

EVALUATION QUESTIONS CHART CHOOSER

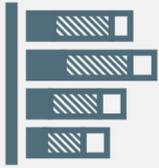
Choosing the Best Chart to Communicate Your Data

Emma Perk and Lyssa Wilson Becho

DESCRIPTIVE

Questions

What? How much? Who? When? How frequently? Where?



Stacked bar



Stacked area



Donut



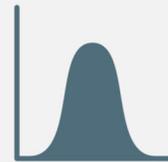
Column



Pie



Geographic map



Histogram



Waterfall



Icon array



Tree map

COMPARISON

Questions

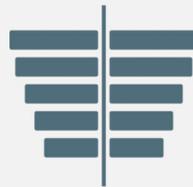
How are groups different? What is the pattern?



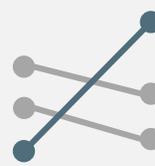
Bar



Line



Back to back bar



Slope



Clustered bar



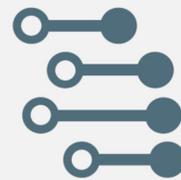
Lollipop



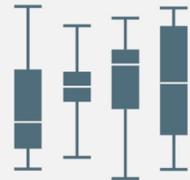
Radial diagram



Small multiples



Dot plots



Box and whiskers

LONGITUDINAL

Questions

What's happened over time? Did things improve?



Line



Area



Stacked area

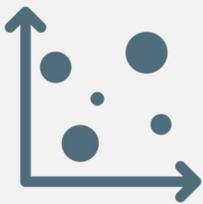


Spark lines

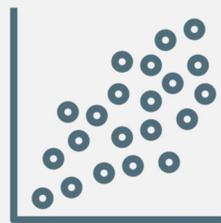
CAUSAL

Questions

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



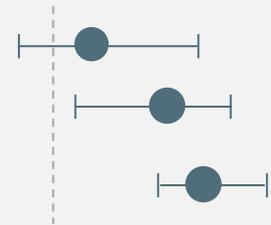
Bubble



Scatter



Flow chart

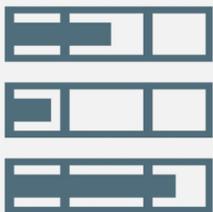


Forest plot

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

ADDITIONAL RESOURCES

Ann Emery's Chart Chooser
depictdatastudio.com/charts/

Evaluation Questions Checklist
for Program Evaluation
bit.ly/questions-checklist



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