

A hiker in a light-colored jacket and dark pants stands on a rocky mountain peak, looking out over a vast mountain range. A blue line graph is overlaid on the landscape, with its peaks and valleys corresponding to the mountain ridges and valleys. The sky is filled with soft, white clouds.

Behind the data

A picture perfect lookbook to DIY data visualization



Gauge
Chart

Best used to compare an existing percentage against a greater whole.

Introduction

We are compelled by beauty. Stunning visuals speak to us, beg for our attention, and can give the mundane an unthinkable advantage. What if you could turn the dry 1's and 0's of your data into powerful, engaging images?

These visuals represent a grandiose vision of what can be accomplished when intentional strategy and sound data meet powerful visuals. Create your own stunning visuals at <http://powerbi.microsoft.com/>.



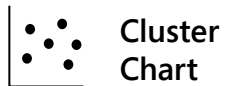


Compare data points in one or more series, or data with negative values.

”

The alchemists in their search for gold discovered many other things of greater value.

Arthur Schopenhauer
Counsels and Maxims (1890)



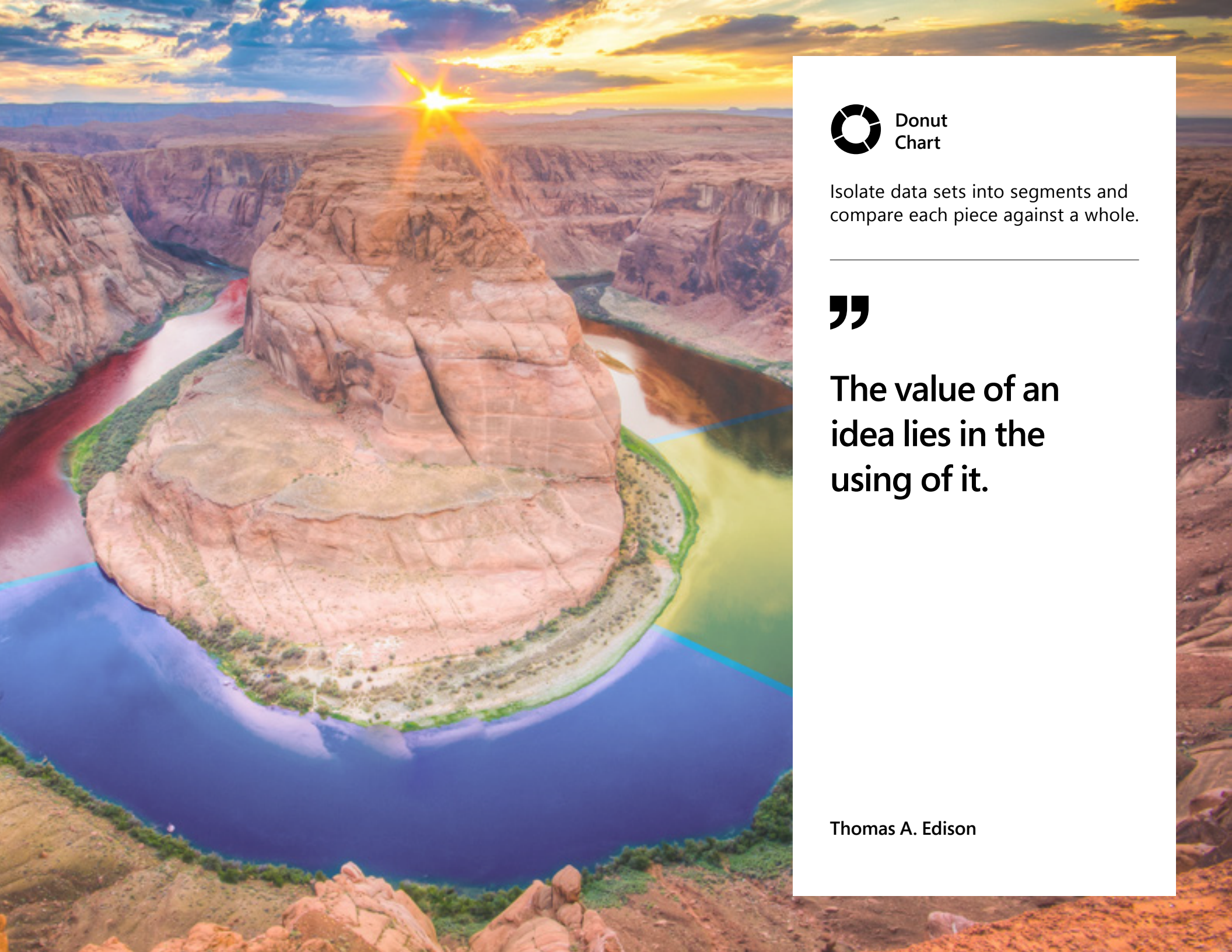
Plot the distribution of data across a spread.

”

I never guess. It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.

Sherlock Holmes

A Holmes Scandal in Bohemia (1892)



Isolate data sets into segments and compare each piece against a whole.

”

The value of an idea lies in the using of it.

Thomas A. Edison



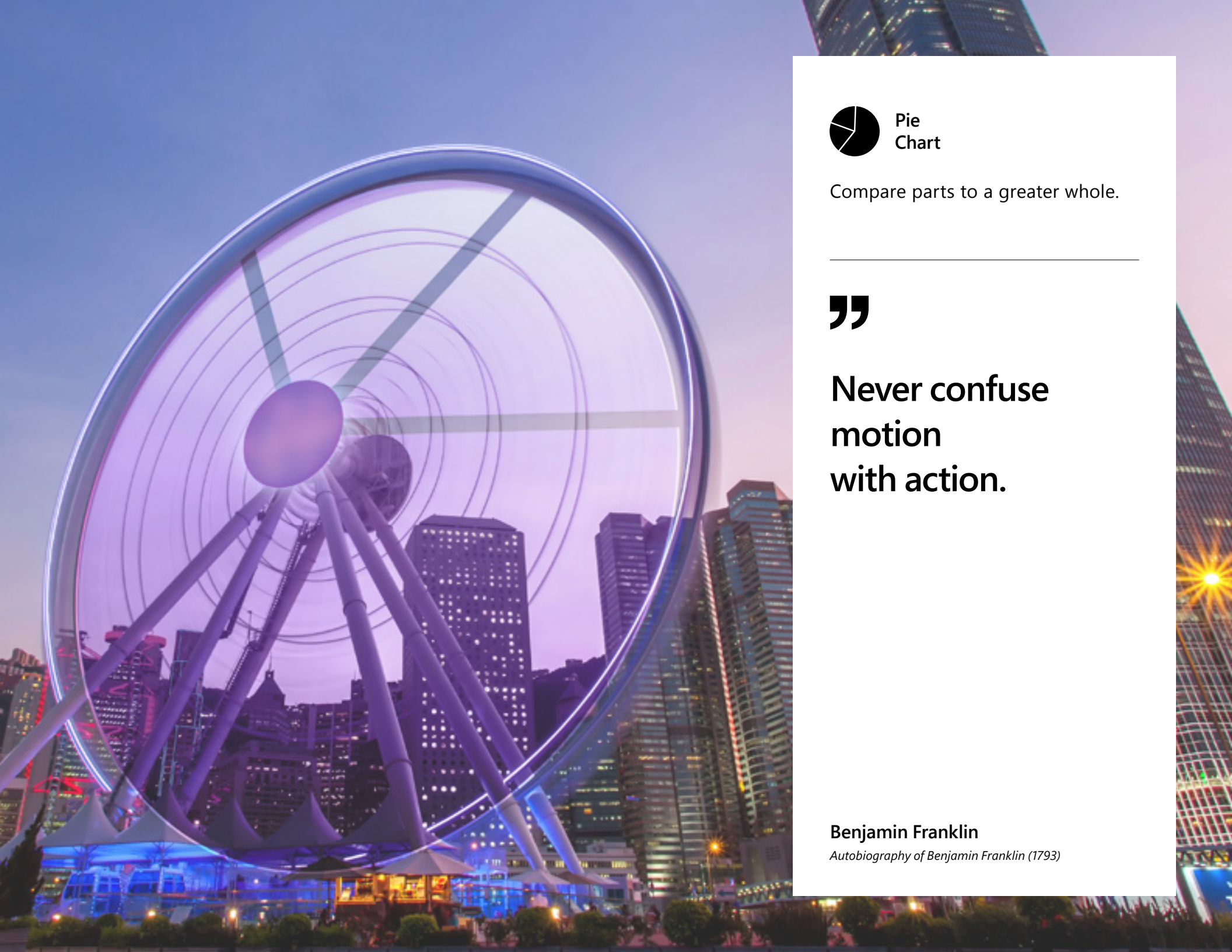
Show the passage of data from one period to the next.

”

**He who would
search for
pearls must
dive below.**

John Dryden
All for Love 1677





Pie
Chart

Compare parts to a greater whole.

”

**Never confuse
motion
with action.**

Benjamin Franklin

Autobiography of Benjamin Franklin (1793)



Area Chart

Compare the relationship of multiple variables and their changes over time.

”

Too often we forget that genius, too, depends upon the data within its reach, that even Archimedes could not have devised Edison's inventions.

Ernest Dimnet

The Art of Thinking (1928)



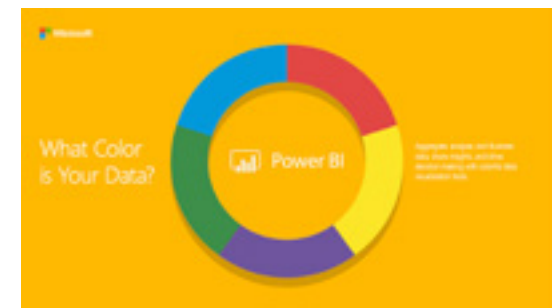


Treemap

Display large amounts of hierarchical data.

Spark a reaction

Reveal the business truths in your data and discover the impact powerful visuals have on your audience in our new eBook, [What Color is Your Data?](#)



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