



# 5 BASIC COMPARES

Understand the magical words connected with Data Storytelling, so that you can properly choose correct Data Visualizations.

## COMPONENT COMPARE

**WORDS:**  
SHARE OF,  
MIX OF,  
% OF TOTAL,  
ACCOUNTS  
FOR



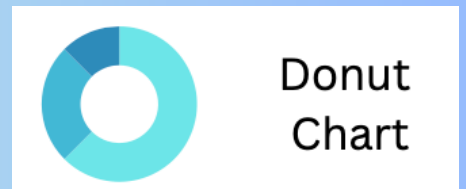
100%  
Stacked  
Bar



100%  
Stacked  
Column



Pie  
Chart



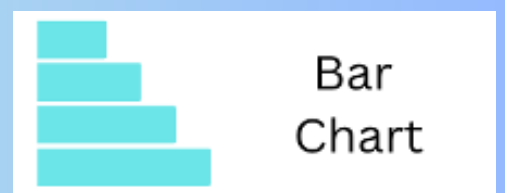
Donut  
Chart

## ITEM COMPARE

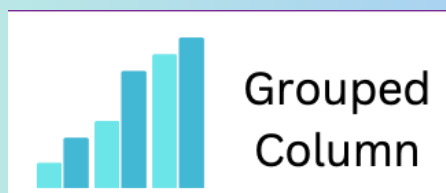
**WORDS:**  
RANK,  
BETTER THAN,  
LESS THAN,  
THE BEST,  
THE WORST



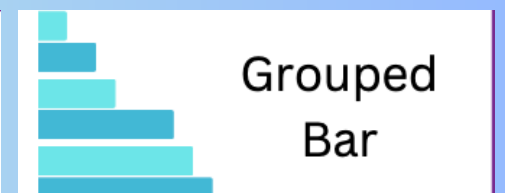
Column  
Chart



Bar  
Chart



Grouped  
Column



Grouped  
Bar

## TIME SERIES COMPARE

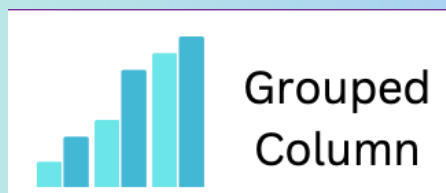
**WORDS:**  
OVER TIME,  
INCREASE,  
DECREASE,  
GROWTH,  
DECLINE



Column  
Chart



Line  
Chart



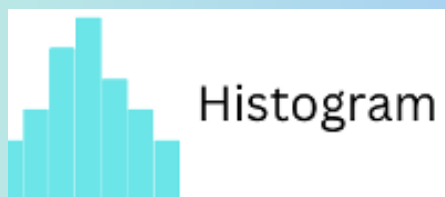
Grouped  
Column



Area  
Chart

## FREQUENCY COMPARE

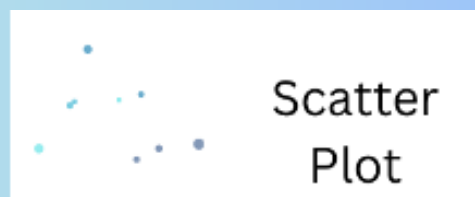
**WORDS:**  
RANGE,  
MAJORITY,  
CONCENTRATED,  
DISTRIBUTED



Histogram



Histogram



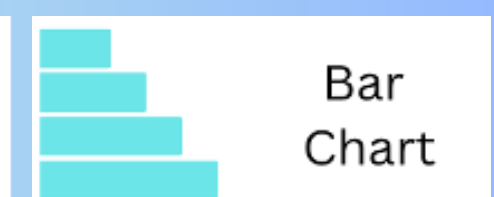
Scatter  
Plot

## CORRELATION COMPARE

**WORDS:**  
RELATED TO,  
GROW WITH,  
INCREASED WITH,  
VARY WITH



Scatter  
Plot



Bar  
Chart



Bubble  
Chart