

MVŠO

MORAVSKÁ VYSOKÁ ŠKOLA OLMOUC



How to choose a right chart (graph/diagram)

Vít PÁSZTO

How to choose a chart

- What is chart // graph // diagram???

How to choose a chart

- What is chart // graph // diagram // plot???
- A graph is a diagram of a mathematical function, but can also be used (loosely) about a diagram of statistical data.
- A chart is a graphic representation of data (e.g. a line chart is one form).
- A plot is the result of plotting statistics as a diagram in different ways (some are similar to some chart types).

How to choose a chart

- Soooo:
 - a line chart could be called a graph or a plot, while a pie chart is neither a graph nor a plot.
 - a scatterplot is a chart but not (strictly) a graph, but the purpose of a scatterplot is to determine if there is some relation that can be expressed as a function that then naturally can be drawn as a graph
- Examples (other)
 - Chart --- graph vs. plot (points and continuous axes)
 - graph – when a line is drawn (of a function/formula or of continuous data).
 - chart – when other shapes and symbols (e.g. bars) are used to represent data.
 - plot – when points are marked on a coordinate system

How to choose a chart

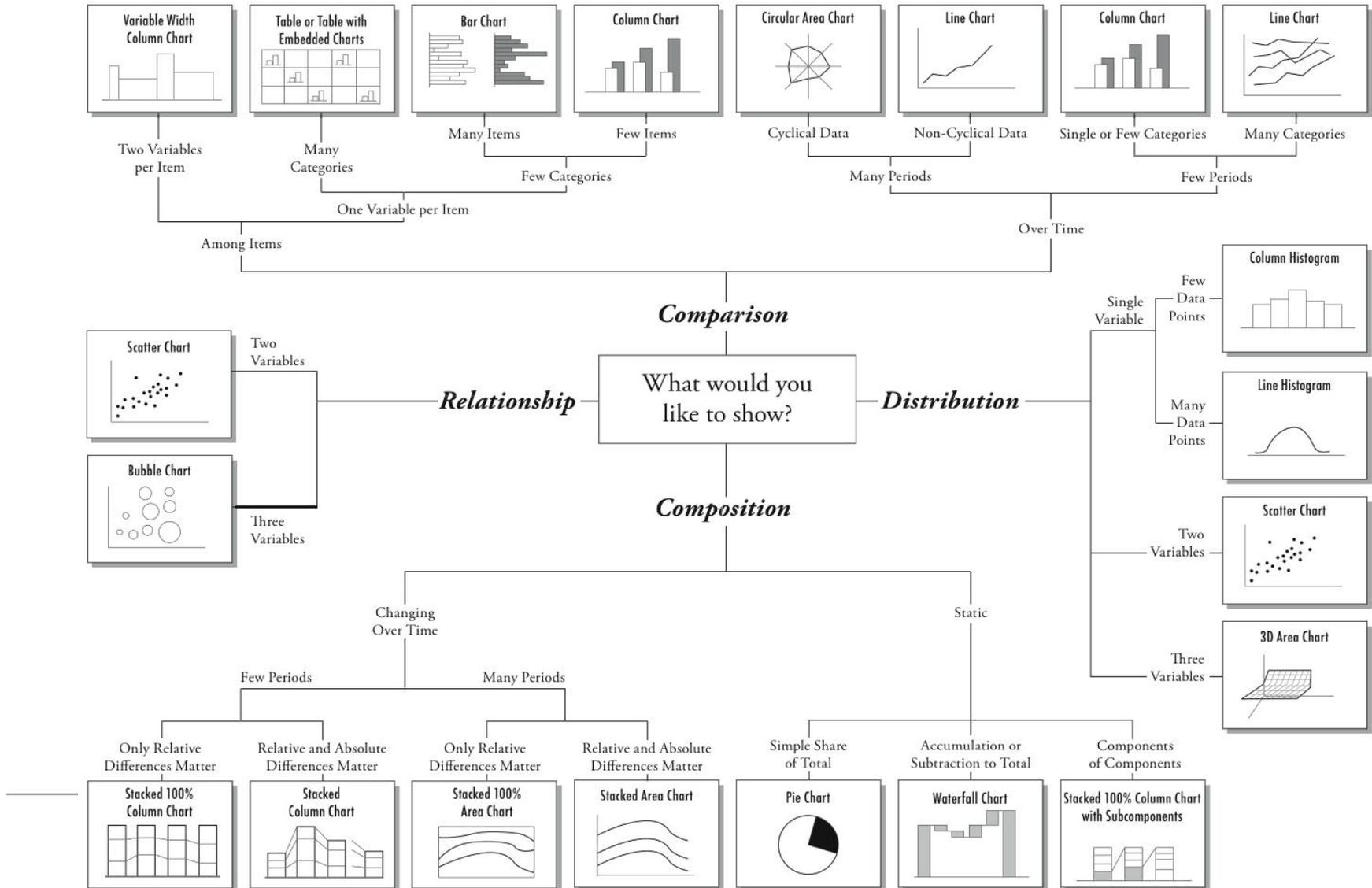
- Decision „tree“
- They (charts) helps to understand information in data quickly and more effectively
- Not each chart type can be used on each type of data --> it is data-driven
- Geometric and symbolic depiction of data (= diagram)
- In most cases --> visualisation of numerical values

Decision „tree“

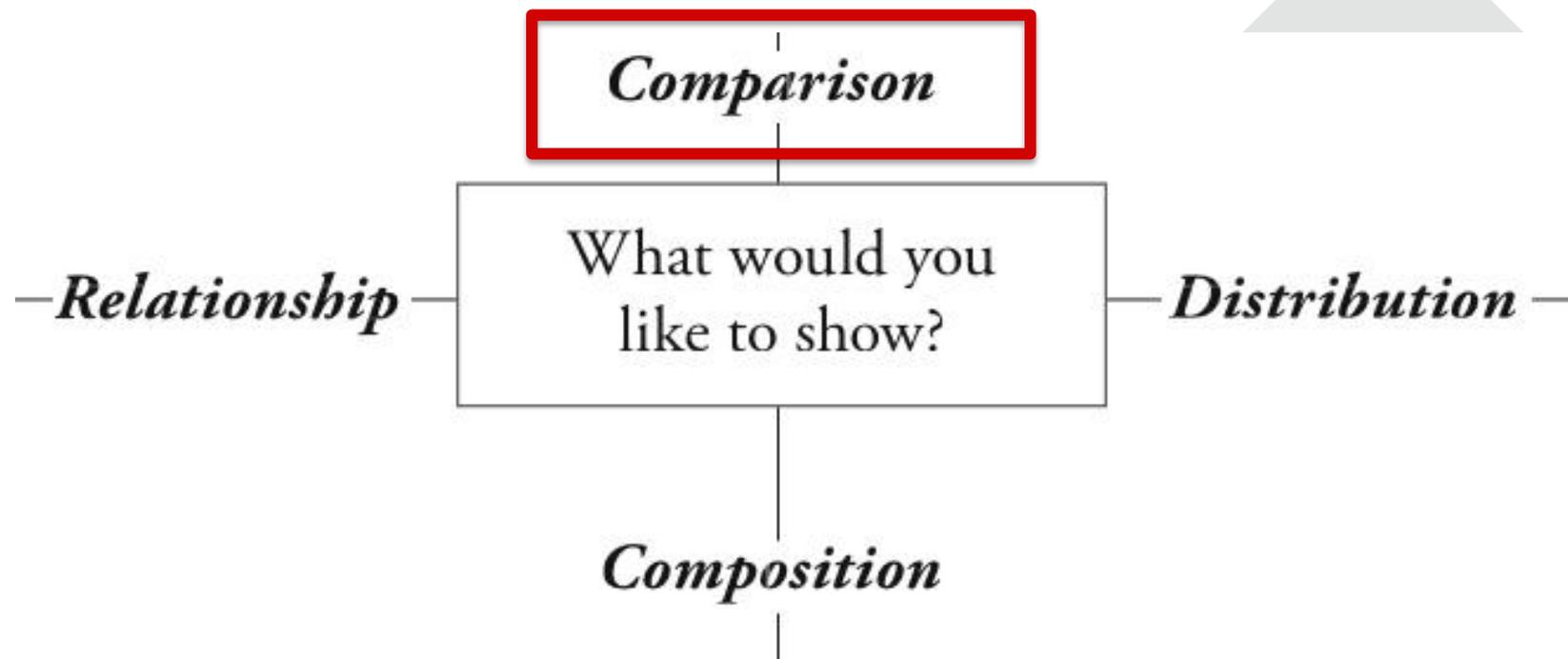
- Author - Andrew Abela
(School of Business and Economics, CUA)
- Specialist on marketing and communication
- Personal webpages:
extremepresentation.com



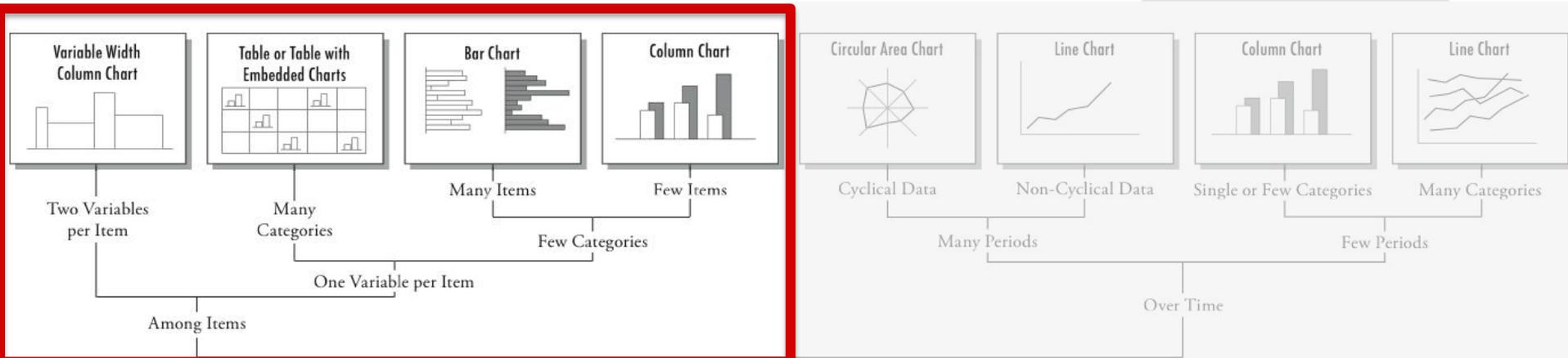
Decision „tree“



Decision „tree“

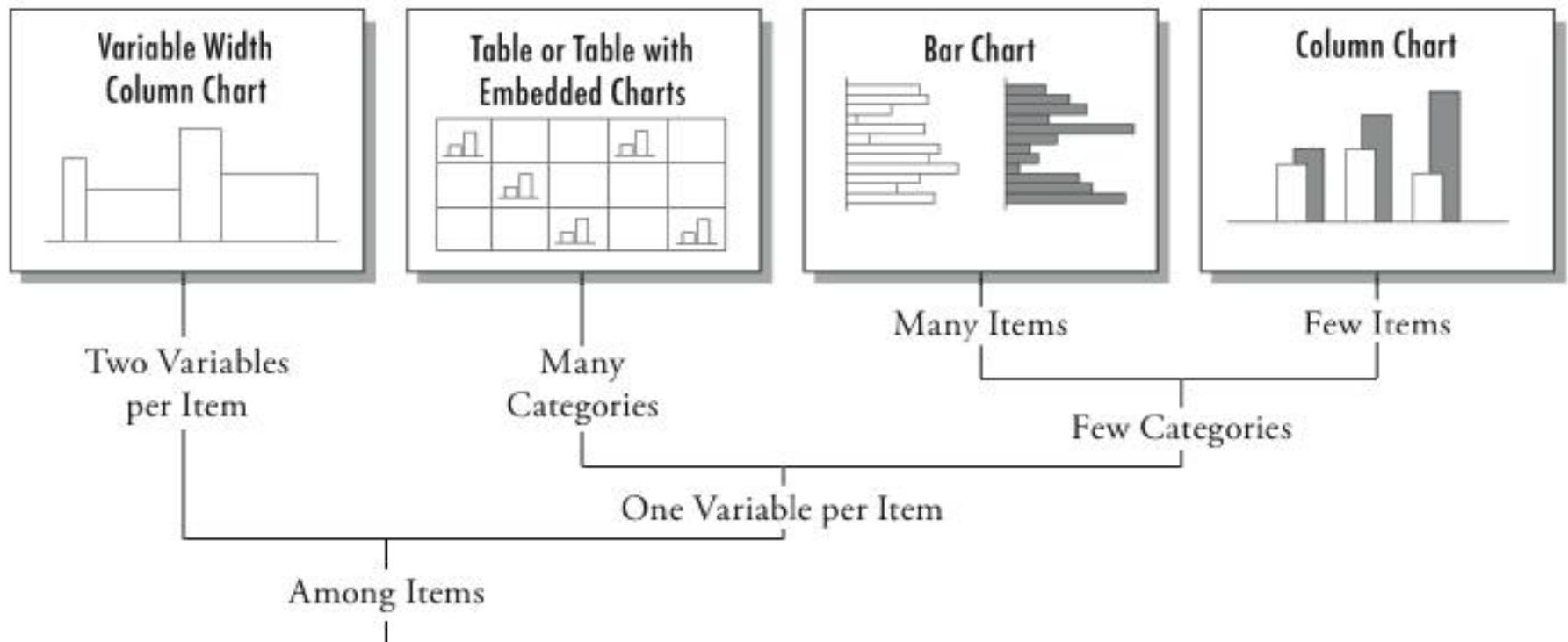


Decision „tree“

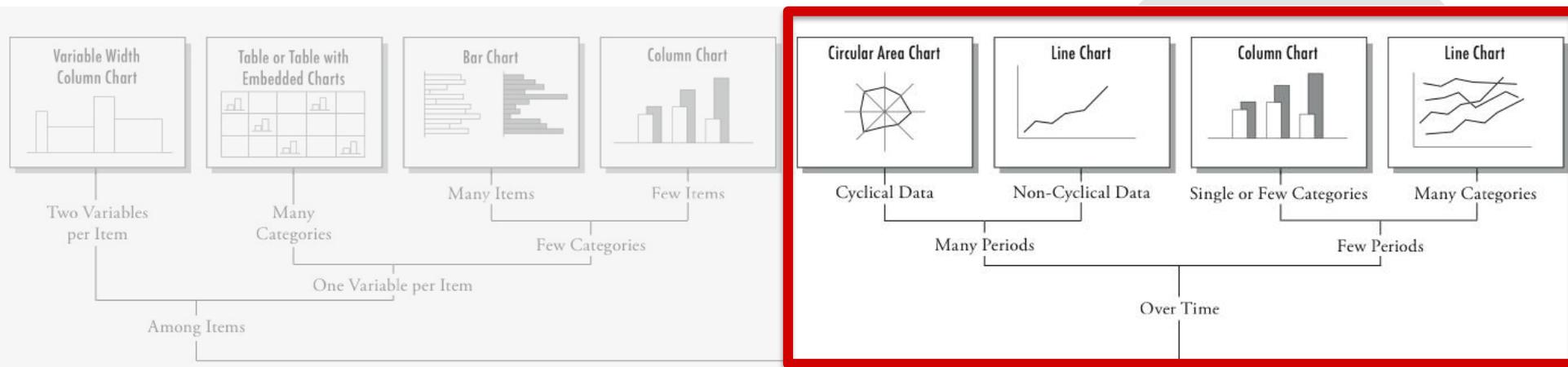


Comparison

Decision „tree“

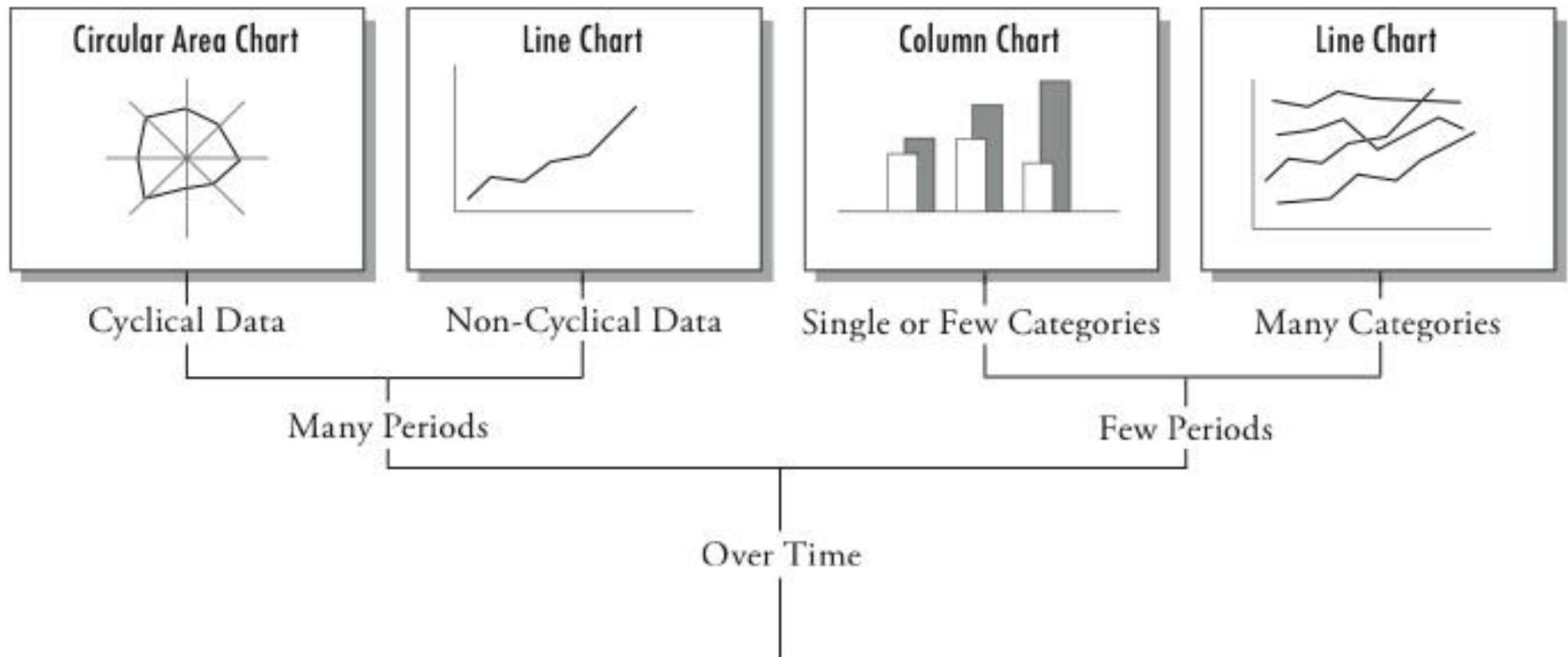


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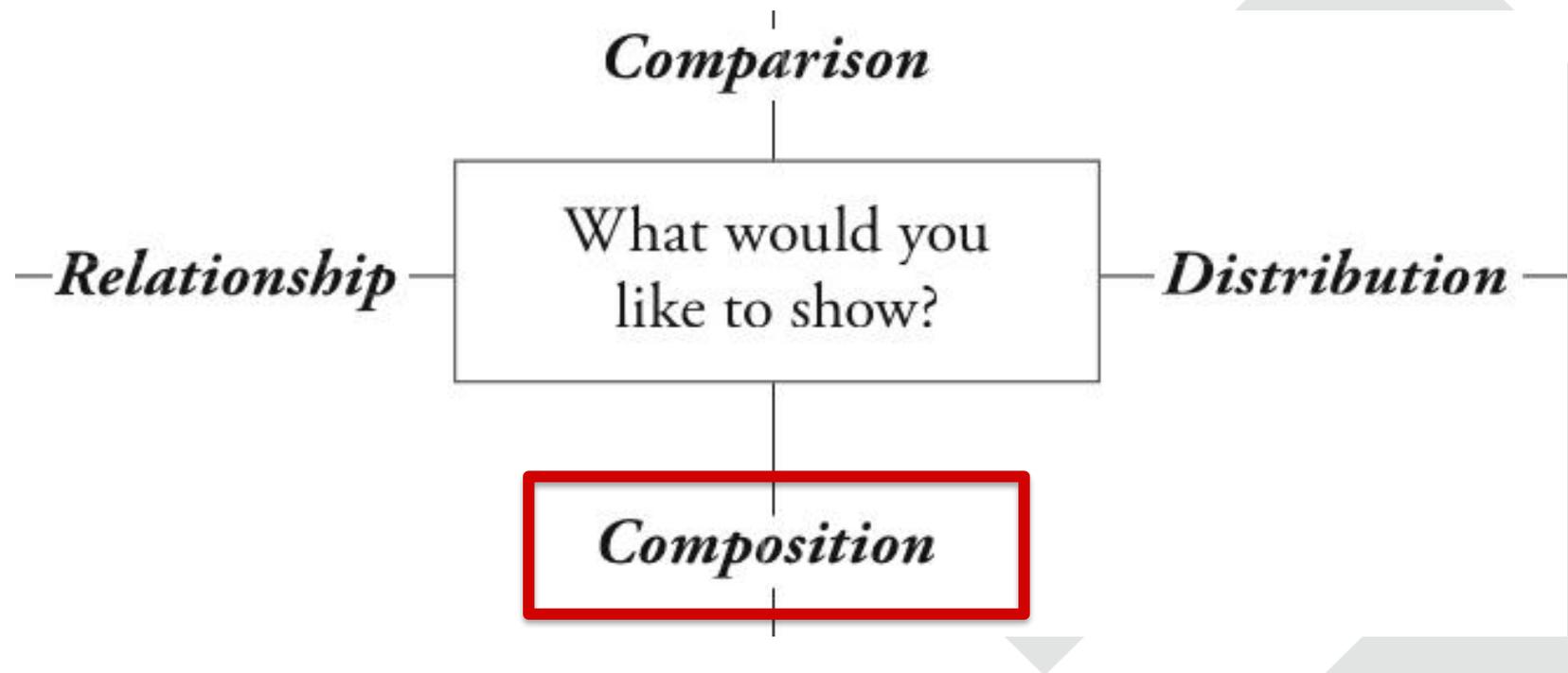


Comparison

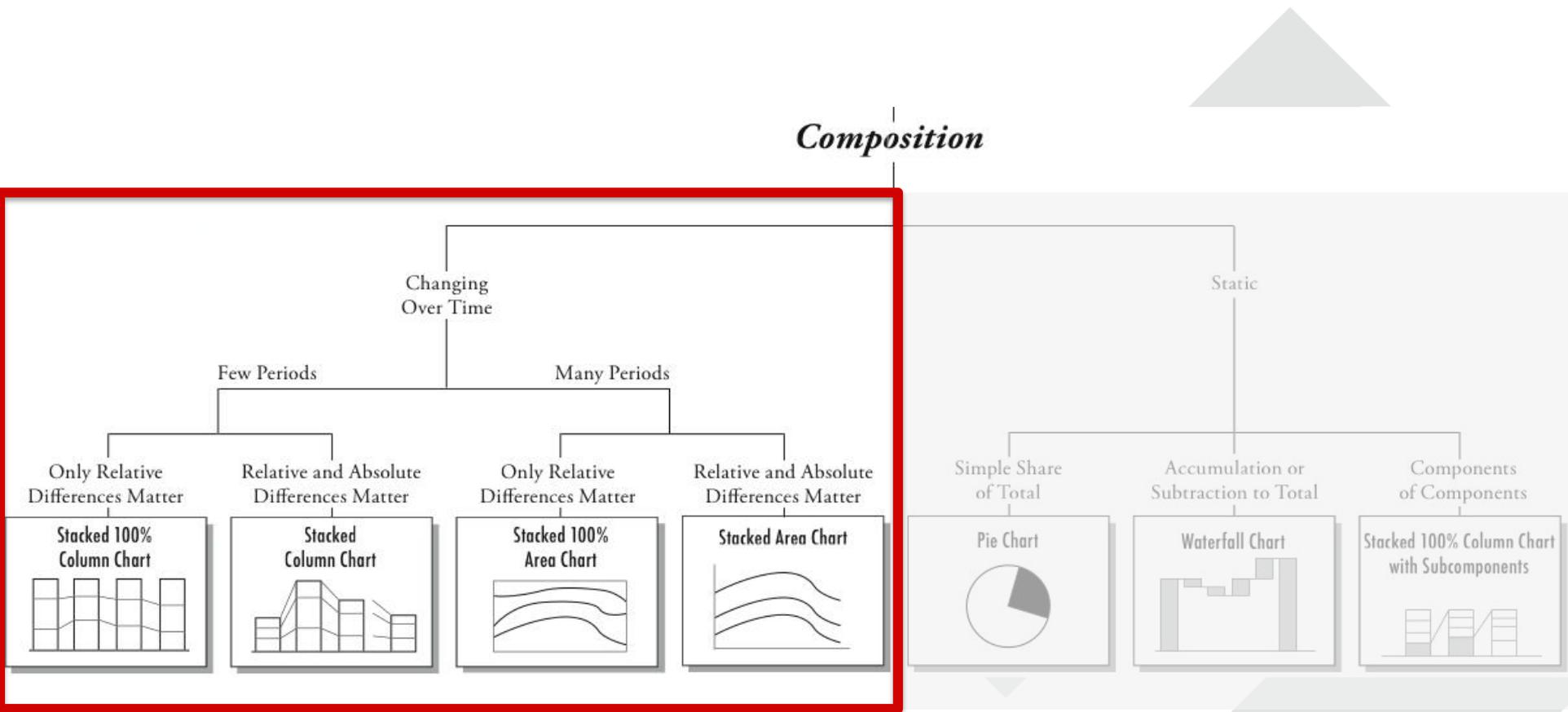
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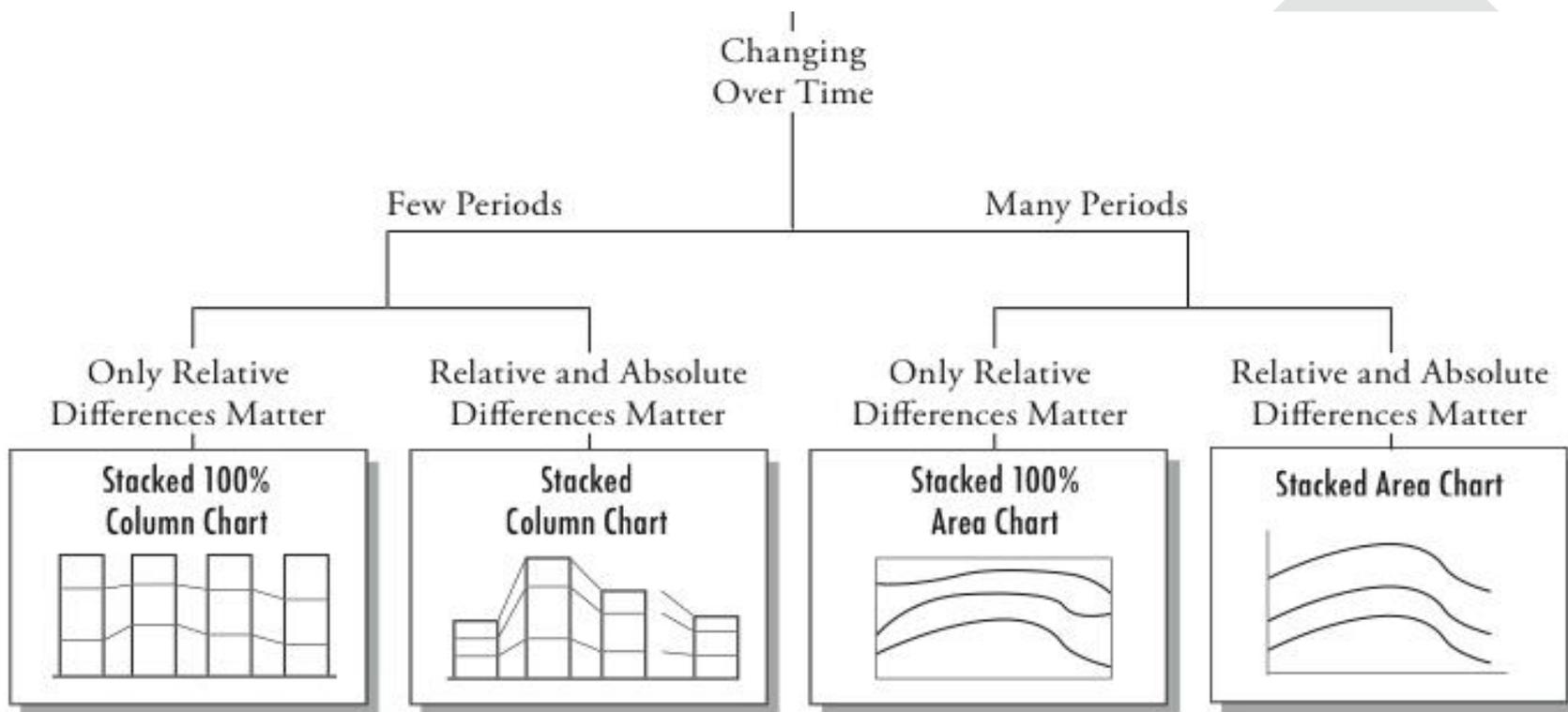
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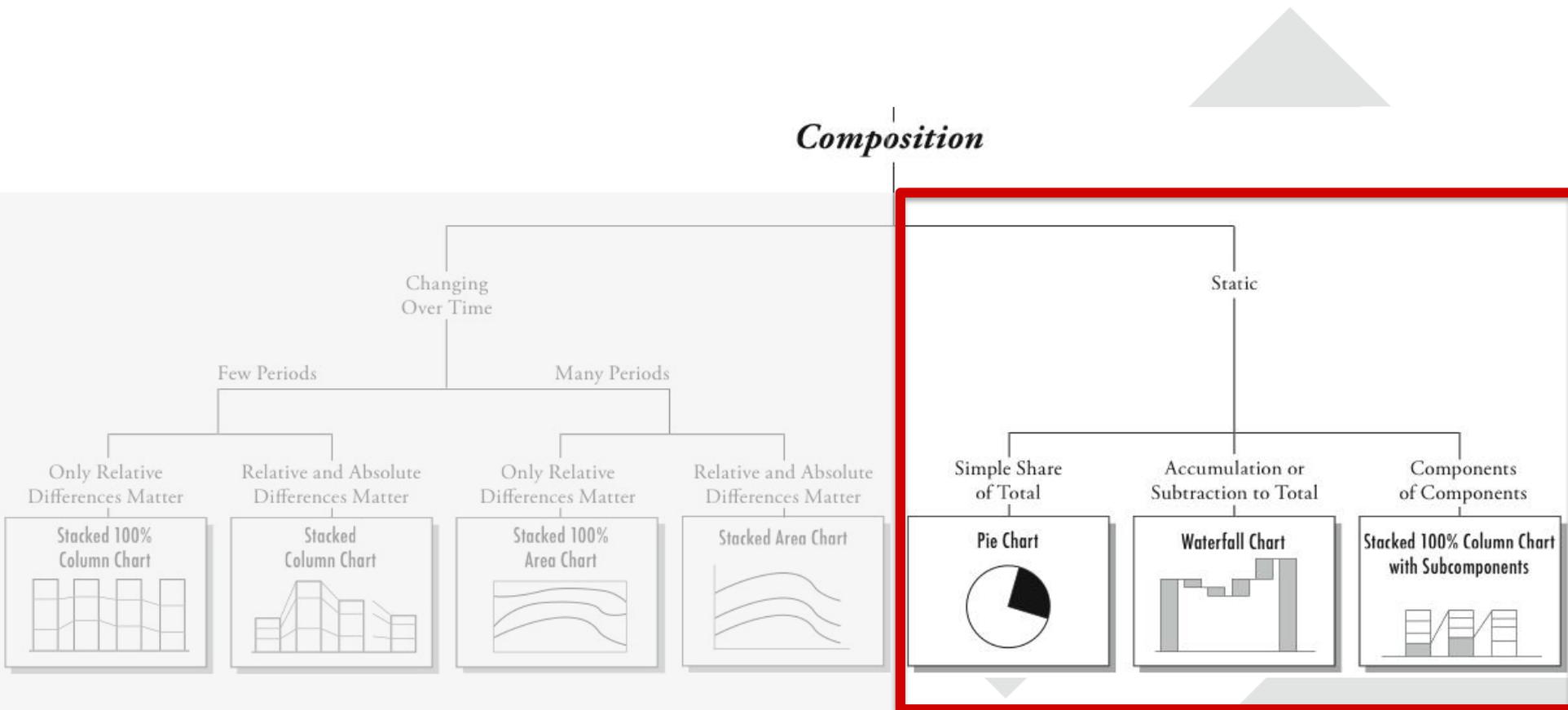
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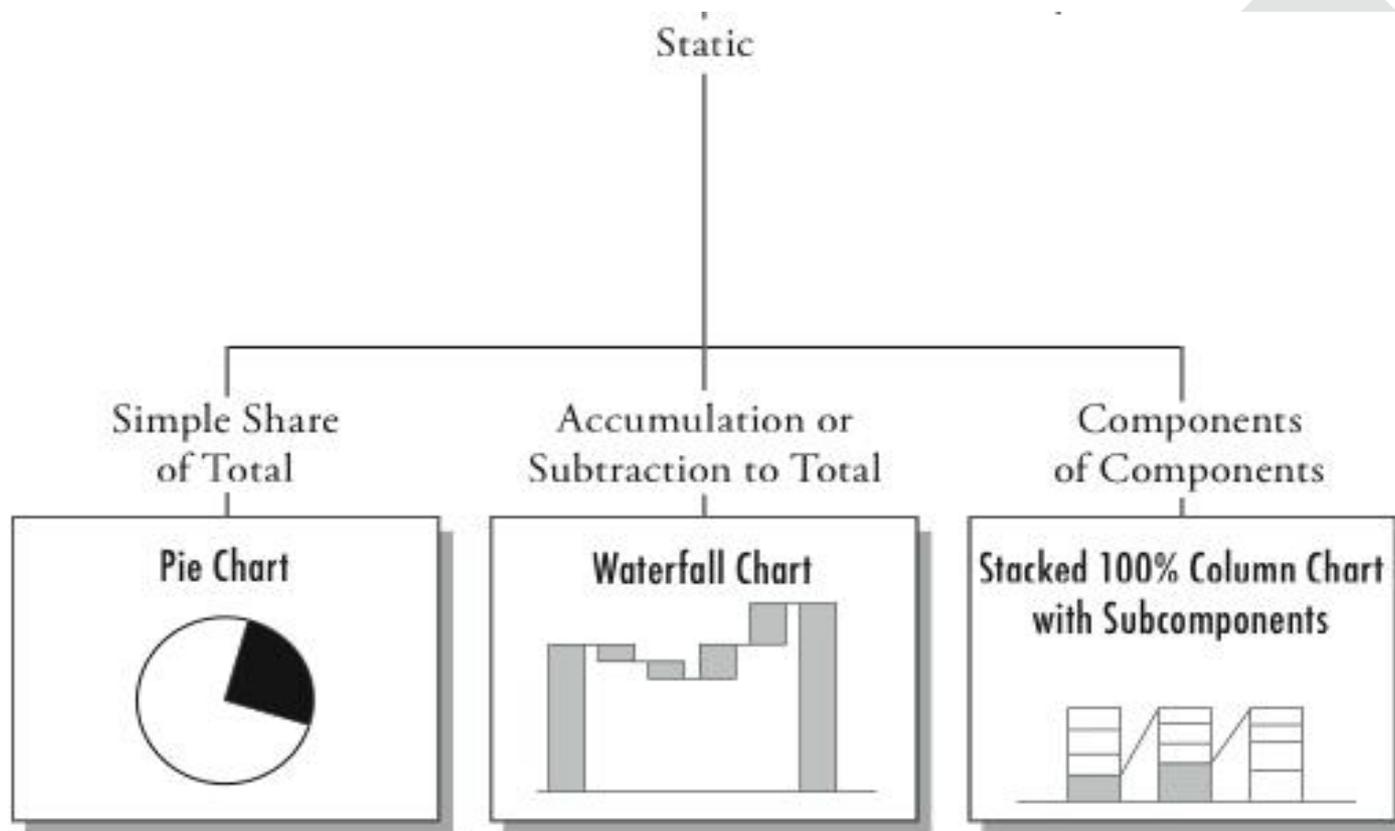
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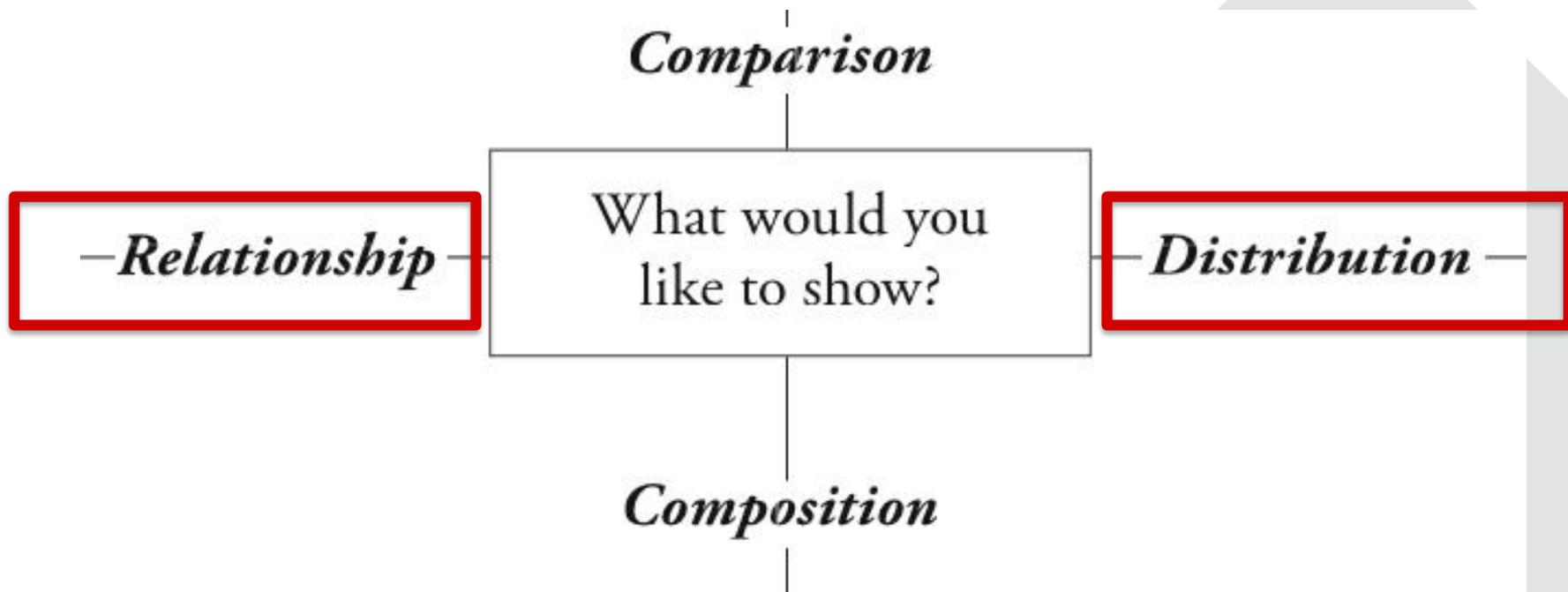
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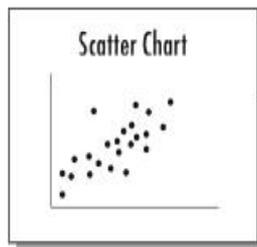
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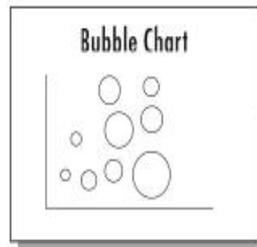
Decision „tree“



Decision „tree“



Two Variables



Three Variables

Relationship

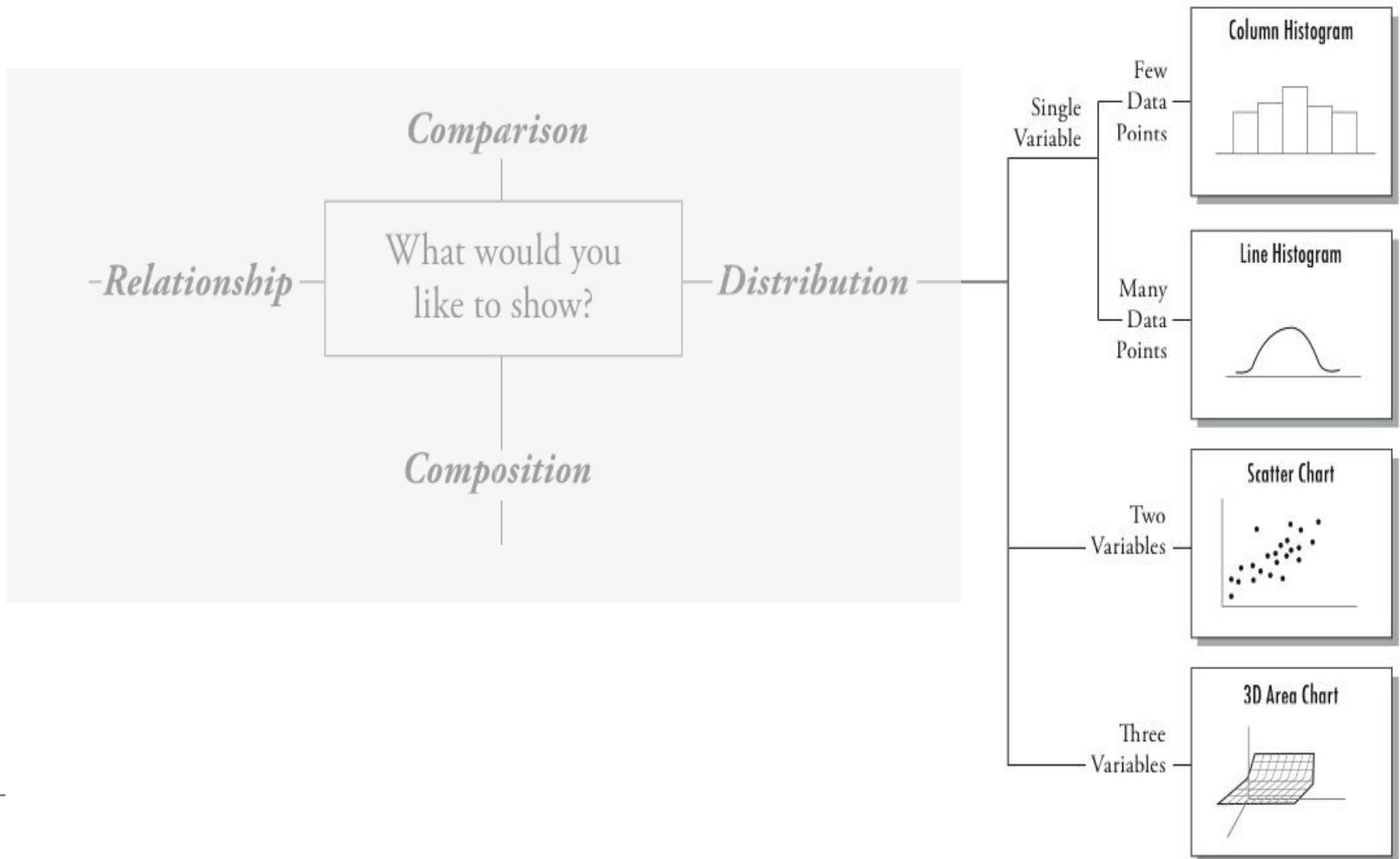
Comparison

What would you like to show?

Distribution

Composition

Decision „tree“



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