

Chart Selection Cheat Sheet

Quick Reference Guide | insightstream.net

Insight Type	Question	Best Charts	Use When
Comparison	Which is bigger/smaller?	Bar Chart Column Chart	Comparing categories Performance vs targets
Trend	How is this changing?	Line Chart Area Chart	Time-based data Growth patterns
Correlation	Are these related?	Scatter Plot Bubble Chart	Two variables Relationships
Distribution	How is data spread?	Histogram Box Plot	Frequency analysis Data ranges
Composition	What makes the whole?	Pie Chart Stacked Bar	Parts of whole Market share
Ranking	What's the order?	Ordered Bar Funnel Chart	Top performers League tables

Quick Tips

- ✓ Limit to 3-5 colors maximum
- ✓ Start axes at zero (or justify why not)
- ✓ Use consistent design choices
- ✓ Label everything clearly
- ✓ Think about your audience first
- ✓ Less is more - remove unnecessary elements

For more guidance and interactive tools, visit viz.insightstream.net