

WHICH TOOL IS RIGHT FOR YOUR DATAVIZ PROJECT?

A sample of available options.

CATEGORY	QUALITIES		TOOLS	TIERS			CHART TYPES		EXPORT FORMATS	
	Pros	Cons		Free	Register	Pay	Basic	Advanced		
Data manipulation	<ul style="list-style-type: none"> • Easy to use • Quick output good for testing, prototyping • Good for everyday dataviz, visual confirmation 	<ul style="list-style-type: none"> • Tools focused more on data than visualization • Templated designs not necessarily optimal • Not many advanced chart types 	Microsoft Excel	•	•	•	•	•	• bmp, gif, jpg, pdf, png	
			Google Sheets	•	•					• html, png
			Numbers (Apple)	•	•					
Prototyping	<ul style="list-style-type: none"> • Easy to use and free online • Relatively good-looking output for prototyping, export • Good for everyday dataviz, visual confirmation 	<ul style="list-style-type: none"> • A little harder to adjust data and visualize than with data manipulation tools • Feature sets/chart types inconsistent between tools • Some features require pay 	Datawrapper	•	•	•	•	•	• html, pdf, png	
			Raw	•	•					• html, png, svg
			Chartbuilder	•						
Online and desktop workspaces	<ul style="list-style-type: none"> • Deeper feature sets than prototyping tools • Good, somewhat customizable design output • Good for visual confirmation, exploration, everyday dataviz 	<ul style="list-style-type: none"> • Steep learning curve • Feature sets still somewhat inconsistent between tools • Pay tier required to keep charts private 	Infogr.am	•	•	•	•	•	• html, png	
			Vizable	•	•	•	•	•	•	• png
			Plot.ly	•	•	•	•	•	•	•
Analytics and visualization platforms	<ul style="list-style-type: none"> • Powerful data and visual analytics systems • Good for building visual analysis teams • Good for visual confirmation, exploration, everyday dataviz 	<ul style="list-style-type: none"> • Steep learning curve, requires formal training • Probably too much power for one-off chart making • Requires significant investment 	Quadrigram	•	•	•	•	•	• html, png, svg	
			Silk	•	•	•	•	•	•	• html
			Tableau Public	•	•	•	•	•	•	•
Design	<ul style="list-style-type: none"> • Powerful and flexible design tool • Presentation- and publication-worthy design output • Good for everyday dataviz, idea illustration 	<ul style="list-style-type: none"> • Steep learning curve, requires formal training • Not well suited to visual analysis, prototyping • Requires significant investment 	Qlik Sense	•	•	•	•	•	• html, jpg, pdf, png	
			Tableau Desktop	•	•	•	•	•	•	• bmp, html, jpg, png
			Qlik View	•	•	•	•	•	•	•
Development	<ul style="list-style-type: none"> • Flexible tools for creating charts, dashboards • Customizable, interactive output, many chart types • Good for everyday dataviz, visual exploration 	<ul style="list-style-type: none"> • Steep learning curve, requires professional development skills • Chart types available and quality of design output varies 	Illustrator	•		•	•	•	• ai, bmp, eps, jpg, pdf, png, svg	
			D3	•		•	•	•	•	• html, svg
			Google Charts	•		•	•	•	•	•
			Highcharts	•		•	•	•	• html, svg	