

# 1. Bar Graph

About.

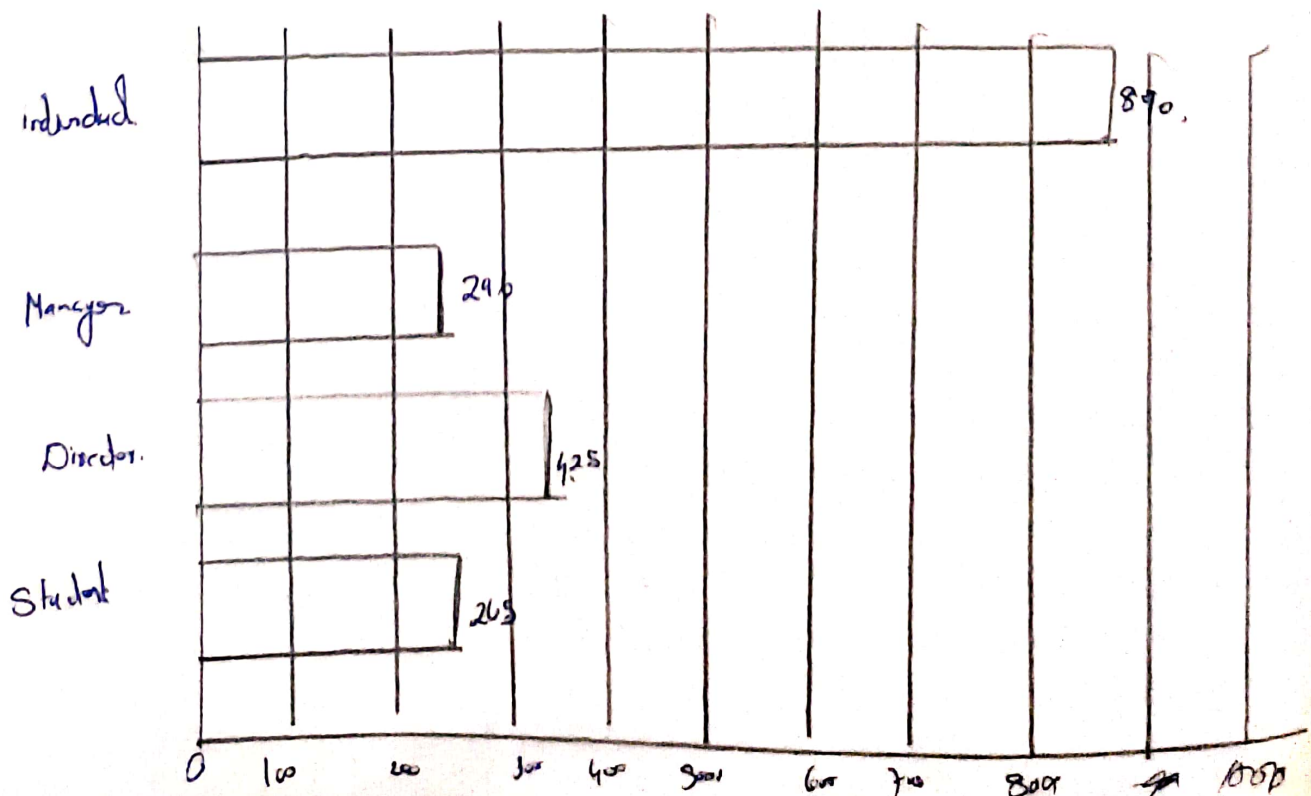
A bar Graph is widely used for the comparison of items. A bar graph should be used to avoid clutter when one data label is long if you have more than 10 items to compare.

Uses:

Product Comparison

Marketing traffic by Month

Marketing conversions.



## 2. Line Graph

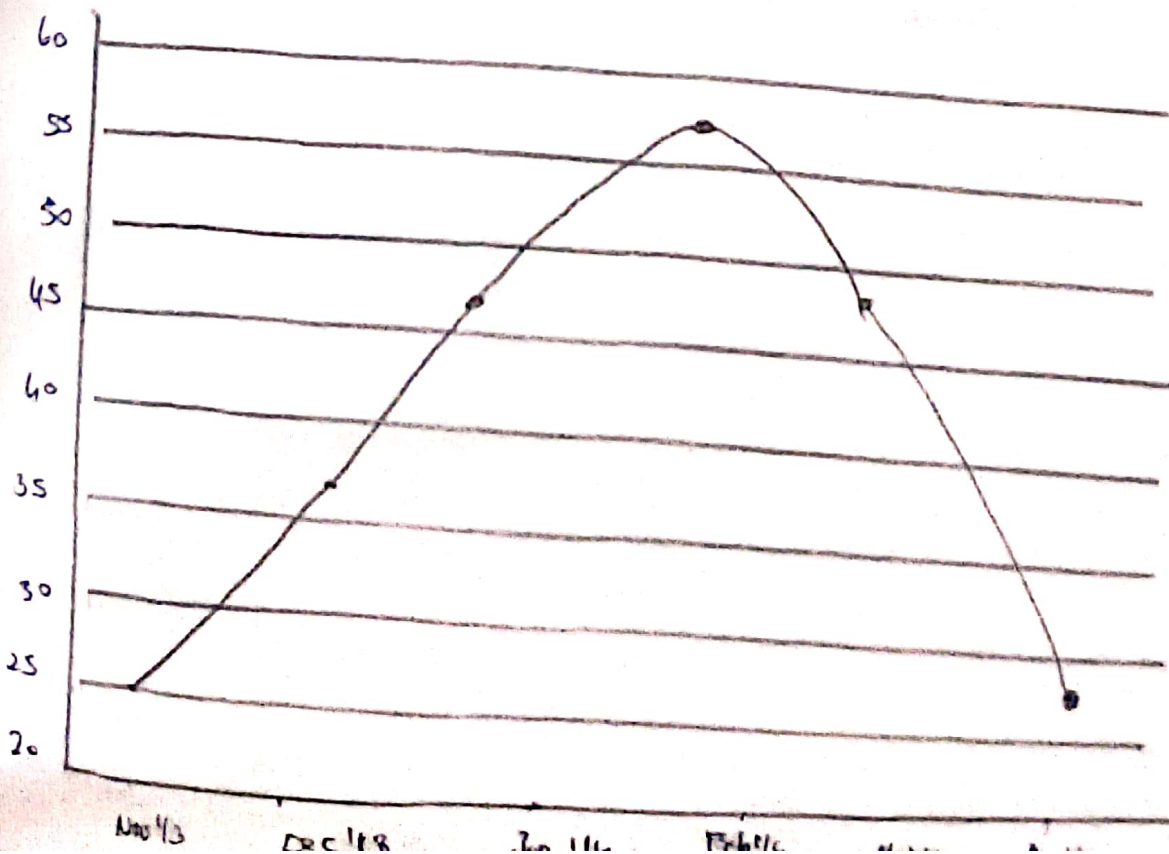
What:

A line Graph reveals trends or Progress over time and you can use it to show many categories of Data. you should use it when you chart a continuous data set.

Line Graph can help you compare changes for more than one group over the same period.

Use case:-

Time Series Analysis



### 3. Column chart.

About :-

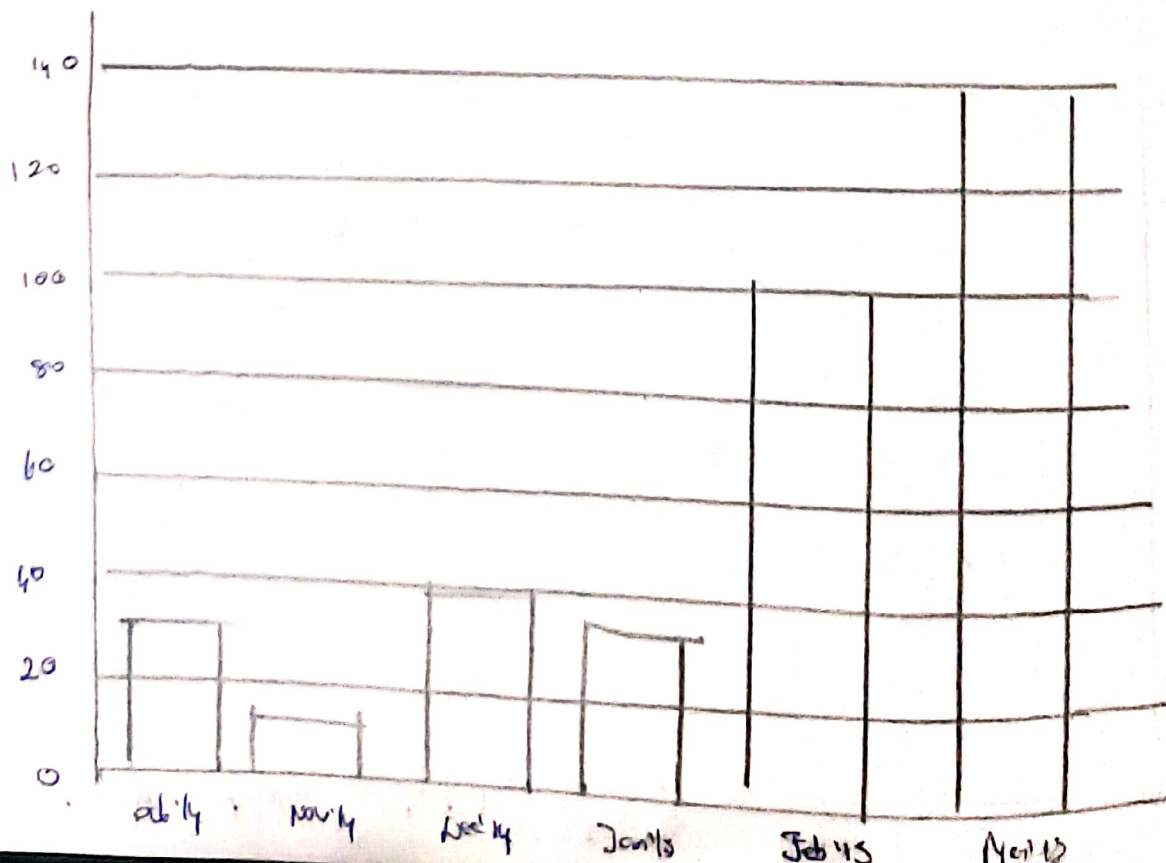
Use a column chart to show comparison among different items (or) to show a comparison of items overtime. You could use this format to see the Revenue Per family loading Page.

Use cases :-

Customer Survey data

Sales volume

Profit or loss.





# 4. Dual Axis chart.

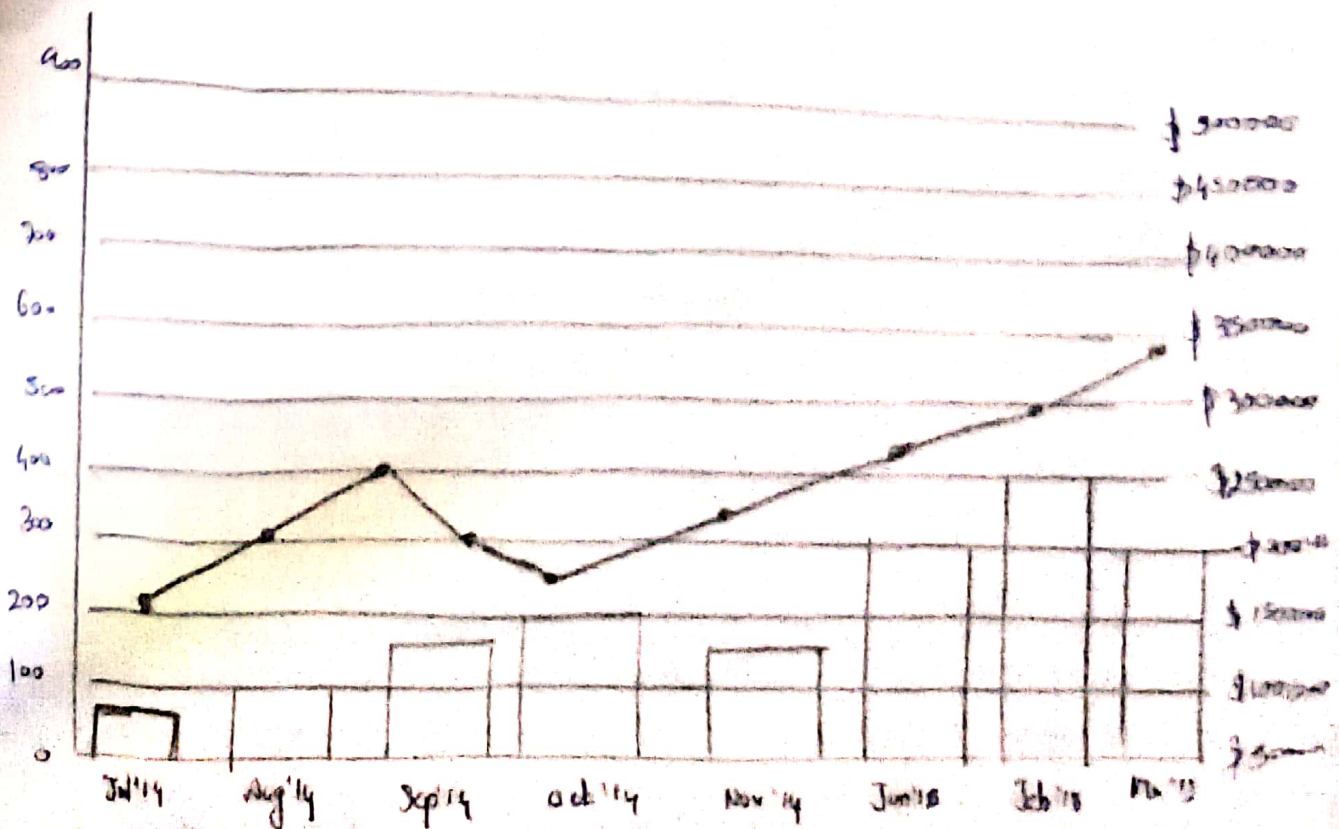
About :-

A dual axis chart allow you to plot data using two y-axis and a shared x-axis. It has three datasets one is a continuous data set and the other is better suited to grouping by category.

Category :-

Use case :-

Price and Volume of your Product  
Revenue and Unit Sold.  
Individual Sales Performance.



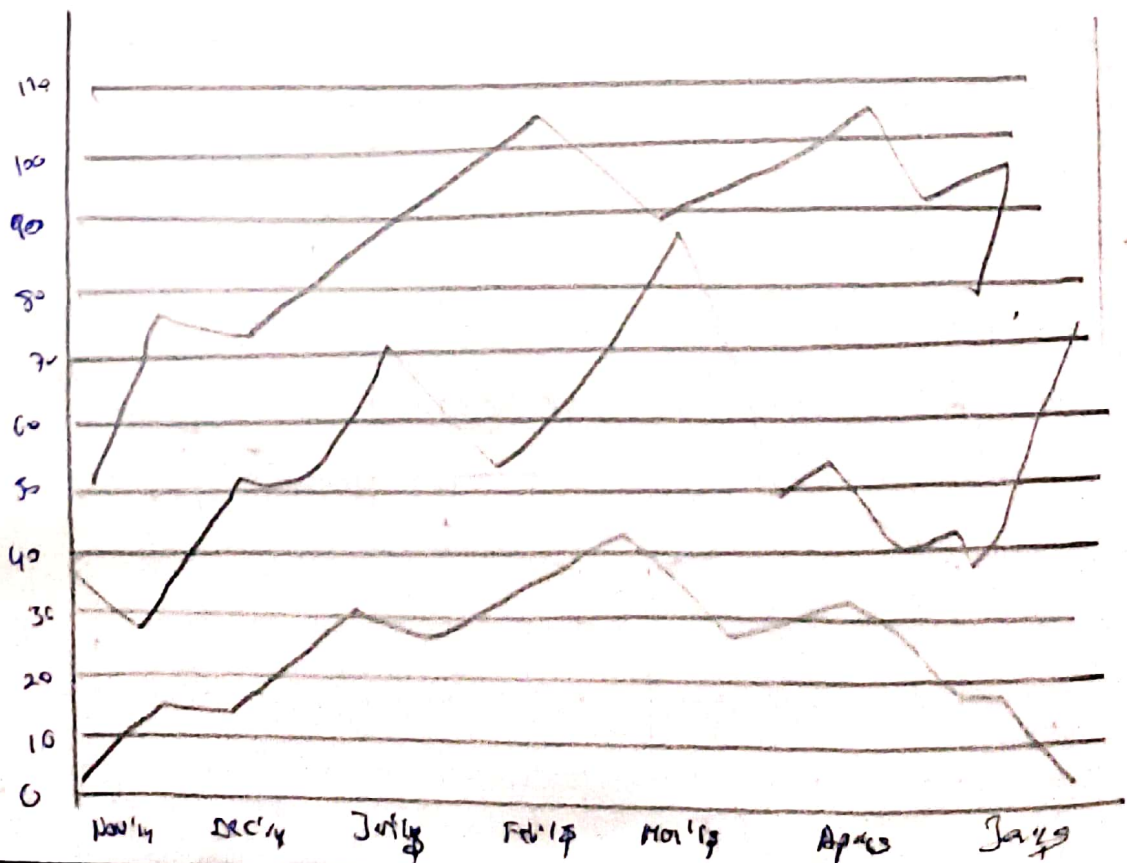
## 5. Area chart.

About :

An area chart is basically a line chart but the space below the line is filled with color or pattern. It is useful for showing part to whole relationship.

Use case :

Product in category is most popular  
Show CPI good vs outcome  
Spot and analyse industrial trade.



## 6. Stacked Bar chart

About:

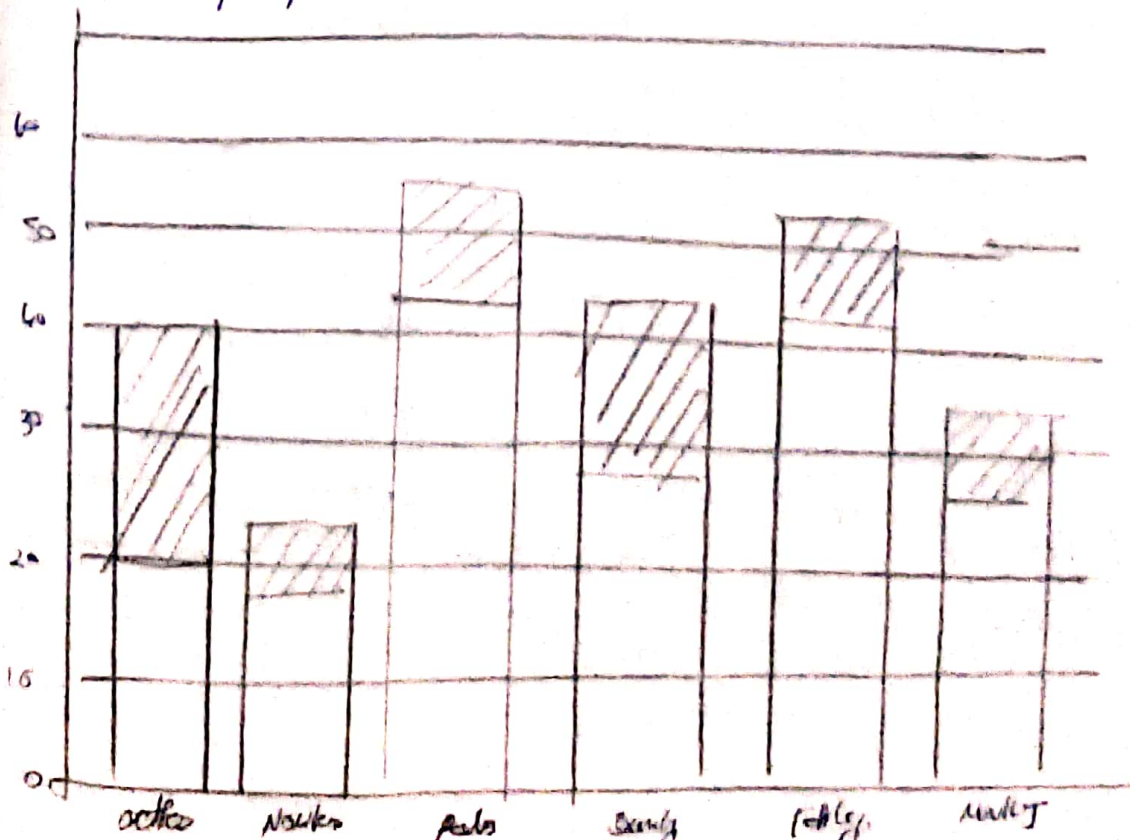
Use this chart to compare many different items and show the composition of each item you're comparing.

They make it simple to add a lot of data on a single chart or to make a point with limited size.

Use case:-

Marketing

Compare a Part of a strategy to its Performance as a whole.





# Mekko chart.

About:

Also known as Marimekko chart,  
this type of graph can compare values  
measuring each one's composition and show  
data distribution across each one.

Mekko chart can be more complex  
than other type.

Use case :-

Share of voice by industry  
competitor analysis.

	\$10.4T	\$5.9T	\$4.4T
120	Isk \$10T	Capital \$2.2T	Adani group \$4.4T.
	Rela \$10.5		
1600	kh Enterprise \$1.9T	facility \$2.3T	
800			
60	Alk Enterprise \$5.75	Shk \$2.6T	
40			
20			
10			

## 8. Pie chart

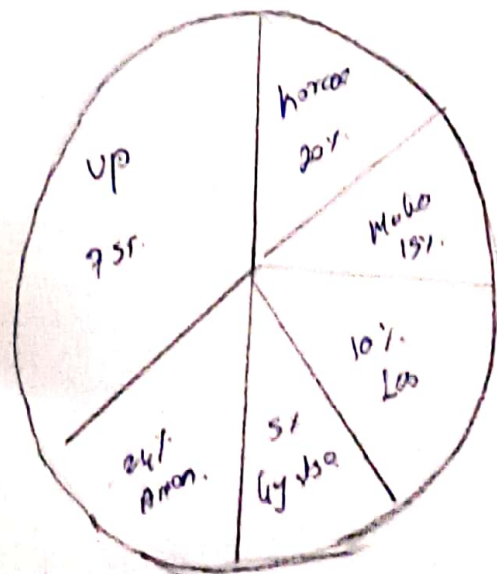
What :-

A Pie chart shows a static number and how categories represent part of a whole - the composition of something.

A Pie chart represents part of a whole percentage and the total sum of all segments needs to equal 100%.

Use cases :-

Customer Person in relation to all customers  
Percent of total Profit.



Pie chart of Auction Role  
Given time



## 9. Scatter Plot chart

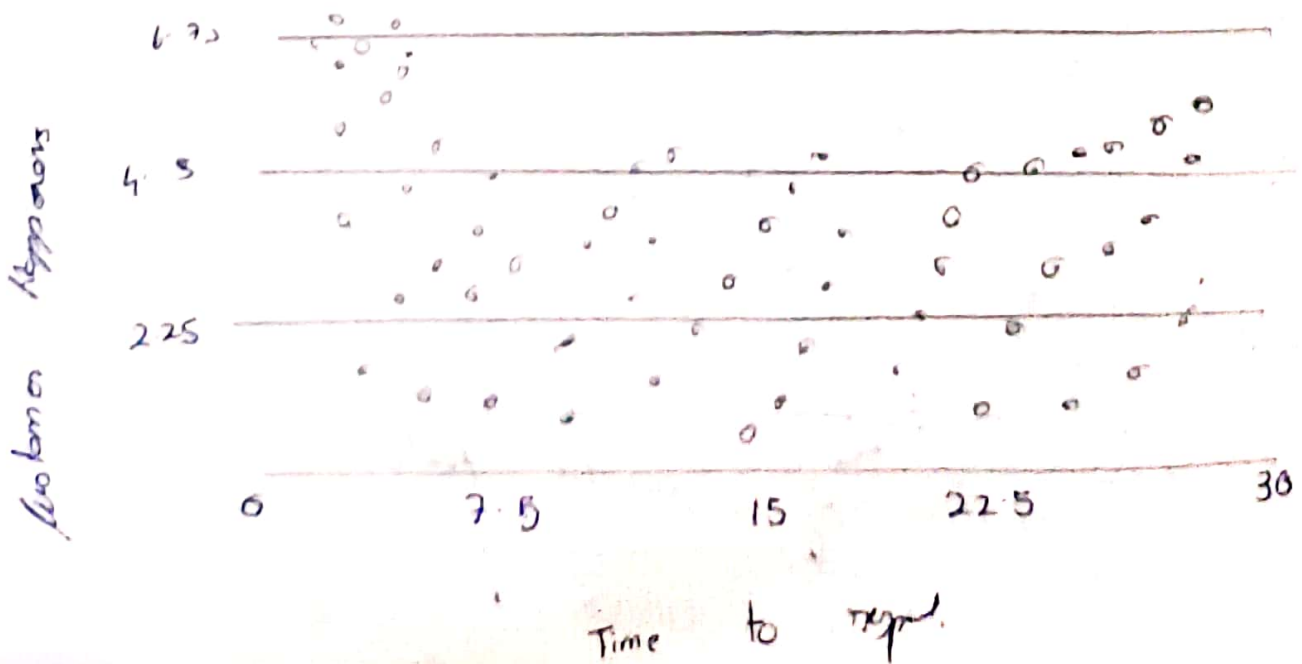
About:

A Scatterplot or Scattergram chart will show the relationship between two different variables or normal distribution trends.

This is useful when looking for outliers or understanding your data.

Use cases:-

Employment and Manufacturing  
Retail Sales and inflation.



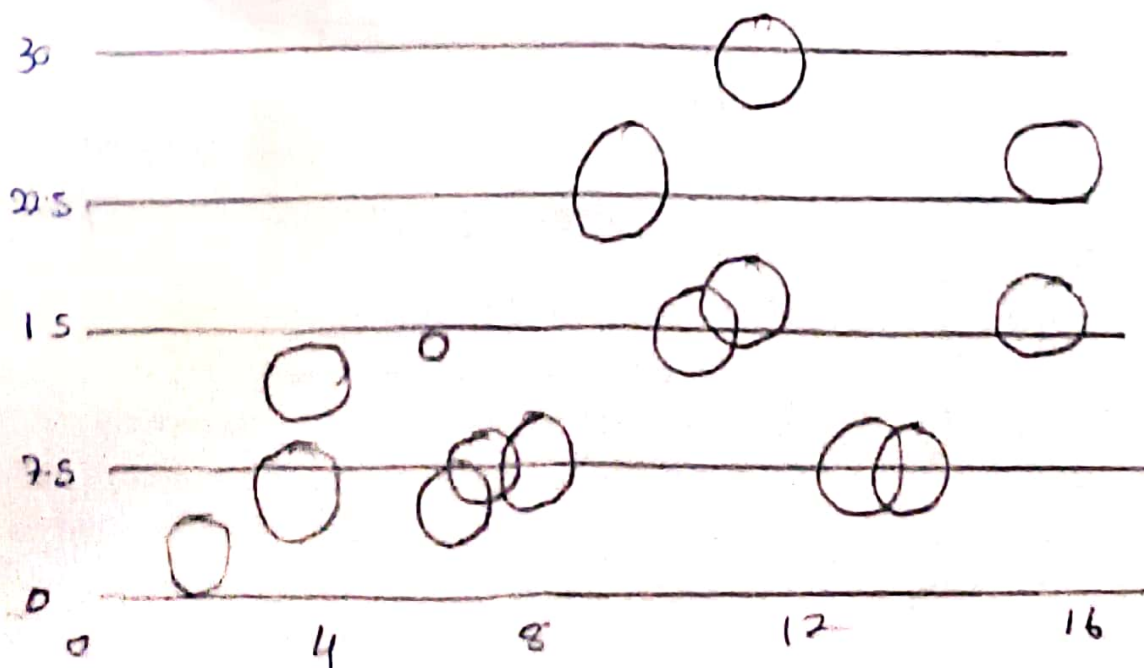
## 10. Bubble chart.

About:

A bubble chart is similar to a scatter plot in that it can show distribution or relationships. There is a third dataset shown by the size of the bubble and circle.

Use Case:

Top sales by month and location  
Customer Satisfaction Survey.  
Marketing Campaigns Review.



## 11. Waterfall chart

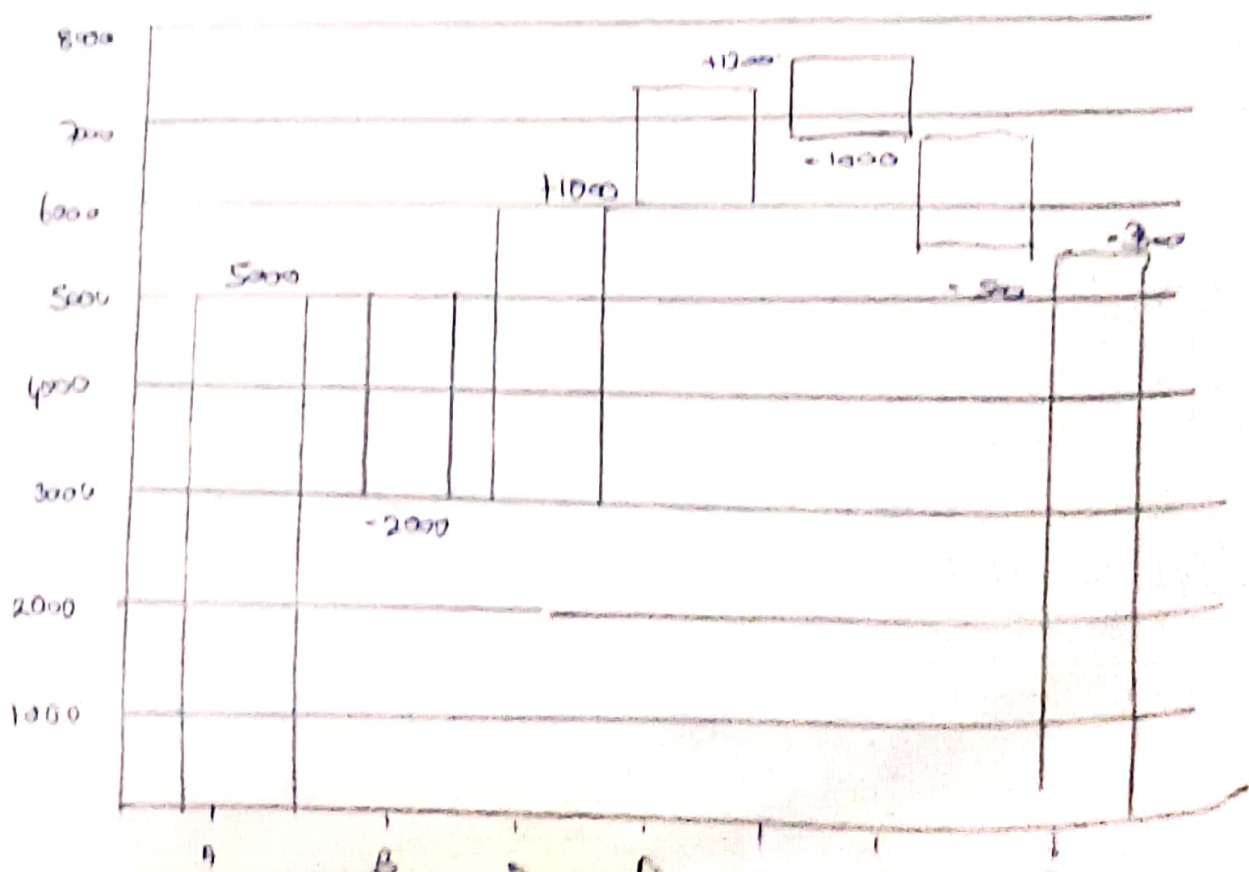
Abstr.

Use a waterfall chart to show how an initial value changes with intermediate value either Positive or negative and result in a final value.

Use this chart to reveal the composition of a number.

Use case :-

Inventory audits  
change in revenue or Profit.



## 12. Funnel chart.

Abat :-

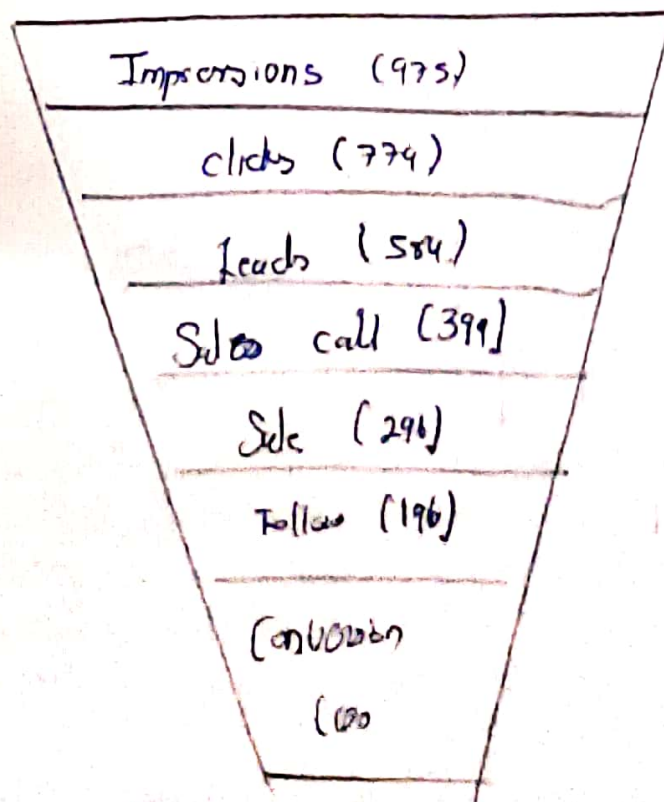
A funnel chart shows a series of steps and the completion rate for each step. Use this type of chart to track the sales process or the conversion rate across a series of page or steps.

It can help Pin point major drop-off

Point.

Use case :-

Deal Pipeline  
website conversion tracking.





### 13. Heat Map

About

A heatmap shows the relationship between two items and provides rating information, such as high to low or poor to excellent. This chart displays the rating information using varying color or saturation.

Use case

Competitor Research

Campaign impact

Customer demographics.

Subjective class Identification.

0 - School	67	144	78	8
1 - high School	91	552	337	17
2 - high School	9	87	72	4
3 - high School	6	90	230	23
4 - high School	2	32	136	21

High School degree.

## 14. Gantt chart.

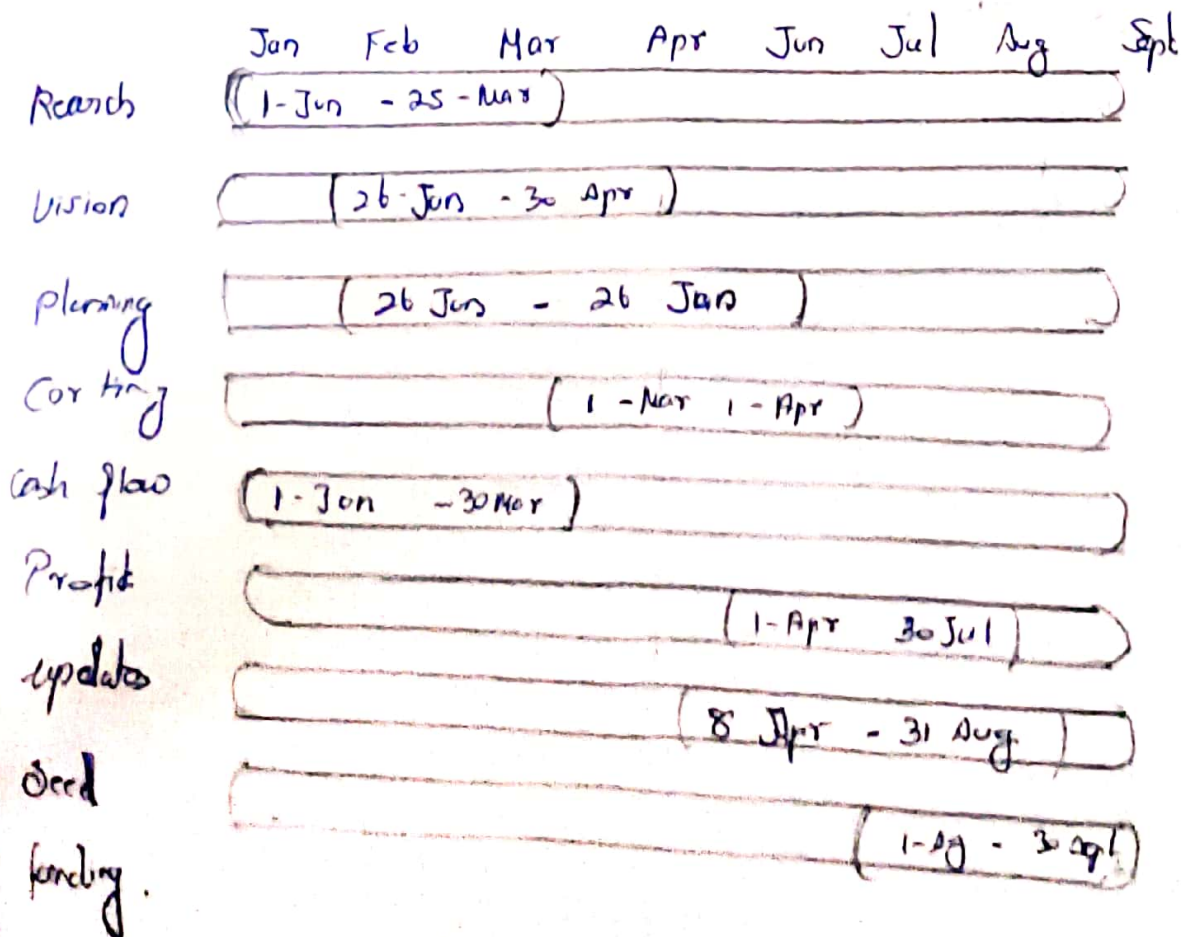
About :

The Gantt chart is a horizontal chart that dates back to 1917. This chart maps the different tasks completed over a period of time.

Gantt charting is one of the most essential tools for Project Manager.

Use case :

Break Project into task  
set important Meetings.



## 15. Trec Map

Abt :-

A treemap is a chart that represents hierarchical data in a tree like diagram. As evident from the name, treemap have data organise as branches and sub branches.

The data in the chart is nested in the form of rectangle and sub rectangles.

Use case :-

To study the data with only quantitative value.