

KPI

Key Performance Indicator

Purpose

Tracks and displays key metrics at a glance

Used in business performance tracking, goal achievement analysis

Example:

Displaying a key metric like Profit Margin compared to a goal



Card Visual

Purpose

Highlights a single metric clearly

Used in dashboards to display key numbers

Single-card or multi-row card

Example:

Highlighting total sales revenue for the year



Table Visual

Purpose

Displays raw data in a structured format

Used in financial reports, inventory tracking, detailed data analysis

Example:

Presenting detailed sales data in a tabular format

Category	Average Unit Price	Last Year Sales
010-Womens	\$7.30	\$2,680,662
020-Mens	\$7.12	\$4,453,133
030-Kids	\$5.30	\$2,726,892
040-Juniors	\$7.00	\$3,105,550
050-Shoes	\$13.84	\$3,640,471
060-Intimate	\$4.28	\$955,370
070-Hosiery	\$3.69	\$573,604
080-Accessories	\$4.84	\$1,273,096
090-Home	\$3.93	\$2,913,647
100-Groceries	\$1.47	\$810,176
Total	\$5.49	\$23,132,601

Matrix Visual

Purpose

Advanced table with drill-down capabilities

Used in hierarchical data analysis, financial reports

Example:

Showing financial data with row and column grouping, similar to a pivot table

Category	TotalSales
Territory	
⊕ DE	35,570
⊖ TN	79,908
Knoxville, TN	5,688
Johnson City, TN	17,054
Cookeville, TN	18,590
Chattanooga, TN	17,855

Waterfall Chart

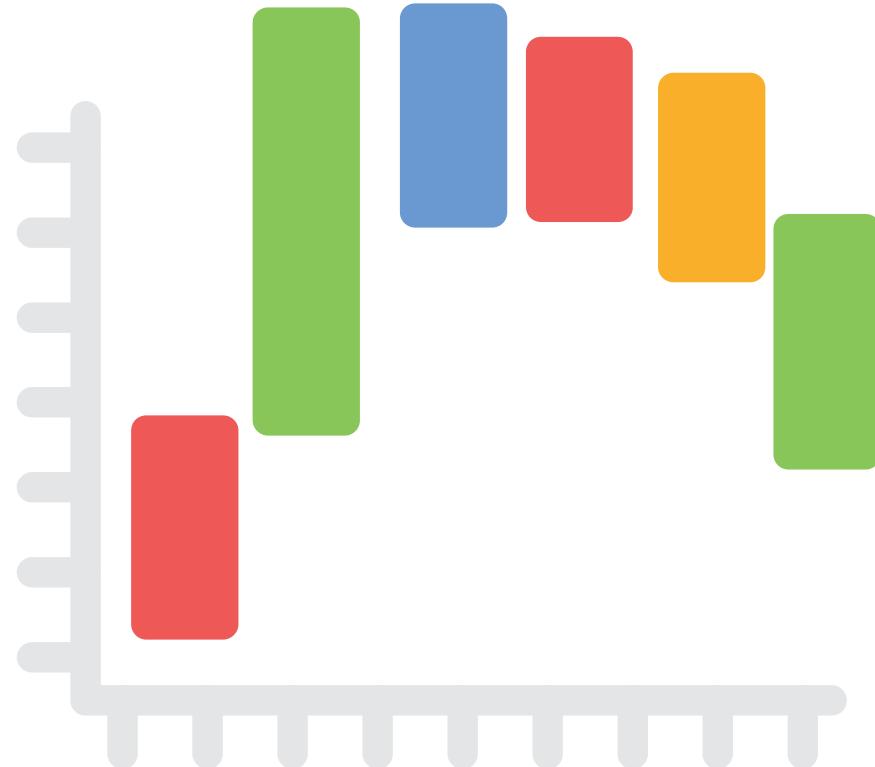
Purpose

Best for understanding cumulative effects over time

Used in financial statements, profit or loss analysis

Example:

Breakdown of total revenue into components



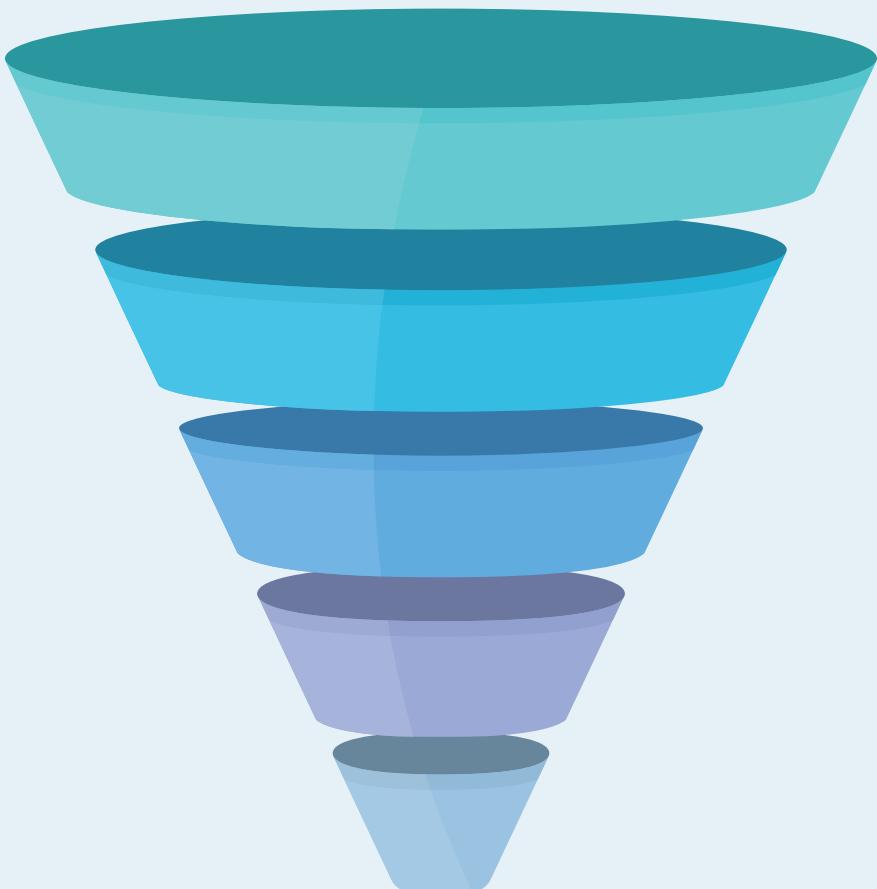
Funnel chart

Purpose

Best for visualizing a process flow
Used in the sales pipeline, customer conversion analysis

Example:

E-commerce
checkout process
drop-off



Treemap

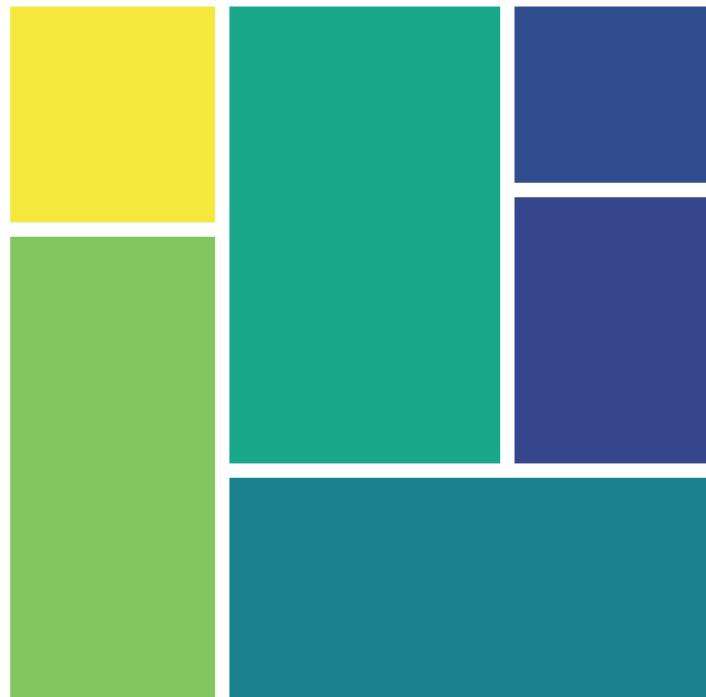
Purpose

Best for hierarchical data visualization

Used in market share analysis, portfolio breakdown

Example:

Sales distribution across multiple product categories



Heatmap

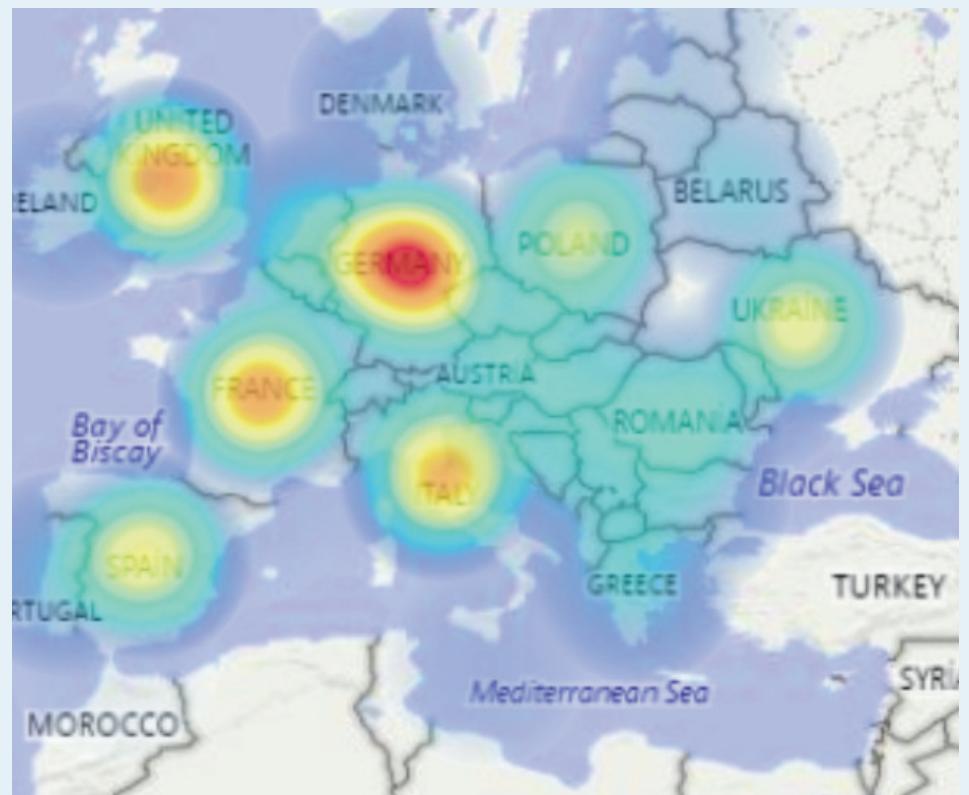
Purpose

Best for identifying patterns in large datasets

Used in website traffic analysis, and correlation matrices

Example:

User activity on a website per hour



Histogram

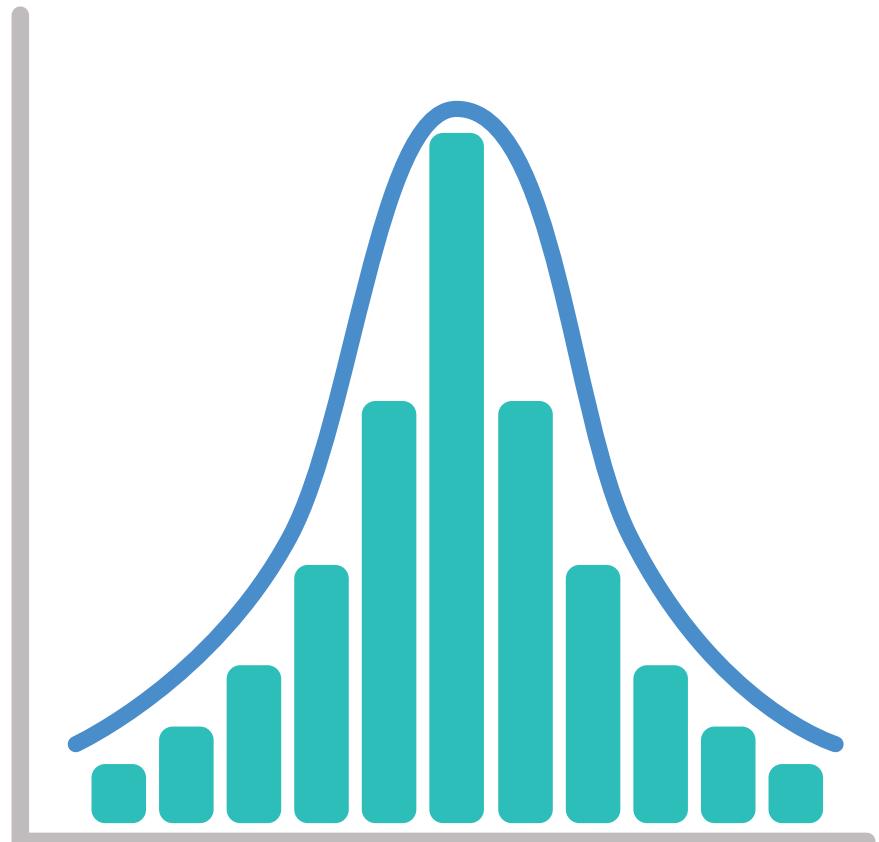
Purpose

Best for visualizing data distribution

Used in statistical analysis and error distributions

Example:

Exam score
distribution of
students



Gauge Chart

Purpose

Displays progress towards a goal

Used in performance tracking, and business dashboards

Example:

Showing process toward a sales target



Pie Chart

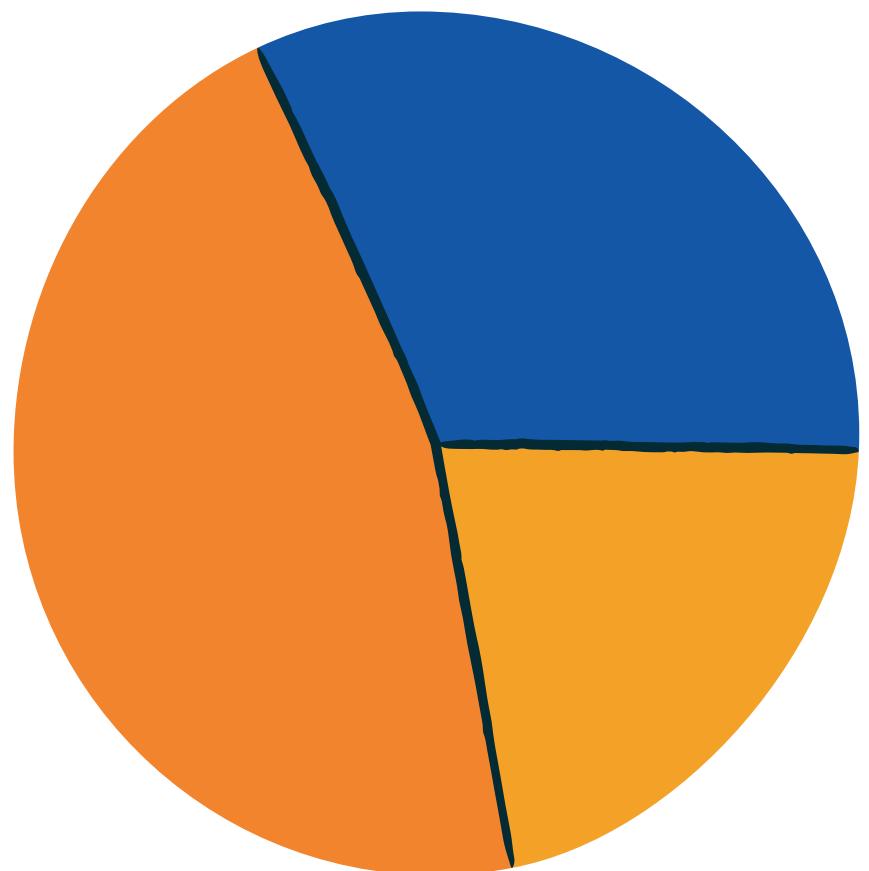
Purpose

Best for showing proportions

Used in customer segmentation and expense allocation

Example:

Customer distribution by age group



Donut Chart

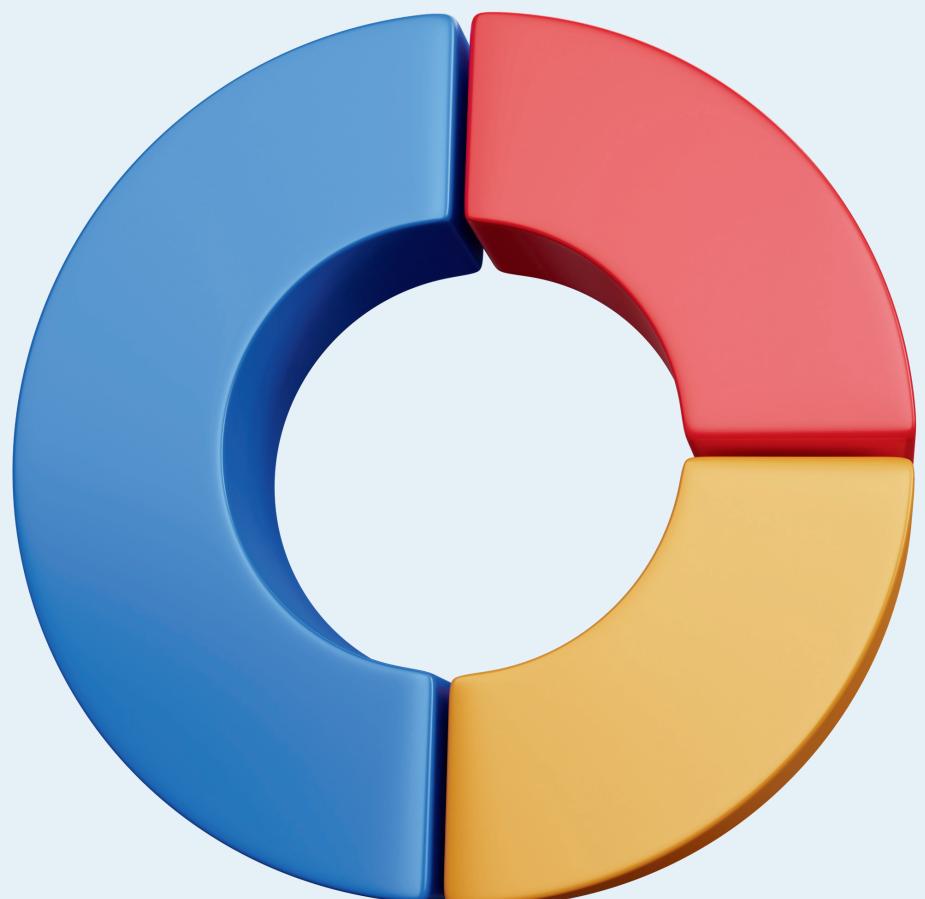
Purpose

Variation of a pie chart with a hollow center

Used in percentage-based comparisons

Example:

Revenue contribution by department



Area Chart

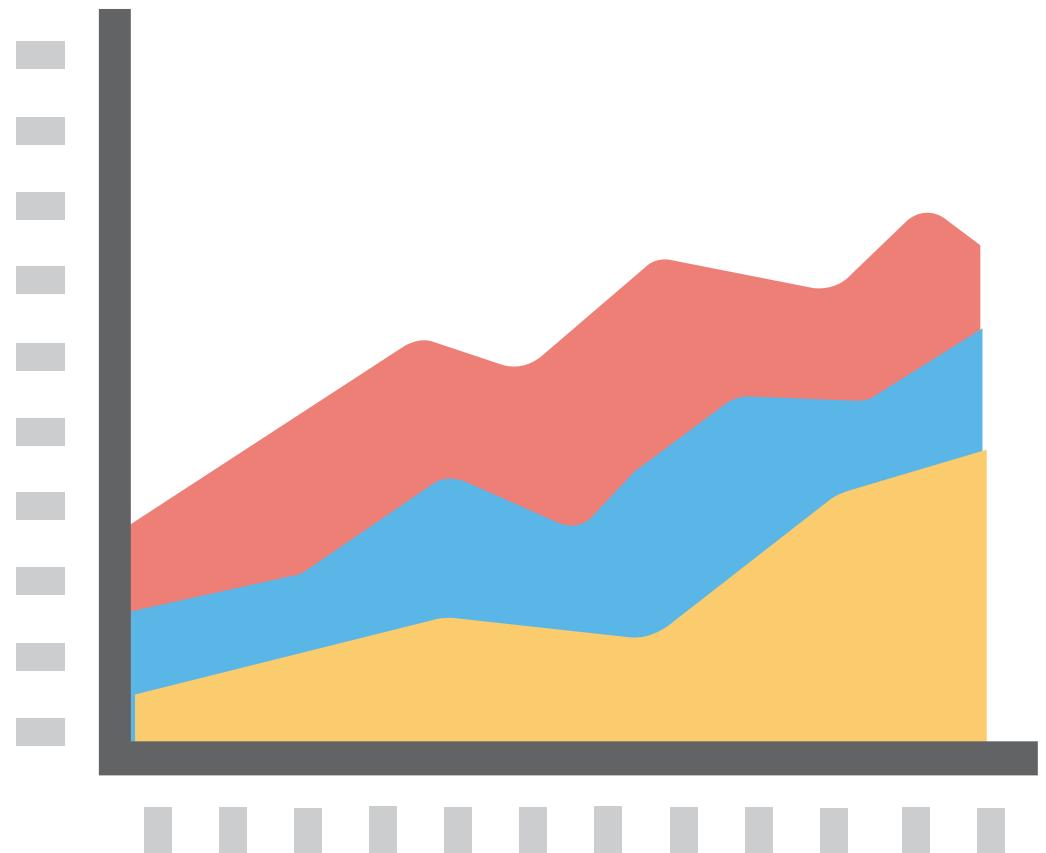
Purpose

Similar to a line chart but filled with colour

Used in cumulative data representation, trend analysis

Example:

Website traffic growth over time



Line Chart

Purpose

Best for showing trends over time

**Used in stock prices, sales trends,
and time series analysis**

Example:

Trend of Monthly
Sales Over Time



Column Chart

Purpose

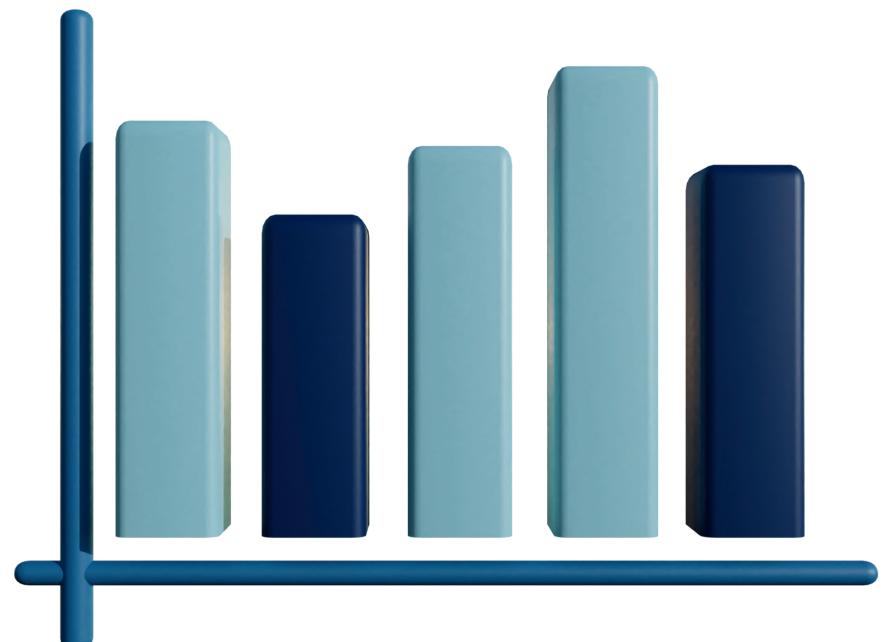
Works well when comparing a few categories

Used for comparing values across categories or tracking changes over time

Example:

Revenue

Comparison Across
Store Locations



Bar Chart

Purpose

Best for comparing categories

Great for highlighting differences in values

Example:

Sales performance
of different
products



Combo Chart

Purpose

Combines two chart types for better comparison

Used in analyzing trends while comparing categorical data

Example:

Combining revenue and profit data in one visual



Box Plot

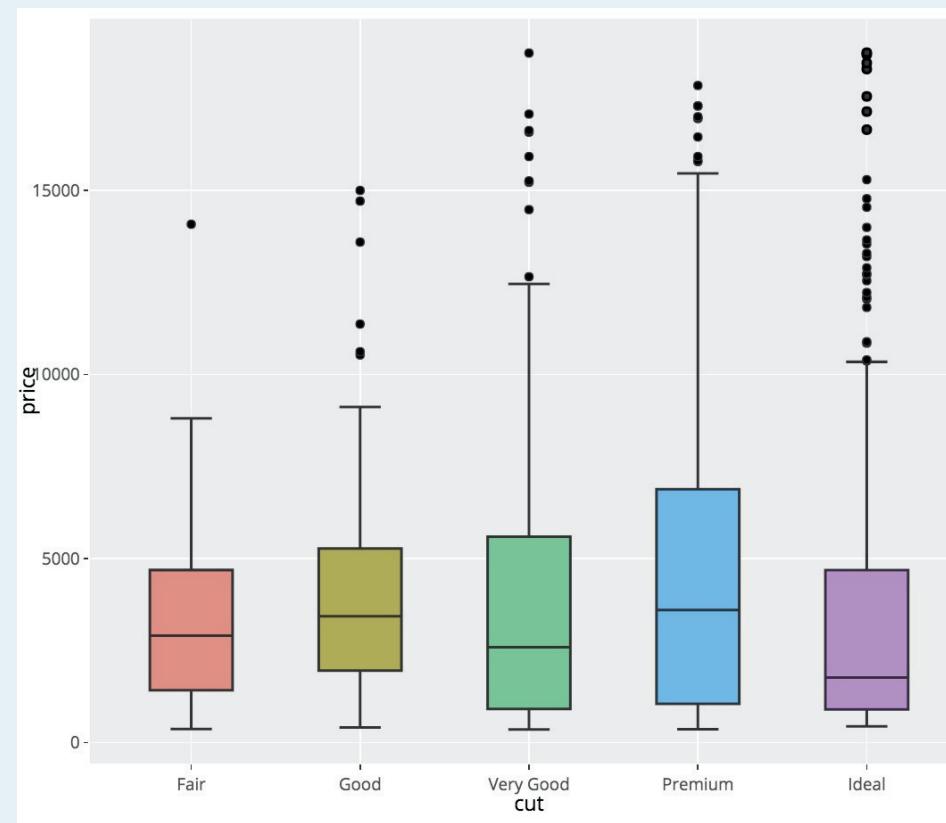
Purpose

Best for visualizing data spread and outliers

Used in anomaly detection, and performance analysis

Example:

Salary distribution in a company



Scatter Plot

Purpose

Best for showing relationships

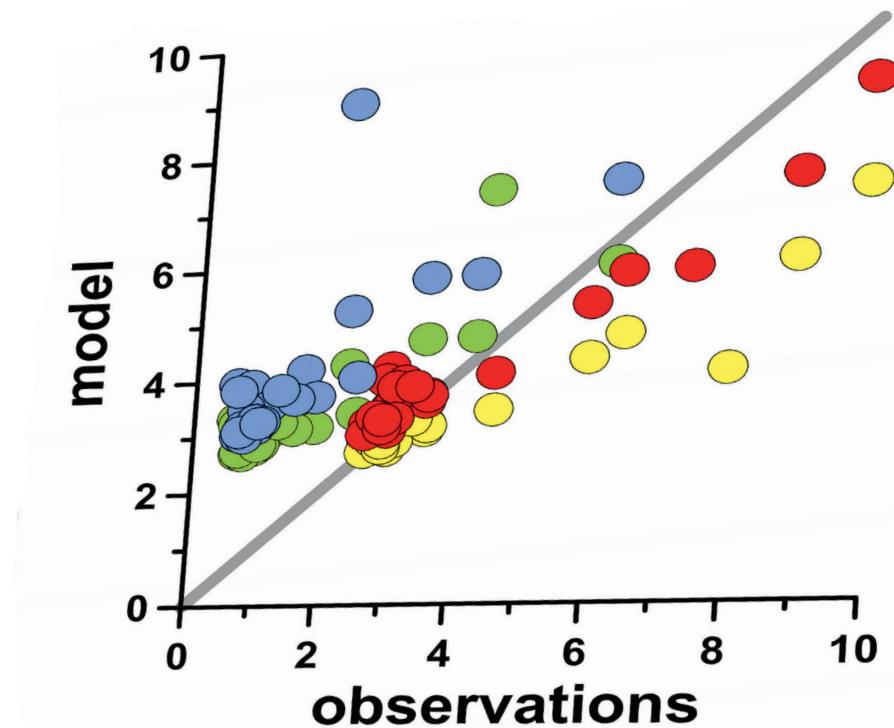
between two variables

Used in financial risk analysis,

customer segmentation

Example:

Relationship
between
advertising spend
and sales revenue



Violin Plot

Purpose

Combines box plot and histogram
for data distribution

Used in comparing distributions
across multiple categories

Example:

Salary distribution
by job role

