



VISUALIZATION TIPS FOR DATA ANALYSIS

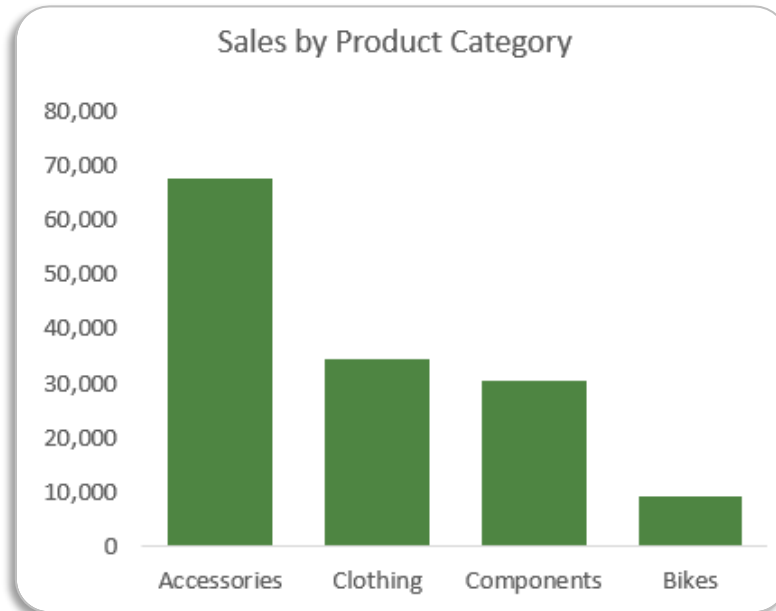


Download the hi-res PDF: bit.ly/viztipspdf

1 Choose the right chart: Make data fast to interpret and insightful

[Choose the Right Chart Masterclass](#)

Column/Bar Chart



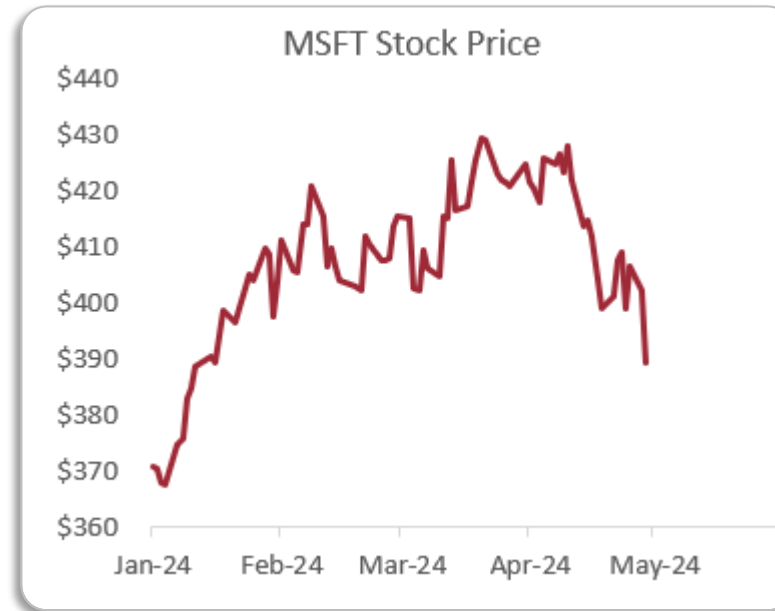
When?

Compare data across categories (or time).

Best Practice:

- Sort data by value.
- Always start vertical axis at zero.

Line Chart



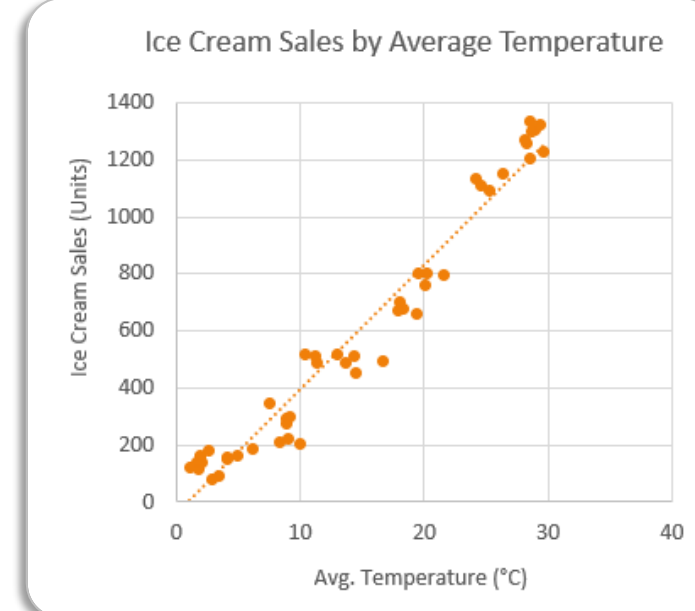
When?

Compare data over time or sequential categories.

Best Practice:

Do not overload with too many lines.

Scatter Plot



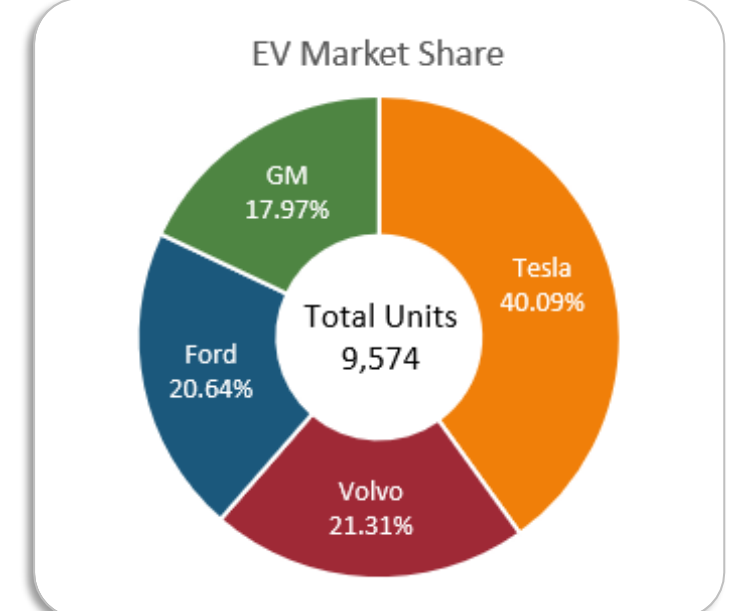
When?

Show correlation between two factors.

Best Practice:

Plot the dependent variable on the vertical axis

Pie/Donut Chart:



When?

Show parts of a whole. (Alternatively, use Pie Chart.)

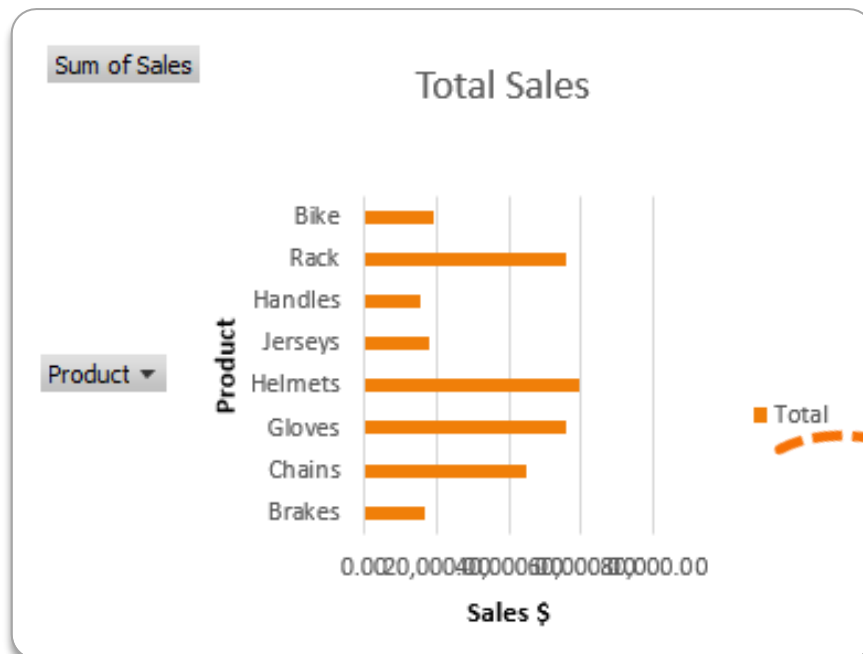
Best Practice:

Only use when you have 5 or less segments.

2 Simplify your charts: Remove clutter - less is more

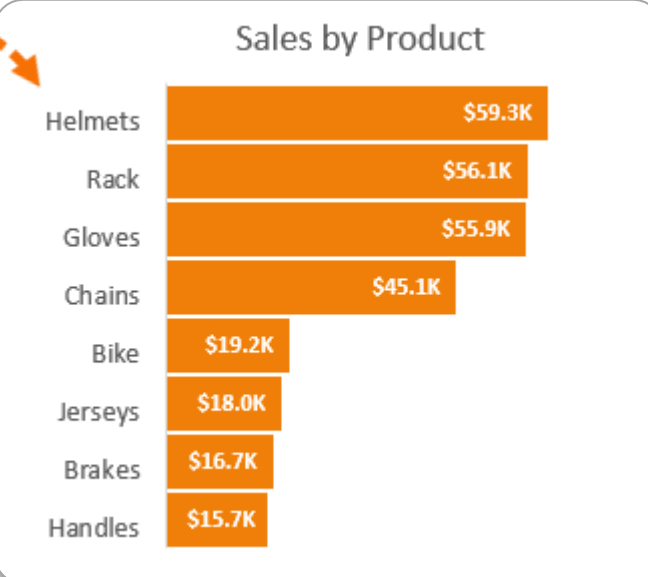


[Chart Formatting Masterclass](#)



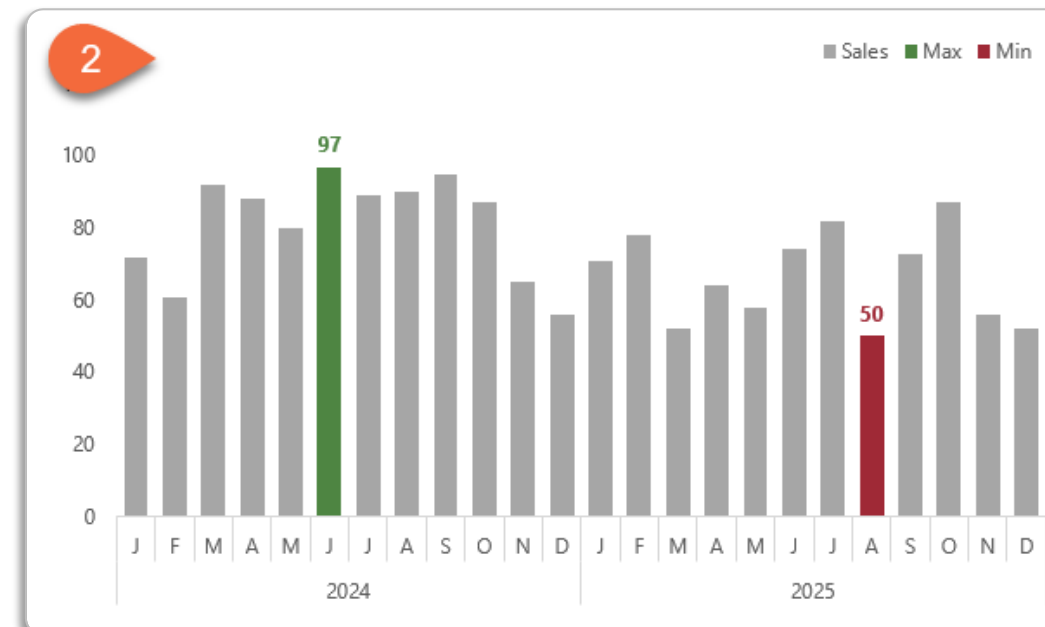
Top 10 Tips:

1. Remove gridlines
2. Remove redundant legend
3. Hide all field buttons on chart
4. Remove cluttered axis
5. Reduce gap width between bars
6. Sort Smallest to Largest
7. Add & format data labels
8. Scale data label values to K, M, B etc.
9. Make chart title more meaningful
10. Remove axis tick marks



3 Use Conditional Formatting: Highlight important points

2



Step by Step:

1. Create new conditional columns using the IF function for the columns to highlight - in this example, the max and min values.
2. Insert a **Clustered Column Chart**.
3. Format the max and min series columns with a unique color.
4. Add data labels if desired.

The chart will automatically highlight the maximum and minimum values as the data changes.

Year	Month	Sales	Max	Min
2024	J	72		
	F	61		
	M	92		
	A	88		
	M	80		
	J	97	97	
	J	89		
	A	90		
	S	95		
	O	87		
	N	65		
	D	56		
2025	J	71		

Format Max and Min values with custom number format that hides zero values.

Updating data updates the chart, with conditional formatting.

[Min-Max Chart Masterclass](#)

Max	Min
97	50

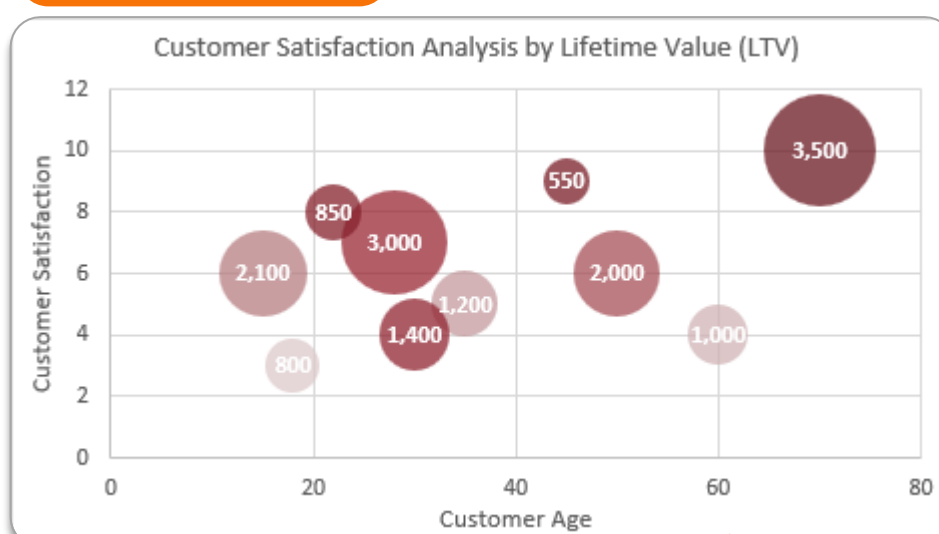
Format Cells

Category: Custom

Type: [mm:ss]0

4 Use Slicers: Make your charts interactive

All Data:



How?

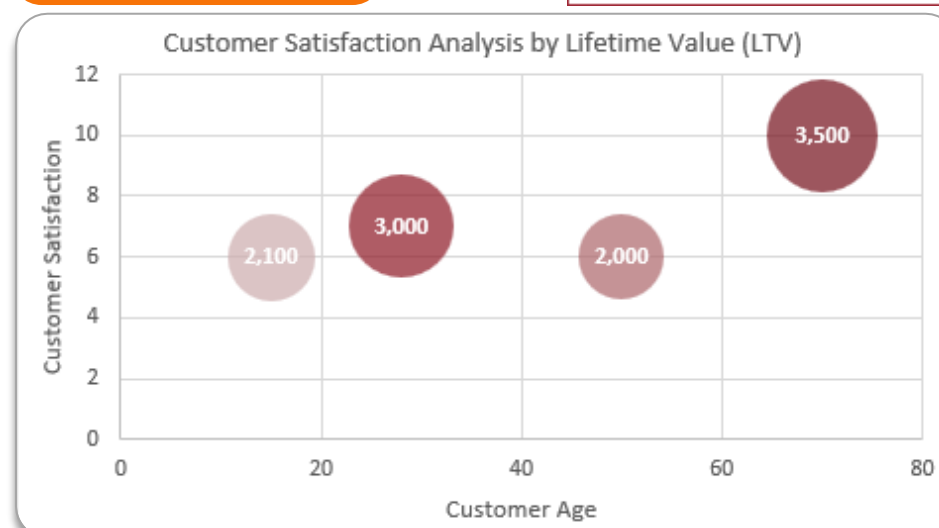
Format chart data in a table > Insert Tab > Slicer > Select filter criteria

Bubble size represents LTV

[Slicers Masterclass](#)

Select slicer values to filter for high LTV customers

Filtered Data:



LTV Range

0-1000 1000-2000
2000-3000 3000-4000

5 Use Sparklines: Visualize large datasets

How?

Select the destination cells > Insert tab > Sparklines group > Columns > Select the data range

Benefits:

1. Reduces chart clutter when data has too many data points.
2. Perfect for summaries or dashboards where space is limited.

Weight Tracker (kgs)

Name	Jan	Feb	Mar	Apr	May	Jun	Trend
Ethan	98.7	95.8	93.4	90.2	94.8	98.8	
Sophie	99.8	93.7	90.2	88.1	85.8	83.3	
Lucas	81.9	84.6	86.1	87.9	85.2	80.5	
Isabella	77.3	74.4	70.9	74.0	68.4	66.6	
Mason	73.6	76.9	79.2	81.2	78.3	80.8	
Ava	69.9	72.1	73.3	76.8	74.1	69.3	

Sparklines are in-cell mini charts.

[Sparklines Masterclass](#)

