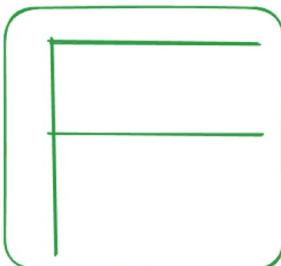


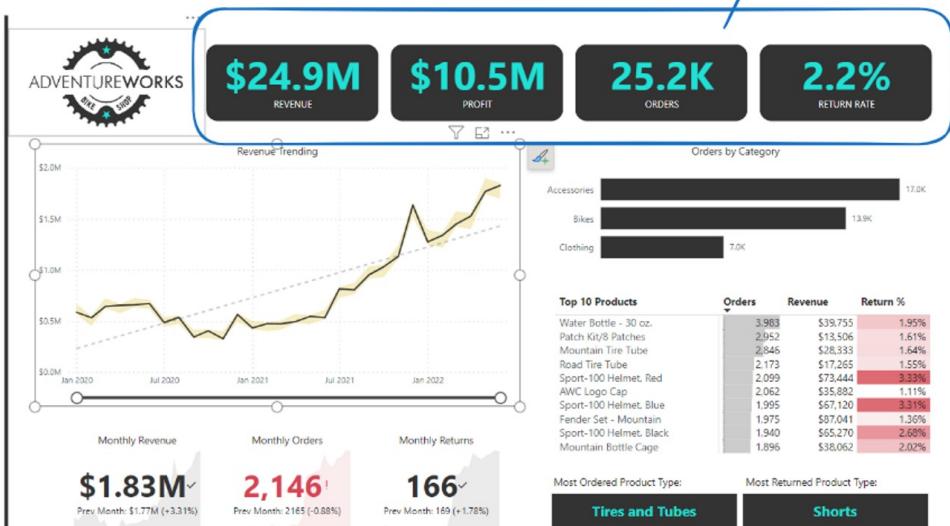
## Basics Of Charts

22 August 2024 21:24

### Basics of Charts :



Important Crux of the business.



### Hierarchy -

YEAR  
- QUARTER  
- MONTH  
- WEEK  
- DATE

AdventureWorksReturns-210509-235702.csv

File Origin	Delimiter	Data Type Detection	
1252: Western European (Windows)	Comma	Based on first 200 rows	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Column1	Column2	Column3	Column4
ReturnDate	TerritoryKey	ProductKey	ReturnQuantity
1/18/2015	9	312	1
1/18/2015	10	310	1
1/21/2015	8	346	1
1/22/2015	4	311	1
2/2/2015	6	312	1
2/15/2015	1	312	1
2/19/2015	9	311	1
2/24/2015	8	314	1
3/8/2015	8	350	1
3/13/2015	9	350	1

2/15/2015	1	312	1
2/19/2015	9	311	1
2/24/2015	8	314	1
3/8/2015	8	350	1
3/13/2015	9	350	1
3/14/2015	4	346	1
3/15/2015	9	340	1
3/22/2015	4	311	1
3/26/2015	10	312	1
3/28/2015	7	312	1
3/28/2015	9	314	1
3/29/2015	9	311	1
4/1/2015	8	311	1
4/7/2015	9	311	1

The data in the preview has been truncated due to size limits.

Extract Table Using Examples

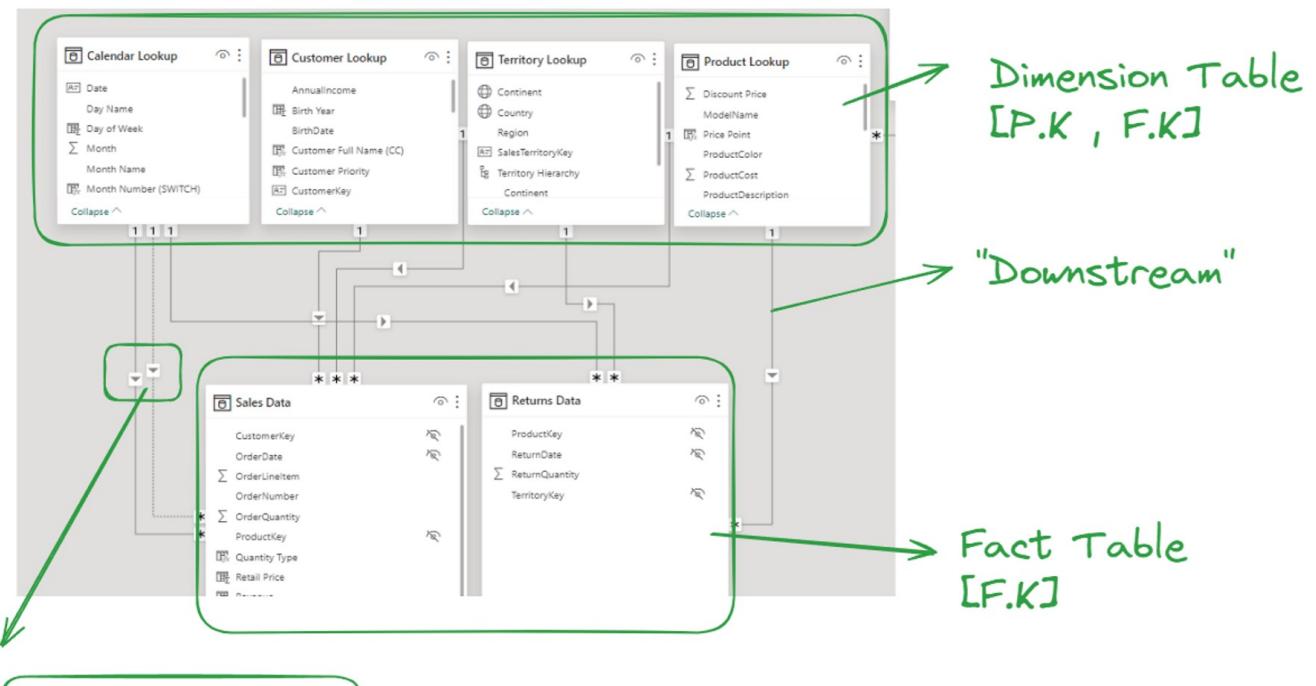
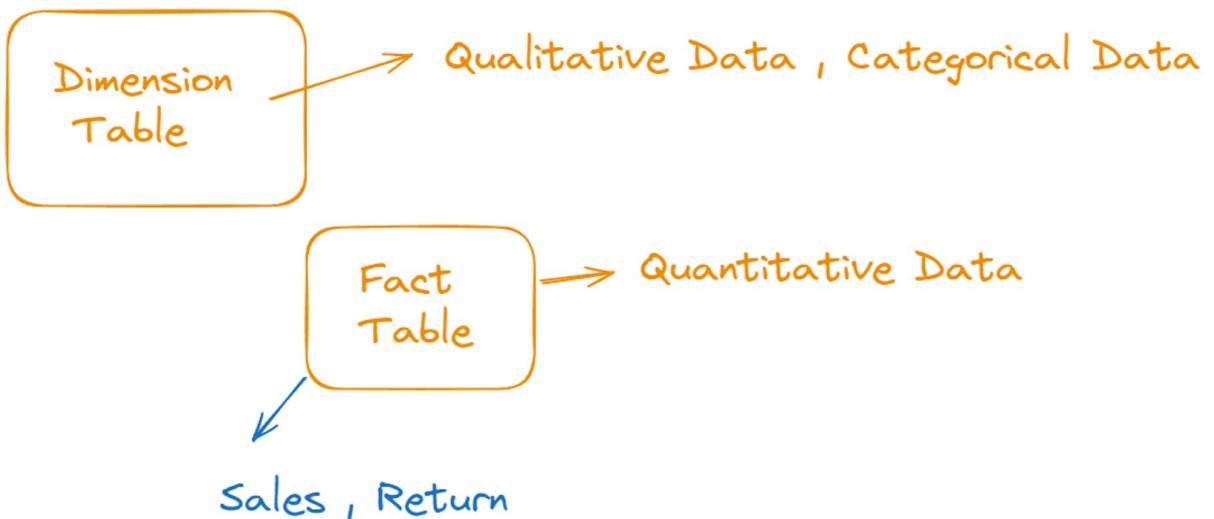
Load

Transform Data

Cancel

Power BI  
Front End

Power Query Editor



Single directional,

Bi-directional / Cross Filter

"Downstream"

"upstream",  
"downstream"

U.S

1/18/2015

Whenever we are converting the date.  
we need to format it correctly based on region.

dd/mm/yyyy - India/UK

mm/dd/yyyy - U.S.A



#### Change Type with Locale

Change the data type and select the locale of origin.

Data Type	Date
Locale	English (India)

Sample input values:

29-03-2016  
29 March 2016  
29 March  
March, 2016

#### Change Type with Locale

Change the data type and select the locale of origin.

Data Type	Date
Locale	English (United Kingdom)

Sample input values:

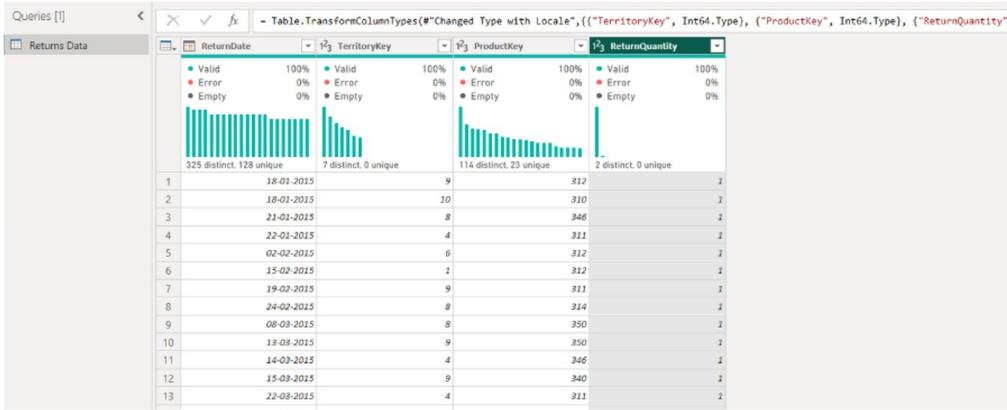
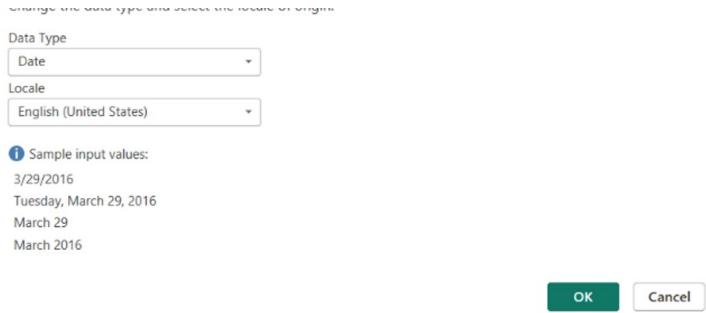
29/03/2016  
29 March 2016  
29 March  
March 2016

Final Option to choose :

#### Change Type with Locale

Change the data type and select the locale of origin.

Data Type	Date
Locale	<input type="text"/>



Next step is to close & Apply  
to bring/load data back to power BI Front End.

## THREE KEY QUESTIONS

1. What TYPE OF DATA are you working with?

  - Geospatial? Time-series? Hierarchical? Financial?

2. What do you want to COMMUNICATE?

  - Comparison? Composition? Relationship? Distribution?

- Analyst? Manager? Executive? General public?

What TYPE OF DATA are you working with?



Time-series



Financial



Geospatial



Textual



Categorical



Funnel



Hierarchical



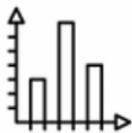
Survey

The type of data you're working with often determines which type of visual will best represent it; for example, using maps to represent geospatial data, line charts for time-series data, or tree maps for hierarchical data

What do you want to COMMUNICATE?

## What do you want to COMMUNICATE?

COMPARISON



Used to compare values over time or across categories

Common visuals:

- Column/Bar Chart
- Clustered Column/Bar
- Data Table/Heat Map
- Radar Chart
- Line Chart (time series)
- Area Chart (time series)

COMPOSITION



Used to break down the component parts of a whole

Common visuals:

- Stacked Bar/Column Chart
- Pie/Donut Chart
- Stacked Area (time series)
- Waterfall Chart (gains/losses)
- Funnel Chart (stages)
- Tree Map/sunburst (hierarchies)

DISTRIBUTION

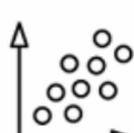


Used to show the frequency of values within a series

Common visuals:

- Histogram
- Density Plot
- Box & Whisker
- Scatter Plot
- Data Table/Heat Map
- Map/Choropleth(geospatial)

RELATIONSHIP



Used to show correlation between multiple variables

Common visuals:

- Scatter Plot
- Bubble Chart
- Data Table/Heat Map
- Correlation Matrix

Keep it simple! While there are hundreds of charts to choose from, basic options like bars and columns, line charts, histograms and scatterplots often tell the simplest and clearest story.

## Who is the END USER and what do they need?

THE ANALYST



Likes to see details and understand exactly what's happening at a granular level

- Tables or combo charts
- Granular detail to support root cause analysis

THE EXECUTIVE



Needs high-level, crystal clear KPIs to track business health and topline performance.

- KPI cards or simple charts
- Minimal detail, unless it adds critical context to KPIs

THE MANAGER



Wants summarized data with

## THE MANAGER



Wants summarized data with clear, actionable insights to help operate the business.

- Common charts & graphs
- Some detail, but only when it supports a specific insight

How you visualize and present your data is a function of who will be consuming it; a fellow analyst may want to see granular details, while managers and executives often prefer topline KPIs and clear, data-driven insights.