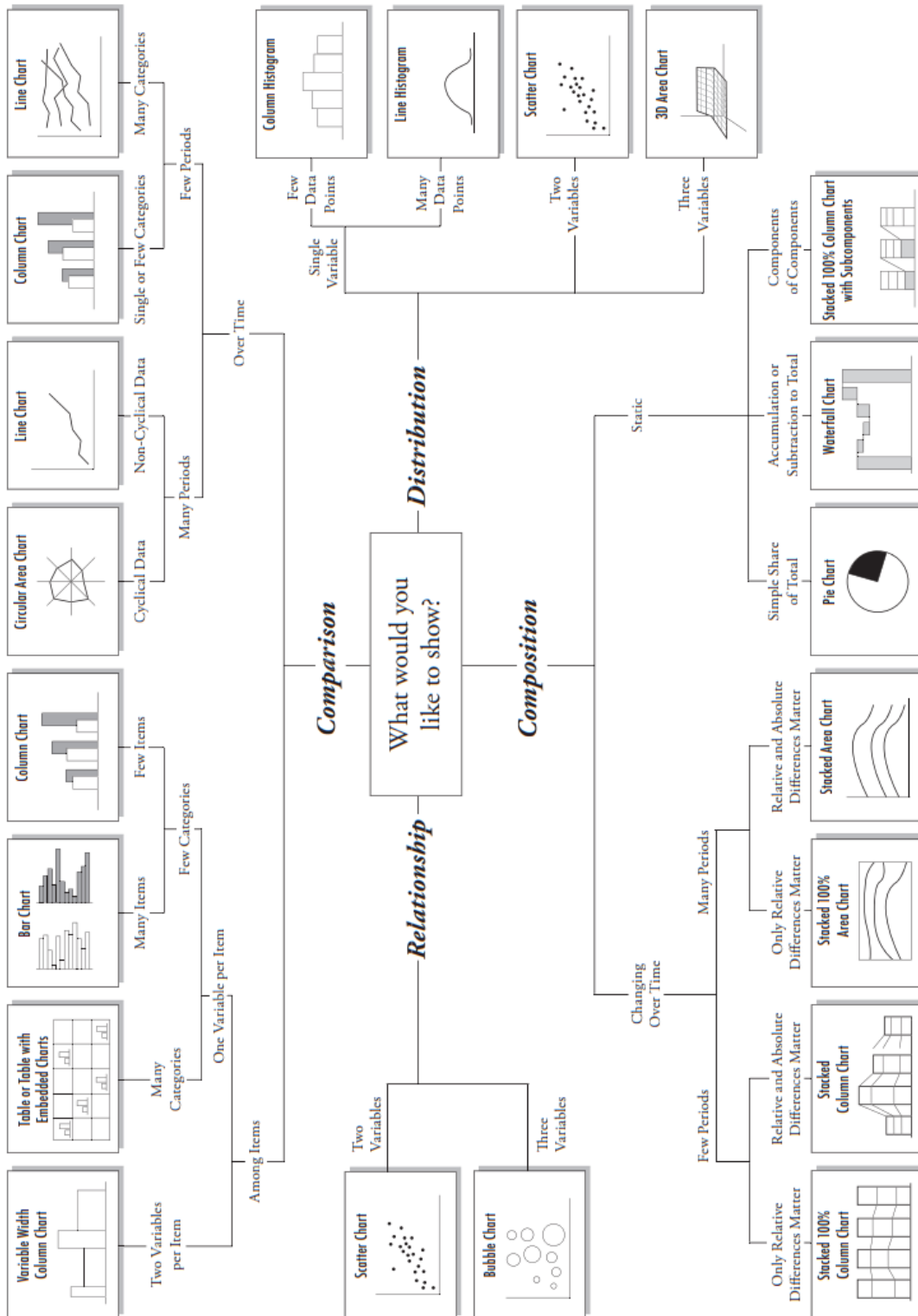
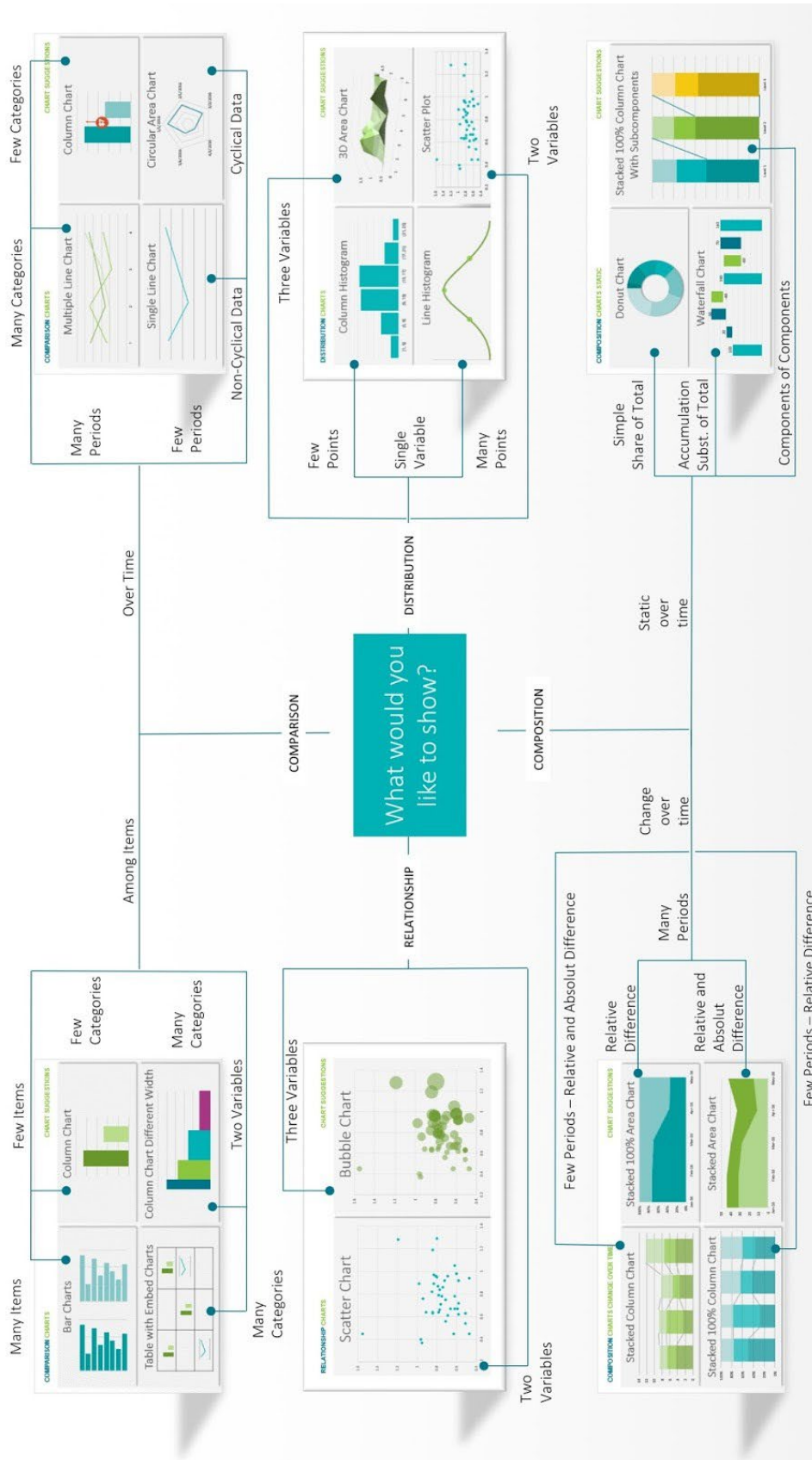


**Decision Trees for Choosing the Most Appropriate Visualization**

**Chart Suggestions—A Thought-Starter**



## Decision Trees for Choosing the Most Appropriate Visualization



## A Few Do's and Don'ts of Visualization

Sorting: for column and bar charts, to enable easier comparison, sort your data in ascending or descending order by the value, not alphabetically.

Data-Ink Ratio: remove any excess information, lines, colours, and text from a chart that does not add value.

Labels: use labels directly on the line, column, bar, pie, etc., whenever possible, to avoid misinterpretation.

Colours: (a) in any chart, don't use more than six colours.

(b) for comparing the same value at different time periods, use the same colour in different intensity (from light to dark). a

(c) for different categories, use different colours. The most widely used colours are black, white, red, green, blue, and yellow.

(d) keep the same colour palette or style for all charts in the series, and same axes and labels for similar charts to make your charts consistent and easy to compare

### Additional Resources

[https://issuu.com/achafetz/docs/oha\\_styleguide](https://issuu.com/achafetz/docs/oha_styleguide)