

Variable and Chart Types

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Variable Types for Plotting

- Discrete Variables

Discrete variables can typically have only a finite number of values.

- E.g., Names of publicly listed companies, names of industries, product categories, etc.

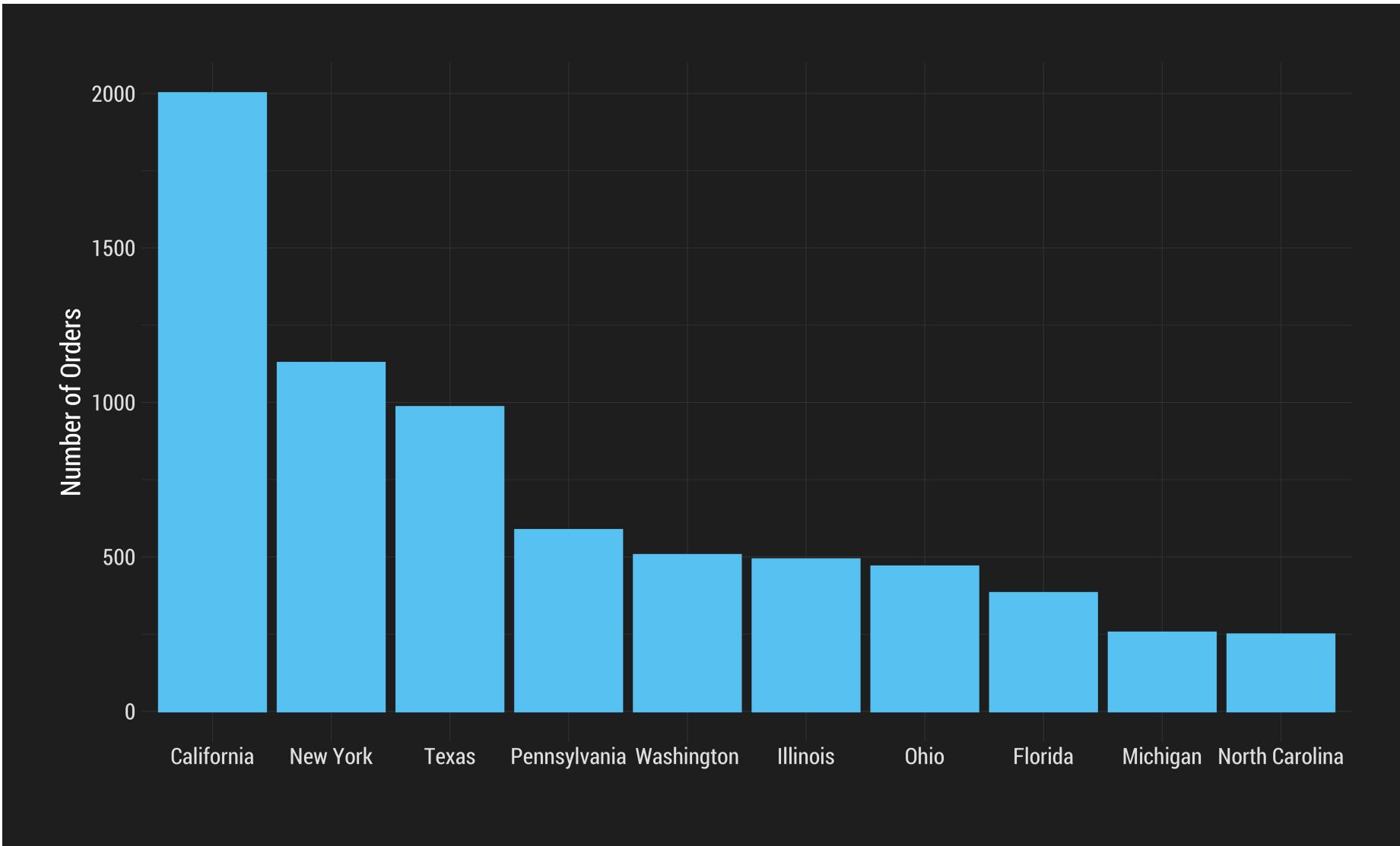
- Continuous Variables

Continuous variables in theory can have an infinite number of values.

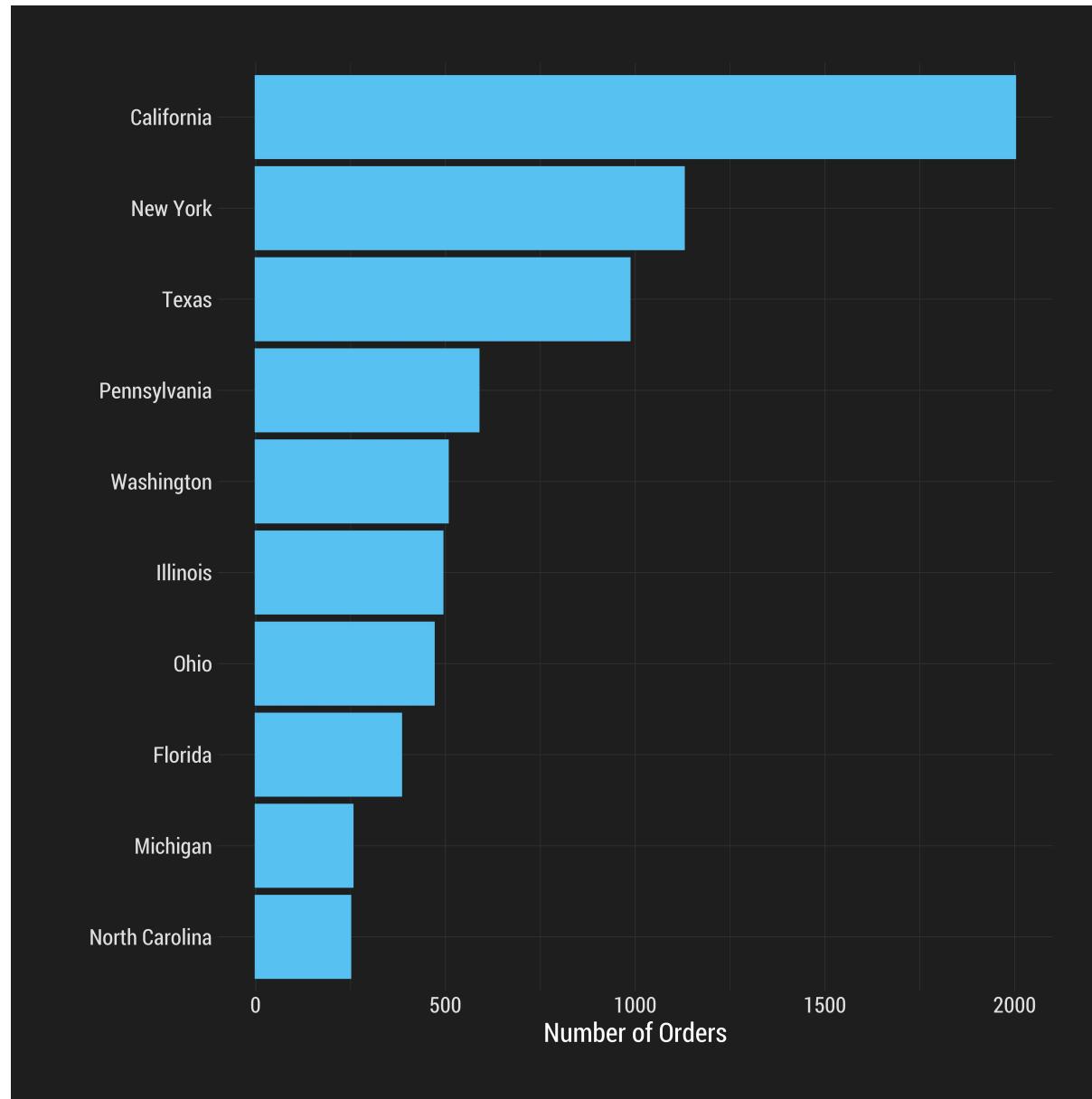
- E.g., Product sales, an individual's wealth, daily temperature, etc.

Typical Plots for Discrete Variables

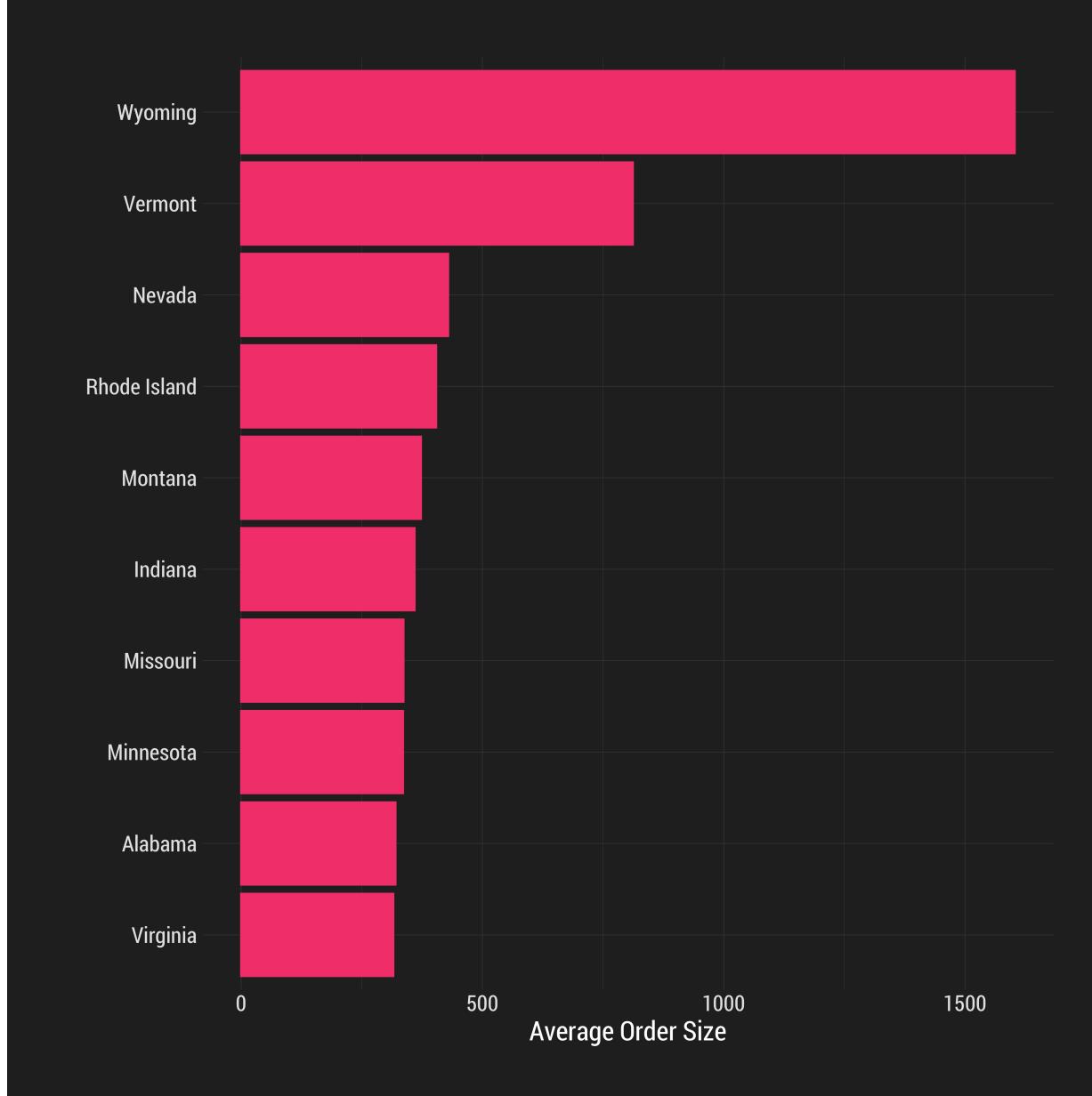
Bar Graph of Top 10 States by Total Number of Orders



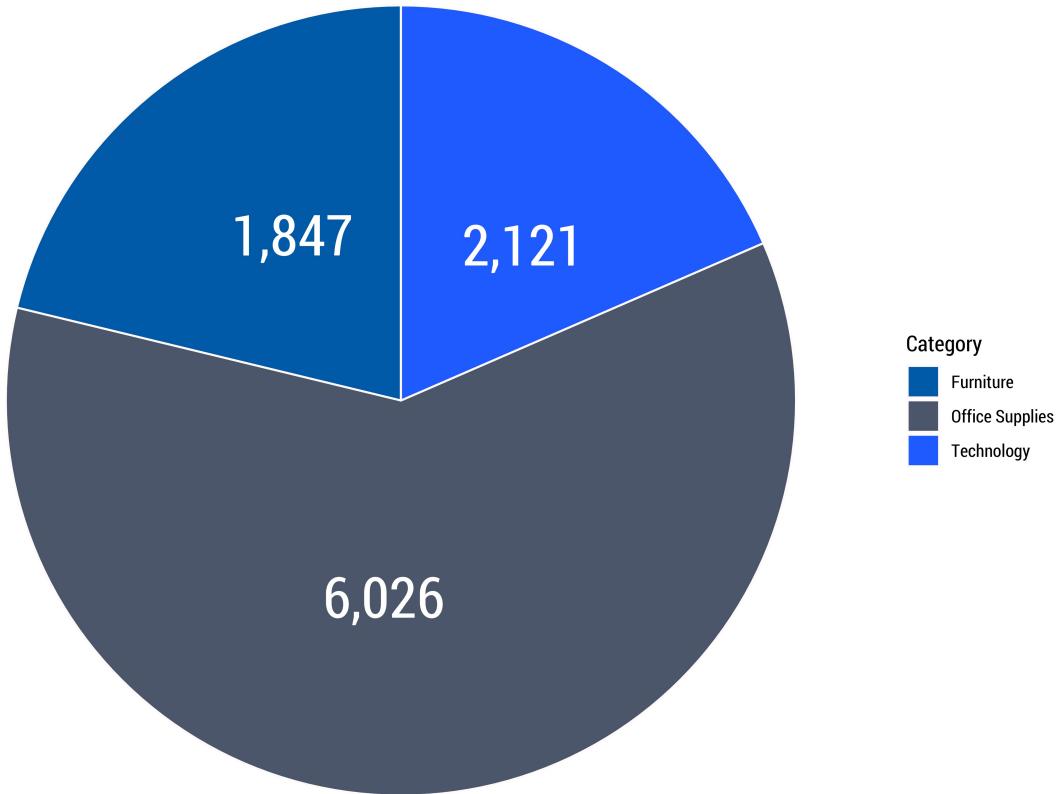
Flipped Bar Graph of Top 10 States by Total Number of Orders



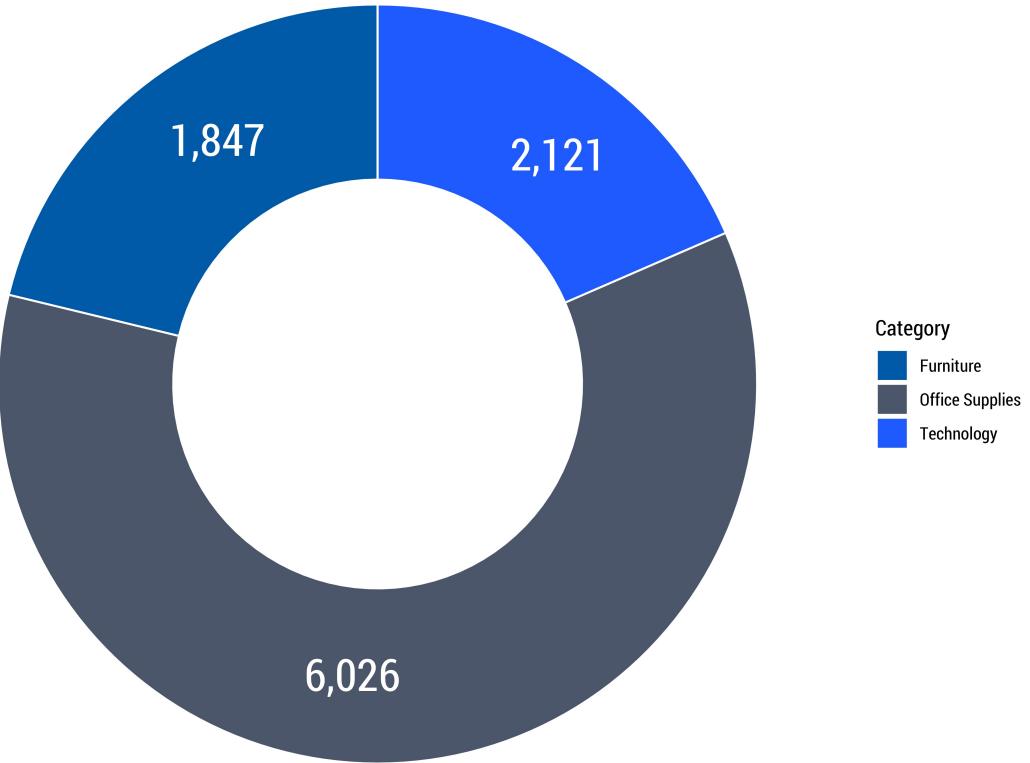
Flipped Bar Graph of Top 10 States by Average Order Size



Pie Chart of Product Categories

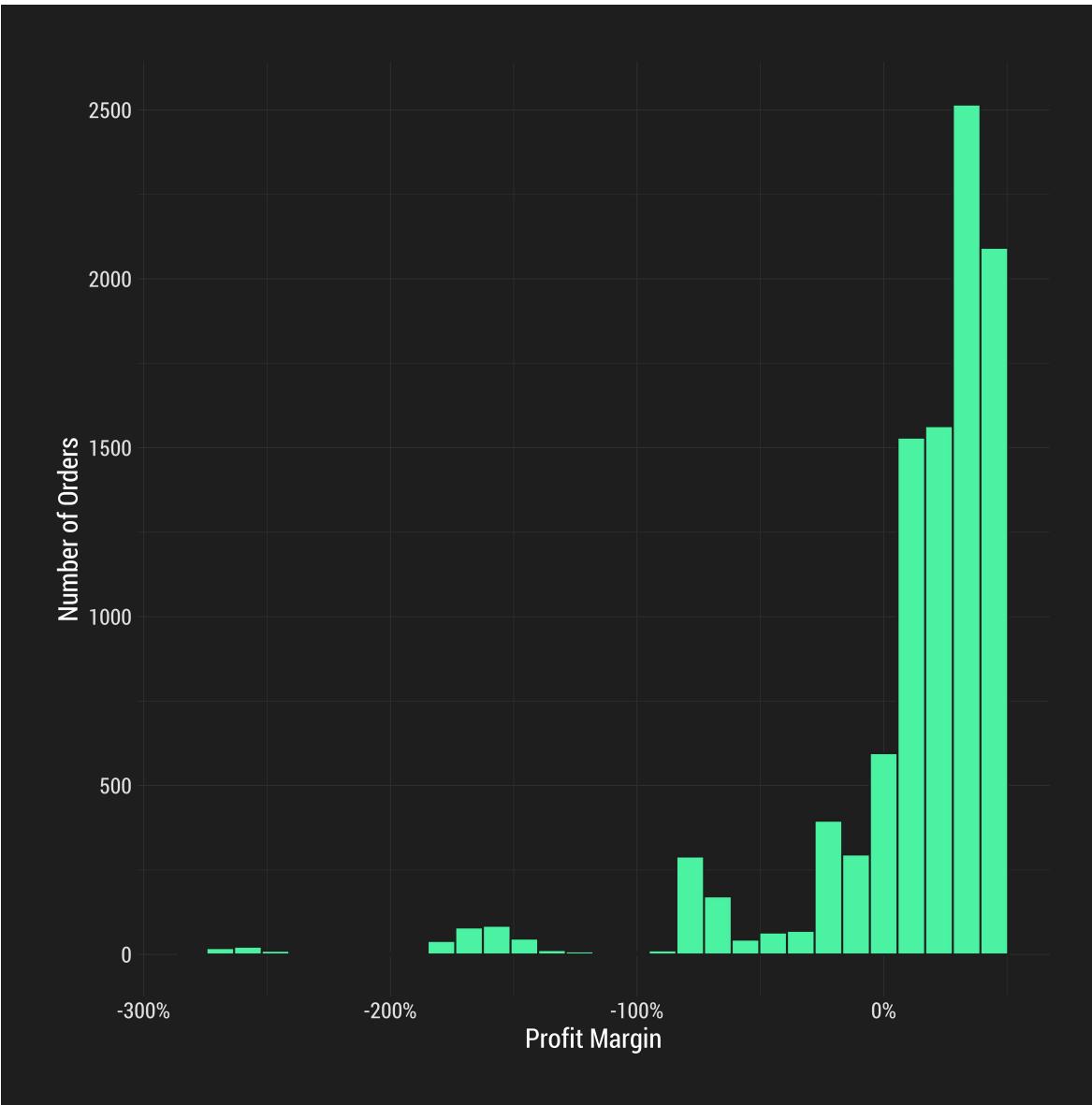


Donut Chart of Product Categories

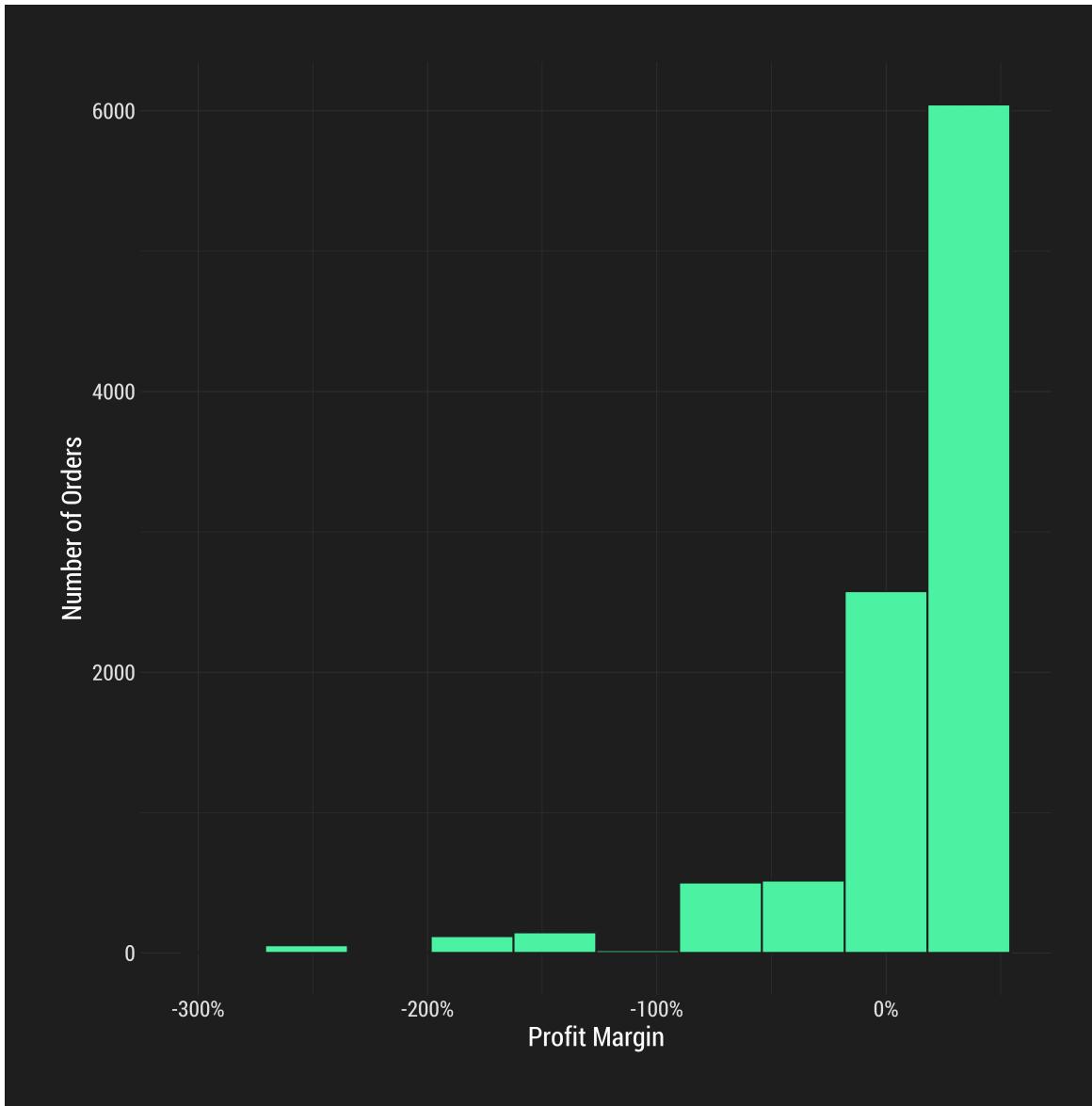


Typical Plots for Continuous Variables

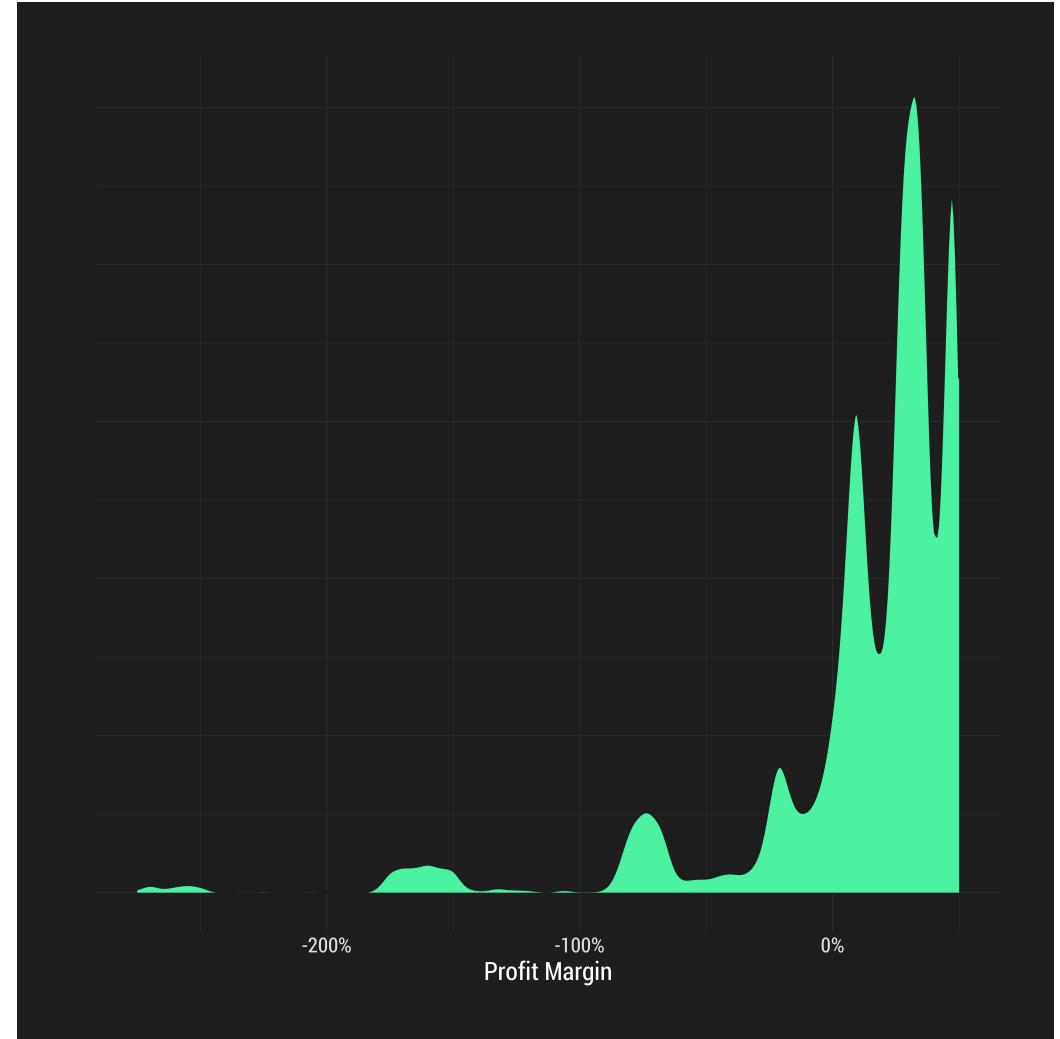
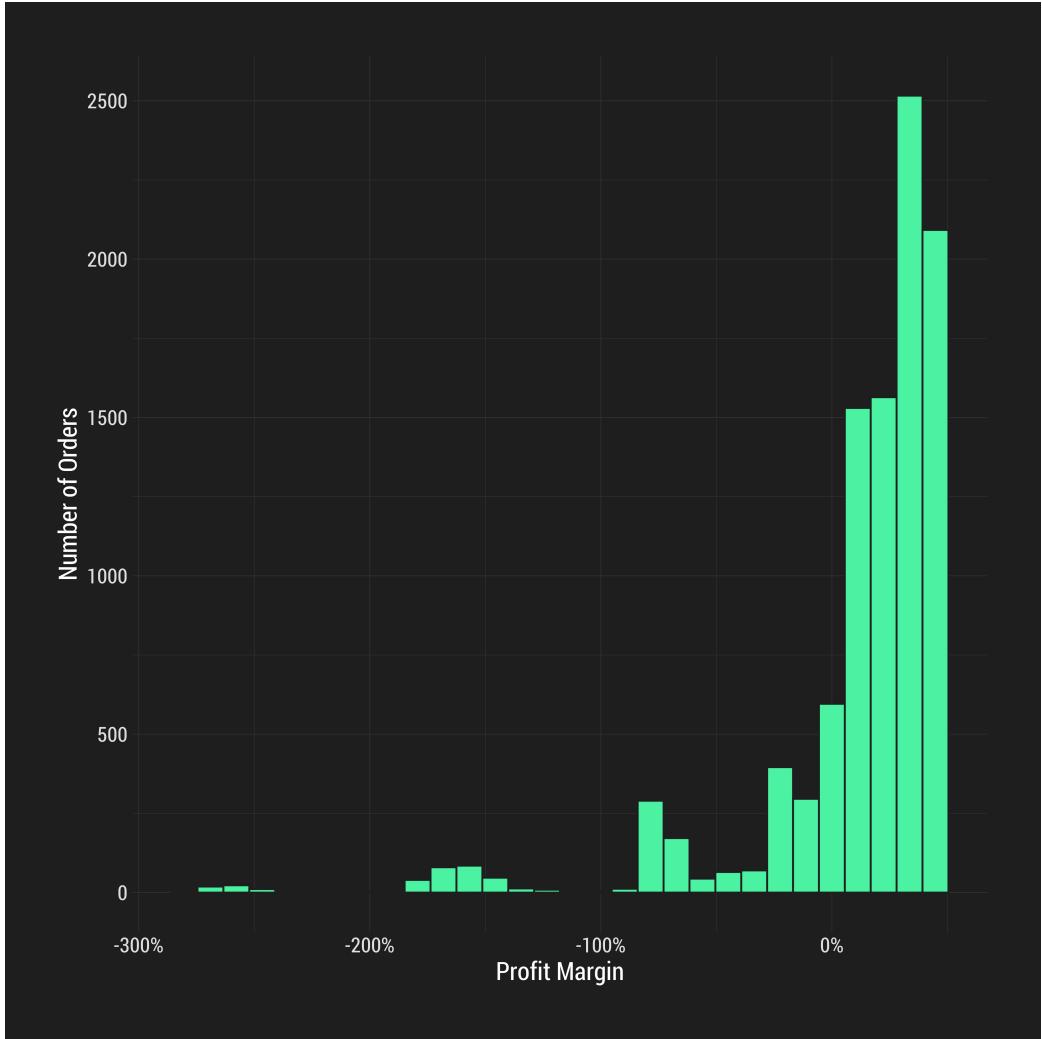
Histogram (30 bins) of Profit Margins



Histogram (10 bins) of Profit Margins

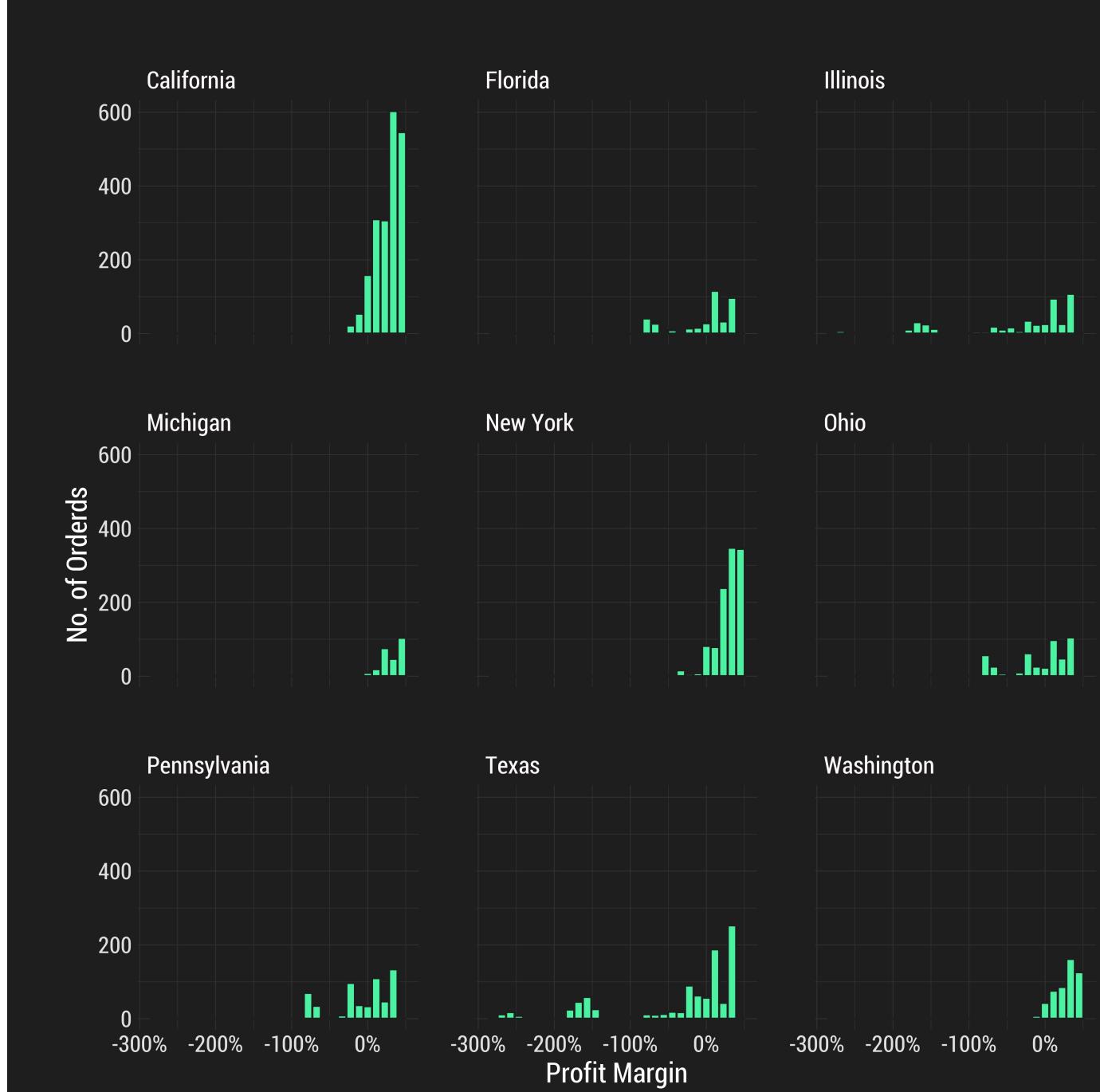


Histogram and Density Plot of Profit Margins

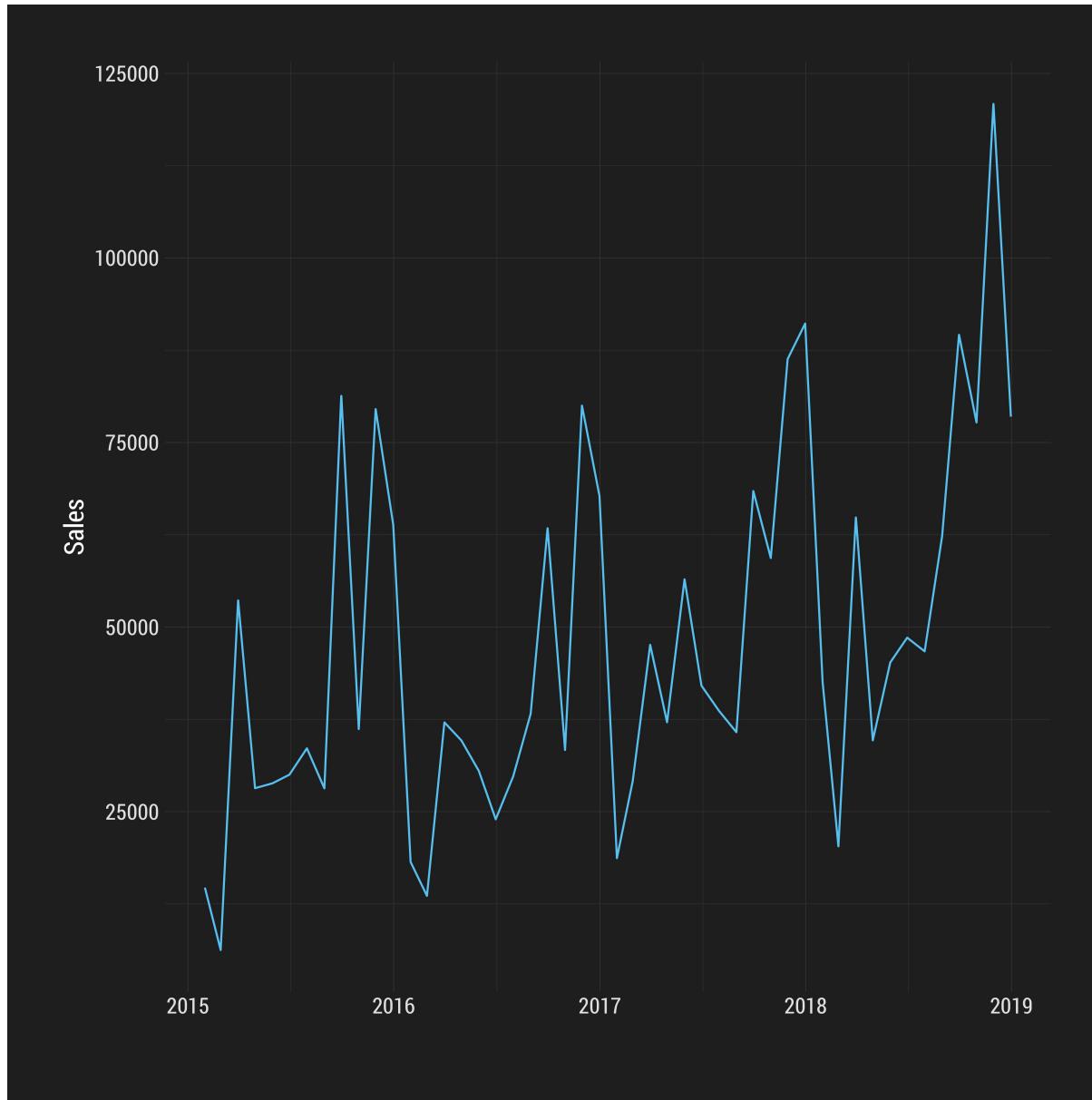


Typical Plots for Bivariate Relationships

Facet Plot of Histograms of Profit Margin (Top 9 States by Orders)



Line Graph of Total Monthly Sales



Scatterplot of Profit Vs Sales

