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Excel charts and graphs templates

Data visualization is a powerful tool for communicating complex information in an engaging way. With information visualization, our brain can synthesize and preserve content more effectively, increasing its impact. But if the data is not properly displayed, it can do more damage than well. The wrong presentation can decrease the data message or, worse, do not represent it entirely. That's why good data display is based on good design. And it's more than choosing the right chart type. It is a matter of presenting the information in an easy way to understand and intuitive to navigate, making the viewer do as little work as possible. Of course, not all designers are data visualization experts, which is why much of the visual content we see is, well, less than stellar. Here are 10 data display errors you are probably doing and quick fixes to fix them. 1) Misordering Pie Segments Pie charts are some of the simplest views, but are often over-complicated. Segments should be sorted intuitively (and should not include more than five segments). Here are two ways to order your pie charts, both of which will draw the reader's attention to the most important information. Option 1: Place the bigger section at 12 o'clock, go clockwise. Place the second largest section at 12 o'clock, going counterclockwise. The remaining sections can be placed below, continuing counterclockwise. Option 2: Launch the largest section at 12 o'clockwise, place the remaining sections in descending order, going clockwise. 2) using Non-Solid lines in a dashed line card and dashed lines can be distracting. Instead, use a solid line and colors that are easy to distinguish between them. 3) provision of data not intuitively the content must be presented logically and intuitively to drive readers through data. order categories in alphabetical order, sequential, or by value. 4) get your data make sure that no data is lost or hampered by design. For example, use transparency in a standard area chart to make sure the viewer can see all data. 5) make the reader more work make it as easy as possible to understand the data by helping the reader with graphic elements. For example, add a trend line to a spread to highlight trends. 6) wrong representation data make sure all representations are accurate. For example, bubbles must be scaled according to the area, not to the diameter. 7) using different colors on a heat map some colors stand out more than others, giving useless weight to those data. Instead, use a single color with different shades or a spectrum between two analog colors to show intensity. 8) making bars too wide or too thin is trying to get creative with your presentation, but keeping things consistent helps your viewer. the space between bars in a bar chart should be 1/2 bar width. 9) making it difficult to compare data comparison is a valuable way to show differences, but it is useless if your viewereasily compare. Make sure all data is presented so that the reader can compare the data side by side. 10) Using 3D graphics Although they may seem exciting, 3D forms can distort perception and therefore skew data. Stick with 2D shapes to ensure that data is presented accurately. For more information on the best design practices for data display, download our free ebook, Data Visualization 101: How to design graphs and graphs. Originally published 28 May 2014 8:00:00:00 AM, updated 28 July 2017 The graphics and graphics of the building are part of the work of most people -- is one of the best ways to view the data clearly, easily digestible. (Check this guide to make better charts to learn more.) However, it is not a surprise that some people get a little intimidated by the poking prospect around in Microsoft Excel. Actually I love Excel, but I work in marketing operations, so it's pretty a requirement. That's why I thought I'd share a useful video tutorial and some step-by-step instructions for anyone out there who clings to the thought of organizing a spreadsheet full of data in a chart that actually, you know, means something. Here are the simple steps you need to build a chart or chart in Excel. And if you are short in time, check the video tutorial below. Keep in mind that there are many different versions of Excel, so what you see in the above video may not always match exactly what you will see in your version. In the instructions below, IExcel 2017 version 16.9 for Max OS X. Please follow the written instructions and demo data below (or download them as PDF: using the links below) so you can follow them. Most of the buttons and functions you will see and read are very similar in all versions of Excel. Download Demo Data | Download Instructions (Mac) | Download Instructions (PC) 1. Enter your data in Excel. First, you need to enter data in Excel. You may have exported data from elsewhere, such as a piece of marketing software or an investigation tool. Or maybe you're inserting it manually. In the example below, in column A, I have a list of answers to the question, "Incoming marketing shows ROI?", and in columns B, C and D, I have answers to the question, "Do your company have a formal sales-market agreement?" For example, column C, line 2 shows that 49% of people who have a service level agreement (SLA) also say that incoming marketing has proven ROI. 2. Choose one of the nine chart and chart options to create. In Excel, you have many choices for charts and charts to create. This includes column charts (or bar charts), line charts, pie charts, spread plot and more. See how Excel identifies each in the top navigation bar, as illustrated below: (To help you understand which type of graph/graph is best to view your data, check out our free ebook, how to use data display to win your audience.) 3. Evide your data and 'Insert'desired chart. The data I'm working with will be better in a bar chart, so let's do it. To make a bar chart, highlight the data and include the titles of the X and Y axis. Then, go to the 'Insert' tab and in the chart section click the column icon. Choose the desired chart from the drop-down window that appears. In this example, I chose the first two-dimensional column option -- just because I prefer flat bar graphics over the 3-D look. See the resulting bar chart below. 4. Turn the data on each axis if necessary. If you want to activate what appears on the X and Y axis, right-click the bar chart, click 'Select Data' and click 'Switch Row/Column.' This will re-arrange that axes carry which data pieces in the list shown below. When you're done, click 'OK' down. The resulting chart would look like this: 5. Adjust the layout and colors of the data. To change the labeling and legend layout, click the bar chart, and then click the 'Chart Design' tab. Here, you can choose which layout you prefer for chart title, axis titles, and legend. In my example (see below), I clicked on the option that showed colors and legends of the softer bar under the chart. To further format the legend, click on it to reveal the 'Format Legend' sidebar, as below screenshot shown. Here, you can change the fill color of the legend, which in turn will change the color of the columns themselves. To format other parts of the chart, click on them individually to reveal aFormat the window. 6. Change the size of the legend labels and chart axis. When you make a chart in Excel, the size of your axis and the labels of the legends could be a little small, depending on the type of chart or chart you choose (bar, cake, line, etc.). Once you create your chart, you'll want to blow up those labels, so they're legible. To increase the size of the chart labels, click on them individually and instead of revealing a new Format window, click back in the 'Home' tab in the Excel upper navigation bar. Then, use the font and size drop-down fields to expand or reduce the legend labels and chart axis at your liking. 7. Change the measurement options of the Y axis if you want. To change the type of measurement shown on the Y axis, click the Y axis percentages in the chart to reveal the 'Format Axis' window. Here, you can decide whether you want to display units located in the Axis Options tab, or if you want to change if the Y axis shows percentages to 2 decimal points or 0 decimal points. As my graph automatically sets the maximum percentage of the Y axis to 60%, I may want to change it manually to 100% to represent my data on a more universal scale. To do so, I can select the 'Maximum' option -- two fields under 'Bounds' in the Axis Format window -- and change the value from 0.6 to 1. The resulting chart would change to look like the one below (Home has increased the font size of the Y axis via the 'Home' tab, so you can see the difference): 8.your data, if you wish. To sort the data so that respondents' responses appear in reverse order, right-click the chart and click 'Select Data' to reveal the same options window you called in Step 3 above. This time, click the arrows up and down, as below screenshot shown, to reverse the order of your data on the chart. If you have more than two data lines to adjust, you can also reorganize them in ascending or decreasing order. To do this, highlight all your data in cells above the chart, click 'Data' and select 'Sort' as below screenshot shown. You can choose to order based on the smallest or larger to the smallest, depending on your preference. 9. Title of the chart. Now comes the fun and easy part: name the chart. By now, you'd have figured out how to do it. Here's a simple clarification. Immediately after doing the chart, the title that appears will probably be "Chart Title", or something similar depending on the version of Excel you are using. To change this label, click "Change Title" to reveal a typing cursor. You can then freely customize your chart title. When you have a title you like, click on 'Home' on the top navigation bar and use font formatting options to give your title the emphasis it deserves. See these options and my final chart below: Pretty easy, huh? Discover some additional resources below for additional help using Excel and displaying your data in smart ways. Additional resources for using Excel and displaying data: Want more ExcelCheck this post on how to add a second axis to an Excel chart. Originally published 22 Jun 2018 9:13:00 AM, updated 30 January 2019 advanced excel charts and graphs templates. free excel charts and graphs templates. financial graphs and charts excel templates. excel charts and graphs templates free download

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