| **Chart Name** | **What is that Chart?** | **Business Use Case** |
| --- | --- | --- |
| Column Chart | A chart that uses vertical bars to represent data. It is useful for comparing data across different categories or showing changes over a discrete range. | Analyzing sales performance by product category. |
| Bar Chart | Similar to a column chart, but with horizontal bars. | Comparing revenue generated by different sales regions. |
| Line Chart | A chart that represents data points connected by straight lines. | Tracking stock prices over a specific period of time. |
| Area Chart | Similar to a line chart, but with the area beneath the line filled with color. | Showing the distribution of website traffic over time. |
| Pie Chart | A circular chart divided into sectors that represent proportions of a whole. | Displaying the market share of different product categories. |
| Donut Chart | Similar to a pie chart, but with a hole in the center. | Visualizing the percentage breakdown of project expenses. |
| Scatter Plot | A chart that uses dots to represent data points on a two-dimensional plane. | Examining the relationship between advertising spend and sales revenue. |
| Waterfall Chart | A chart that shows the cumulative effect of positive and negative values on a starting value. | Analyzing monthly cash flow changes in a financial statement. |
| Gauge Chart | A chart that displays a single value within a specified range, using a dial or needle. | Monitoring key performance indicators (KPIs) like customer satisfaction scores. |
| Treemap | A hierarchical chart that displays nested rectangles, with the size and color of each rectangle representing different dimensions of the data. | Visualizing the market share of different product lines across different regions. |
| Heat Map | A chart that uses colors to represent values in a two-dimensional matrix. | Identifying customer segments based on purchase behavior and product preferences. |
| Funnel Chart | A chart that displays the progressive reduction of data as it passes through different stages. | Analyzing the sales conversion rates at different stages of the sales funnel. |
| Histogram | A chart that represents the distribution of numerical data through bars. | Examining the frequency distribution of customer age groups. |
| Box and Whisker | A chart that displays the distribution of a dataset by showing quartiles, outliers, and extremes. | Analyzing employee salary ranges and identifying outliers. |
| Map | A chart that visualizes data points on a geographical map. | Showing the distribution of retail stores across different cities. |
| KPI | A chart that displays a single key performance indicator with a target value and performance status. | Monitoring sales revenue against the monthly target. |
| Card | A visual element that displays a single value or summary. | Showing the total number of customers or revenue for a specific period. |