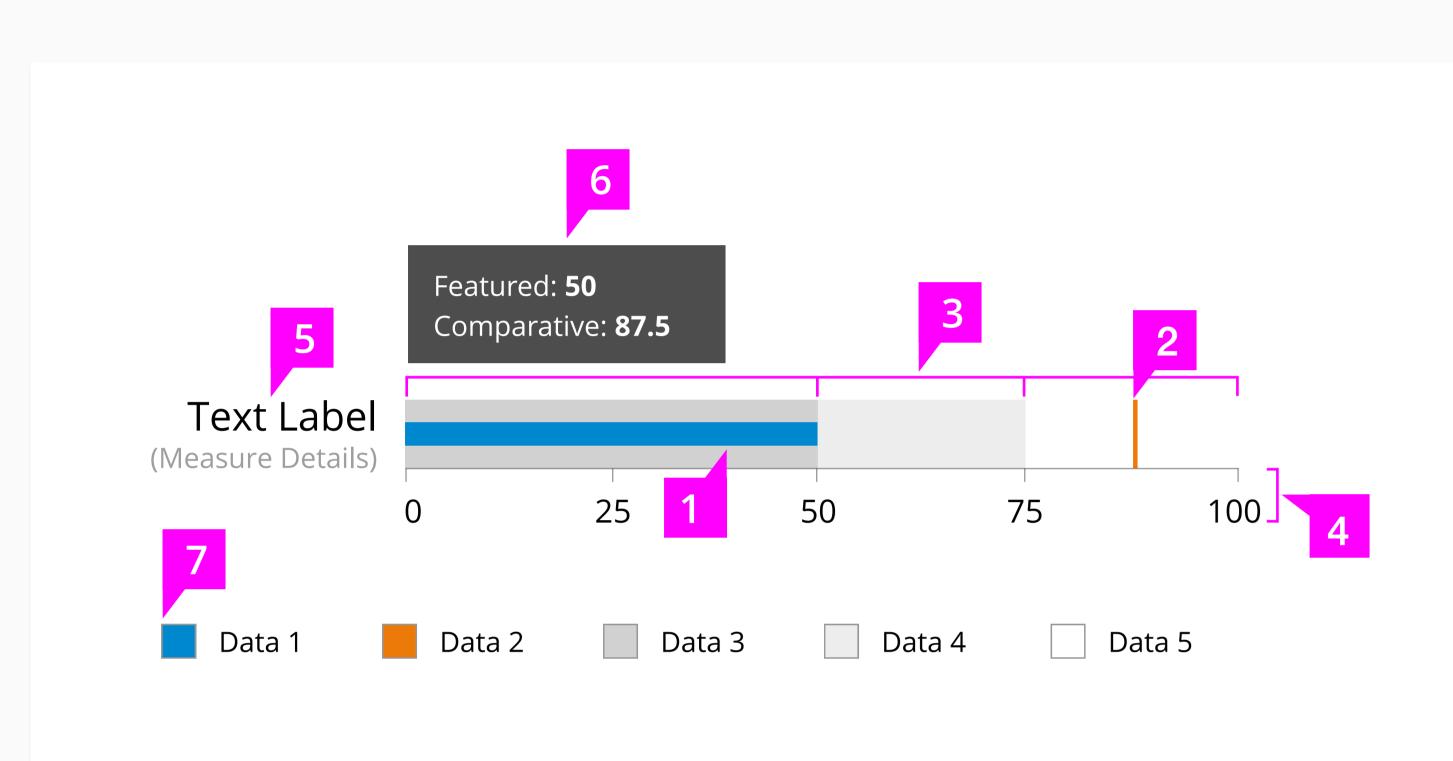
Bullet Graph

The most common use case for the bullet graph, an alternate to meters and gauges, is the comparison of one featured measure to one or more related measures within qualitative ranges. The bullet graph features one primary measure (e.g., year-to-date revenue), and one or more comparative measures (e.g., a target number, last year's revenue) displayed on a scale containing two to five qualitative ranges (e.g., poor, good, excellent).



Elements

Featured Measure Bar:

 \circ Use a visually prominant fill color for the featured measure bar.

Comparative Measure Line (optional):

- \circ Display up to two comparative measures using thin lines perpandicular to the featured measure bar.
- The featured measure bar should appear below comparative measure bars in the case of an overlap.

Qualitative Range Bars (optional):

- \circ To show the qualitative state of primary and comparative measures, display two to five qualitative ranges (e.g., poor, good, excellent).
- \circ The qualitative range fill colors should be visually less prominant than the featured and comparative measures. See color Paletter for color recommendations.

Quantitative Scale:

 \circ Display a quantitative scale of equal intervals of measure along a single linear axis. Major tick marks should be displayed at each labeled interval. Minor tick marks can be displayed between major intervals if necessary.

Text Label:

- \circ The primary measure is labeled here.
- \circ Text labels should be placed above vertically-oriented graphs and to the left of horizontally-oriented graphs.

6. Tooltip:
O Display featured and comparative measures in a hover tooltip.

7. Legend (optional):
○ Include a legend to define the featured measure, comparative measures, and qualitative ranges.

Horizontal Bullet Graph Group



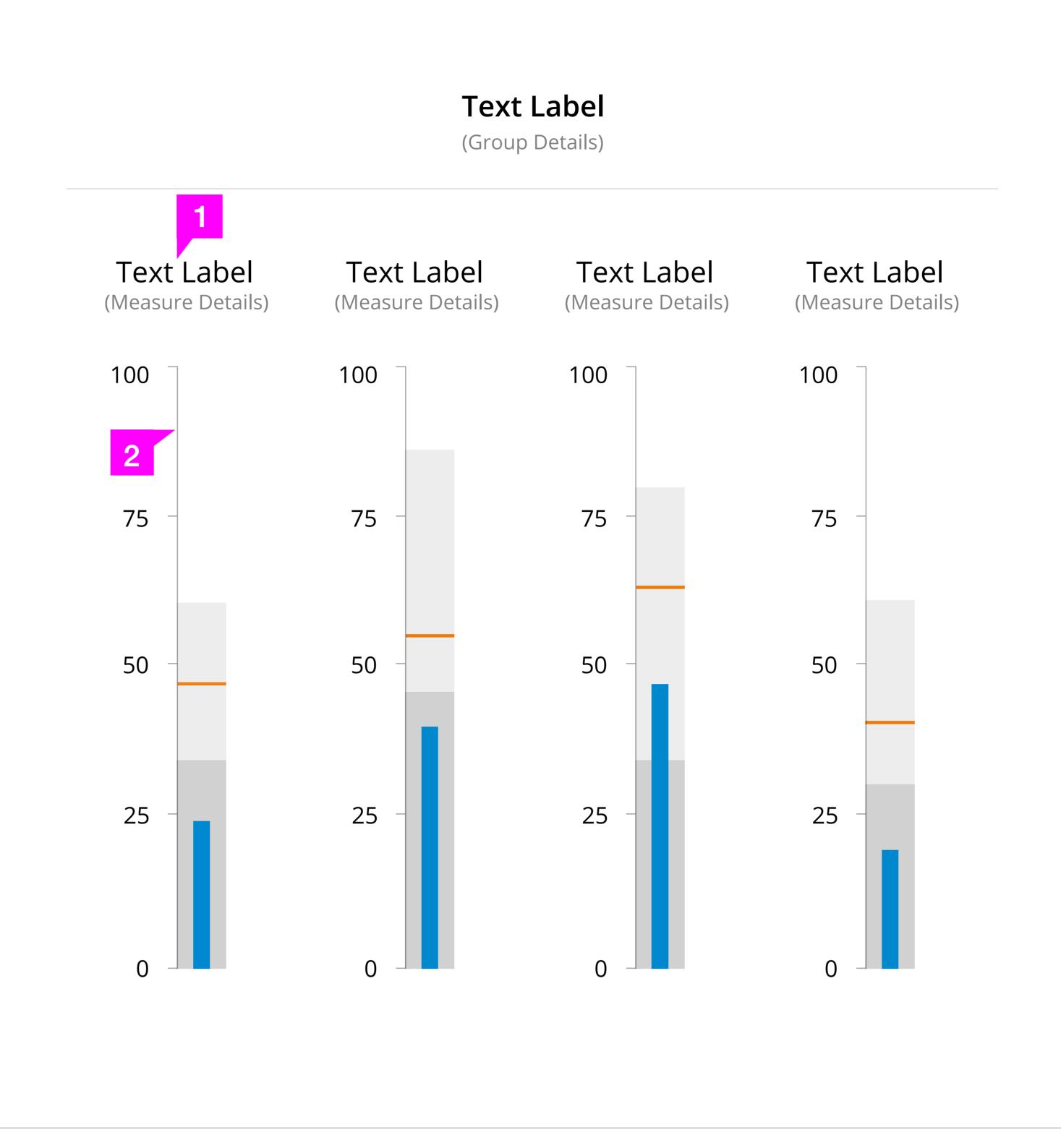
Text Label:

Position right-aligned text labels to the left of horizontally-oriented graphs.

Scale Position:

 \circ Place the scale on the bottom of vertically-oriented graphs.

Vertical Bullet Graph Group



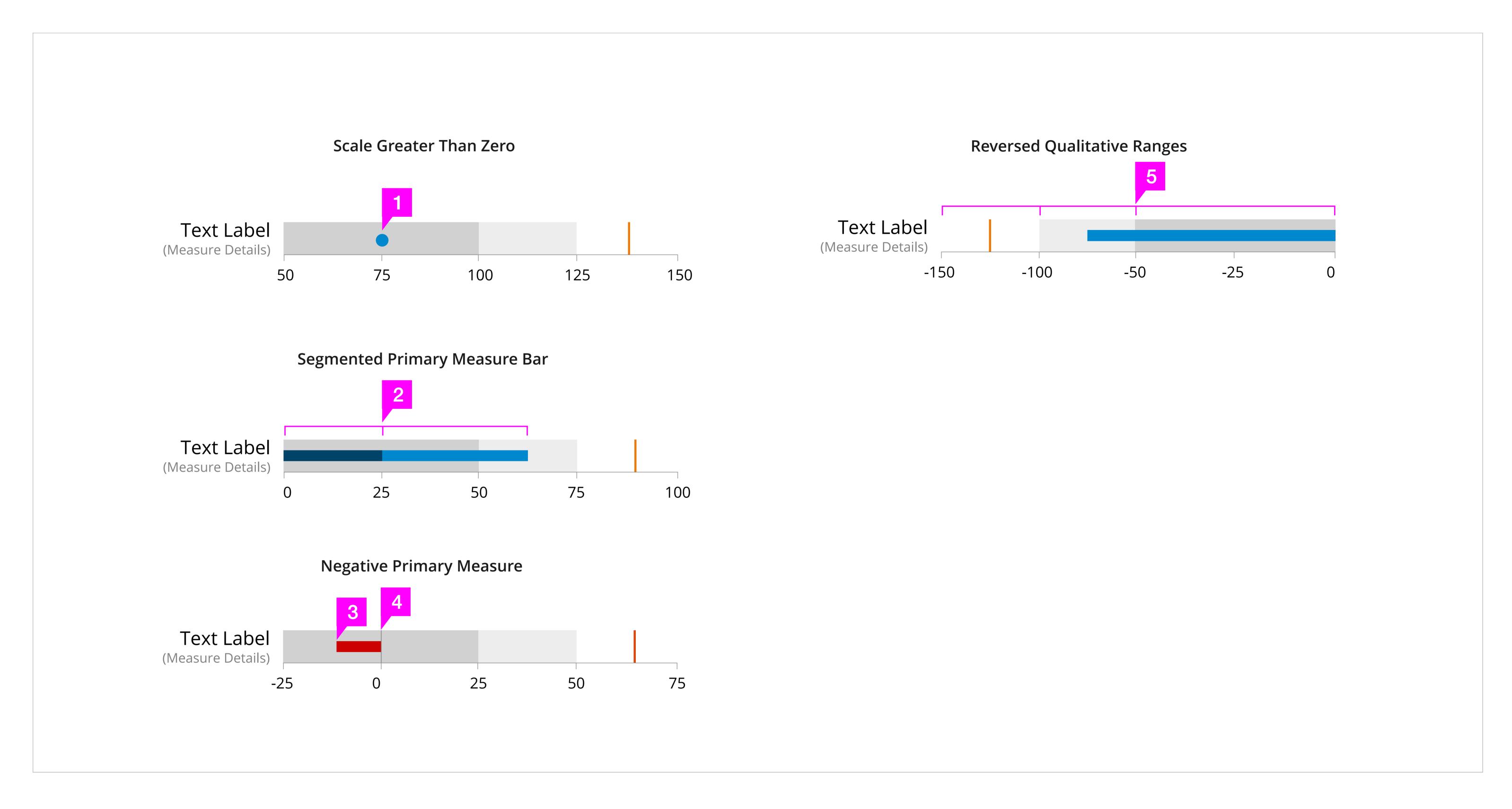
Text Label:

Position center-aligned text labels above vertically-oriented graphs.

Scale Position:

 \circ Place the scale on the left or right of vertically-oriented graphs. For consistency, scale position should be the same for all graphs in a group.

Alternative Bullet Graphs



Primary Measure Dot:

 \circ Display the primary measure as a dot when the scale starts at a value greater than zero.

. Segmented Primary Measure Bar:

 \circ Display a segmented primary measure to call out actual and projected primary measures.

. Negative Primary Measure:

• use of a red fill color for the primary measure bar is recommended when it is necessary to emphasize a low value.

Zero Line:

 Display a vertical line at the zero mark on scales containing negative and positive values.

Reversed Qualitative Ranges:

 \circ Show reversed qualitative ranges for graphs containing measures considered to be good when they are low.