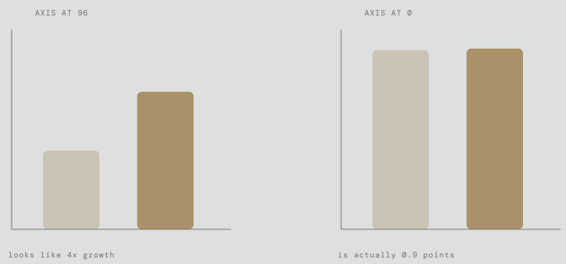
This chart is not lying. Just creative.

D8A.ACADEMY/RESOURCES/MISLEADING-CHARTS

01 The truncated axis

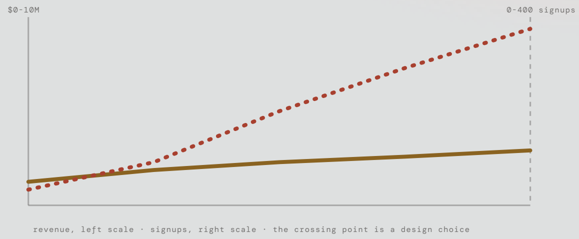
Start the axis at 96 and a rounding error becomes a rocket.



→ Bars encode value by length, so a bar axis starts at zero. Every time. Lines may zoom, but the label must say so.

02 The dual axis

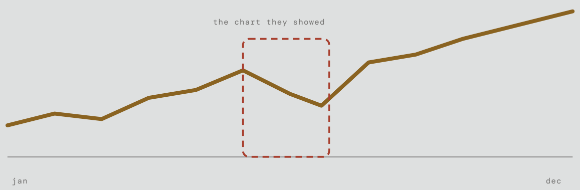
Two scales on one chart: the author picks where the lines cross.



→ If one series needs its own scale, it needs its own chart. Two panels, same width, aligned x.

03 The cherry-picked window

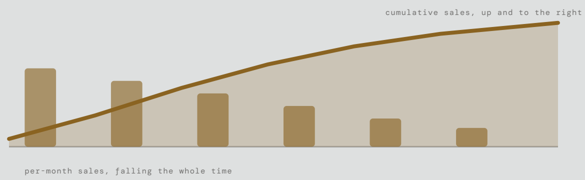
Zoom in far enough and any trend tells the opposite story.



→ Always ask: what happens outside the frame? Default to the full period, then zoom with a label.

04 The cumulative curve

Cumulative totals only ever go up. Even while the business goes down.



→ Famous keynote trick. If the metric is a running total, ask for the per-period version.

⚠ COMMON TRAPS

05 The 5-second chart audit

Five questions before you believe any chart. Save this one.

axis at zero?	Bars must. Lines that zoom must say so.
one scale?	Dual axis means the author picked the story.
full window?	What happens just outside the frame?
per period?	Cumulative curves climb through a collapse.
denominator?	A 100% jump can be 1 user to 2 users.

→ None of these tricks require fake data. That is exactly why they work.