



Shri Vile Parle Kelavani Mandal's

DWARKADAS J. SANGHVI COLLEGE OF ENGINEERING

(Autonomous College Affiliated to the University of Mumbai)

NAAC Accredited with "A" Grade (CGPA : 3.18)



EXPERIMENT NO. 12

SEMESTER:V

DATE OF PERFORMANCE:

SUBJECT: Data engineering and visualisation lab

DATE OF SUBMISSION:

NAME OF THE STUDENT:

ROLL NO.:

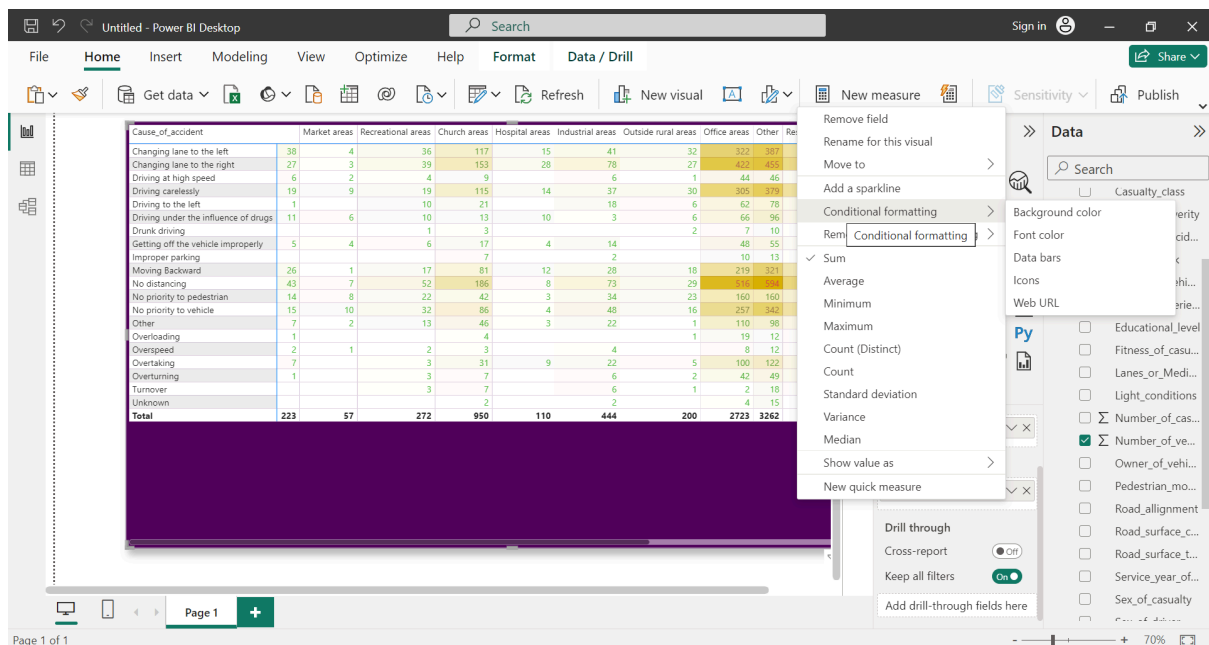
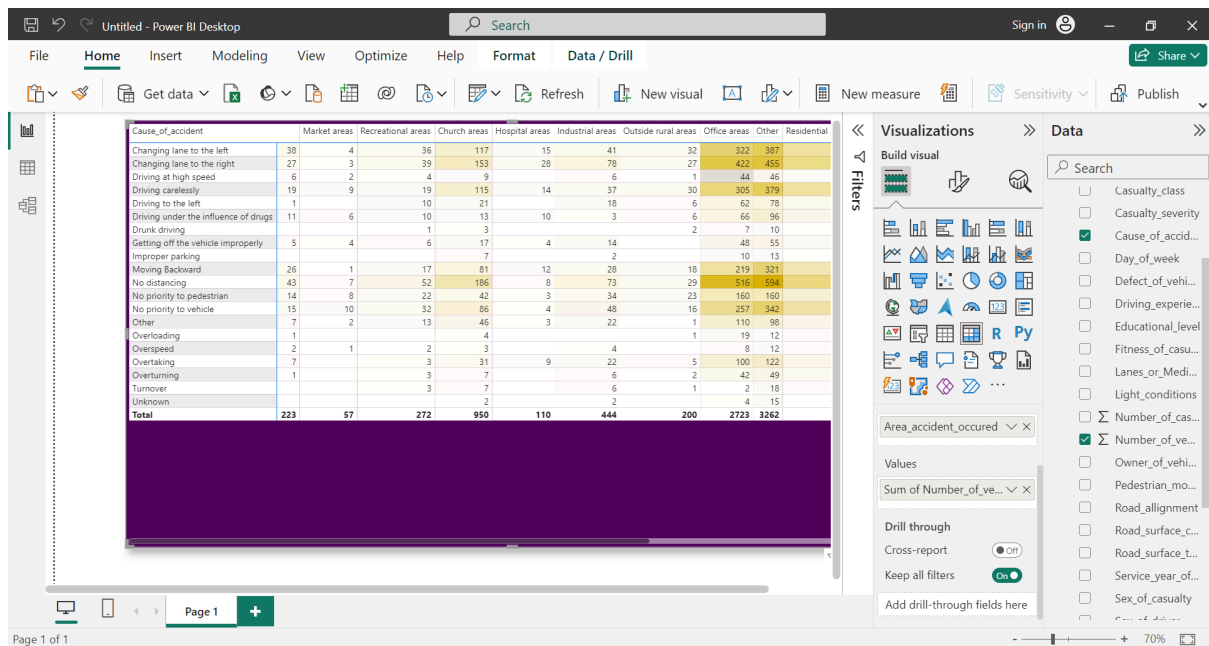
AIM: Designing a heat map and, treemap to visualize customer engagement patterns in Power BI.

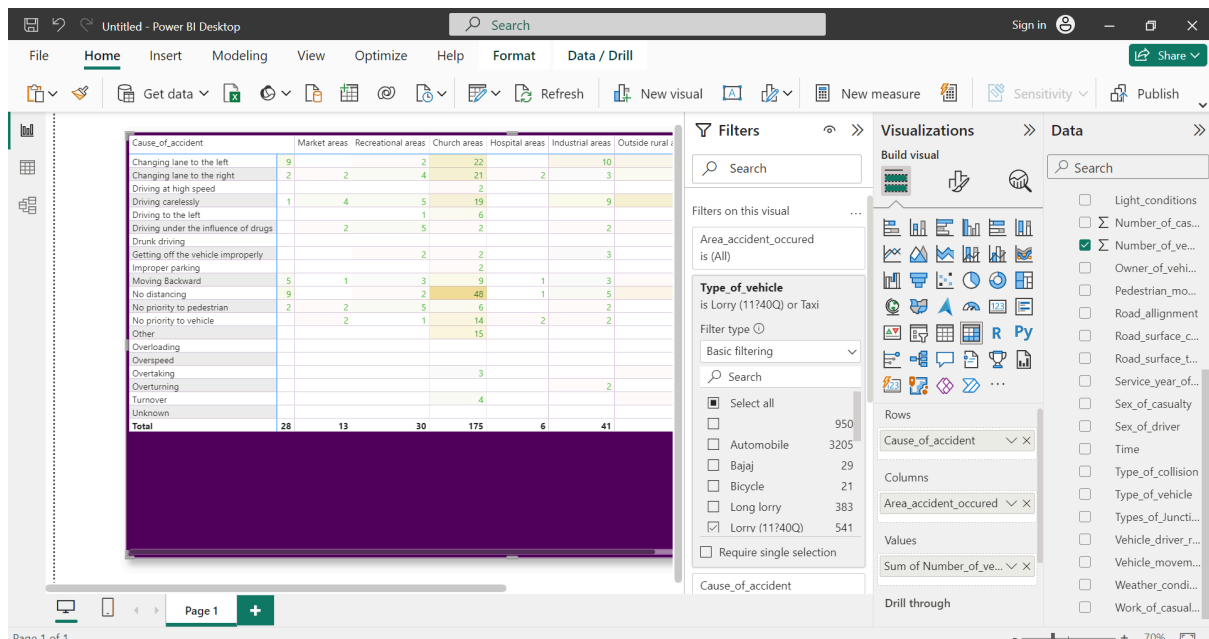
Theory:

What is a heat map matrix and When we should use a heatmap?

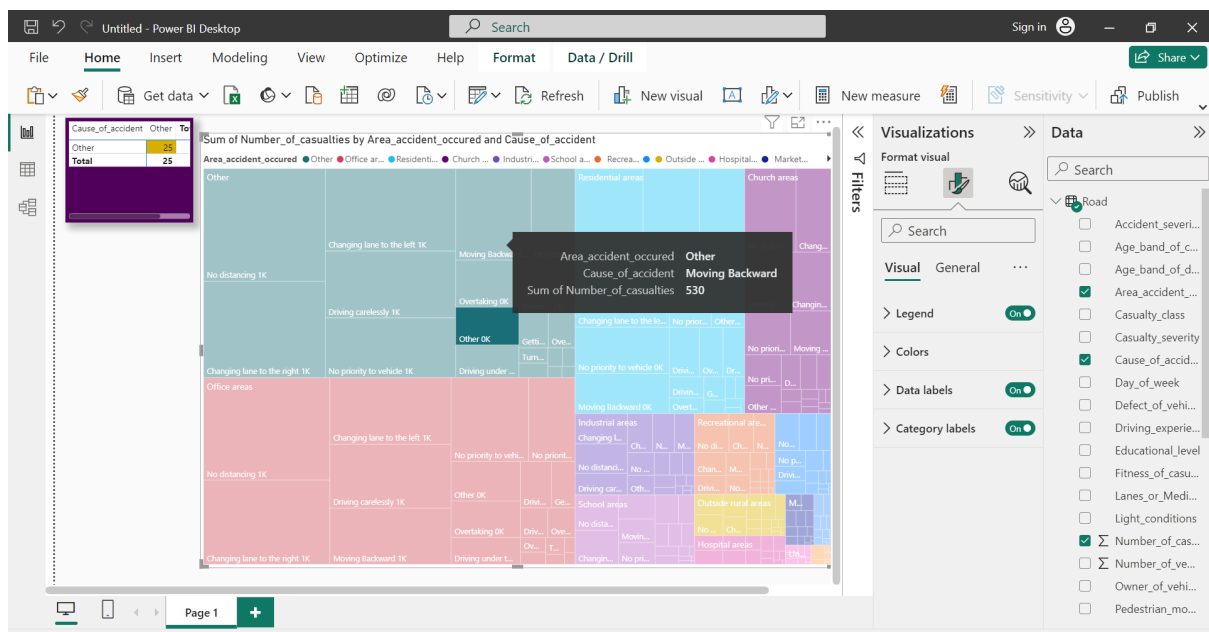
Difference between heat map and tree map(any 10 points)

heat map





TreeMAP



References:

<https://www.techtarget.com/searchbusinessanalytics/definition/heat-map>

https://www.youtube.com/watch?v=NEX_vxxA7lw

<https://www.youtube.com/watch?v=50vqGrid1mQ>

<https://learn.microsoft.com/en-us/power-bi/visuals/power-bi-visualization-treemaps?tabs=powerbi-desktop>