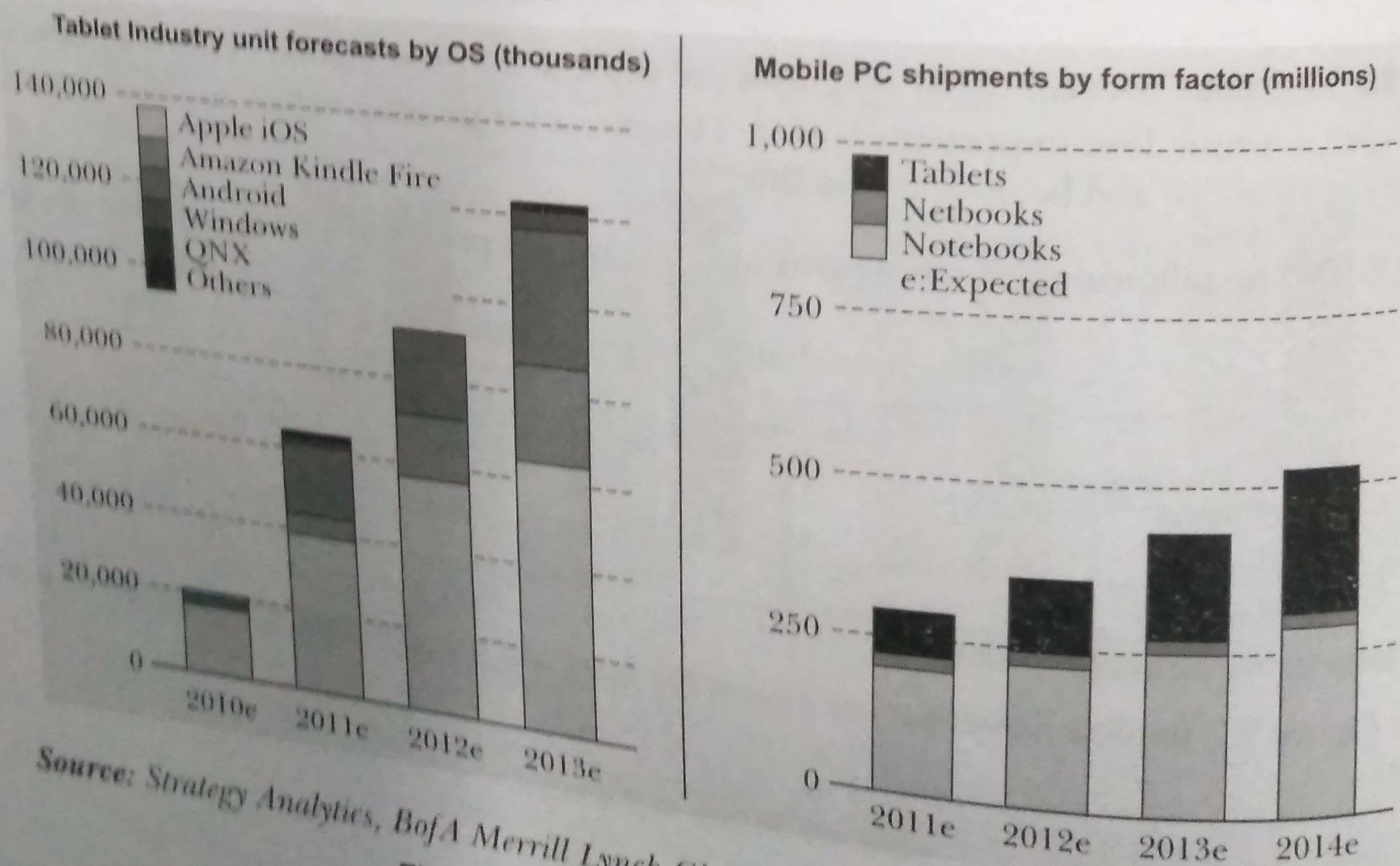


Figure 2.7: Deviation Bar Chart Pertaining to Sales and Profits

**Sub-divided Bar Diagram** Sub-divided bar diagrams are suitable for expressing information in terms of ratios or percentages. For example, net per capita availability of food grains, results of a college faculty-wise, and so on. While constructing these diagrams, the various components in each bar should be in the same order to avoid confusion. Different shades must be used to represent various ratio values but the shade of each component should remain the same in all the other bars. An index of the shades should be given with the diagram.

Each bar is drawn in order of magnitude from the largest component at the base of the bar to the smallest at the end. Since the different components of the bars do not start on the same scale, the individual bars are to be studied properly for their mutual comparison.

**Illustration** Growth Pattern of Tablet and PC



Source: Strategy Analytics, BofA Merrill Lynch Global Research, NPD Display Search  
Figure 2.8: Growth Pattern of tablet and PC