# Memo#1

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# Subject:- Excel Charts to Boost Analytics and Visualization Portfolio

## Introduction

## Most analytics professionals can come up with a bar chart or a line chart but the ability to take your visualization skill a level further is where analysts begin to excel. As we know a well-crafted visualization will take us a long way in the analytics space.

## Being a good storyteller is key here. So the question is – how do we use Microsoft Excel’s immense flexibility and depth of charts to tell our story in an impactful and effective manner.

Graphical user interface

Description automatically generated

There are a wide variety of charts we can choose but we need to understand which visualization suits our use case. These charts need to make our analytics profile stronger, our portfolio more diverse.

So in this article, we will be discussing 3 advanced excel charts that will make us a pro in the analytics and visualization field. And of course, we’ll be using Excel, still the most widely used tool for analytics, to make these charts.

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## Excel Chart #1 – Waterfall Charts

One of the most advanced charts in Excel, the Waterfall Chart gets its name thanks to the resemblance of its structure to waterfalls. This powerful chart provides a visual snapshot of the positive and negative changes to value over a period of time.

In a waterfall chart, the initial and final values are represented by columns. The columns depicting the positive and negative impacts are depicted by floating columns in respective colors.

These are widely used across industries, specifically the finance industry.Chart, waterfall chart

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## Excel Chart #2 – Funnel Charts

Funnel charts are the charting option to depict the sales flow or the marketing lead generation. These charts are also one of the most used visualizations in the sales and marketing domain.

*Funnel charts are used to visualize the reduction of data from one stage to another.*

Chart, funnel chart

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## Excel Chart #3 – Pareto Charts

Pareto charts are particularly intriguing for anyone in analytics or statistics. A lot of organizations rely on Pareto charts for making data-based decisions.

*According to the Pareto rule, or the 80/20 rule, roughly 80% of the output results or effects are gained by 20% of the input or the causes.*

In simple words, roughly 80% of the company revenue is due to 20% of its products while the other 80%  of the products contribute to only 20% of the revenues.

There’s a parent website that has several different sub-domain services within the website, such as News, Job portal, E-mail services, etc. The company has been spending a lot of resources on each of these sub-domains but now they want to cut their costs due to recurring losses. A Pareto chart can help in aiding the decision-making process.

Chart, histogram

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By looking at the Pareto chart, we notice that 80% of the shirts have Button Defect. Others only constitute 20% of the defects.

End Notes

In this article, we covered three beautiful Excel charts of different kinds to help us become an efficient analyst and a better storyteller.