1. Stacked Bar Chart

One-Liner: Displays parts of a whole in horizontal bars.

What: Segmented bars representing subcategories.

Why: To show both total and individual category contribution.

When: Use when visualizing composition within groups.

Where: In Power BI Visuals.

How: Add category to Axis, and subcategories to Legend.

2. Stacked Column Chart

One-Liner: Shows total and parts in vertical bars.

What: Vertical bars divided into colored segments.

Why: To visualize contributions of each part to the whole.

When: Use for part-to-whole analysis over time.

Where: In Power BI Visuals.

How: Add time or category to Axis, and values to Value field.

3. Clustered Bar Chart

One-Liner: Compares multiple items across categories.

What: Groups bars horizontally for each category.

Why: To compare individual items side-by-side.

When: When visualizing grouped comparisons.

Where: In Power BI Visuals.

How: Add category to Axis and series to Legend.

4. Clustered Column Chart

One-Liner: Compares values across categories using vertical bars.

What: Side-by-side vertical bars for each group.

Why: To compare multiple series within categories.

When: Use for category-wise comparisons.

Where: In Power BI Visuals.

How: Drag categories to Axis, values to Value, and series to Legend.

5. Line Chart

One-Liner: Shows trends over time or continuous data.

What: Lines connecting data points on a graph.

Why: To identify patterns or trends.

When: Use with time-based data.

Where: In Power BI Visuals.

How: Add time to Axis and values to Values.

6. Area Chart

One-Liner: Highlights trends and volumes over time.

What: Line chart with filled area below the line.

Why: Emphasizes magnitude of values.

When: For showing volume plus trend.

Where: In Power BI Visuals.

How: Similar to Line Chart but with area fill.

7. Pie Chart

One-Liner: Shows proportions of a whole.

What: Circular chart divided into slices.

Why: To highlight each category’s share.

When: When comparing few parts of a whole.

Where: In Power BI Visuals.

How: Add category to Legend and values to Values.

8. Donut Chart

One-Liner: A pie chart with a hole in the center.

What: Circular chart with better labeling.

Why: Better visual spacing than pie.

When: For simple part-to-whole visuals.

Where: In Power BI Visuals.

How: Similar to Pie Chart.

9. Waterfall Chart

One-Liner: Visualizes incremental changes to a value.

What: Bars showing how values increase or decrease.

Why: To track flow from a start to an end value.

When: Budget analysis, profit breakdowns.

Where: In Power BI Visuals.

How: Add category and value fields appropriately.

10. Table

One-Liner: Displays detailed raw data.

What: Row and column data format.

Why: For precise data presentation.

When: When detail is more important than visuals.

Where: In Power BI Visuals.

How: Add fields directly to Values.

11. Matrix

One-Liner: Displays data in pivot-style rows and columns.

What: Table with row and column groups.

Why: For summarized and grouped data.

When: For multi-dimensional comparisons.

Where: In Power BI Visuals.

How: Add rows, columns, and values.

12. Card

One-Liner: Shows a single value clearly.

What: KPI-style box with a number.

Why: To highlight key figures.

When: For dashboards and summaries.

Where: In Power BI Visuals.

How: Drag a numeric field to the visual.

13. Multi-row Card

One-Liner: Displays multiple key values in one visual.

What: Card view for multiple fields.

Why: To show many figures at once.

When: When several KPIs are needed.

Where: In Power BI Visuals.

How: Add multiple fields to Values.

14. Funnel Chart

One-Liner: Shows data across stages in a process.

What: Funnel-shaped chart with decreasing size.

Why: To visualize stage drop-offs.

When: Sales pipelines or process flows.

Where: In Power BI Visuals.

How: Add stage and values to appropriate fields.

15. Gauge Chart

One-Liner: Measures performance against a target.

What: Circular dial with indicators.

Why: To track KPI progress.

When: Performance dashboards.

Where: In Power BI Visuals.

How: Set target and value fields.

16. Map Chart

One-Liner: Displays data as bubbles based on geographical locations.

What: Uses latitude & longitude or country/state names to plot points.

Why: Best for showing value size by location.

When: You want to compare locations globally.

Where: Use when you have geographic fields like country, city, state.

Limitation: Needs accurate location data; bubble size may mislead if not scaled right.

17. Filled Map

One-Liner: Shades entire regions based on value intensity.

What: Geographic heatmap showing color-filled areas (like countries/states).

Why: Better for area-based comparison than point bubbles.

When: When comparing total values across regions.

Where: Same as Map, but highlights entire regions.

Limitation: Sometimes struggles with ambiguous location names (e.g., Georgia).

18. Treemap

One-Liner: Displays hierarchical data as nested rectangles.

What: Rectangles sized and colored by values (not geographic).

Why: Great for comparing proportions within categories.

When: Use when you want category-wise contribution, not based on location.

Where: For sales by product, region, brand, etc.

Limitation: Not useful for geographic data or trends over time.

19. Line and Stacked Column Chart (Combo Chart)

One-Liner: Combines trends (line) and totals (stacked columns) in one visual for dual insights.

What:

A combo chart that displays stacked columns for one set of values and a line for another, both plotted on the same axis (or separate axes if needed).

Why:

To compare two different types of data (e.g., total sales vs. profit percentage) using distinct visuals that enhance clarity.

When:

Use when you want to analyze trends (line) alongside absolute values (columns) on the same timeline or category.

Where:

Found under Combo Chart in Power BI visuals → choose “Line and Stacked Column Chart”.

How:

Drag category (e.g., Date or Region) to Shared Axis

Add one or more fields to Column Values

Add a different field to Line Values

Optionally, set secondary axis for line values in the formatting pane