

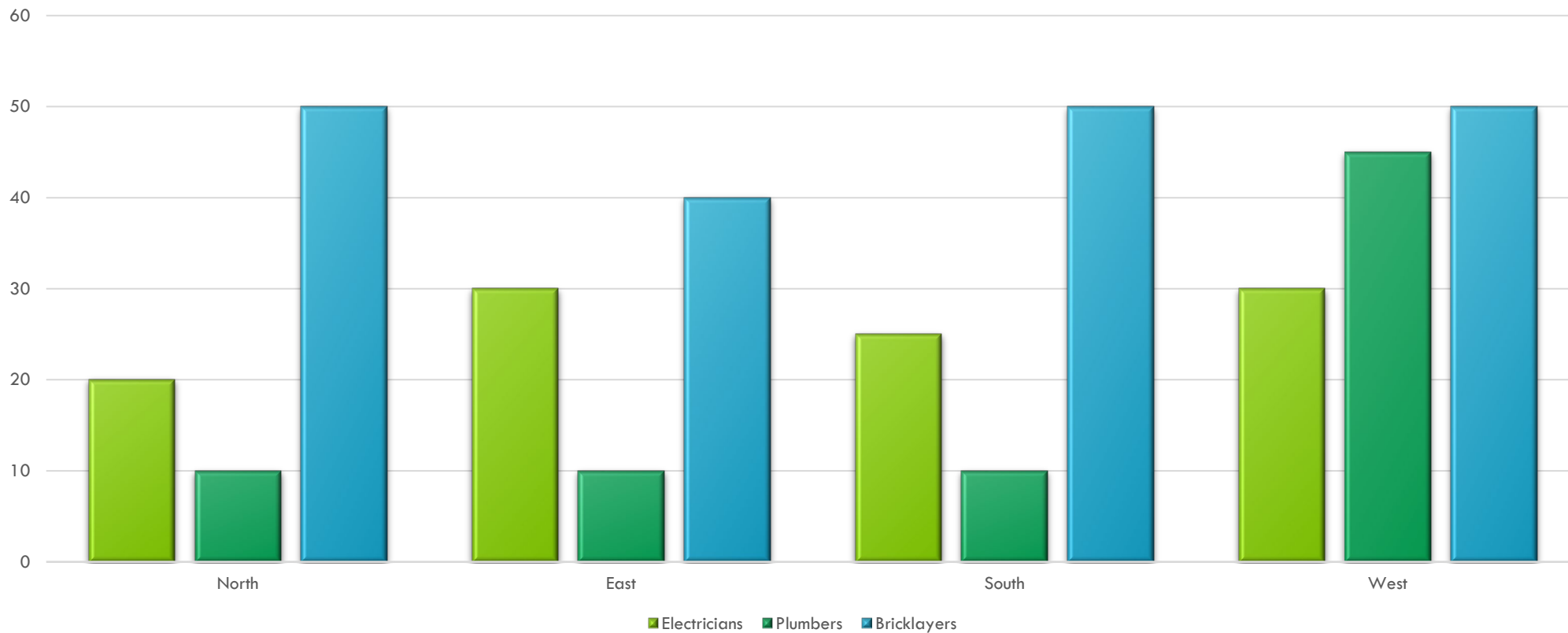


CHART TYPES EXPLAINED

Lecturer: Mark Gillan

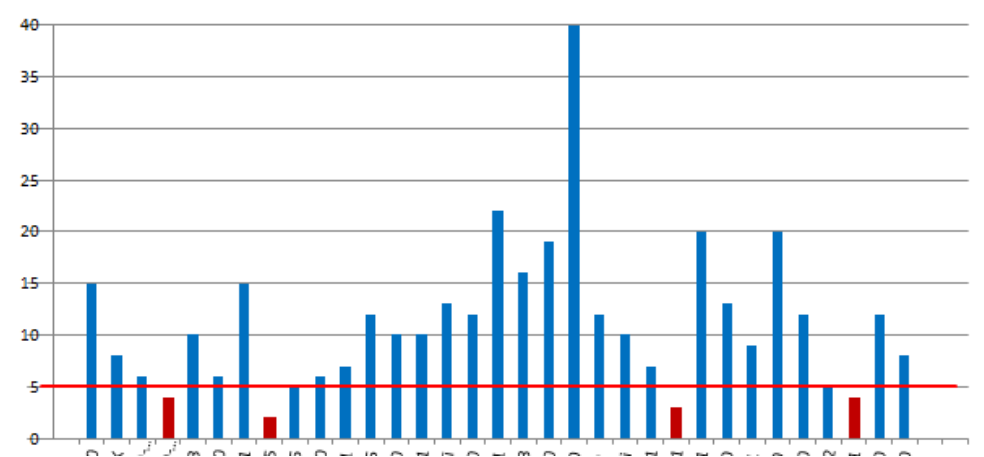
COLUMN CHARTS

Column Chart



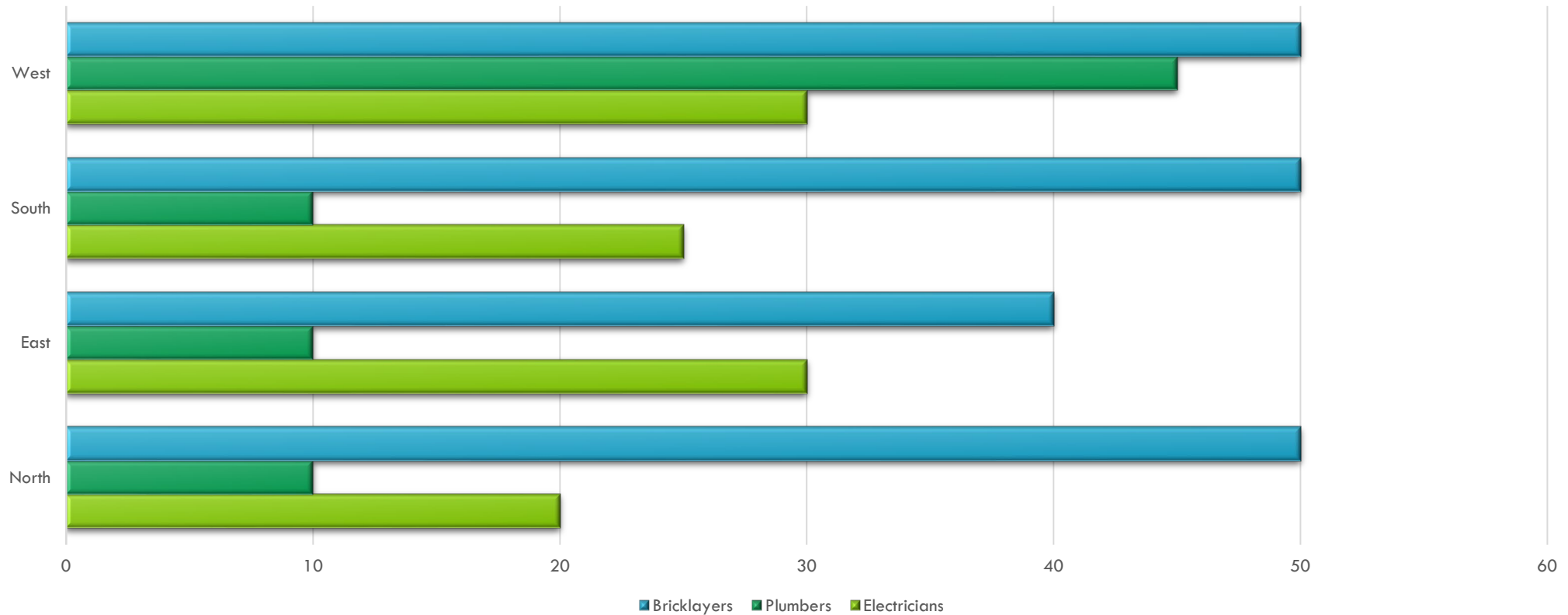
COLUMN CHARTS - USE

- Good for comparing a series of numbers across a region for example
- Columns, think of columns of a building up and down
- Column charts can be used for comparing several items in a specific range of values
- Can be used for solitary figures or complex across various



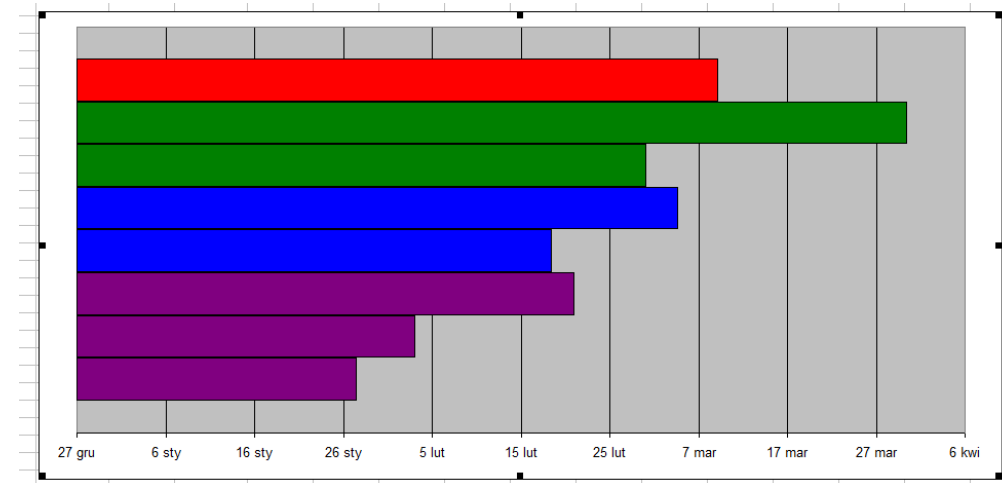
BAR CHARTS

Bar Chart

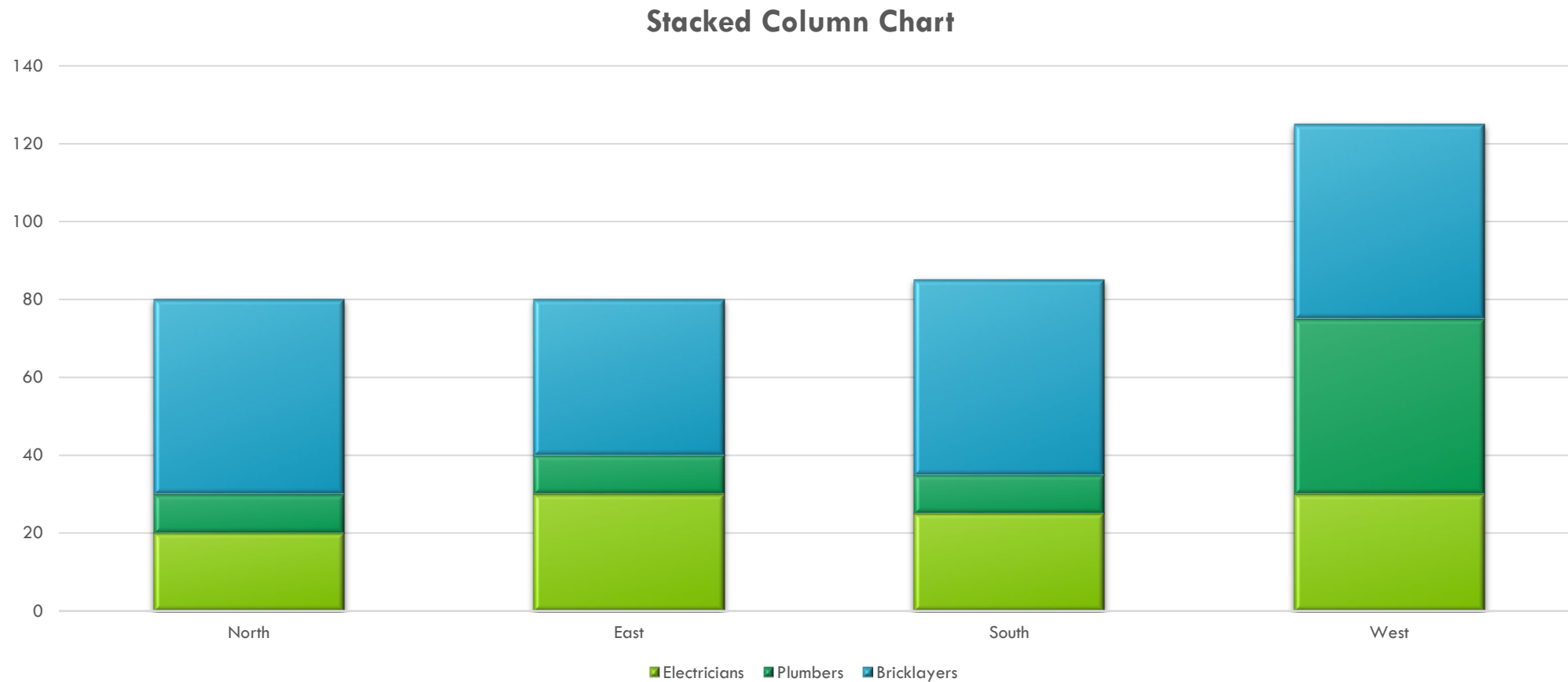


BAR CHARTS - USE

- Typically used to compare several categories of data
- *Ideal for visualising the distribution or proportion of data items when more than three categories*
- For example, bar charts can be used to compare the overall revenue distribution for a set of products

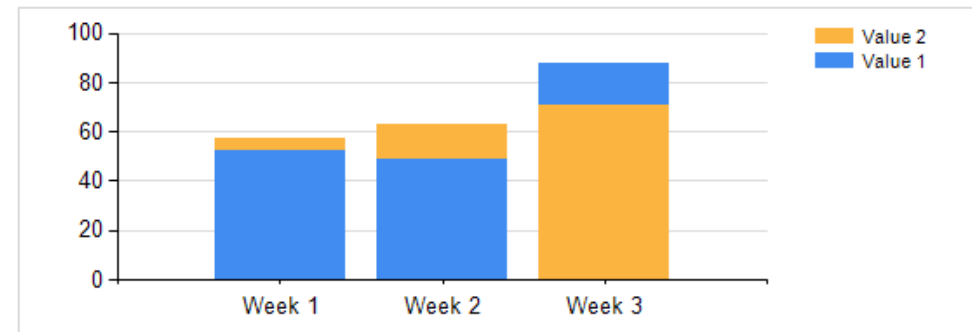


STACKED COLUMN CHARTS



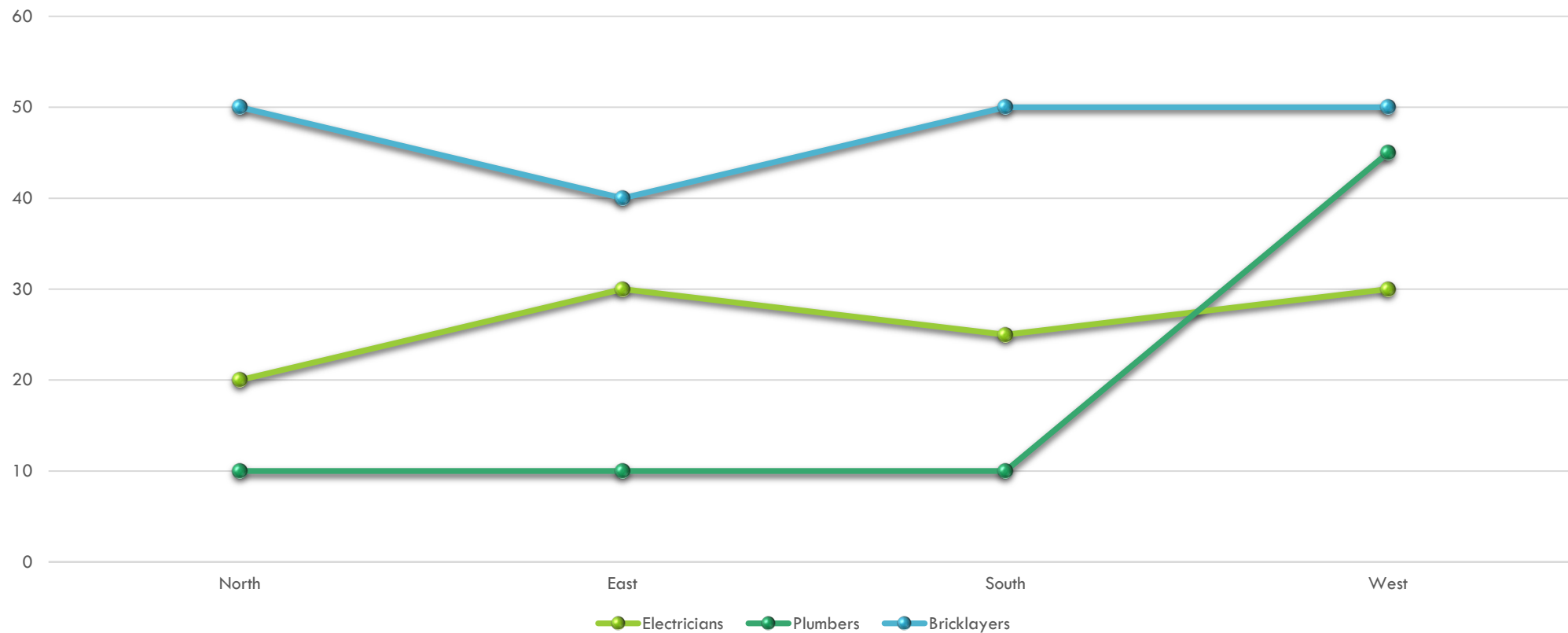
STACKED COLUMN CHART - USE

- Stacked column charts or indeed other stacked charts allow a comparison in specific range of values against the whole of the total within that range
- For example, a stacked column chart could show not only the revenue for each year but also the proportion of total revenue for each region within that year
- Look at the example charts provided. They show individual values of a range of items but also compare to the overall total for that stack
- Excellent for illustrating the contribution of each segment to the overall total



LINE CHARTS

Line Chart

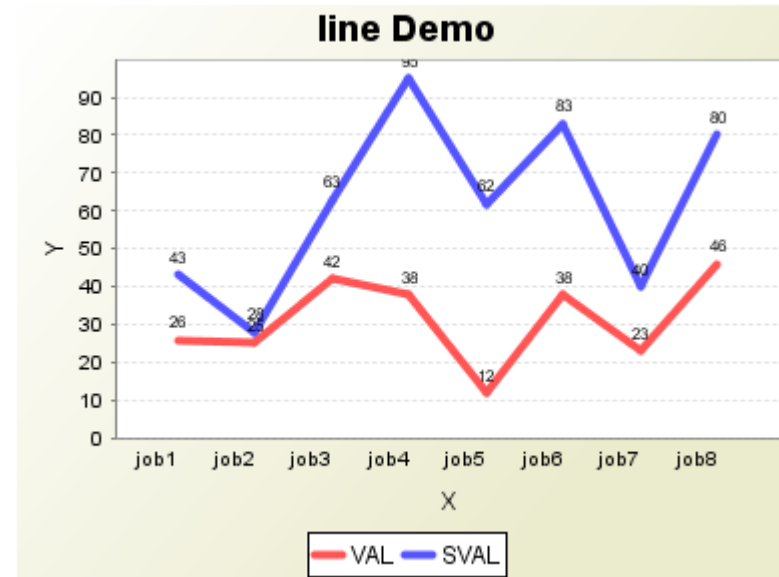


LINE CHART - USE

- Possibly one of the most used charts or graphs to show trends over a period of time
- Also good for comparing more than one trend against other trends
- For example, plotting sales over a year per month could provide an indication as to trends or incidents during the year
- Pushing it further, adding another set of data in a line could compare and visually analyse as to impact upon each other or the relationship that could be there

< line Demo >

[.]



PIE CHARTS

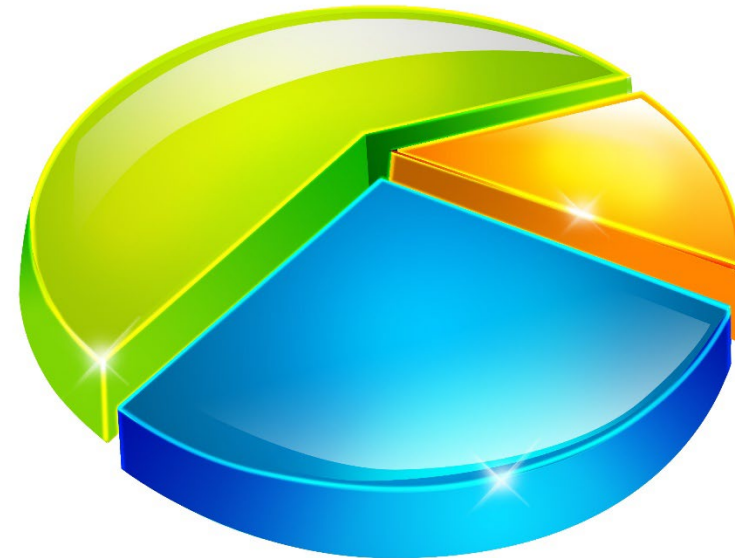
Pie Chart



■ North ■ East ■ South ■ West

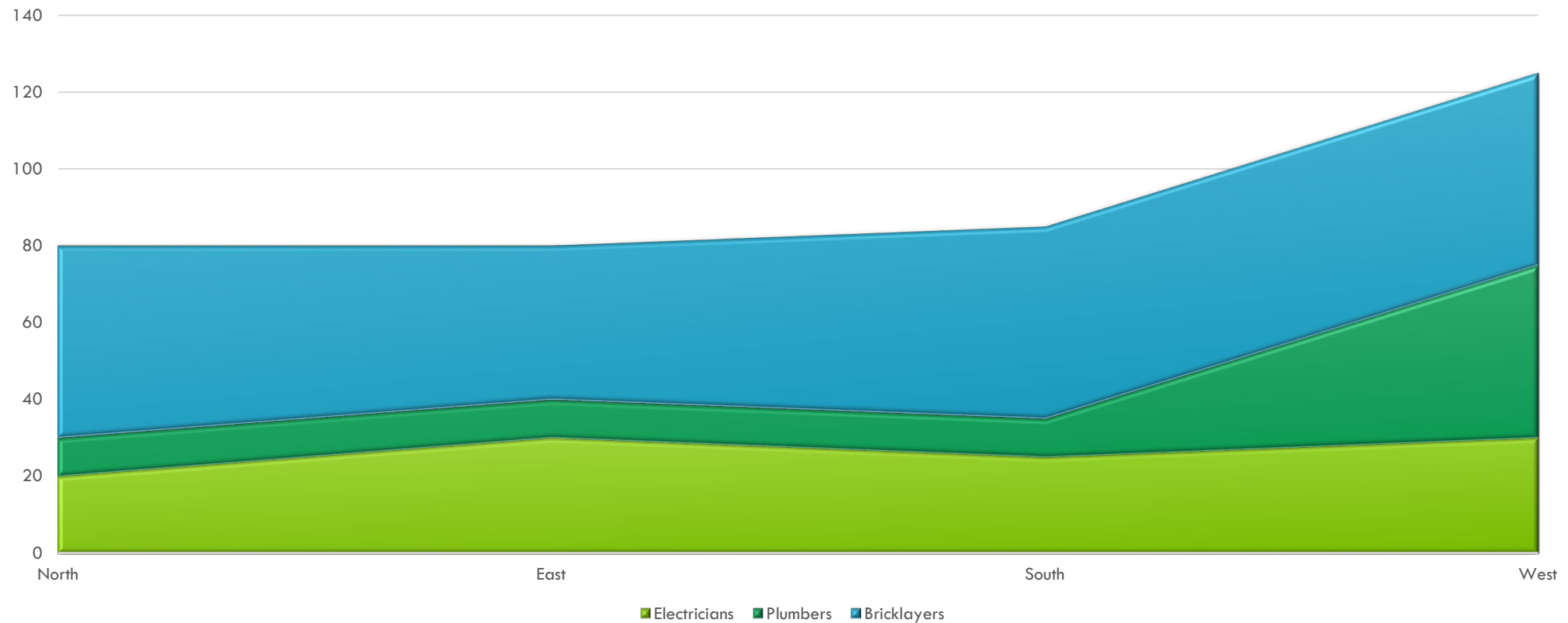
PIE CHART - USE

- Another frequently used chart is the pie chart, enabling a distribution or proportion to be visualised
- No plotting is required and will represent how each part of the pie appears as a proportion of the overall total
- Similar to a pizza pie and share of the total pie can be effective when comparing



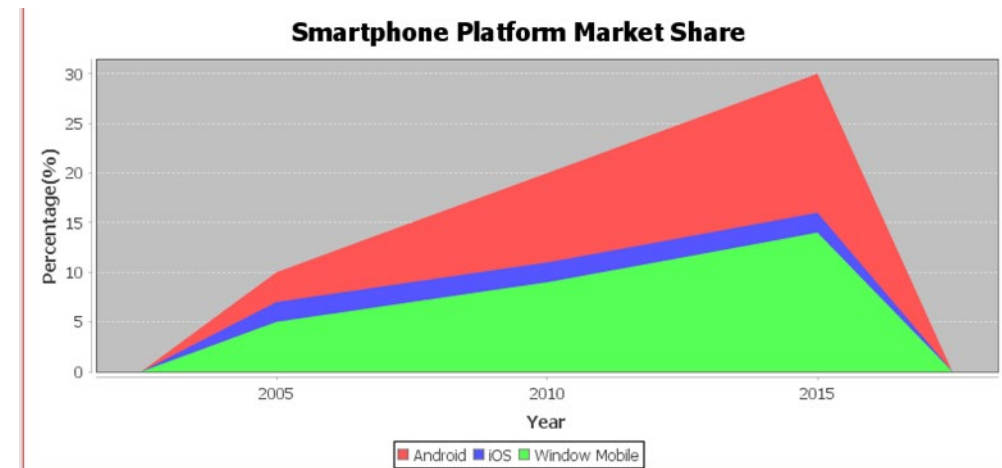
AREA CHARTS

Area Chart

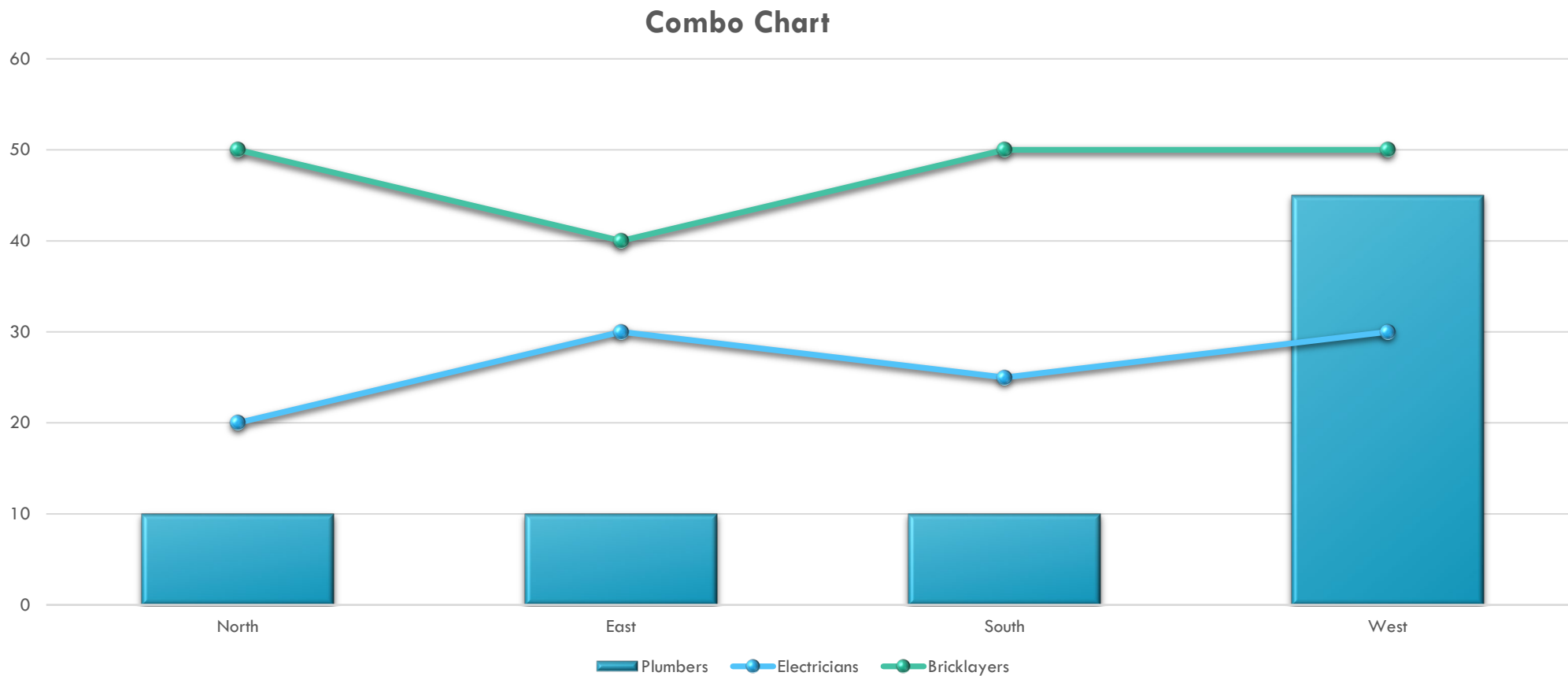


AREA CHART - USE

- Area charts provide a view of how each set of values occupy an area compared to another set of values across the same stretch
- Ideal for clearly illustrating the magnitude of change between two or more data points
- For example, the viewer can visually feel the degree of variance between the highs and lows for each



COMBO CHARTS



COMBO CHART - USE

- Visually combines two or more chart types into a single chart or graph
- Combination (combo) charts are an ideal means to compare two categories of each individual sub-item
- Commonly used to create visual representations to show the difference between targets and actual results

Combination Chart



IMPORTANT: TAKE NOTE



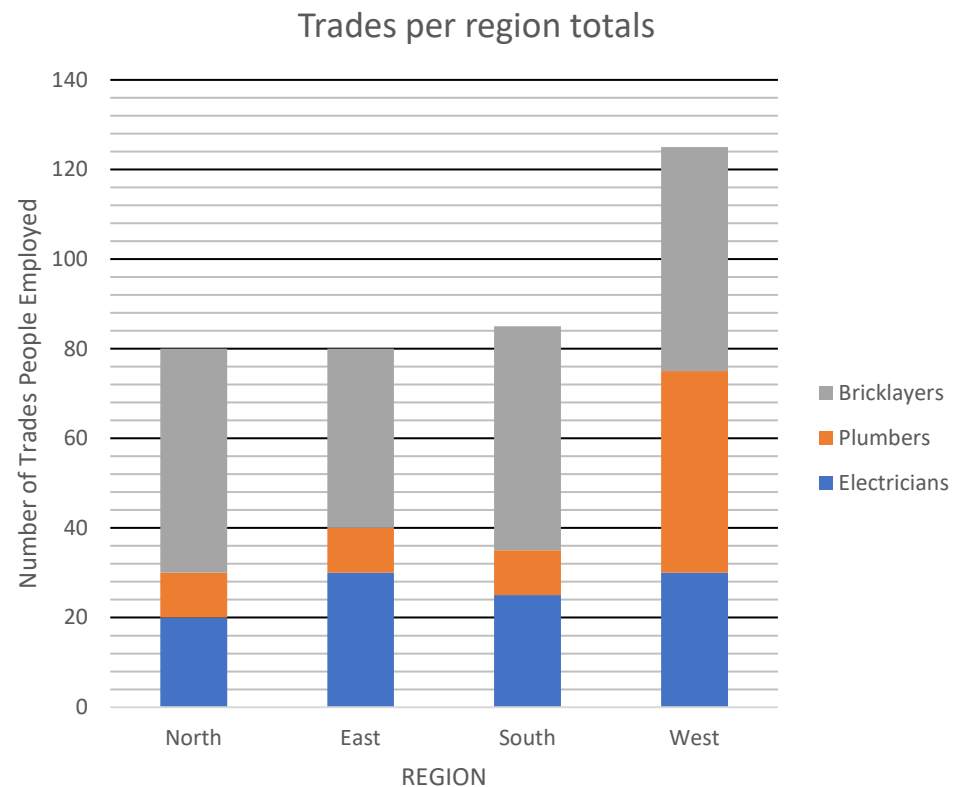
- ✓ Correct Chart Type for purpose
- ✓ Essential Elements
- ✓ Trendlines
- See the next couple of pages...

IMPORTANT: ESSENTIAL CHART ELEMENTS

Correct chart type for illustration purposes: this is a **Stacked Column Chart** to provide illustration of trades such as Bricklayers, Plumbers, Electricians, contribution per region

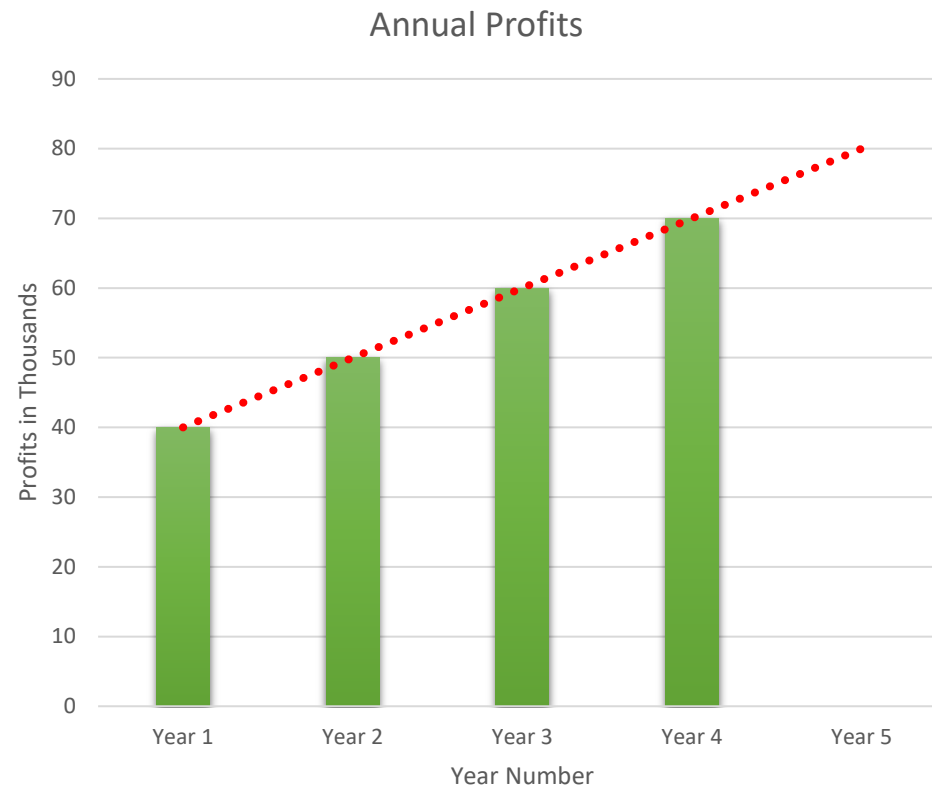
Note:

- ✓ Chart title
- ✓ X-axis title
- ✓ X-axis labels
- ✓ Y-axis title
- ✓ Y-axis labels (numbering)
- ✓ Major and minor gridlines



TRENDS

- We can see the profits increasing by 10 each year:
 - Year 1: 50
 - Year 2: 50
 - Year 3: 60
 - Year 4: 70
- We can use trend analysis to estimate the next year
- Trendlines can also be drawn to illustrate and for speed of estimation
- Note again the essential elements of the chart such as labels and titles



QUIZ – MATCH THE FOLLOWING

Purpose / Requirement:

- Distribution or proportion to be visualised for 100% total, like pizza pie
- Ideal for clearly illustrating the magnitude of change between two or more data points
- Good for comparing more than one trend against other trends
- Excellent for illustrating the contribution of each segment to the overall total
- Typically used to compare several categories of data, visualising distribution or proportion of data in comparison to others
- A series of numbers across a region for example

Which one matches from the following?

- **Line Chart**
- **Column Chart**
- **Pie Chart**
- **Bar Chart**
- **Stacked Column Chart**
- **Area Chart**

QUIZ – MATCHING - ANSWERS

Purpose / Requirement:

- Distribution or proportion to be visualised for 100% total, like pizza pie
- Ideal for clearly illustrating the magnitude of change between two or more data points
- Good for comparing more than one trend against other trends
- Excellent for illustrating the contribution of each segment to the overall total
- Typically used to compare several categories of data, visualising distribution or proportion of data in comparison to others
- A series of numbers across a region for example

Which one matches from the following?

- Line Chart
- Column Chart
- Pie Chart
- Bar Chart
- Stacked Column Chart
- Area Chart