HAVENS
CONSULTING
Empowerment Through Business Intelligence

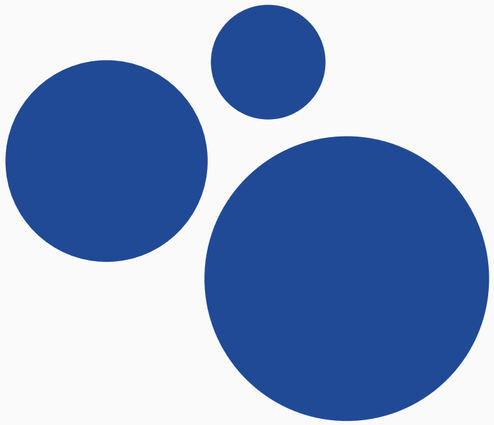
Data Visualization and Modern Reporting

Section 5

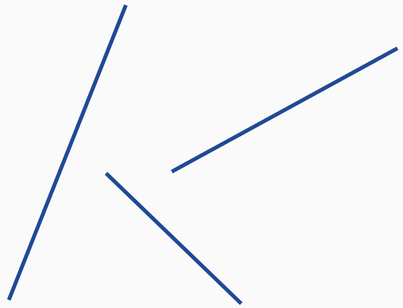
Visual Cues and Chart Types

Types of Visual Cues

Types of Visual Cues

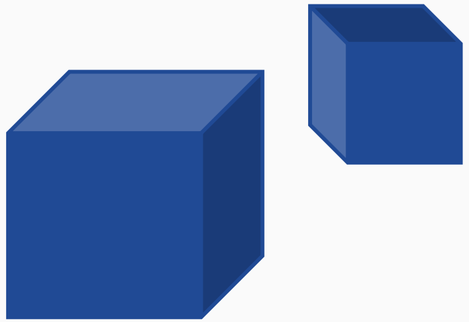


Area

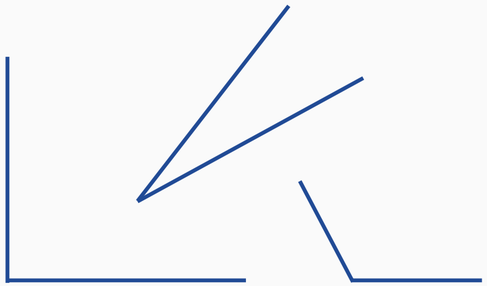


Slope

Length



Volume



Angle

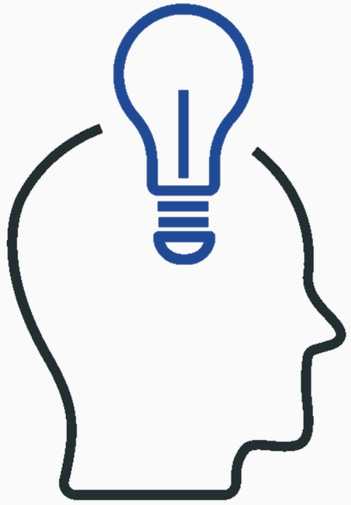
Color Hue

Color Intensity

Visual Cues Ranked

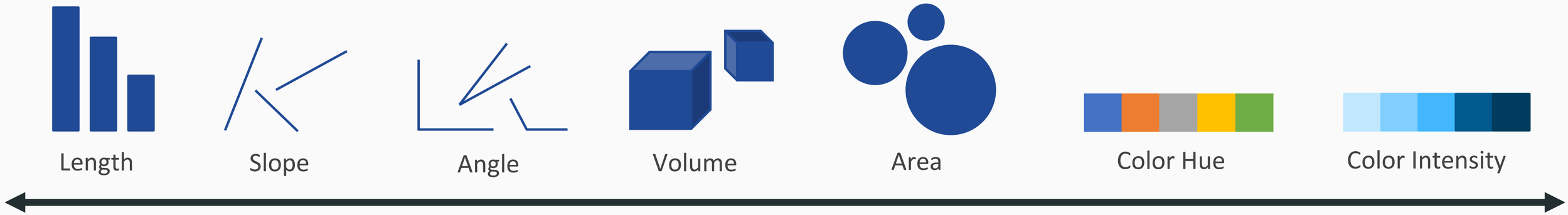
Visual Cues Ranked

More Accurate



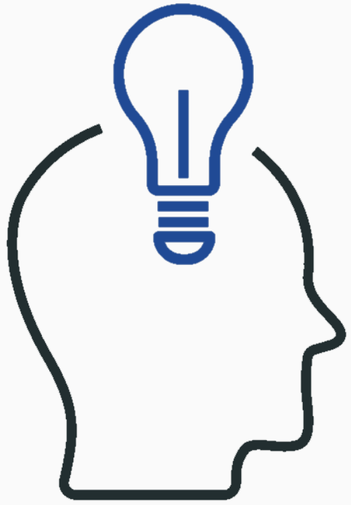
Less Accurate

Visual Cues Ranked



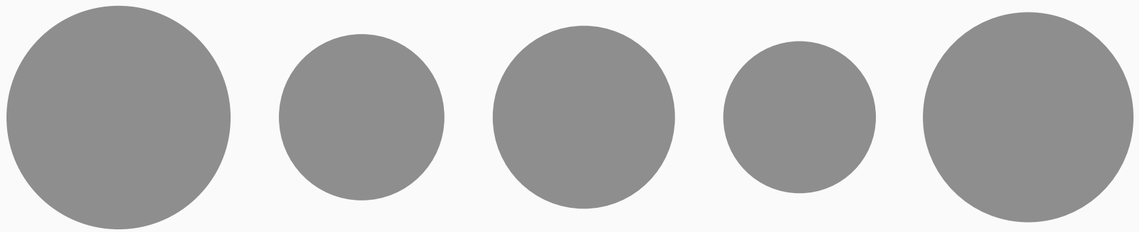
More Accurate

Less Accurate



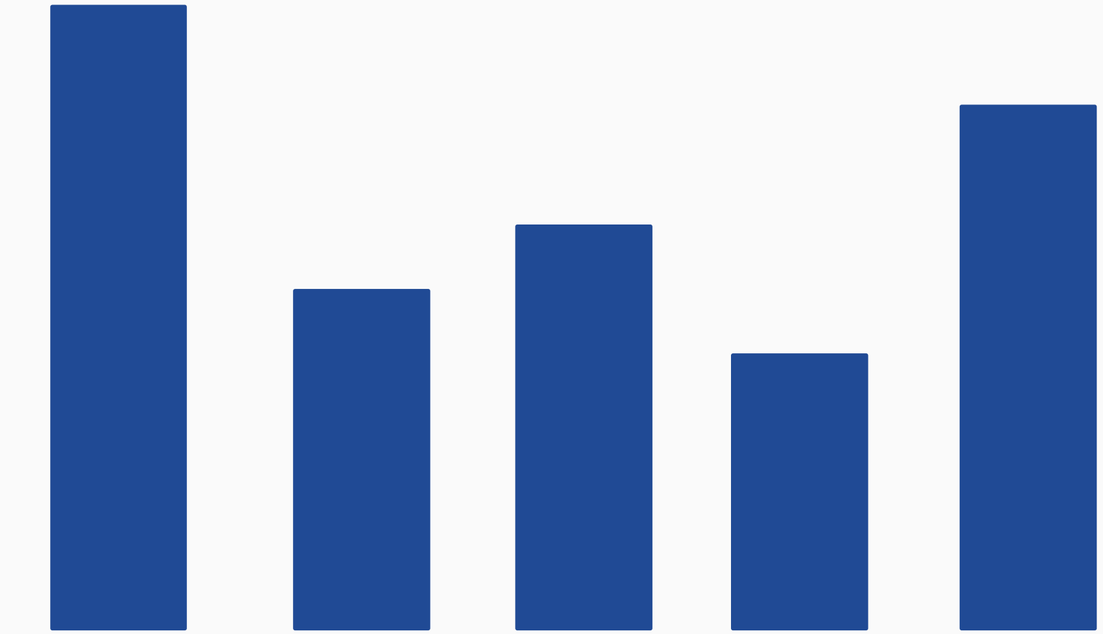
Visual Cues: Area versus Length

Visual Cues: Area versus Length

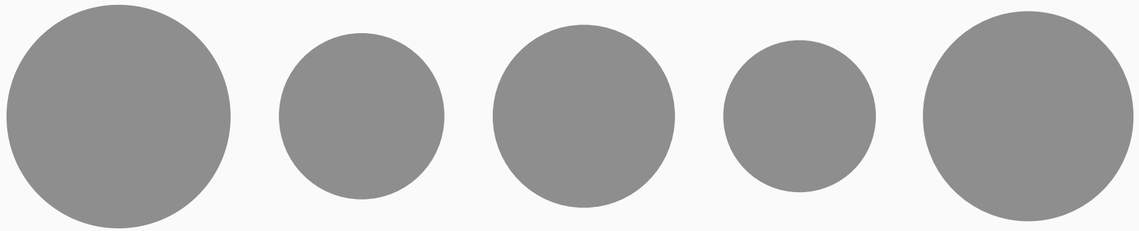


Area

Visual Cues: Area versus Length

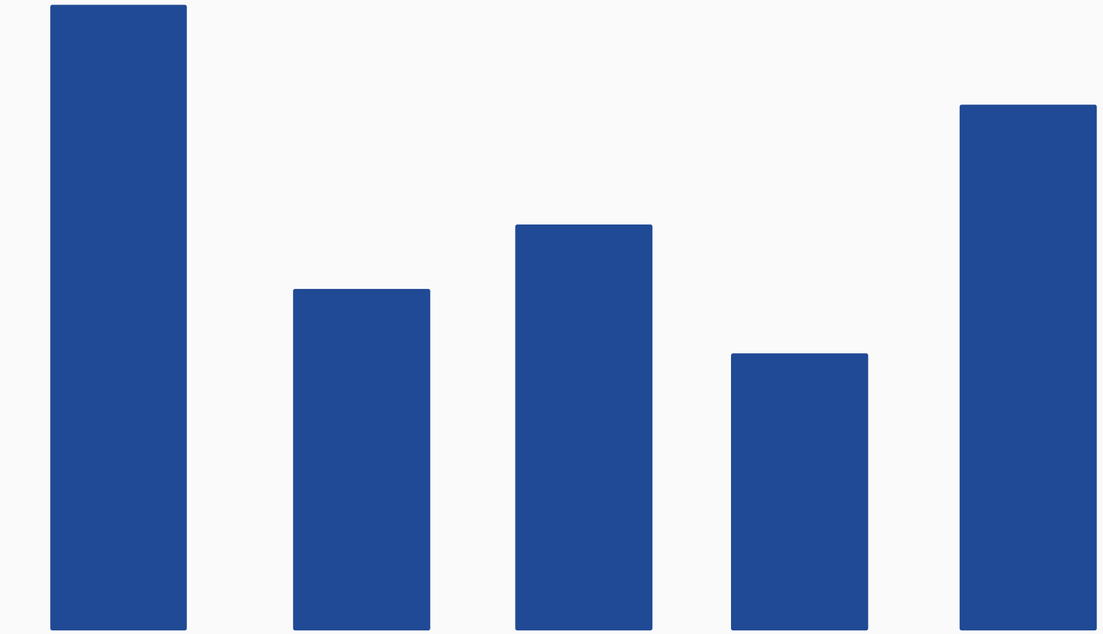


Length



Area

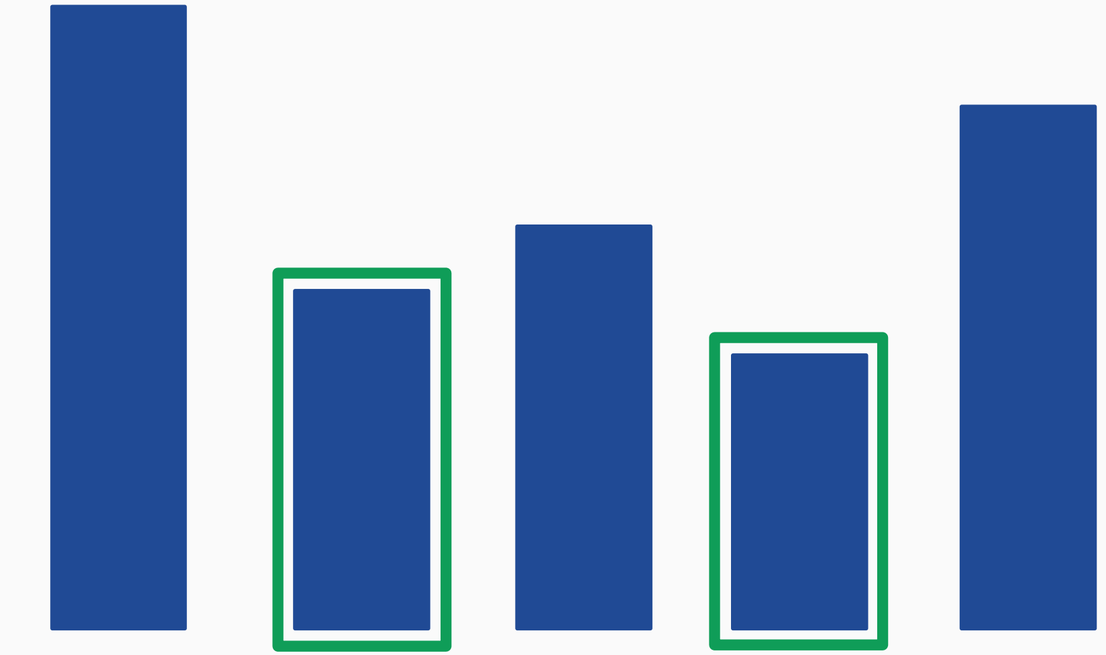
Visual Cues: Area versus Length



Length

Area

Visual Cues: Area versus Length

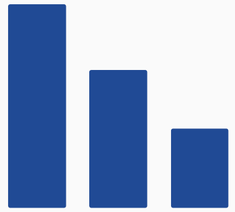


Length

Area

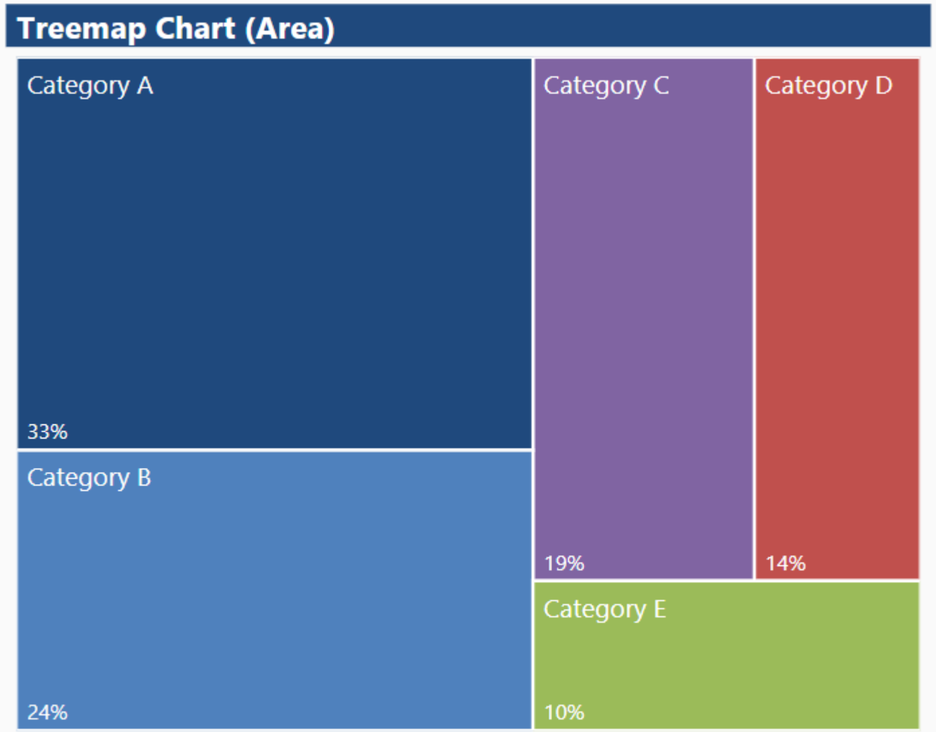
Visual Cues: Area versus Length

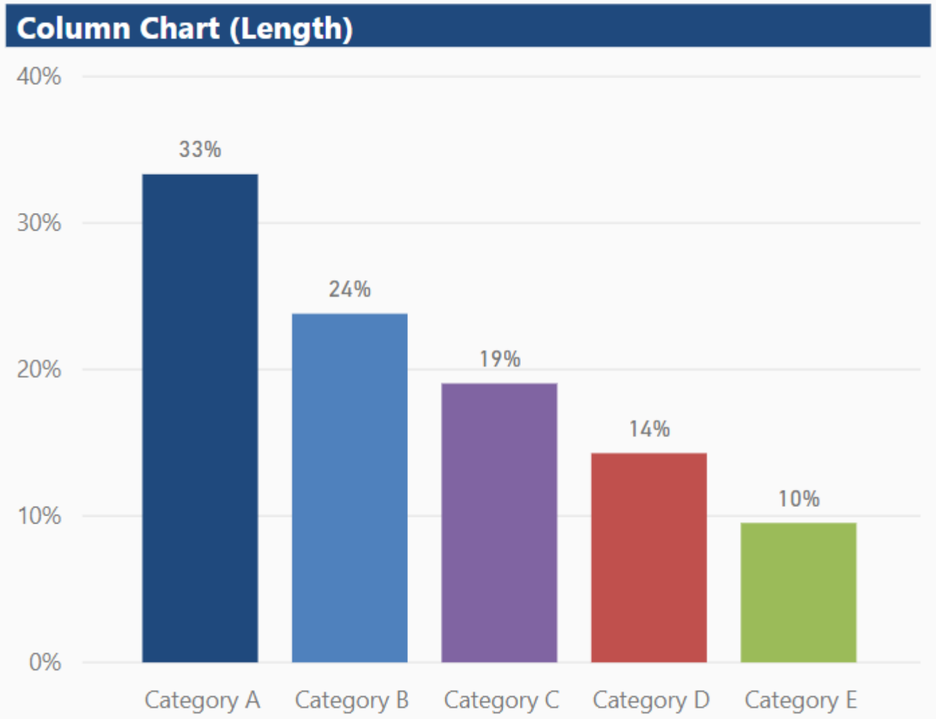
Area



Length

Visual Cues: Area versus Length





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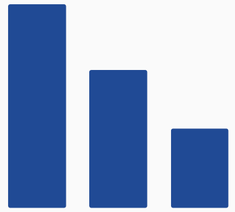
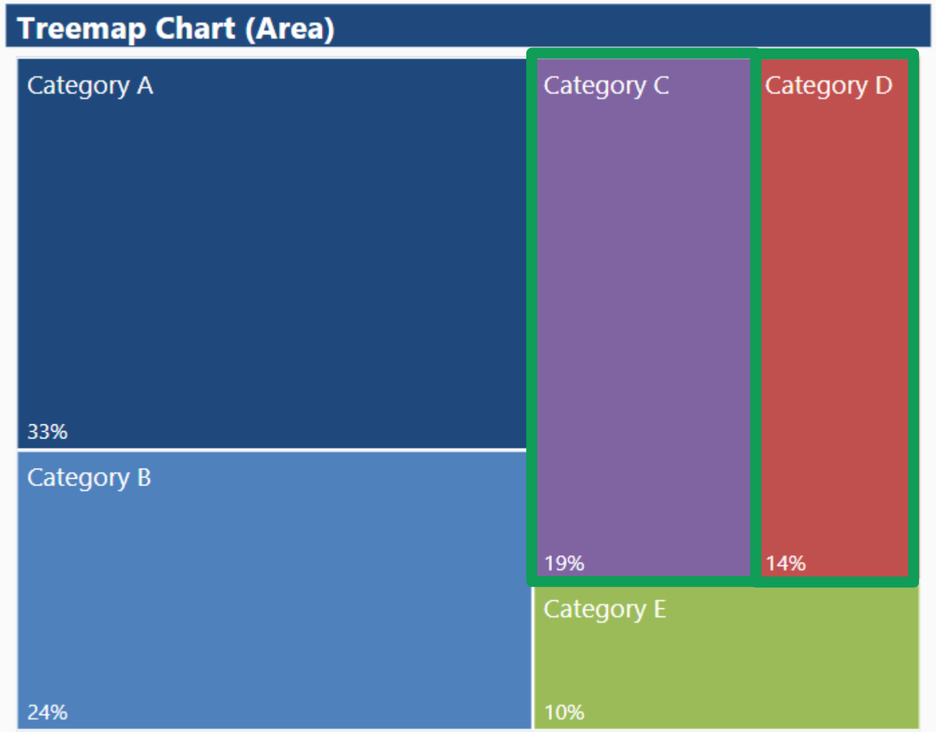
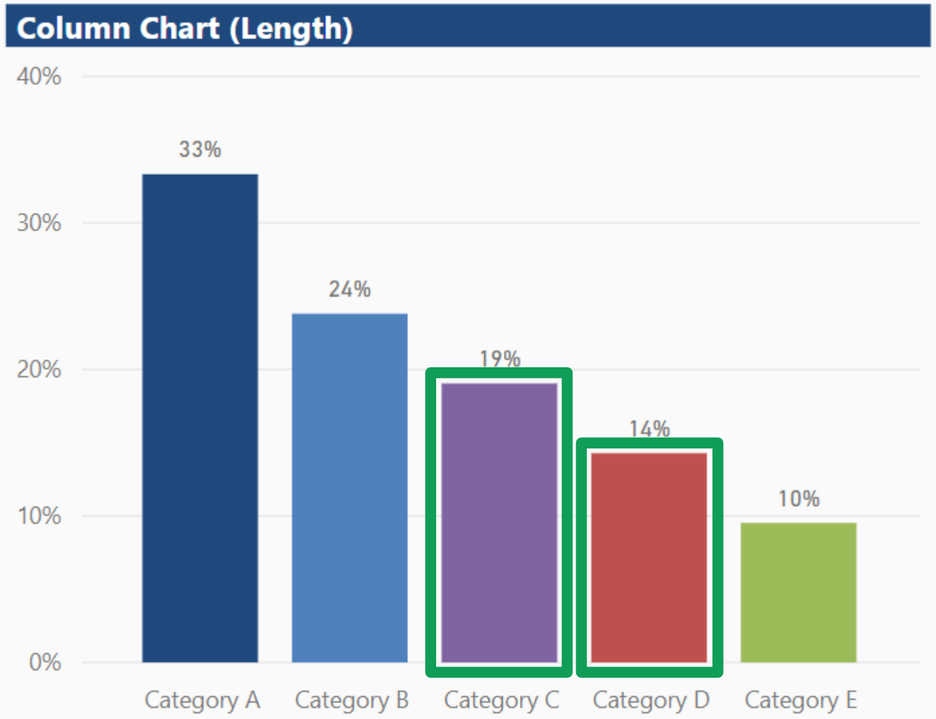


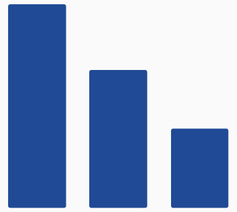
Length

Visual Cues: Area versus Length





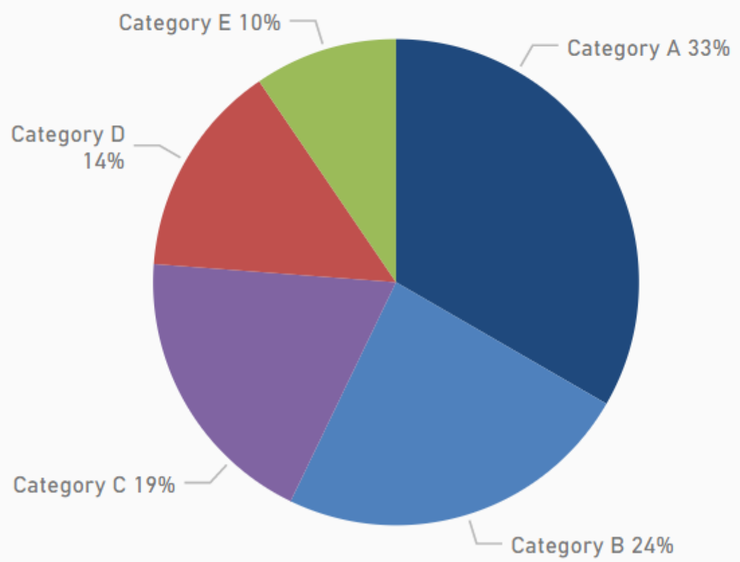
Area



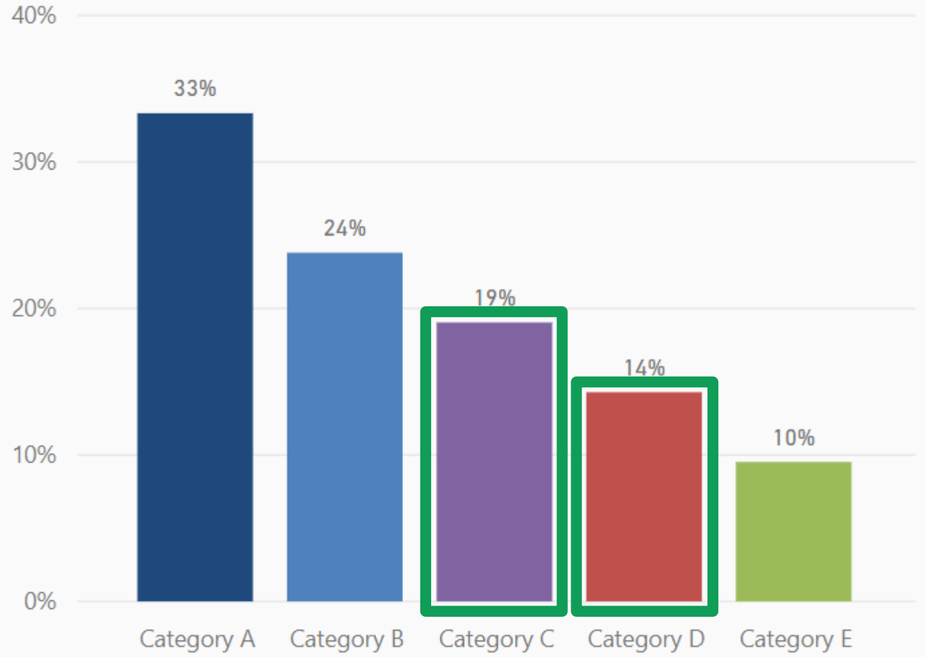
Length

Visual Cues: Area versus Length

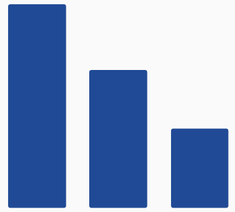
Pie Chart (Area)



Column Chart (Length)



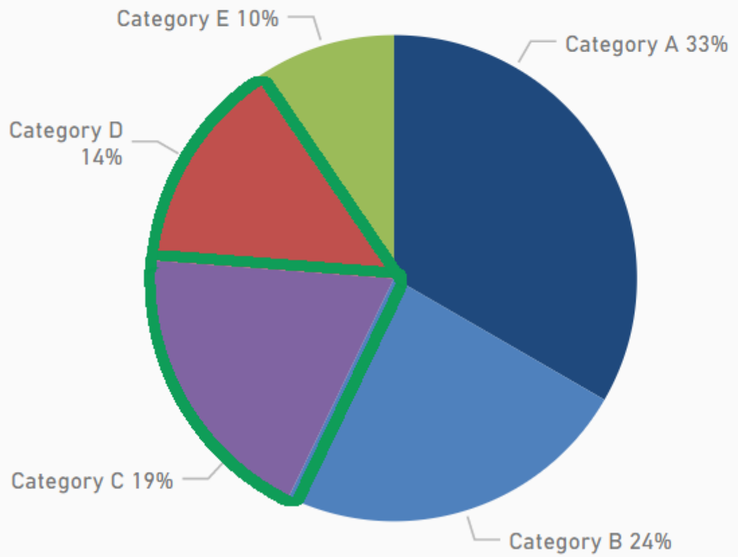
Area



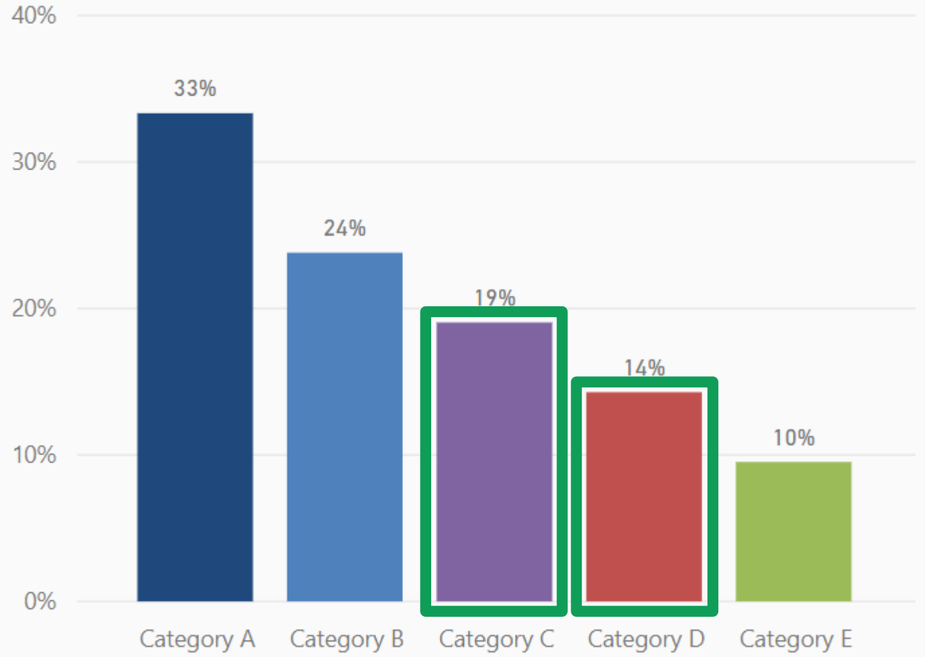
Length

Visual Cues: Area versus Length

Pie Chart (Area)



Column Chart (Length)



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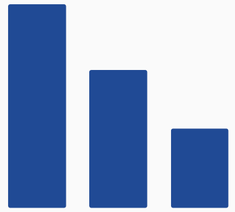


Length

Choosing the Right Visualization

Choosing the Right Visualization

sqlbi OKViz

THE VISUALS REFERENCE

FOR POWER BI - SEP 2017

http://sql.bi/visual-reference

COMPARISON

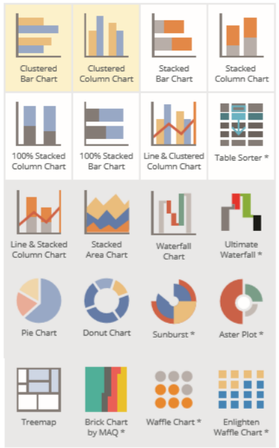
Use these visuals when you want to display measures compared by its magnitude.

CHANGE OVER TIME

Use these visuals when you want to display the changing trend of measures.

PART-TO-WHOLE

Use these visuals when you want to display parts that compose measures.



FLOW

Use these visuals when you want to display a flow or dynamic relations.

RANKING

Use these visuals when you want to display measures by its rank order.

SPATIAL

Use these visuals when you want to display measures over spatial maps.

DISTRIBUTION

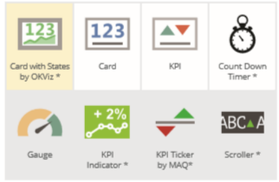
Use these visuals when you want to display the distribution of a measure.

CORRELATION

Use these visuals when you want to display relations between measures.

SINGLE

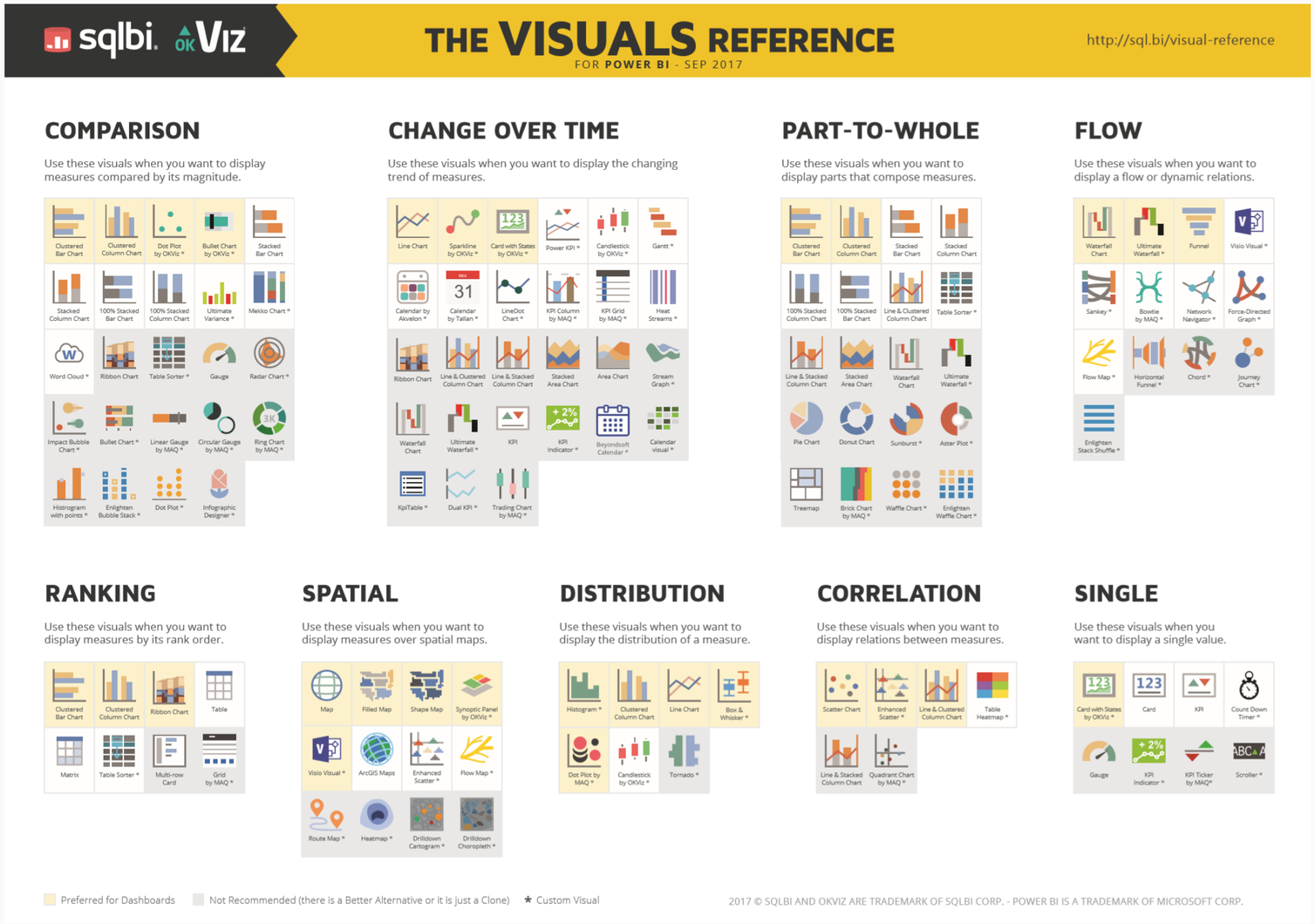
Use these visuals when you want to display a single value.



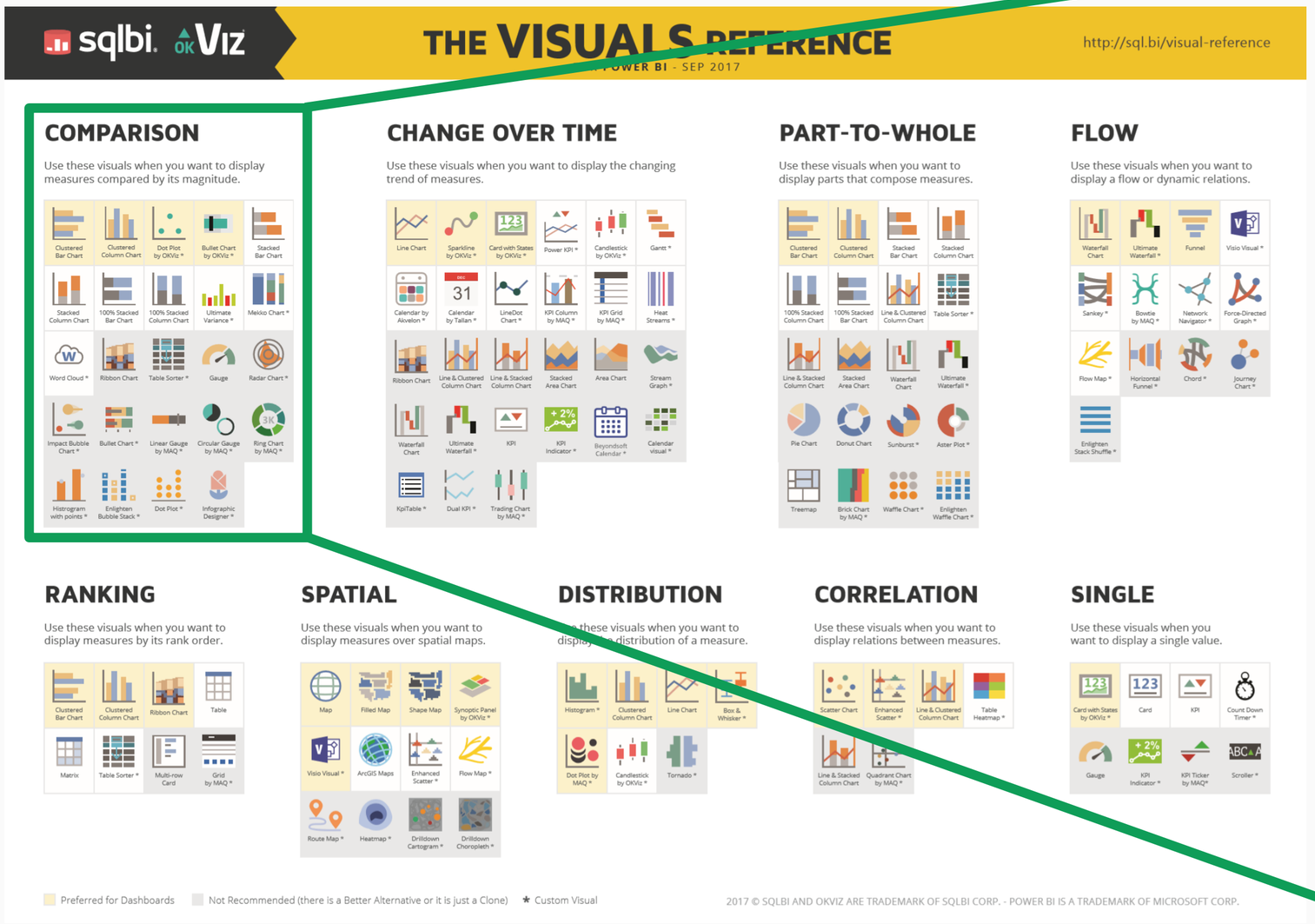
Preferred for Dashboards Not Recommended (there is a Better Alternative or it is just a Clone) * Custom Visual

2017 © SQLBI AND OKVIZ ARE TRADEMARK OF SQLBI CORP. - POWER BI IS A TRADEMARK OF MICROSOFT CORP.

Choosing the Right Visualization



Choosing the Right Visualization

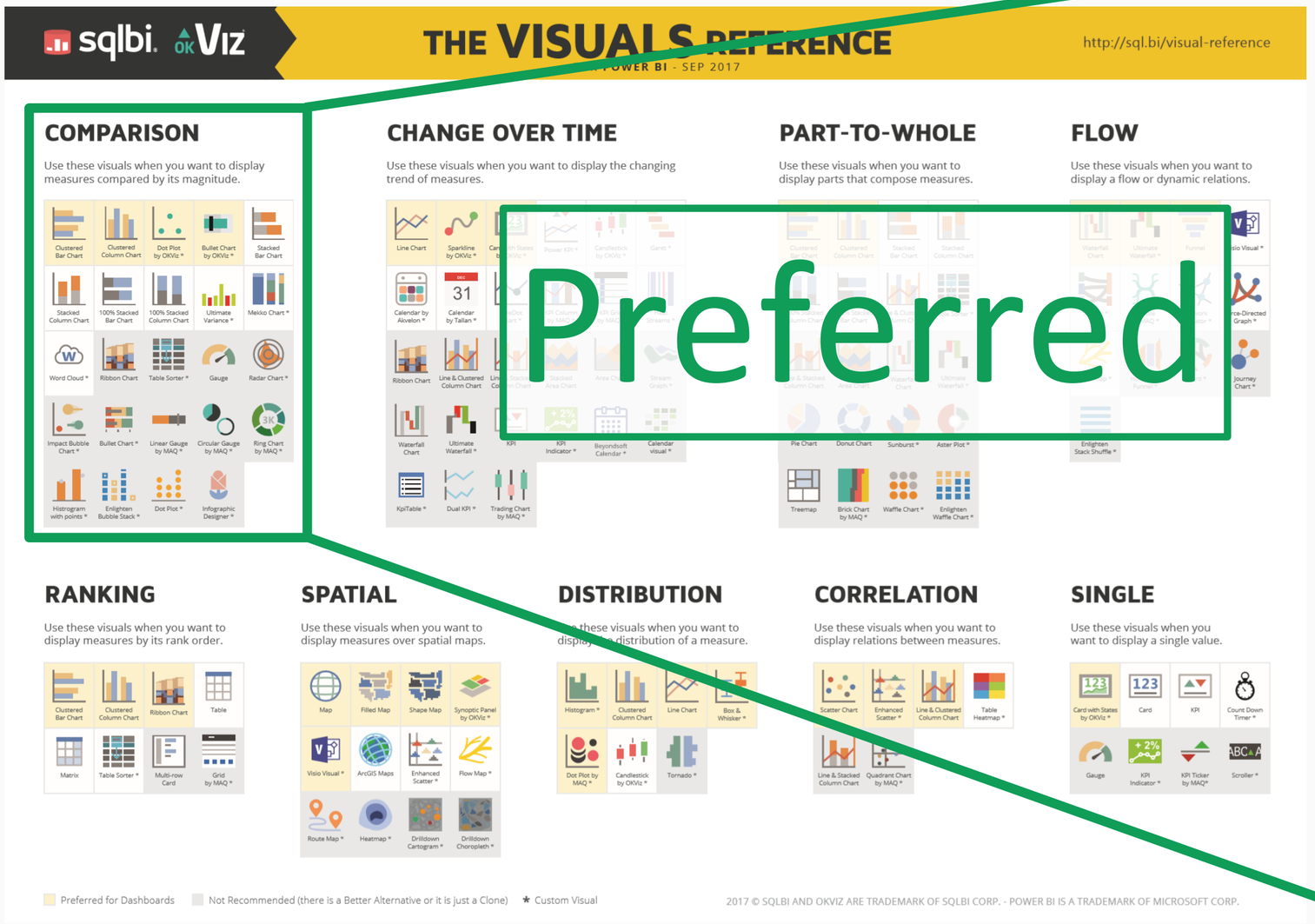


COMPARISON

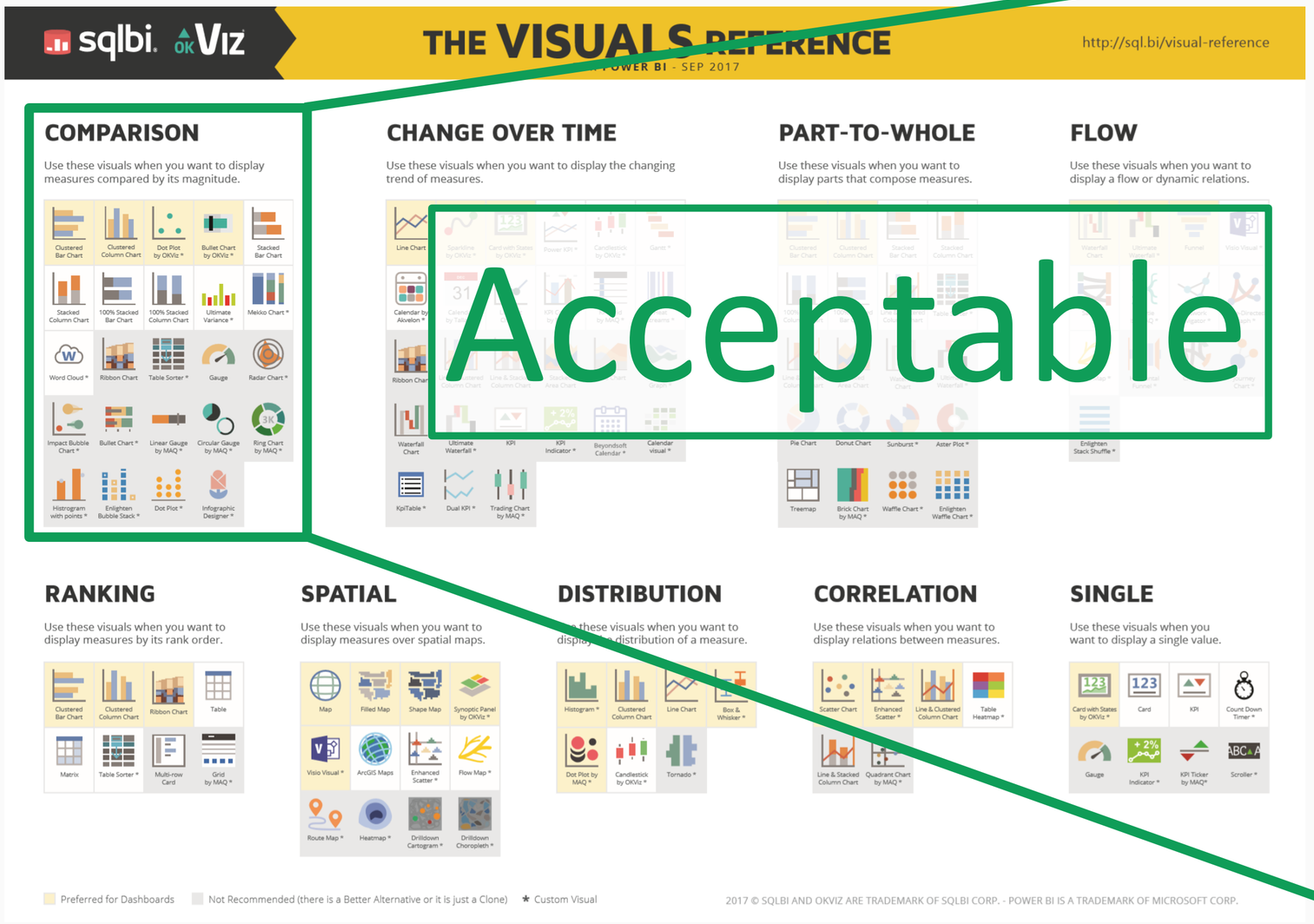
Use these visuals when you want to display measures compared by its magnitude.

- Clustered Bar Chart
- Clustered Column Chart
- Dot Plot by OKViz *
- Bullet Chart by OKViz *
- Stacked Bar Chart
- Stacked Column Chart
- 100% Stacked Bar Chart
- 100% Stacked Column Chart
- Ultimate Variance *
- Mekko Chart *
- Word Cloud *
- Ribbon Chart
- Table Sorter *
- Gauge
- Radar Chart *
- Impact Bubble Chart *
- Bullet Chart *
- Linear Gauge by MAQ *
- Circular Gauge by MAQ *
- Ring Chart by MAQ *
- Histrogram with points *
- Enlighten Bubble Stack *
- Dot Plot *
- Infographic Designer *

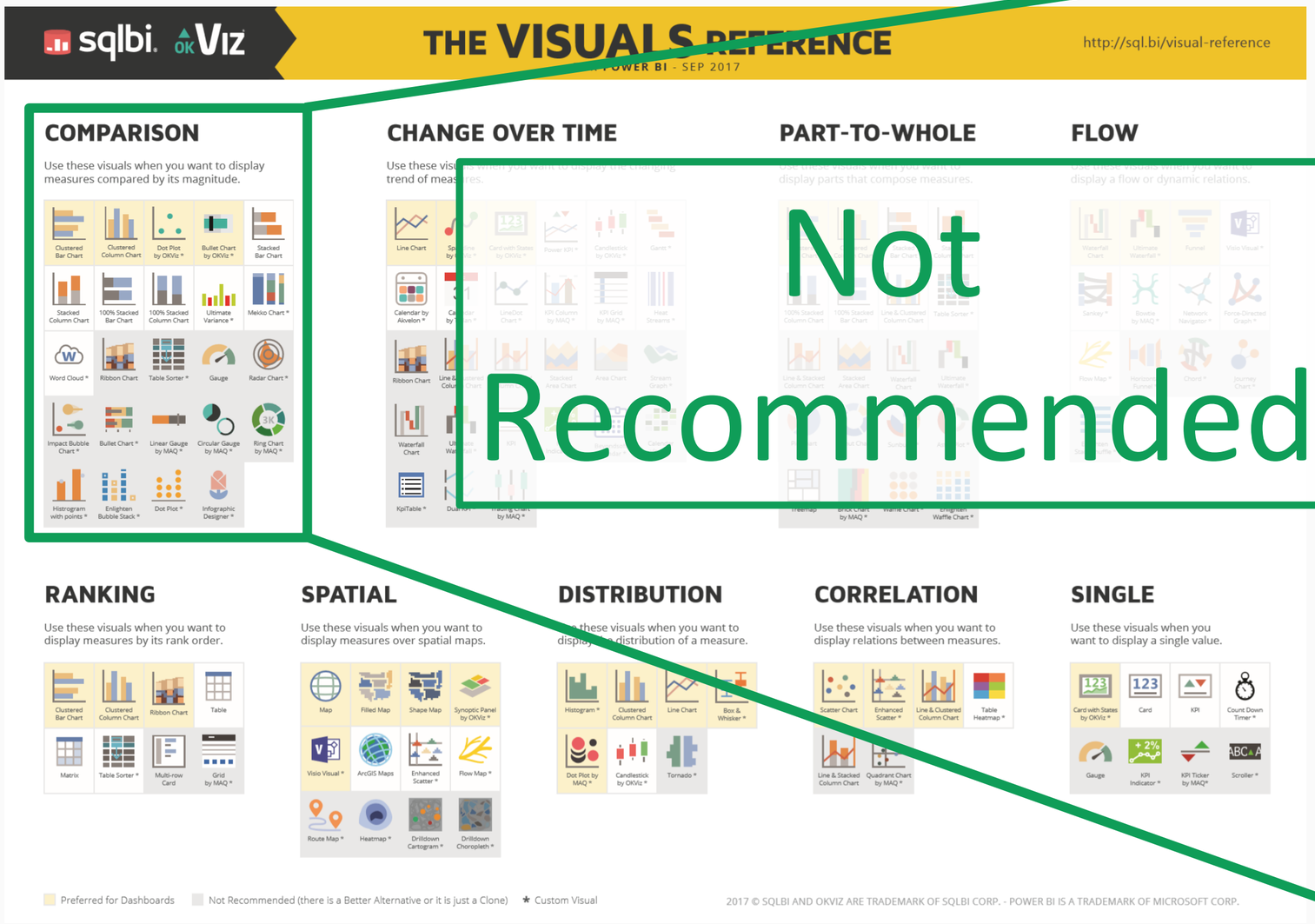
Choosing the Right Visualization



Choosing the Right Visualization

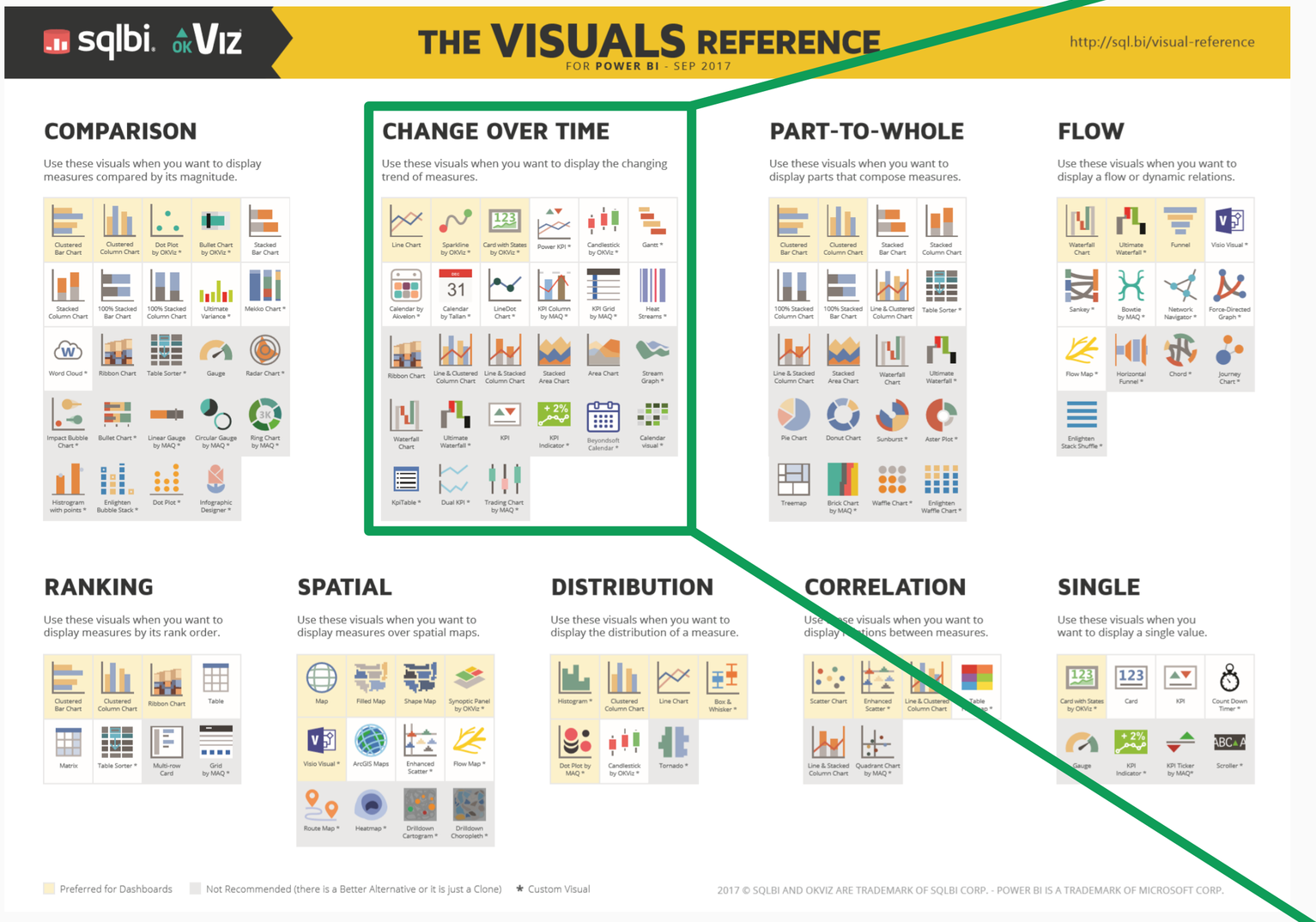


Choosing the Right Visualization



Not Recommended

Choosing the Right Visualization

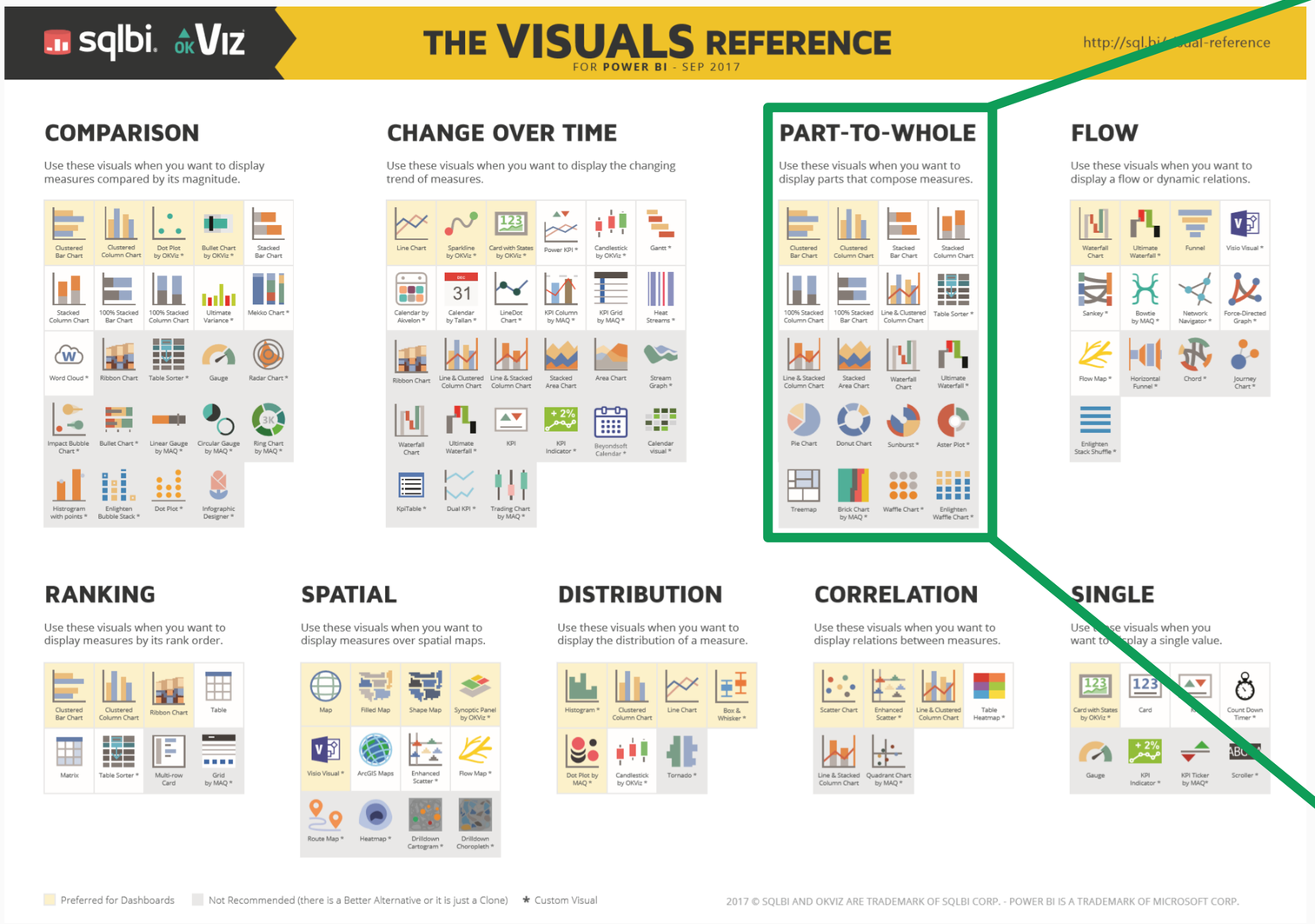


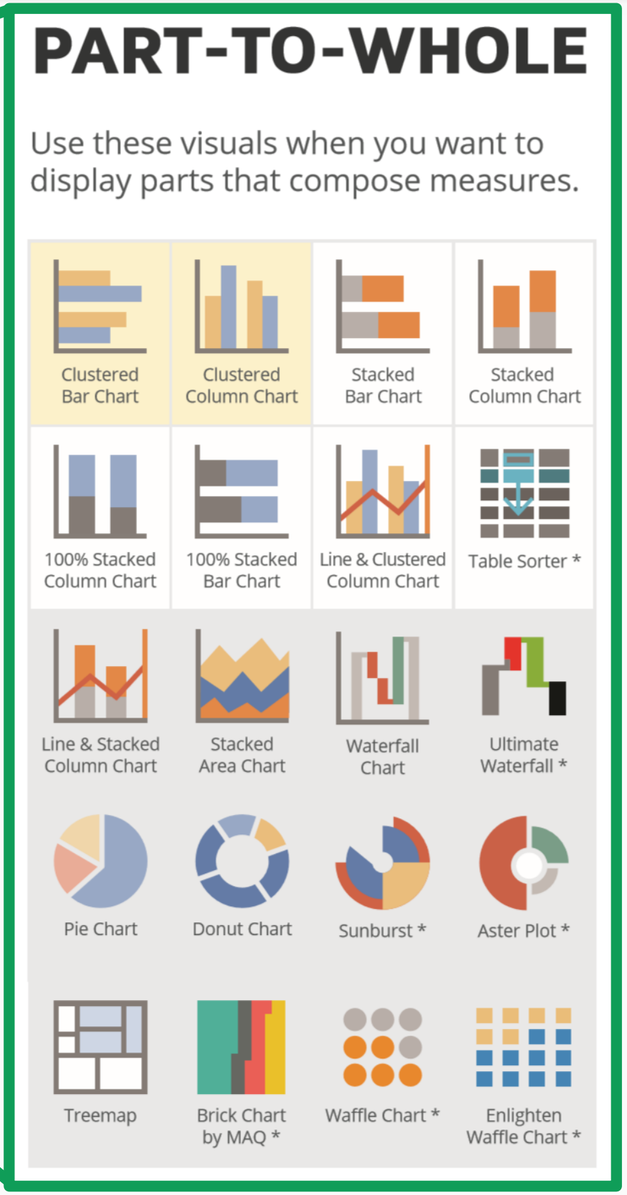
CHANGE OVER TIME

Use these visuals when you want to display the changing trend of measures.

- Line Chart
- Sparkline by OKViz *
- Card with States by OKViz *
- Power KPI *
- Candlestick by OKViz *
- Gantt *
- Calendar by Akvelon *
- Calendar by Tallan *
- LineDot Chart *
- KPI Column by MAQ *
- KPI Grid by MAQ *
- Heat Streams *
- Ribbon Chart
- Line & Clustered Column Chart
- Line & Stacked Column Chart
- Stacked Area Chart
- Area Chart
- Stream Graph *
- Waterfall Chart
- Ultimate Waterfall *
- KPI
- KPI Indicator *
- Beyondsoft Calendar *
- Calendar visual *
- KpiTable *
- Dual KPI *
- Trading Chart by MAQ *

Choosing the Right Visualization





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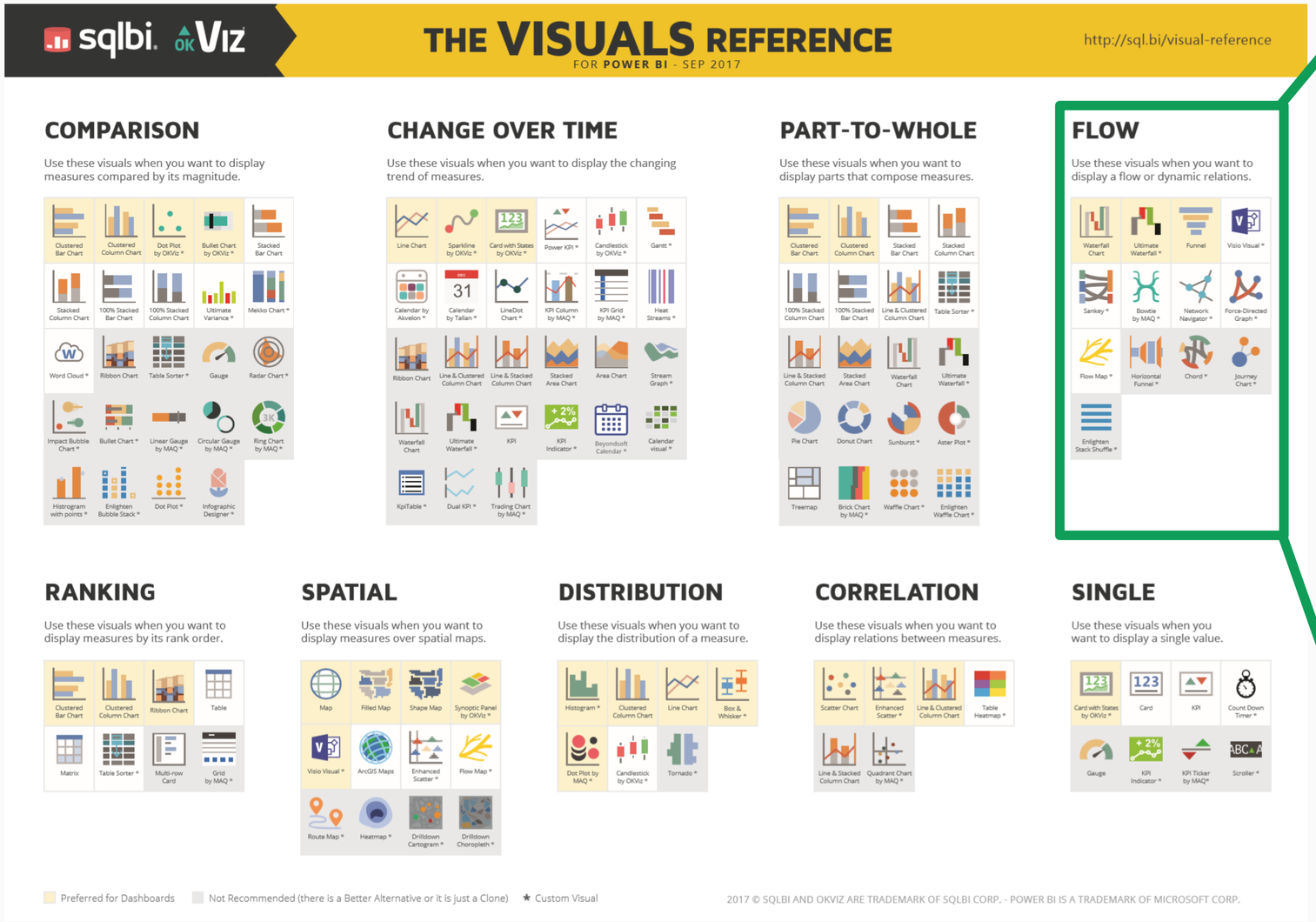
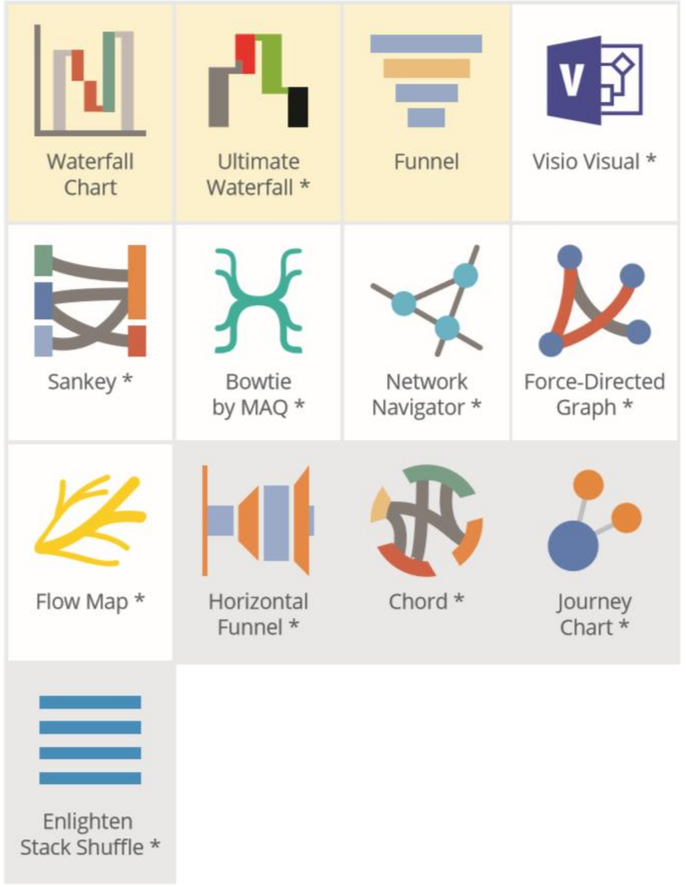
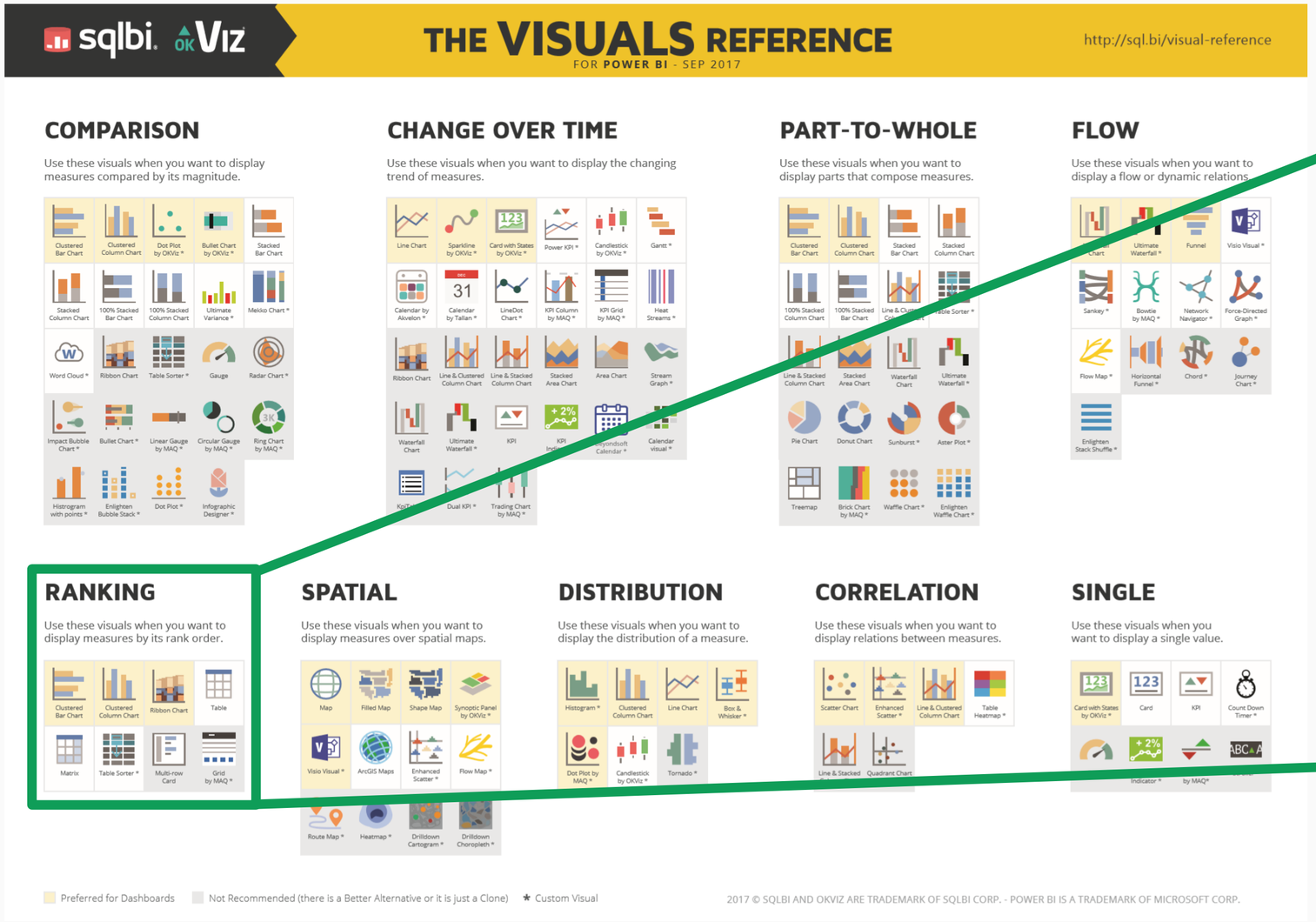


FLOW

Use these visuals when you want to display a flow or dynamic relations.

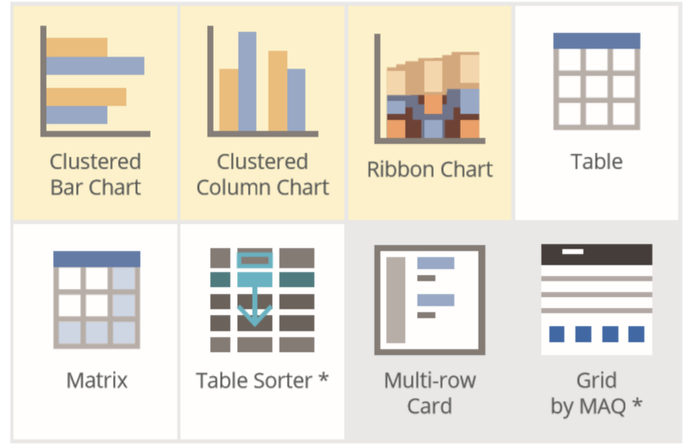


Choosing the Right Visualization

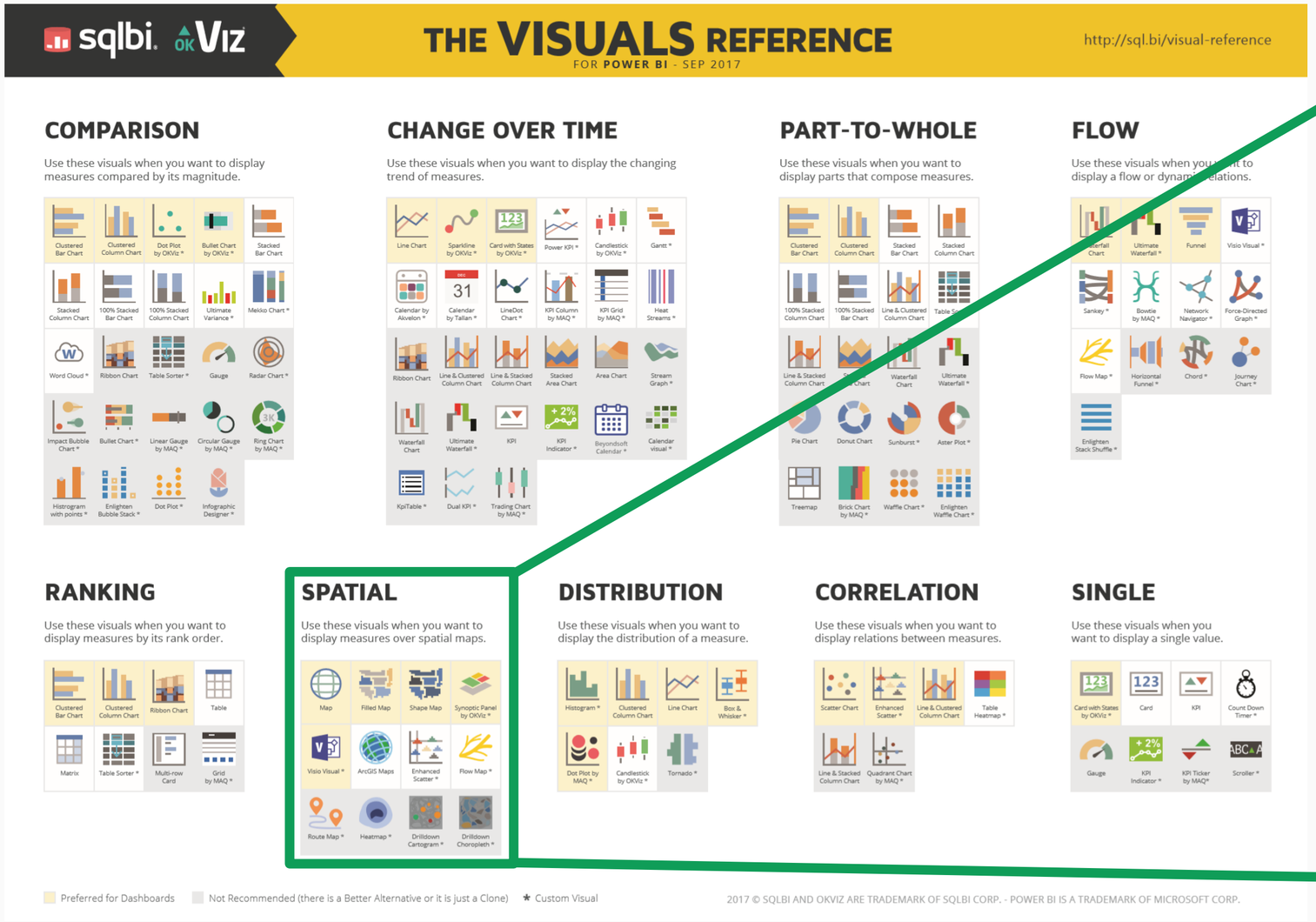


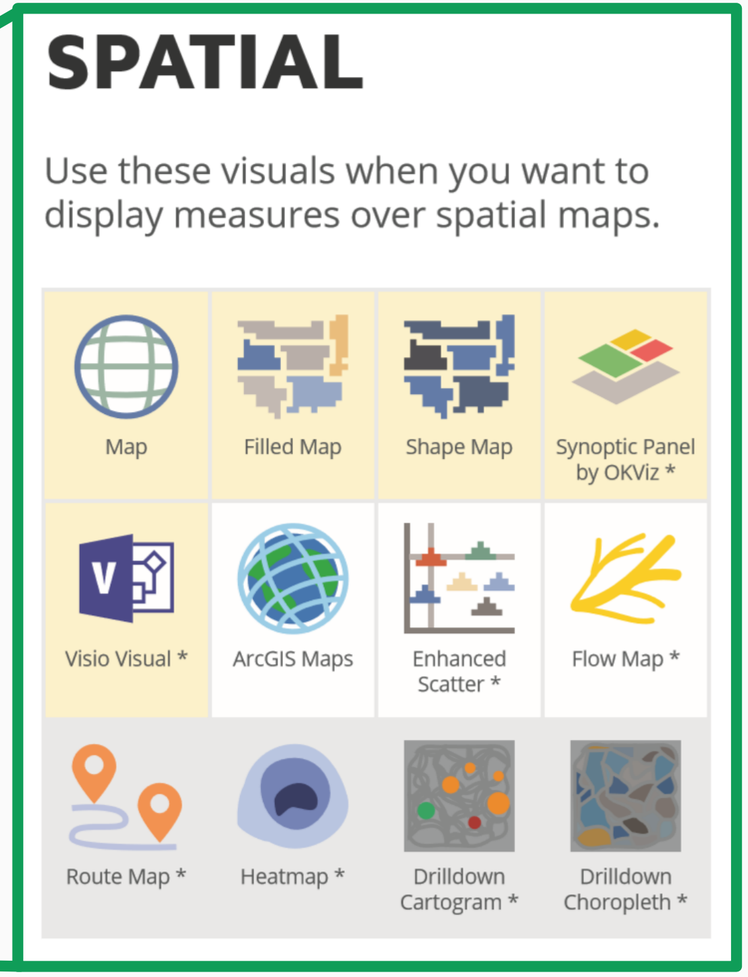
RANKING

Use these visuals when you want to display measures by its rank order.

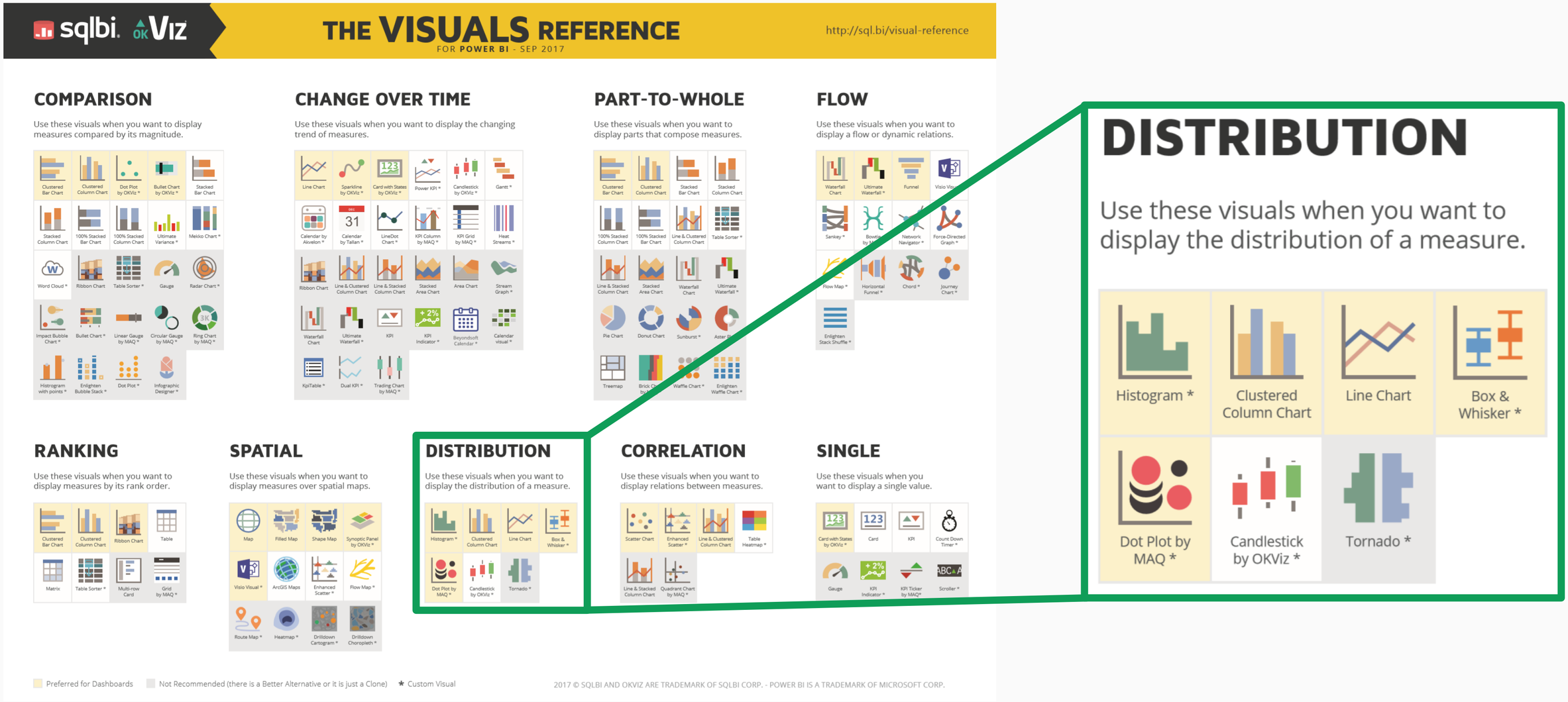


Choosing the Right Visualization





Choosing the Right Visualization

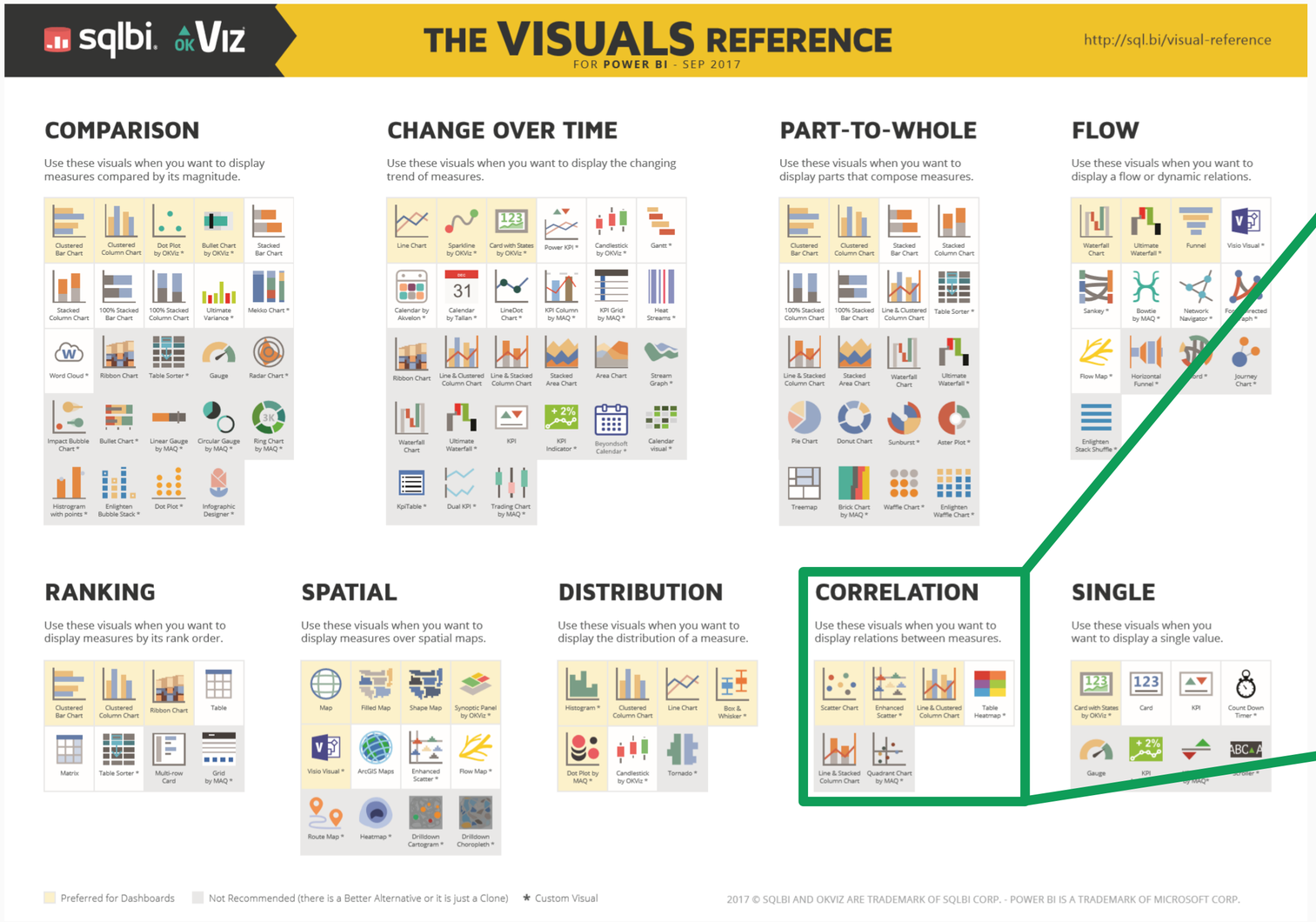


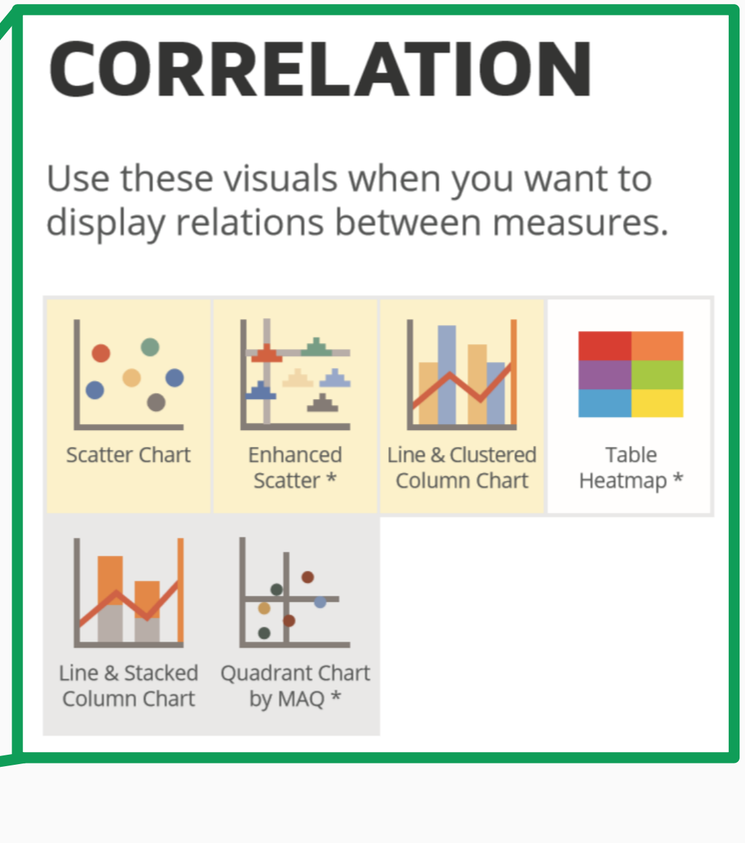
DISTRIBUTION

Use these visuals when you want to display the distribution of a measure.

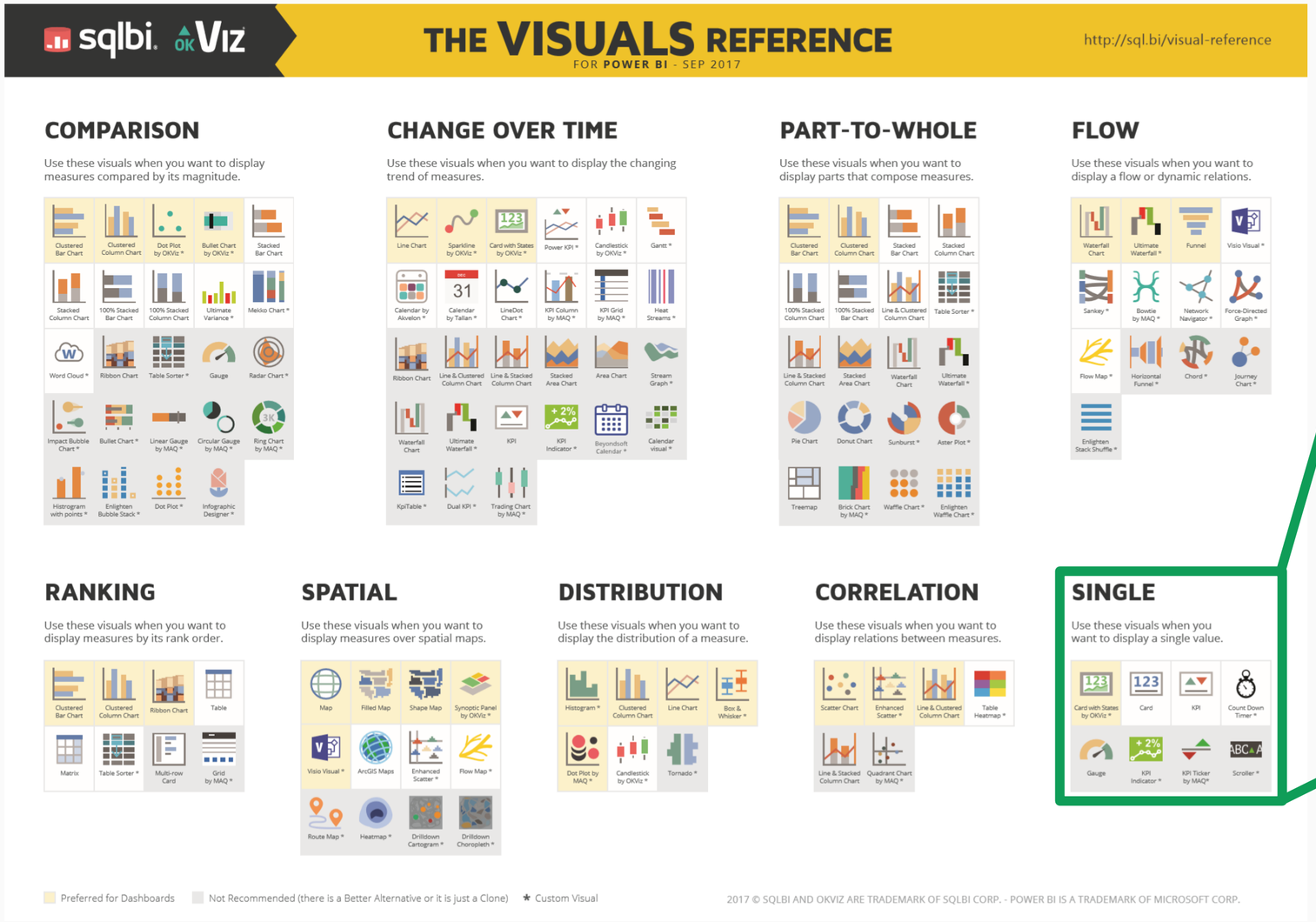
- Histogram *
- Clustered Column Chart
- Line Chart
- Box & Whisker *
- Dot Plot by MAQ *
- Candlestick by OKViz *
- Tornado *

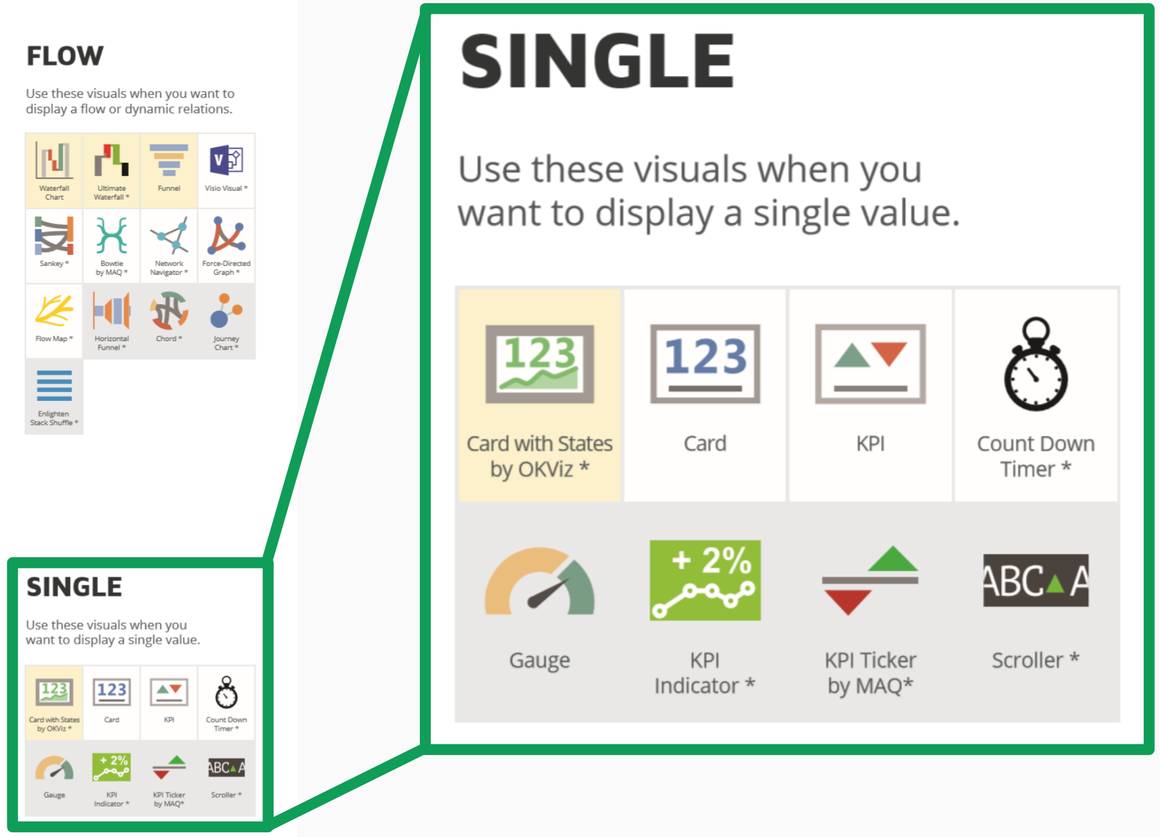
Choosing the Right Visualization





Choosing the Right Visualization





Creating Visualizations – Matrix Table

Next Video