

## Best practices for presenting your data

Alt-text Figure 2 - A pie chart with too many categories

A pie and a bar chart showing the same data from a survey on social customer service: 45% excellent, 30% mediocre, 15% awful and 10% average. It emphasises that for 4 categories a bar chart is more visually appealing

Alt-text Figure 3 - A bar graph without a baseline.

Illustration of two bar plots. Both indicate the quantity of "a" and "b" measures of "X" and "Y" subjects. However, the plot on the left of the y-axis goes from 0 to 100, while on the right, it goes from 50 to 100. The difference between a and b seems greater on the right-side plot - a truncated axis distortion - which leads to message exaggeration/understatement type of deception