DIFFERENT TYPES OF CHARTS IN POWER BI

**1. Bar and Column Charts**

* **Use Case:** Comparing categorical data.
* **Examples:** Sales by region, product performance.
* **Key Types:**
  + **Clustered Bar/Column Chart:** Compare values across categories.
  + **Stacked Bar/Column Chart:** Show the composition of categories.
  + **100% Stacked Bar/Column Chart:** Compare proportions across categories.

**2. Line Chart**

* **Use Case:** Showing trends over time or continuous data.
* **Examples:** Sales trends over months, website traffic over weeks.

**3. Area Chart**

* **Use Case:** Visualizing trends with a focus on magnitude.
* **Examples:** Revenue growth over time.
* **Key Types:**
  + **Stacked Area Chart:** Shows part-to-whole relationships over time.
  + **Basic Area Chart:** Highlights overall trends.

**4. Pie and Donut Charts**

* **Use Case:** Displaying parts of a whole.
* **Examples:** Market share, budget allocation.
* **Difference:** Donut charts allow additional visual emphasis at the center.

**5. Scatter Chart**

* **Use Case:** Showing relationships or distribution between two numerical variables.
* **Examples:** Sales vs. profit, customer age vs. income.

**6. Waterfall Chart**

* **Use Case:** Displaying incremental changes to a value over time or stages.
* **Examples:** Revenue breakdown, profit margin contributions.

**8. Funnel Chart**

* **Use Case:** Visualizing stages in a process.
* **Examples:** Sales pipeline, customer conversion rates.

**9. Gauge Chart**

* **Use Case:** Displaying progress toward a goal or KPI.
* **Examples:** Achievement of sales targets, project progress.

**10. Map**

* + **Use Case:** Geographical data visualization

**12. Matrix**

* **Use Case:** A tabular representation with the ability to drill down hierarchies.
* **Examples:** Sales by product category and region.

**13. Table**

* **Use Case:** Displaying detailed data in rows and columns.
* **Examples:** Transaction logs, detailed performance metrics.

**14. Card**

* **Use Case:** Highlighting a single numeric value.
* **Examples:** Total sales, number of customers.

**15. Slicer**

* **Use Case:** Adding interactive filters for the report.
* **Examples:** Filtering by region, product category, or time.