Visualisation rules — which form for which question

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Five typical questions, five forms · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The form follows the question, not the department's habit.** These rules can be changed: they describe a default setting, not a doctrine.

The five rules applied

Question asked	Form used	Rule and limit
How has this developed?	**Curve**	**Five series maximum** — beyond that nothing is distinguishable
Who does most, who does least?	**Horizontal bars**	**Sorted by value** — a ranking is not read in the alphabetical order of the branches
What is this total made of?	Stacked bars	**Never a pie chart beyond four slices**

Question asked	Form used	Rule and limit
Are these two quantities related?	**Scatter plot**	The one missing last month on discount versus volume
How much exactly?	**The figure alone, large, with its variation**	**A chart with one value is decoration**

What is applied without being asked

Setting	Why
Company colours	The document goes to the committee untouched
Axis starting at zero	**A truncated axis turns +3.4 % into a surge: it is the chart that lies, not the data**
Unit written out in full	« thousands of euros » beats « k€ » in front of a committee
Cut-off date in the footer	**An undated chart gets reused six months later**
Value table under the chart	The chart gives the shape, the table gives the value

What formatting was costing

Item	Before	With the agent
Producing the visualisation	**35 % of the time of an analysis request**	**5 %**
What disappears	Export, copying into a spreadsheet, colours, scales	**What remains is reviewing the visual**

> **Chart and table are produced together, in four minutes.** The order in which they appear is a committee choice, not a technical one.

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For the executive team to settle

Order retained for committee documents (chart first or table first): _____

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-daide-a-la-decision-analyse-de-donnees

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