Heat Map: A heat map is a graphical representation of data where values are encoded as colors. It allows you to visualize the density or intensity of data points across different categories or dimensions.
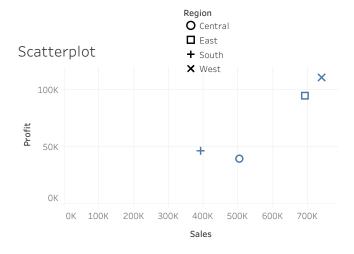
To create a heat map in Tableau, follow these steps:

Example: Sales by Region and Product Category Let's say you have a dataset containing sales information with dimensions like Region and Product Category. You want to create a heat map to visualize the sales intensity across different regions and product categories.

Scatter Plot: A scatter plot is a two-dimensional plot that displays the relationship between two numerical variables. It uses dots or markers on a Cartesian plane to represent the values of the variables and their correlation.

To create a scatter plot in Tableau, follow these steps:

Example: Sales vs. Profit Suppose you have a dataset with sales and profit information for different products. You want to create a scatter plot to analyze the relationship between sales and profit.