

Moving Beyond the Bar Chart

Choosing the best data visualization to drive insight, action, and outcomes

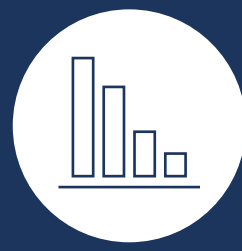
When it comes to inspiring understanding and action in your audience, data visualizations work.



But could they be working even harder?

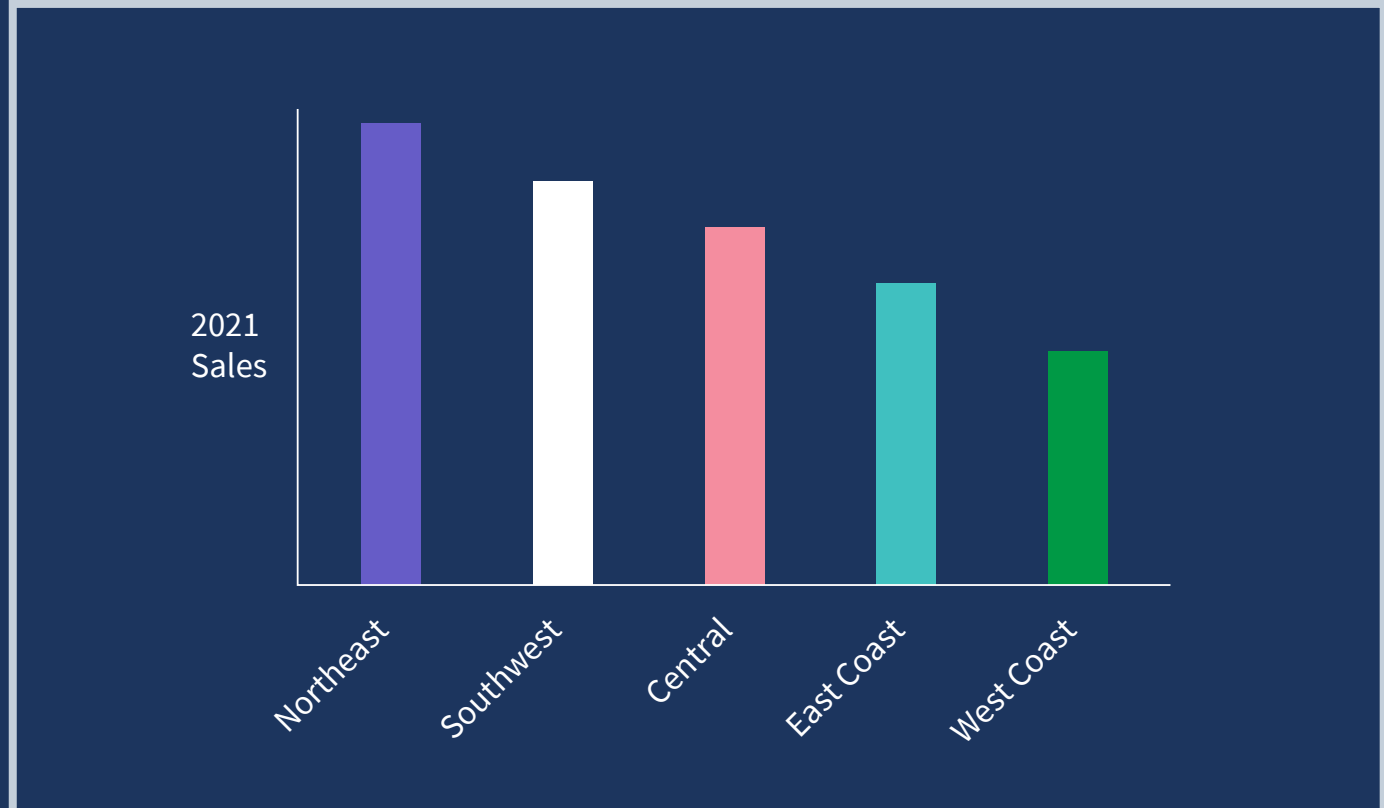
Classic visualizations like bar and pie charts will always have their place, but, with modern BI platforms, you have a much wider range of data visualizations that can do even more – tell more complex stories, highlight different elements, show greater detail.

How do you choose the right visualization to tell the right story?



FUNCTION RANKING

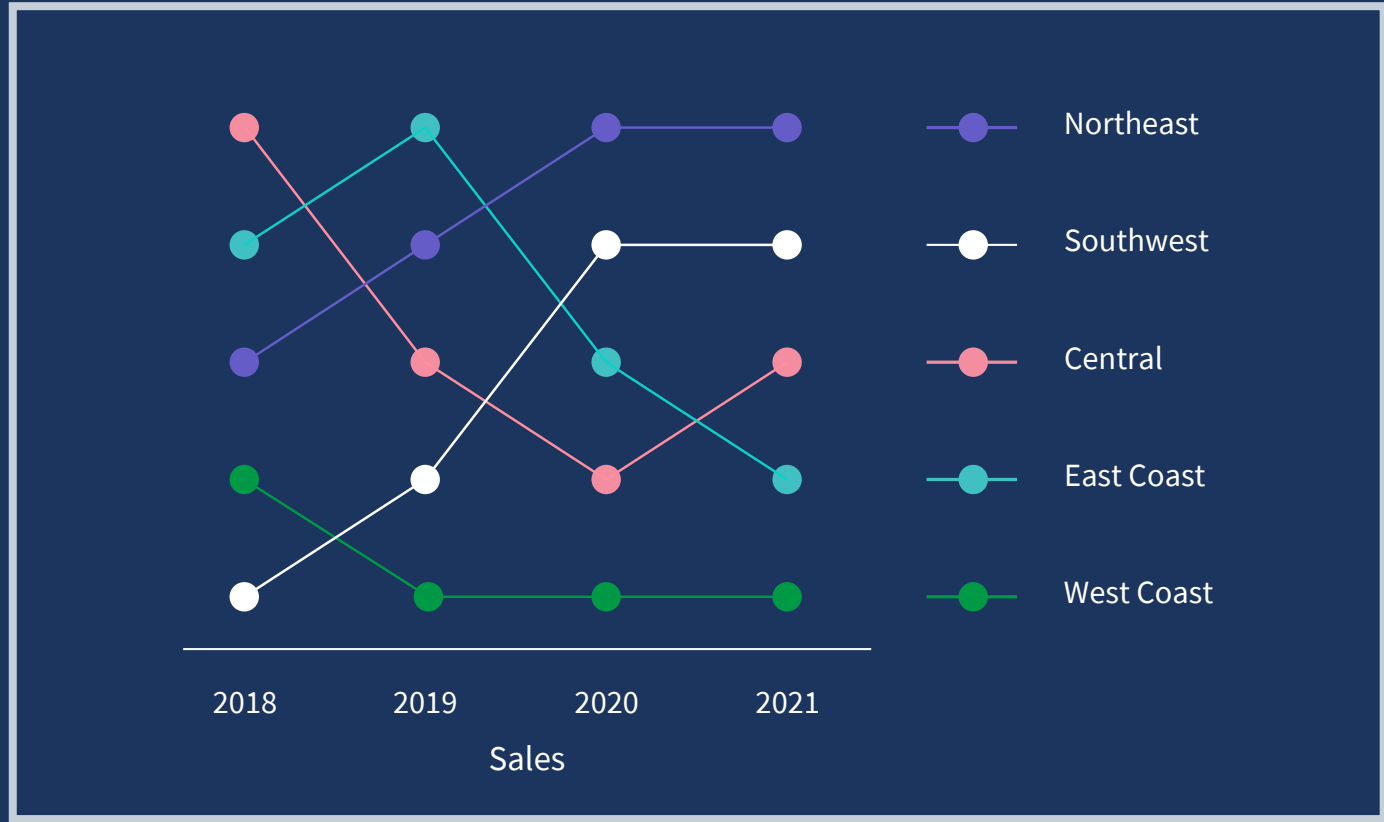
Start by considering what you need the data visualizations to do.



If you're curious about the annual sales generated across different sales territories:

The CLASSIC: **BAR CHART**

See the total volume of sales in each region, so you can easily spot highs and lows from that year.



The ALTERNATIVE: **BUMP CHART**

Compare the ranking of different regions over time, focusing not on the specific amount of sales generated, but on the overall trends in regional performance.

- Gain new insight into the top-performing territories you should be focusing on, where to step up your game, and areas less deserving of your attention.

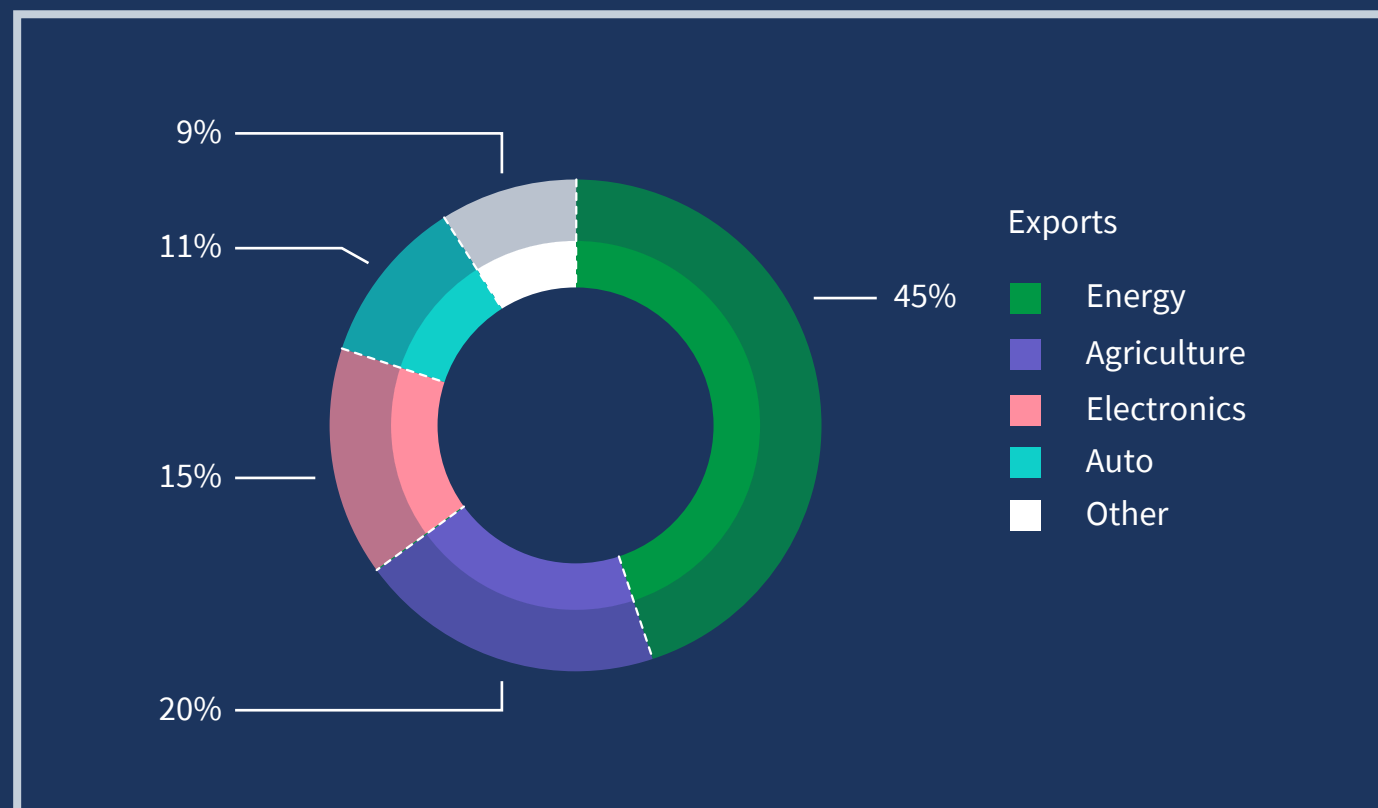
FUNCTION PARTS-TO-WHOLE



Imagine you want to take a closer look at the products your business is exporting:

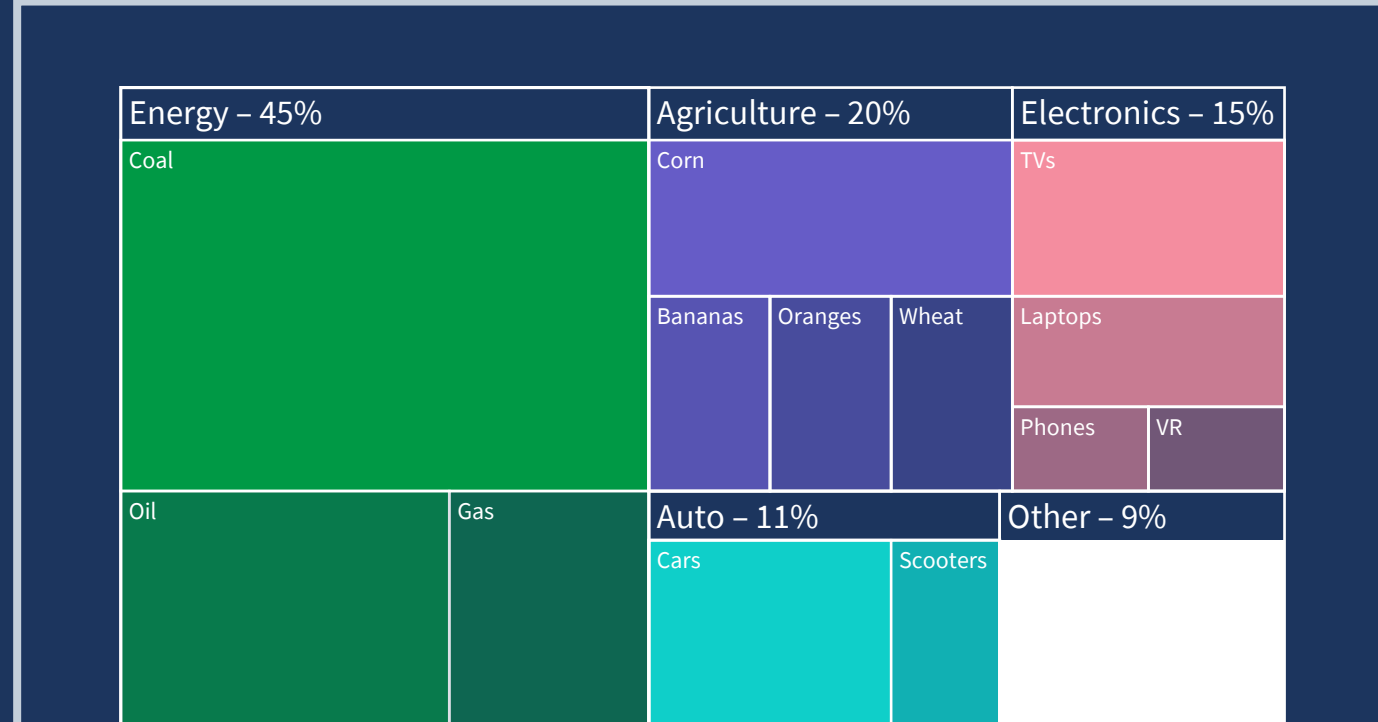
The CLASSIC: **PIE CHART**

Get a quick, high-level view of your top product categories and what proportion they each make up of the whole.



The ALTERNATIVE: **TREE CHART**

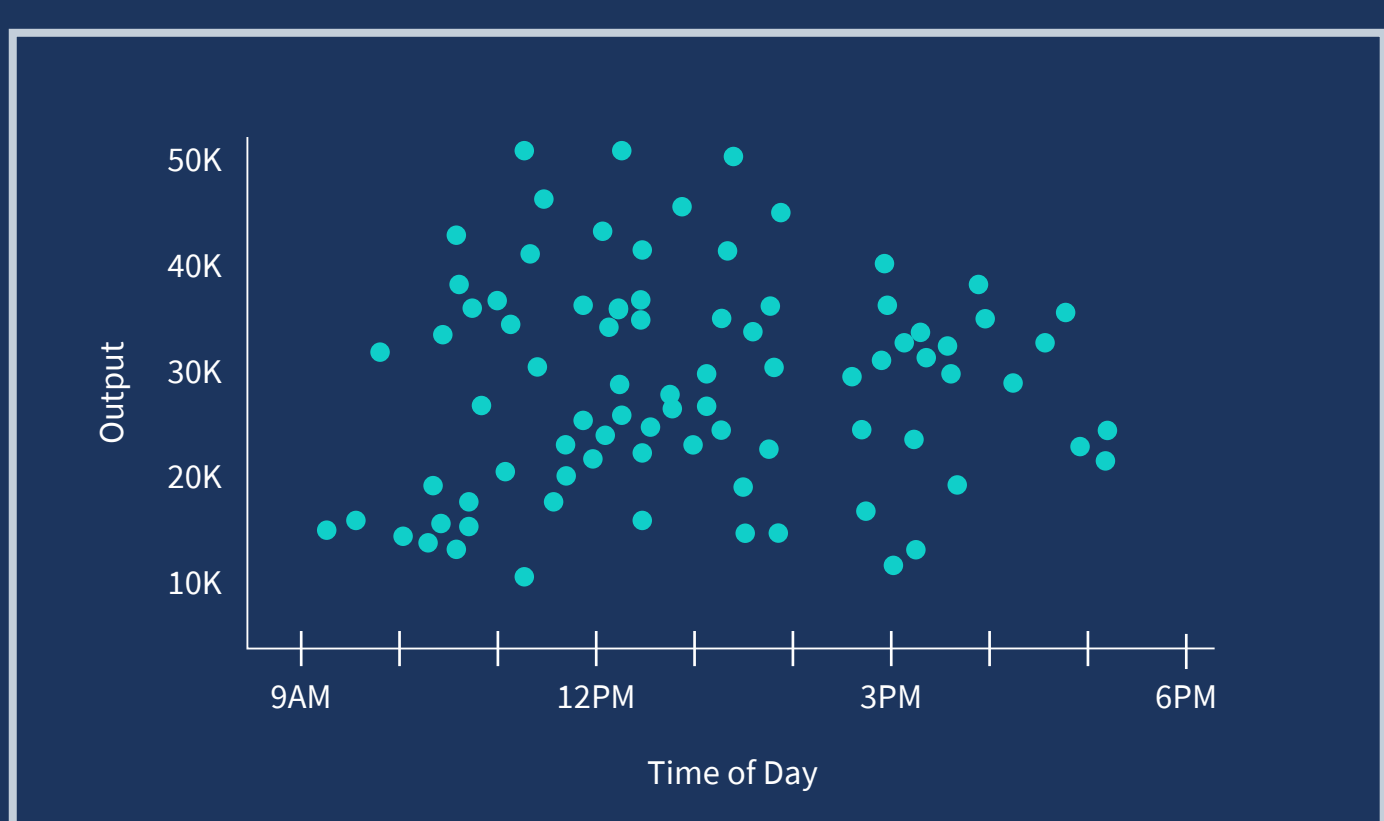
Get a detailed view of the distribution of the specific products exported within those larger product categories, and the ratio of how they fit into the overall big picture.



- Quickly spot the key products you may want to produce and export more of.



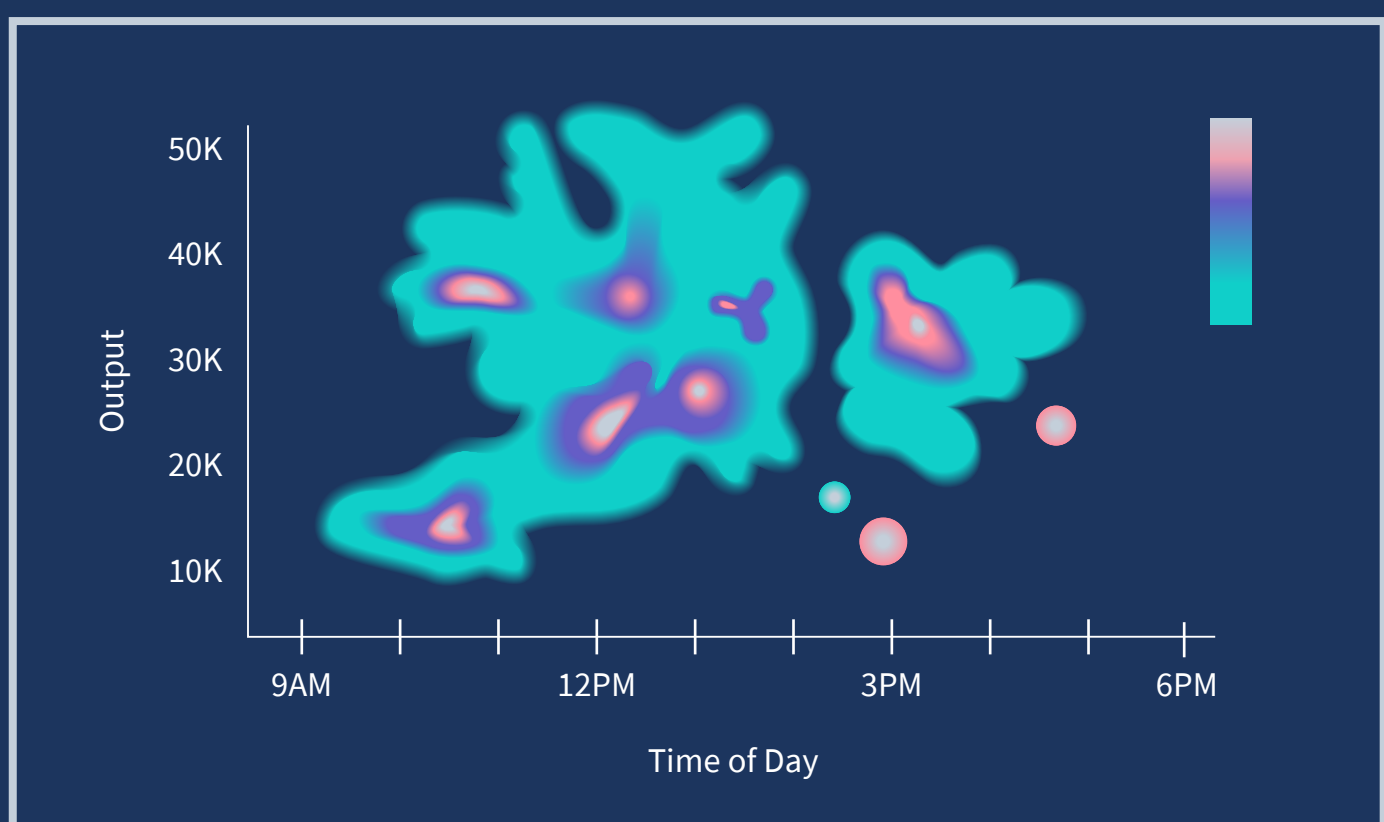
FUNCTION: CORRELATION



Suppose you're looking to learn what affects your company's daily manufacturing output:

The CLASSIC: **SCATTERPLOT**

See the correlation between the time of day and the average output across different production facilities.



The ALTERNATIVE: **HEAT MAP**

Get a quickly scannable view of the overall range of productivity by time – including the specific times when productivity is highest and lowest.

- Discover when to devote your time, energy, and workforce – as well as times of low productivity to investigate further.

The right visualization makes your data shine – highlighting and clarifying the most important insights, so your audience grasps information faster and responds sooner.

Discover the full range of functions and visualizations you can use to make an impact on your audience – and your business.

[Read the eBook](#)



ABOUT QLIK

LEAD WITH DATA **Qlik**

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.