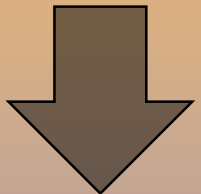
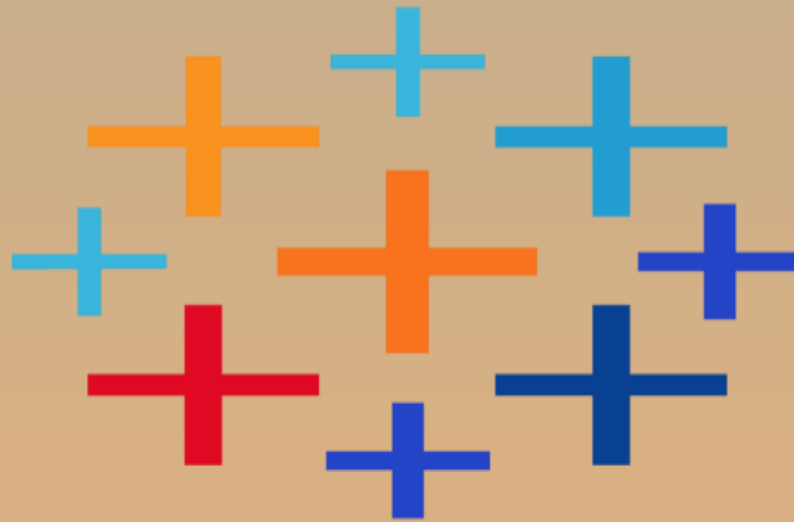


# TABLEAU CHEAT SHEET

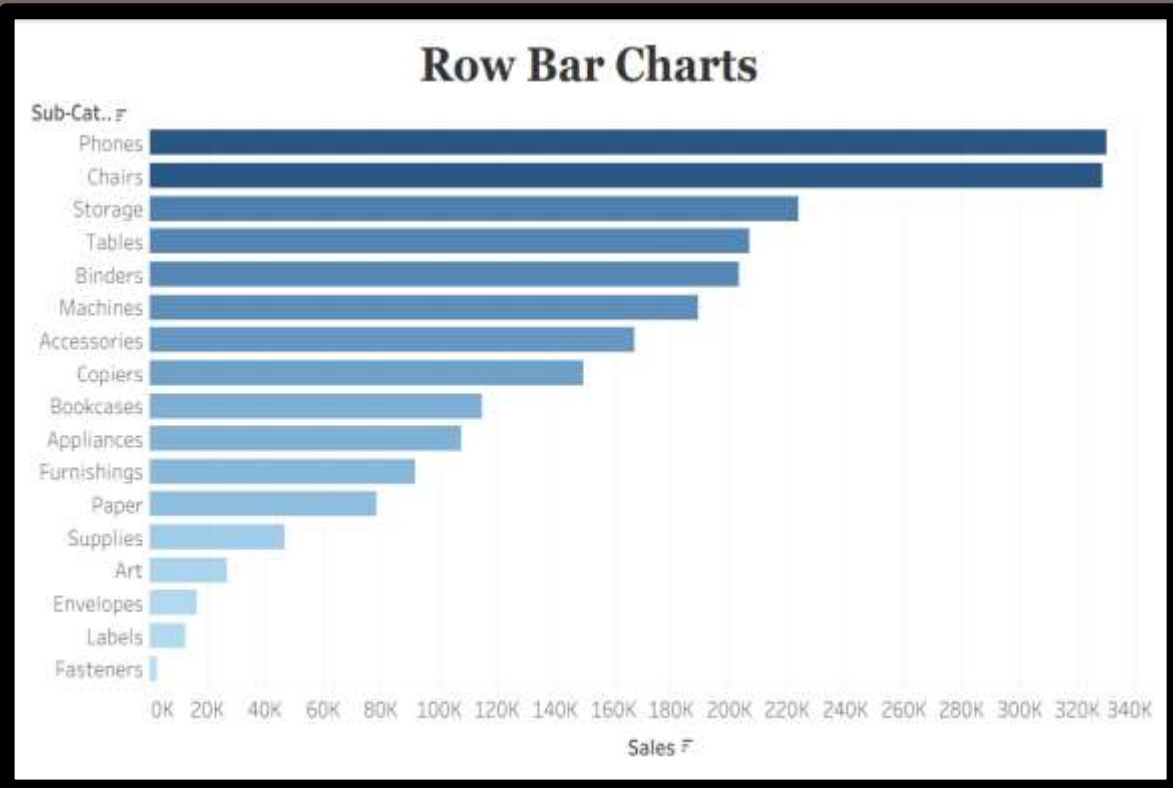
BEGINNERS TO ADVANCED CHARTS



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

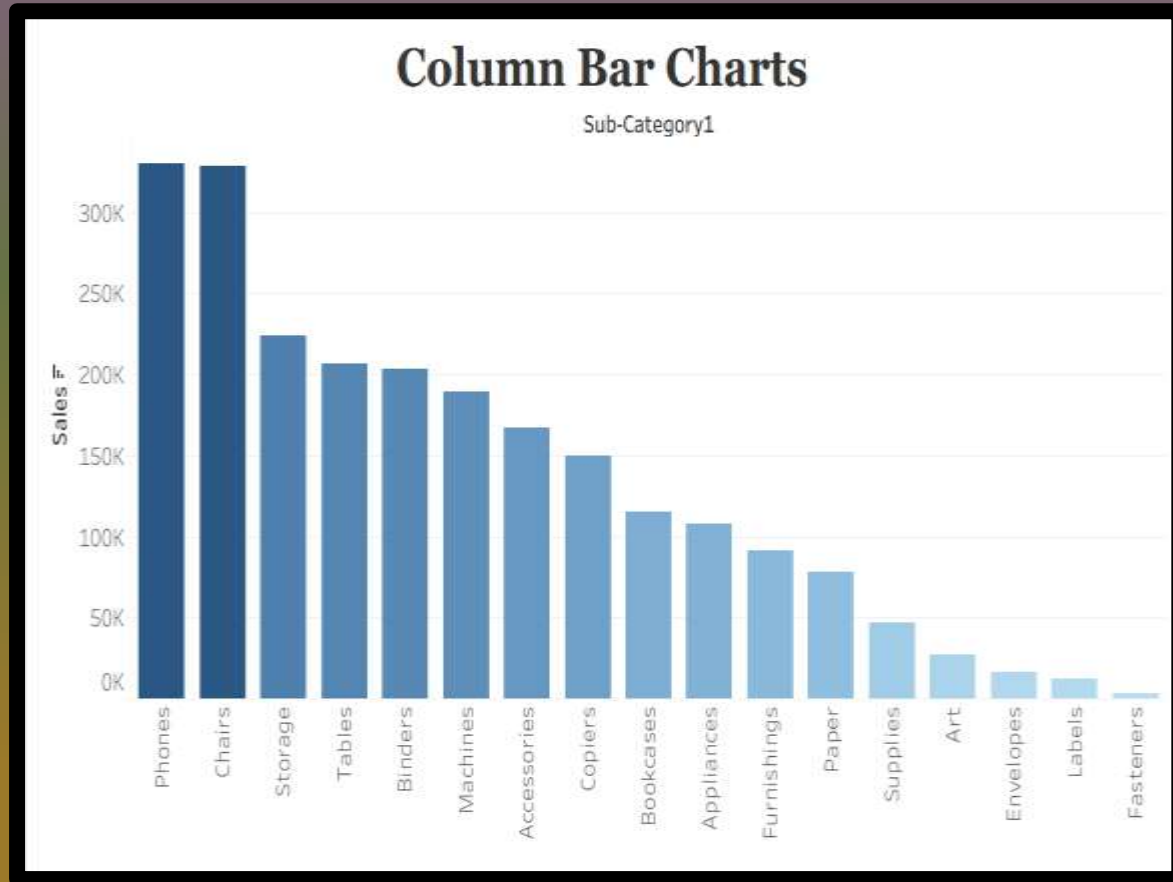
# 60 ESSENTIAL TABLEAU CHARTS FOR DATA-DRIVEN INSIGHTS

# 1. ROW BAR CHARTS



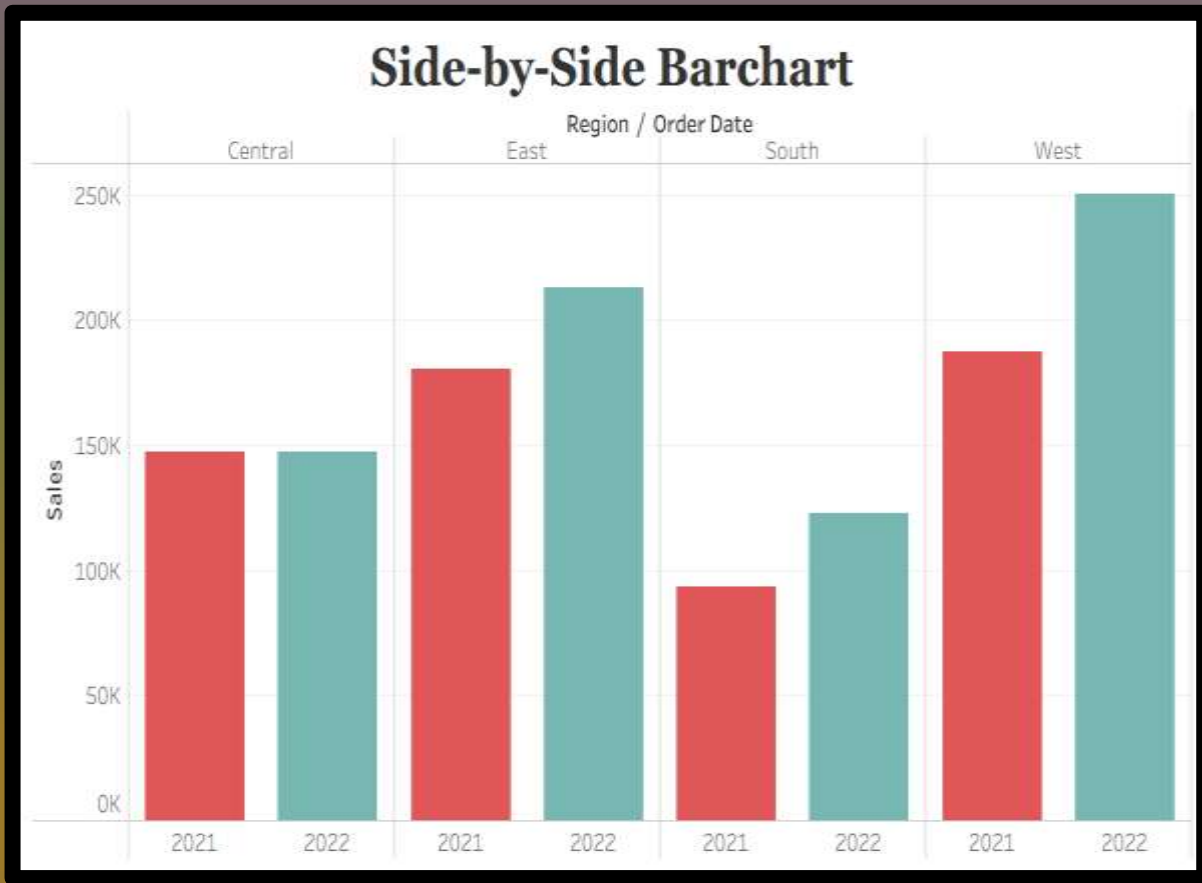
- **Description:** A chart that uses horizontal bars to compare categories by value.
- **Advantage:** Easy to read when category names are long.
- **Use Case:** Comparing sales of different products across categories.

## 2. COLUMN BAR CHARTS



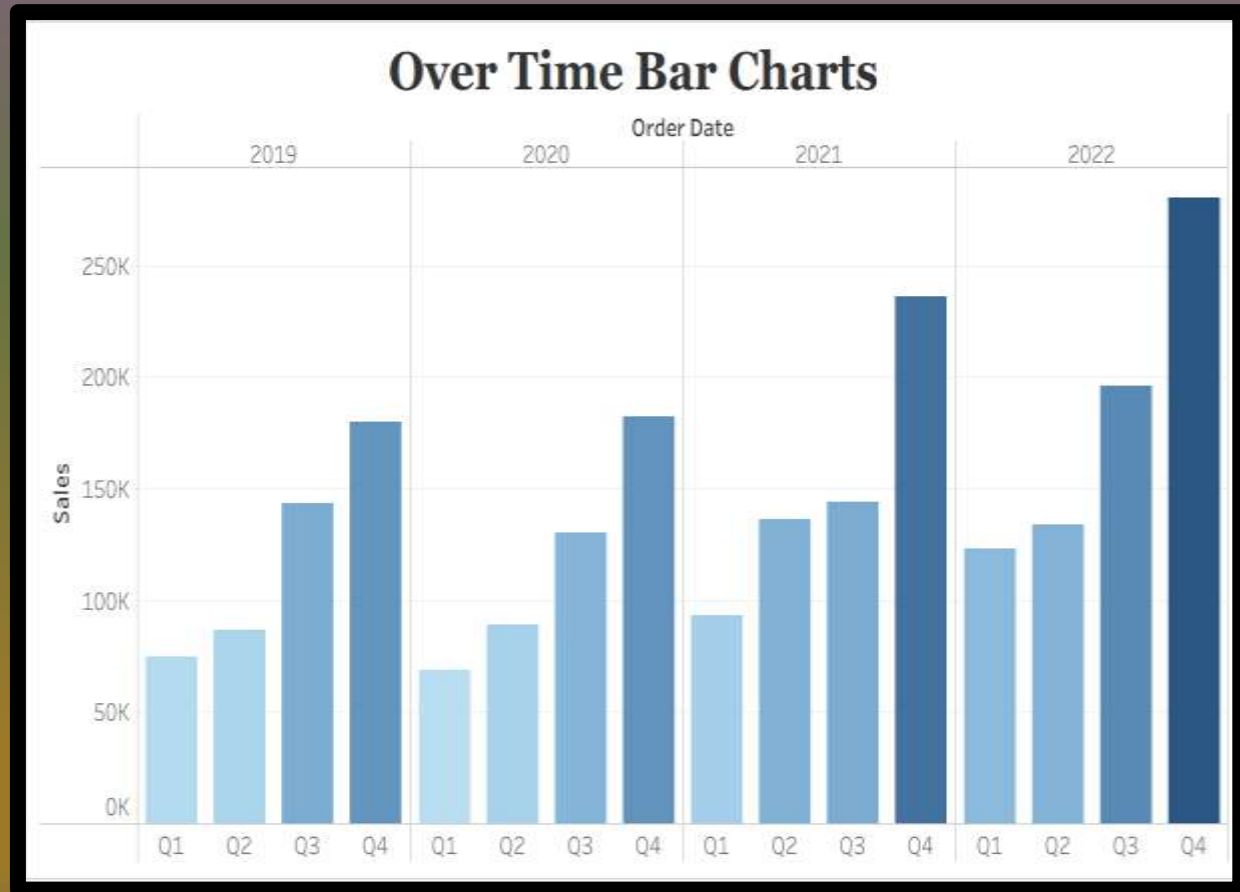
- **Description:** A chart that uses vertical bars to compare quantities across categories.
- **Advantage:** Clearly shows differences and trends over time.
- **Use Case:** Comparing monthly sales performance in a year.

### 3. SLIDE-BY-SIDE BARCHART



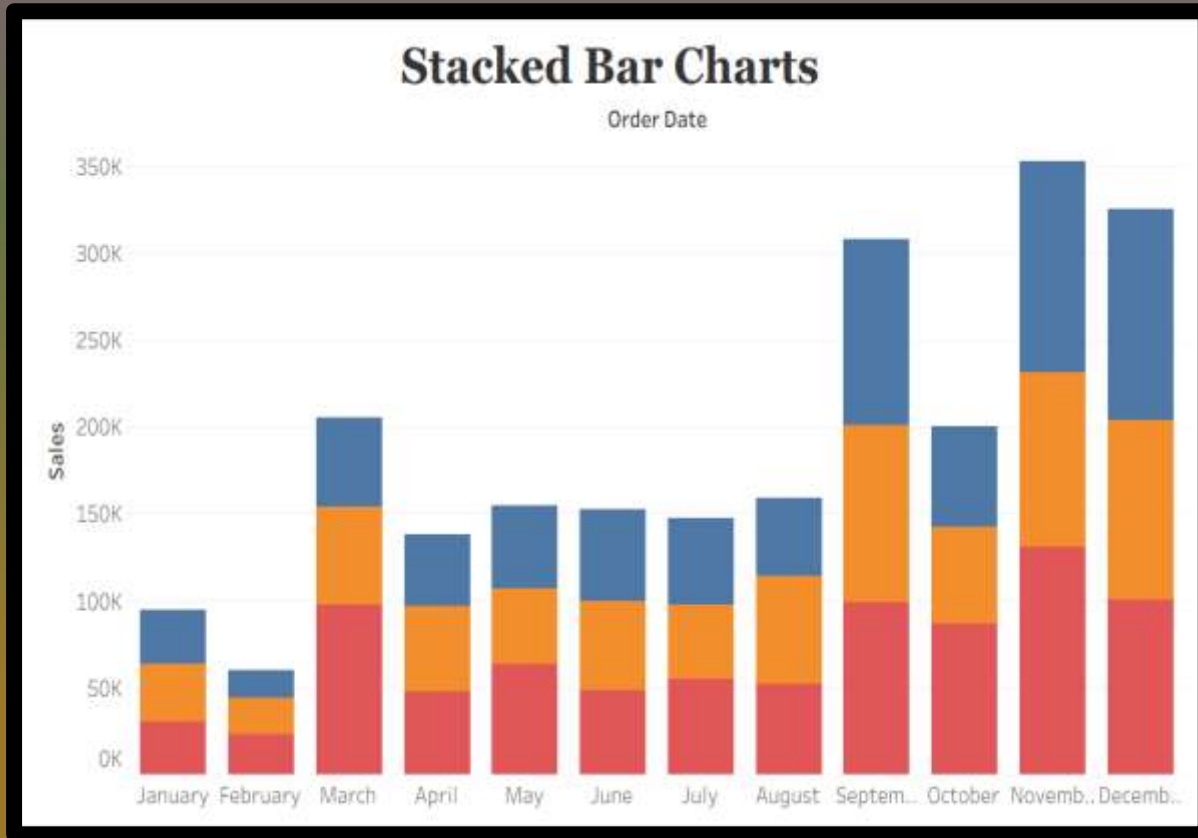
- **Description:** A chart that places bars next to each other to compare values across multiple categories.
- **Advantage:** Makes it easy to compare sub-groups within categories.
- **Use Case:** Comparing sales of different product types across regions.

## 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.

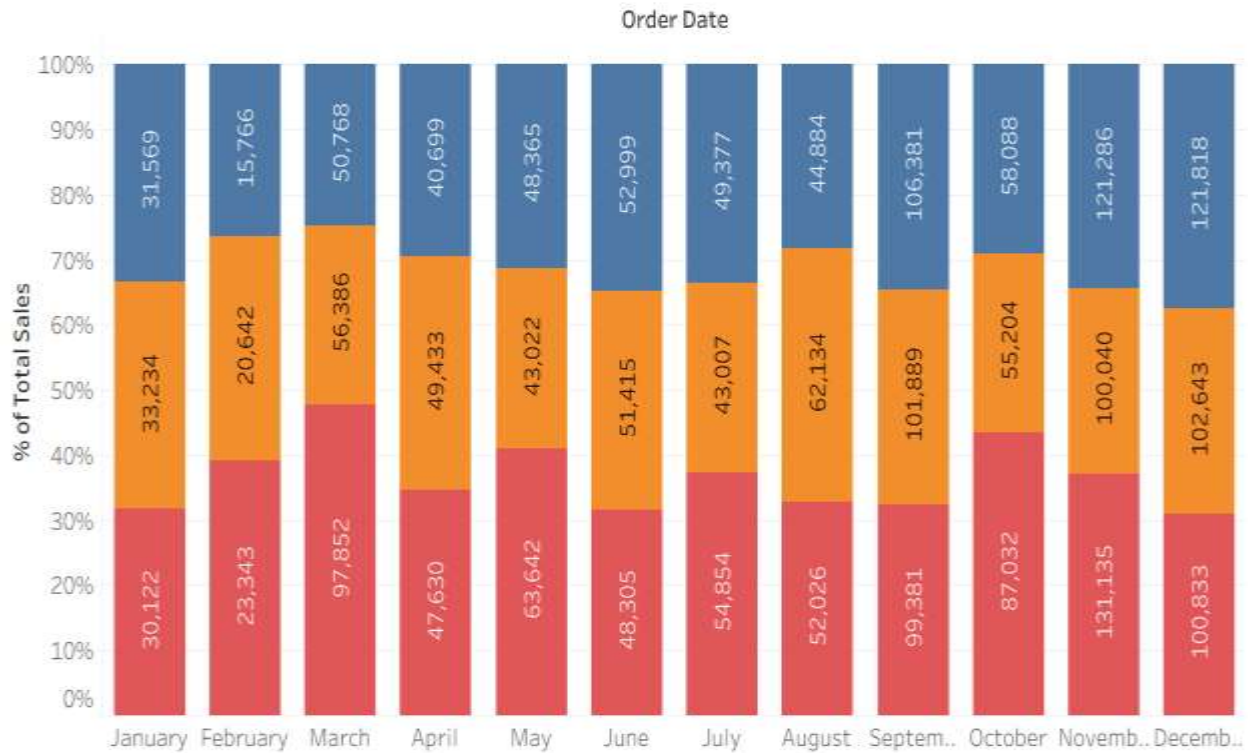
# 5. STACKED BAR CHARTS



- **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

**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.



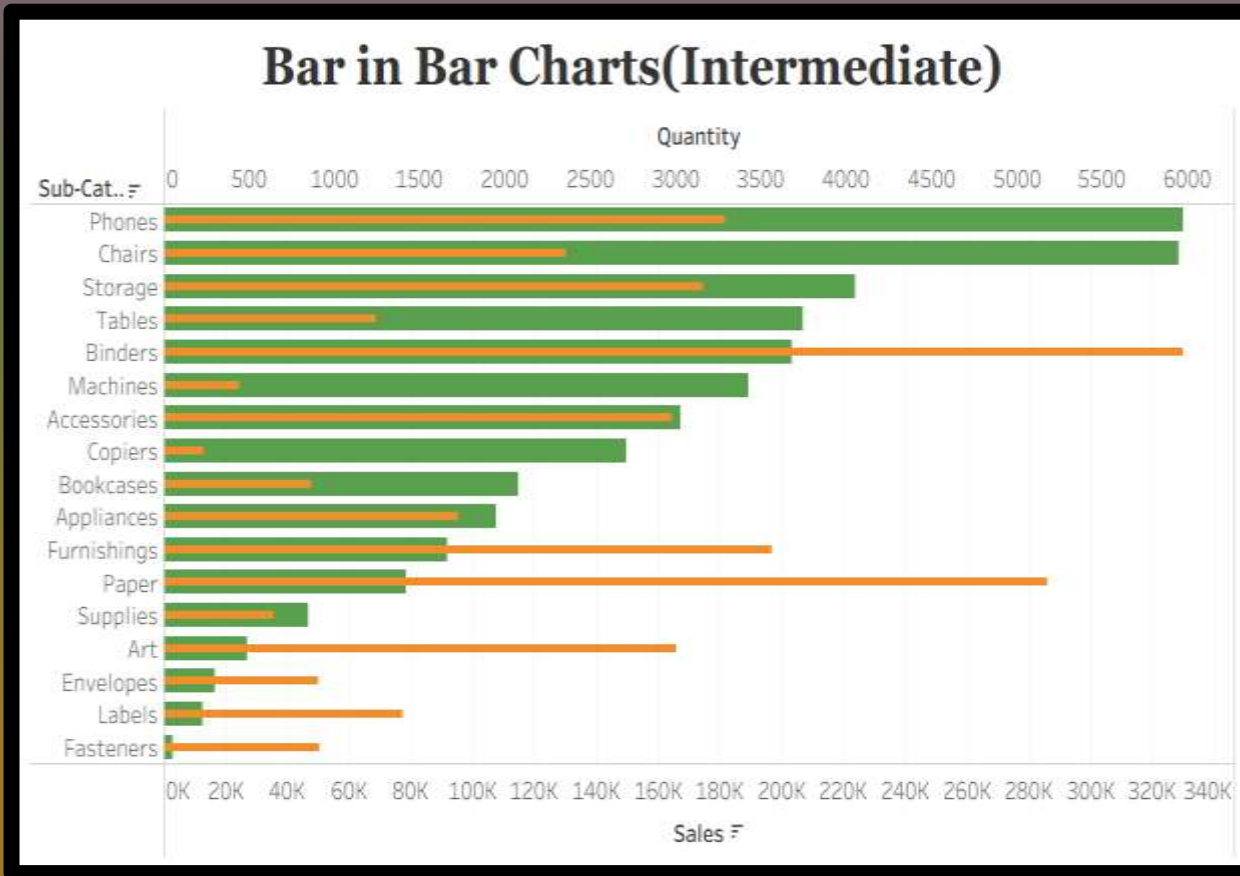
# 7. MULTIPLE SMALL BAR CHARTS

**Multiple Small Bar Charts**



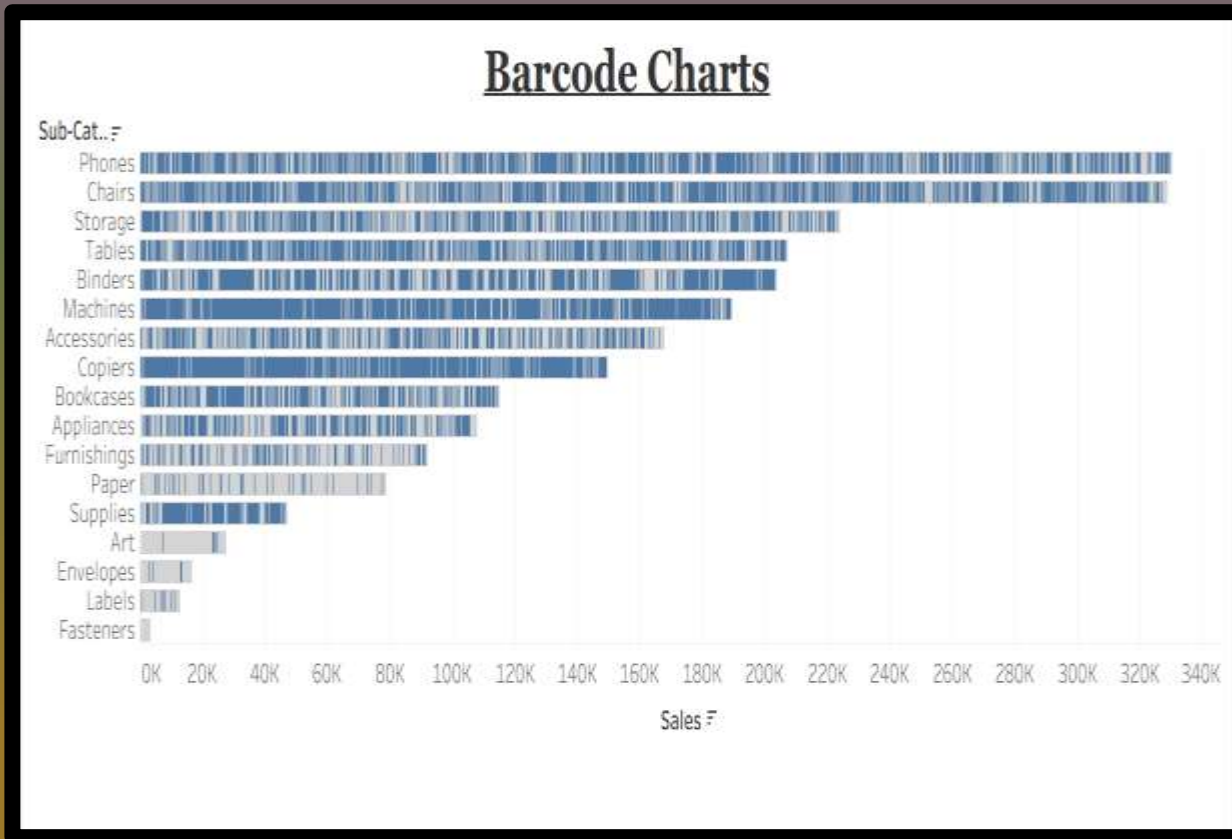
- **Description:** A series of small bar charts used to compare patterns across categories.
- **Advantage:** Makes large datasets easier to interpret by breaking into smaller visuals.
- **Use Case:** Comparing monthly sales trends for each region side by side.

# 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.

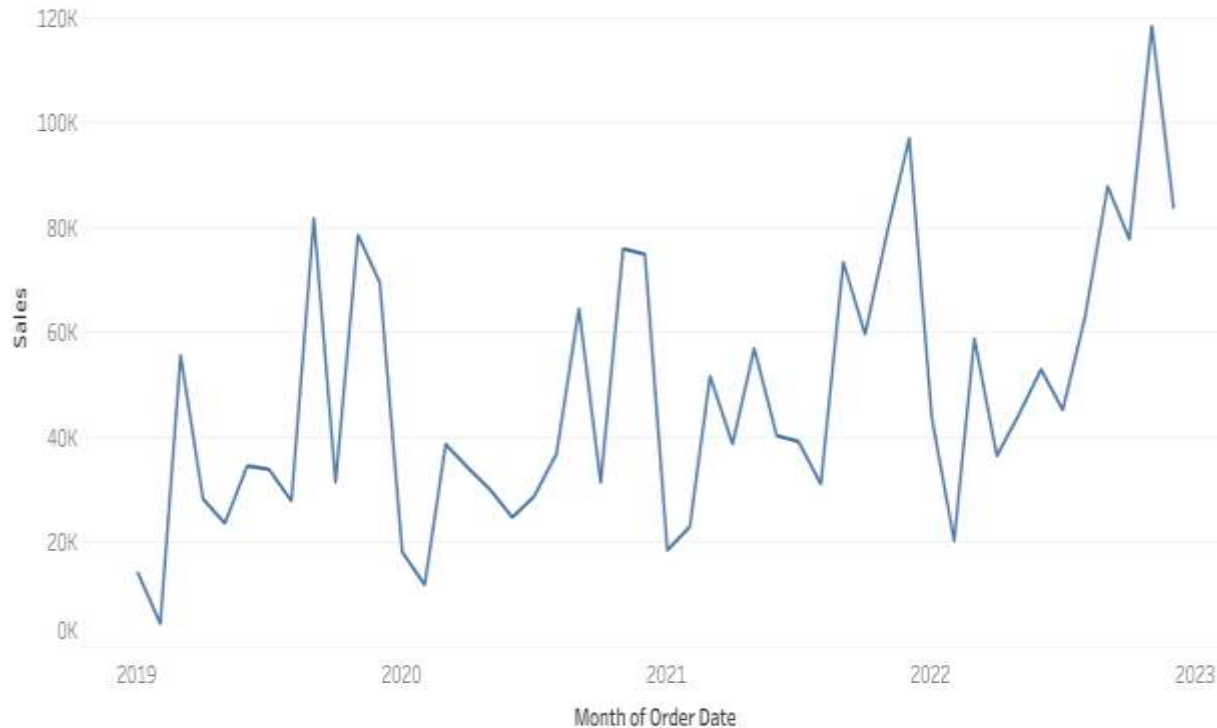
# 9. BARCODE CHARTS



- **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.

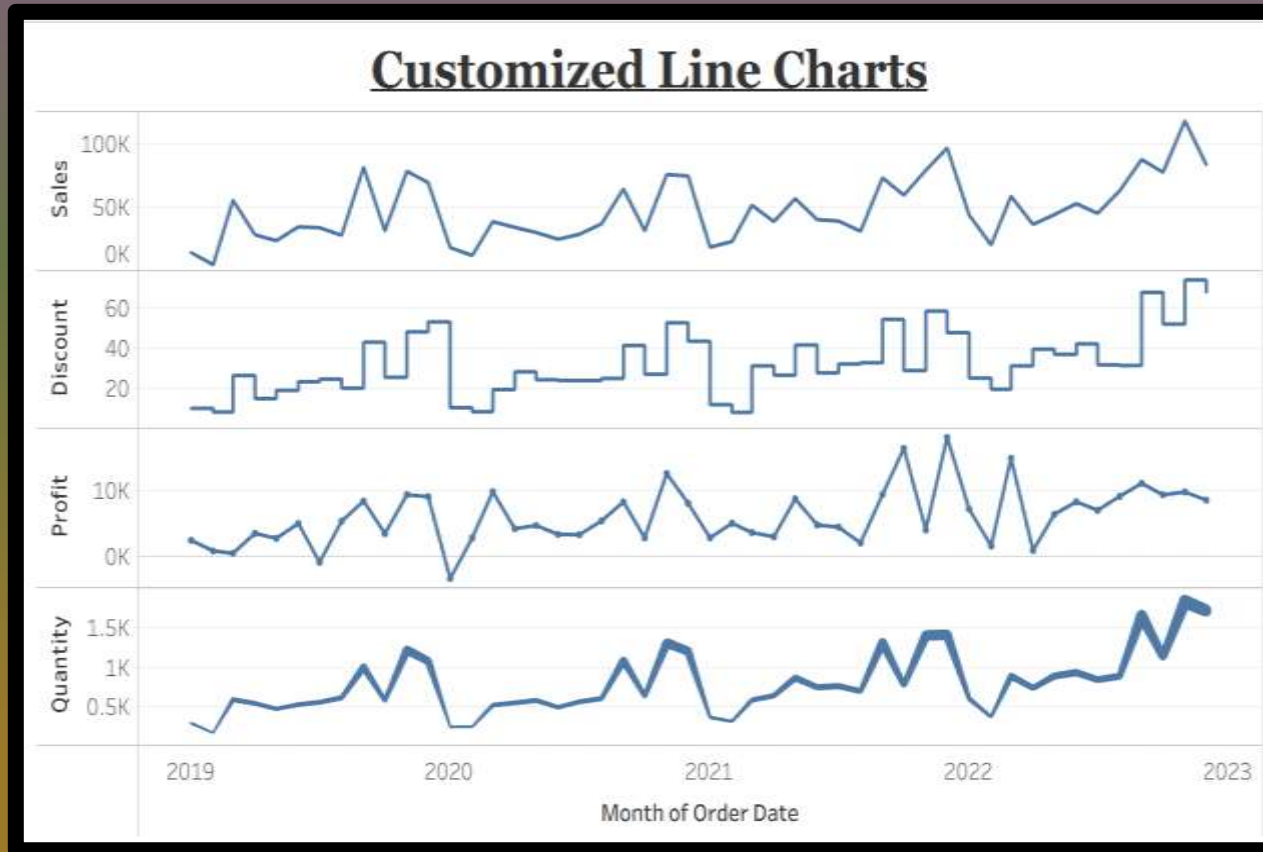
# 10. LINE CHARTS

Line Charts



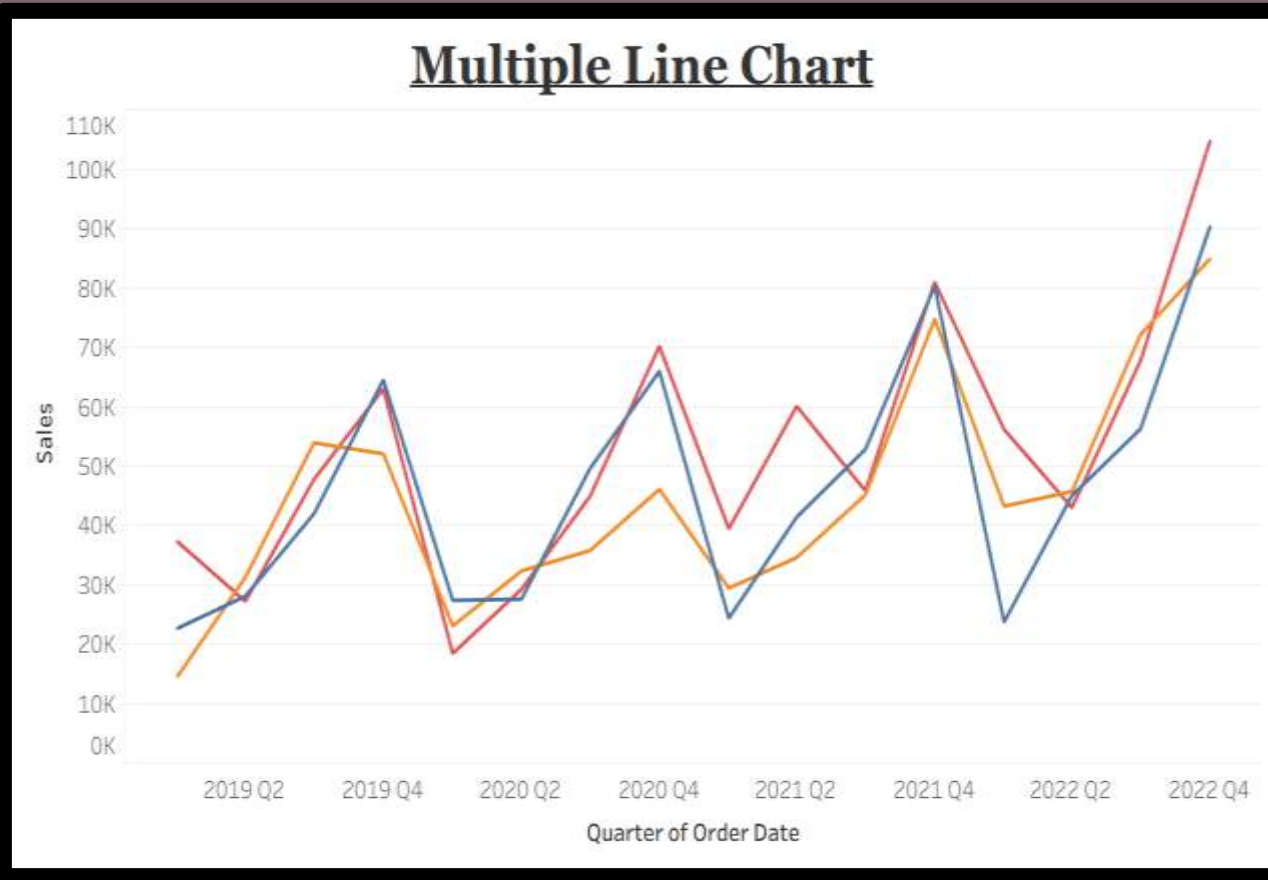
- **Description:** A chart that connects data points with lines to show trends over time.
- **Advantage:** Clearly highlights patterns, growth, and fluctuations.
- **Use Case:** Tracking daily website traffic over a month.

# 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

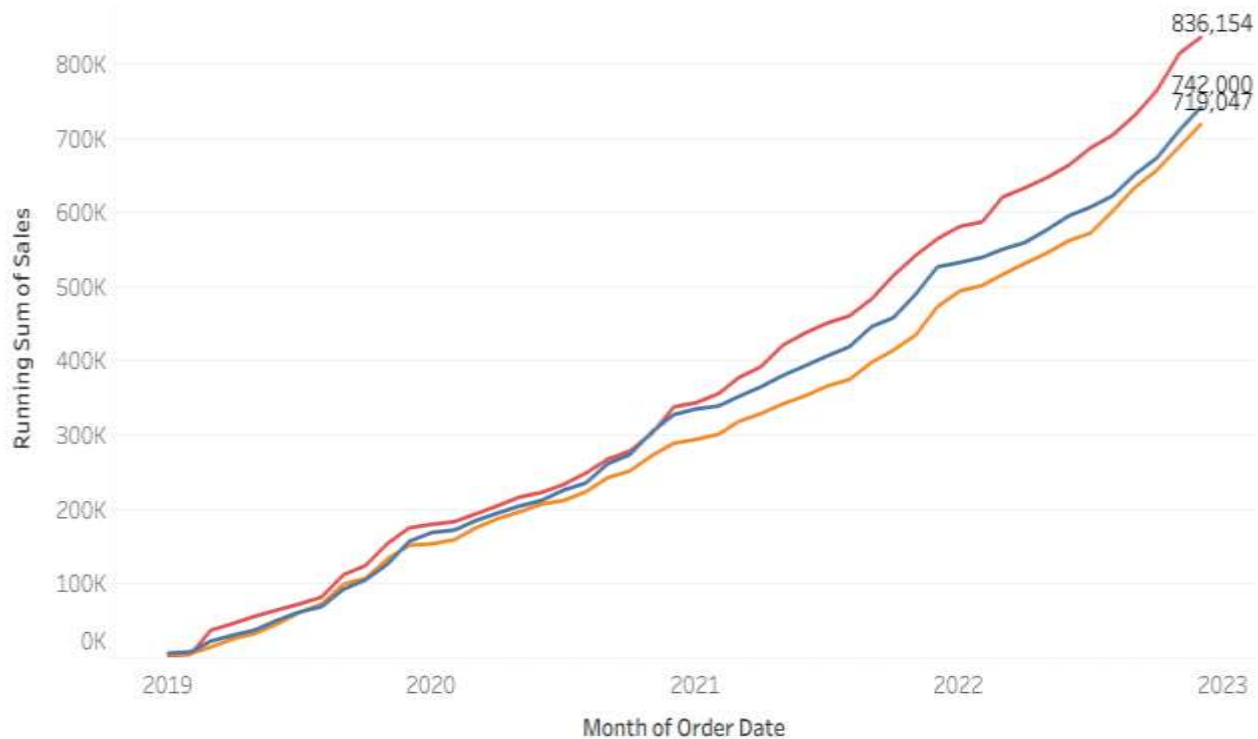


- **Description:** A chart that uses two lines with separate axes to compare different measures.
- **Advantage:** Helps analyze the relationship between two variables with different scales.
- **Use Case:** Comparing temperature trends with electricity consumption over time.



# 14. CUMULATIVE LINE CHARTS

**Cumulative Line Charts**

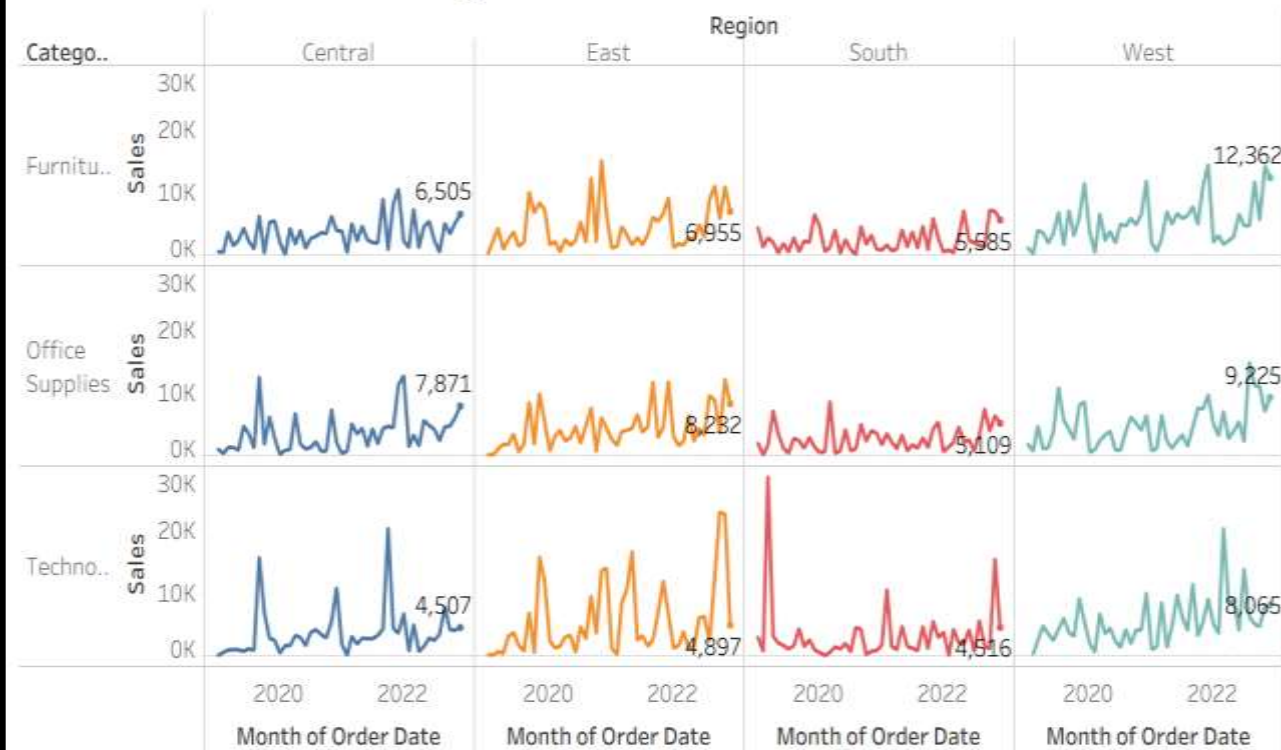


- **Description:** A line chart that shows the running total of values over time.
- **Advantage:** Highlights overall growth and long-term progress clearly.
- **Use Case:** Tracking cumulative sales revenue across months in a year.



# 15. MULTIPLE SMALL LINE CHARTS

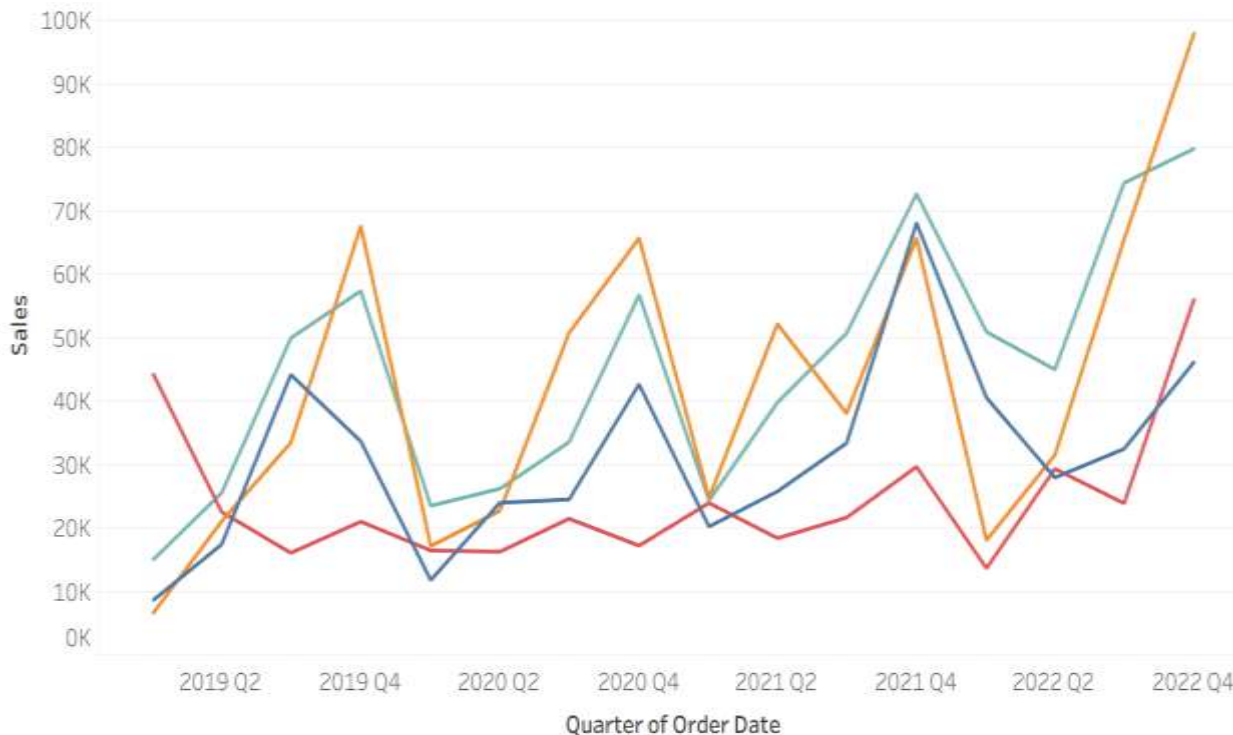
**Multiple Small Line Charts**



- **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)

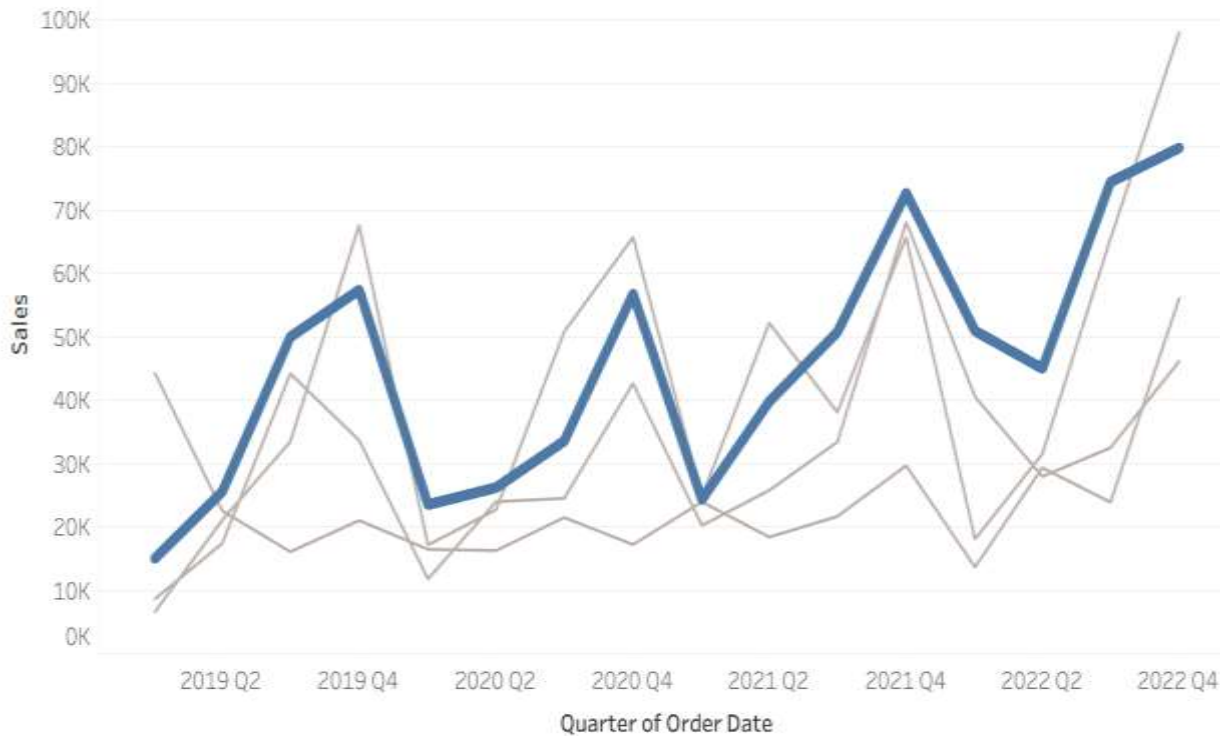
**Highlighted Line Charts(1)**



- **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.

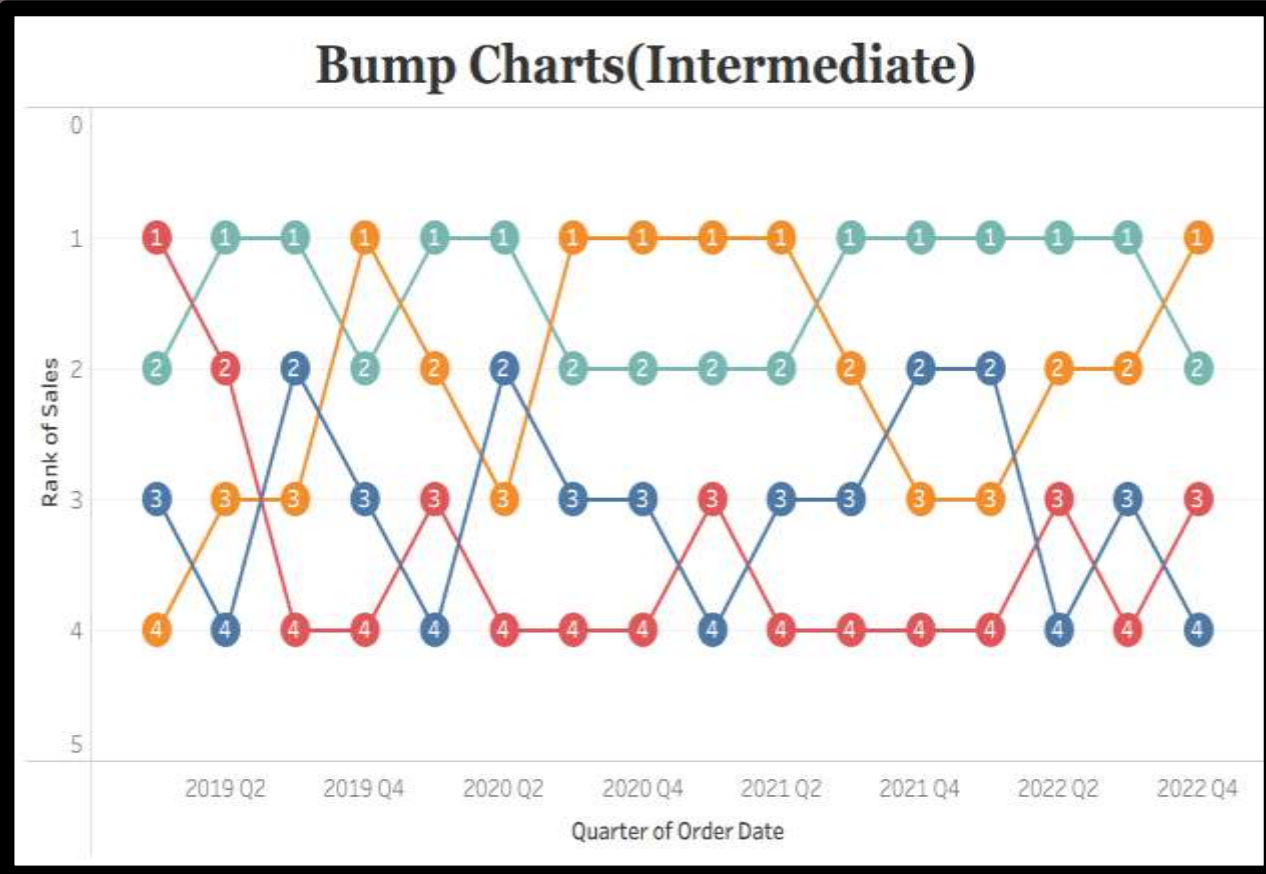
# 17. HIGHLIGHTED LINE CHARTS(2)

**Highlighted Line Charts(2)**



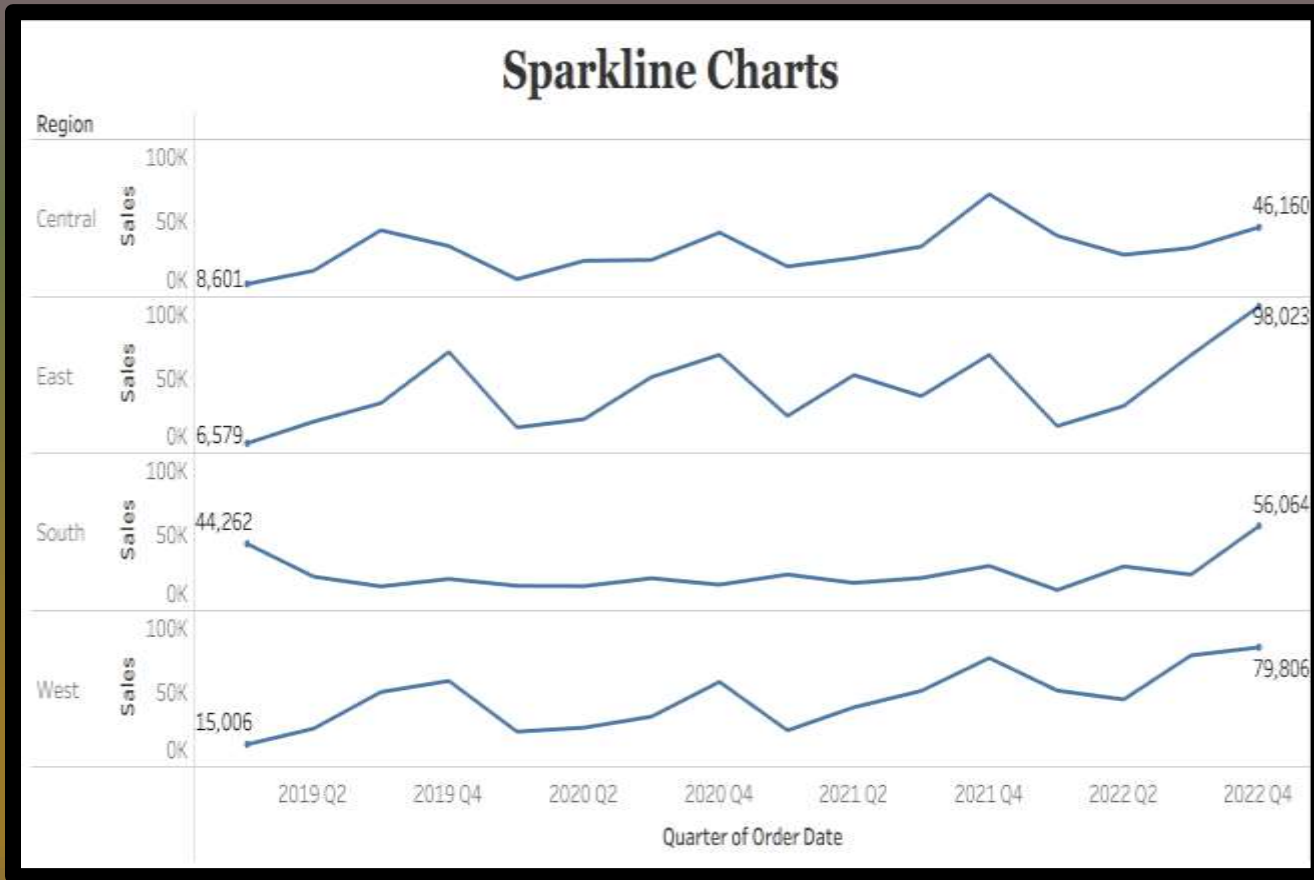
- **Description:** A line chart that emphasizes selected data lines with bold color or thickness.
- **Advantage:** Improves focus on priority data while keeping comparisons visible.
- **Use Case:** Highlighting company sales vs. competitors' sales trends over years.

# 18. BUMPS CHARTS (INTERMEDIATE)



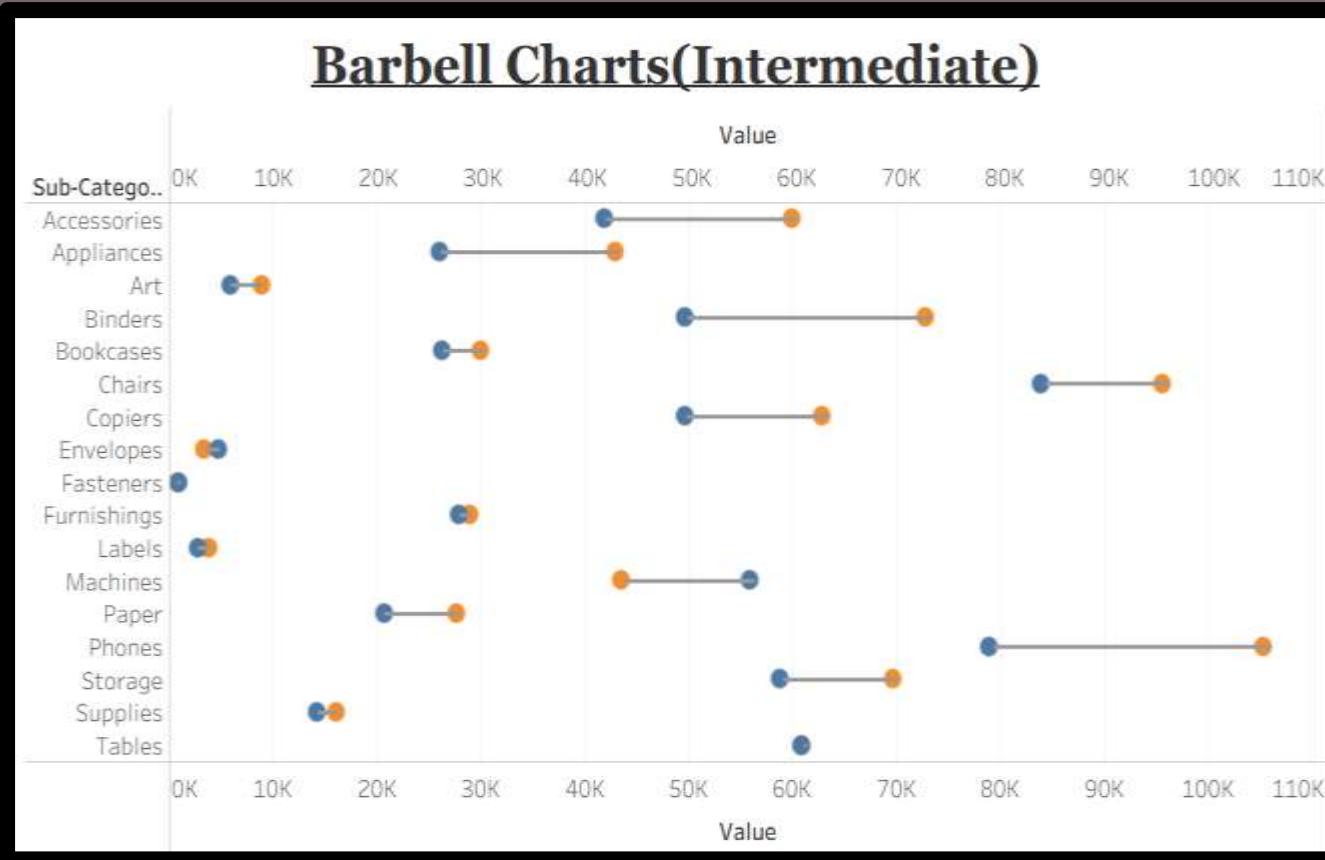
- **Description:** A chart that shows ranking changes of categories across time.
- **Advantage:** Clearly highlights shifts in position or performance trends.
- **Use Case:** Tracking market ranking of different brands over several years.

# 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)

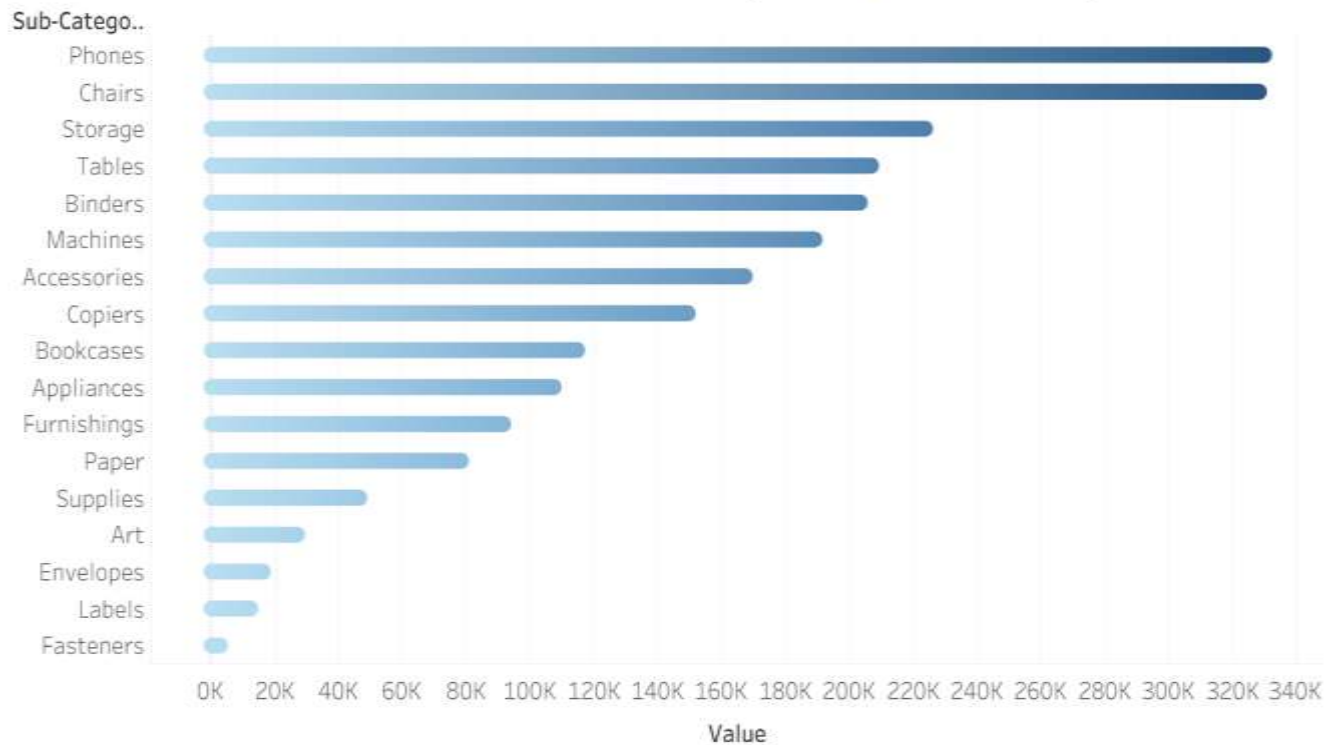


- **Description:** A chart that connects two data points with a line to show differences.
- **Advantage:** Clearly highlights gaps or changes between two measures.
- **Use Case:** Comparing male vs. female literacy rates across countries.



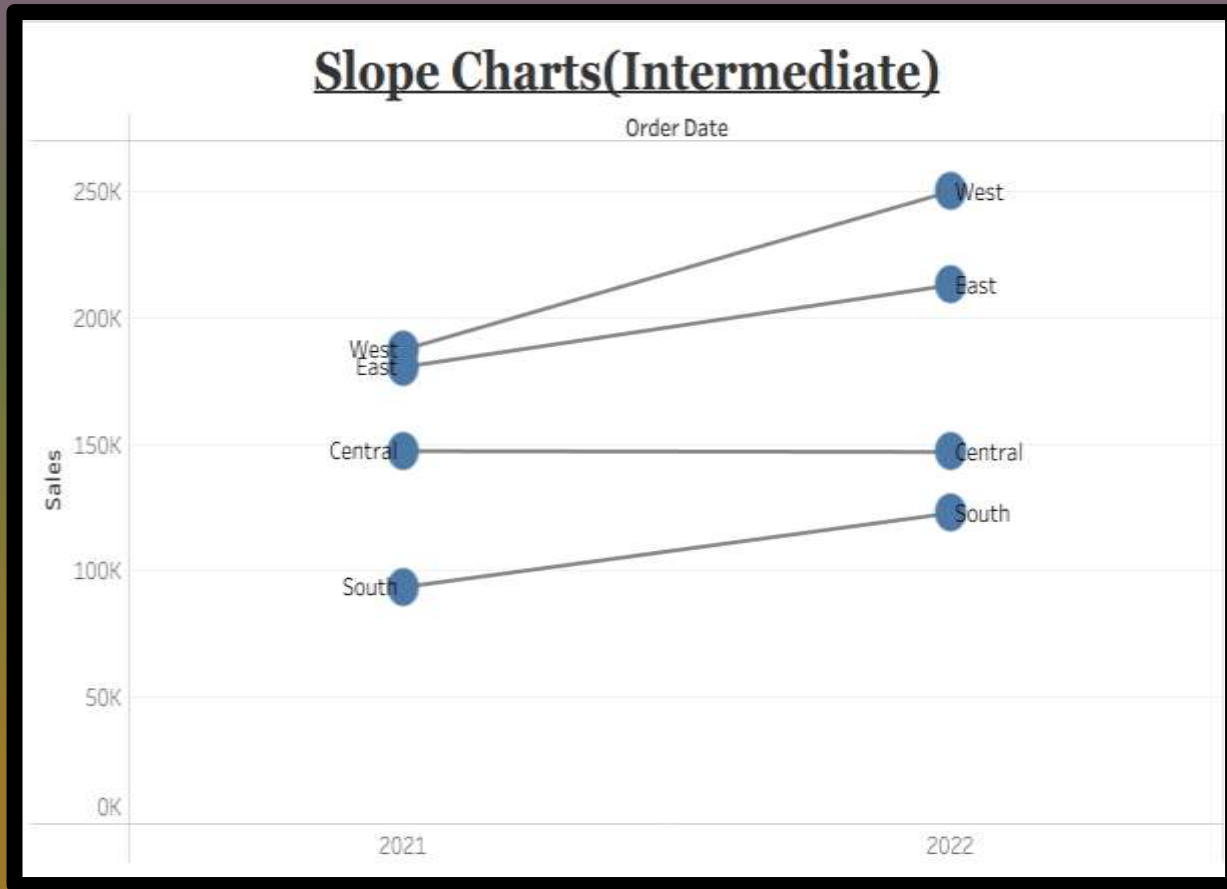
# 21. ROUNDED BAR CHARTS(INTERMEDIATE)

**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.

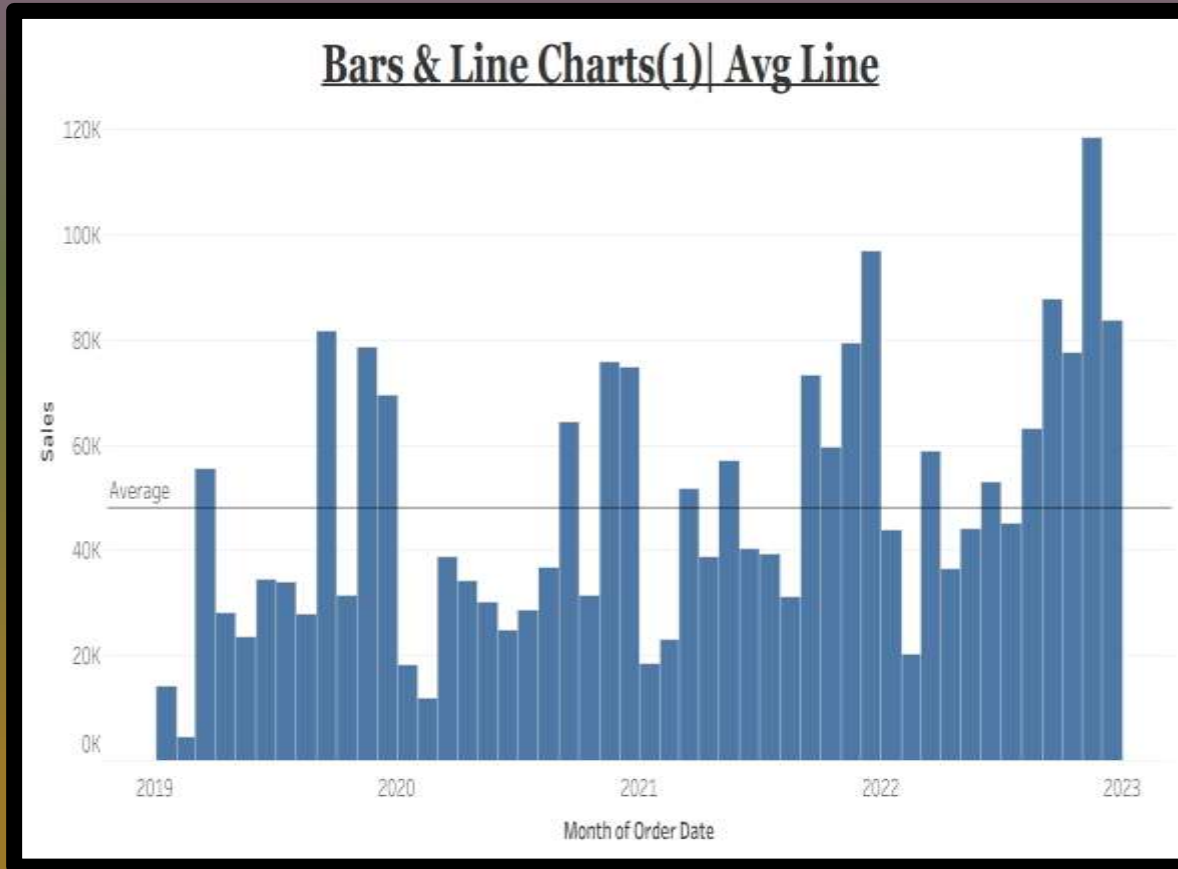
## 22. SLOPE CHARTS (INTERMEDIATE)



- **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.

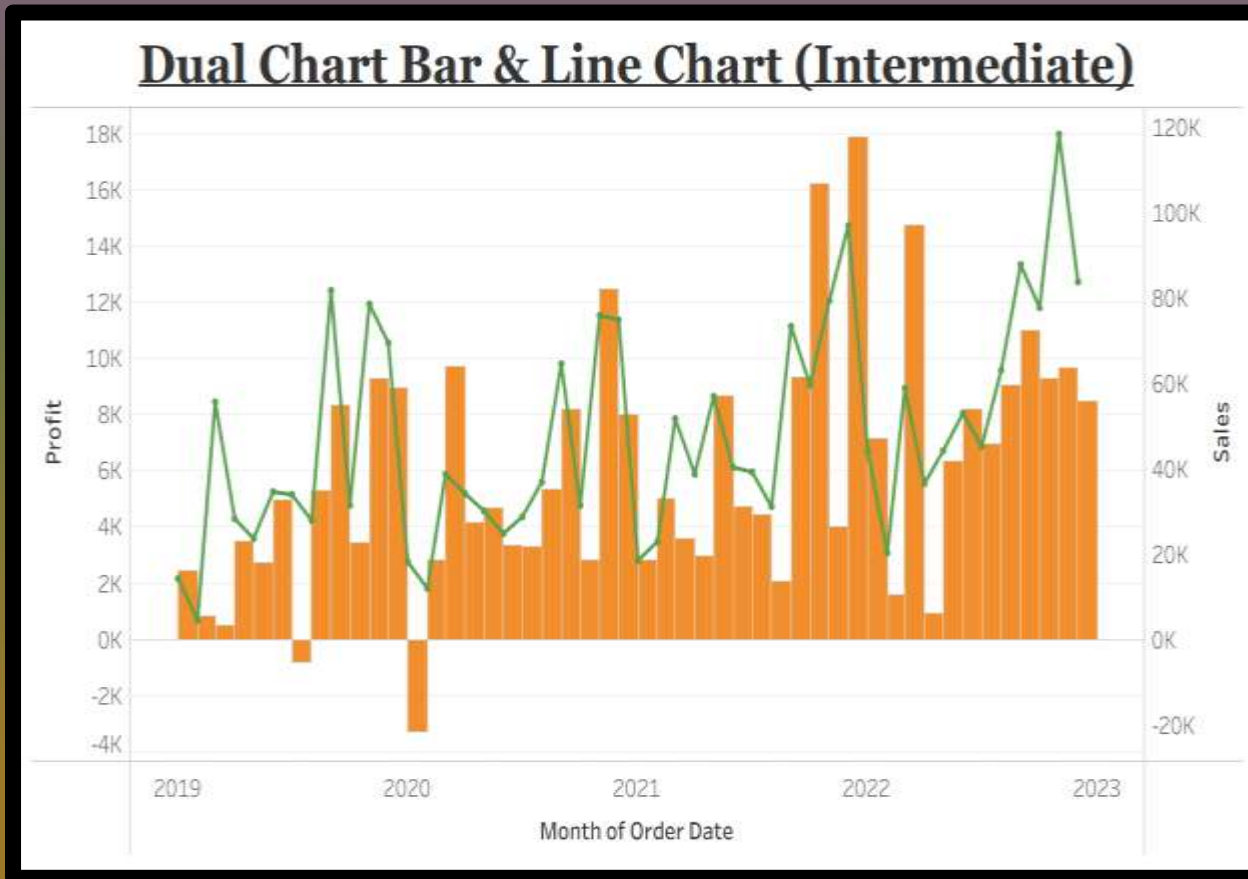


## 23. BARS & LINE CHARTS(1) | AVG LINE



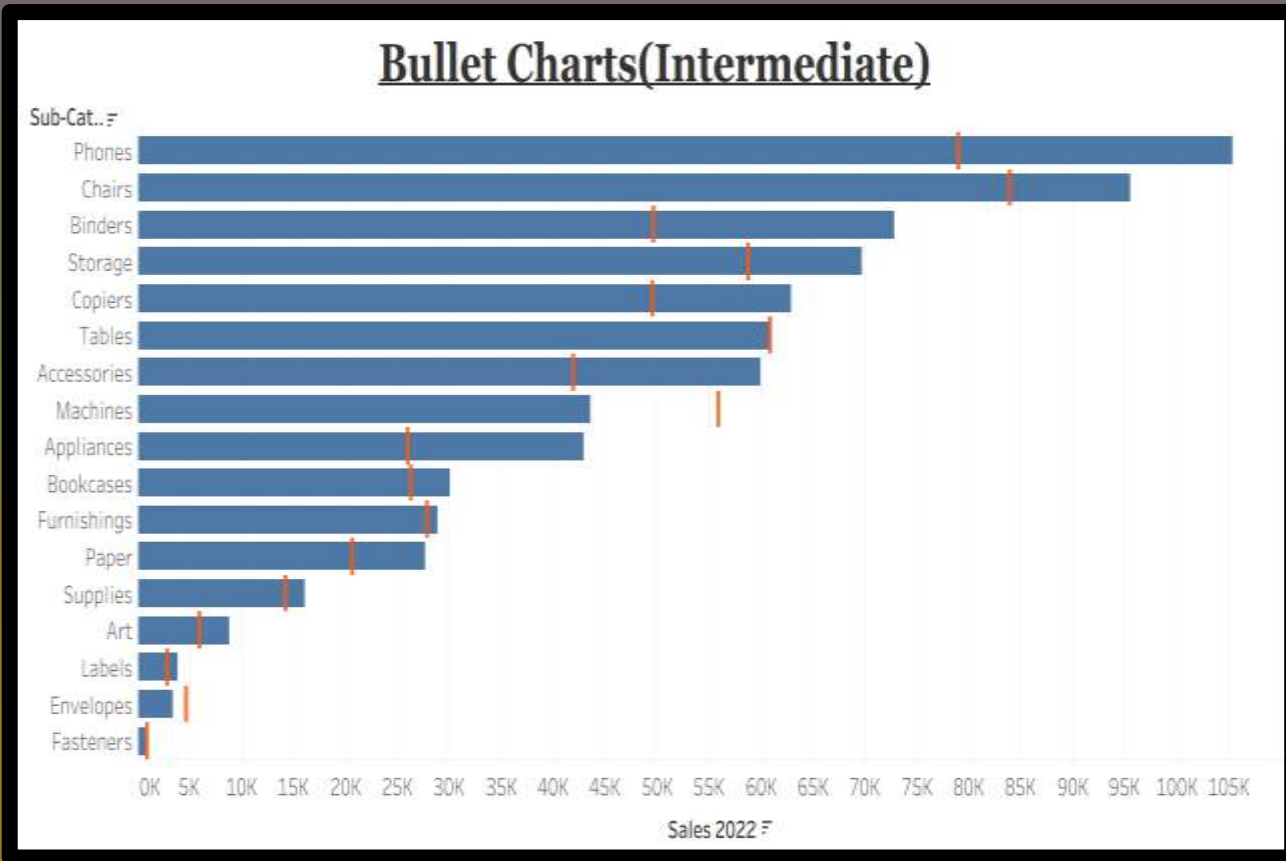
- **Description:** A combo chart with bars for categories and a line showing the average value.
- **Advantage:** Quickly compares individual performance against overall average.
- **Use Case:** Comparing employee sales with the company's average sales.

## 24. DUAL CHART BAR & LINE CHART (INTERMEDIATE)



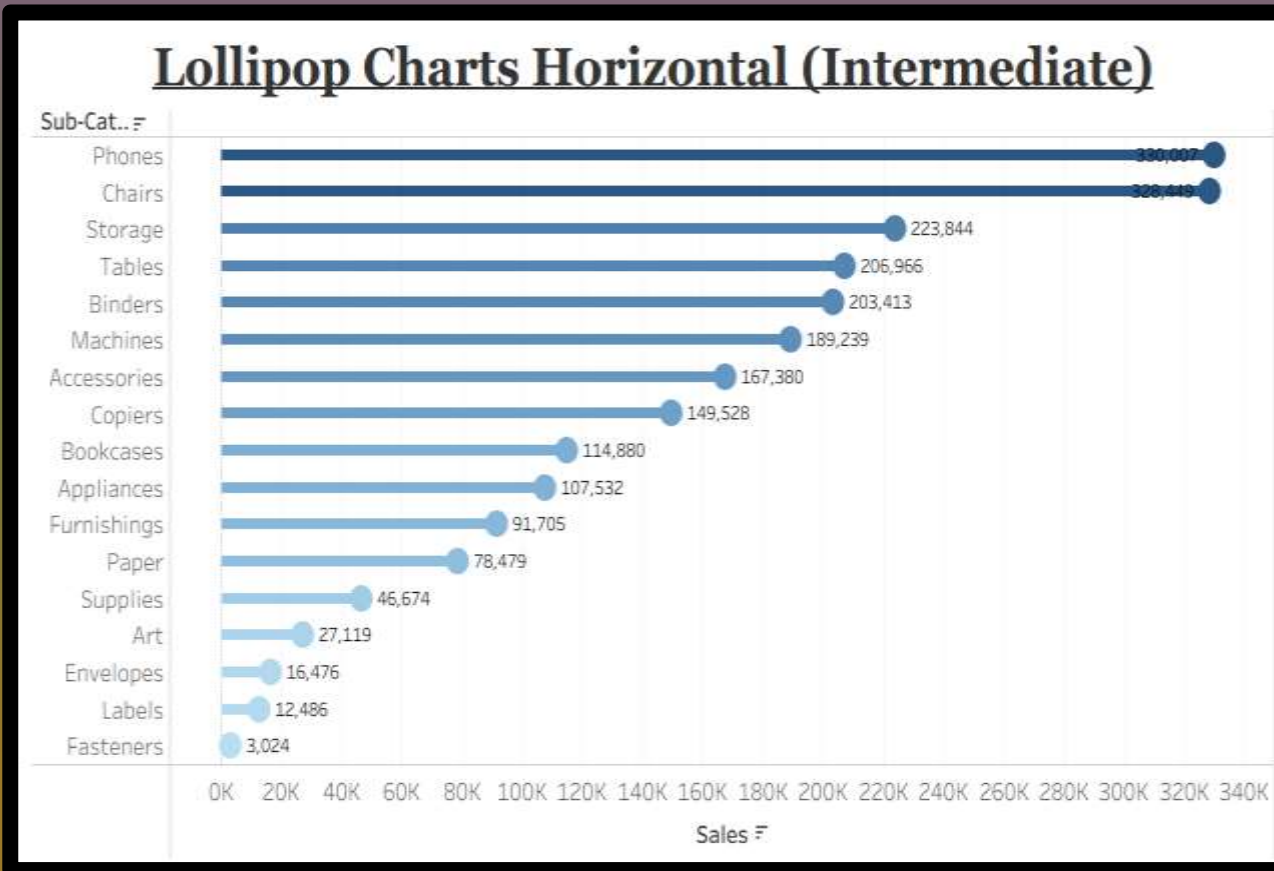
- **Description:** A combined chart using bars and a line to compare two related measures.
- **Advantage:** Helps analyze relationships between different data types on one view.
- **Use Case:** Showing monthly sales as bars and profit margin as a line.

# 25. BULLET CHARTS (INTERMEDIATE)



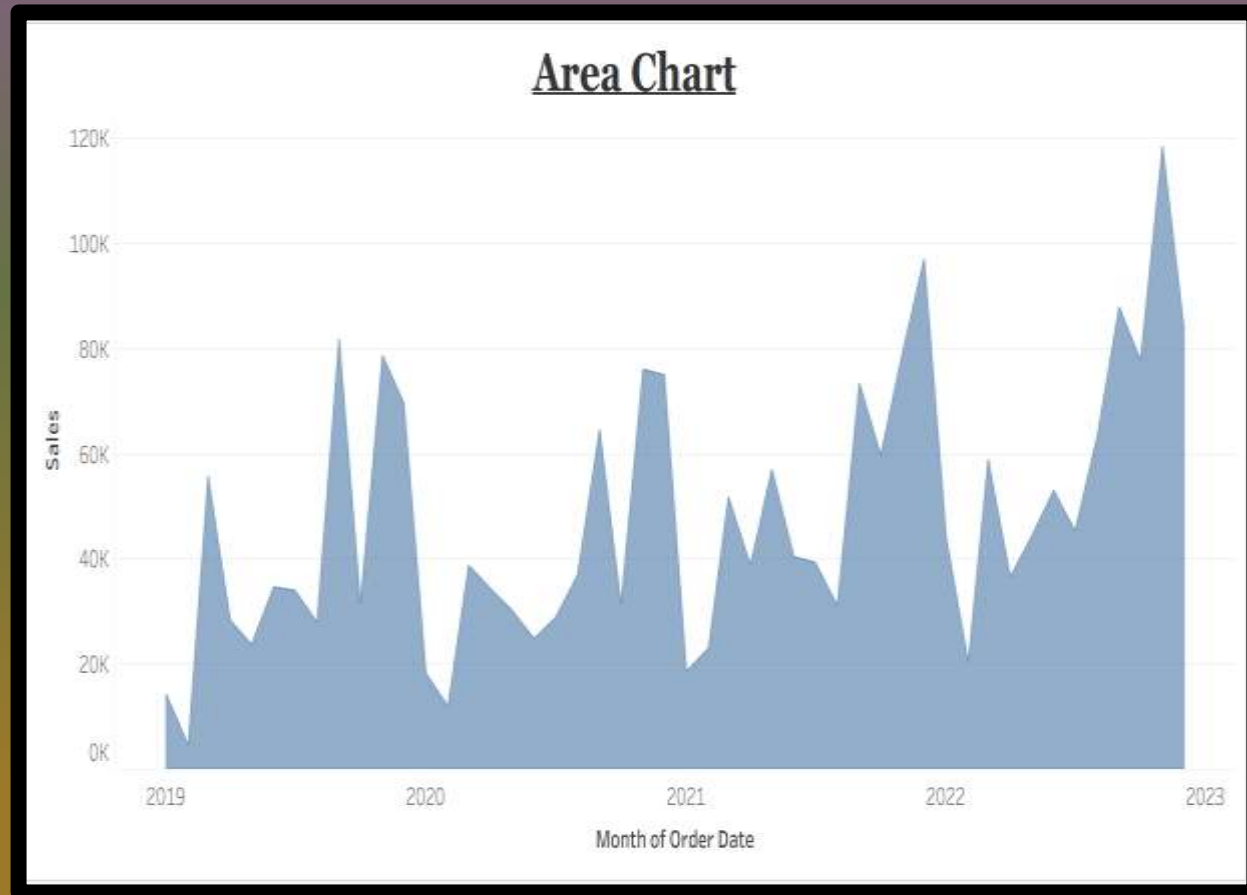
- **Description:** A chart that compares performance against a target with bars and reference lines.
- **Advantage:** Provides a compact way to track progress toward goals.
- **Use Case:** Measuring actual revenue against target benchmarks in dashboards.

## 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.

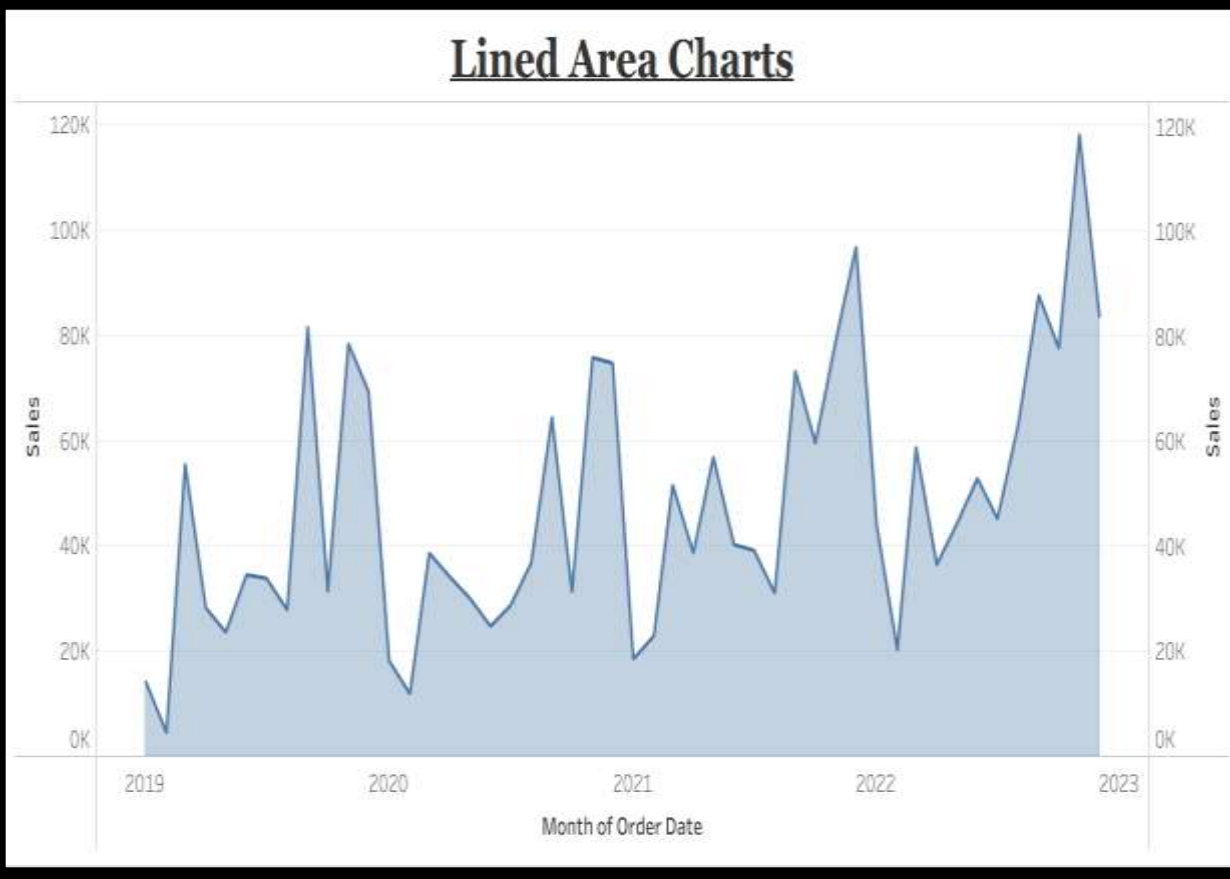
# 27. AREA CHART



- **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.

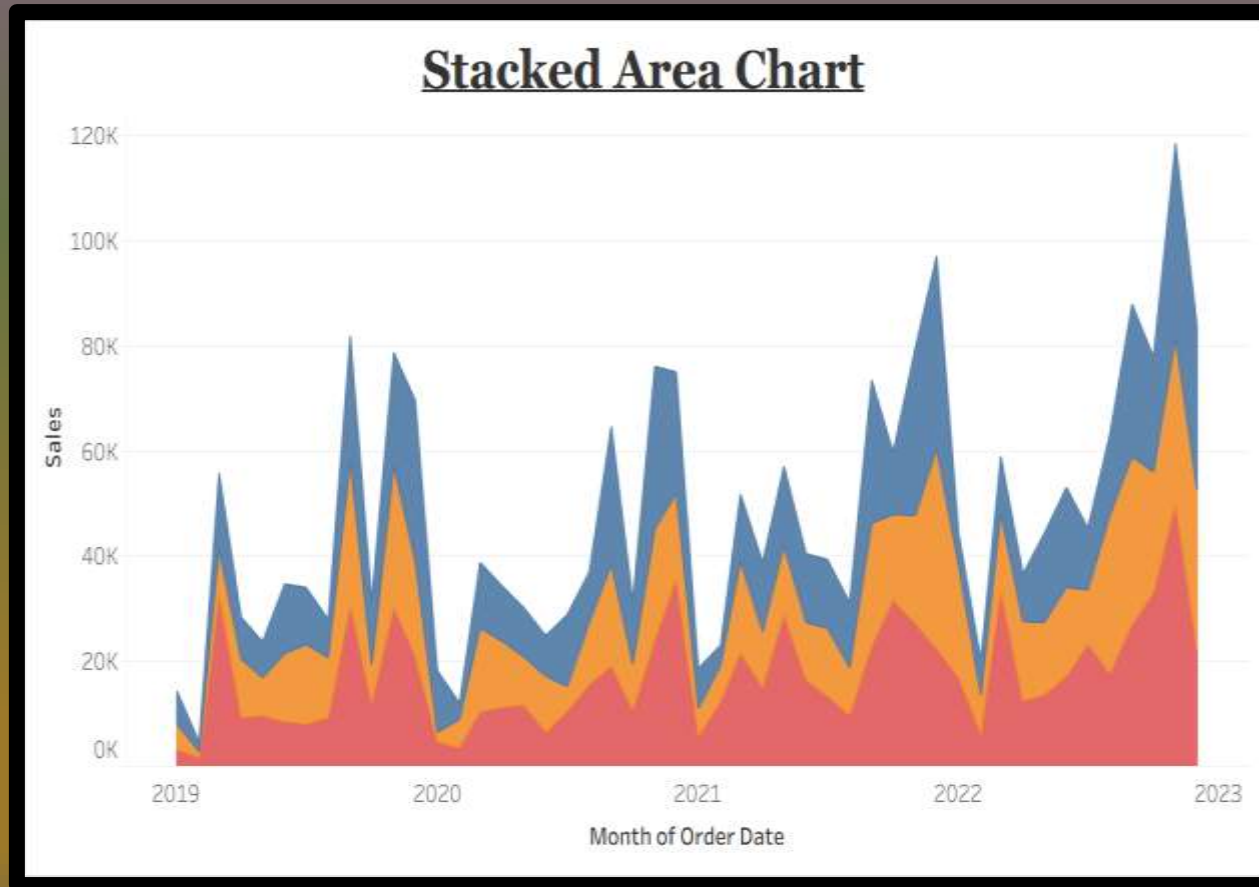
# 28. LINED AREA CHARTS

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.

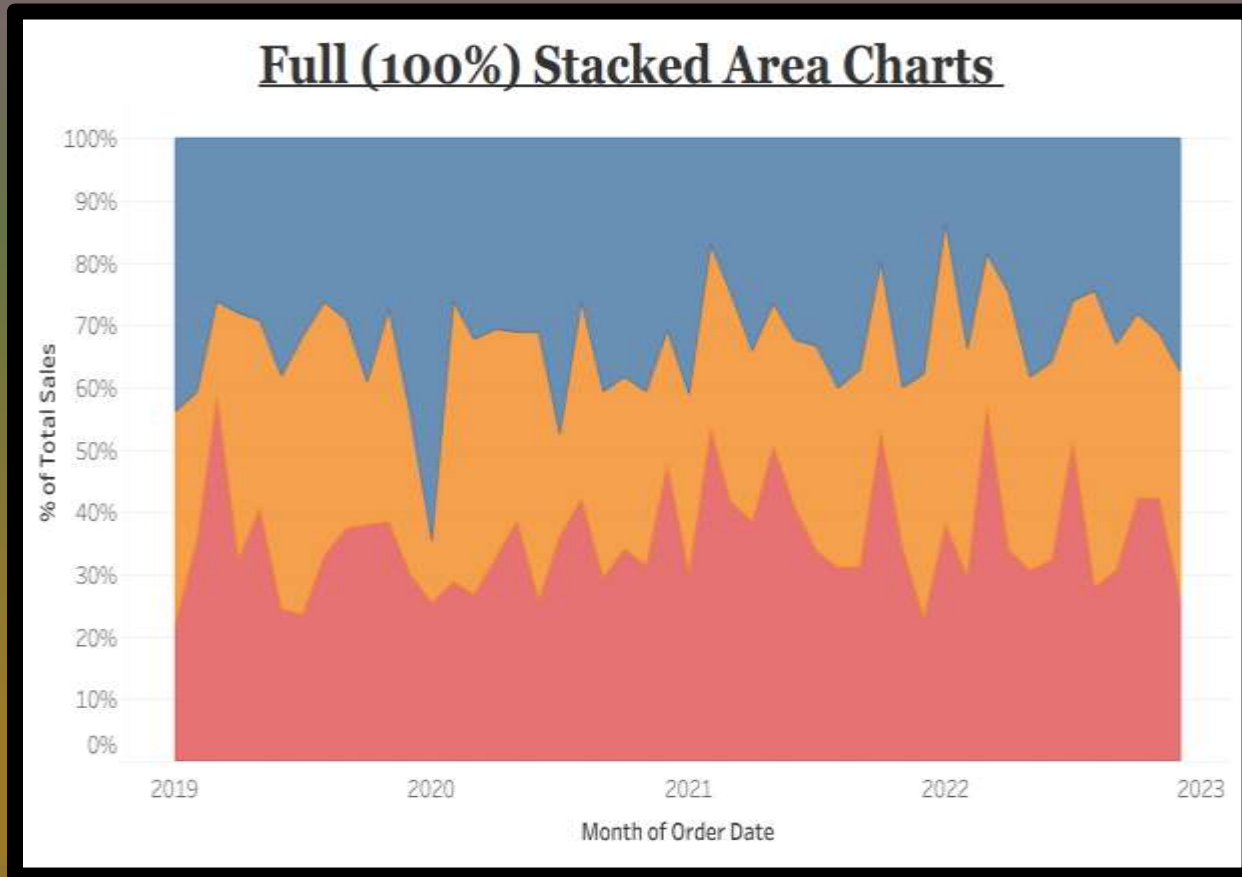
# 29. STACKED AREA CHART



- **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.



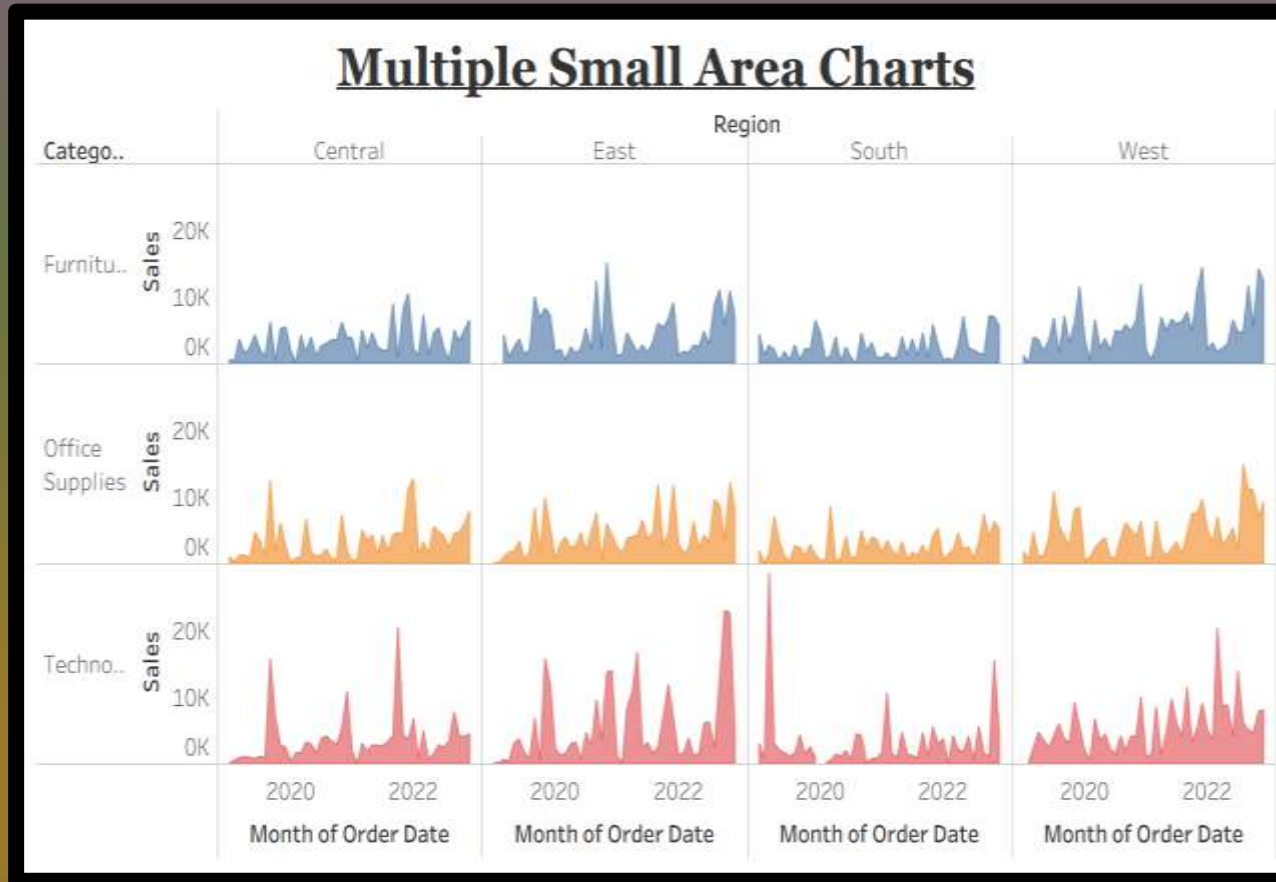
# 30. FULL (100%) STACKED AREA CHARTS



- **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.

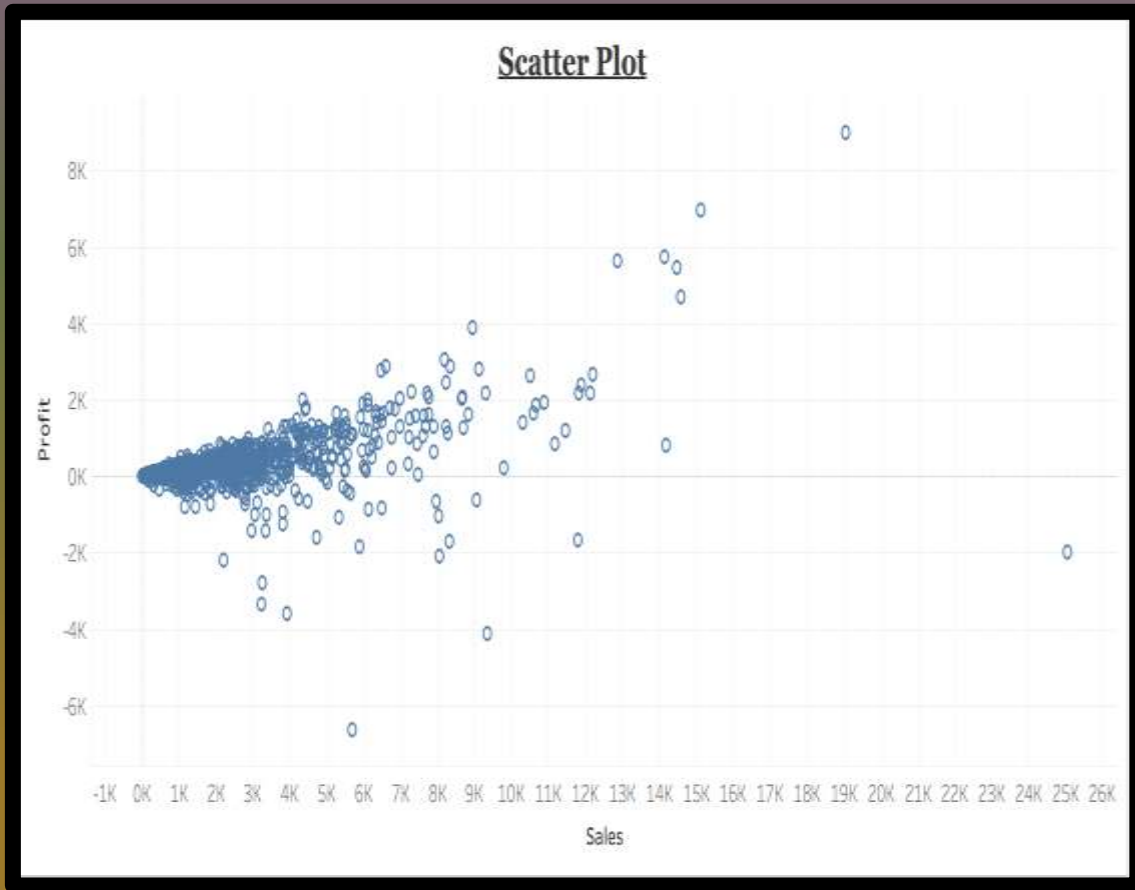


# 31. MULTIPLE SMALL AREA CHARTS



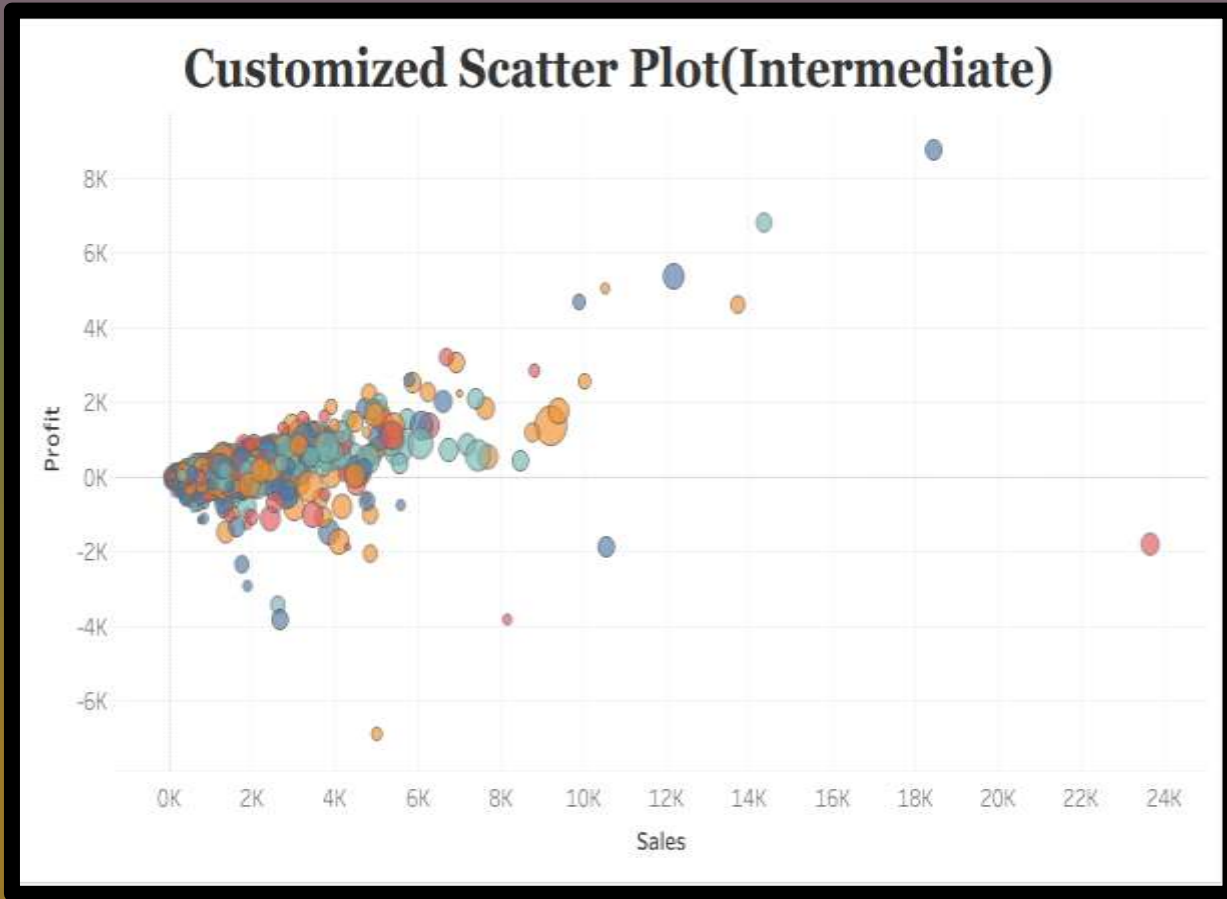
- **Description:** A series of small area charts used to compare trends across categories.
- **Advantage:** Simplifies complex data by showing patterns side by side.
- **Use Case:** Comparing monthly sales trends across different regions.

## 32. SCATTER PLOT



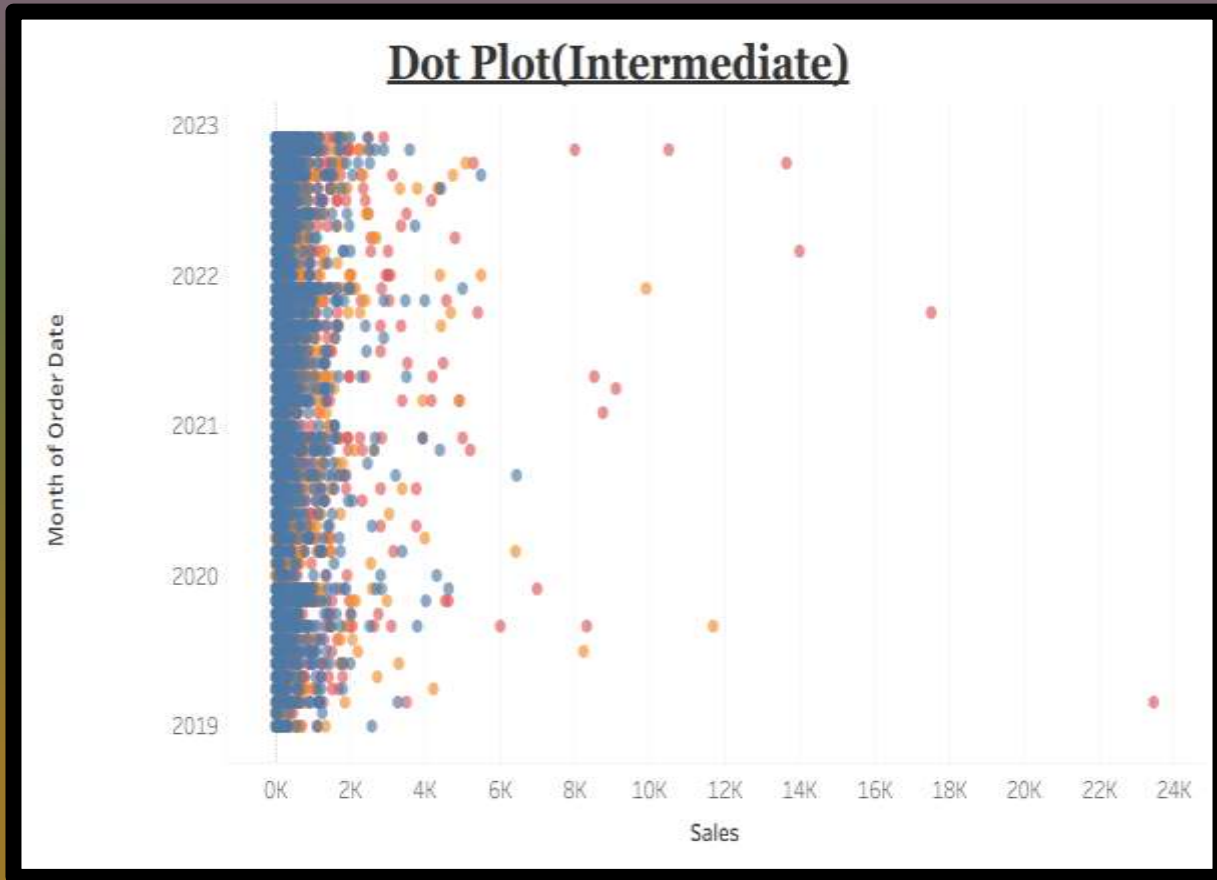
- **Description:** A chart that uses dots to show the relationship between two variables.
- **Advantage:** Helps identify correlations, clusters, and outliers.
- **Use Case:** Analyzing the relationship between advertising spend and sales revenue.

# 33. CUSTOMIZED SCATTER PLOT (INTERMEDIATE)



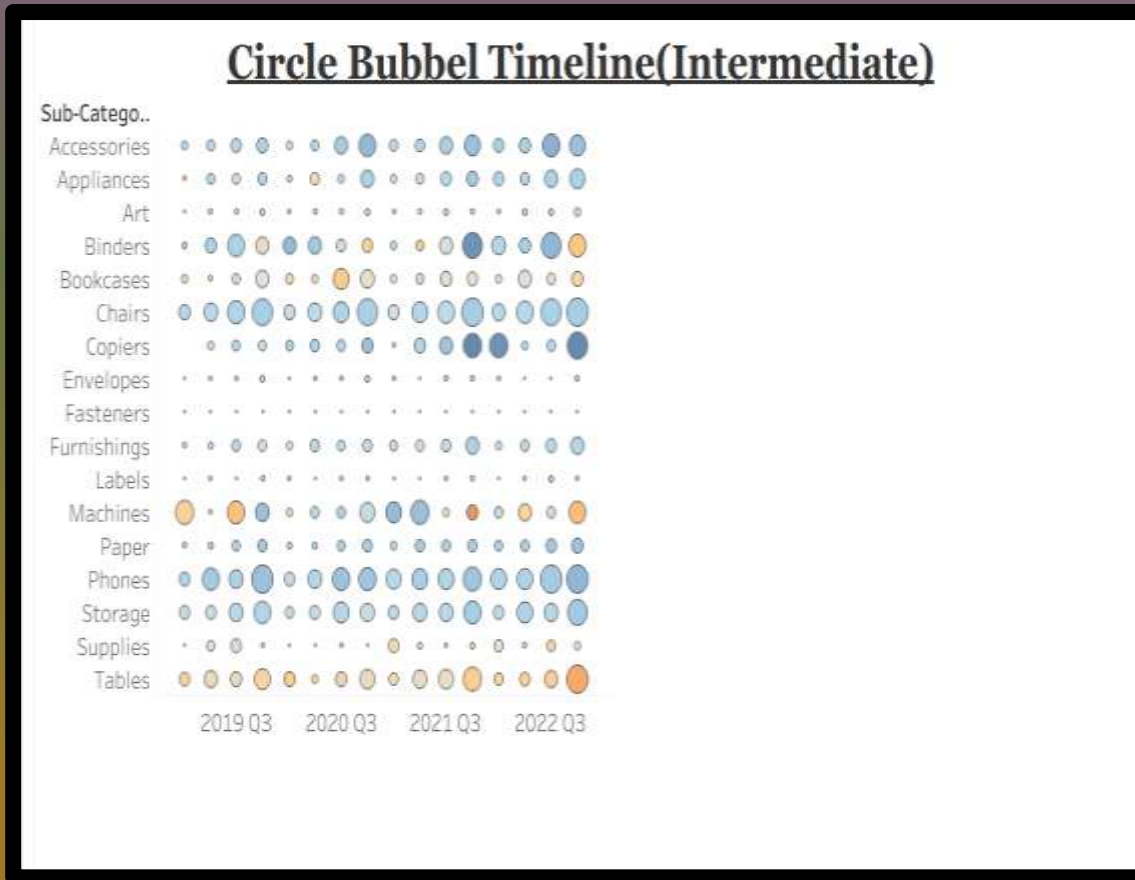
- **Description:** A scatter plot with tailored markers, colors, or sizes to highlight specific data patterns.
- **Advantage:** Makes relationships and clusters in data easier to identify and interpret.
- **Use Case:** Visualizing sales vs. advertising spend while differentiating regions or product categories.

# 34. DOT PLOT (INTERMEDIATE)



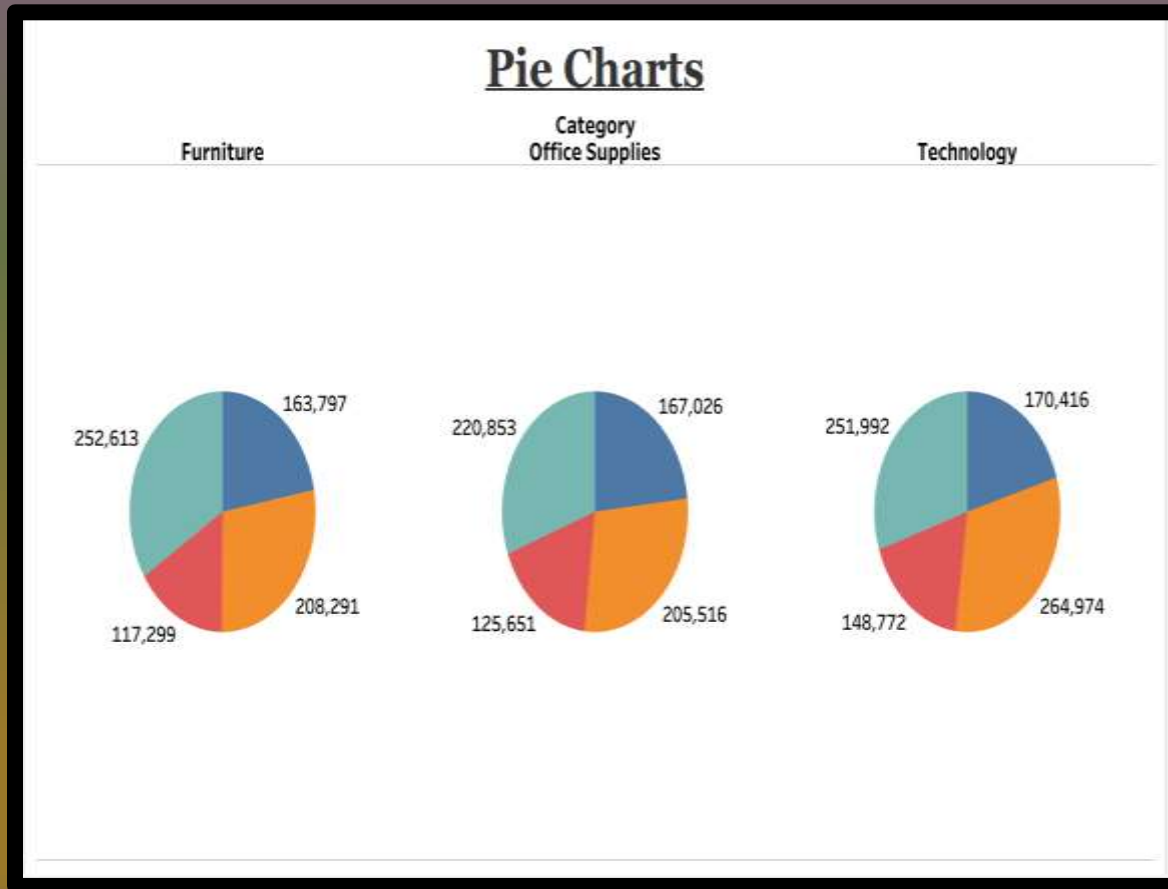
- **Description:** A chart that represents data points with dots along an axis for comparison.
- **Advantage:** Provides a clear view of distribution and reduces clutter compared to bars.
- **Use Case:** Comparing student test scores across different classes.

# 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.

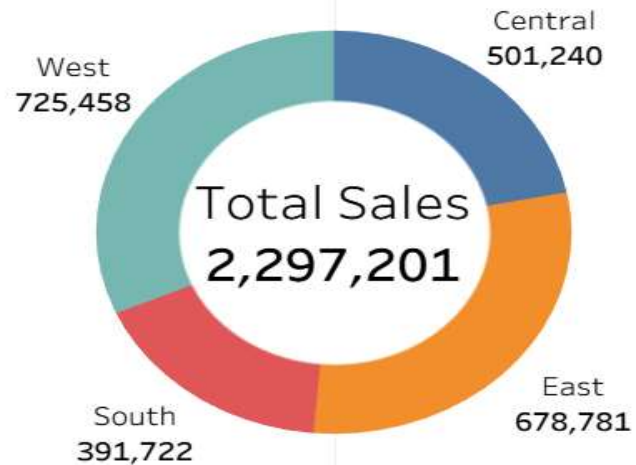
# 36. PIE CHARTS



- **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)

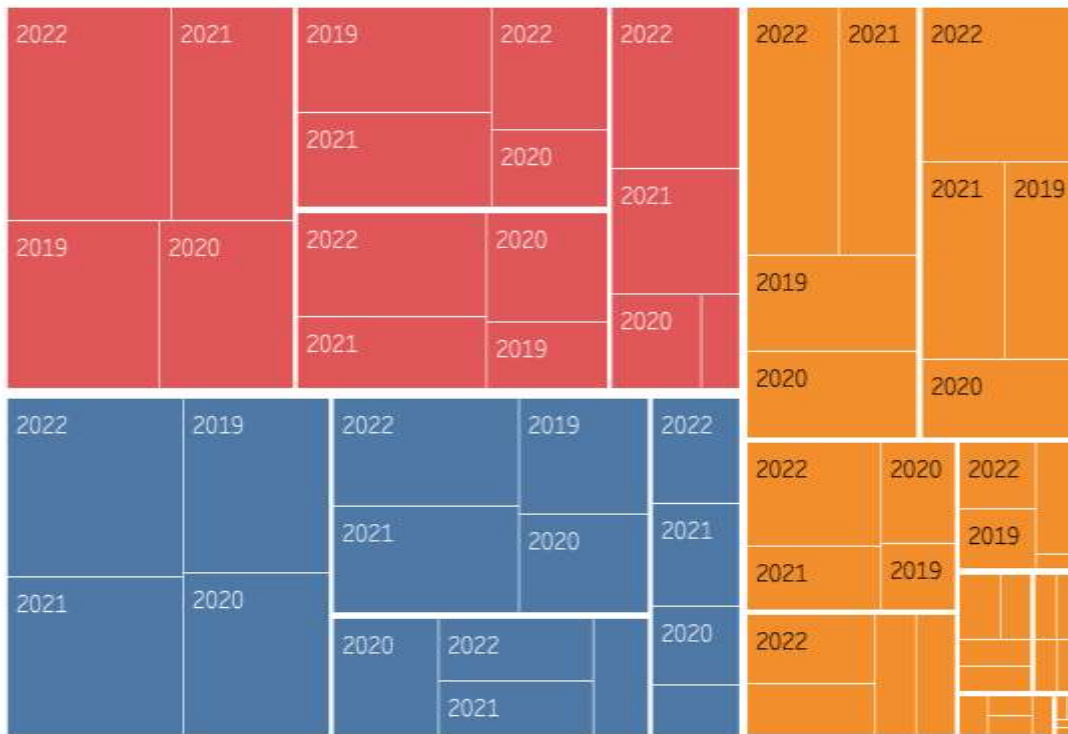
## Donut Charts(Intermediate)



- **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

**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.

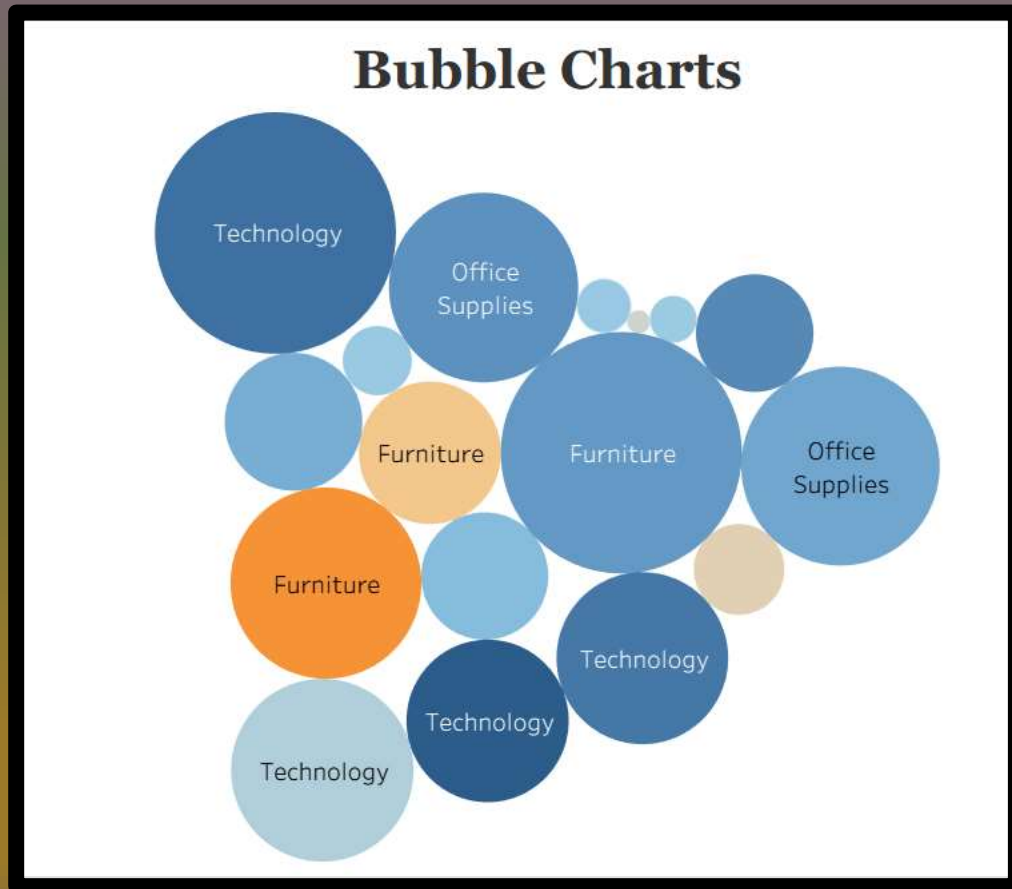


# 39. HEAT MAP

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.

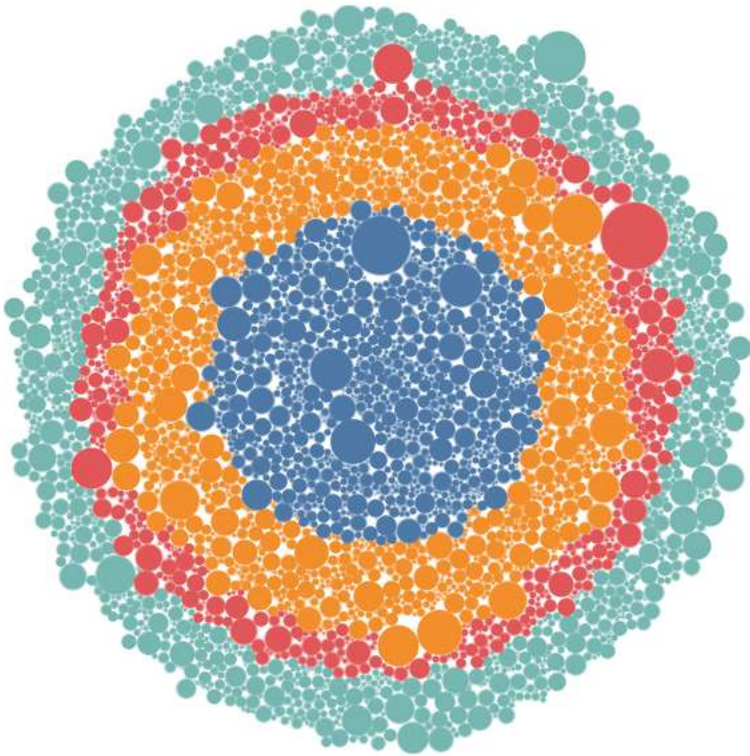
# 40. BUBBLE CHARTS



- **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.

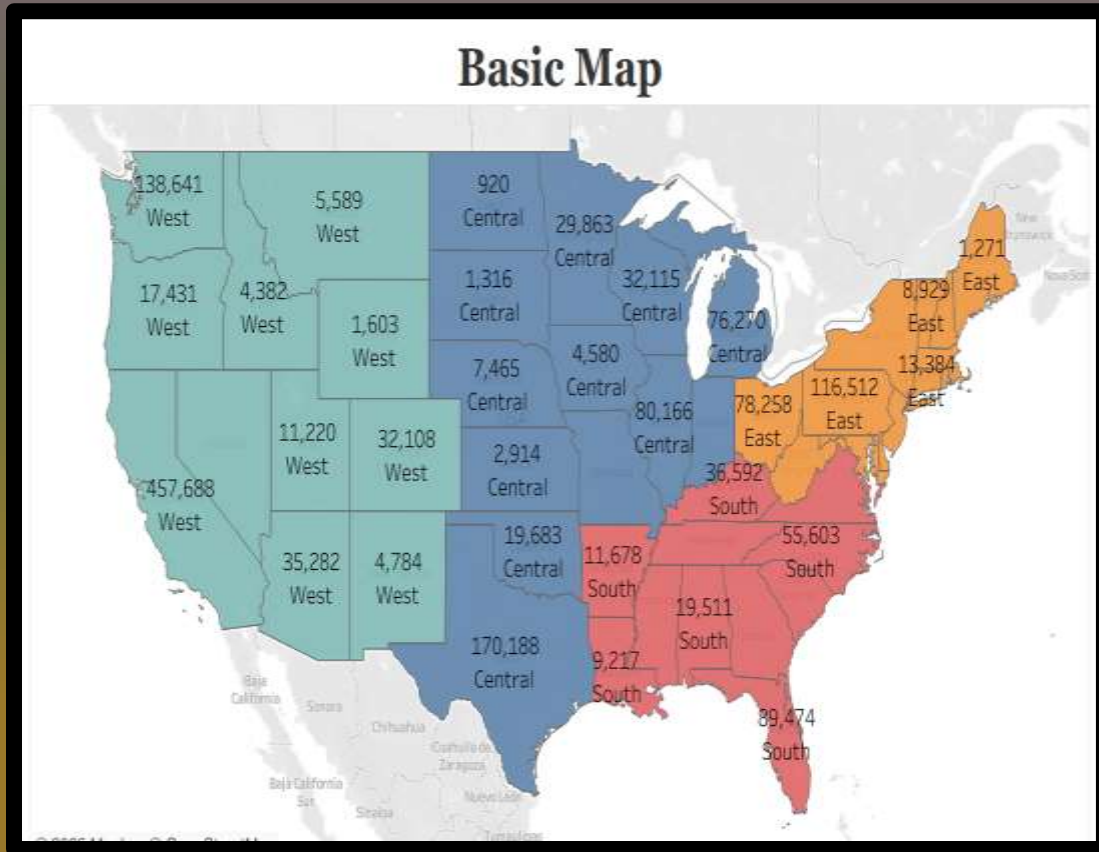
# 41. STACKED BUBBLE CHART

**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.

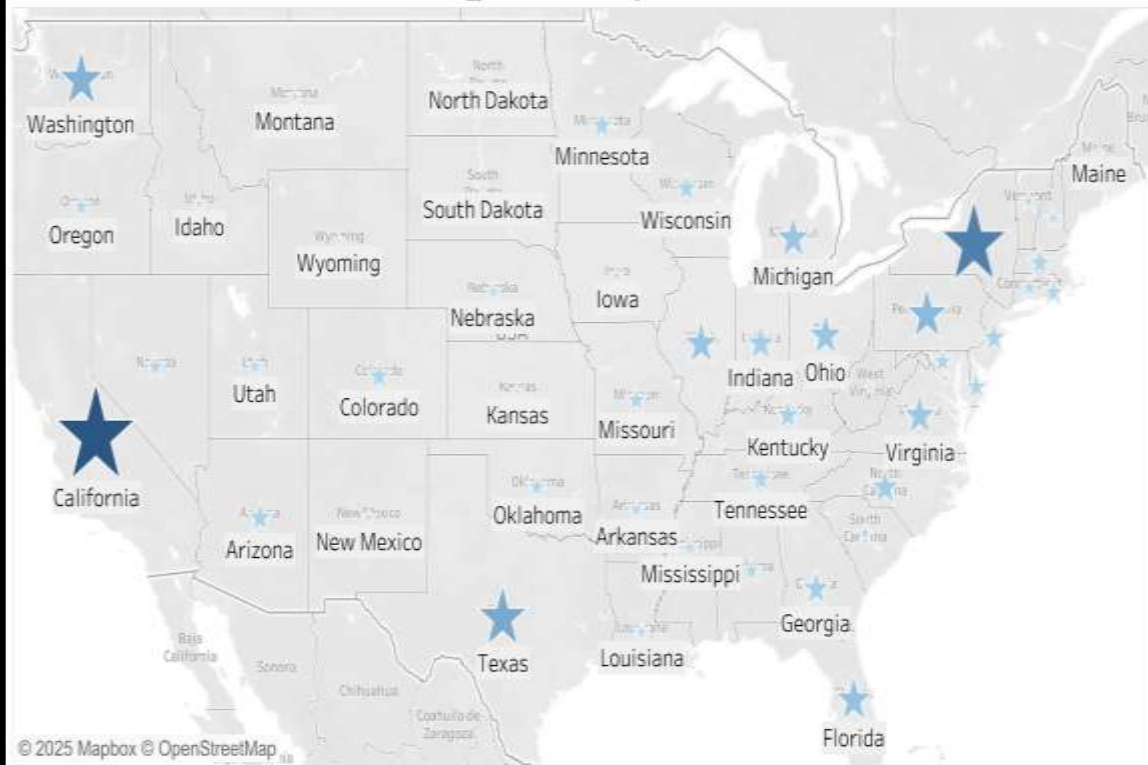
# 42. BASIC MAP



- **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

Map with symbol

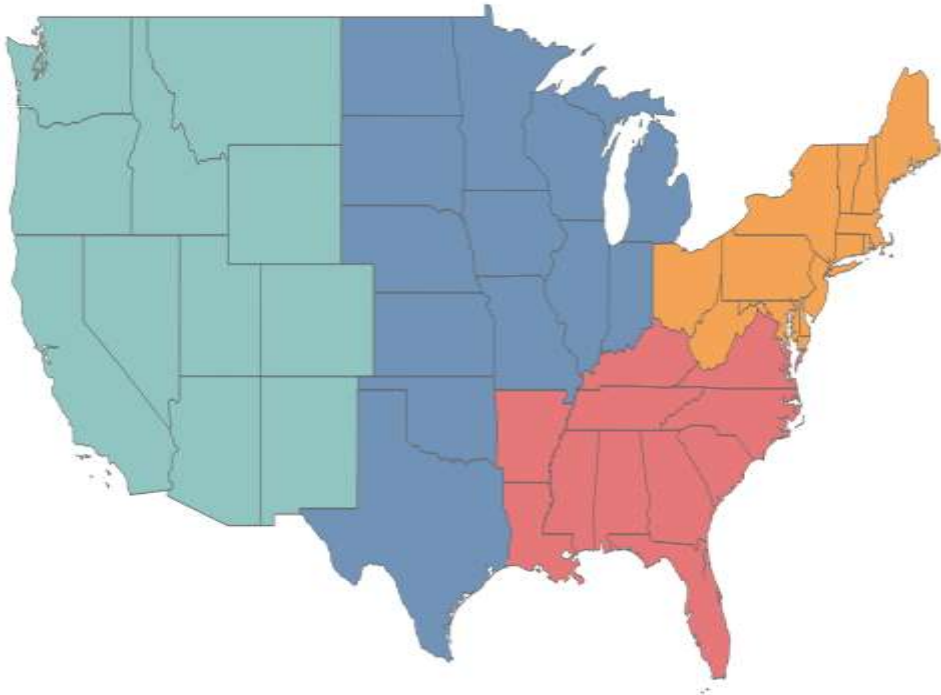


- **Description:** A map that uses symbols or shapes to represent data values at locations.
- **Advantage:** Effectively shows both geographic distribution and data magnitude.
- **Use Case:** Displaying number of stores in each city with circle size as indicator.



# 44. NO BACKGROUND MAP

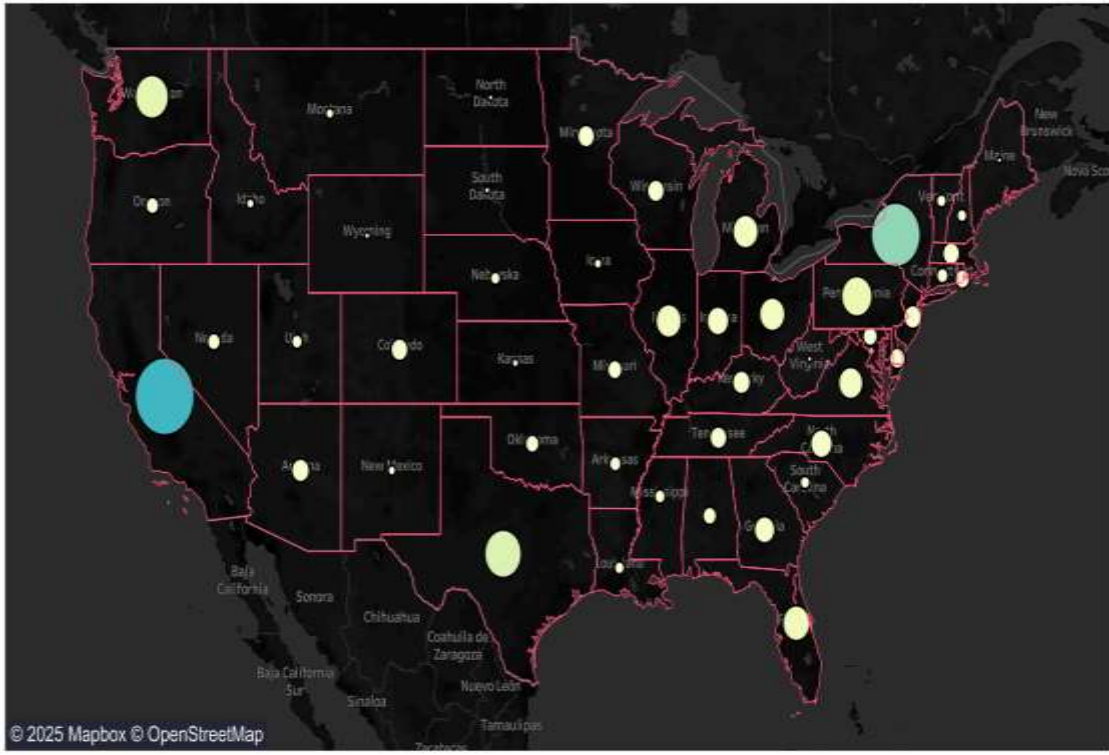
No Background Map



- **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.

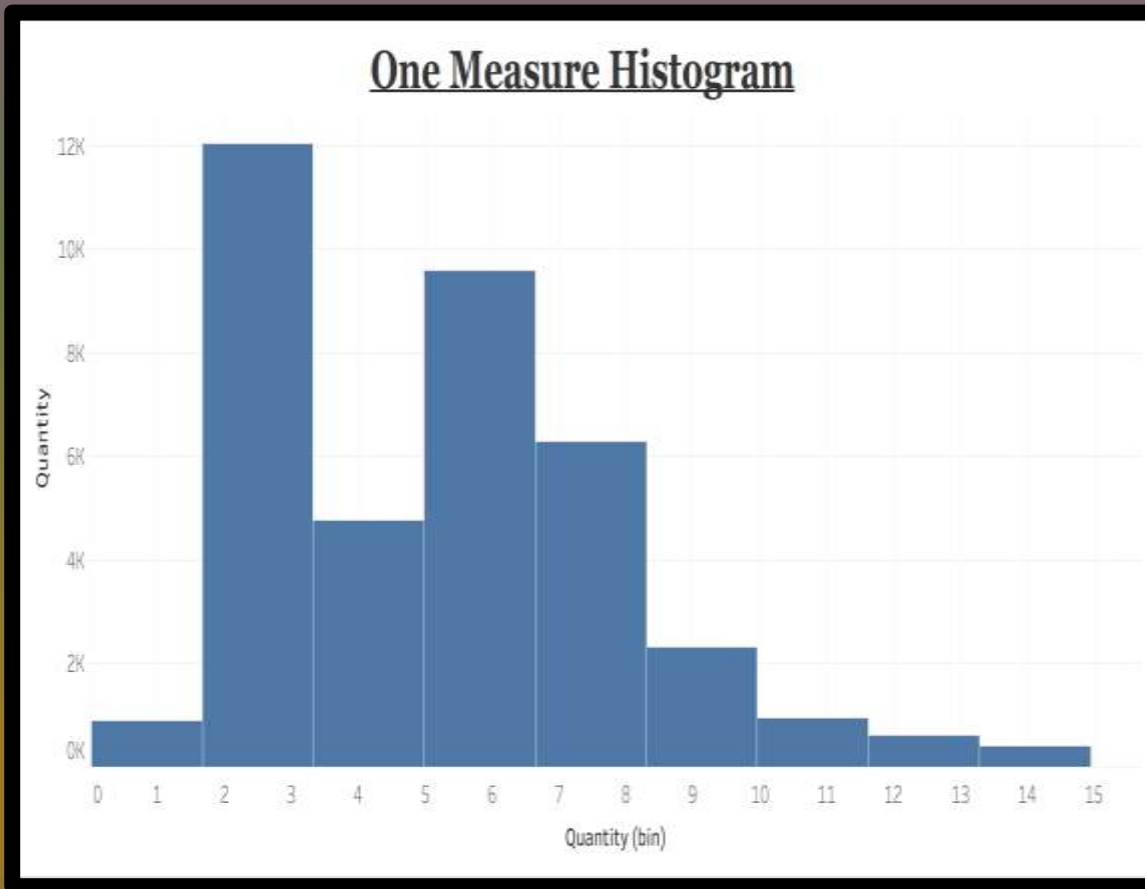
# 45. NIGHT VISION MAP (INTERMEDIATE)

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.

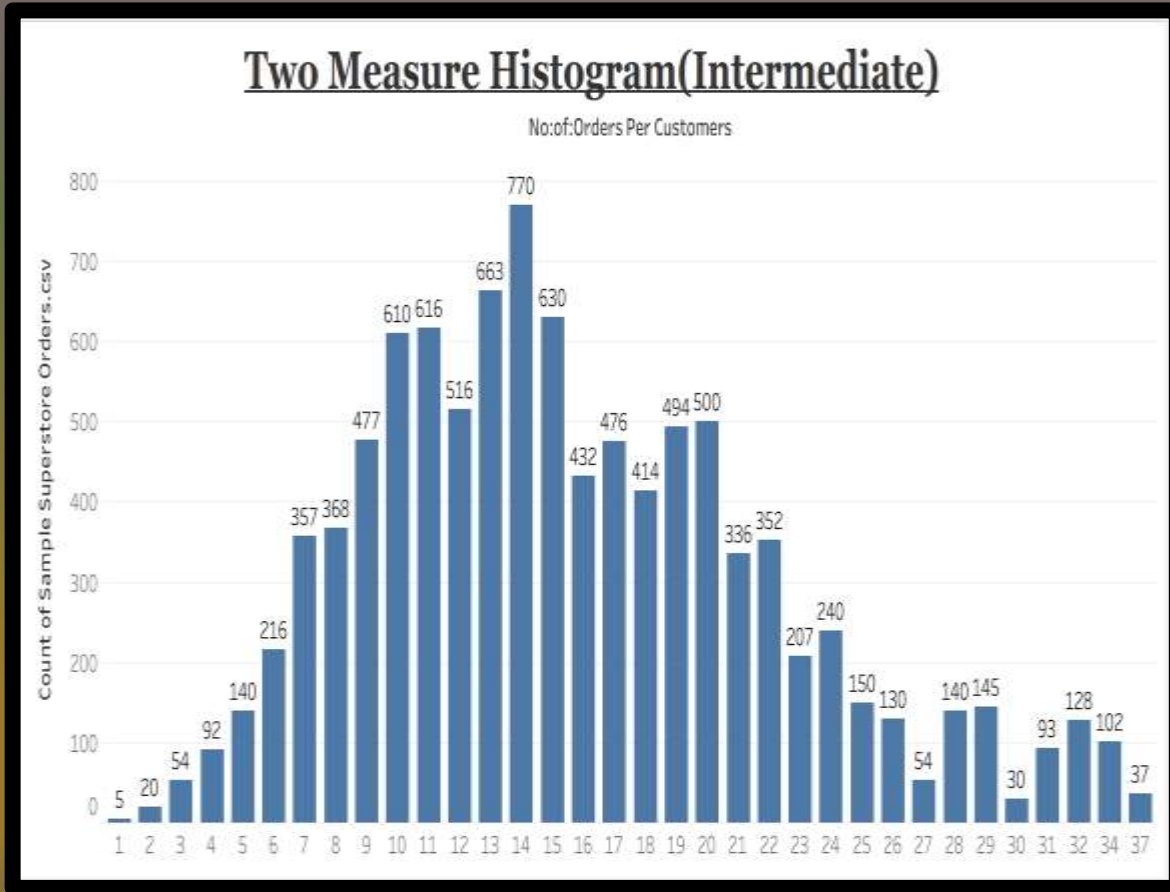
# 46. ONE MEASURE HISTOGRAM



- **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.

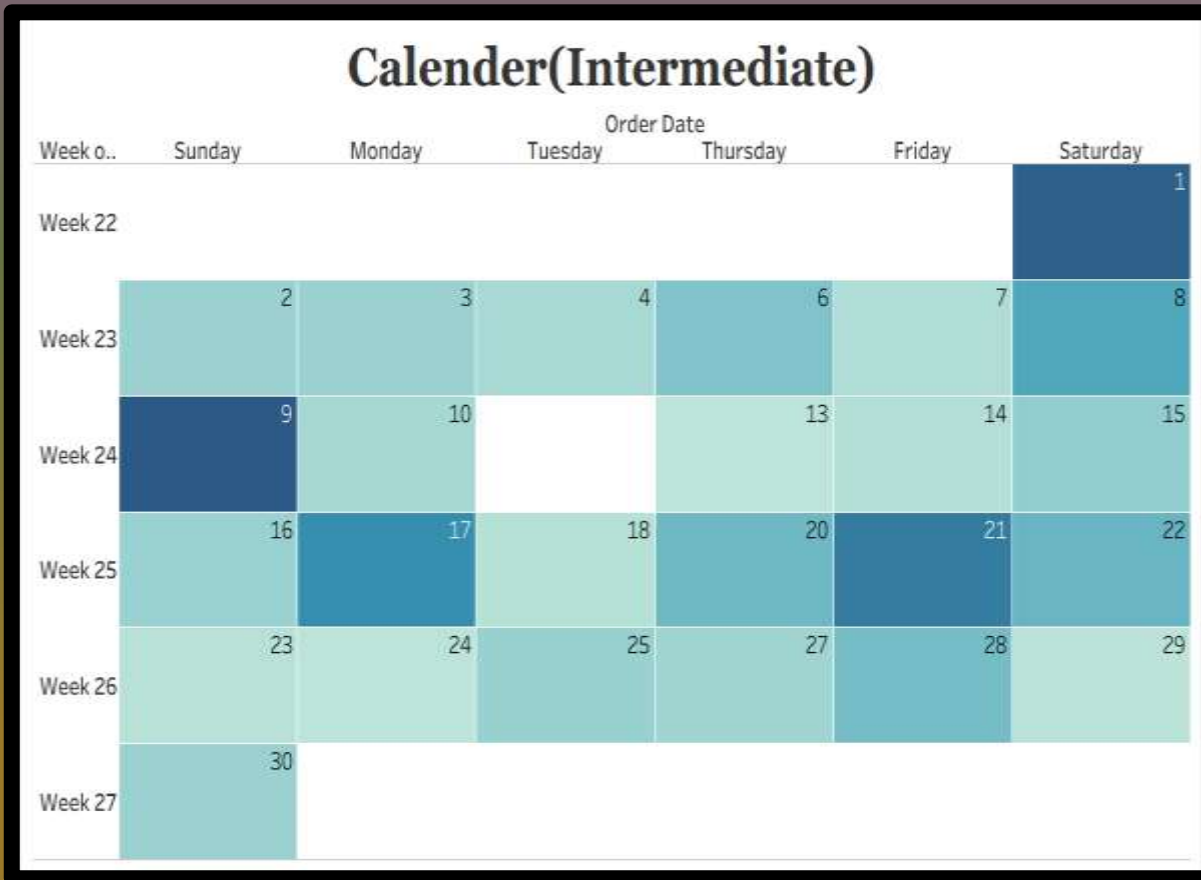


# 47. TWO-MEASURE HISTOGRAM(INTERMEDIATE)



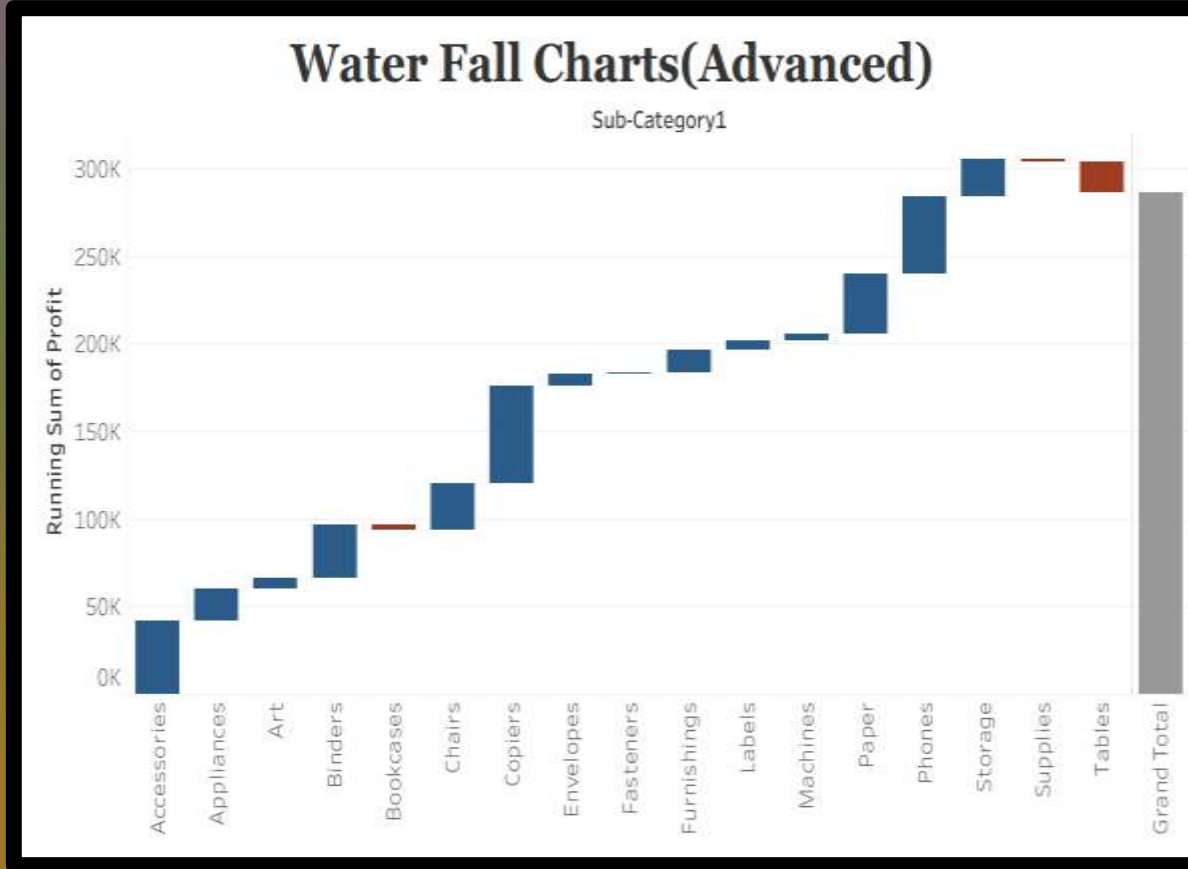
- **Description:** A histogram that compares the distribution of two different measures.
- **Advantage:** Enables side-by-side analysis of how two variables are distributed.
- **Use Case:** Comparing income distribution of urban vs. rural households.

# 48. CALENDAR (INTERMEDIATE)



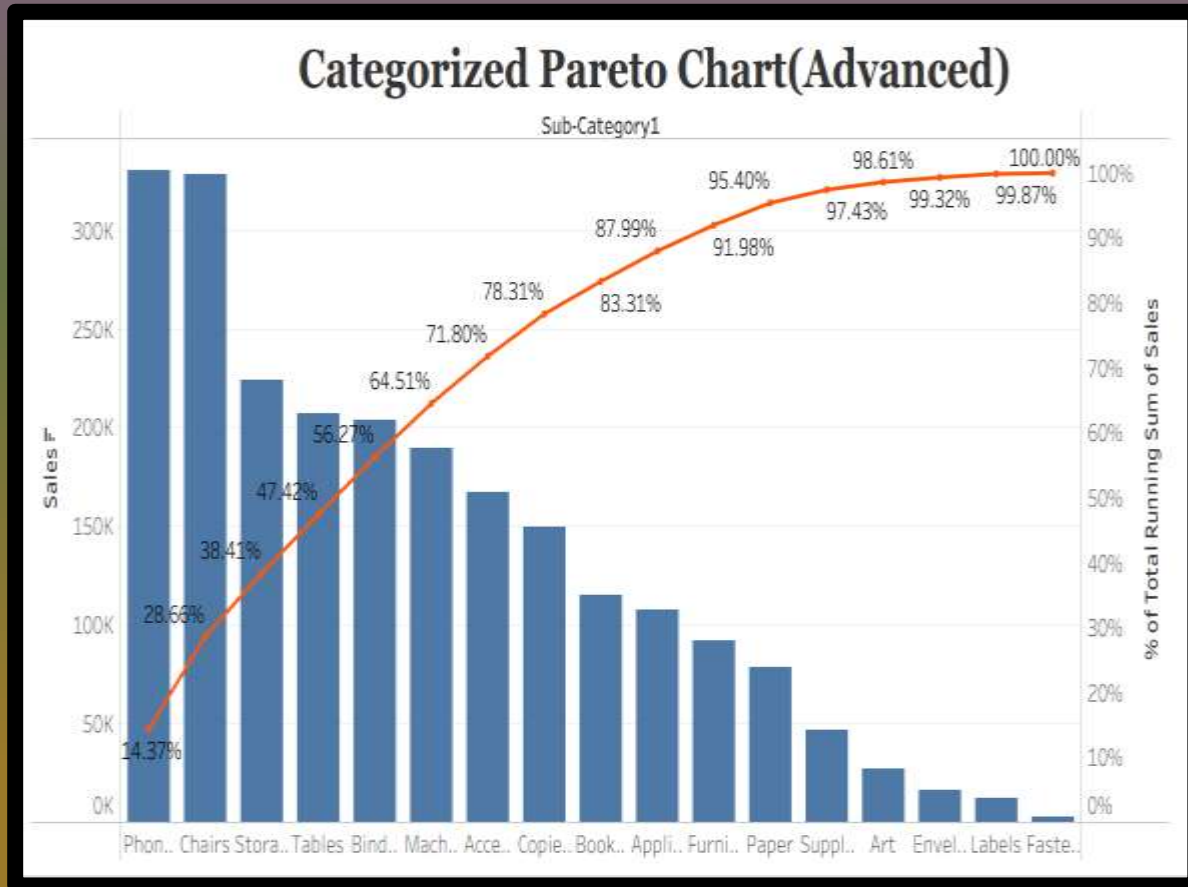
- **Description:** A chart that displays data values arranged by days, weeks, or months on a calendar layout.
- **Advantage:** Makes it easy to spot daily, weekly, or seasonal patterns.
- **Use Case:** Tracking employee attendance or website traffic by date.

# 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.

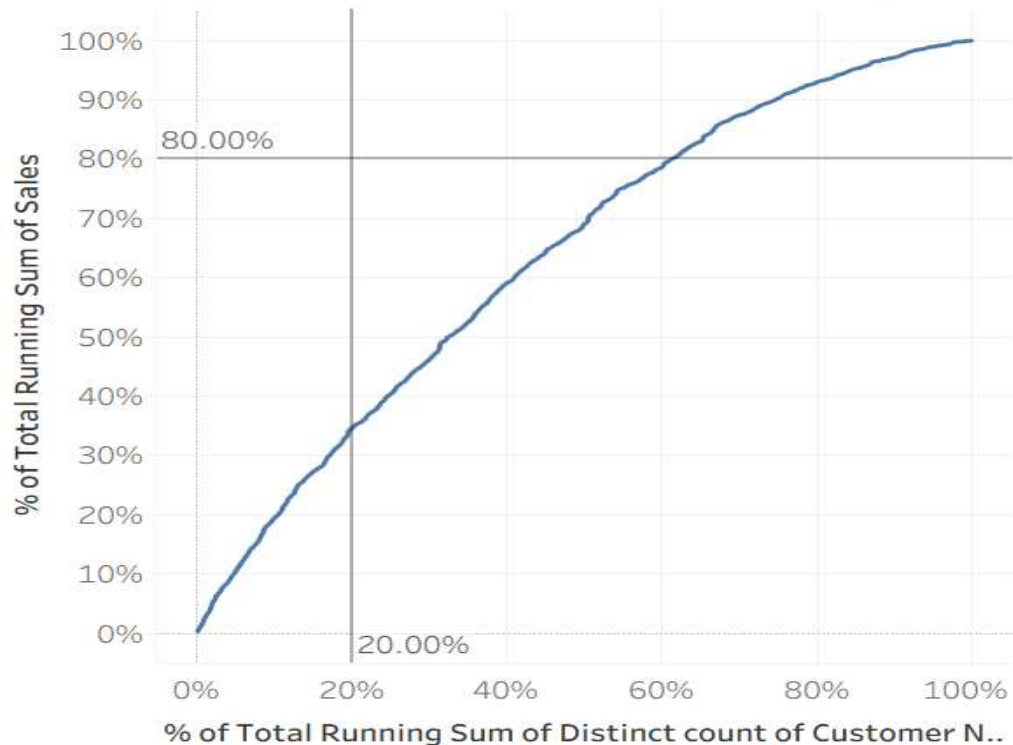
# 50. CATEGORIZED PARETO CHART (ADVANCED)



- **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.

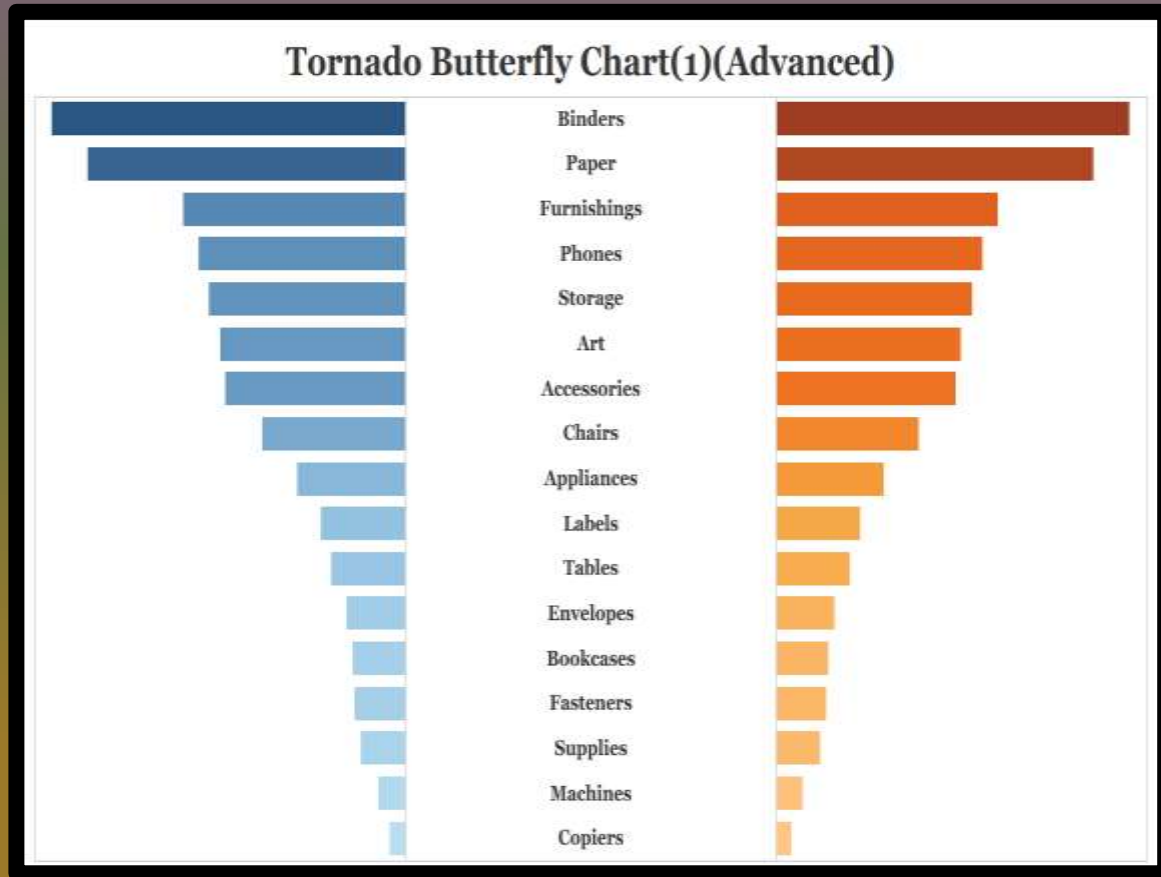
# 51. PARETO CHARTS (ADVANCED)

## Pareto Charts(Advanced)



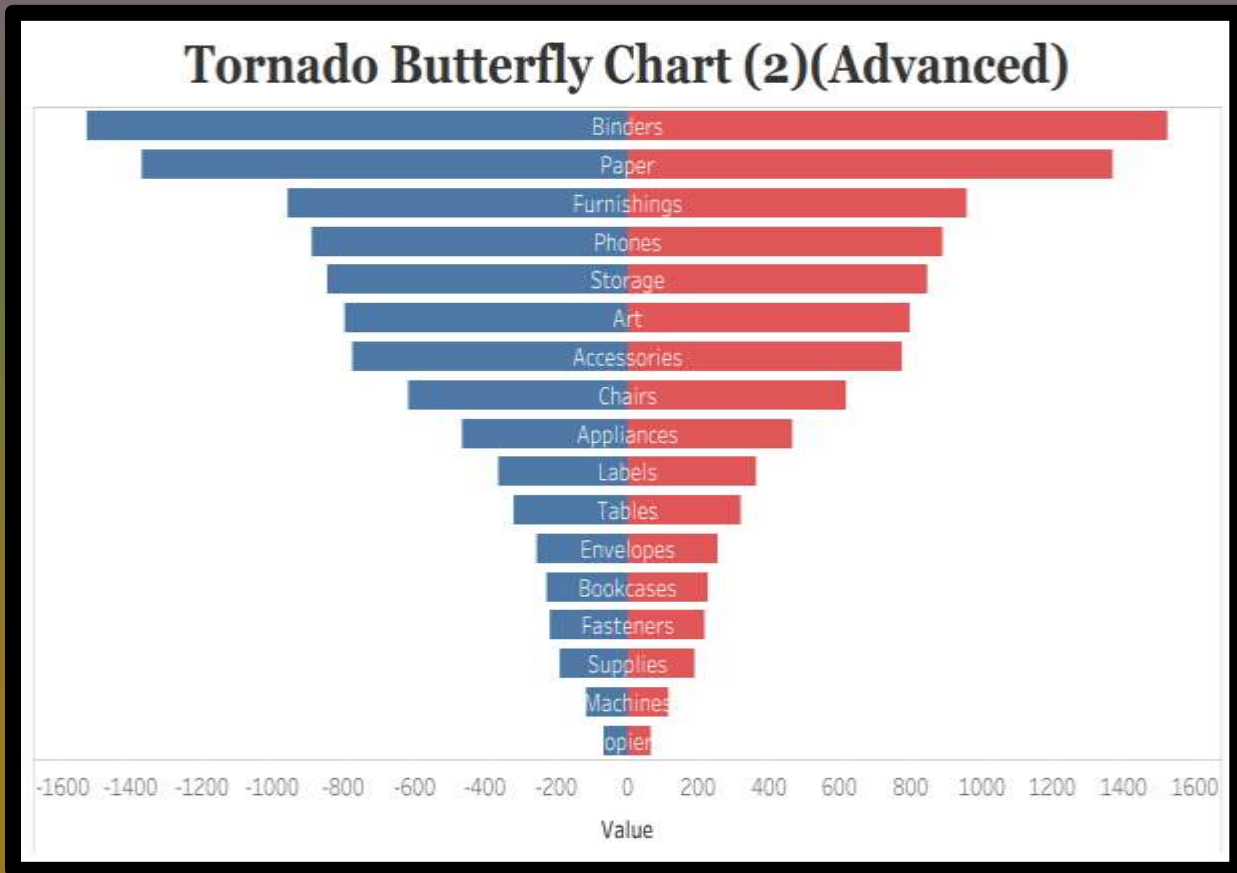
- **Description:** A Pareto chart enhanced with cumulative percentages, filters, or interactive features for deeper analysis.
- **Advantage:** Highlights the most significant factors efficiently and allows dynamic exploration of data.
- **Use Case:** Prioritizing key issues in quality control or customer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

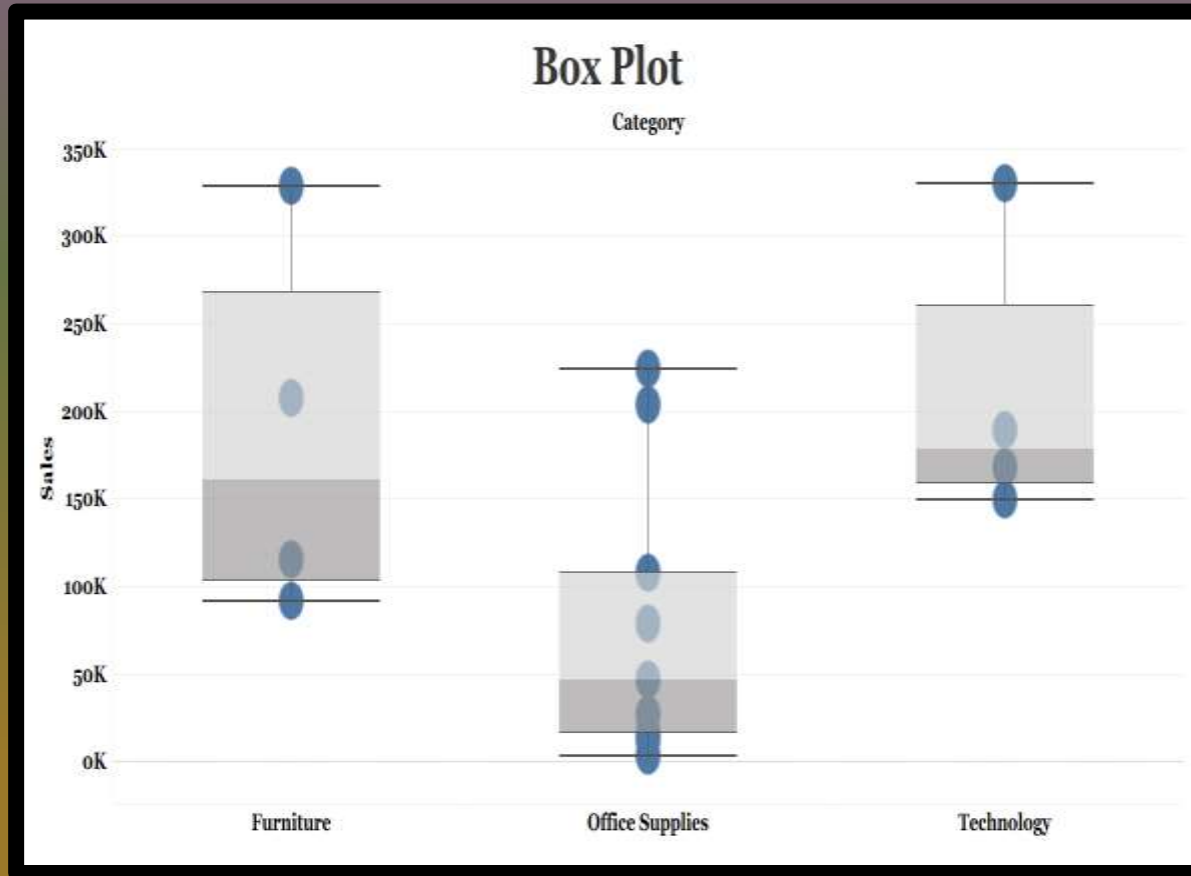
# 53. TORNADO BUTTERFLY CHART(2)(ADVANCED)



- **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.



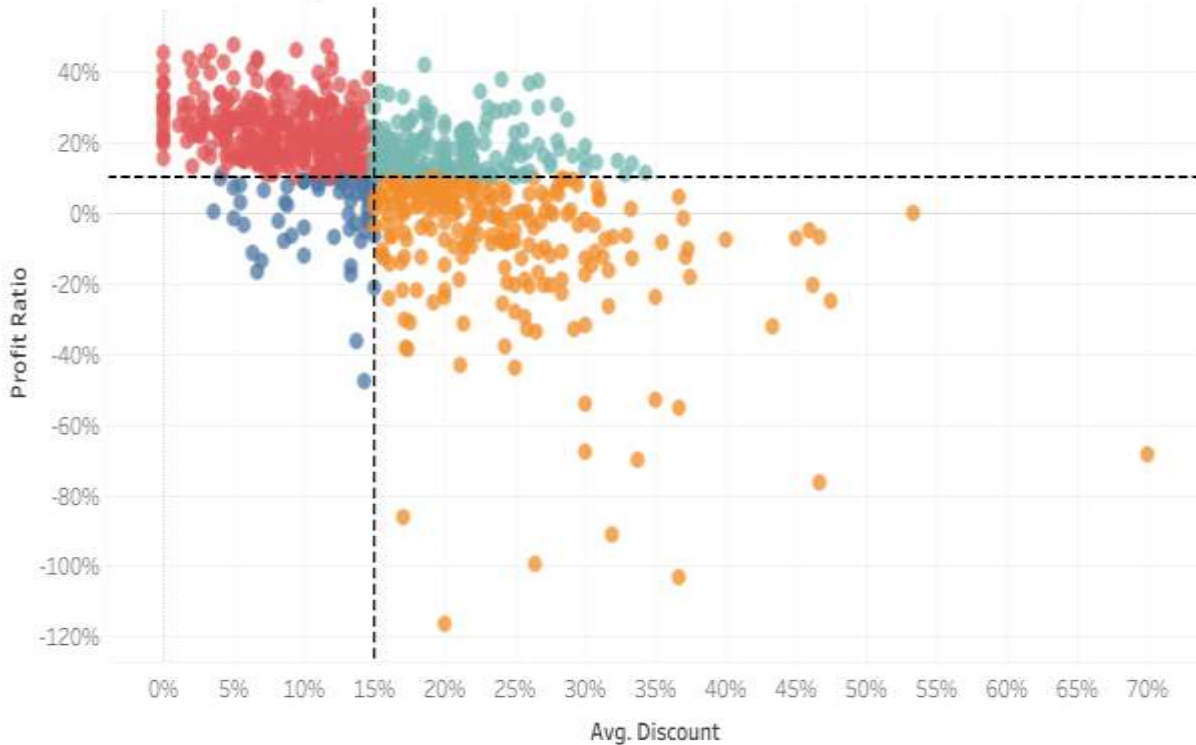
# 54. BOX PLOT



- **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)

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.

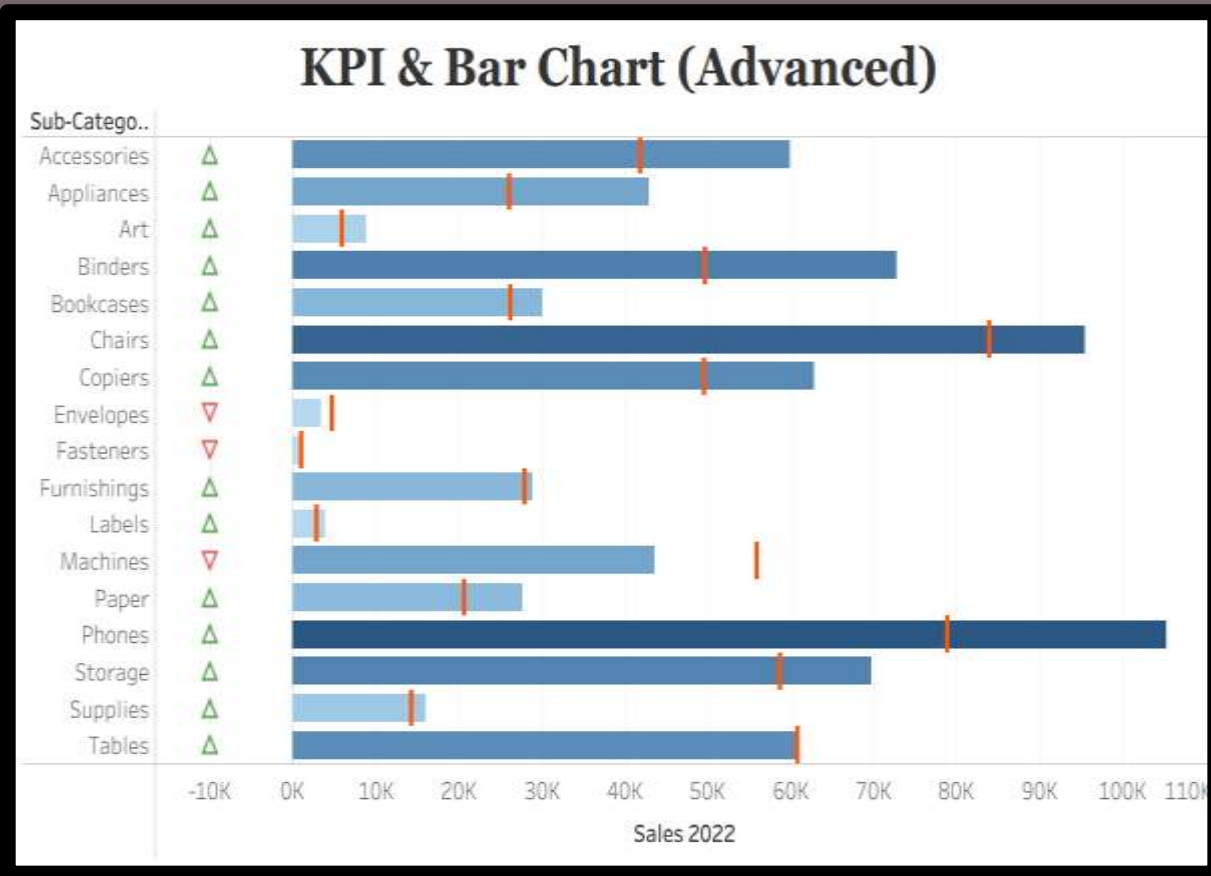
# 56. KPI CHARTS (INTERMEDIATE)

KPI Charts(Intermediate)

Sub-Catego...	Region			
	Central	East	South	West
Accessories	*	*	*	△
Appliances	*	*	*	*
Art	×	×	×	×
Binders	△	△	*	△
Bookcases	*	*	*	*
Chairs	△	△	*	△
Copiers	*	△	×	*
Envelopes	×	×	×	×
Fasteners	×	×	×	×
Furnishings	*	*	*	*
Labels	×	×	×	×
Machines	*	△	△	*
Paper	*	*	*	*
Phones	△	△	△	△
Storage	*	△	*	△
Supplies	×	*	×	*
Tables	*	*	*	△

- **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

## Big Numbers KPI Bans

\$501K  
Central

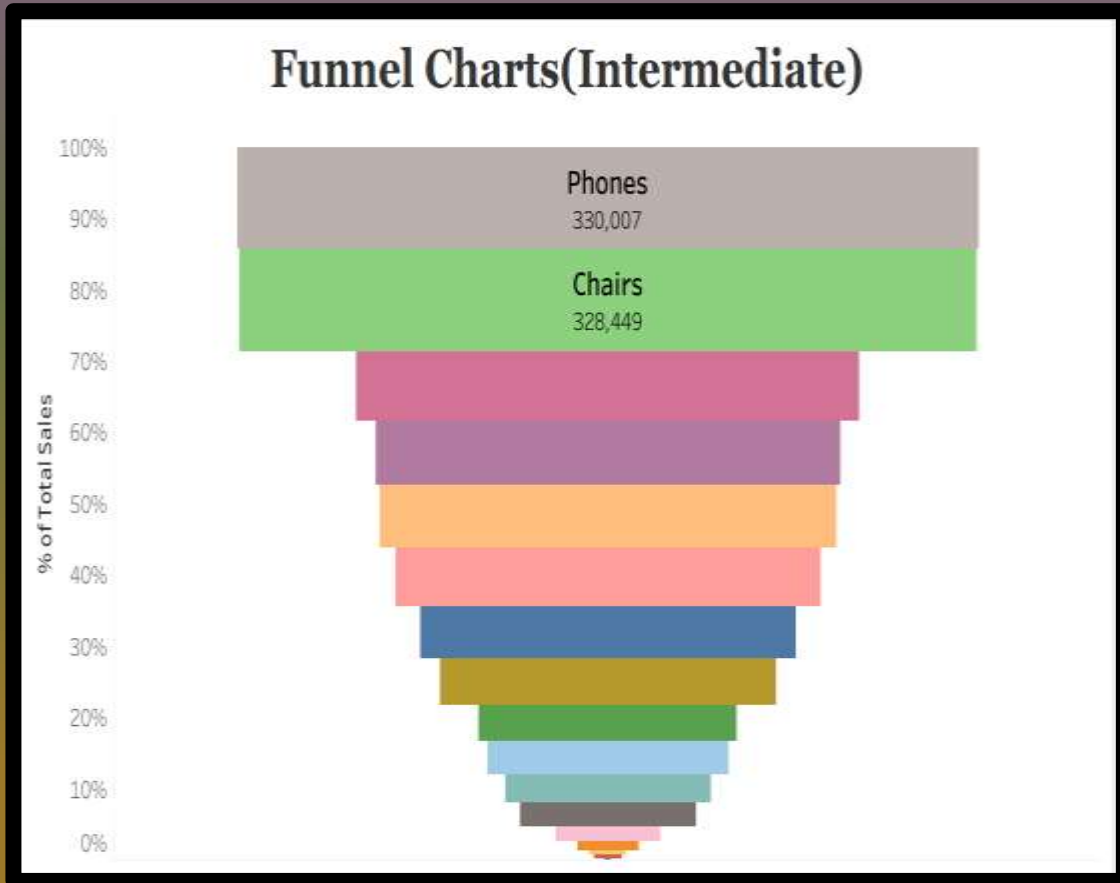
\$679K  
East

\$392K  
South

\$725K  
West

- **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.

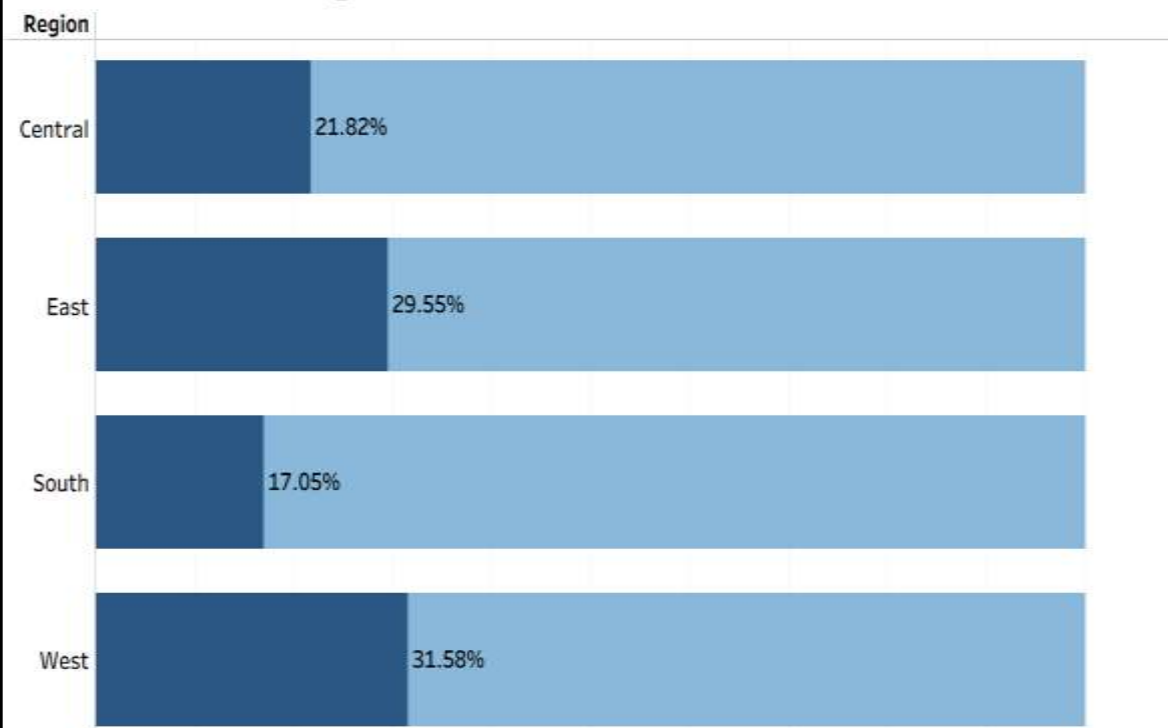
# 59. FUNNEL CHARTS (INTERMEDIATE)



- **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)

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.