# EVALUATION QUESTIONS CHART CHOOSER

## Choosing the Best Chart to Communicate Your Data

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## DESCRIPTIVE

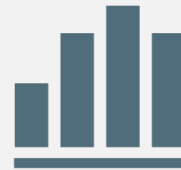**Questions**　　　What? How much? Who? When? How frequently? Where?
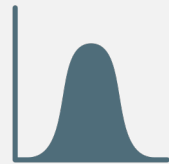
| Stacked bar | Stacked area | Donut | Column | Pie |
|---|---|---|---|---|

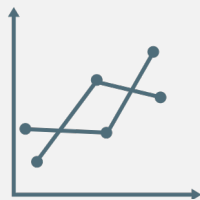| Geographic map | Histogram | Waterfall | Icon array | Tree map |
|---|---|---|---|---|

## COMPARISON

**Questions**　　　How are groups different? What is the pattern?

| Bar | Line | Back to back bar | Slope | Clustered bar |
|---|---|---|---|---|

| Lollipop | Radial diagram | Small multiples | Dot plots | Box and whiskers |
|---|---|---|---|---|
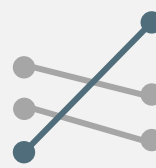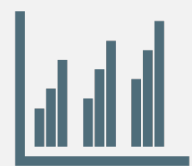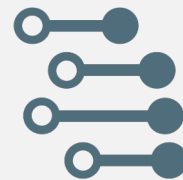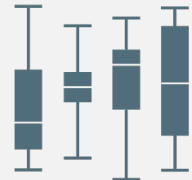
# LONGITUDINAL

## Questions

What's happened over time? Did things improve?
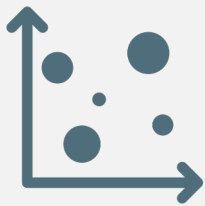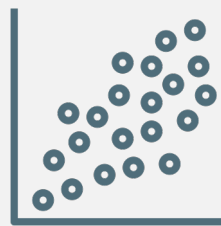
Line

Area

Stacked area

Spark lines

# CAUSAL

## Questions

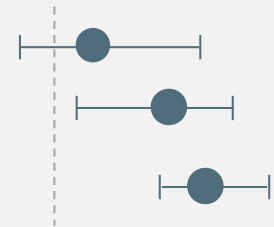What's the impact? Did this influence that? What is the relationship?

Bubble

Scatter

Flow chart

Forest plot

# EVALUATIVE

## Questions

Was it successful? How good? Did it meet the goal?

Bullet chart

Bar with benchmark

Gauge

Indicator 1
Indicator 2
Indicator 3
Indicator 4

Indicator icons