

Visual data vocabulary

Upward trend (positive)	Downward trend (negative)	Adjectives/Adverbs to describe the specific behaviour of the pattern/trend/outcome	Time expressions
<ol style="list-style-type: none"> 1. Rise 2. Increase 3. Climb 4. Grow 5. Jump 6. Rocket 7. Surge 8. Soar 9. Leap 10. Expand 11. Escalate 12. Ascend 13. Swell 14. Multiply 	<ol style="list-style-type: none"> 1. Fall 2. Decrease 3. Shrink 4. Decline 5. Plummet 6. Descend 7. Drop 8. Reduce 9. Dip 10. Slump 11. Lessen 12. Collapse 13. Deplete 14. Tumble 	<ol style="list-style-type: none"> 1. There has been a slight decline in sales 2. Client facing sharply increased in the last quarter 3. Recruitment abruptly dropped last month 4. The company made a rapid expansion 5. Customer service dramatically improved since new management started 6. Profit has been flat over the last year 7. There has been a steady climb in ticket sales 8. We can see that pupil retention has slumped 9. Compared to the previous year, the purchase on cameras have shrunk 10. Over the three-hour period, user engagement has soared and reached its busiest period 11. From the graph, we can see the number of votes has surged to their highest value 12. Between each hour interval, we can see an ascending line, up until 3pm where online purchasing begins to tumble 	<ul style="list-style-type: none"> • At the beginning/end of the period • Over the course of • The next quarter/month/year (etc) shows • In the latter part of the graph • Over the following 3 months • Throughout this period • Between • From this point on • Over a 2-year period • In 1990, sales reached • During • Up until now • Since

