

Chart ideas

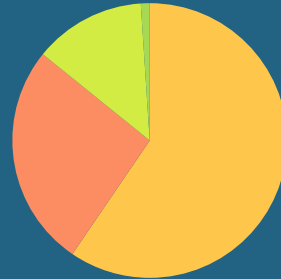
Visualize differences between subgroups

by chartandtable.com

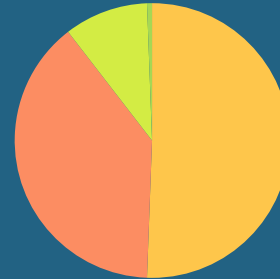
Multiple charts

Instead of creating a single complex chart separating statistics into several charts is a good way to visualize differences between subgroups.

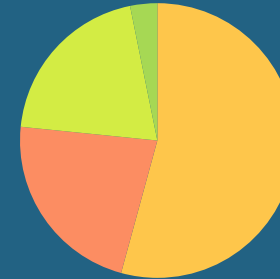
Education



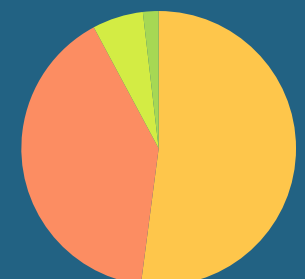
Culture



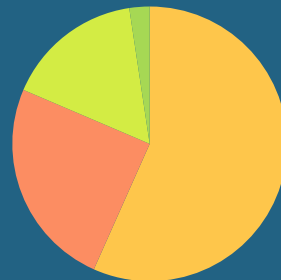
Enviroment



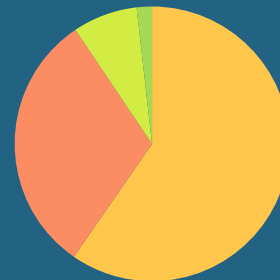
Order



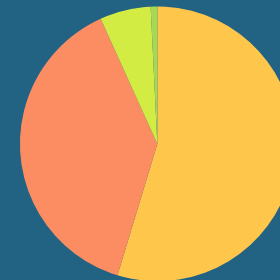
Business



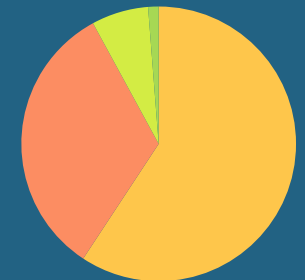
Health care

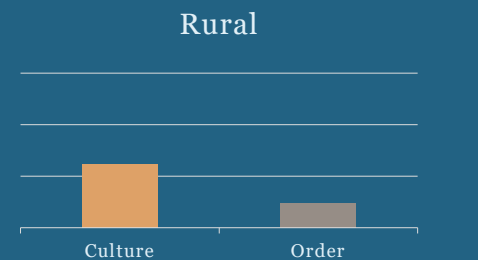
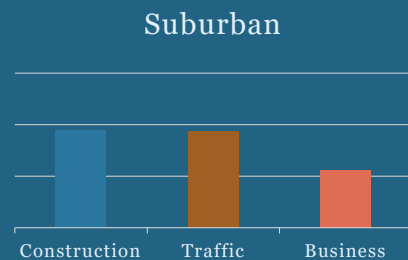
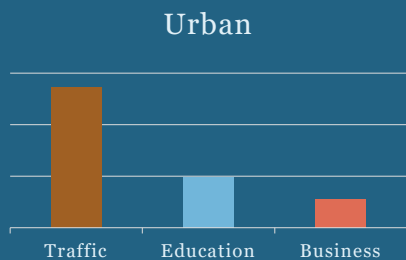
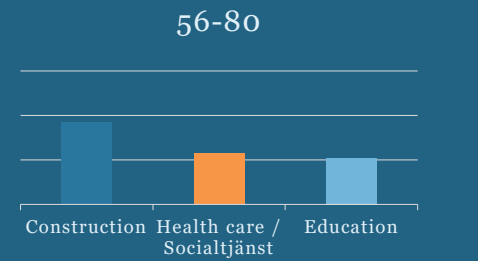
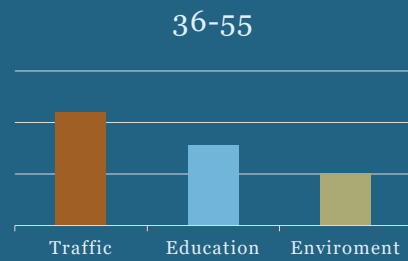
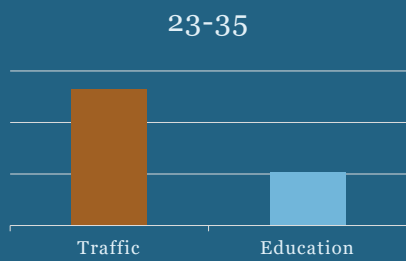
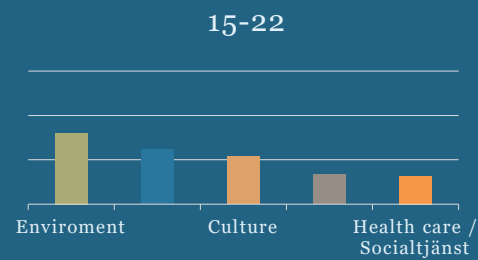
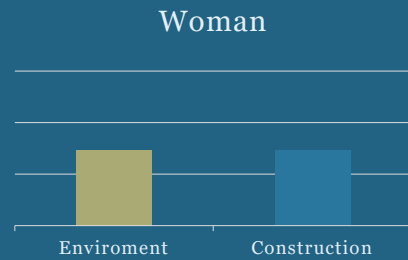
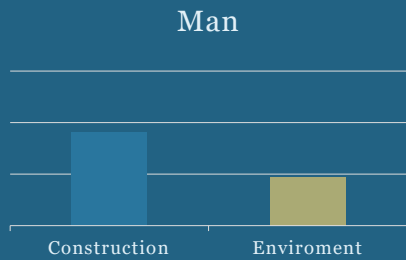


Construction



Traffic





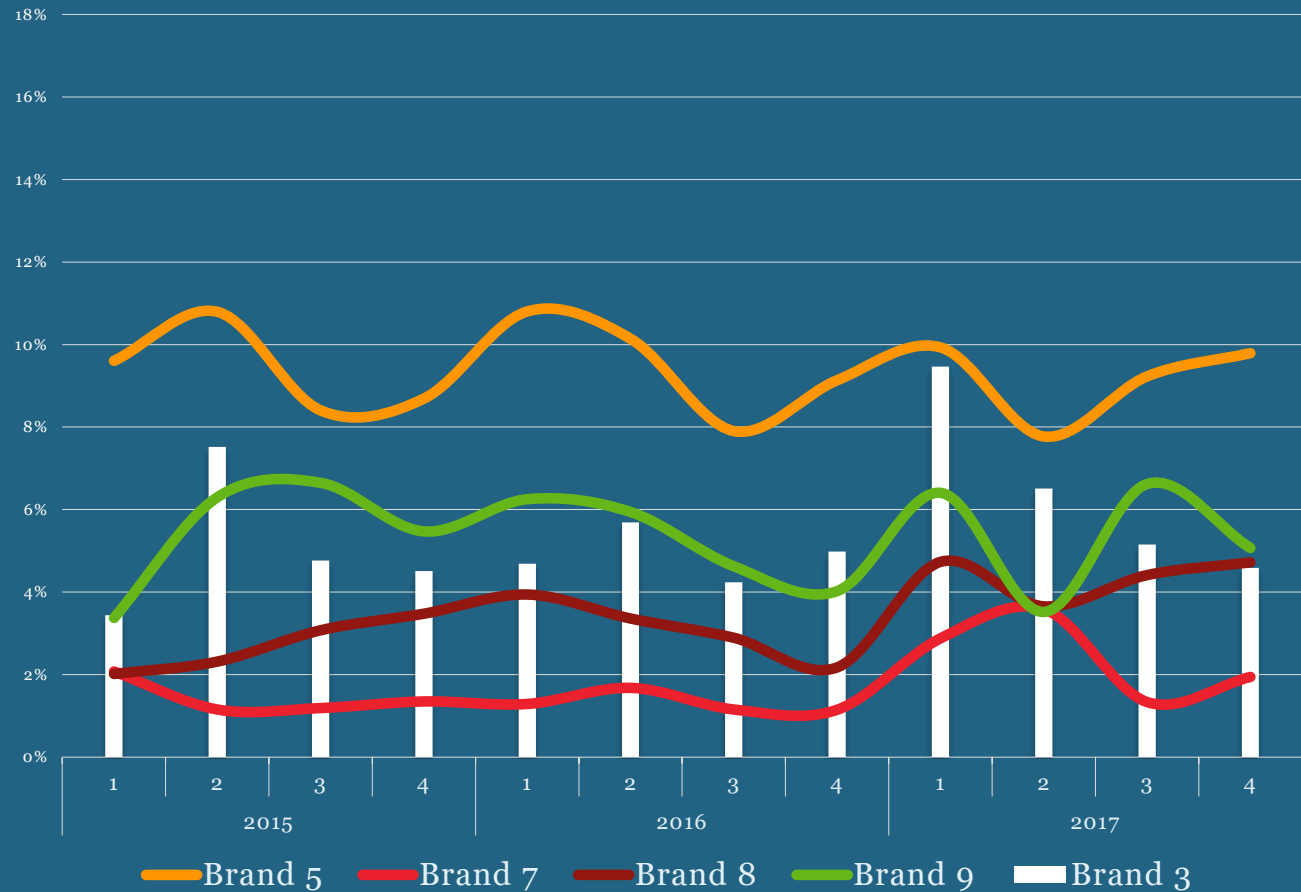
Visual significance

When you've created different charts per sub group a way of visually showing significance is to exclude those bars which are not significantly different from the total.



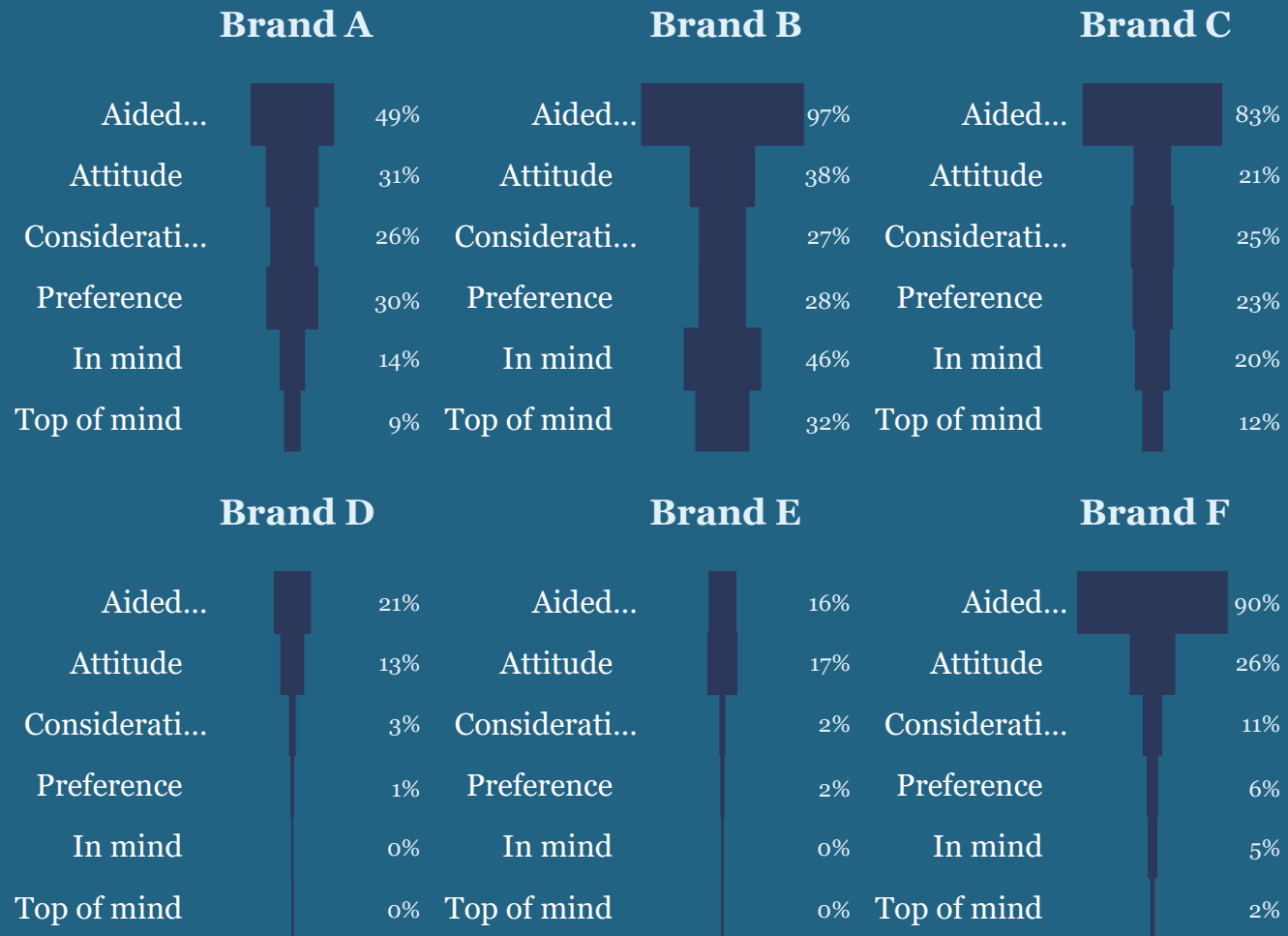
Time series

When showing different brands over time in a line chart a way to accentuate your own brand is to use bars instead of lines. We also recommend always using the actual brand color across the entire report.



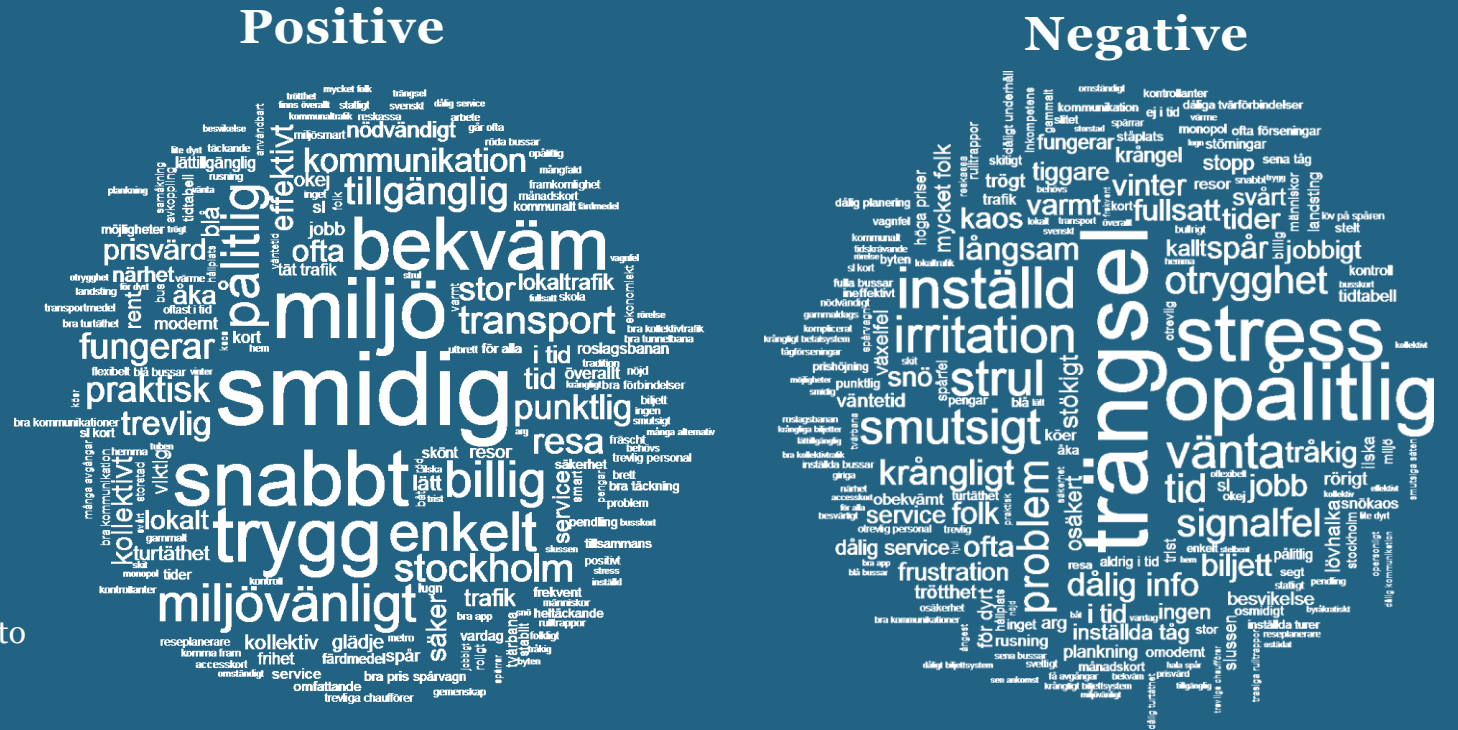
Brand funnels

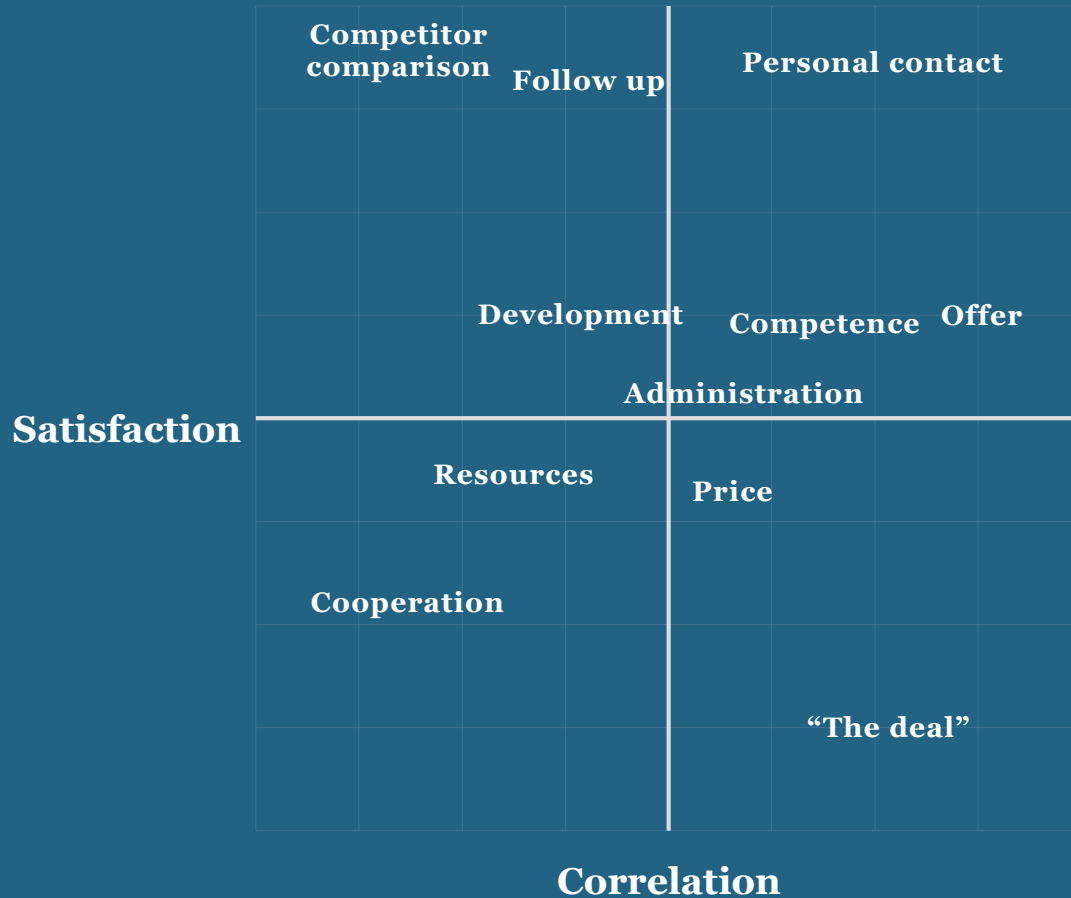
An interesting way to KPI:s for different brands or sub groups is using multiple brand funnels on a single page.



Word Clouds

Word clouds are often criticized for being mainly for show, without analytical purpose. Our advice is firstly to always base them on proper code lists where similar concepts and spellings are grouped. Secondly separating the clouds for different sub groups makes them analytically more interesting.





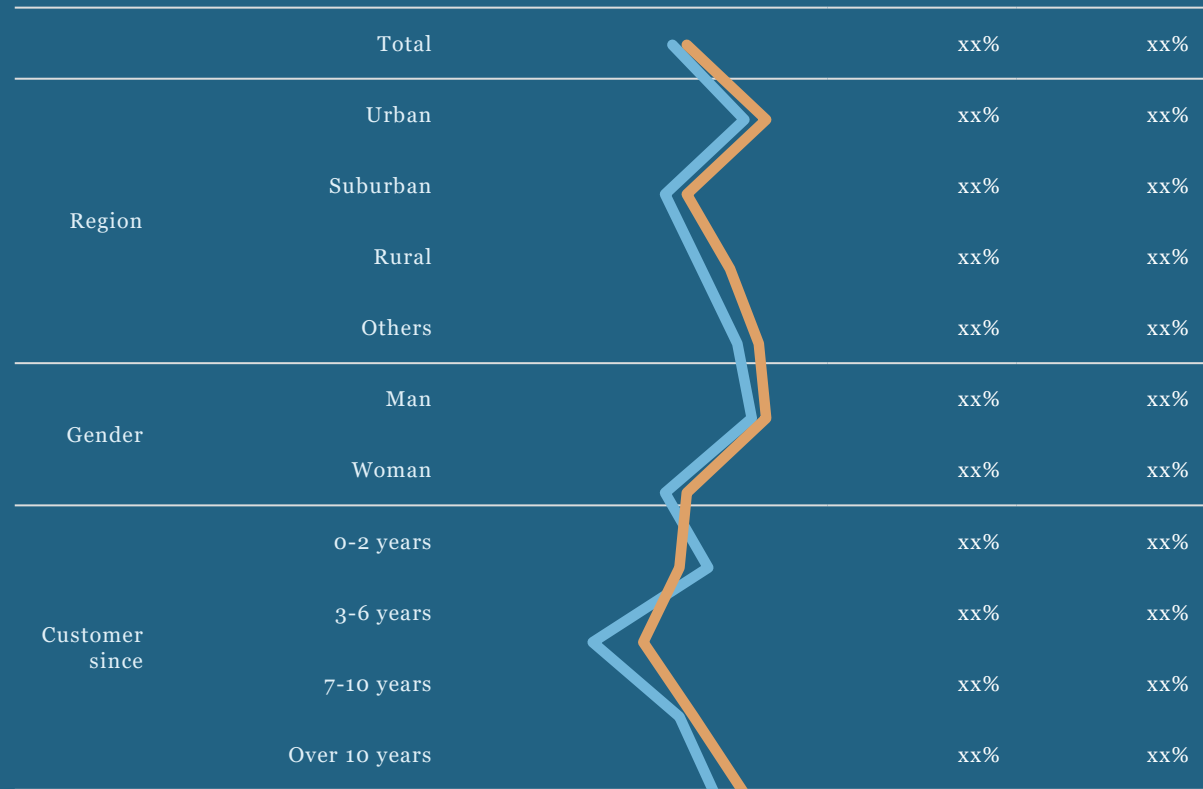
Correlation

Priority matrices are excellent when you want to analyse many grid questions. Choose a KPI to correlate against and present the average on one axis and the correlation on the other. The highly correlated quadrant with bad average is where you should focus your work.



GAP analysis

Gap charts are another great way to illustrate KPI differences between sub groups or over time.





Need help?

All examples in this document can be natively produced by our system.

Furthermore within your own or your clients PowerPoint-template. Get in touch if you want to discuss report automation.

chartandtable.com



