Deviations

- Examples:
  - Normal distribution
  - Gaussian distribution
  - Standard deviation
  - Variance

Correlation

- Examples:
  - Pearson correlation coefficient
  - Spearman's rank correlation coefficient
  - Pearson's R

Ranking

- Examples:
  - Rank order
  - Ordinal scale
  - Ranking system

Distribution

- Examples:
  - Normal distribution
  - Binomial distribution
  - Log-normal distribution

Change over Time

- Examples:
  - Time series analysis
  - Time-lapse photography
  - Temporal trends

Magnitude

- Examples:
  - Absolute magnitude
  - Relative magnitude
  - Magnitude scale

Part-to-whole

- Examples:
  - Pie chart
  - Donut chart
  - Circle graph

Spatial

- Examples:
  - Geographic heat map
  - Location-based analytics
  - Spatial distribution

Cross濶

- Examples:
  - Linear regression
  - Multiple regression
  - Correlation coefficient

Visual vocabulary

Designing with data

There are so many ways to visualise data - how do we know which one to pick? Use the categories across the top to decide which data relationship is most important in your story, then look at the different types of chart within the category to form some initial ideas about what might work best. This list is not meant to be exhaustive, nor a wizard, but is a useful starting point for making informative and meaningful data visualisations.

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