero truncates the visualization of values.

**INCLUDE MORE VARIABLES**
Use size and dot color to encode additional data variables.

**USE TREND LINES**
These help draw correlation between the variables to show trends.

**DON’T COMPARE MORE THAN 2 TREND LINES**
Too many lines make data difficult to interpret.
Bubble charts are good for displaying nominal comparisons or ranking relationships.

BUBBLE PLOT
This is a scatter plot with bubbles, best used to display an additional variable.

BUBBLE MAP
Best used for visualizing values for specific geographic regions.

VARIATIONS OF BUBBLE CHARTS
MAKE SURE LABELS ARE VISIBLE
All labels should be unobstructed and easily identified with the corresponding bubble.

SIZE BUBBLES APPROPRIATELY
Bubbles should be scaled according to area, not diameter.

DON’T USE ODD SHAPES
Avoid adding too much detail or using shapes that are not entirely circular; this can lead to inaccuracies.

BUBBLE CHART

DESIGN BEST PRACTICES
Heat maps display categorical data, using intensity of color to represent values of geographic areas or data tables.

STATES WITH NEW SERVICE CONTRACTS
HEAT MAP

DESIGN BEST PRACTICES

USE A SIMPLE MAP OUTLINE
These lines are meant to frame the data, not distract.

SELECT COLORS APPROPRIATELY
Some colors stand out more than others, giving unnecessary weight to that data. Instead, use a single color with varying shade or a spectrum between two analogous colors to show intensity. Also remember to intuitively code color intensity according to values.

USE PATTERNS SPARINGLY
A pattern overlay that indicates a second variable is acceptable, but using multiple is overwhelming and distracting.

CHOOSE APPROPRIATE DATA RANGES
Select 3-5 numerical ranges that enable fairly even distribution of data between them. Use +/- signs to extend high and low ranges.
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