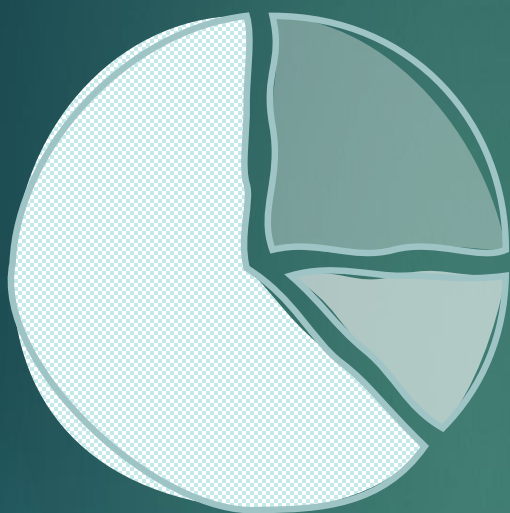


# How Pros Spot Amateur Charts



BY MYNDA TREACY



# The 10 telltale signs that show you're a chart amateur.

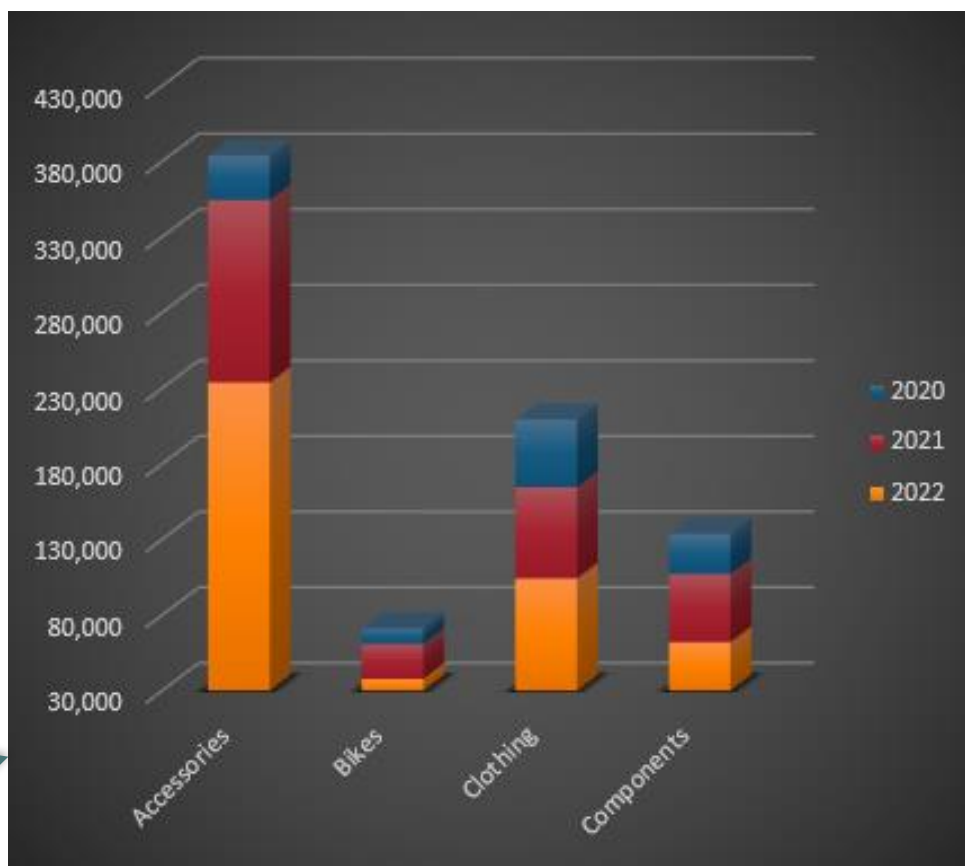


Take your chart game pro!



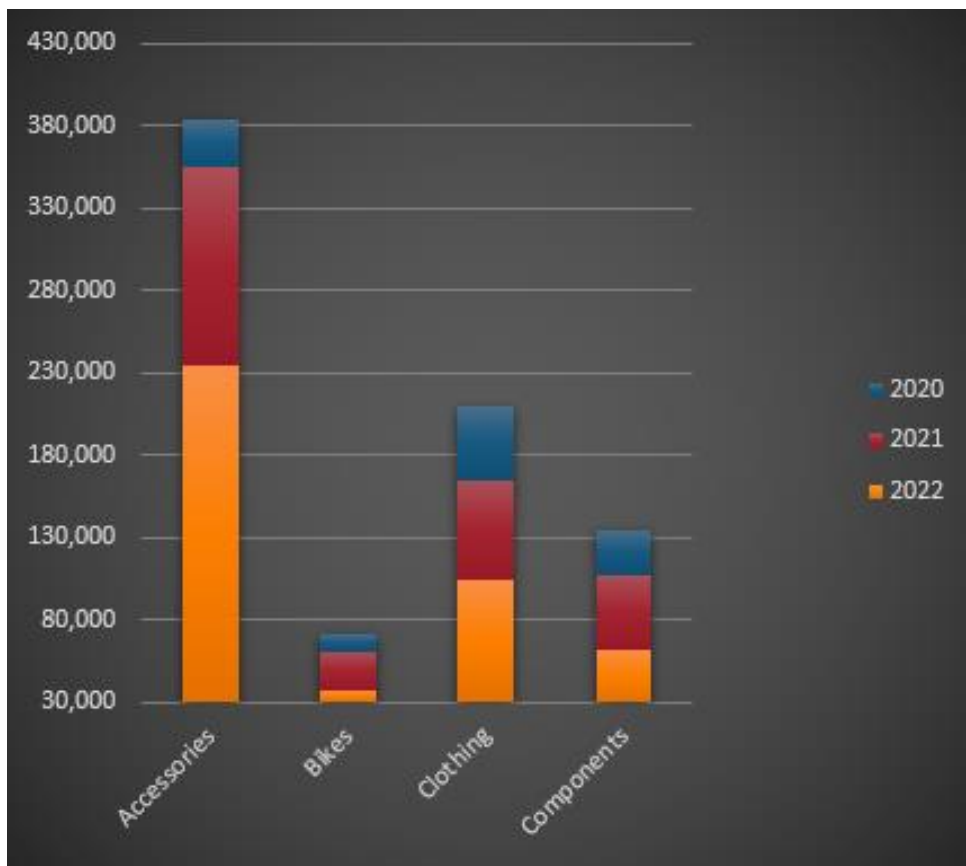
SWIPE

# Mistake 1: 3D Effects

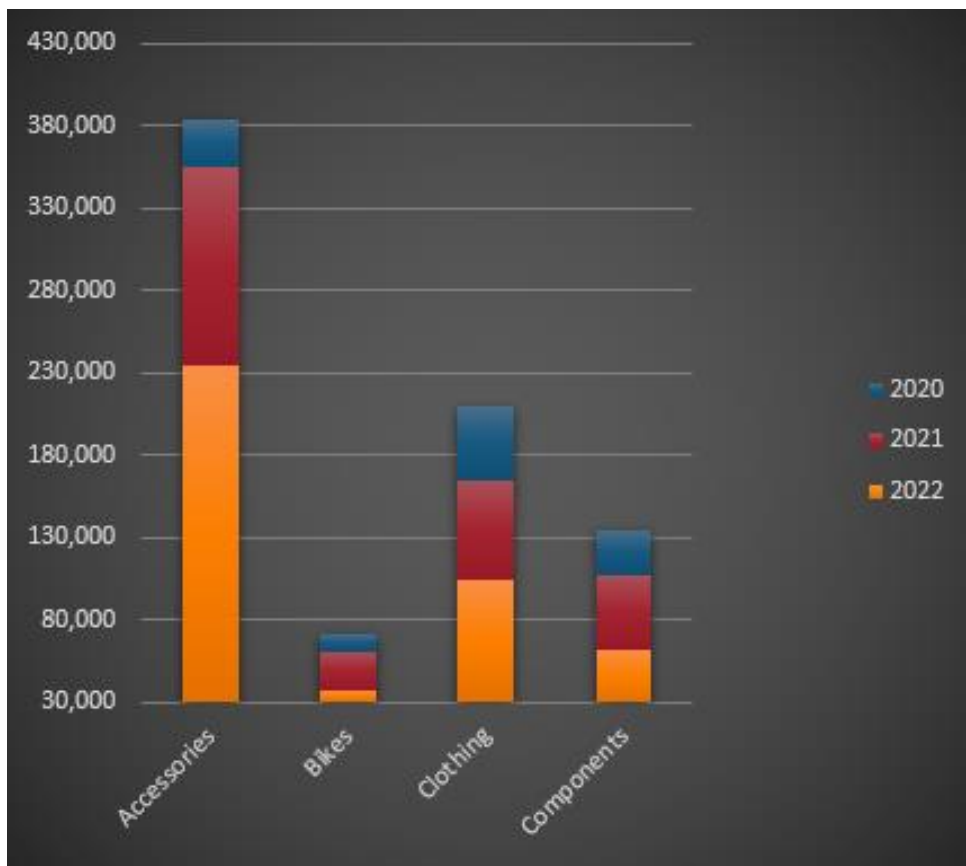


3D adds no value and often distorts results.

# Never use 3D effects, EVER

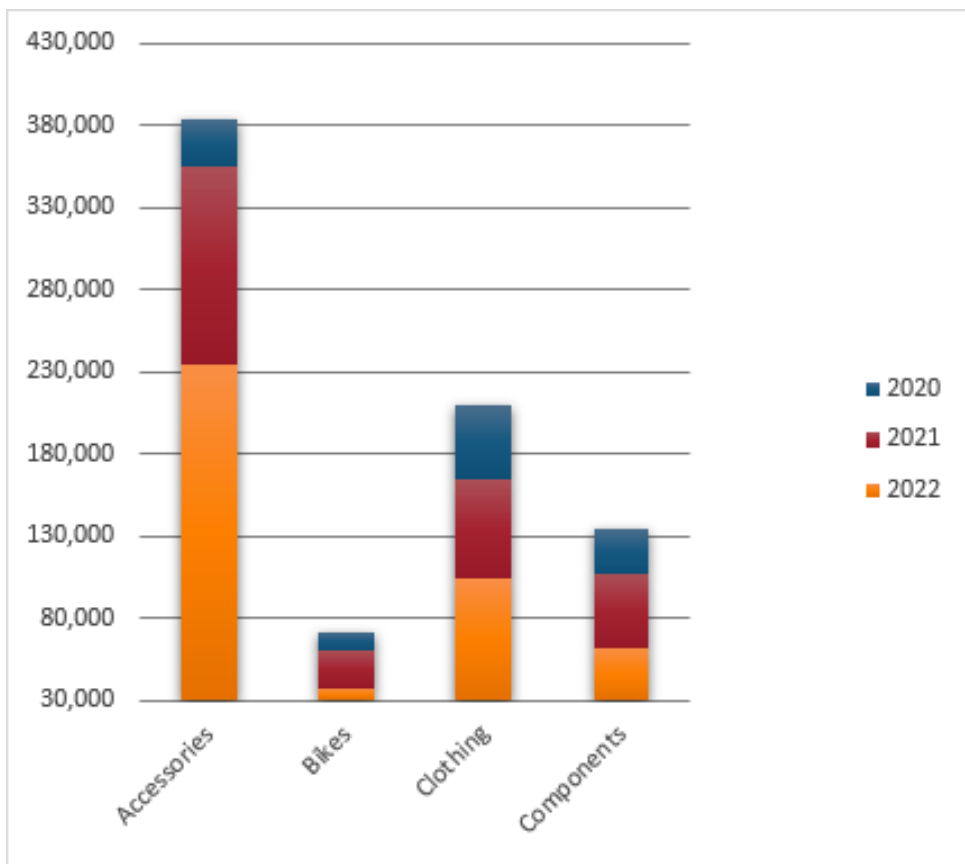


# Mistake 2: Dark Backgrounds

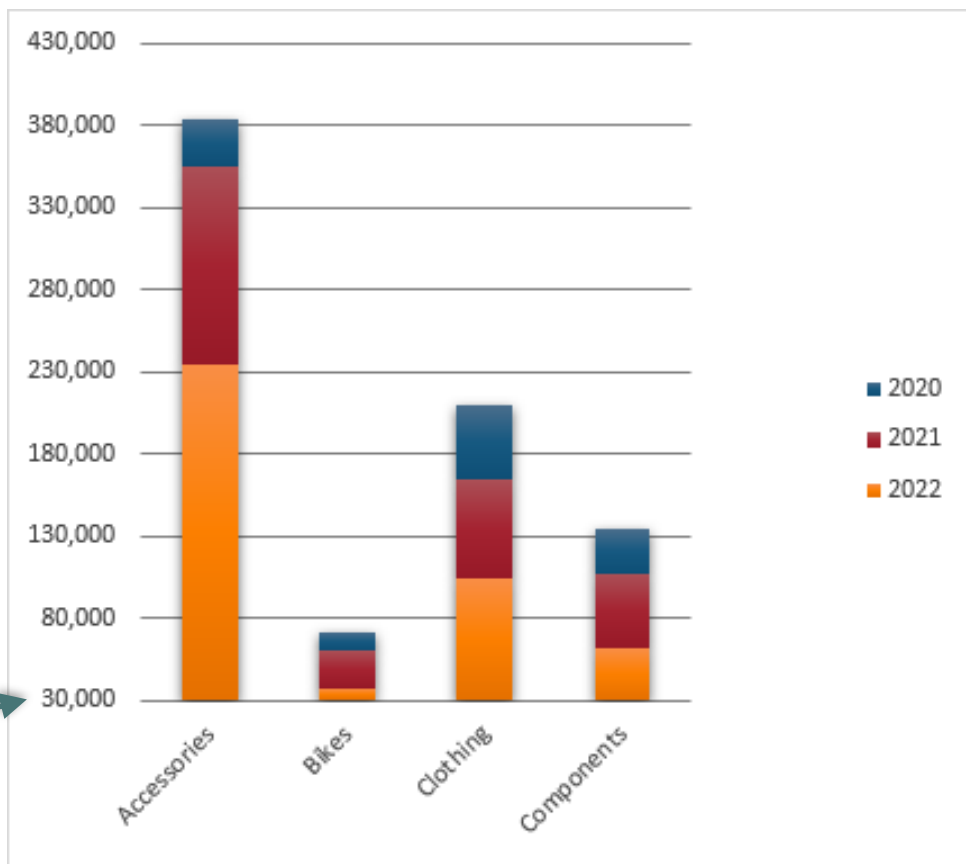


Dark backgrounds don't aid interpretation.

# Make the data the star of the show



# Mistake 3: Axis Starting Point

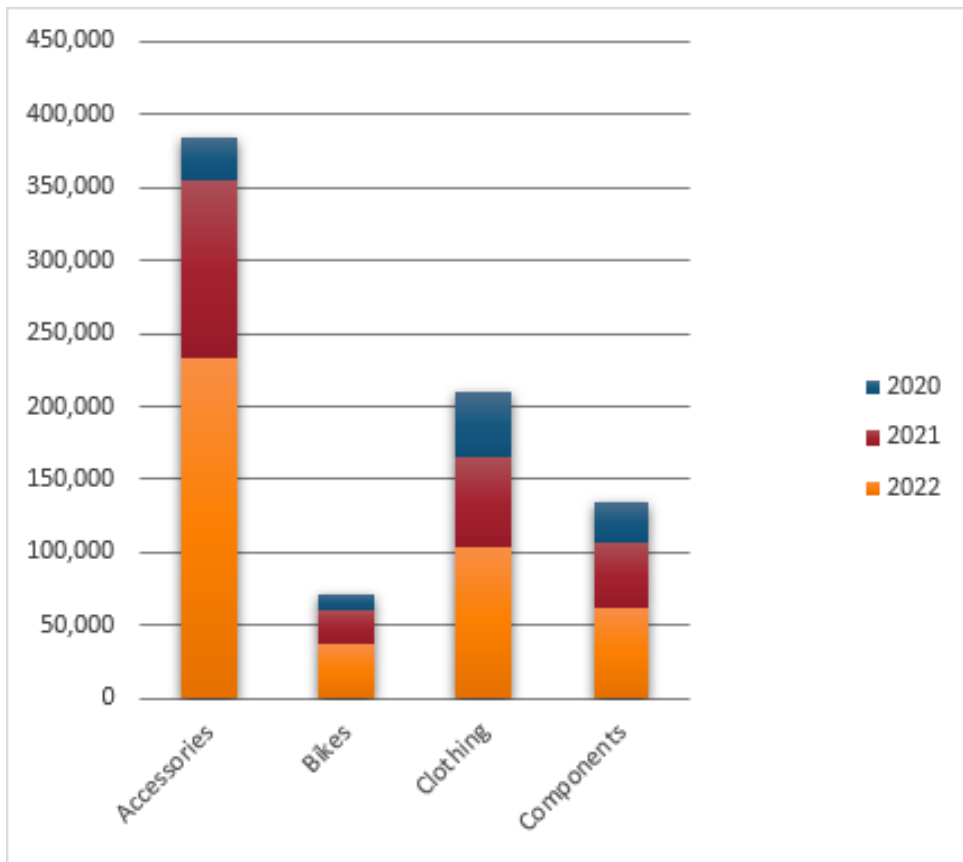


Column chart vertical axis should ALWAYS start at zero!

# Column heights are subconsciously compared

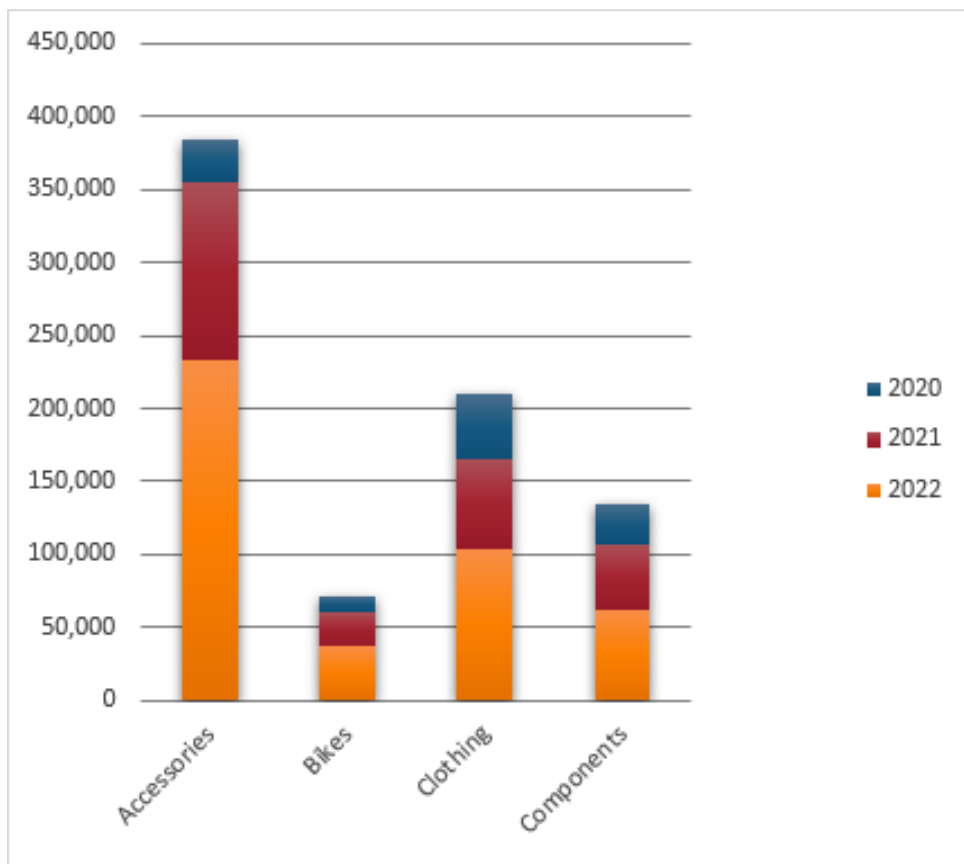


Starting the vertical axis above zero distorts the difference between columns.



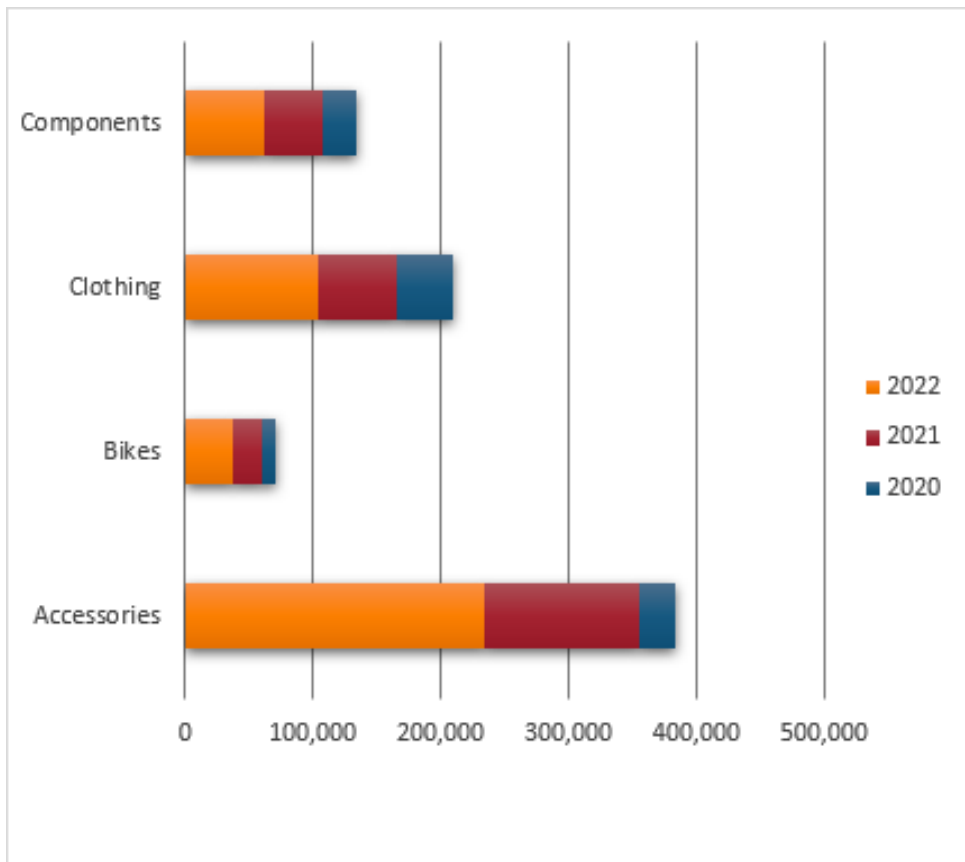


# Mistake 4: Angled Axis Labels

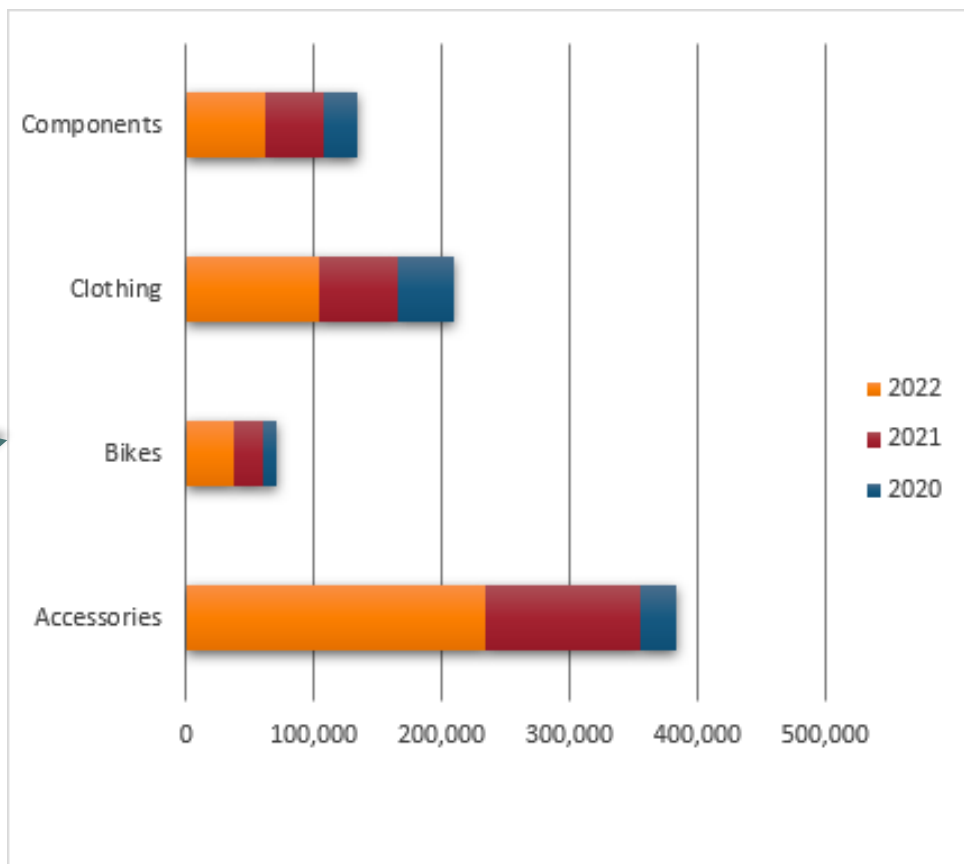


Don't make people turn their head to read your chart.

# If labels are long, use a bar chart

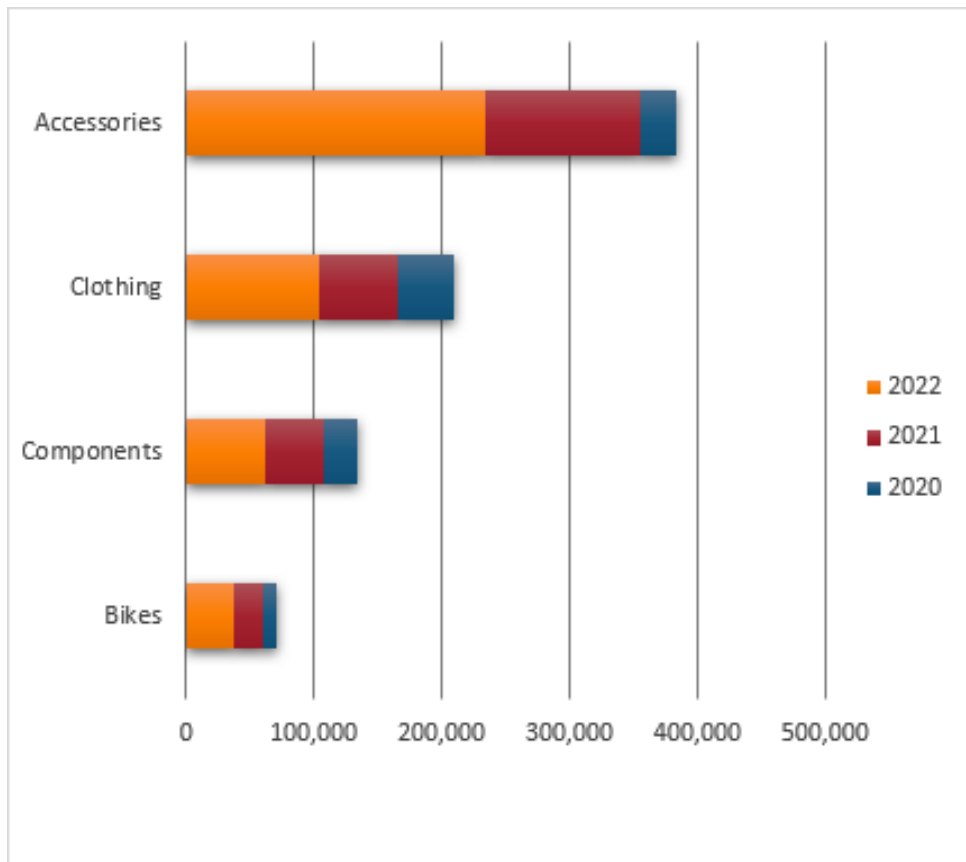


# Mistake 5: Sorting

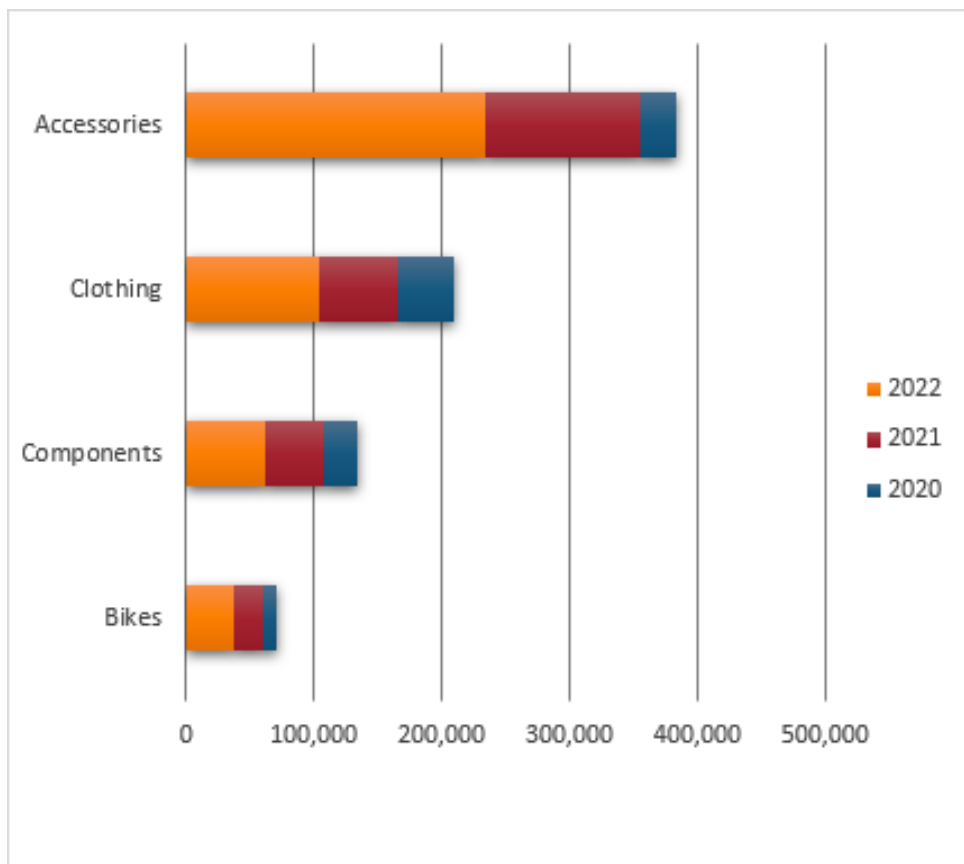


Sort data in order to aid interpretation.

# Sorted data is quicker to interpret

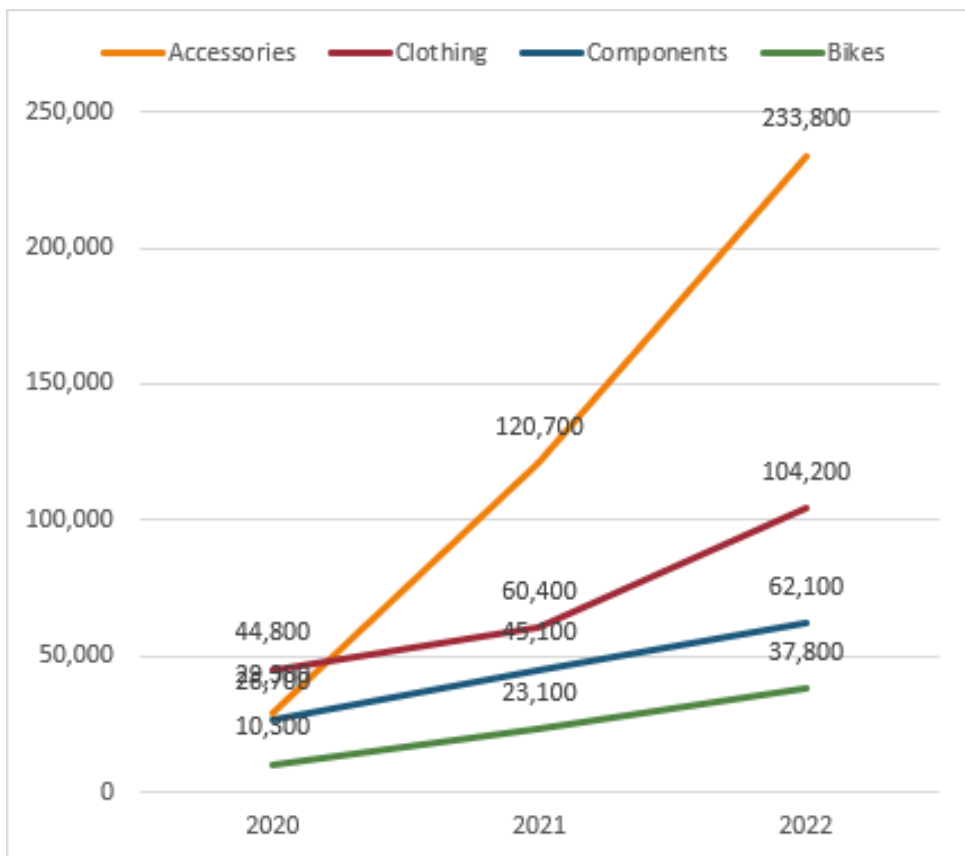


# Mistake 6: Wrong Chart Choice

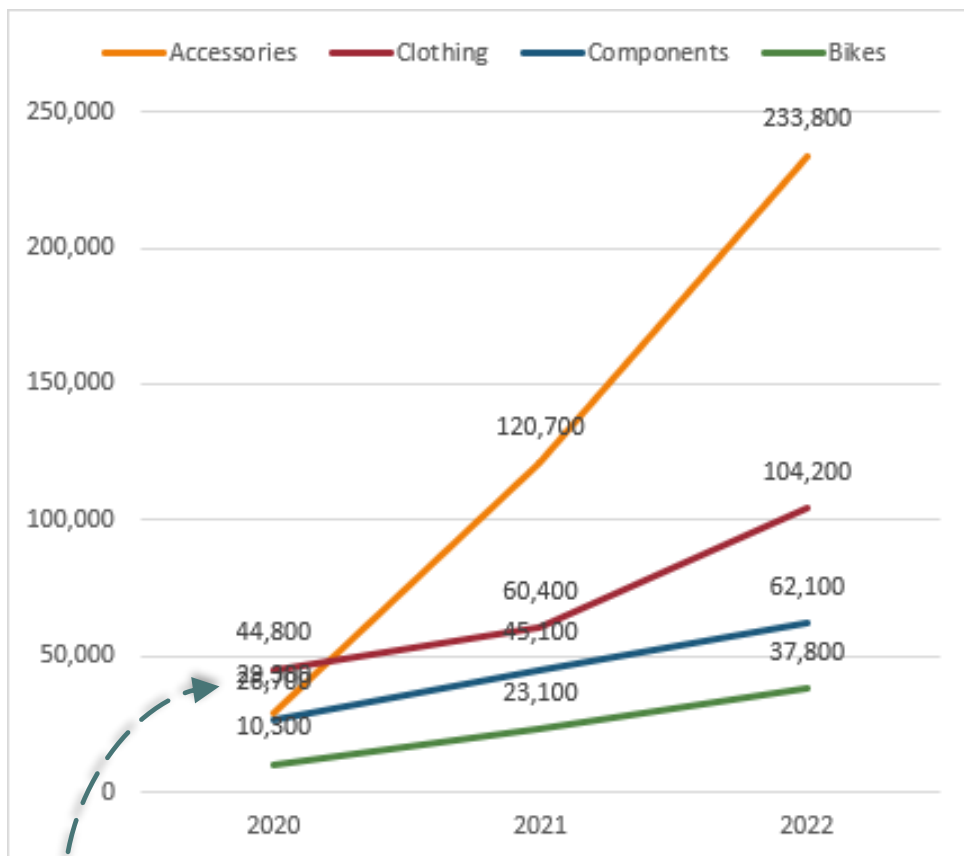


Stacked charts make series difficult to compare.

# Series are easy to compare in lines

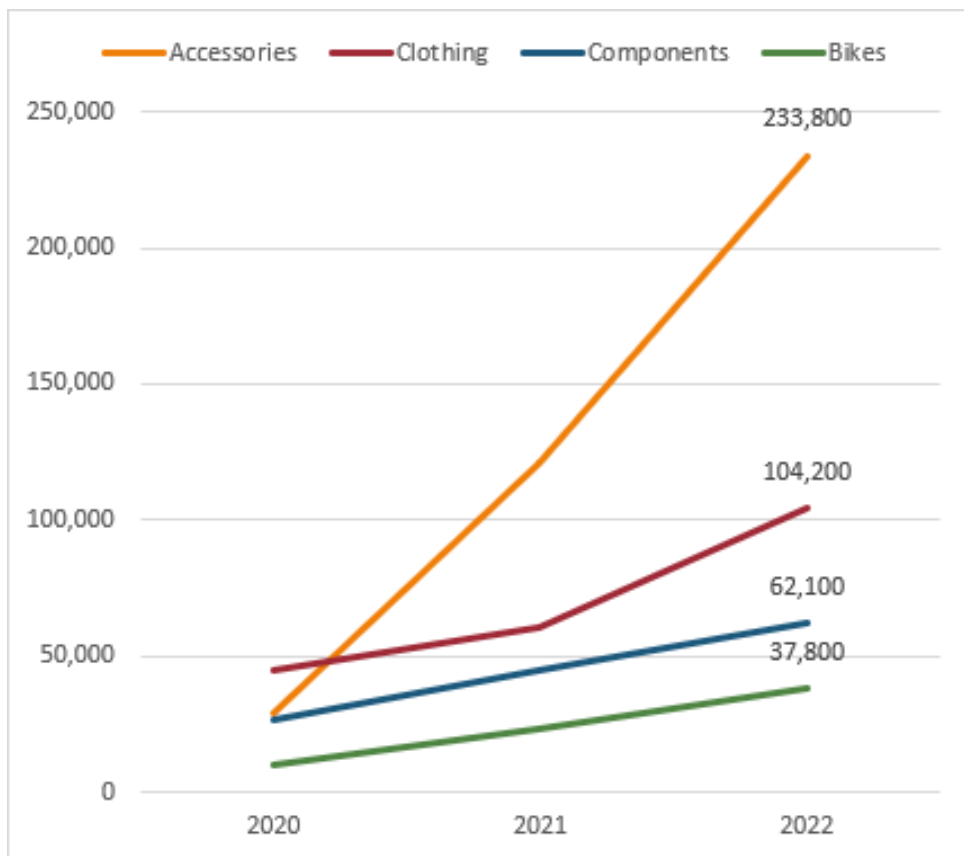


# Mistake 7: Excessive Labelling



Too many labels clutter and distract.

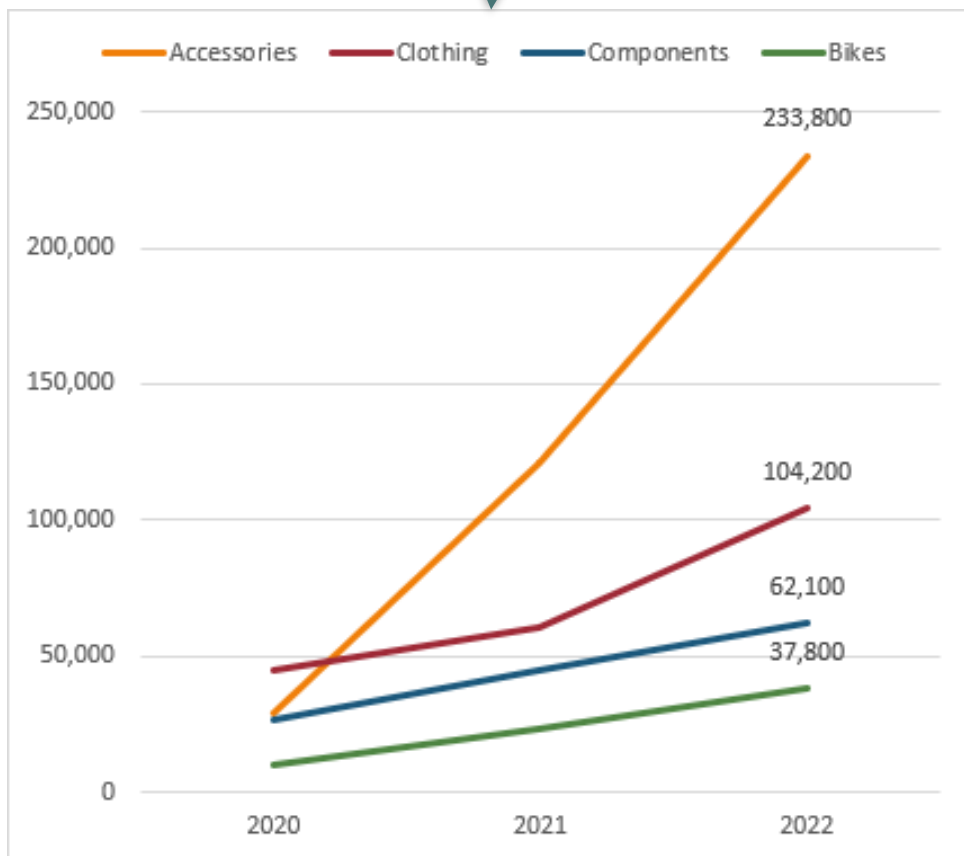
# Only label key data points





# Mistake 8: Legend Placement

Legend too far away from data.



# Label series directly

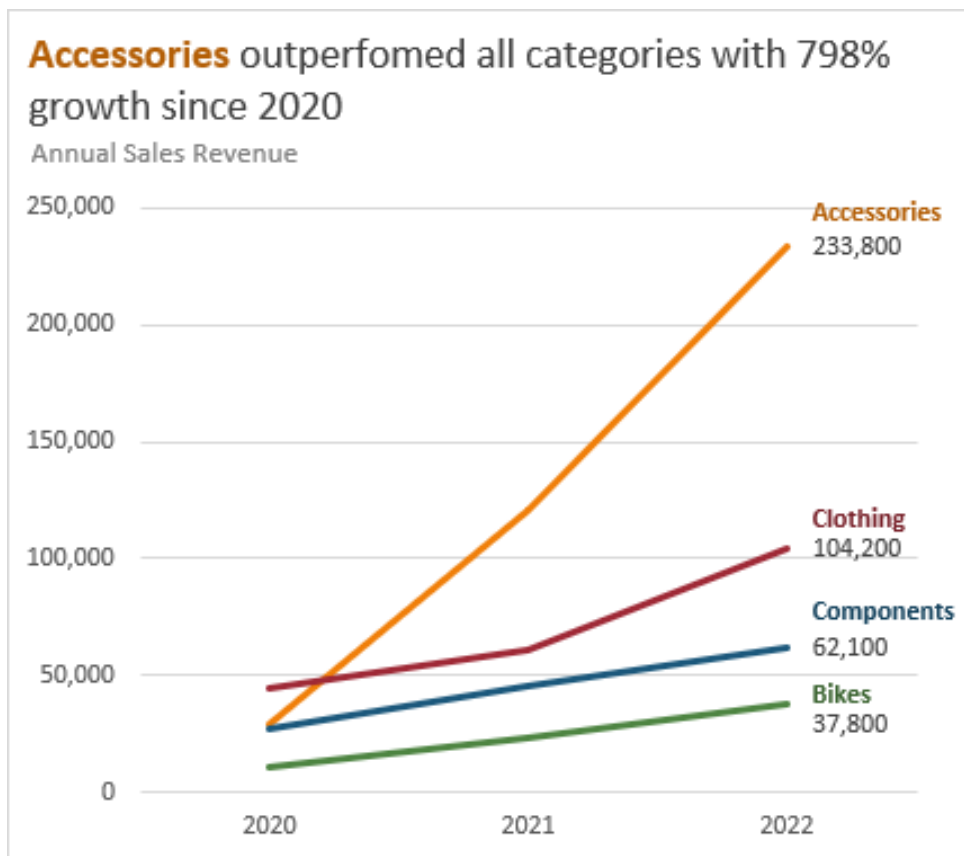


# Mistake 9: Generic Titles

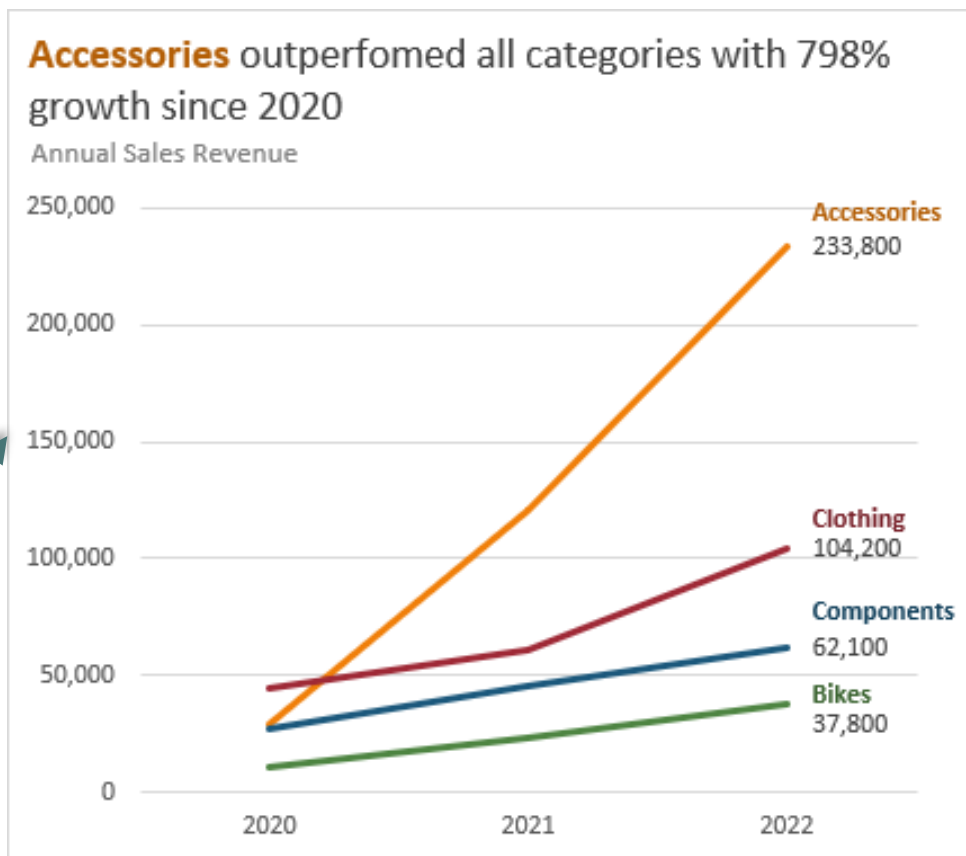
Wasted title space.



# Highlight key points in the title

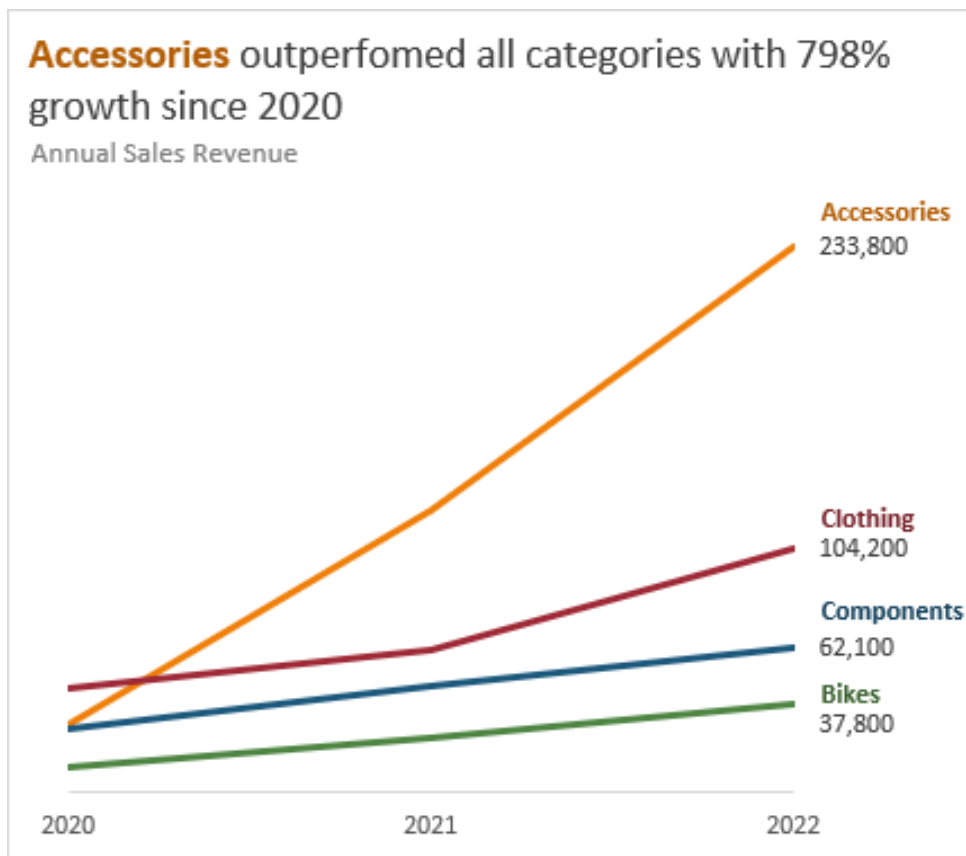


# Mistake 10: Gridlines & Axis



Consider if gridlines & vertical axis are required.

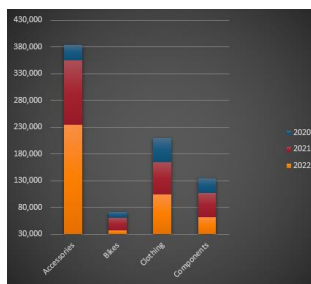
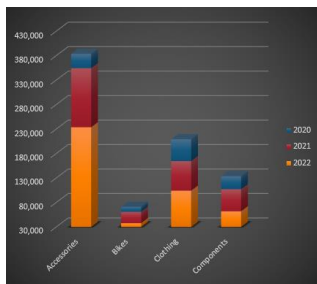
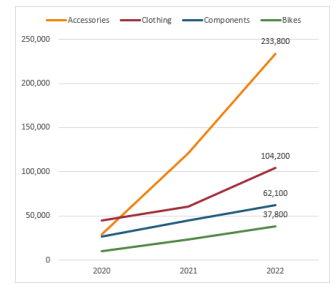
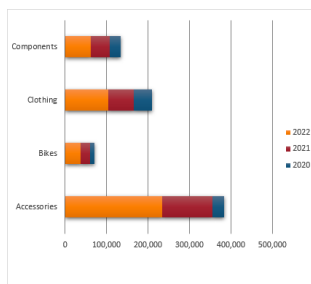
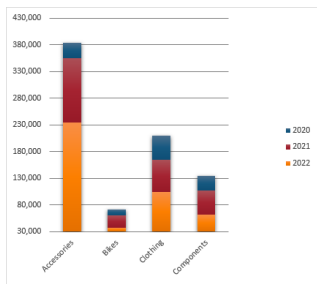
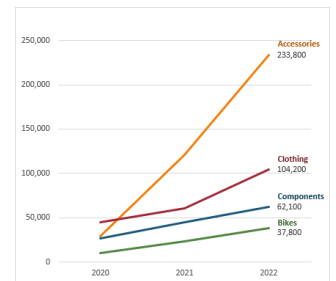
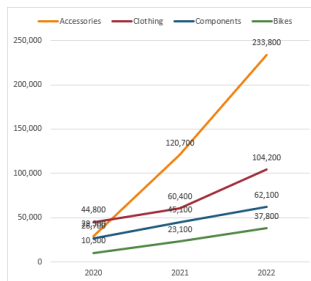
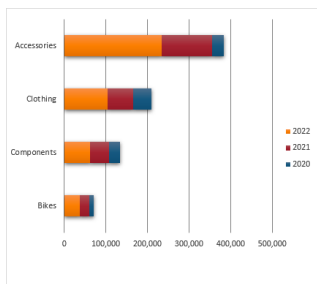
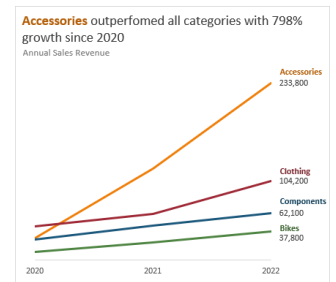
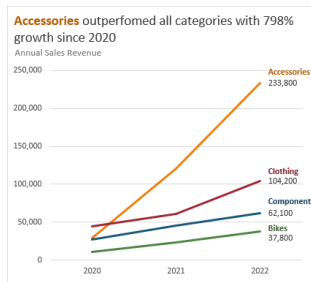
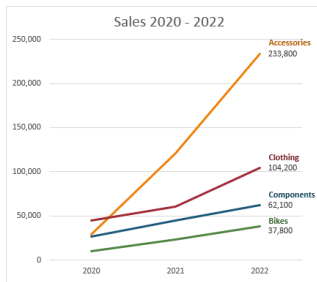
# Pro charts convey key information FAST



# Where are you on the chart scale?

## Speed to Interpret

Fast



Slow

Amateur

Pro





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