> > > **Build a Packed Bubble Chart**

Build a Packed Bubble Chart

Use packed bubble charts to display data in a cluster of circles. Dimensions define the individual bubbles, and measures define the size and color of the individual circles.

To create a basic packed bubble chart that shows sales and profit information for different product categories, follow these steps:

1. Connect to the **Sample – Superstore** data source.

2. Drag the **Category** dimension to **Columns**.

   A horizontal axis displays product categories.

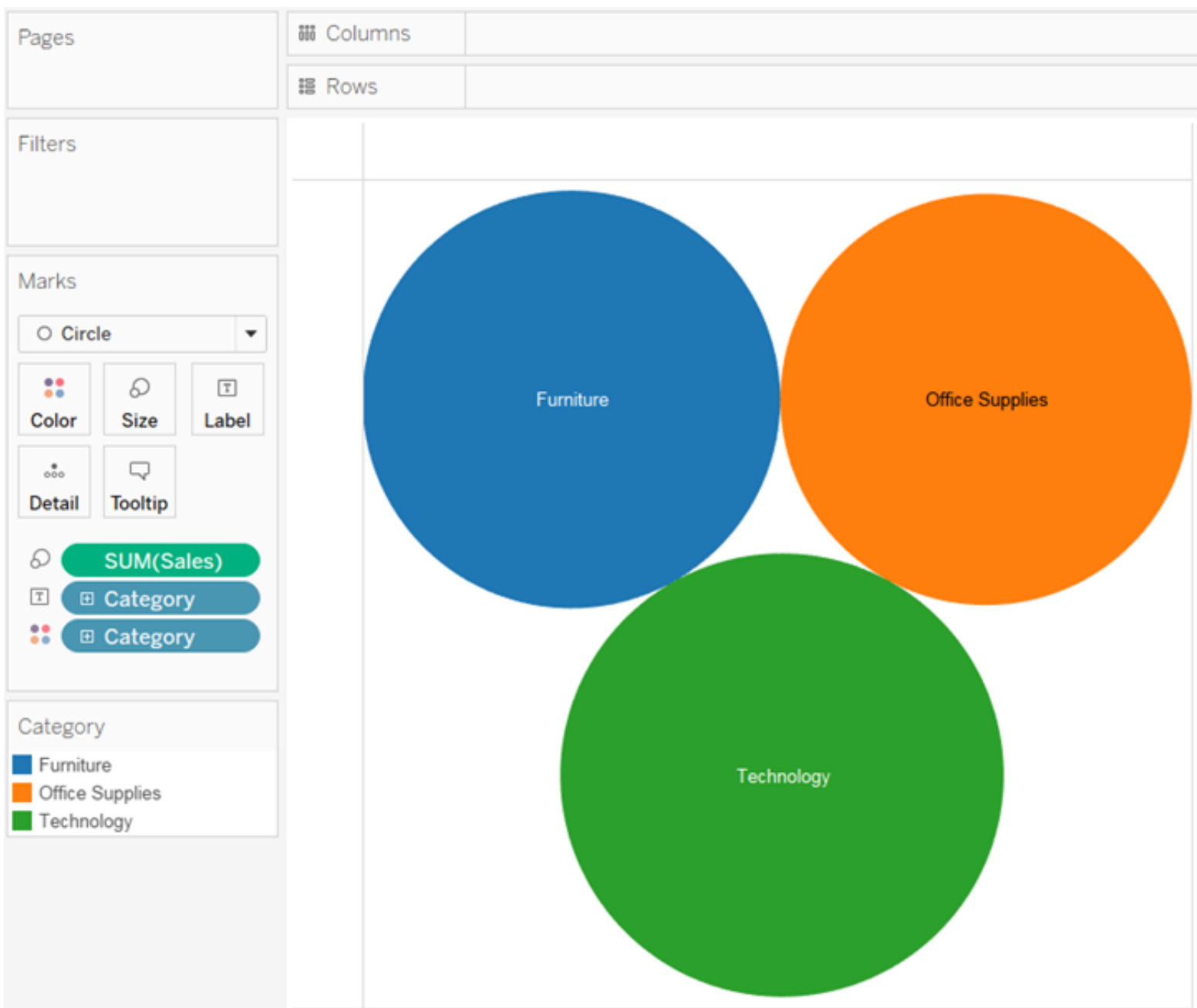3. Drag the **Sales** measure to **Rows**.

   The measure is aggregated as a sum and a vertical axis appears.

   Tableau displays a bar chart—the default chart type when there is a dimension on the **Columns** shelf and a measure on the **Rows** shelf.
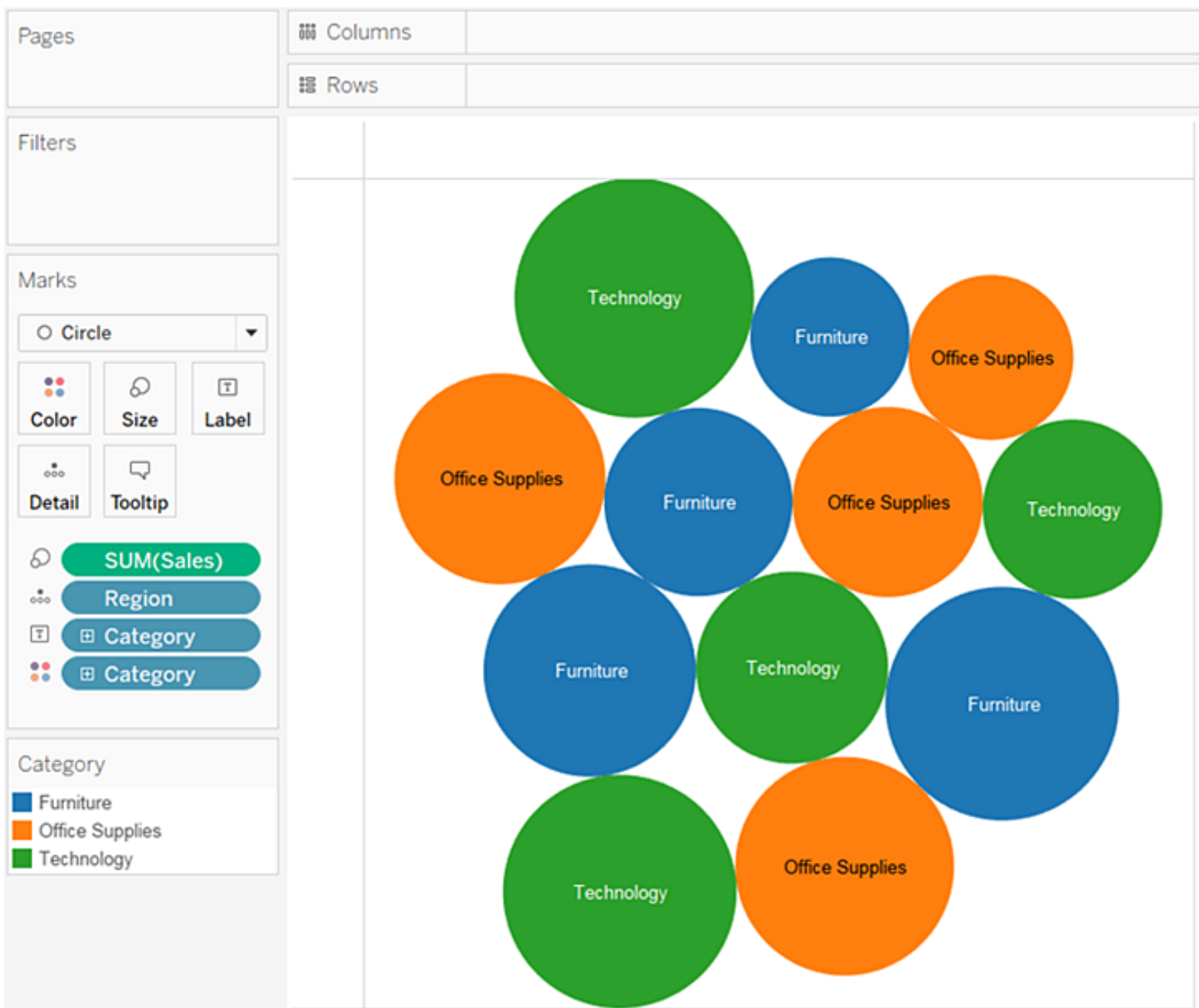
4. Click **Show Me** on the toolbar, then select the packed bubbles chart type.

For **packed bubbles** try

1 or more **Dimensions**

1 or 2 **Measures**

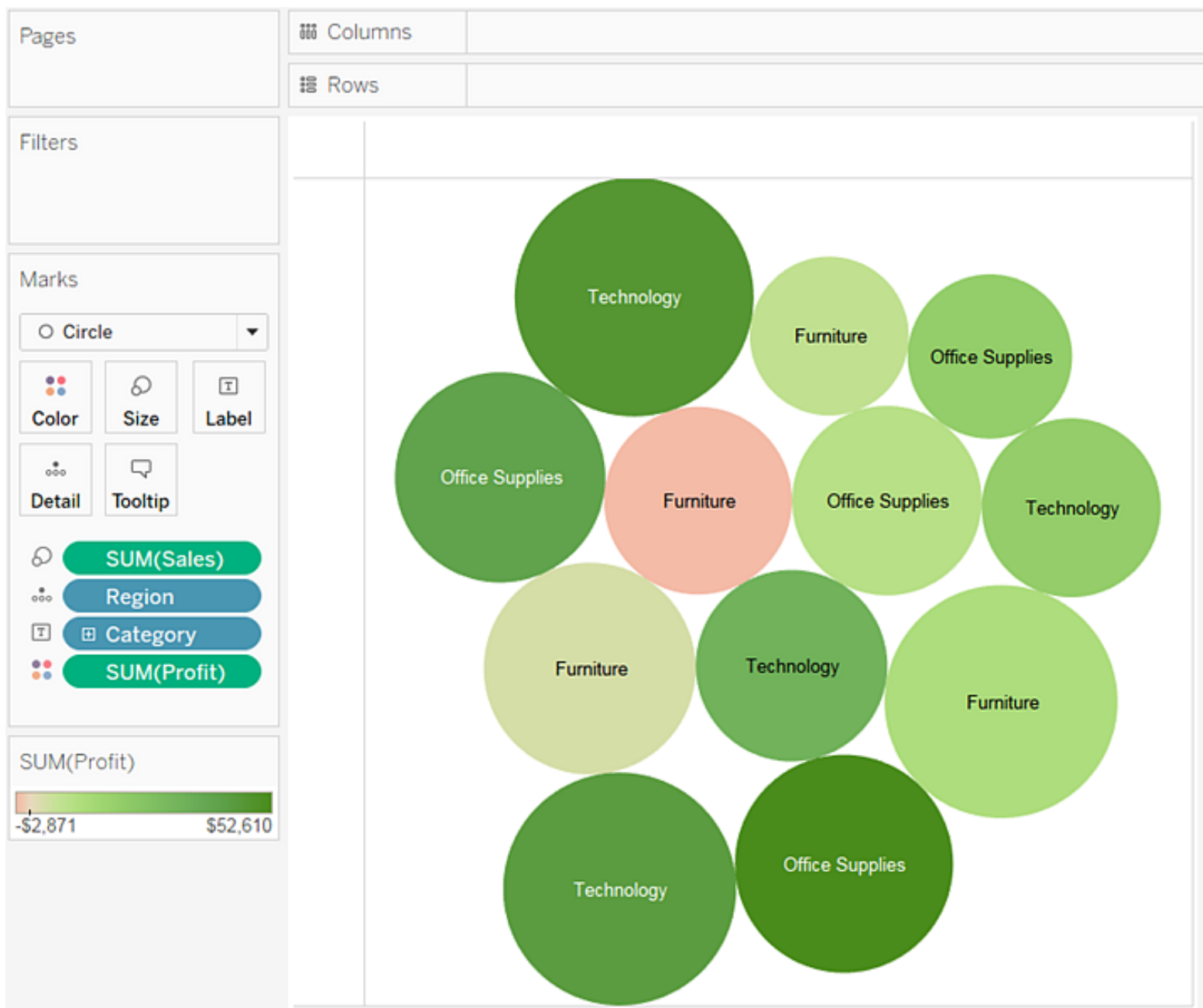Tableau displays the following packed bubble chart:

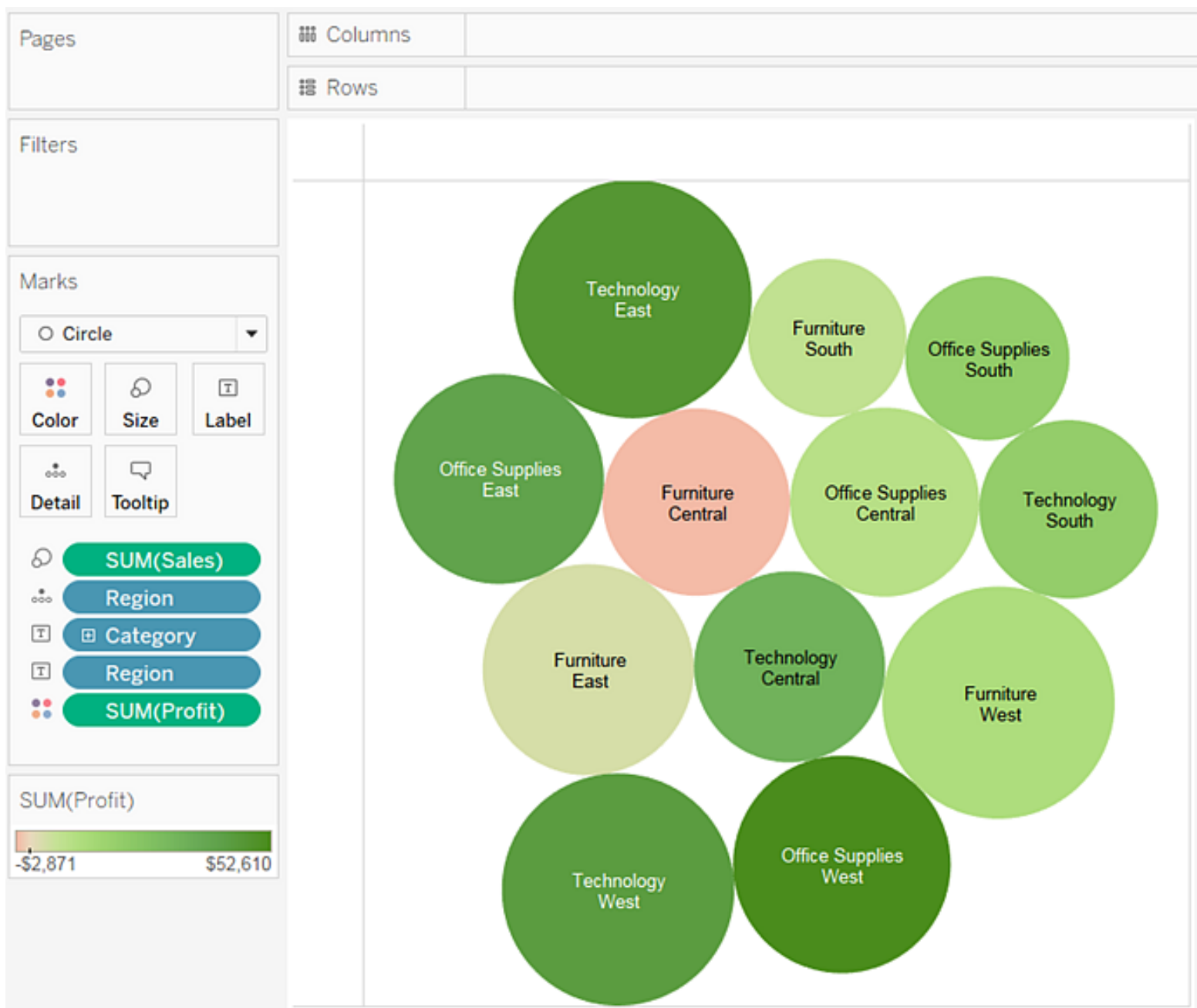5. Drag **Region** to **Detail** on the **Marks** card to include more bubbles in the view.

Next we'll add another layer of information to the view.

6. Drag **Profit** to **Color** on the **Marks** card:

Pages		⠿ Columns		
		⠿ Rows		

Filters

Marks

○ Circle ▼

Color	Size	Label

Detail	Tooltip

⬡ SUM(Sales)
⠿ Region
Ⓣ ⊞ Category
∷ SUM(Profit)

SUM(Profit)

-$2,871 $52,610

Technology

Furniture

Office Supplies

Office Supplies

Furniture

Office Supplies

Technology

Furniture

Technology

Furniture

Technology

Office Supplies

7. Drag **Region** to **Label** on the **Marks** card to clarify what each bubble represents.

The size of the bubbles shows the sales for different combinations of region and category. The color of the bubbles shows the profit (the darker the green, the greater the profit).

For information about formatting mark labels, see Show and Hide Mark Labels .

To further develop this view, you might edit the colors for **Profit** to show negative profit in a different color, or create a calculated field to shows profit divided by sales (that is, profit margin) and then drop that on **Color** instead of absolute profit. For more information, see Color Properties.