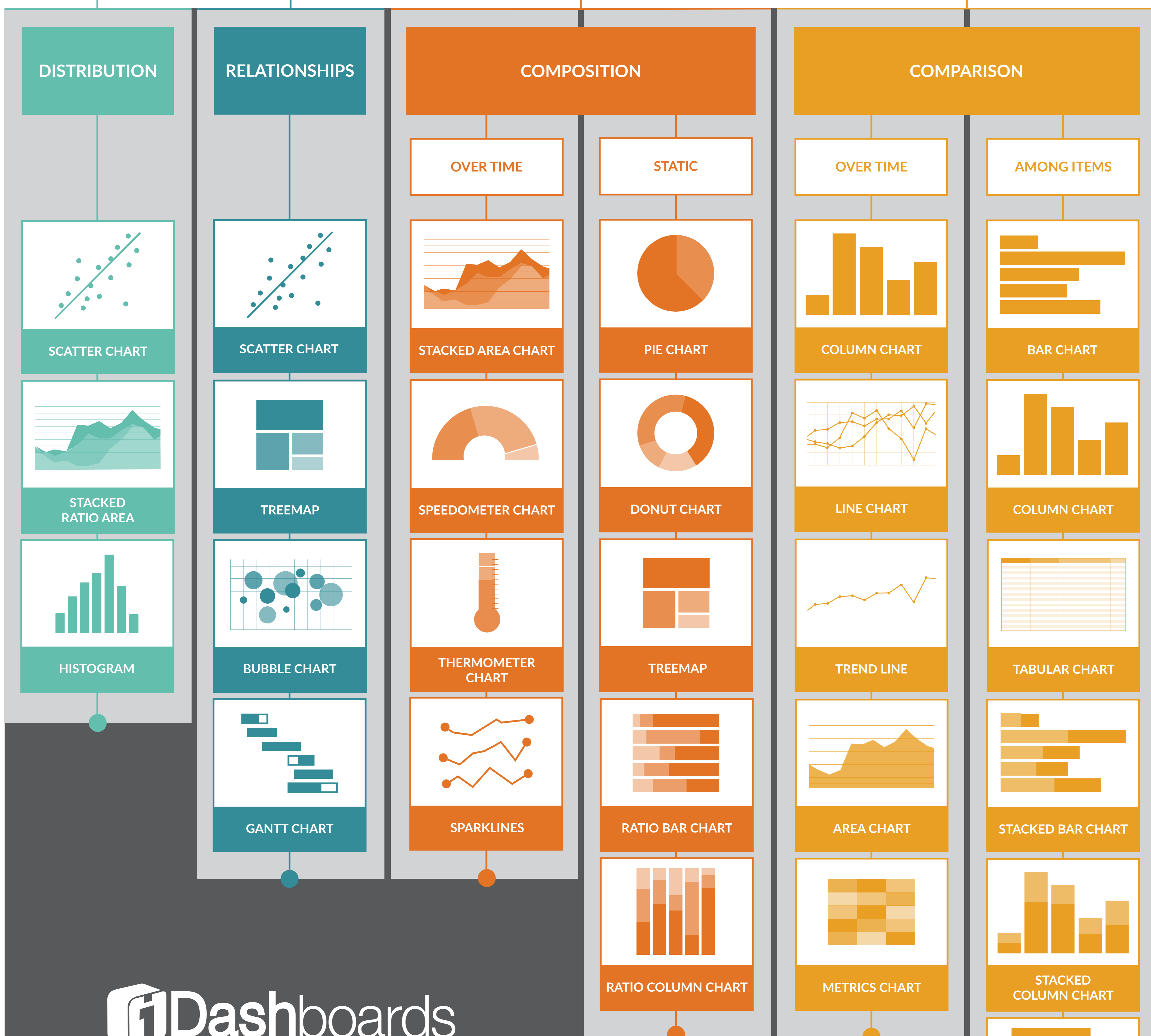


# HOW TO CHOOSE YOUR CHARTS



Data visualization is about communicating the meaning behind the metrics. The charts you choose should facilitate the story you're trying to tell with your data.

There are four main categories charts fall into:

- **DISTRIBUTION**  
Over a continuous set of data points, where do your values fall? Are there outliers?
- **RELATIONSHIP**  
How do these variables relate to one another?
- **COMPOSITION**  
What parts make up the whole?
- **COMPARISON**  
How are these values similar or different?