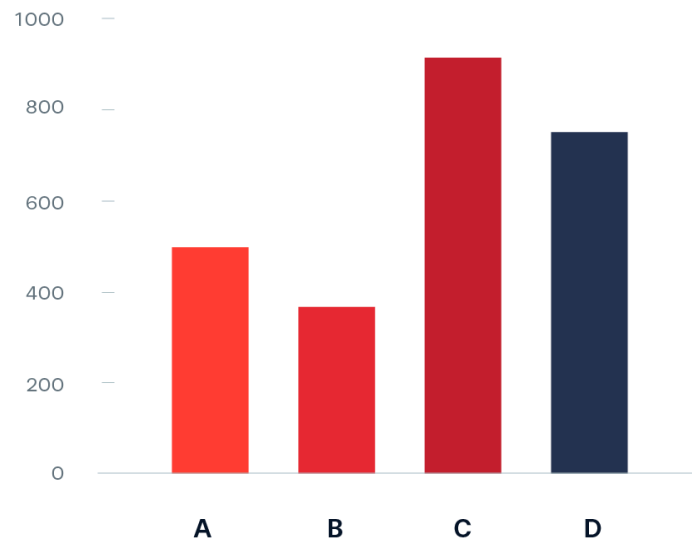


What is a Bar Chart?

A bar chart represents categorical data with rectangular bars. The length/height of the bar is proportional to the value it represents.



When to Use a Bar Chart

Use a bar chart when:

- You compare categories (e.g., sales by region).
- You want to visualize counts or frequencies.
- You need clear visual differences between groups.

Types of Bar Charts

Type	Description	Use Case
Vertical Bar Chart	Bars are vertical.	Default, clear for fewer categories.
Horizontal Bar Chart	Bars are horizontal.	Long category names.
Grouped Bar Chart	Groups multiple bars for each category.	Compare sub-categories.
Stacked Bar Chart	Stacks values on top of each other.	Show parts of a whole.

Application of Bar Charts

1. Sales by Product Category

Use Case: A retail manager wants to compare monthly sales across product categories (e.g., Electronics, Clothing, Groceries).

Why Bar Chart: It shows which categories are performing better.

Example:

Product	Sales
Electronics	15000
Clothing	12000
Groceries	18000

2. Website Traffic by Source

Use Case: A digital marketer tracks how many visitors came from different sources—Google, Facebook, Twitter, and Direct.

Why Bar Chart: Easy comparison of sources and traffic volume.

Example:

Source	Visitors
Google	8000
Facebook	5500
Twitter	2200
Direct	6000

3. Student Performance by Subject

Use Case: A teacher wants to visualize the average scores of students in different subjects.

Why Bar Chart: Clearly shows subjects with strong or weak performance.

Example:

Subject	Avg Score
Math	85
Science	90
English	78
History	82

4. Company Employee Count by Department

Use Case: HR wants to compare how many employees are in each department.

Why Bar Chart: Shows distribution of workforce visually.

Example:

Department	Employees
IT	50
HR	20
Sales	35
Marketing	40

5. Monthly Revenue Growth

Use Case: A business tracks its revenue over several months to identify growth patterns.

Why Bar Chart: Easily shows month-on-month performance.

Example:

Month	Revenue (\$)
Jan	10000
Feb	12000
Mar	15000
Apr	18000