Use this nifty tool to choose the right chart for your data

STORY rules

STORY RULES CHART CHOICE FLOWCHART

First, write your message from the data. Does it have one variable or more?

One variable

More than one variable

Is there a time-based comparison

Yes

No

Comparison

| Is it only Time | Is it Time + Rank | Is it Time + Share | Is it Rank | Is it Share | Correlation |

Chart Options

- Column
- Cluster Column
- Stacked column
- Waterfall
- Line
- Multiple Lines
- Area
- Bar or column
- Map
- Heatmap
- Pie/Donut
- Stacked bar or column
- Column+ Line
- Scatter plot/ Bubble