1 Bar Graph

Advantages: flexible; can present date horizontally or vertically; works well with limited data i.e. facts at a glance; excellent for showing comparisons; useful for showing changes over time e.g. employment rates by decade, social media trends

2 Line Graph

Advantages: able to show more data than a bar graph; can include multiple lines to illustrate several variables; perfect for tracking changes in value over time e.g. economic trends, temperature fluctuations, consumer purchasing patterns

3 Pie Graph

Advantages: best option for comparing how parts relate to a whole; visually simple and easy to understand; useful for showing percentage distribution of categorical data e.g. corporate sales by geographical region, company market share

4 Table

Advantages: the best choice for displaying large quantities of data, especially when data contain many variables e.g. heart disease rates by age and gender across 10 provinces, government expenditures running in the tens of millions of dollars

5 Pictograph

Advantages: visually striking; works well with large data sets; ideal for conveying information to a general audience e.g. icons of houses to illustrate changes in real estate market, clipart faces in a school textbook to show class make-up by hair colour

6 Flow Chart

Advantages: able to visually communicate the logic of a system or to analyse flaws in a system; best way to demonstrate stages in a process e.g. steps by which waste water is treated, registering for a course with prerequisites

University of Windsor