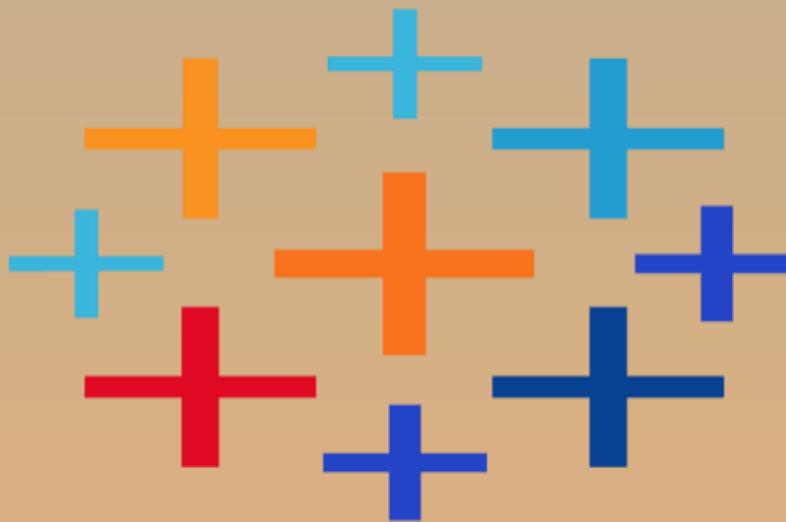


TABLEAU CHEAT SHEET

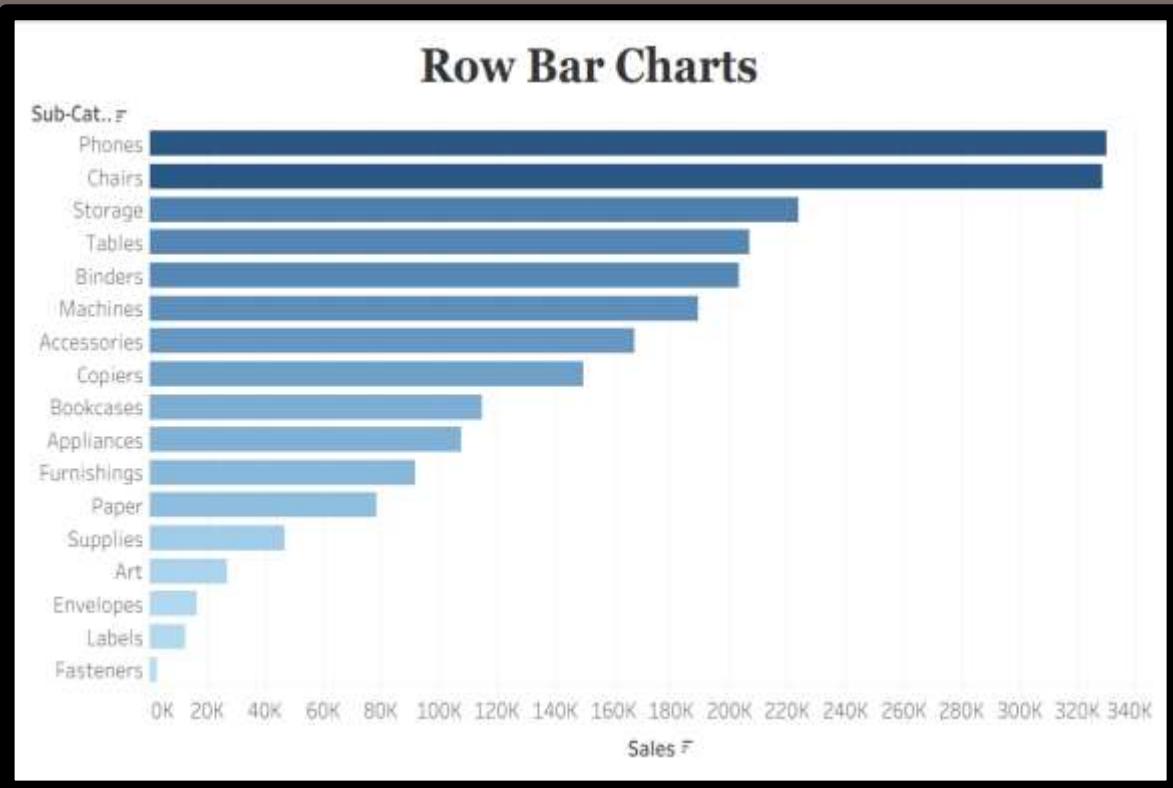
BEGINNERS TO ADVANCED CHARTS



For more information, follow by <https://www.linkedin.com/in/jaishree-n-398952252/>

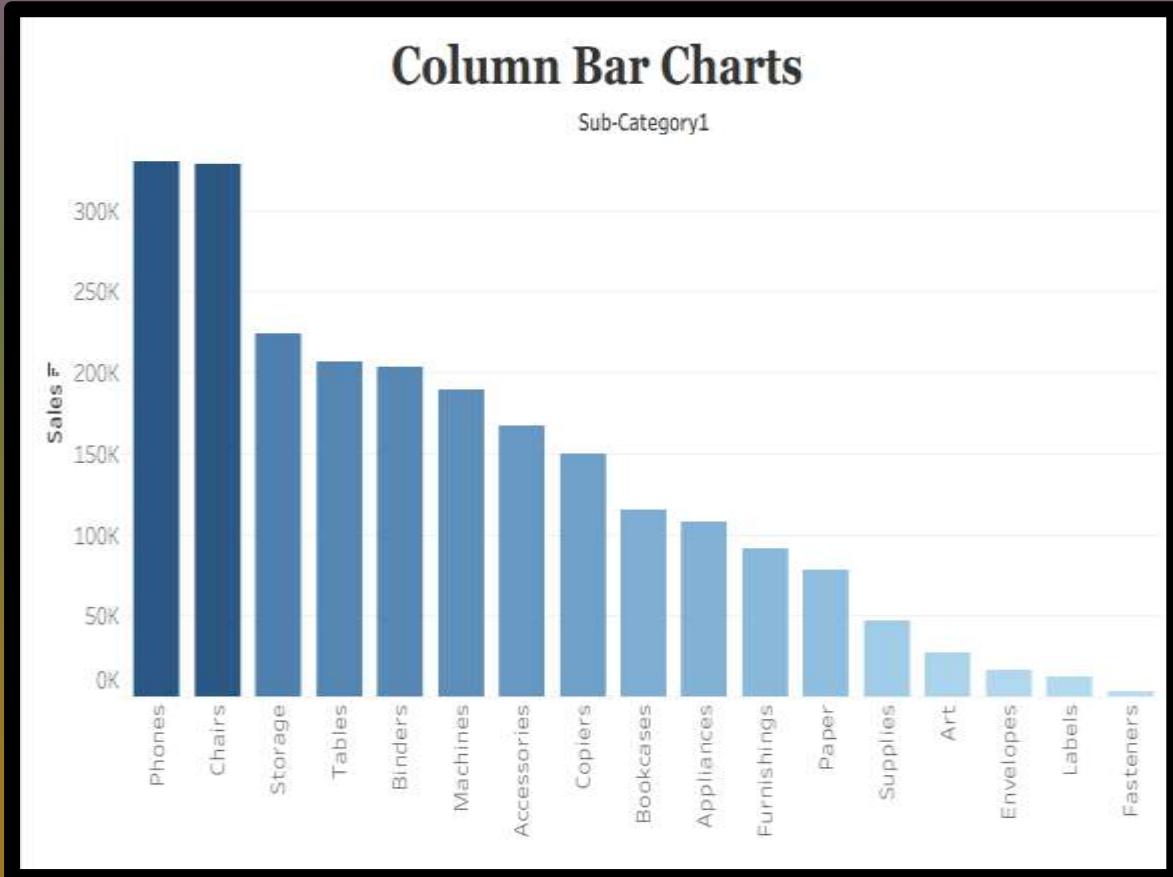
60 ESSENTIAL TABLEAU CHARTS FOR DATA-DRIVEN INSIGHTS

1. ROW BAR CHARTS



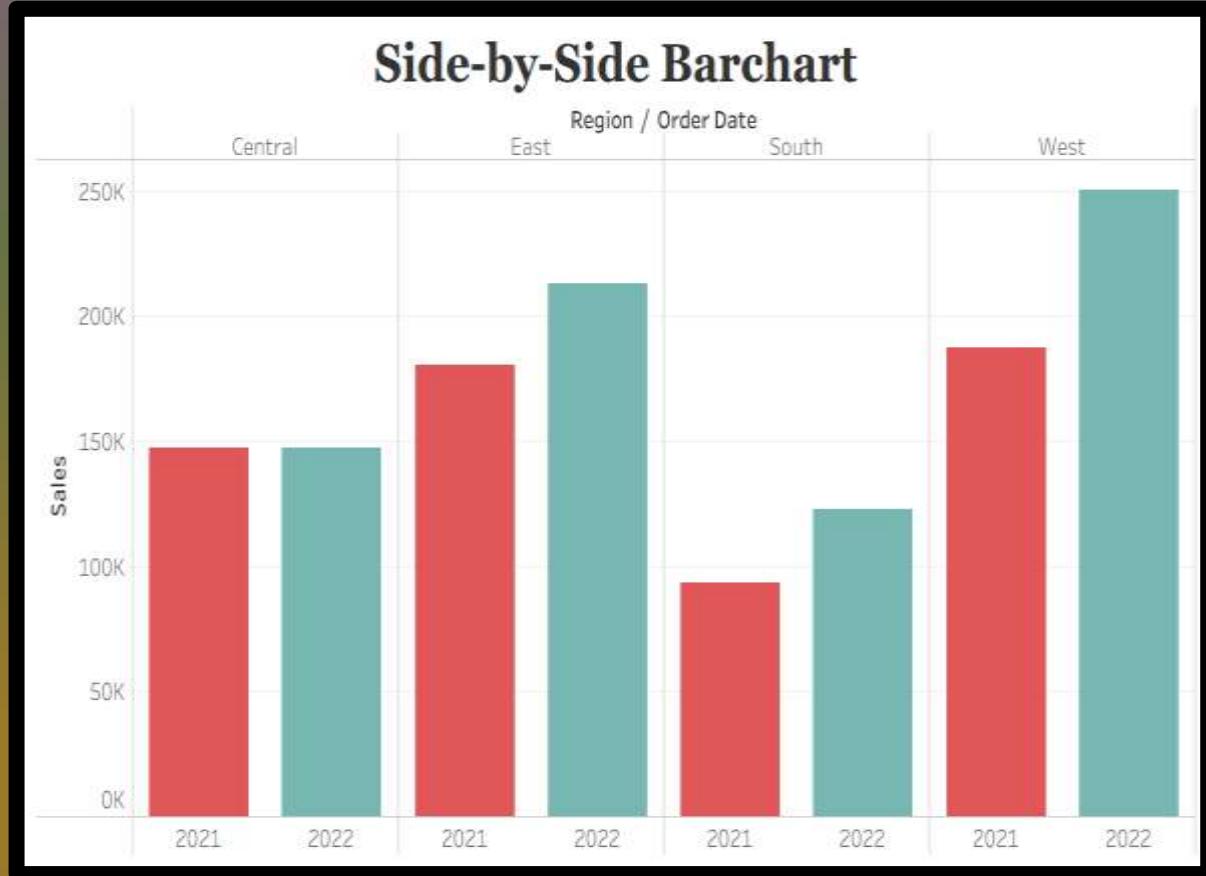
- **Description:** A chart that uses horizontal bars to compare categories by value.
- **Advantage:** Easy to read when category names are long.
- **Use Case:** Comparing sales of different products across categories.

2. COLUMN BAR CHARTS



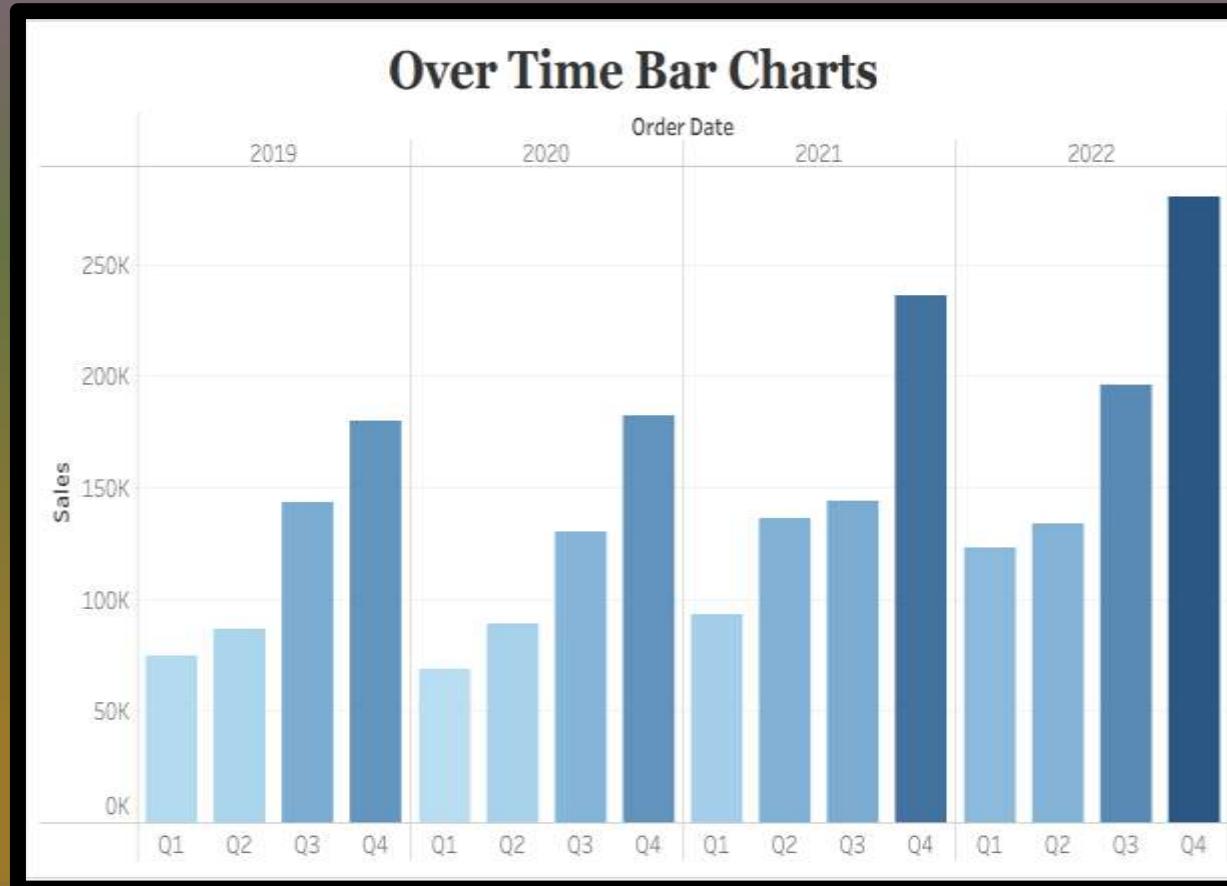
- **Description:** A chart that uses vertical bars to compare quantities across categories.
- **Advantage:** Clearly shows differences and trends over time.
- **Use Case:** Comparing monthly sales performance in a year.

3. SLIDE-BY-SIDE BARCHART



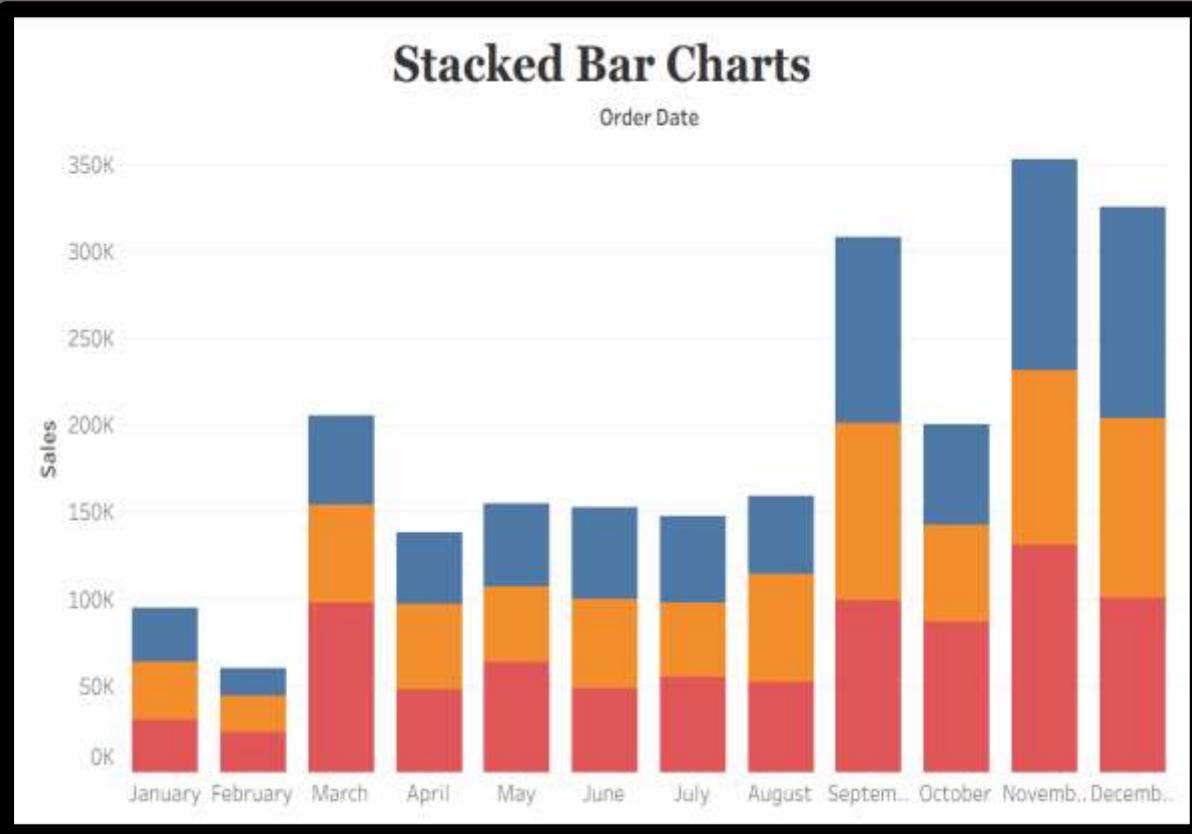
- **Description:** A chart that places bars next to each other to compare values across multiple categories.
- **Advantage:** Makes it easy to compare sub-groups within categories.
- **Use Case:** Comparing sales of different product types across regions.

4. OVER TIME BAR CHARTS



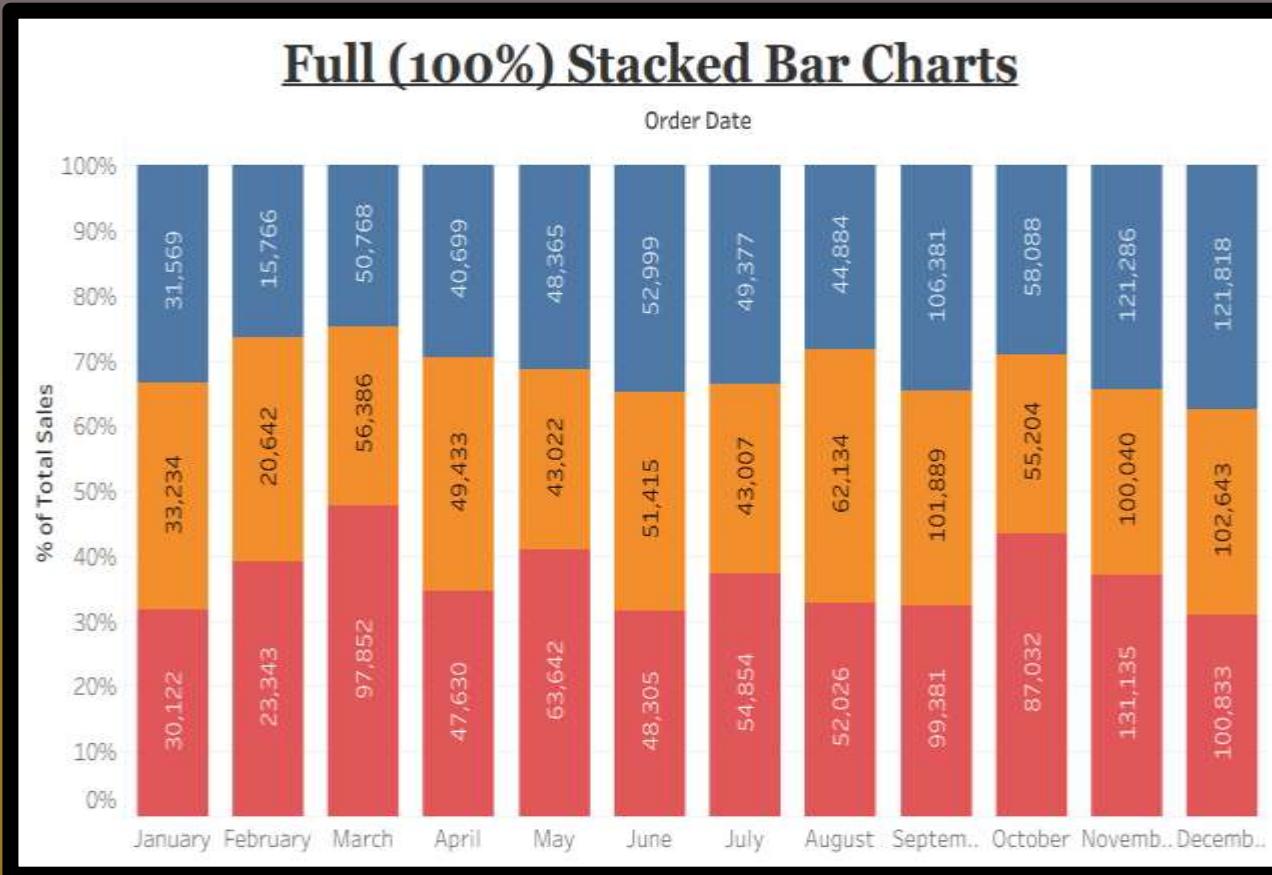
- **Description:** A bar chart that shows how values change across time periods.
- **Advantage:** Highlights growth, decline, and seasonality trends clearly.
- **Use Case:** Tracking monthly revenue growth over a year.

5. STACKED BAR CHARTS



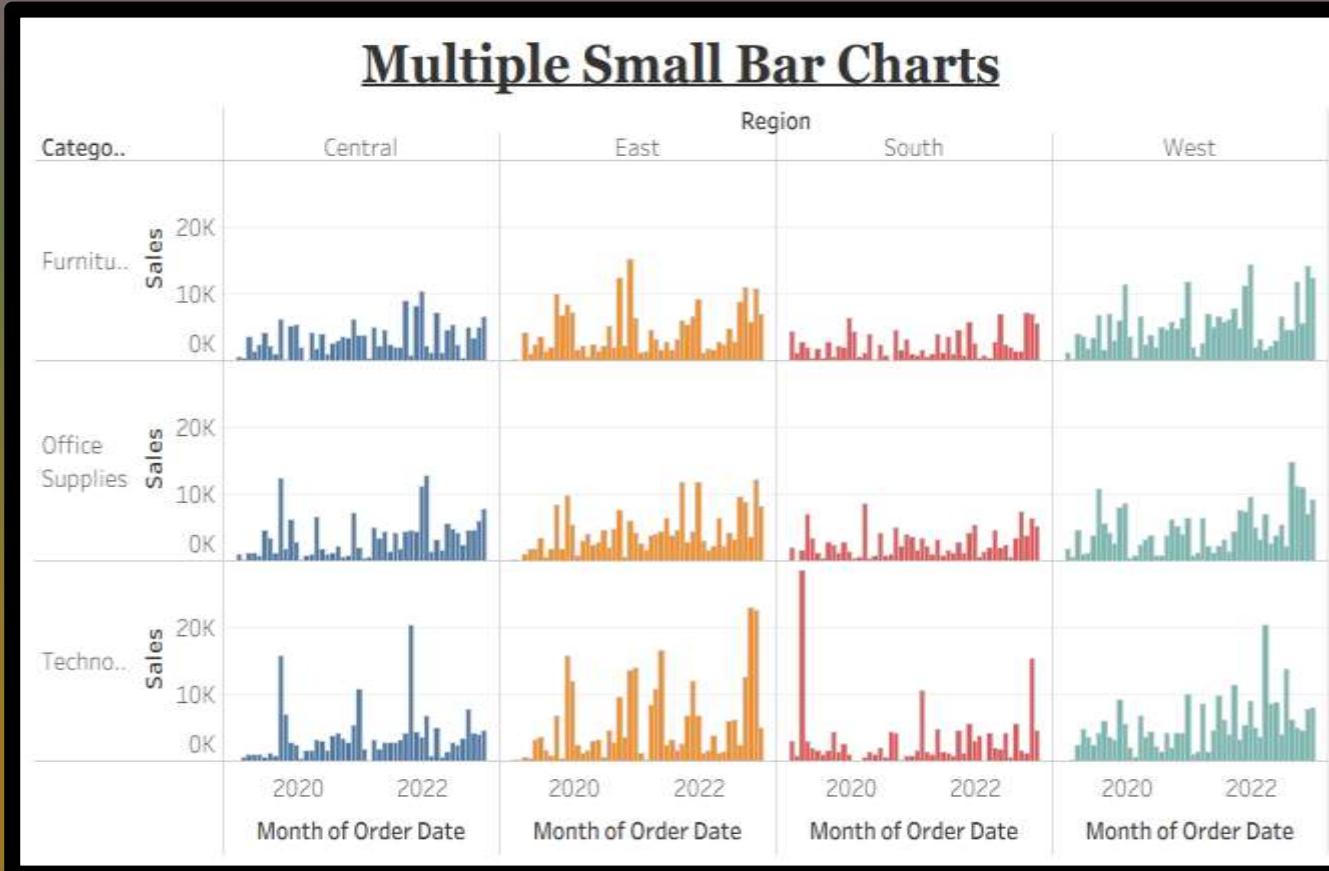
- **Description:** A chart that stacks values within each bar to show parts of a whole.
- **Advantage:** Useful for analyzing both total size and category contribution.
- **Use Case:** Showing total sales split by product categories across years.

6. FULL 100% STACKED BAR CHARTS



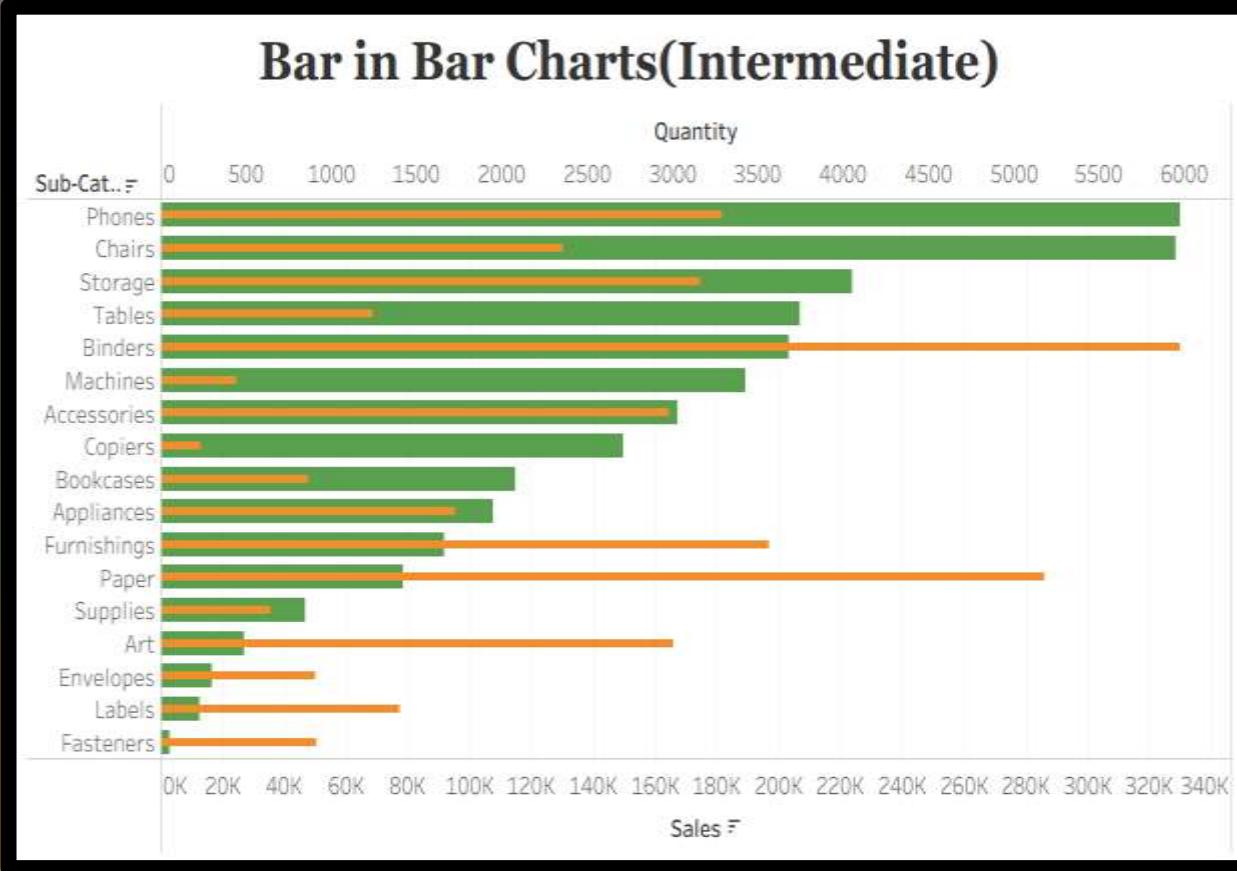
- **Description:** A chart that shows the percentage contribution of categories across bars.
- **Advantage:** Clearly compares proportional differences between groups.
- **Use Case:** Showing market share percentage of brands across regions.

7. MULTIPLE SMALL BAR CHARTS



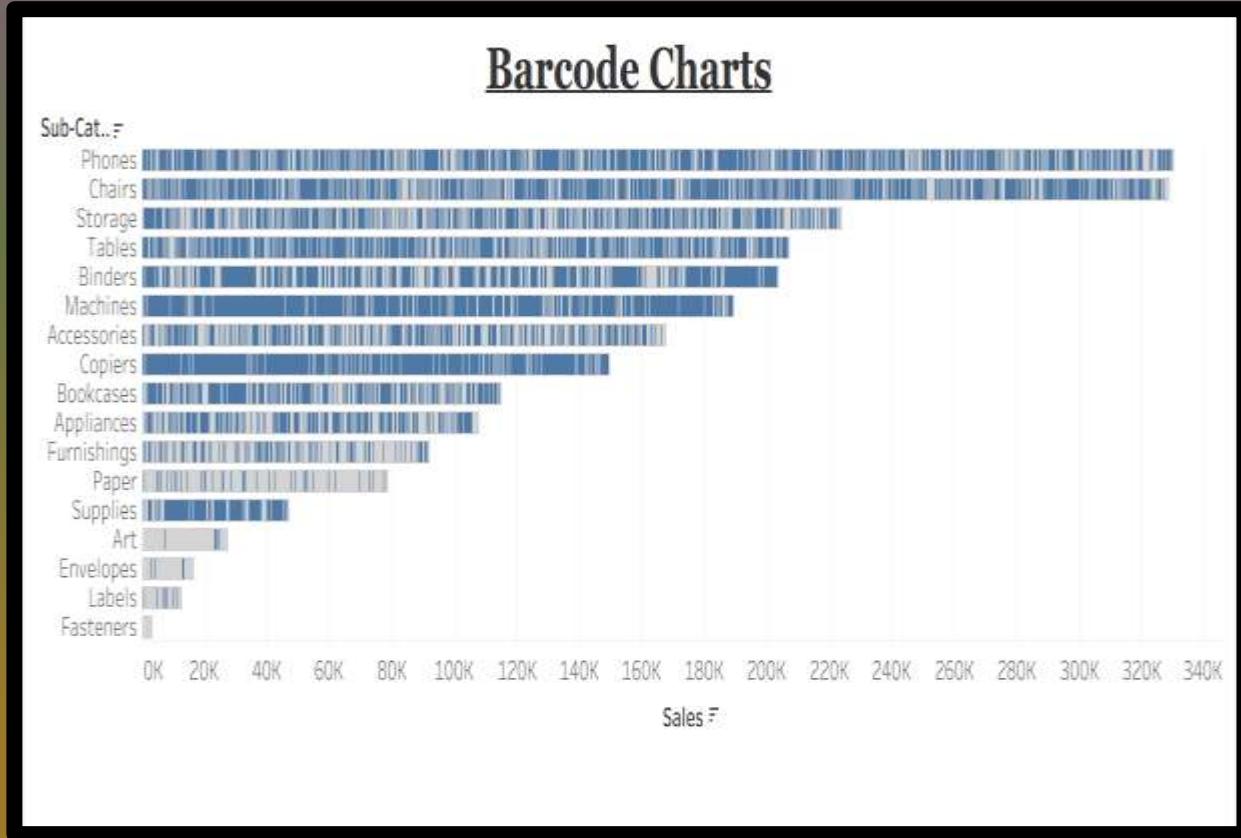
- **Description:** A series of small bar charts used to compare patterns across categories.
- **Advantage:** Makes large datasets easier to interpret by breaking into smaller visuals.
- **Use Case:** Comparing monthly sales trends for each region side by side.

8. BAR IN BAR CHARTS(INTERMEDIATE)



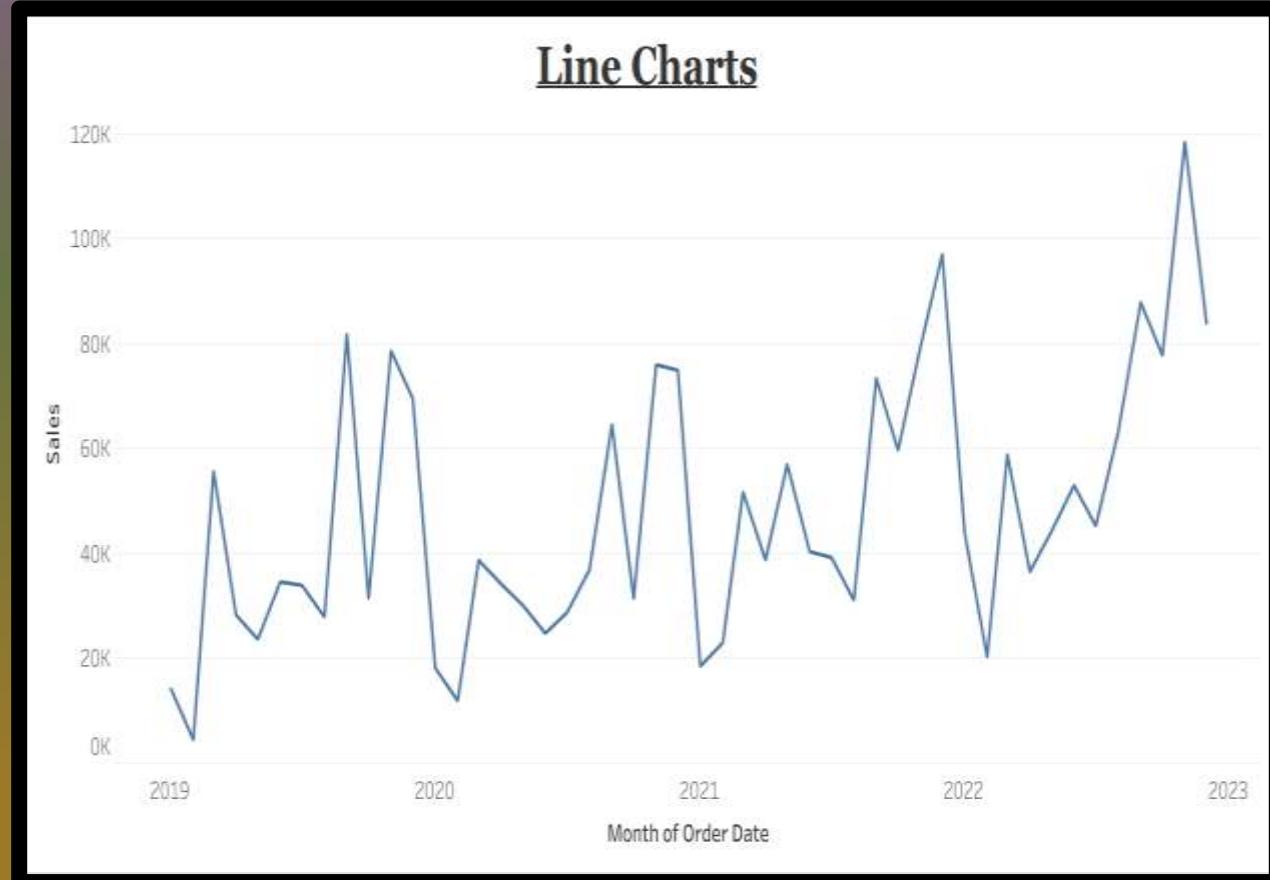
- **Description:** A chart where one bar is placed inside another to compare two related values.
- **Advantage:** Enables direct comparison of actual vs. target or two measures.
- **Use Case:** Comparing planned sales vs. actual sales for each product.

9. BARCODE CHARTS



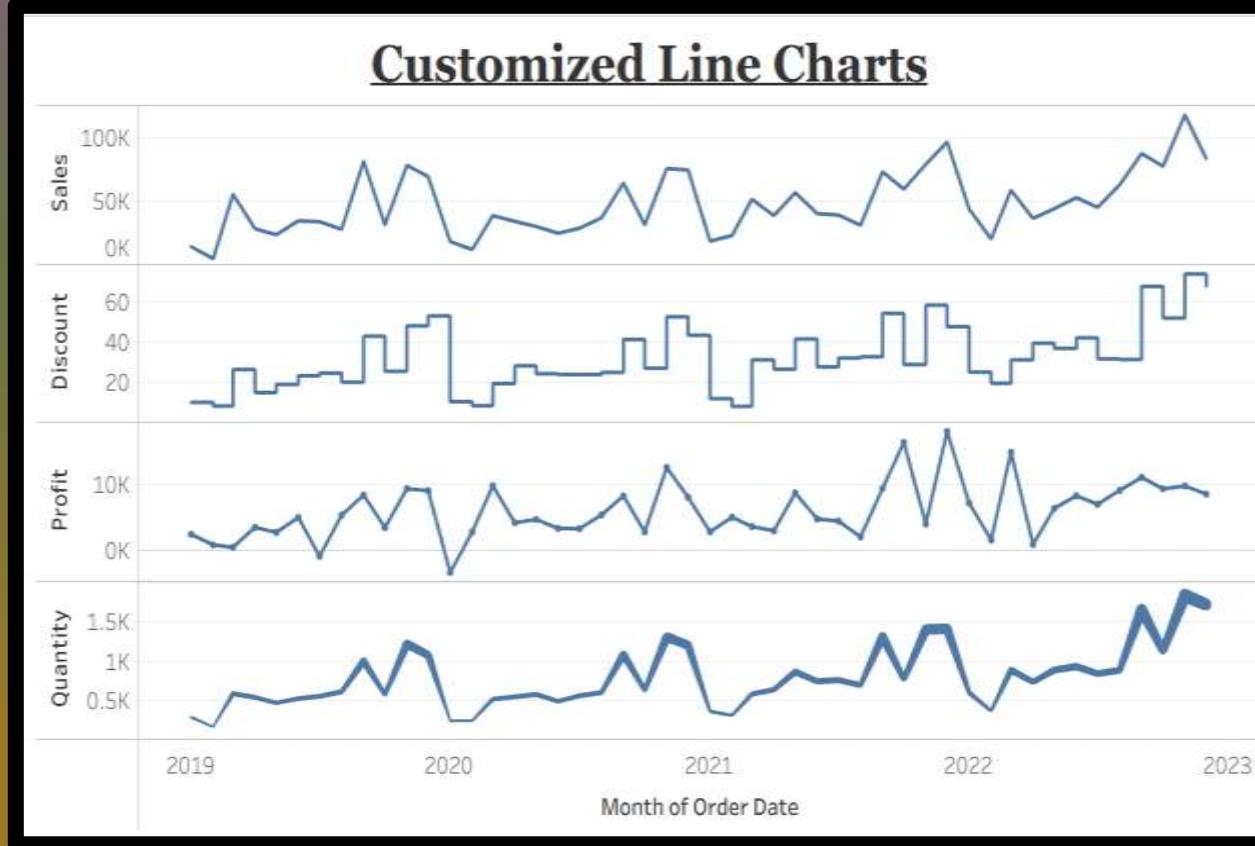
- **Description:** A chart that displays individual data points as thin lines across a scale.
- **Advantage:** Useful for spotting distribution, density, and outliers quickly.
- **Use Case:** Showing customer purchase frequency across different price ranges.

10. LINE CHARTS



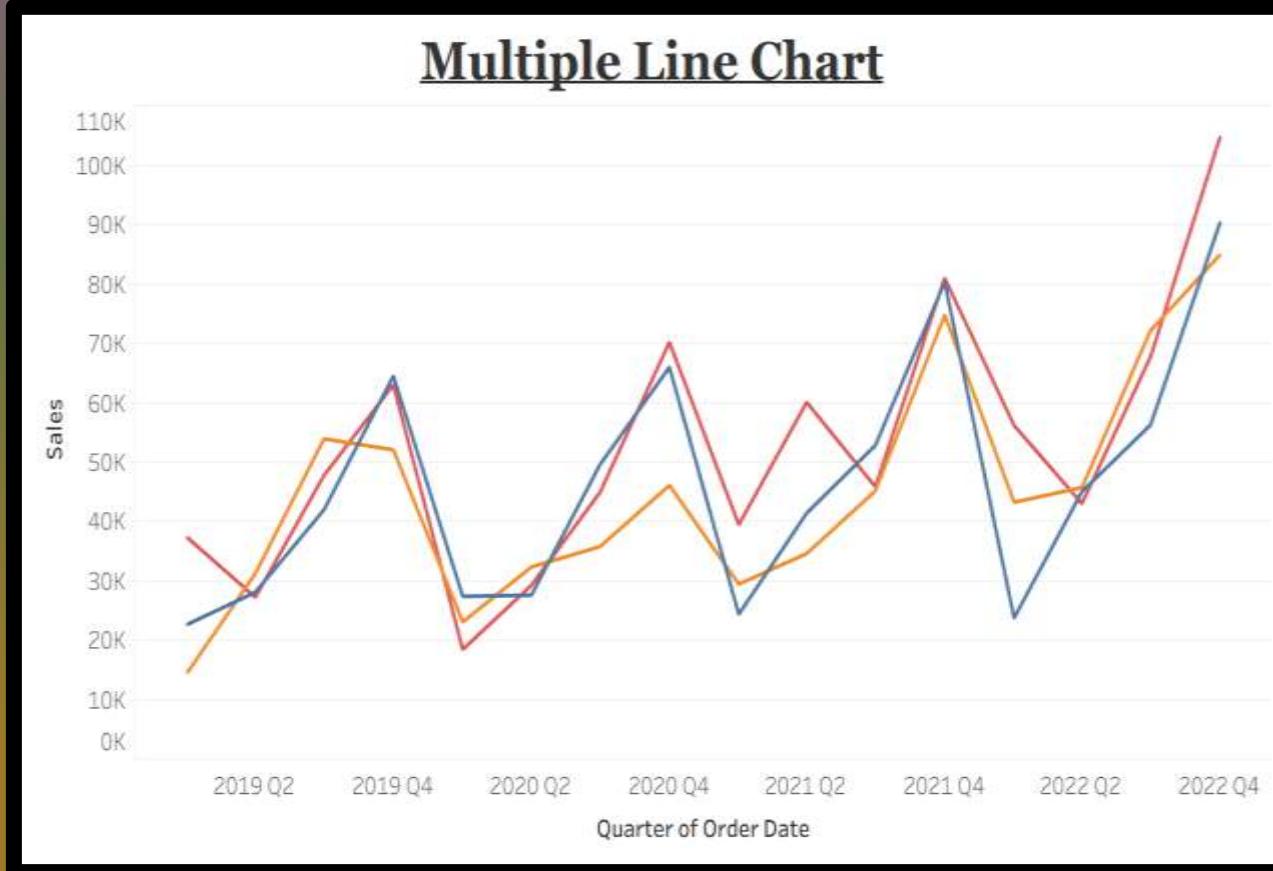
- **Description:** A chart that connects data points with lines to show trends over time.
- **Advantage:** Clearly highlights patterns, growth, and fluctuations.
- **Use Case:** Tracking daily website traffic over a month.

11. CUSTOMIZED LINE CHARTS



- **Description:** A line chart tailored with markers, colors, or multiple axes for deeper insights.
- **Advantage:** Enhances clarity by highlighting specific patterns or comparisons.
- **Use Case:** Comparing revenue and profit trends with dual-axis formatting.

12. MULTIPLE LINE CHART



- **Description:** A chart that shows two or more lines to compare trends across categories.
- **Advantage:** Makes it easy to analyze relationships between multiple variables over time.
- **Use Case:** Comparing sales trends of different product categories across months.

13. DUAL-LINE CHARTS

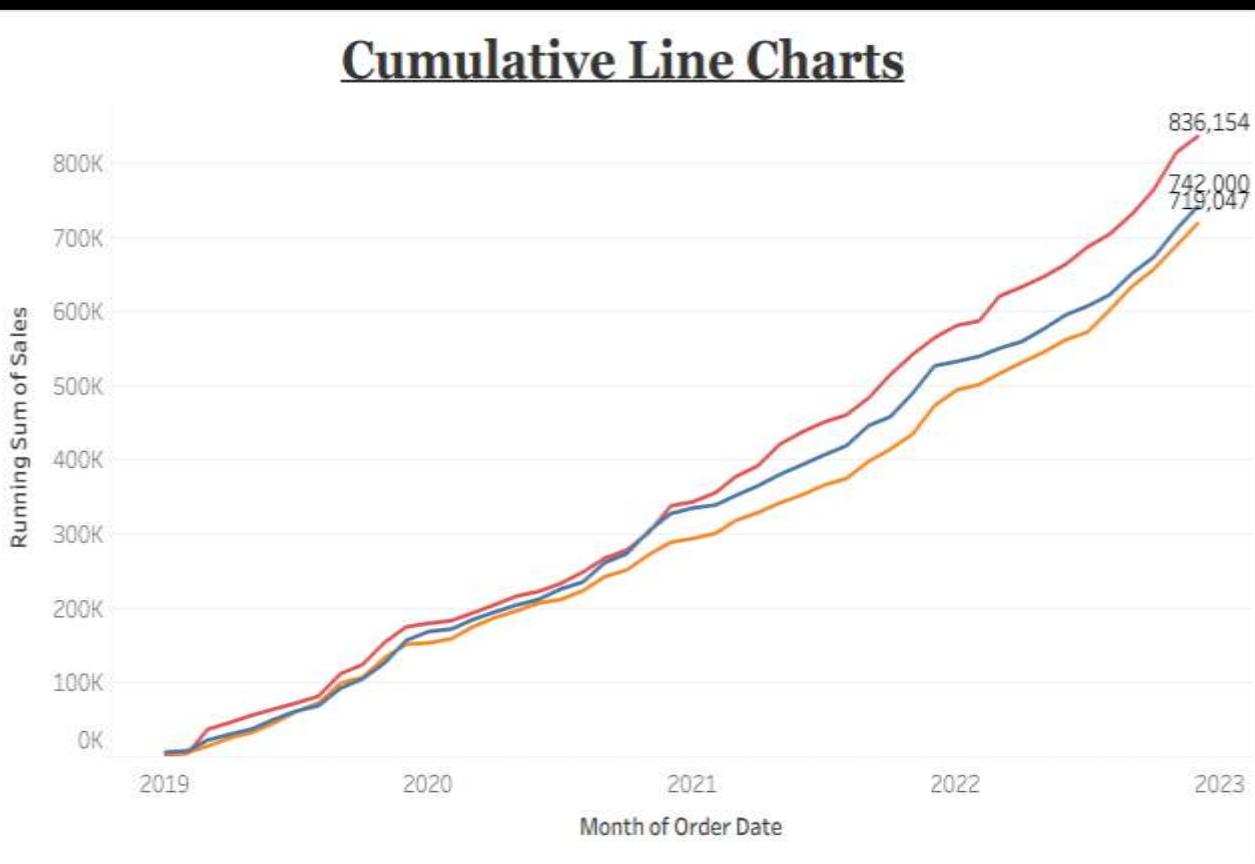
Dual-Line Charts



- **Description:** A chart that uses two lines with separate axes to compare different measures.
- **Advantage:** Helps analyze the relationship between two variables with different scales.
- **Use Case:** Comparing temperature trends with electricity consumption over time.

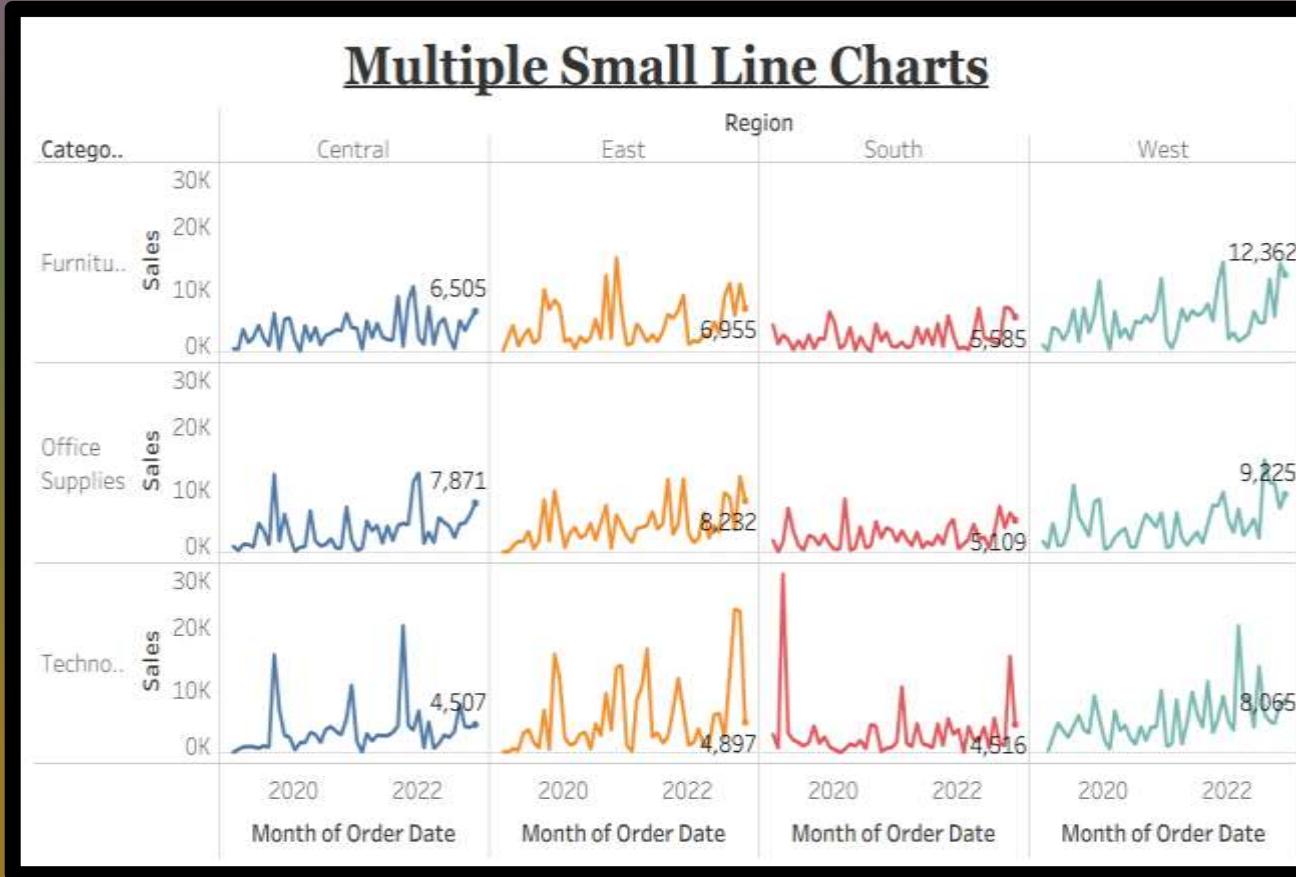
14. CUMULATIVE LINE CHARTS

Cumulative Line Charts



- **Description:** A line chart that shows the running total of values over time.
- **Advantage:** Highlights overall growth and long-term progress clearly.
- **Use Case:** Tracking cumulative sales revenue across months in a year.

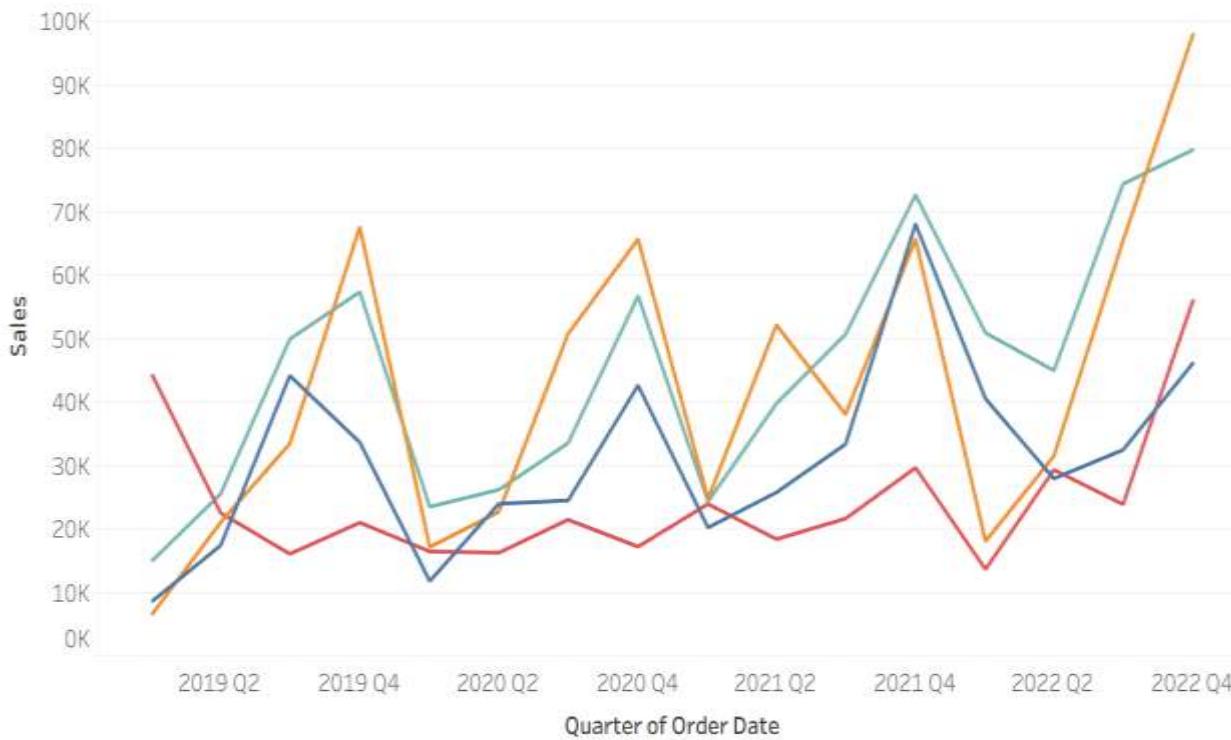
15. MULTIPLE SMALL LINE CHARTS



- **Description:** A set of small line charts used to compare trends across different categories.
- **Advantage:** Makes it easy to identify similarities and differences in patterns.
- **Use Case:** Comparing monthly sales trends across multiple regions side by side.

16. HIGHLIGHTED LINE CHARTS(1)

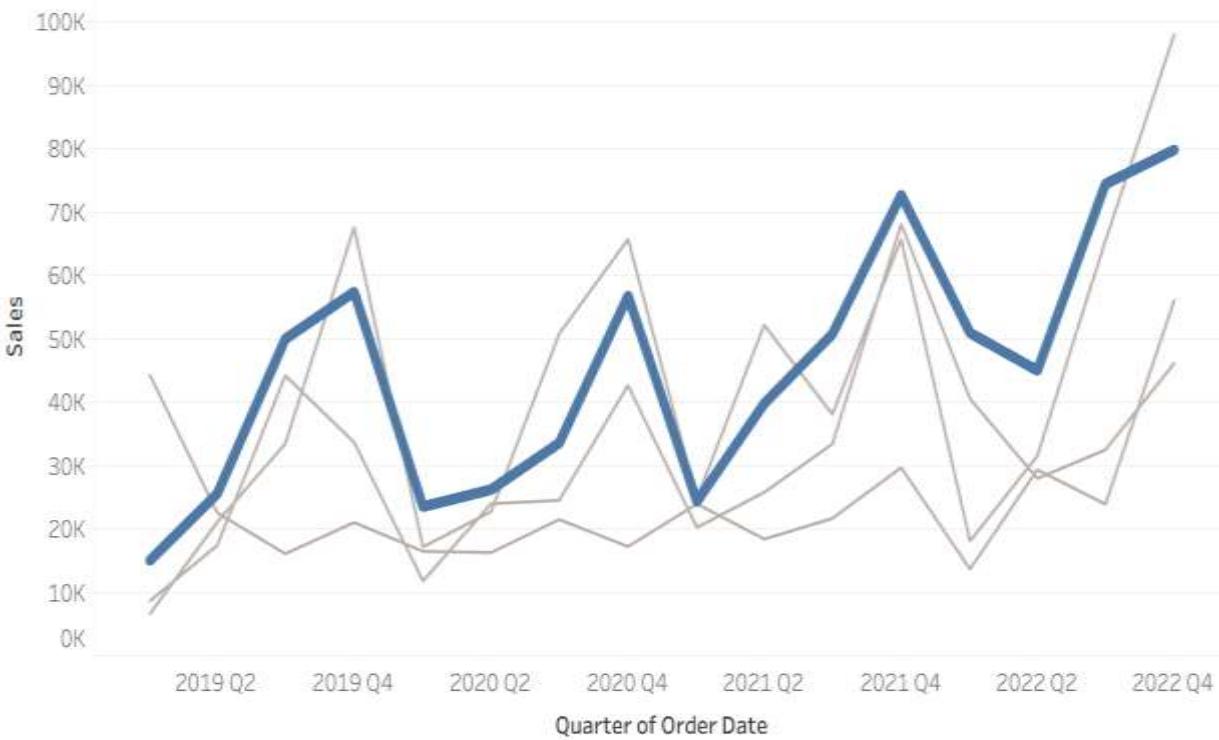
Highlighted Line Charts(1)



- **Description:** A line chart where one line is emphasized to stand out from others.
- **Advantage:** Draws attention to key data while still showing context.
- **Use Case:** Highlighting a specific region's sales trend among all regions.

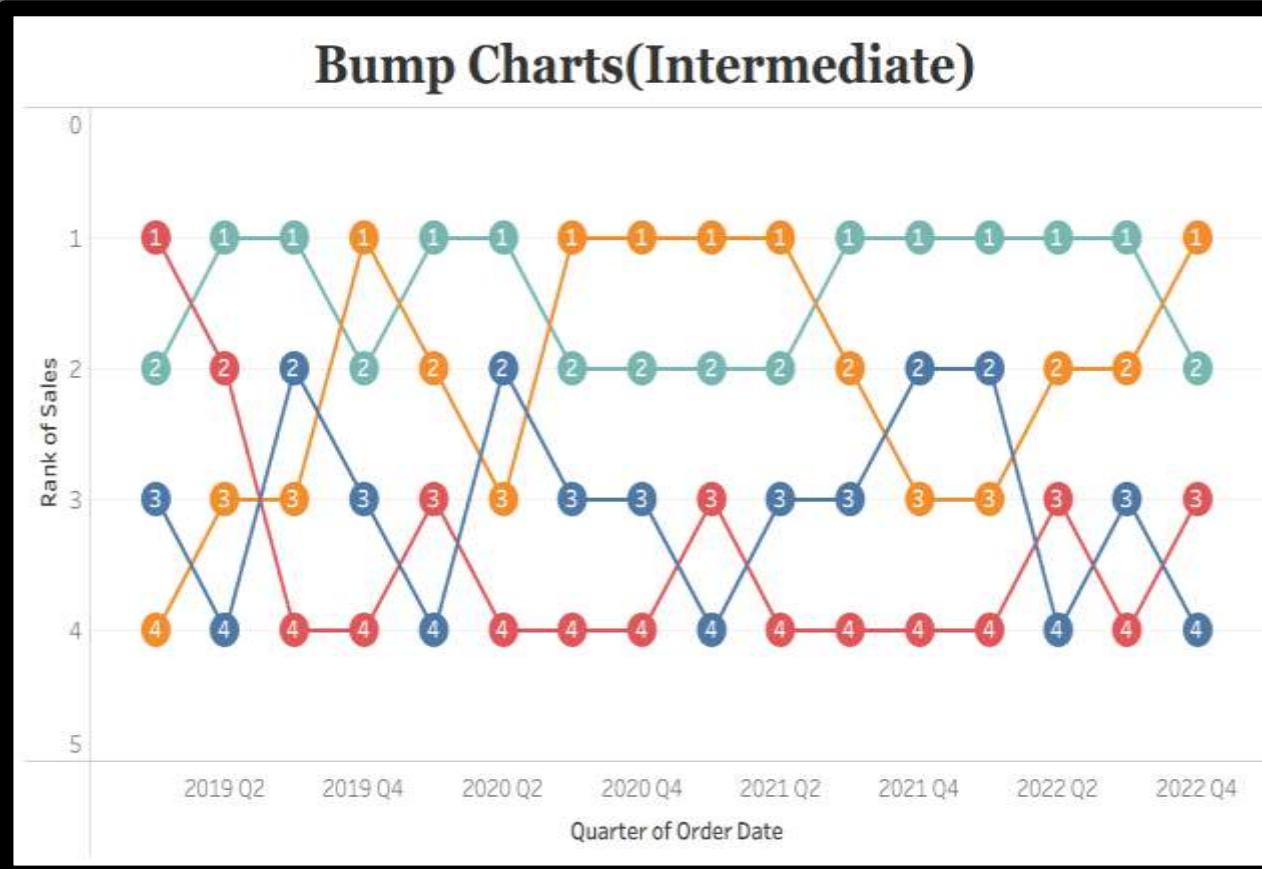
17. HIGHLIGHTED LINE CHARTS(2)

Highlighted Line Charts(2)



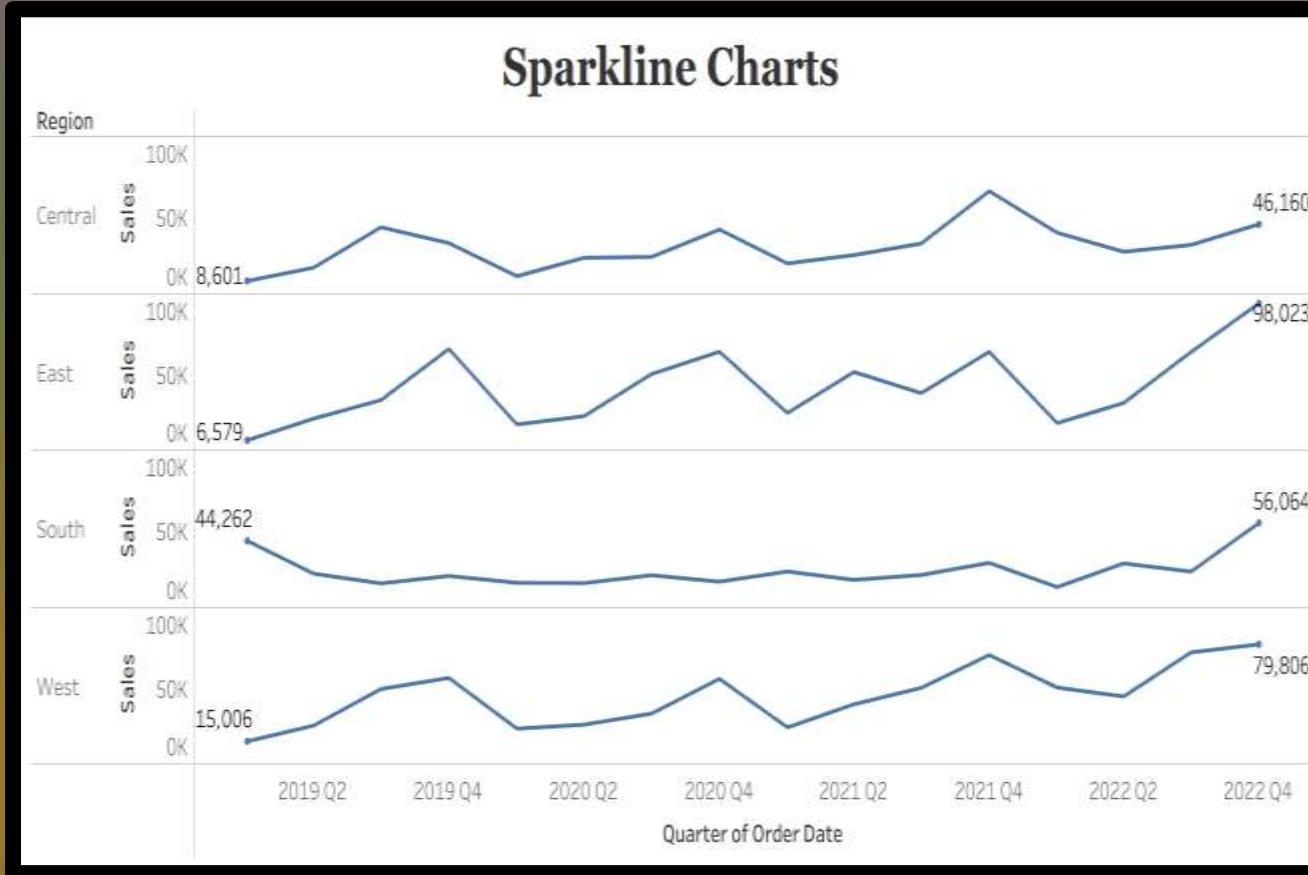
- **Description:** A line chart that emphasizes selected data lines with bold color or thickness.
- **Advantage:** Improves focus on priority data while keeping comparisons visible.
- **Use Case:** Highlighting company sales vs. competitors' sales trends over years.

18. BUMPS CHARTS (INTERMEDIATE)



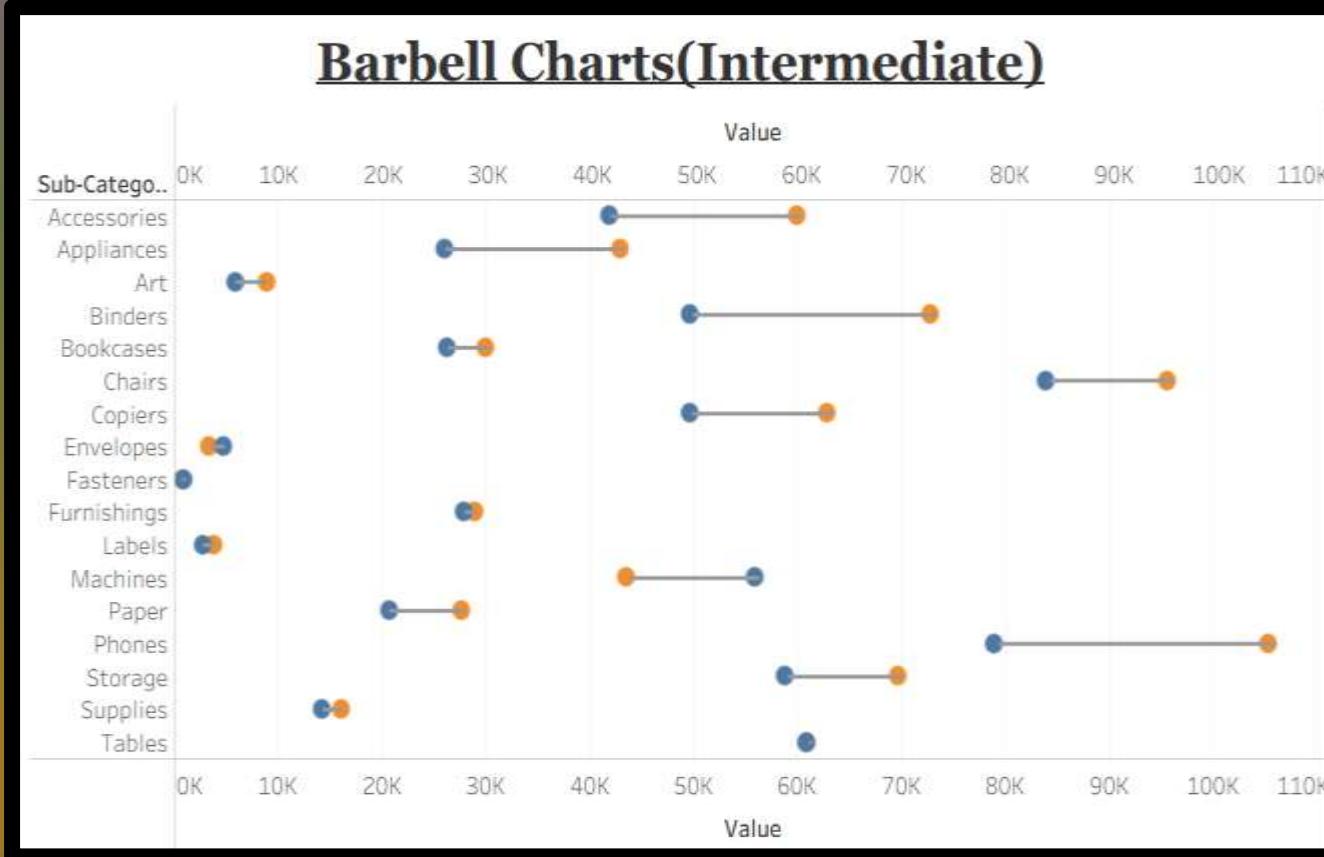
- **Description:** A chart that shows ranking changes of categories across time.
- **Advantage:** Clearly highlights shifts in position or performance trends.
- **Use Case:** Tracking market ranking of different brands over several years.

19. SPARKLINE CHARTS



- **Description:** A small, simple line chart embedded within tables to show trends.
- **Advantage:** Provides quick visual insights without taking much space.
- **Use Case:** Displaying monthly sales trend inside a financial report table.

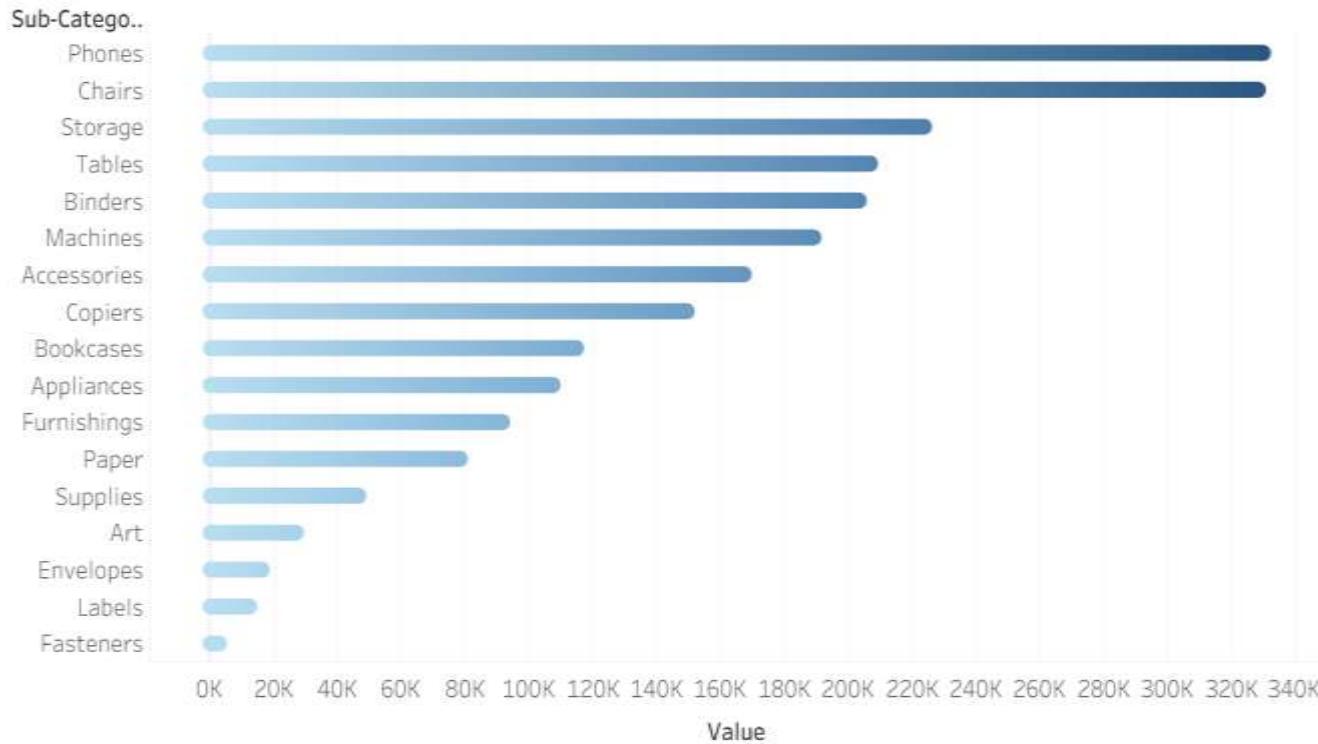
20. BARBELL CHARTS (INTERMEDIATE)



- **Description:** A chart that connects two data points with a line to show differences.
- **Advantage:** Clearly highlights gaps or changes between two measures.
- **Use Case:** Comparing male vs. female literacy rates across countries.

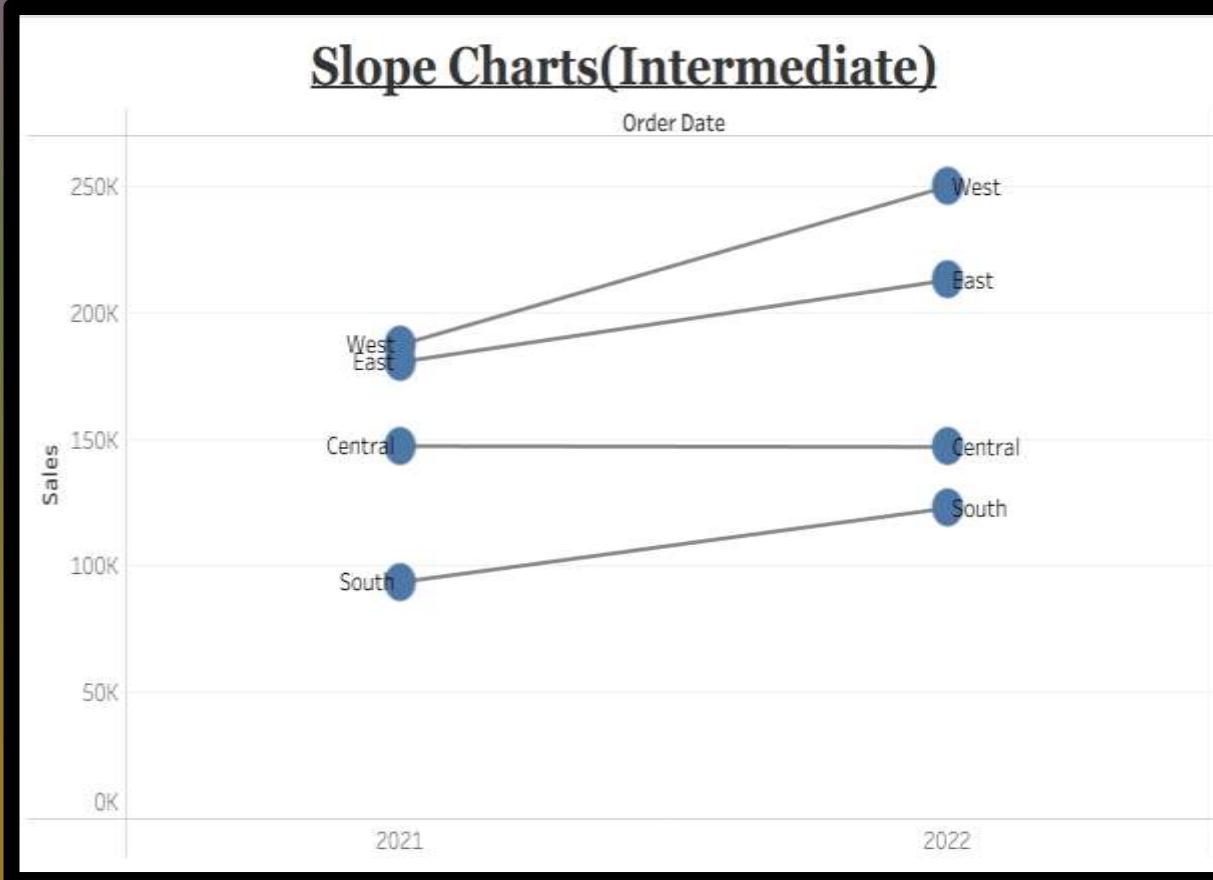
21. ROUNDED BAR CHARTS(INTERMEDIATE)

Rounded Bar Charts(Intermediate)



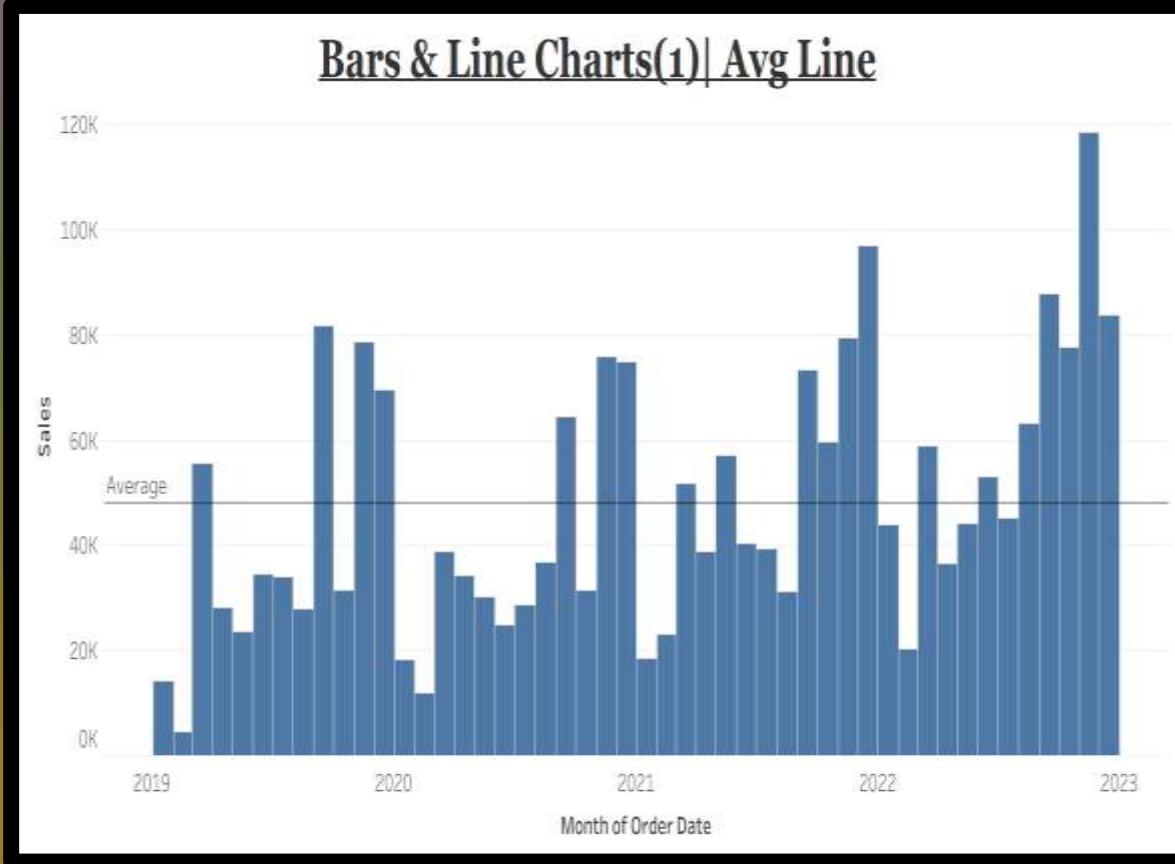
- **Description:** A bar chart with rounded edges for a smooth and modern visual style.
- **Advantage:** Enhances readability and aesthetics without losing clarity.
- **Use Case:** Presenting product sales in dashboards with a clean design.

22. SLOPE CHARTS (INTERMEDIATE)



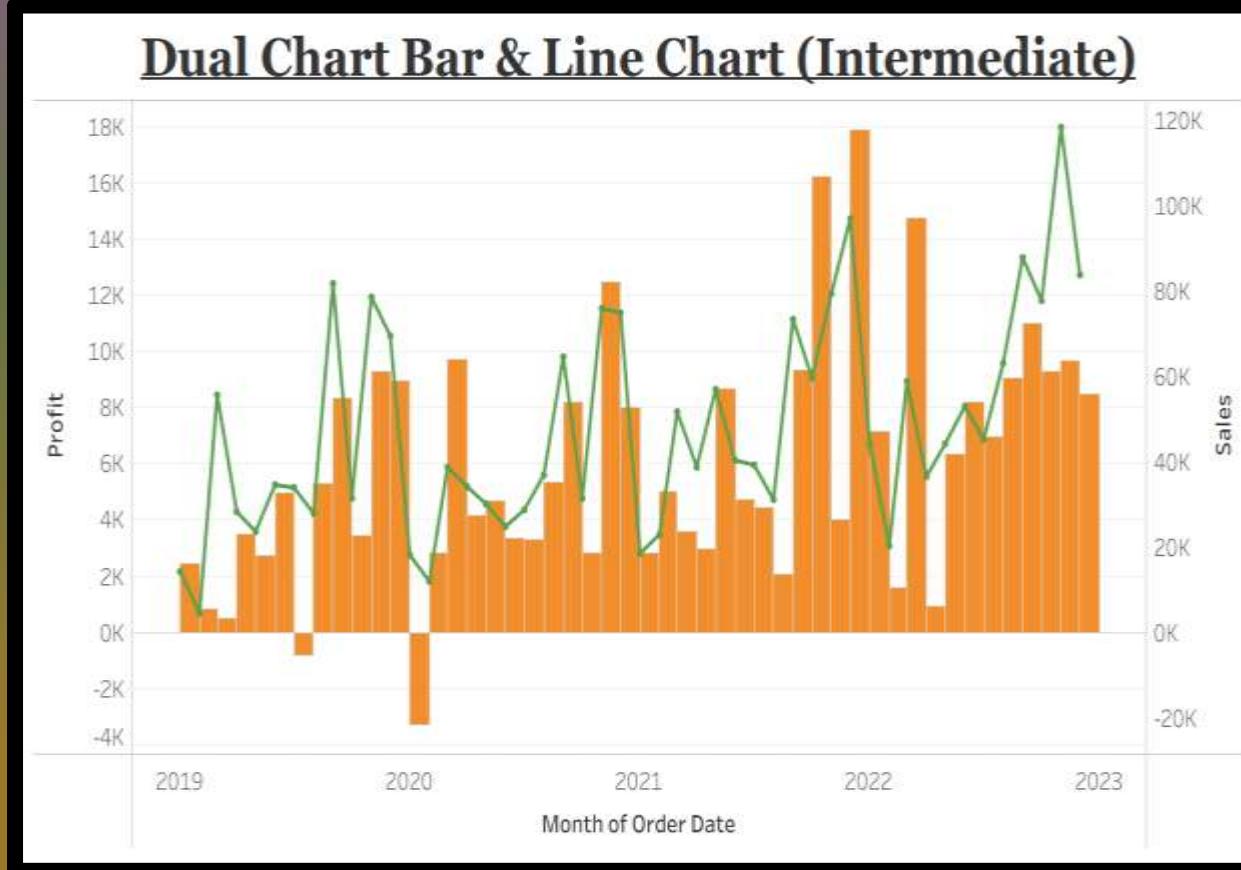
- **Description:** A chart that uses slanted lines to show changes between two points in time.
- **Advantage:** Makes it easy to compare growth, decline, or gaps across categories.
- **Use Case:** Comparing student performance before and after training.

23. BARS & LINE CHARTS(1) | AVG LINE



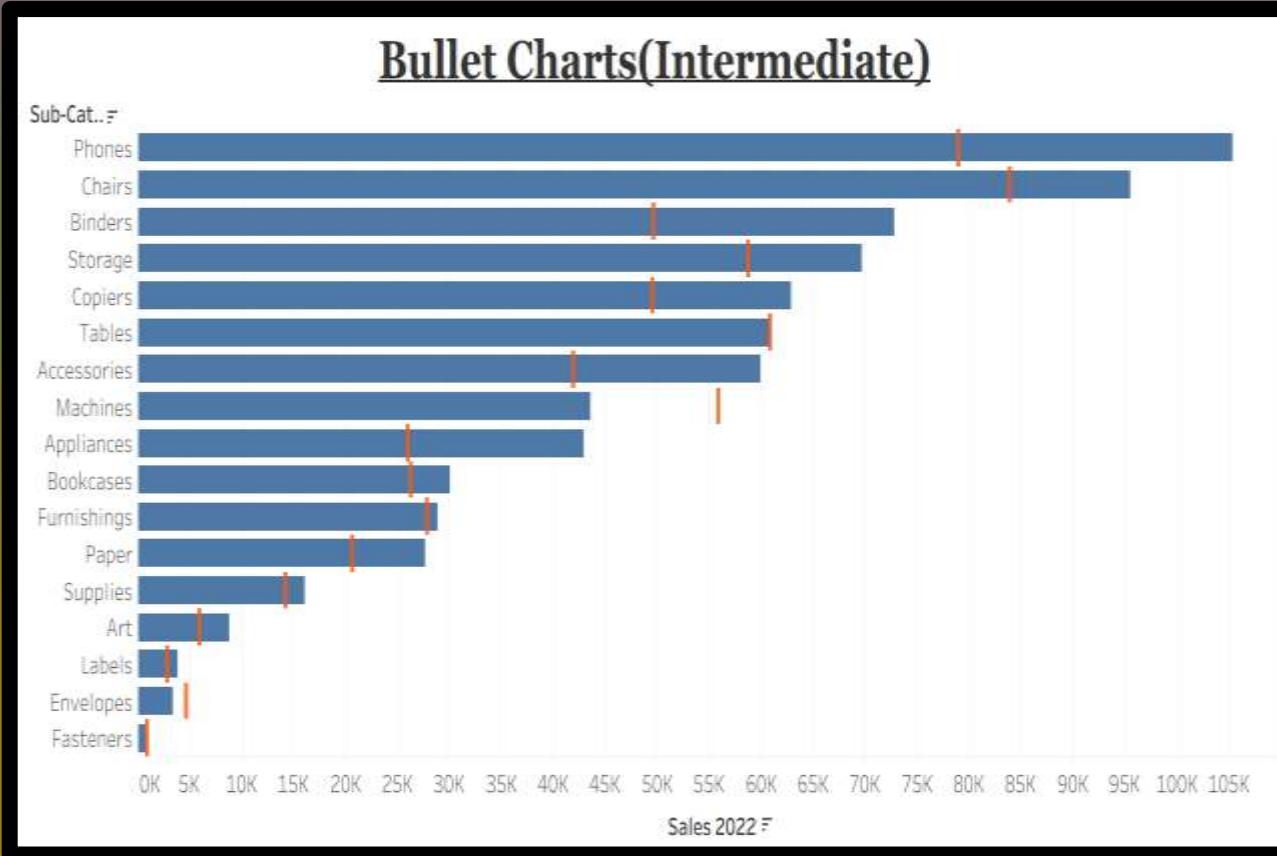
- **Description:** A combo chart with bars for categories and a line showing the average value.
- **Advantage:** Quickly compares individual performance against overall average.
- **Use Case:** Comparing employee sales with the company's average sales.

24. DUAL CHART BAR & LINE CHART (INTERMEDIATE)



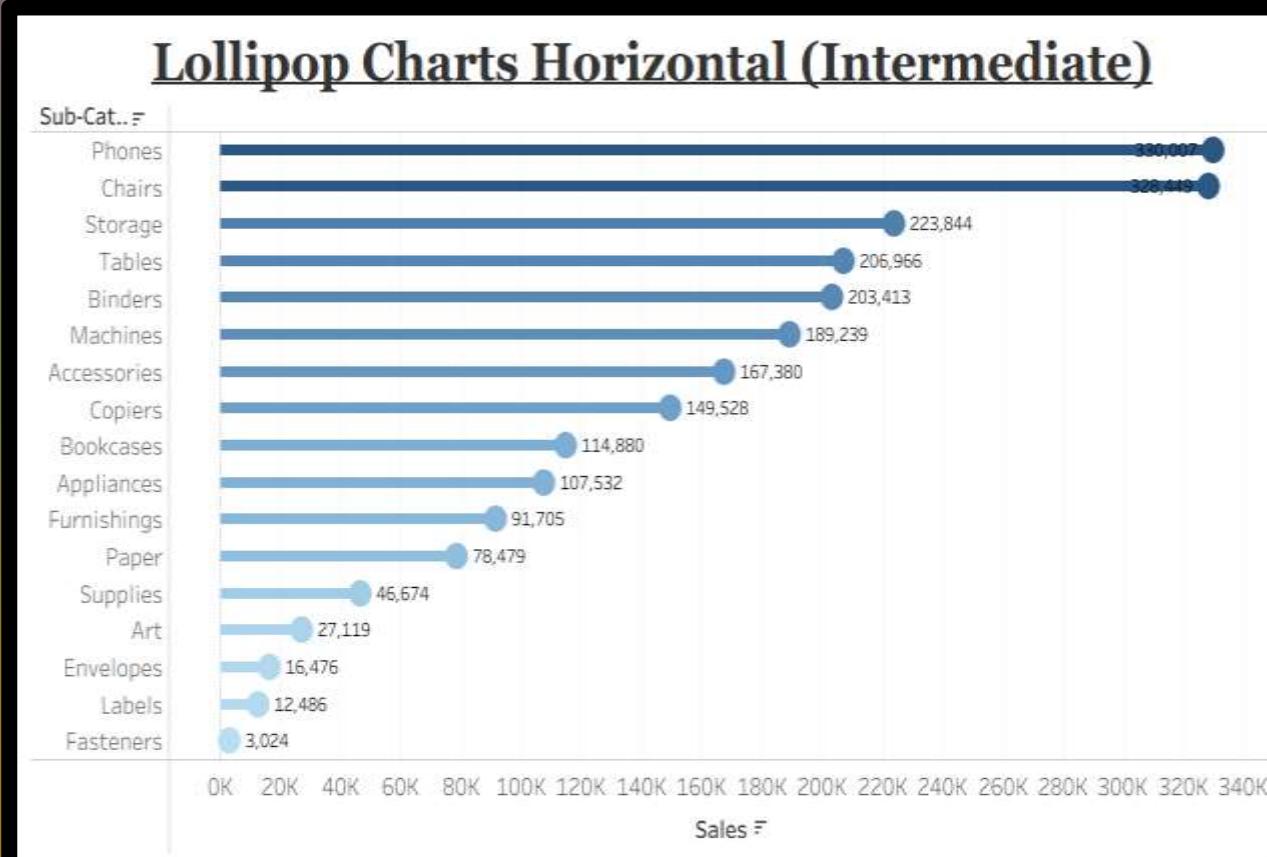
- **Description:** A combined chart using bars and a line to compare two related measures.
- **Advantage:** Helps analyze relationships between different data types on one view.
- **Use Case:** Showing monthly sales as bars and profit margin as a line.

25. BULLET CHARTS (INTERMEDIATE)



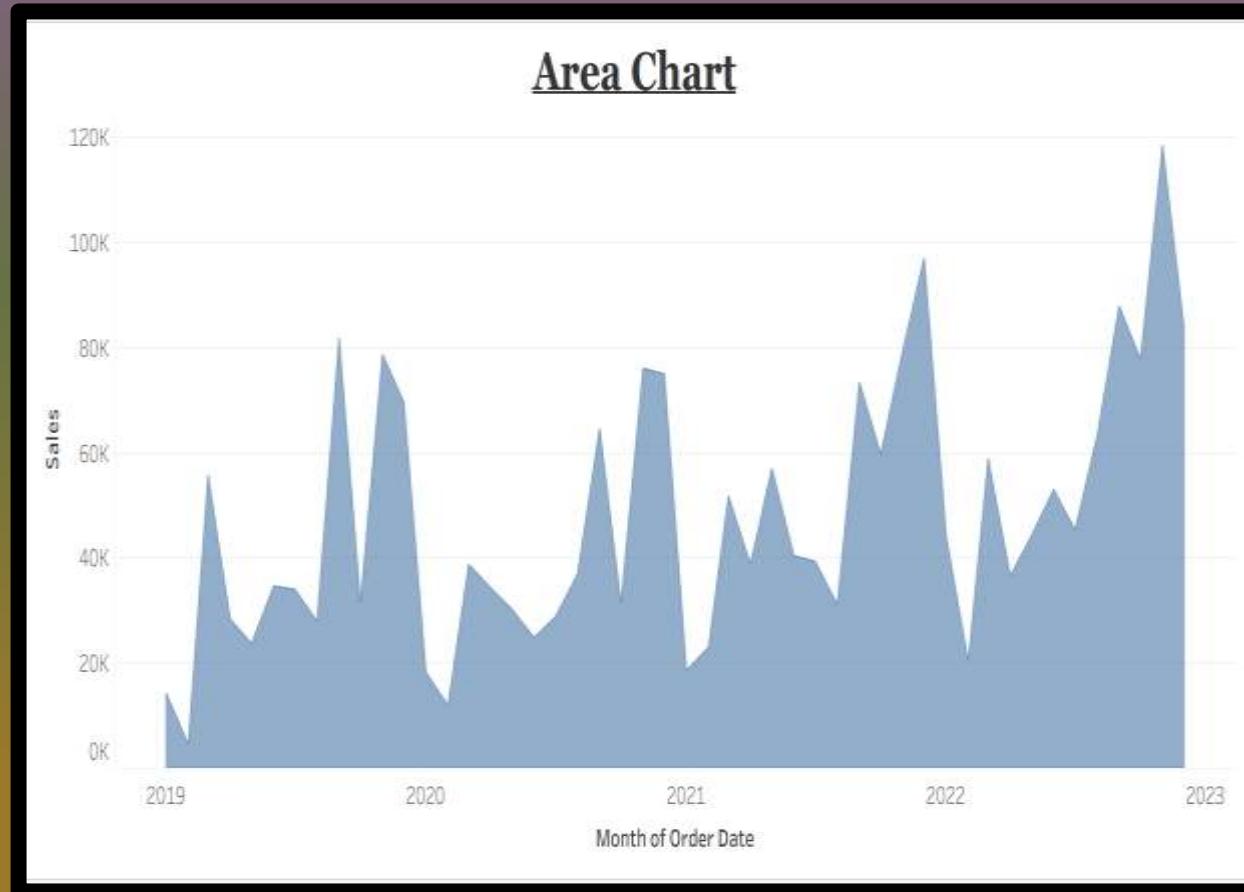
- **Description:** A chart that compares performance against a target with bars and reference lines.
- **Advantage:** Provides a compact way to track progress toward goals.
- **Use Case:** Measuring actual revenue against target benchmarks in dashboards.

26. LOLLIPOP CHARTS HORIZONTAL (INTERMEDIATE)



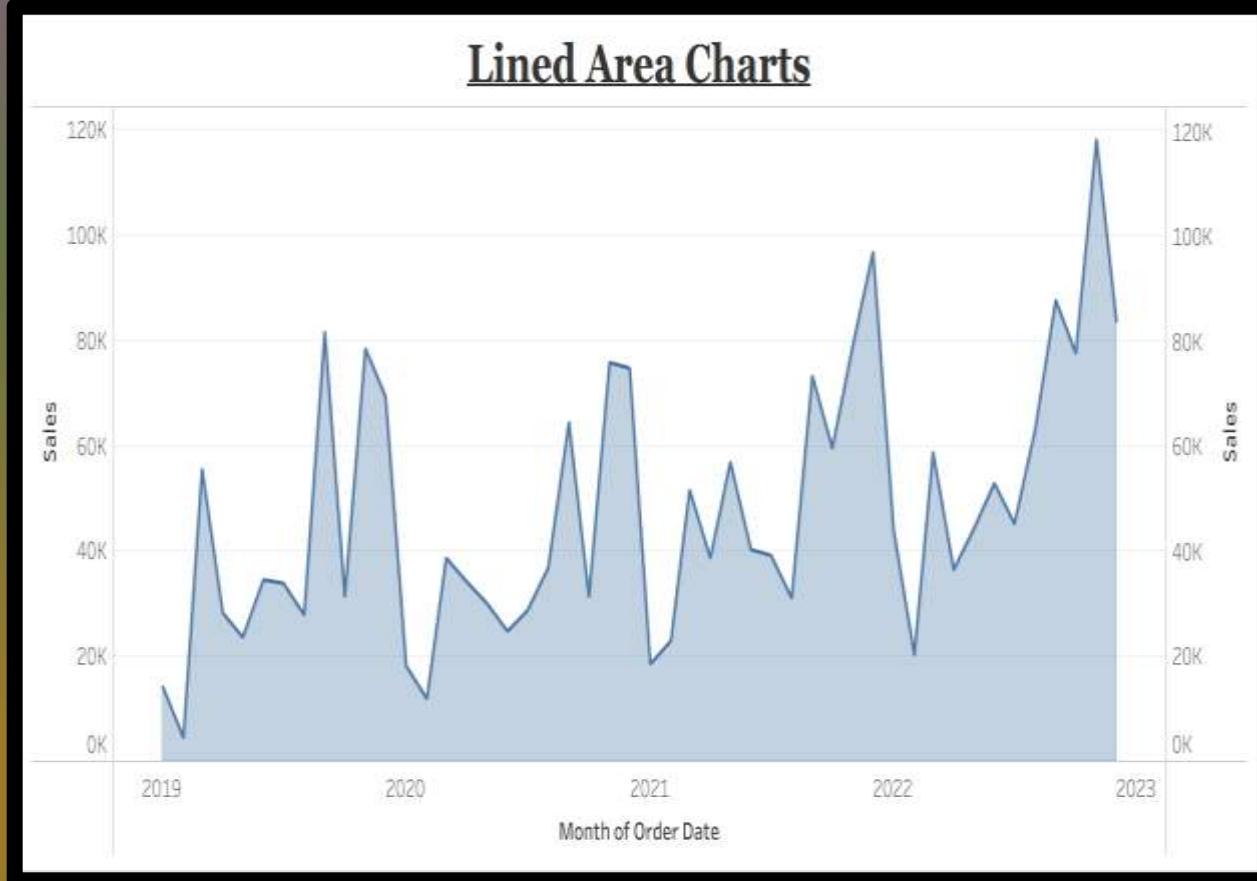
- **Description:** A bar chart variation with a line and a circle at the end to represent values.
- **Advantage:** Improves readability while keeping focus on exact data points.
- **Use Case:** Comparing customer satisfaction scores across different service centers.

27. AREA CHART



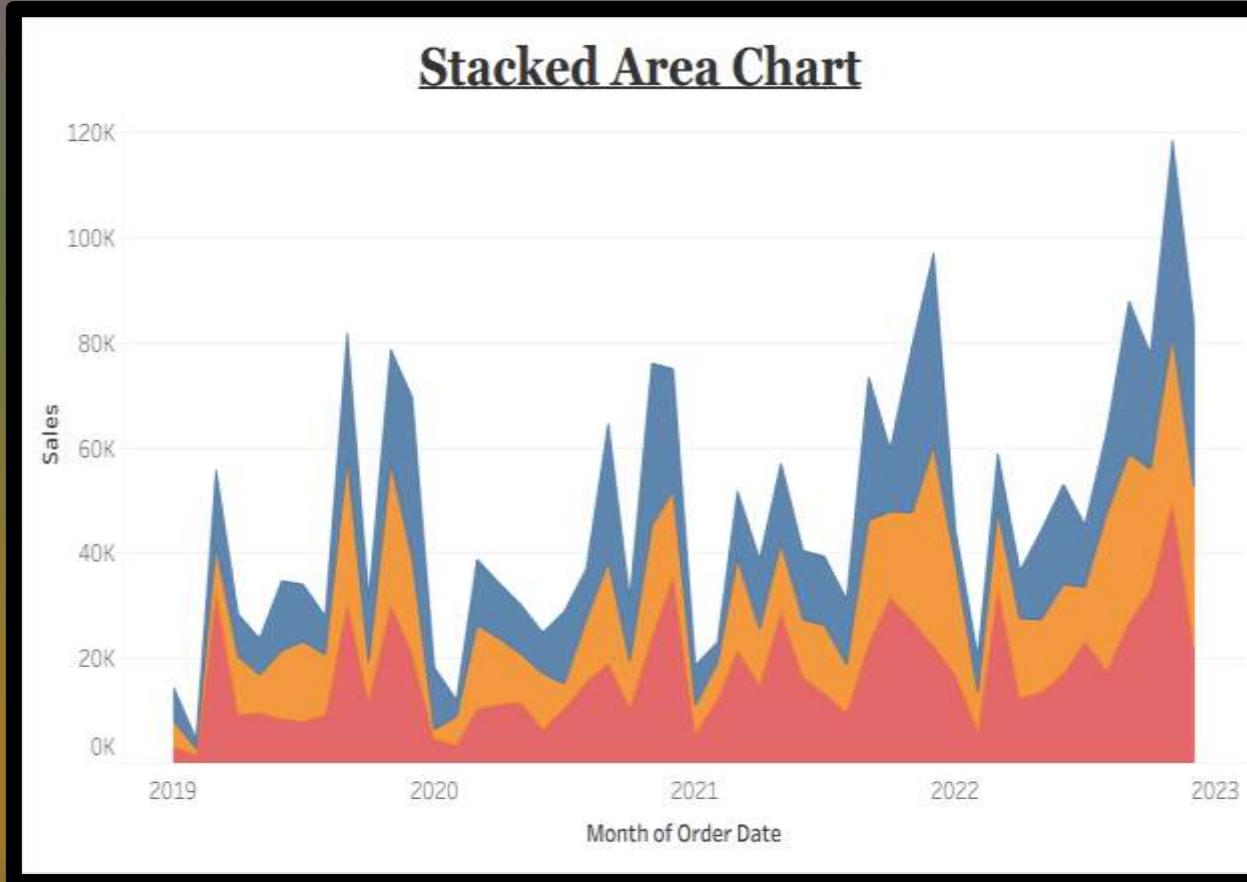
- **Description:** A chart that fills the space under a line to emphasize magnitude over time.
- **Advantage:** Highlights cumulative trends and overall volume effectively.
- **Use Case:** Showing total website traffic growth across months.

28. LINED AREA CHARTS



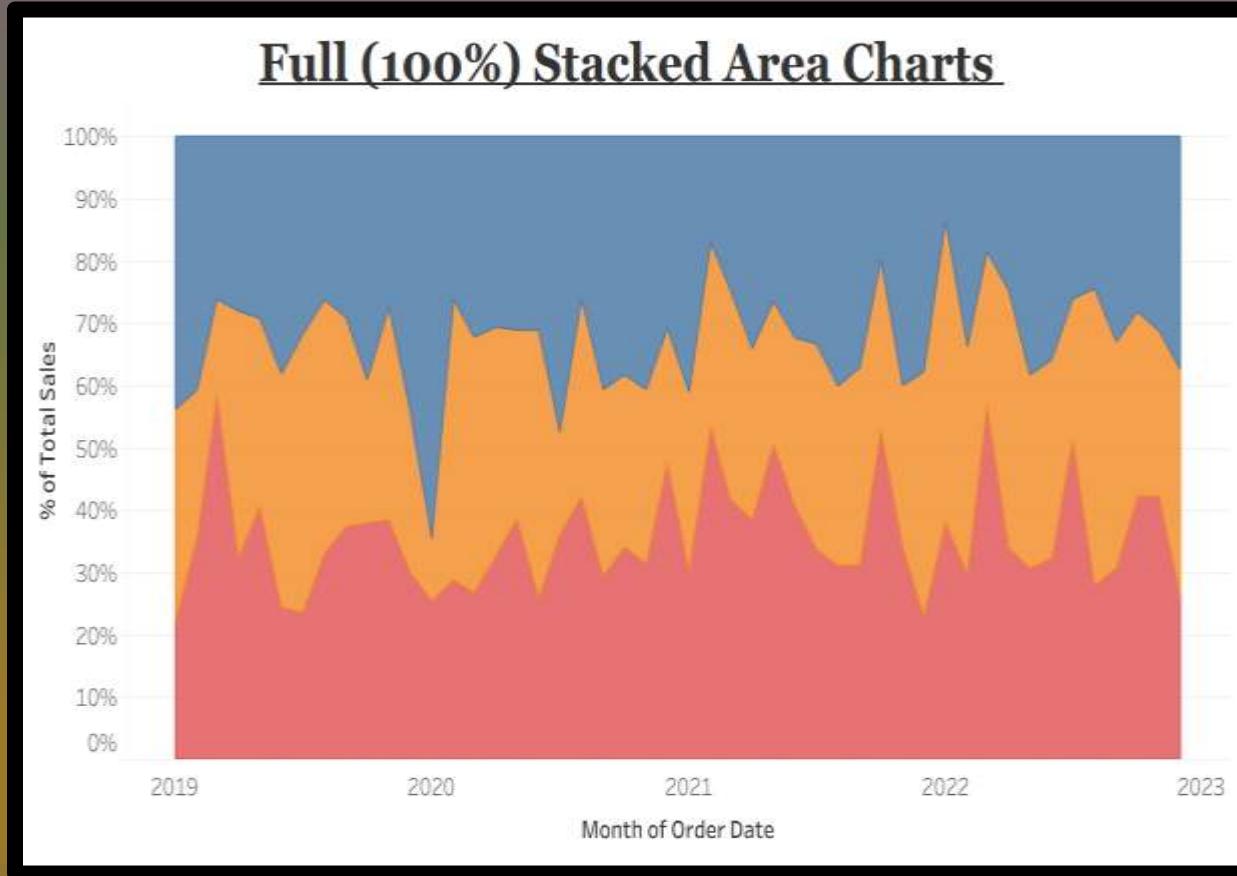
- **Description:** An area chart with a clear line boundary to show both trend and volume.
- **Advantage:** Combines clarity of a line chart with emphasis on overall size.
- **Use Case:** Tracking revenue growth while highlighting total contribution over time.

29. STACKED AREA CHART



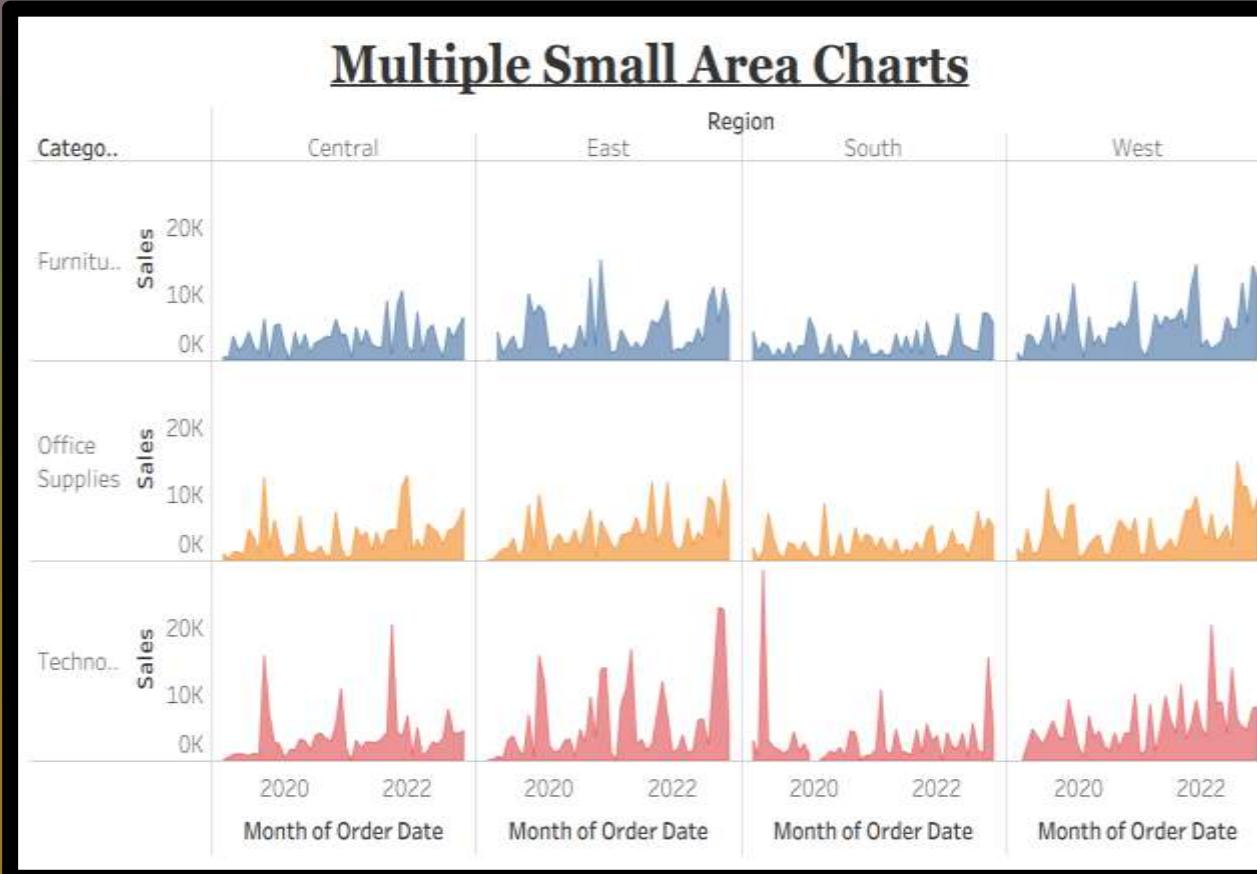
- **Description:** An area chart where multiple categories are stacked to show part-to-whole trends.
- **Advantage:** Useful for analyzing both total change and category contributions over time.
- **Use Case:** Showing energy consumption split by sources (solar, wind, coal) over years.

30. FULL (100%) STACKED AREA CHARTS



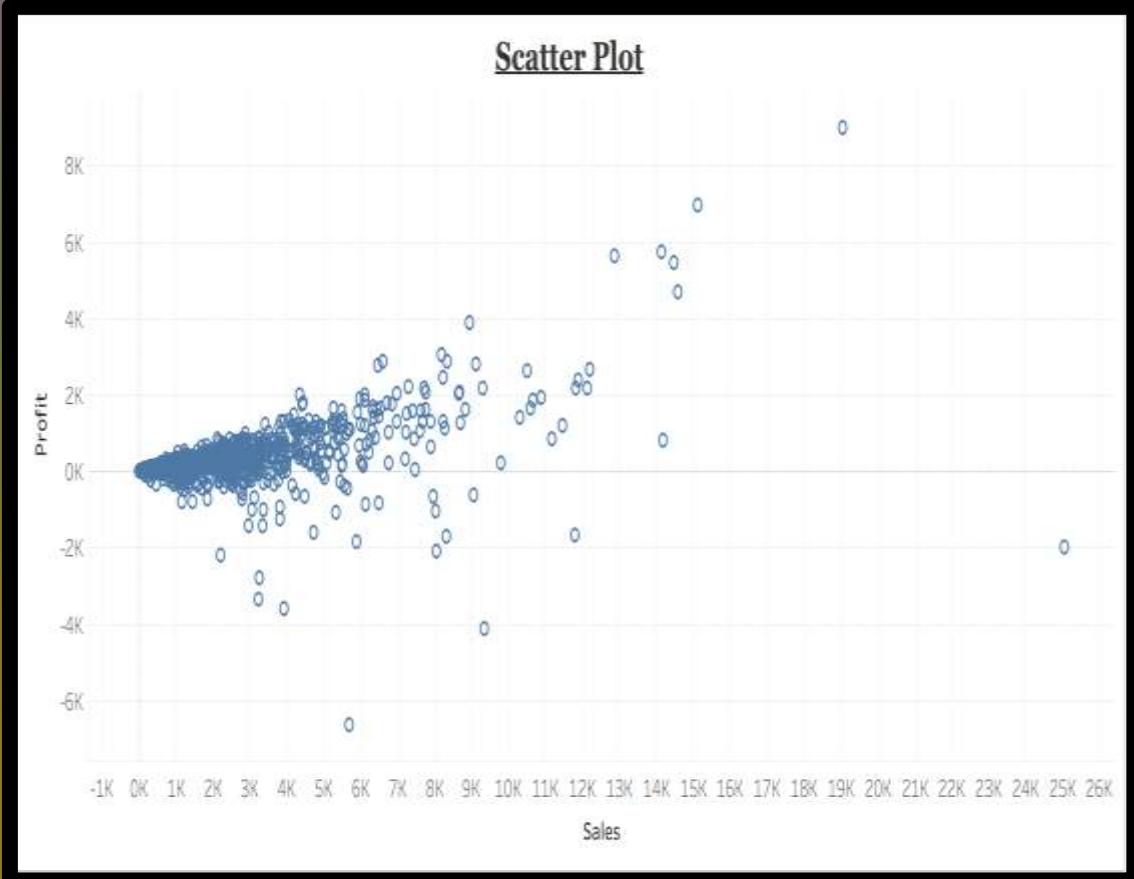
- **Description:** An area chart that shows percentage contribution of categories over time.
- **Advantage:** Makes it easy to compare proportional differences across groups.
- **Use Case:** Showing percentage share of mobile brands in the market over years.

31. MULTIPLE SMALL AREA CHARTS



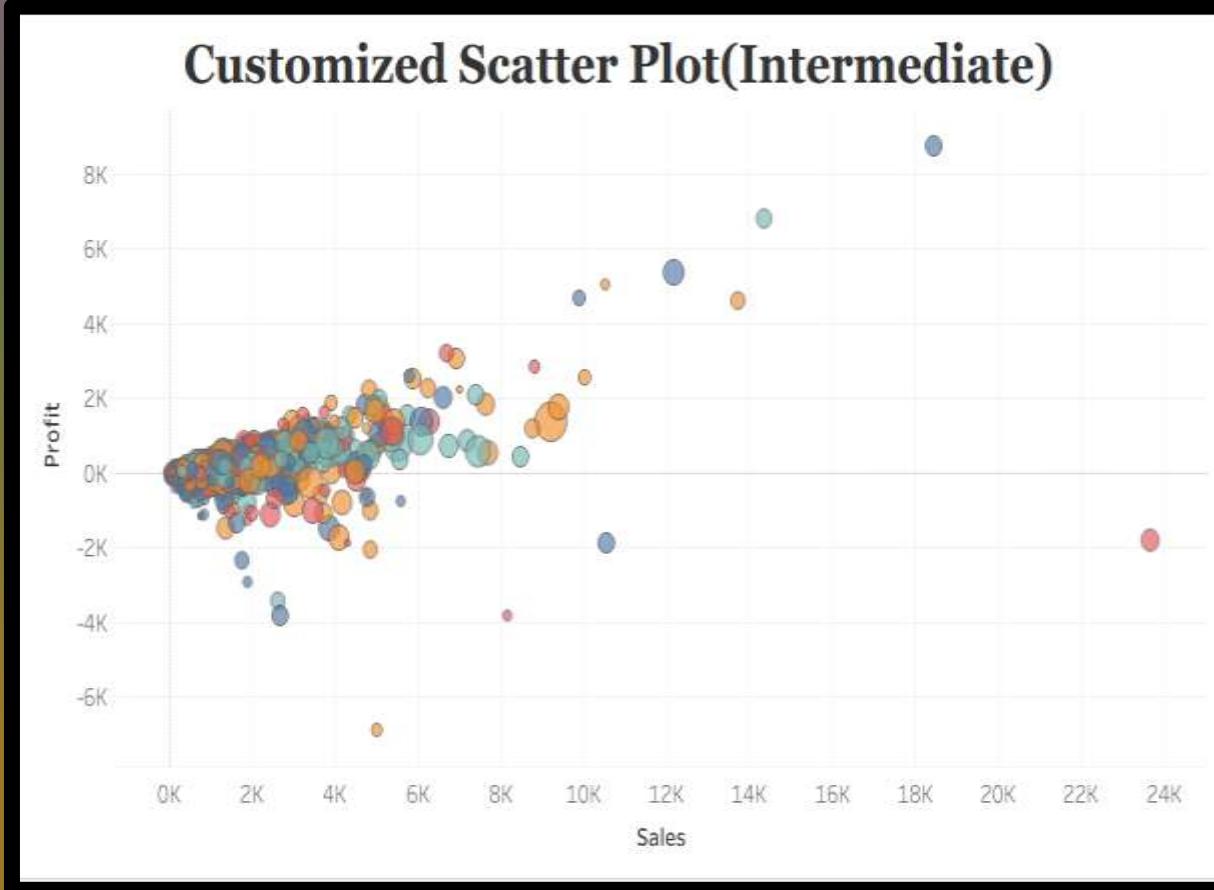
- **Description:** A series of small area charts used to compare trends across categories.
- **Advantage:** Simplifies complex data by showing patterns side by side.
- **Use Case:** Comparing monthly sales trends across different regions.

32. SCATTER PLOT



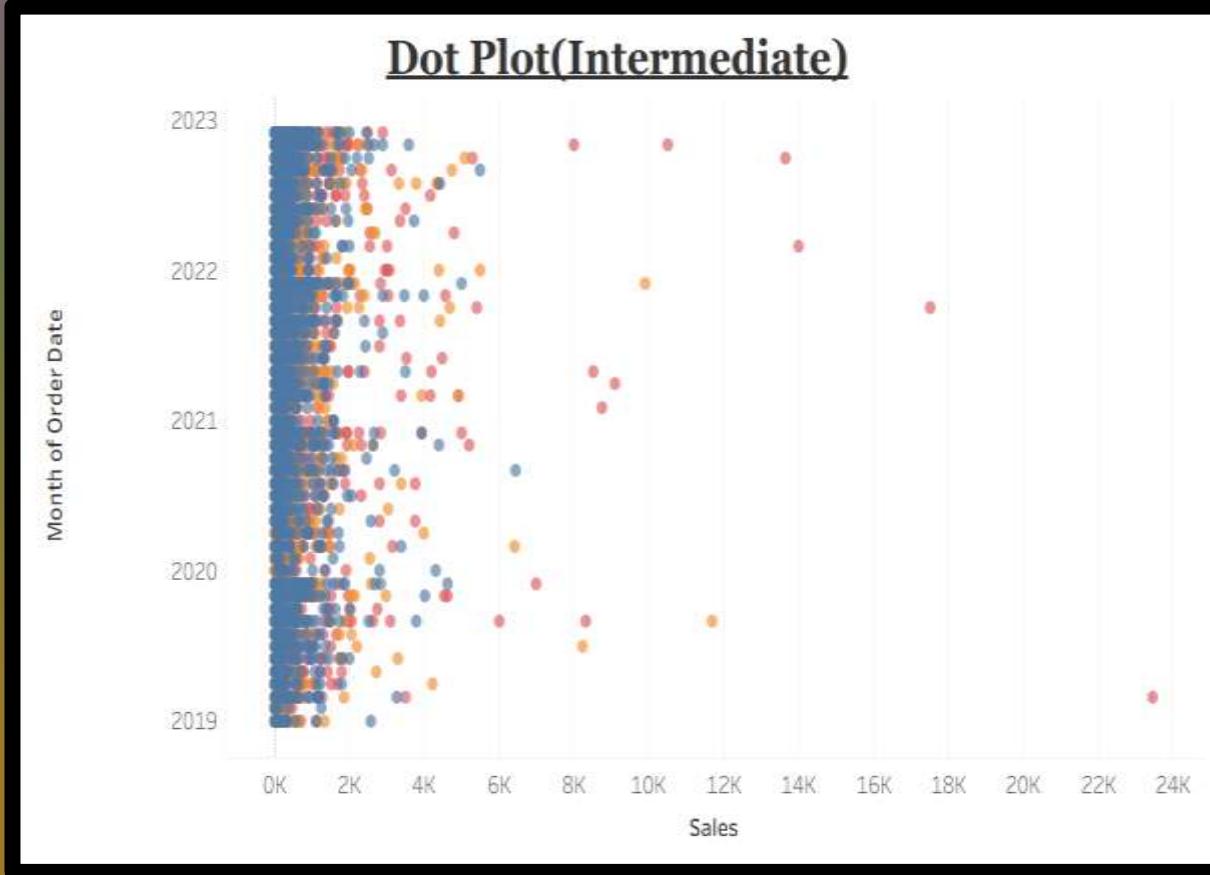
- **Description:** A chart that uses dots to show the relationship between two variables.
- **Advantage:** Helps identify correlations, clusters, and outliers.
- **Use Case:** Analyzing the relationship between advertising spend and sales revenue.

33. CUSTOMIZED SCATTER PLOT (INTERMEDIATE)



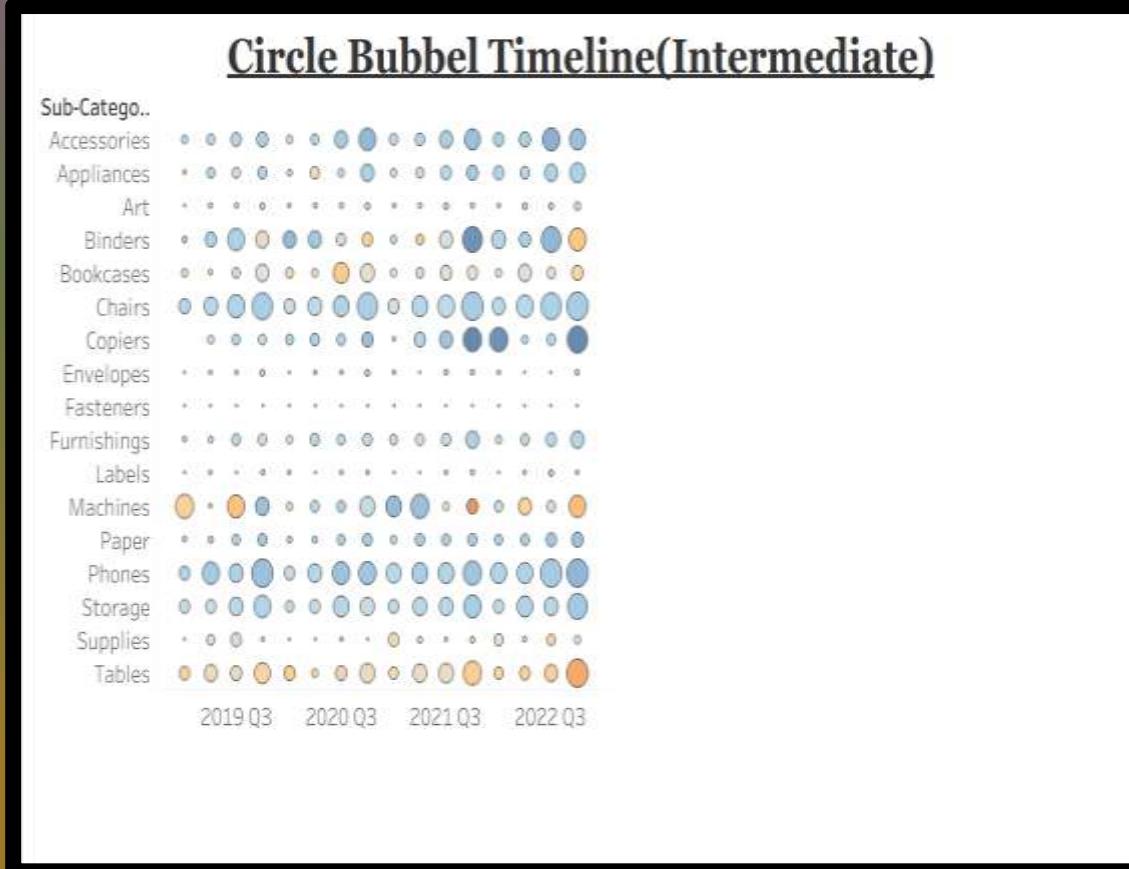
- **Description:** A scatter plot with tailored markers, colors, or sizes to highlight specific data patterns.
- **Advantage:** Makes relationships and clusters in data easier to identify and interpret.
- **Use Case:** Visualizing sales vs. advertising spend while differentiating regions or product categories.

34. DOT PLOT (INTERMEDIATE)



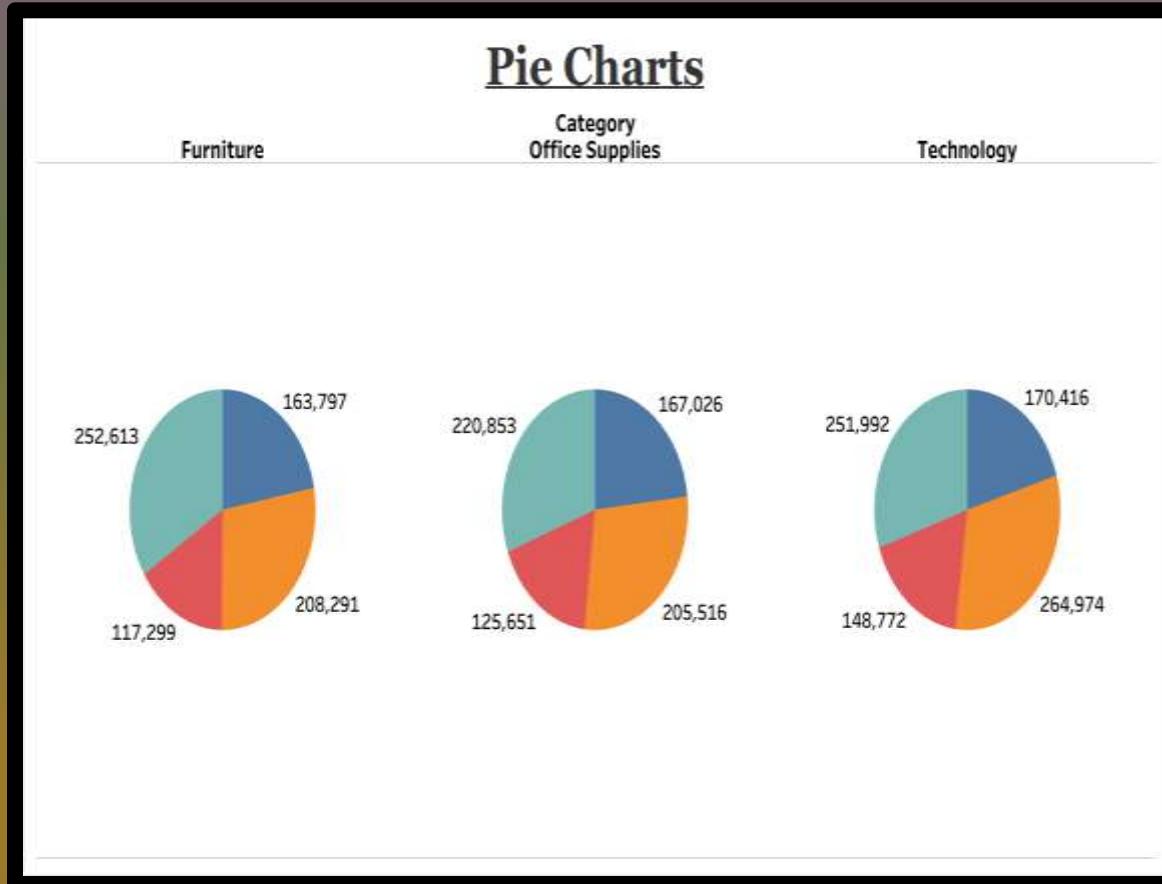
- **Description:** A chart that represents data points with dots along an axis for comparison.
- **Advantage:** Provides a clear view of distribution and reduces clutter compared to bars.
- **Use Case:** Comparing student test scores across different classes.

35. CIRCLE BUBBLE TIMELINE(INTERMEDIATE)



- **Description:** A timeline chart where events are shown as bubbles sized by magnitude.
- **Advantage:** Combines a sequence of events with relative importance visually.
- **Use Case:** Displaying product launches sized by sales impact over the years.

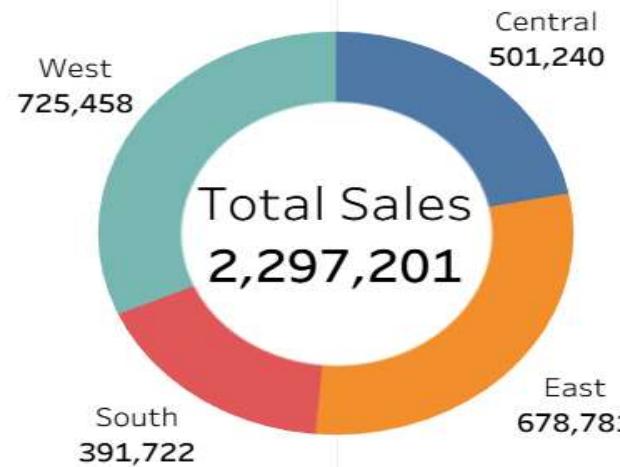
36. PIE CHARTS



- **Description:** A circular chart divided into slices to show part-to-whole relationships.
- **Advantage:** Simple and effective for visualizing proportions.
- **Use Case:** Showing percentage share of expenses in a monthly budget.

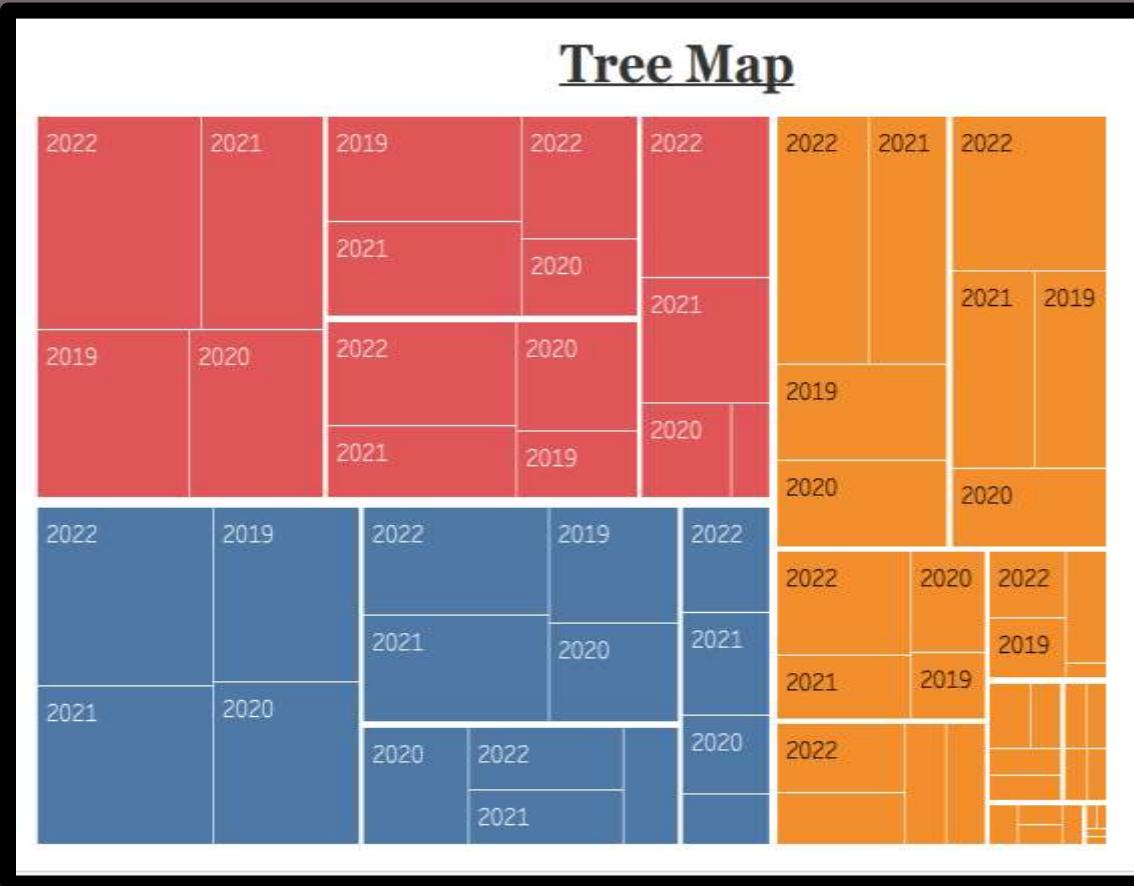
37. DONUT CHARTS(INTERMEDIATE)

Donut Charts(Intermediate)



- **Description:** A circular chart like a pie chart with a blank center for additional info.
- **Advantage:** Provides proportions while allowing space for key values in the center.
- **Use Case:** Showing market share of companies with total revenue in the middle.

38. TREE MAP



- **Description:** A chart that uses nested rectangles to represent hierarchical data.
 - **Advantage:** Efficiently displays proportions within categories and subcategories.
 - **Use Case:** Visualizing sales contribution by product categories and subcategories.

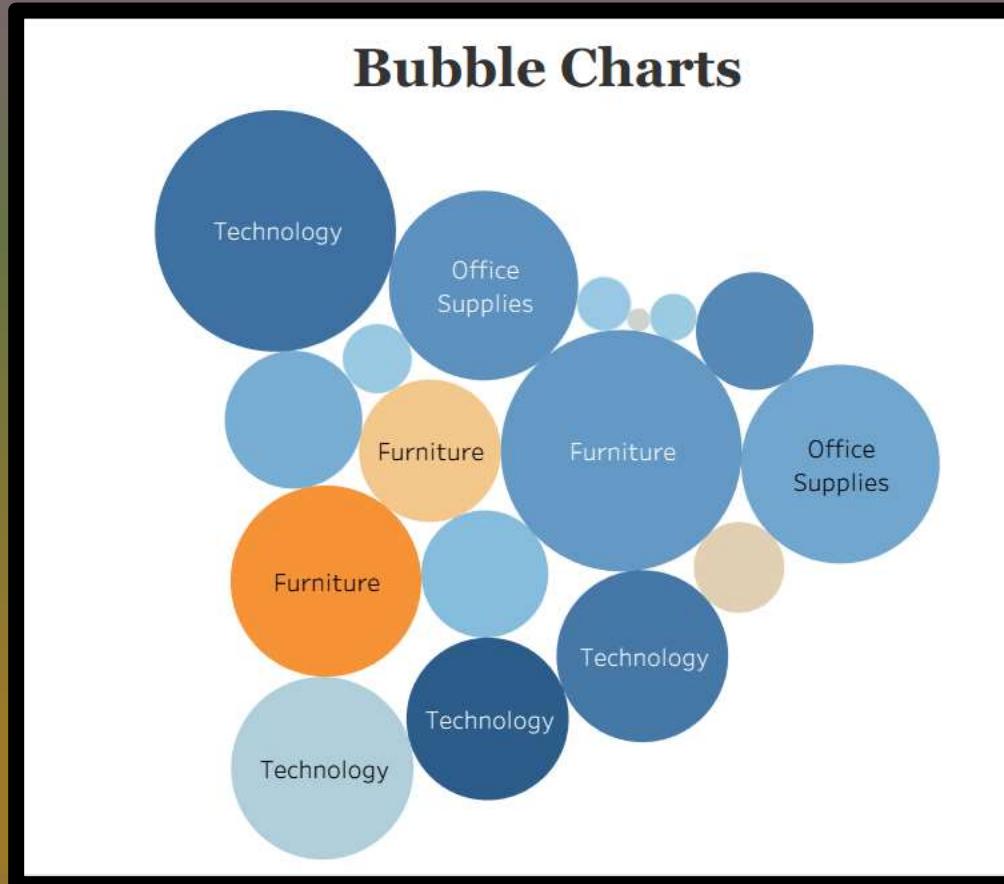
39. HEAT MAP

Heat Map

| Sub-Catego.. | Region | | | |
|--------------|---------|---------|--------|---------|
| | Central | East | South | West |
| Accessories | 33,956 | 45,033 | 27,277 | 61,114 |
| Appliances | 23,582 | 34,188 | 19,525 | 30,236 |
| Art | 5,765 | 7,486 | 4,656 | 9,212 |
| Binders | 56,923 | 53,498 | 37,030 | 55,961 |
| Bookcases | 24,157 | 43,819 | 10,899 | 36,004 |
| Chairs | 85,231 | 96,261 | 45,176 | 101,781 |
| Copiers | 37,260 | 53,219 | 9,300 | 49,749 |
| Envelopes | 4,637 | 4,376 | 3,346 | 4,118 |
| Fasteners | 778 | 820 | 503 | 923 |
| Furnishings | 15,254 | 29,071 | 17,307 | 30,073 |
| Labels | 2,451 | 2,603 | 2,353 | 5,079 |
| Machines | 26,797 | 66,106 | 53,891 | 42,444 |
| Paper | 17,492 | 20,173 | 14,151 | 26,664 |
| Phones | 72,403 | 100,615 | 58,304 | 98,684 |
| Storage | 45,930 | 71,613 | 35,768 | 70,533 |
| Supplies | 9,467 | 10,760 | 8,319 | 18,127 |
| Tables | 39,155 | 39,140 | 43,916 | 84,755 |

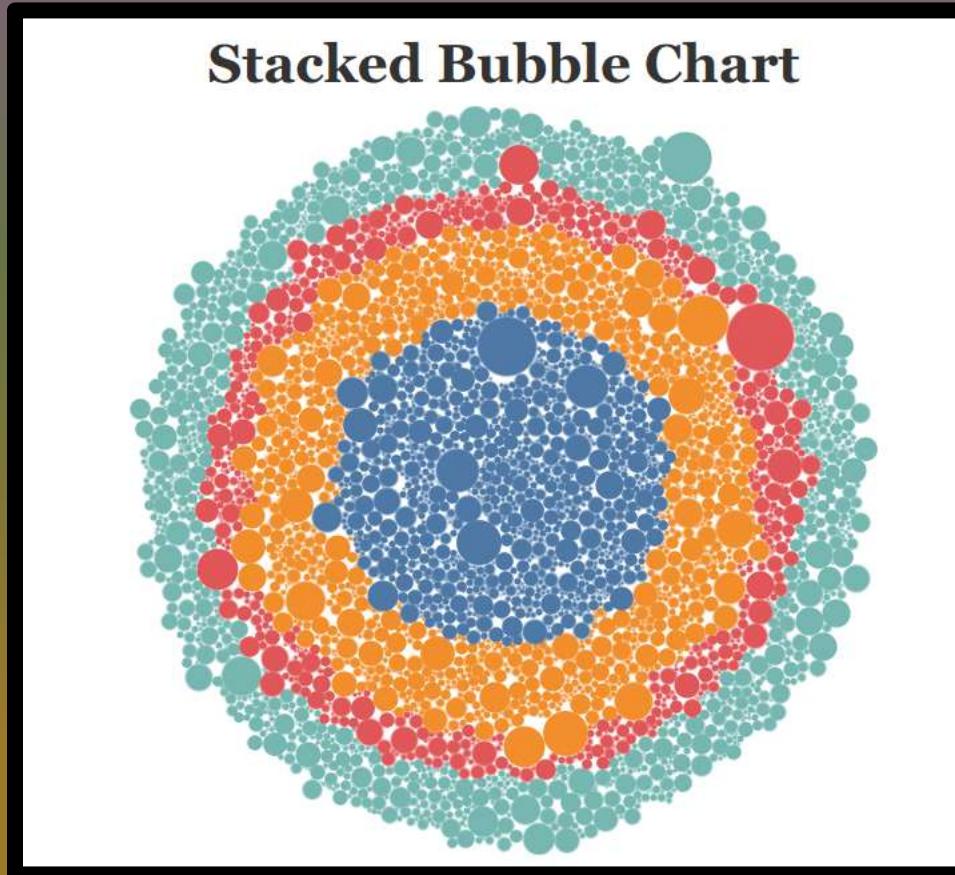
- **Description:** A visualization that displays data as nested rectangles sized by value.
- **Advantage:** Great for showing hierarchical structure and relative size at once.
- **Use Case:** Analyzing revenue contribution of departments within a company.

40. BUBBLE CHARTS



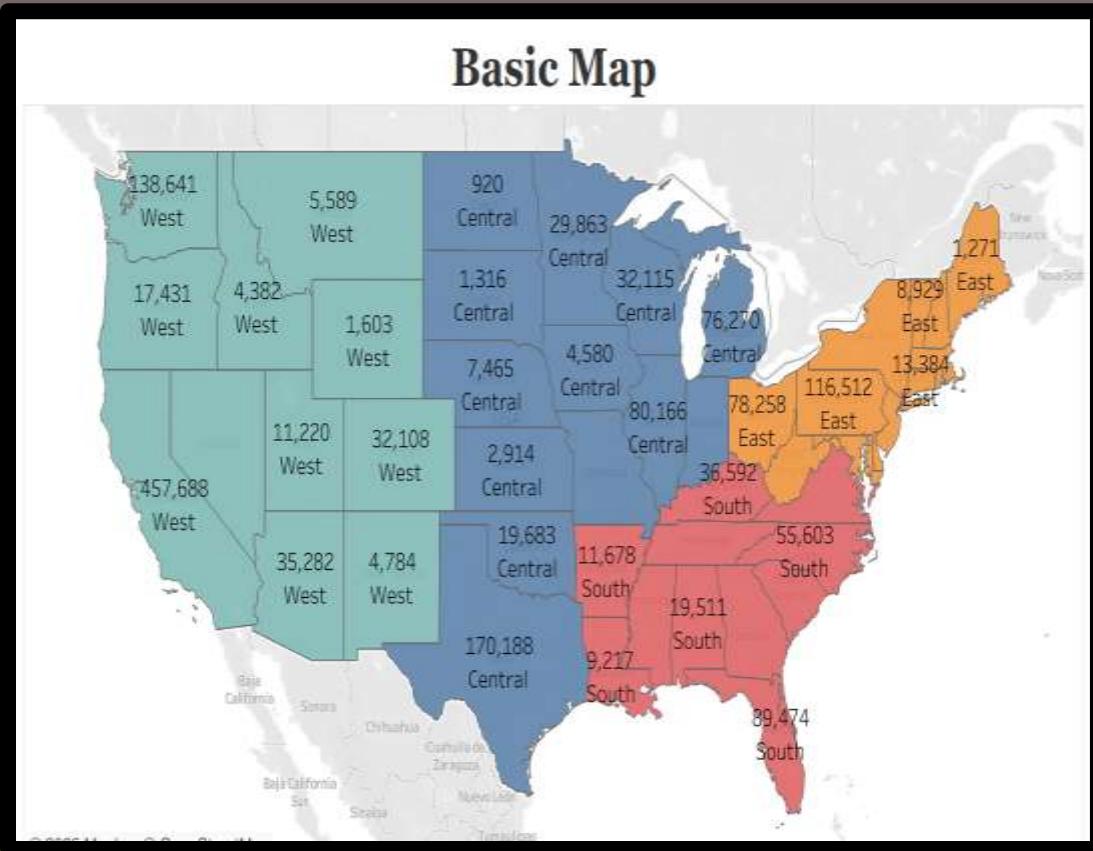
- **Description:** A chart that uses circles of varying size to represent a third variable in data.
 - **Advantage:** Shows relationships and magnitude across three dimensions.
 - **Use Case:** Comparing sales, profit, and market share of products simultaneously.

41. STACKED BUBBLE CHART



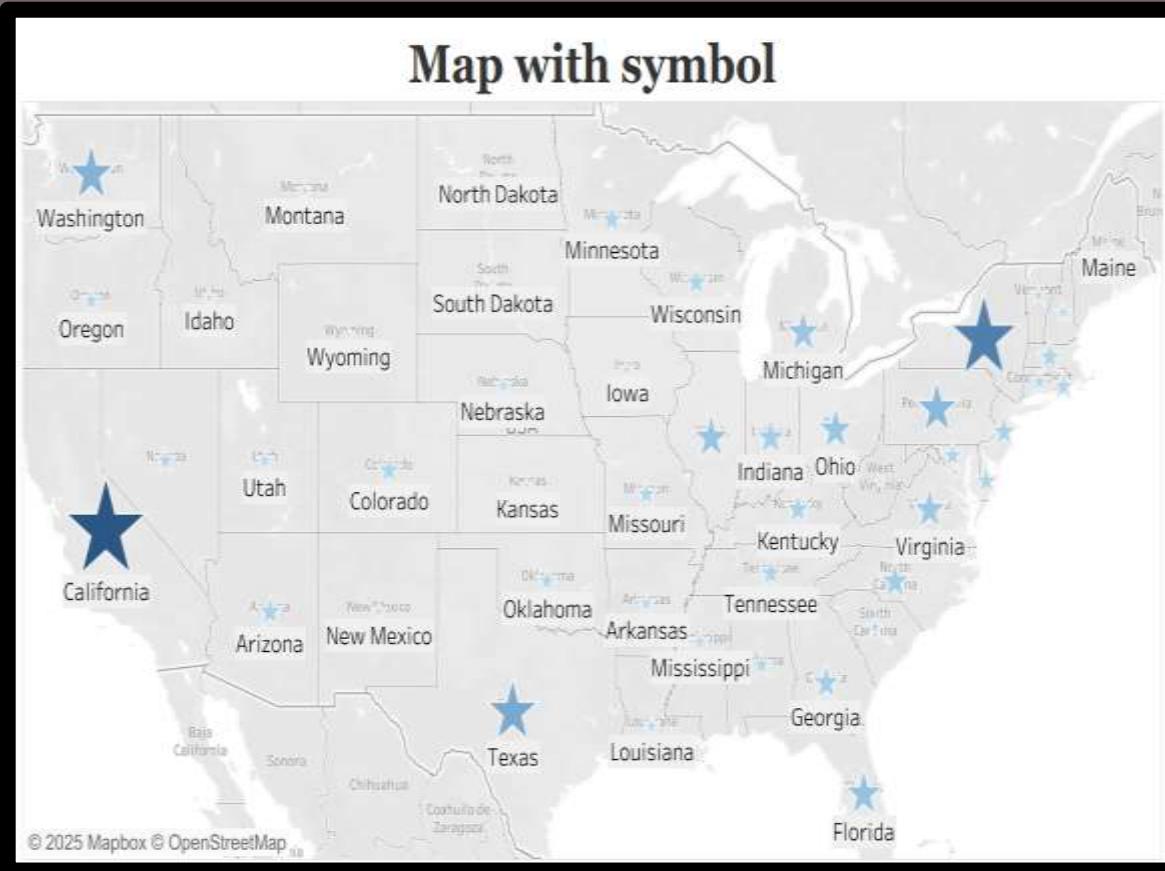
- **Description:** A chart where bubbles are stacked to show part-to-whole contribution.
- **Advantage:** Combines size comparison with proportional breakdown.
- **Use Case:** Visualizing population distribution by age groups within countries.

42. BASIC MAP



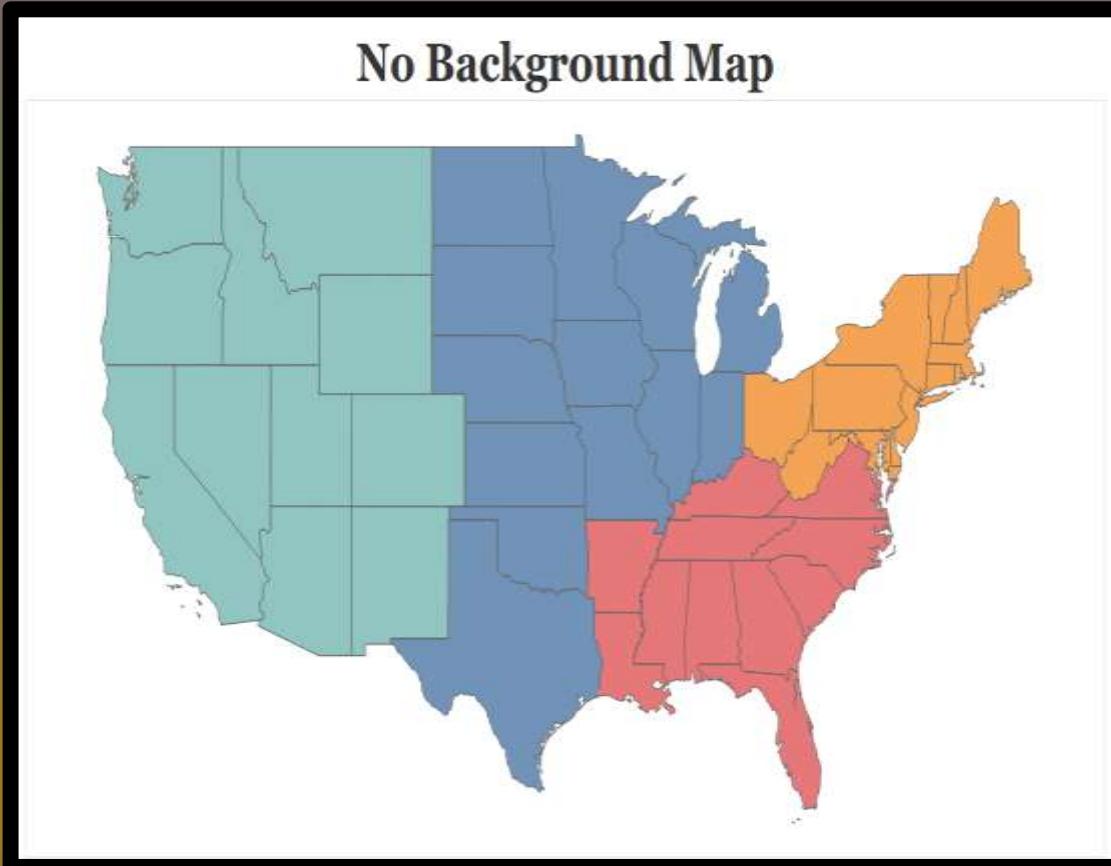
- **Description:** A geographical chart that plots data points or regions on a map.
- **Advantage:** Provides spatial insights by linking data to locations.
- **Use Case:** Showing sales distribution across different states or countries.

43. MAP WITH SYMBOL



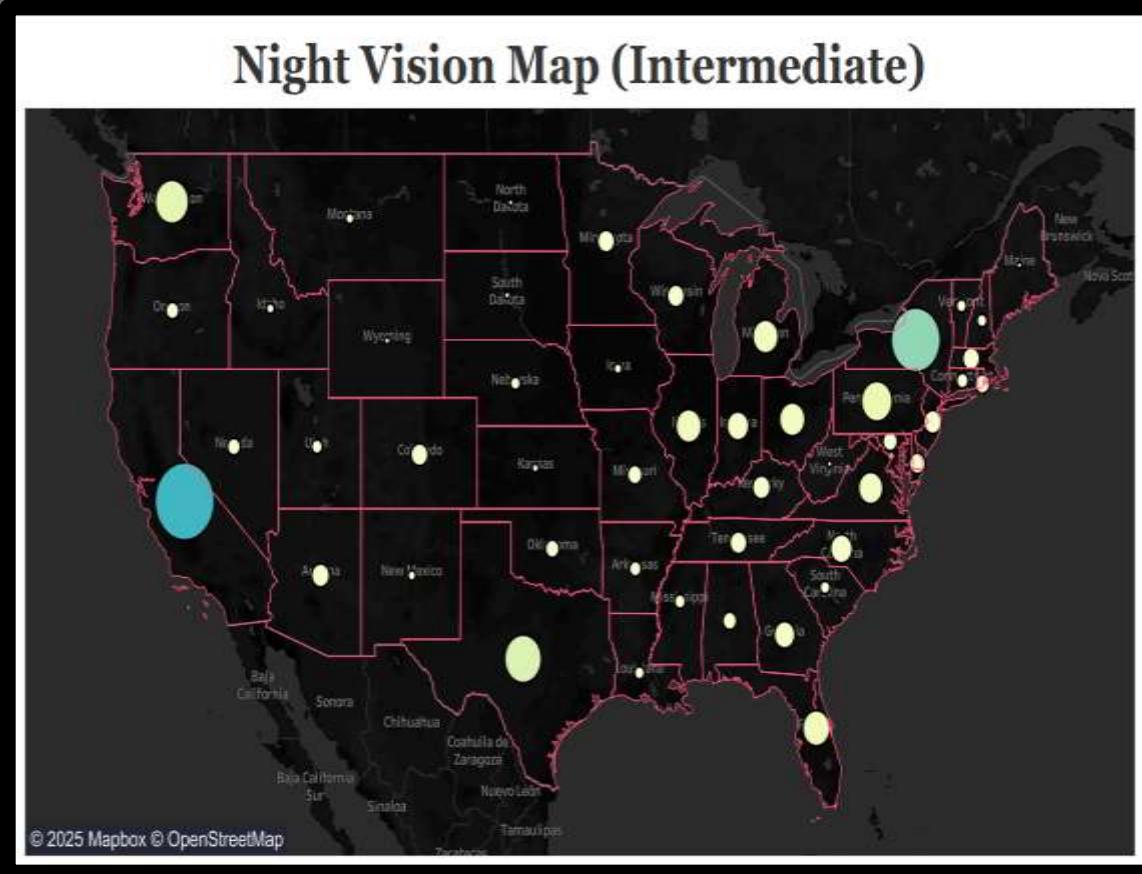
- **Description:** A map that uses symbols or shapes to represent data values at locations.
- **Advantage:** Effectively shows both geographic distribution and data magnitude.
- **Use Case:** Displaying number of stores in each city with circle size as indicator.

44. NO BACKGROUND MAP



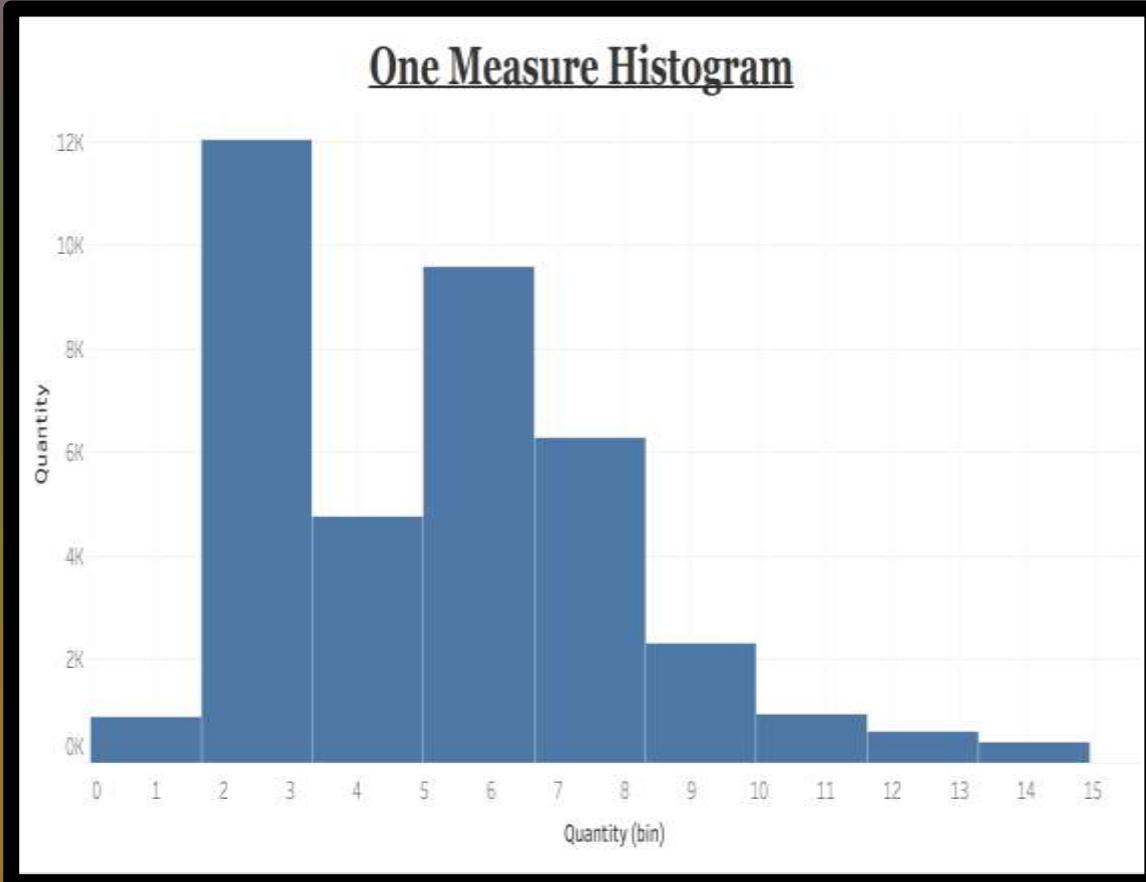
- **Description:** A simplified map that shows data points without geographic background.
- **Advantage:** Reduces distractions and keeps focus on the data itself.
- **Use Case:** Plotting customer locations without needing full map details.

45. NIGHT VISION MAP (INTERMEDIATE)



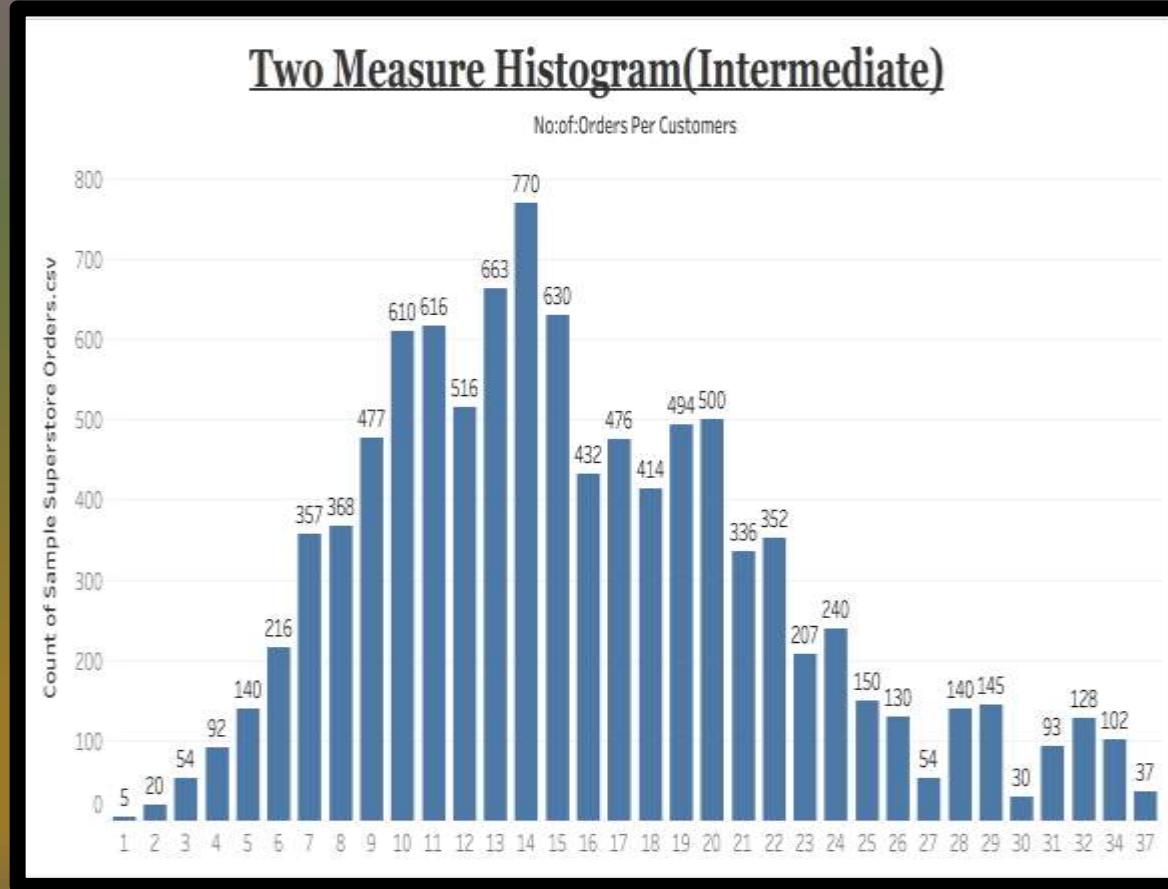
- **Description:** A dark-themed map style designed for better visibility in low-light settings.
- **Advantage:** Enhances contrast and readability of data points at night or in dashboards.
- **Use Case:** Displaying flight routes on a global map with dark background.

46. ONE MEASURE HISTOGRAM



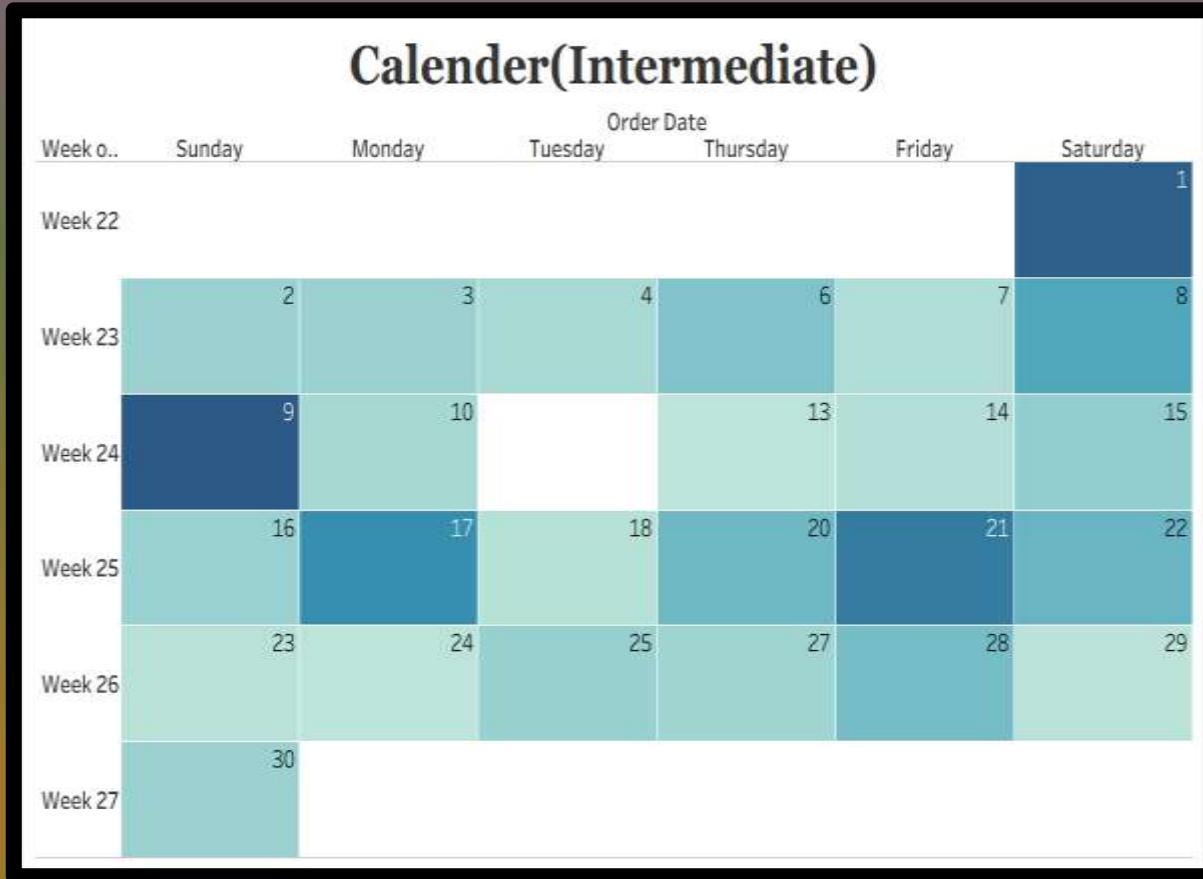
- **Description:** A chart that shows the frequency distribution of a single continuous variable.
- **Advantage:** Helps identify patterns, spread, and outliers in data.
- **Use Case:** Analyzing distribution of student exam scores.

47. TWO-MEASURE HISTOGRAM(INTERMEDIATE)



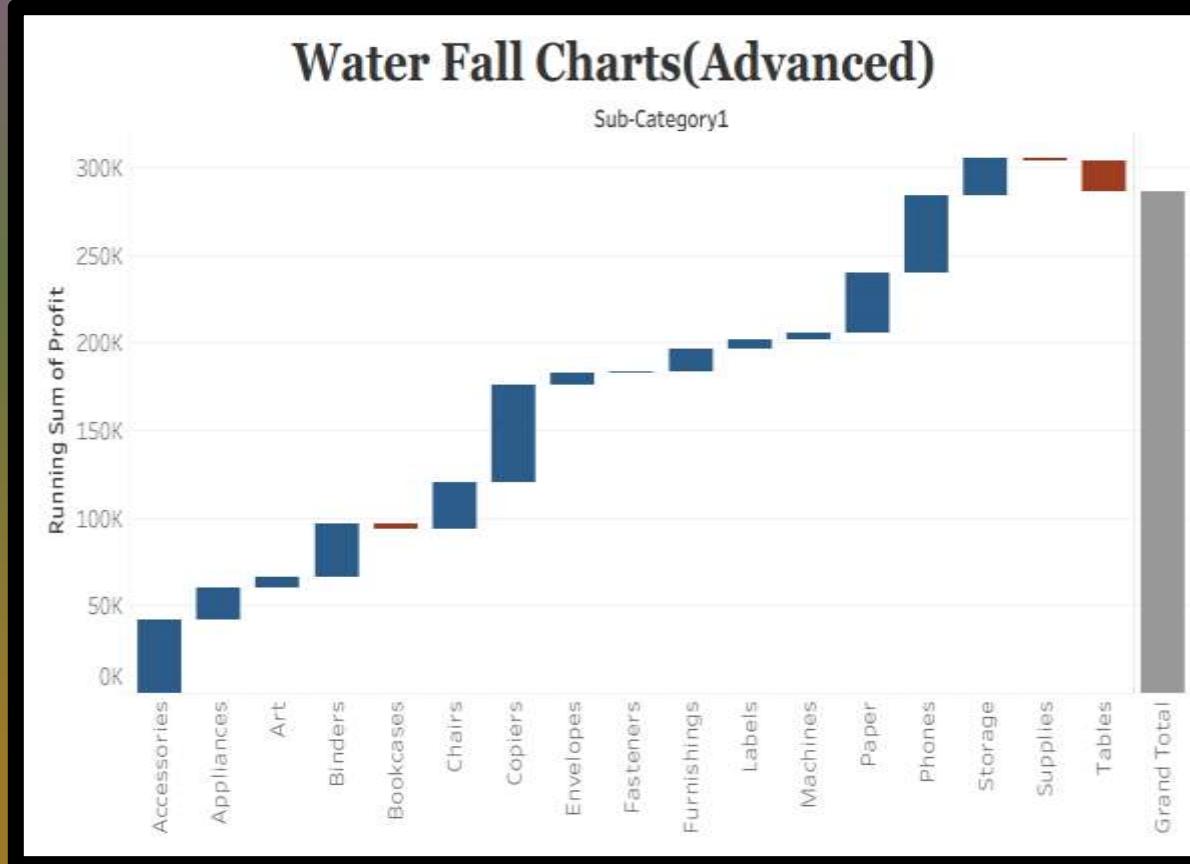
- **Description:** A histogram that compares the distribution of two different measures.
- **Advantage:** Enables side-by-side analysis of how two variables are distributed.
- **Use Case:** Comparing income distribution of urban vs. rural households.

48. CALENDAR (INTERMEDIATE)



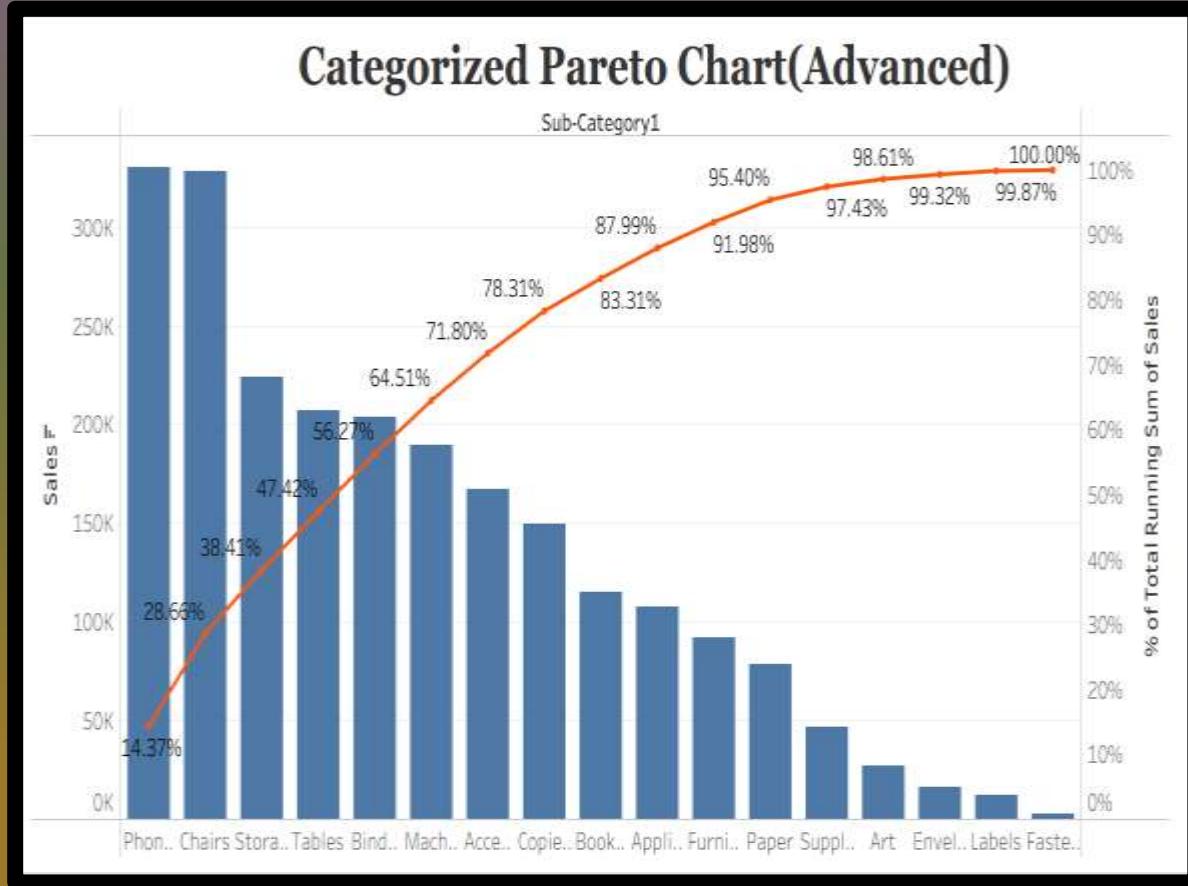
- **Description:** A chart that displays data values arranged by days, weeks, or months on a calendar layout.
- **Advantage:** Makes it easy to spot daily, weekly, or seasonal patterns.
- **Use Case:** Tracking employee attendance or website traffic by date.

49. WATERFALL CHARTS(ADVANCED)



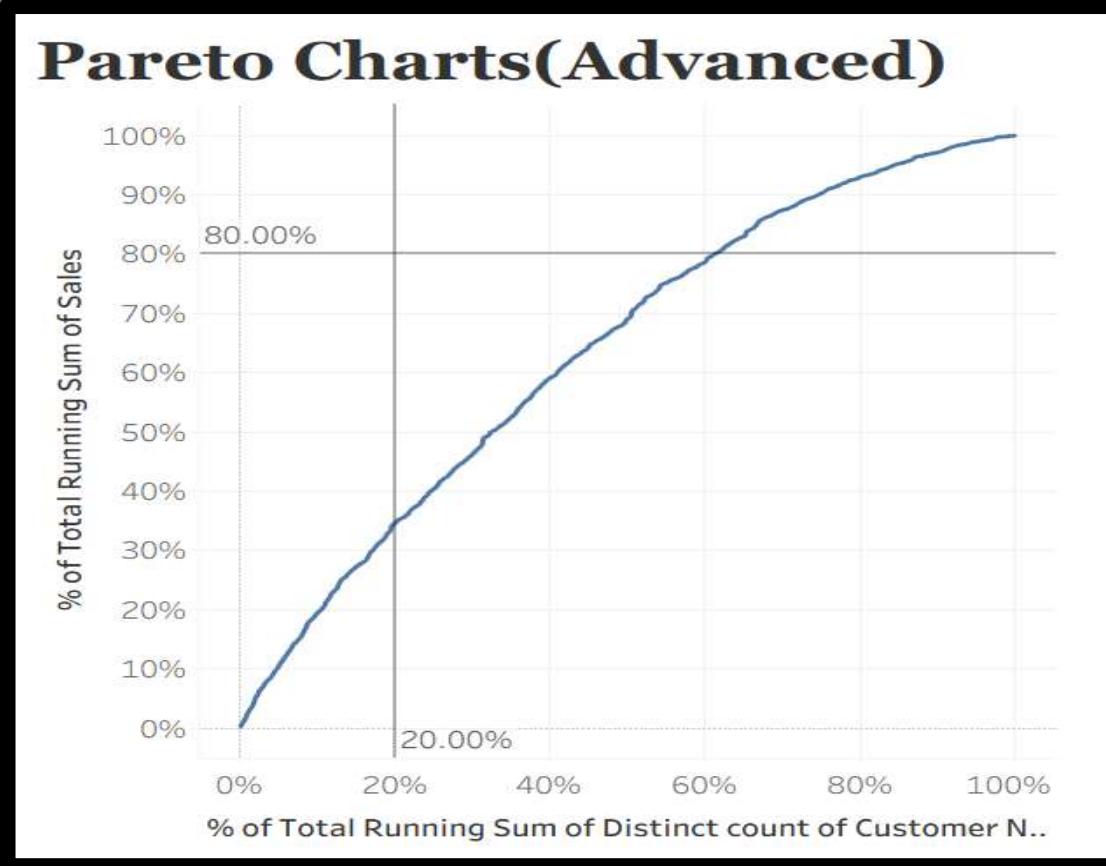
- **Description:** A chart that shows how sequential positive and negative changes affect a total.
- **Advantage:** Clearly illustrates contributions of each factor to the final value.
- **Use Case:** Analyzing profit breakdown from revenue to net income.

50. CATEGORIZED PARETO CHART (ADVANCED)



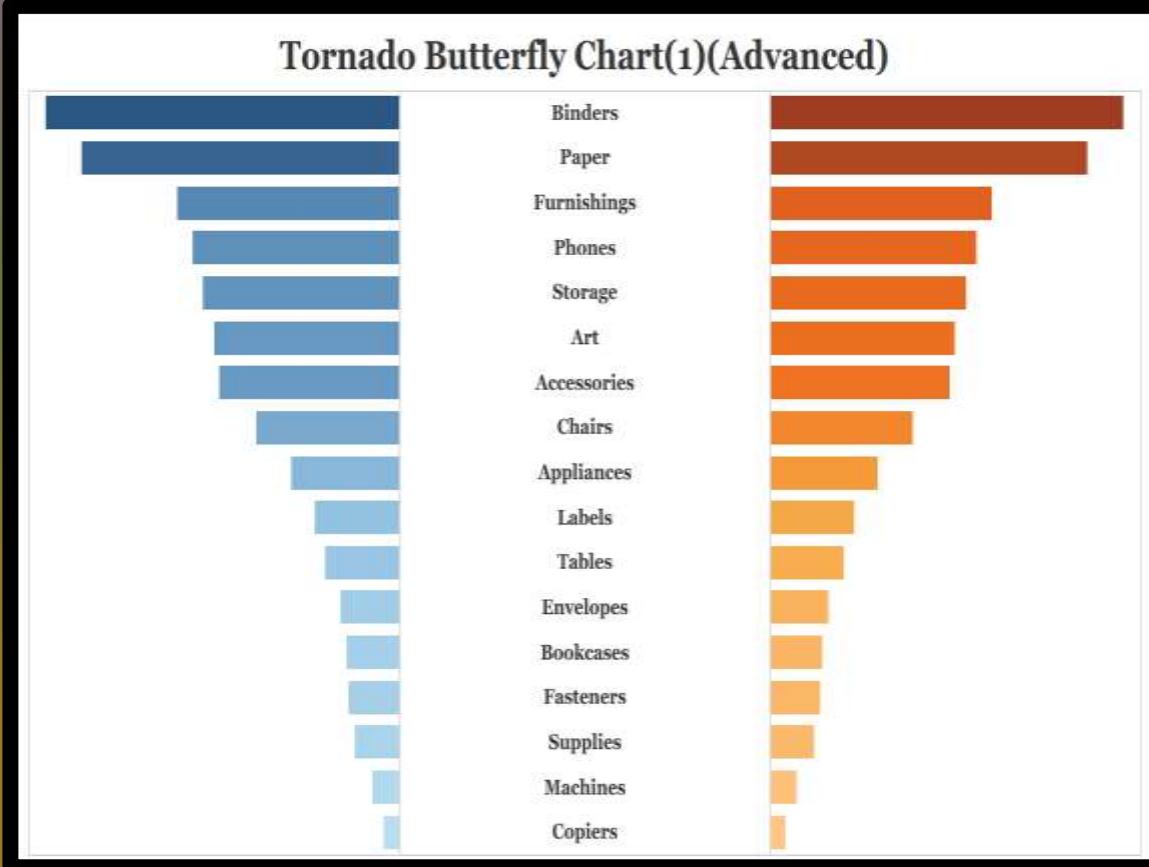
- **Description:** A Pareto chart grouped by categories to highlight major contributors within each category.
- **Advantage:** Quickly identifies top causes within multiple categories for targeted improvement.
- **Use Case:** Analyzing defect types across different production lines in manufacturing.

51. PARETO CHARTS (ADVANCED)



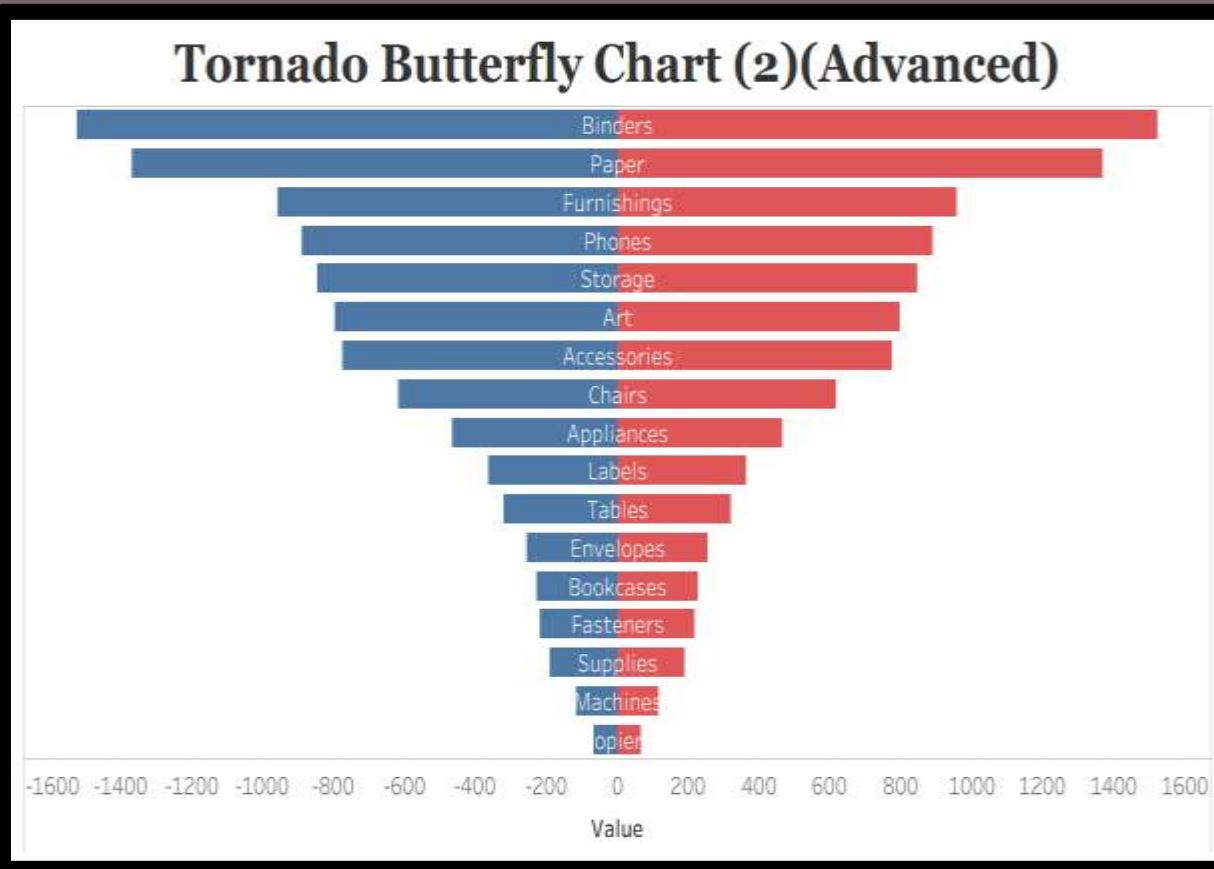
- **Description:** A Pareto chart enhanced with cumulative percentages, filters, or interactive features for deeper analysis.
- **Advantage:** Highlights the most significant factors efficiently and allows dynamic exploration of data.
- **Use Case:** Prioritizing key issues in quality control or customer complaints with interactive dashboards.

52. TORNADO BUTTERFLY CHART(1)(ADVANCED)



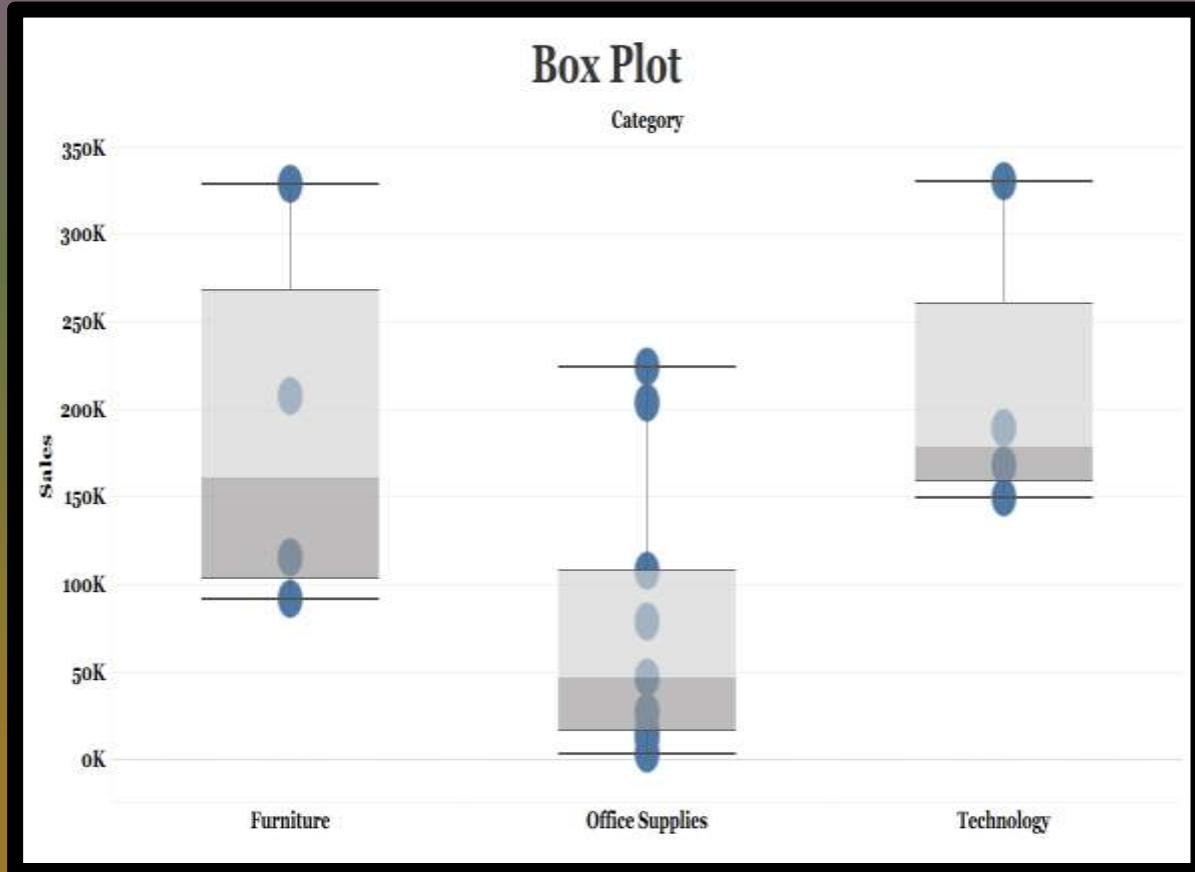
- **Description:** A mirrored bar chart comparing two related datasets side by side for easy contrast.
- **Advantage:** Clearly visualizes differences and similarities between two groups in a single view.
- **Use Case:** Comparing male vs. female population distribution across age groups in demographics analysis.

53. TORNADO BUTTERFLY CHART(2)(ADVANCED)



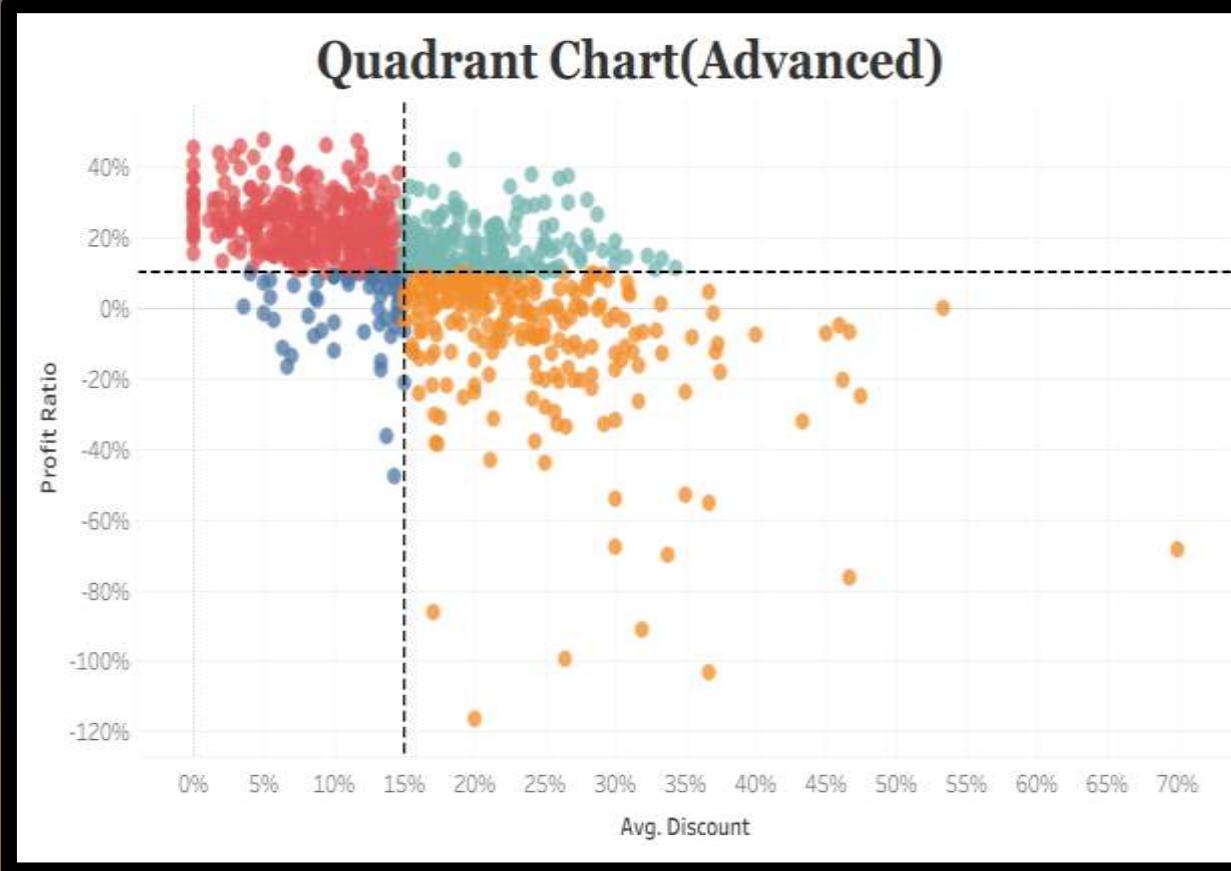
- **Description:** An enhanced butterfly chart with additional layers, colors, or interactive sorting for detailed comparison.
- **Advantage:** Enables multi-dimensional comparison and better insight into contrasting datasets.
- **Use Case:** Analyzing sales performance of two product lines across multiple regions simultaneously.

54. BOX PLOT



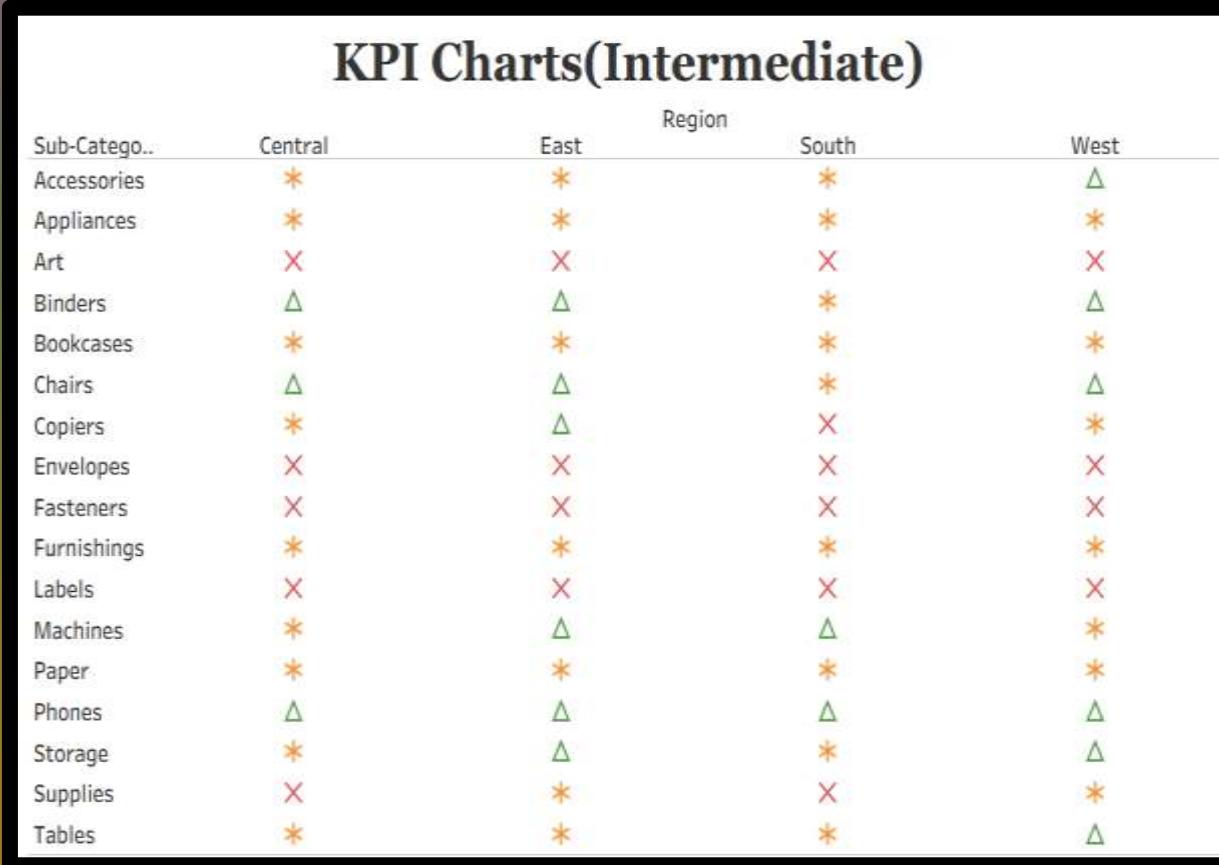
- **Description:** A chart that displays data distribution using quartiles, highlighting median, range, and outliers.
- **Advantage:** Quickly identifies spread, central tendency, and anomalies in the dataset.
- **Use Case:** Analyzing test scores across different student groups to detect performance variation.

55. QUADRANT CHART (ADVANCED)



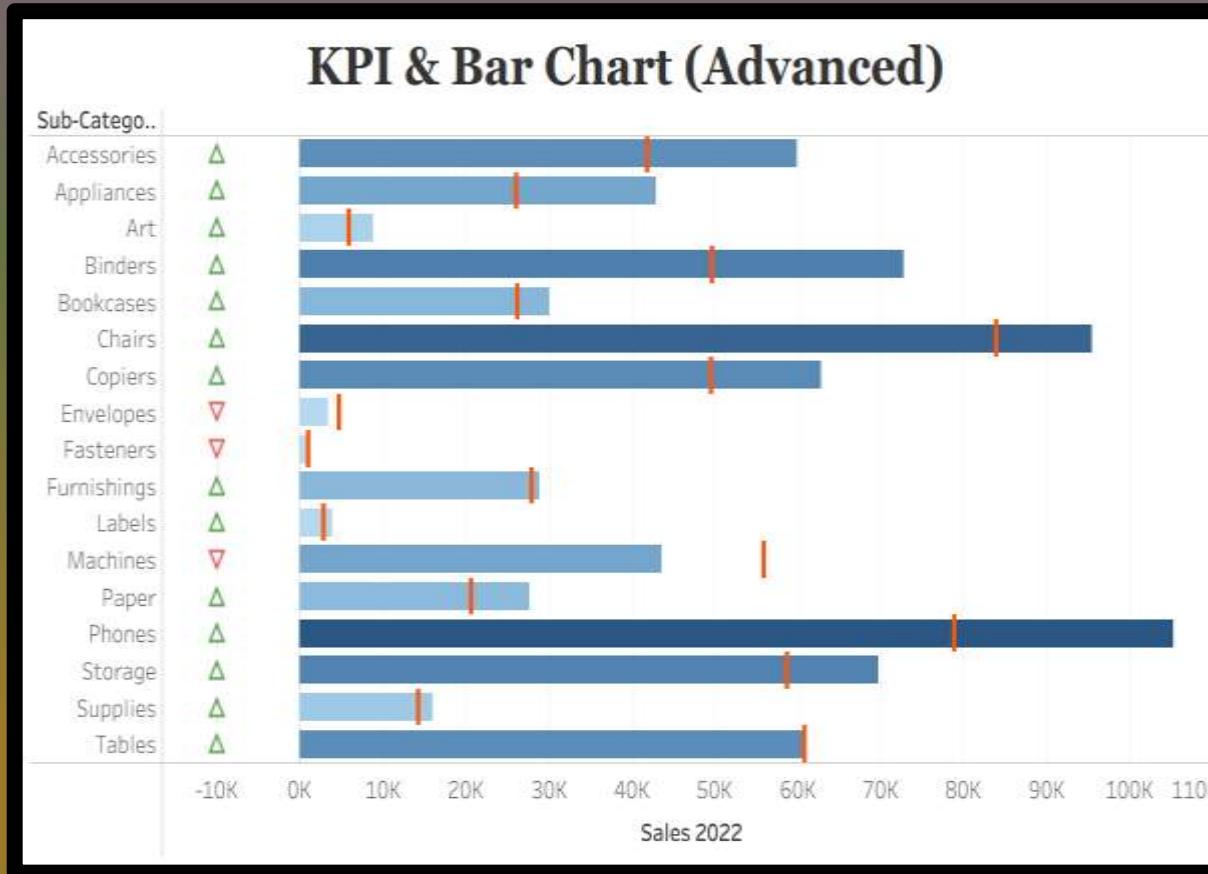
- **Description:** A scatter plot divided into four quadrants to categorize data based on two variables.
- **Advantage:** Easily visualizes relative performance, priorities, or risk levels across categories.
- **Use Case:** Segmenting products by profitability and growth for strategic business decisions.

56. KPI CHARTS (INTERMEDIATE)



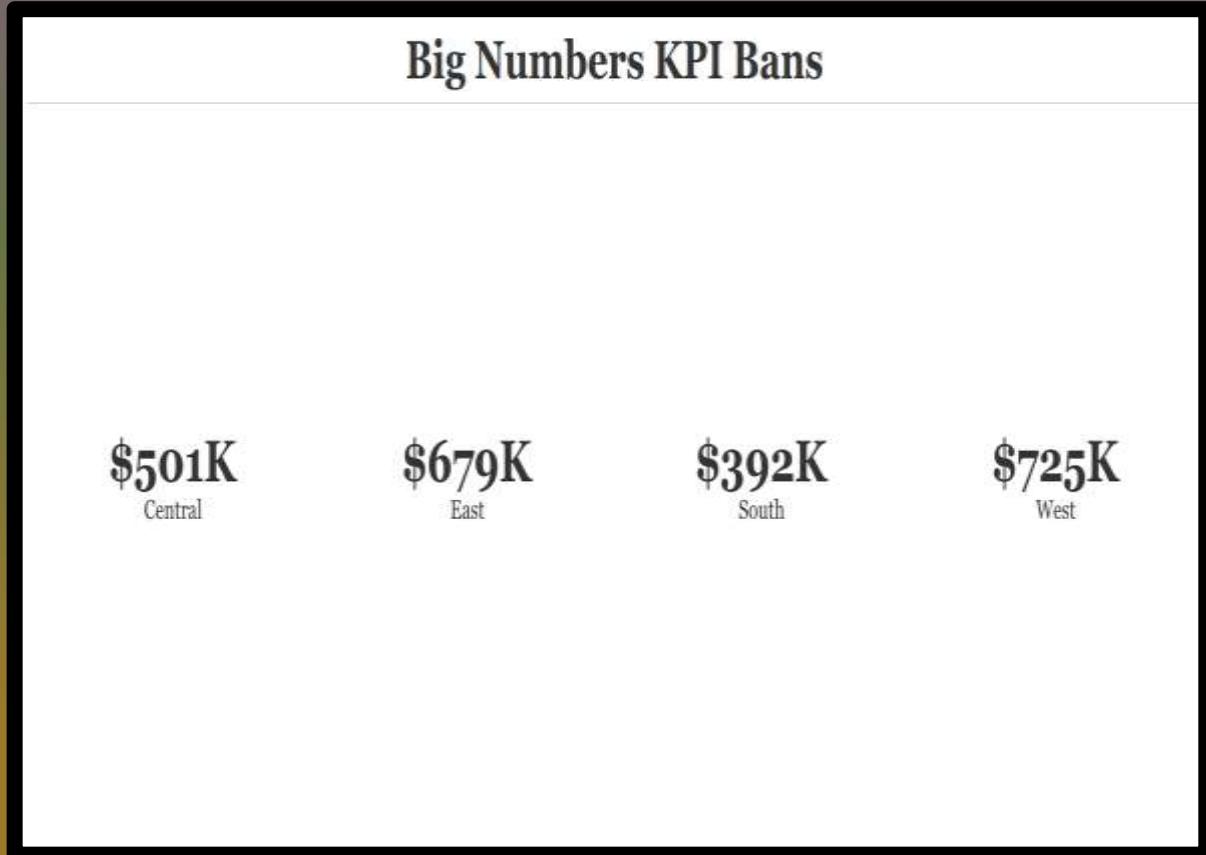
- **Description:** Prominently displays a single key metric with color-coded bands indicating performance ranges.
- **Advantage:** Quickly communicates critical performance status at a glance.
- **Use Case:** Showing total monthly revenue with green, yellow, and red bands for target achievement.

57. KPI & BAR CHARTS (ADVANCED)



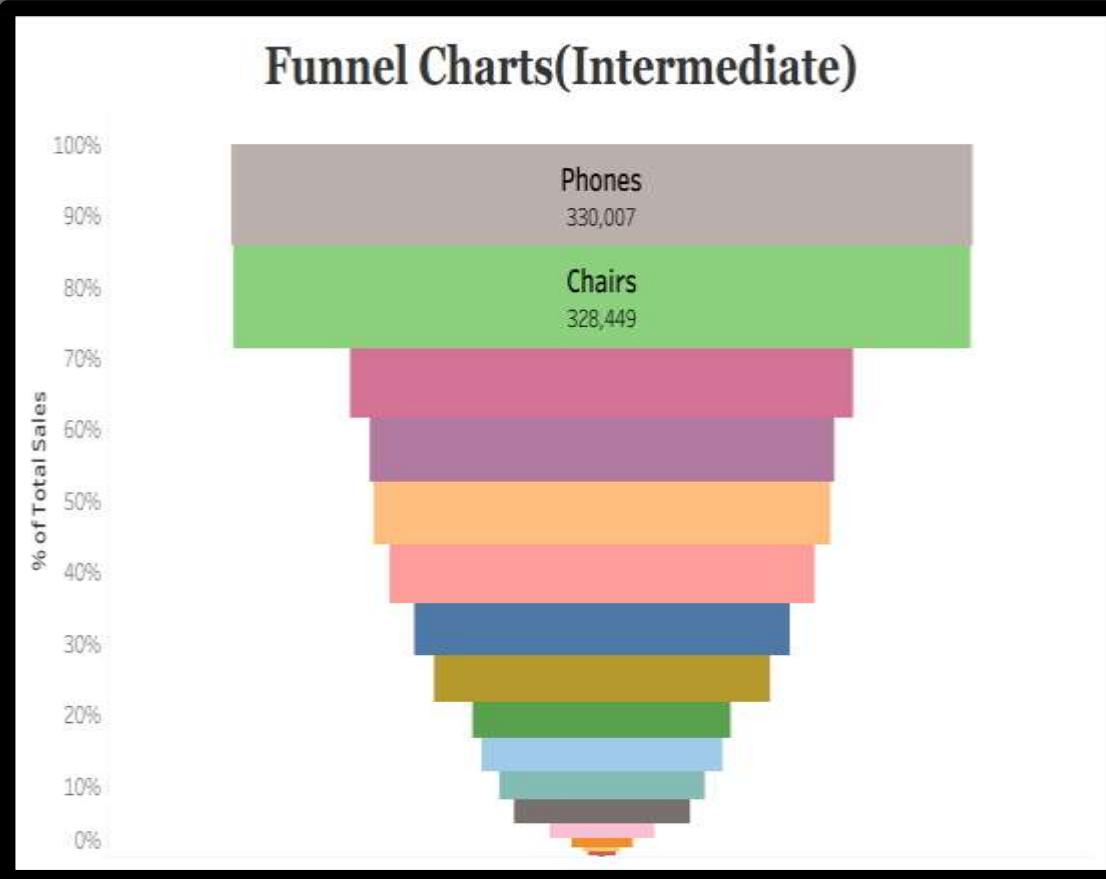
- **Description:** Combines KPI indicators with bar charts to show performance metrics alongside detailed data comparisons.
- **Advantage:** Offers both high-level insights and detailed breakdowns in a single view.
- **Use Case:** Monitoring department-wise revenue performance against monthly targets.

58. BIG NUMBERS KPI BANS



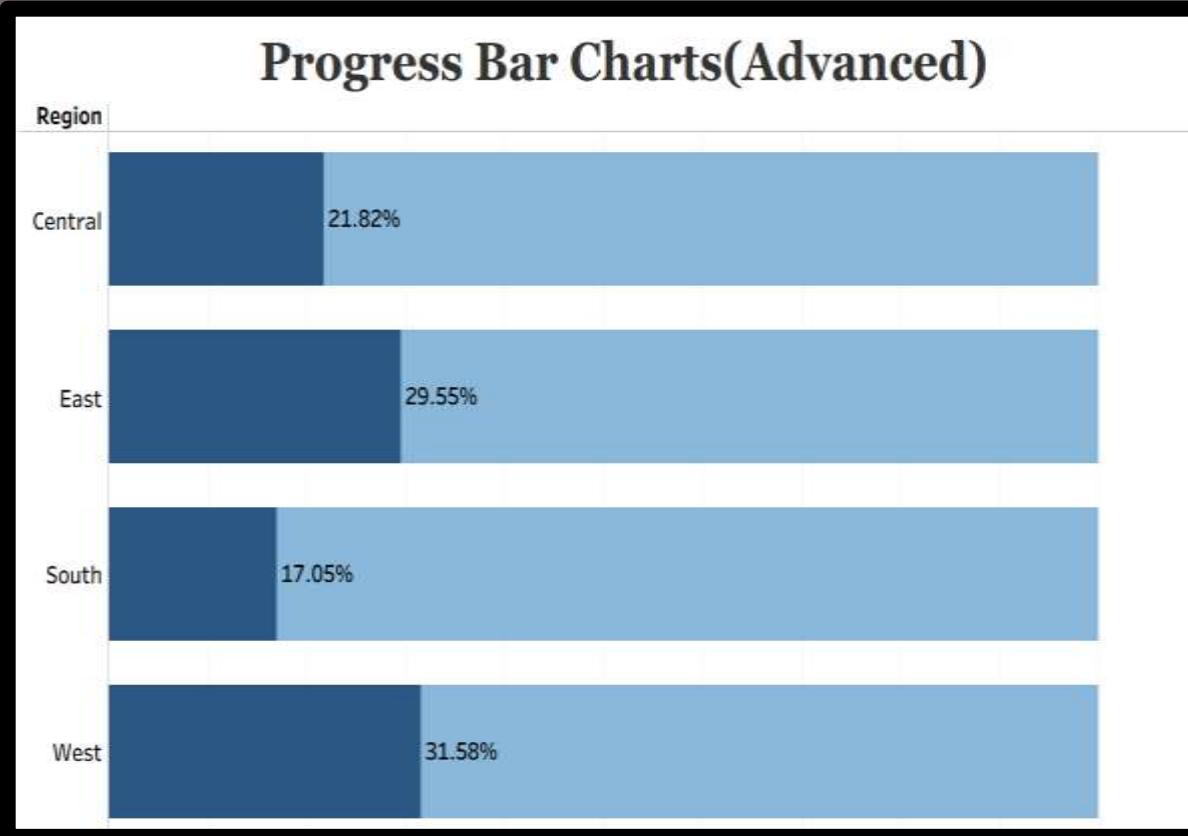
- **Description:** Visual indicators showing key performance metrics against targets in a simple chart.
- **Advantage:** Provides at-a-glance performance insights for quick decision-making.
- **Use Case:** Tracking monthly sales vs. targets in a business dashboard.

59. FUNNEL CHARTS (INTERMEDIATE)



- **Description:** A chart that visualizes sequential stages in a process, showing drop-offs at each stage.
- **Advantage:** Highlights bottlenecks and conversion rates in a process clearly.
- **Use Case:** Tracking leads through a sales pipeline to identify where prospects are lost.

60. PROGRESS BAR CHARTS(ADVANCED)



- **Description:** A bar chart showing task or goal completion with enhanced visuals like gradients, milestones, or dynamic updates.
- **Advantage:** Clearly tracks progress toward targets and motivates timely completion.
- **Use Case:** Monitoring project milestones and overall completion status in real-time dashboards.