

# 1. Bar Graphs

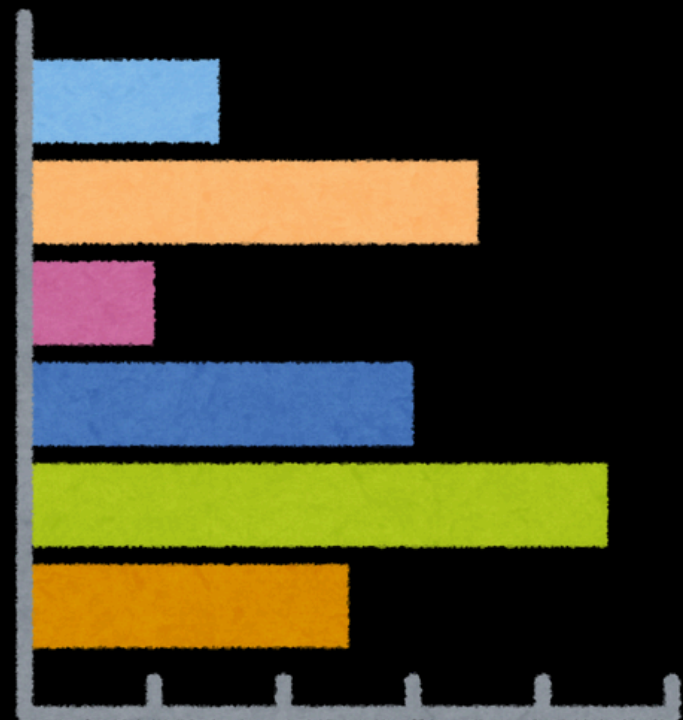
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When to Use?

**When comparing values across different categories, such as sales by region or survey responses by category**

Examples:

**Comparing sales figures across different regions.**



# 2.Column Chart

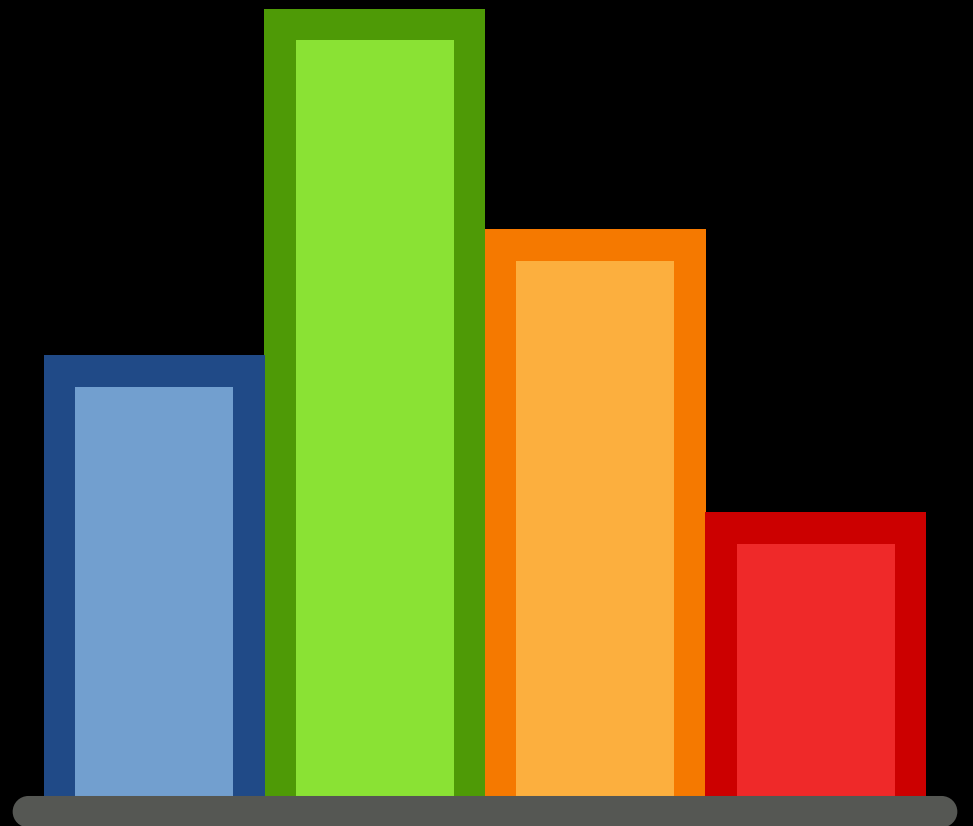
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When to Use?

**When comparing data over time, such as monthly revenue or quarterly performance.**

Examples:

**Displaying monthly revenue over the course of a year**



# 3.Line Chart

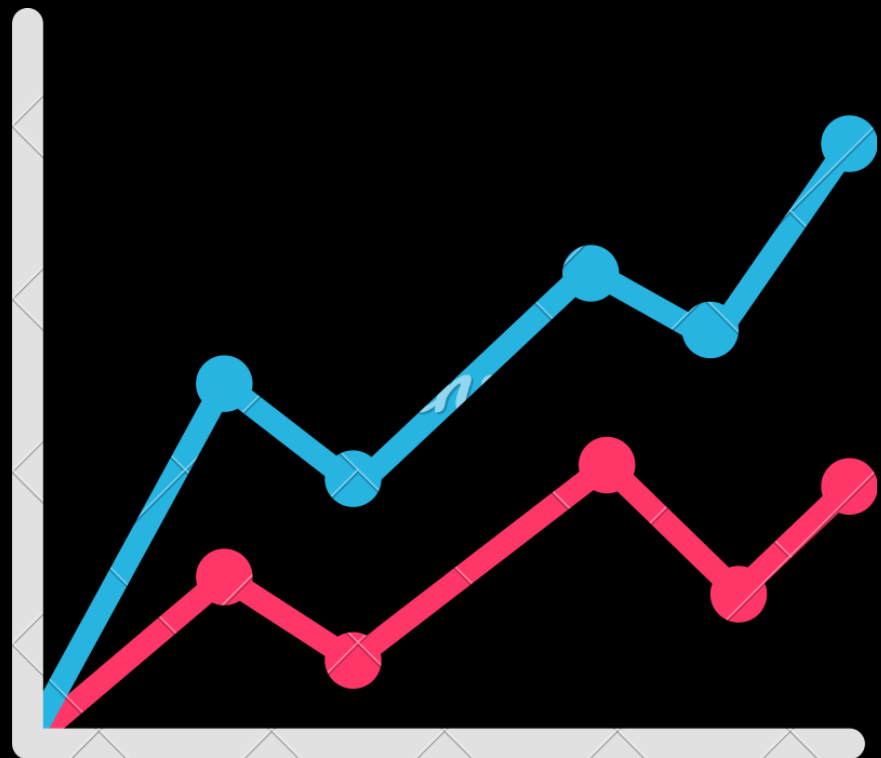
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When to Use?

**When visualizing trend over time, Such as tracking website & stock prices**

Examples:

**Displaying monthly revenue over the course of a year**



# 4. Area Chart

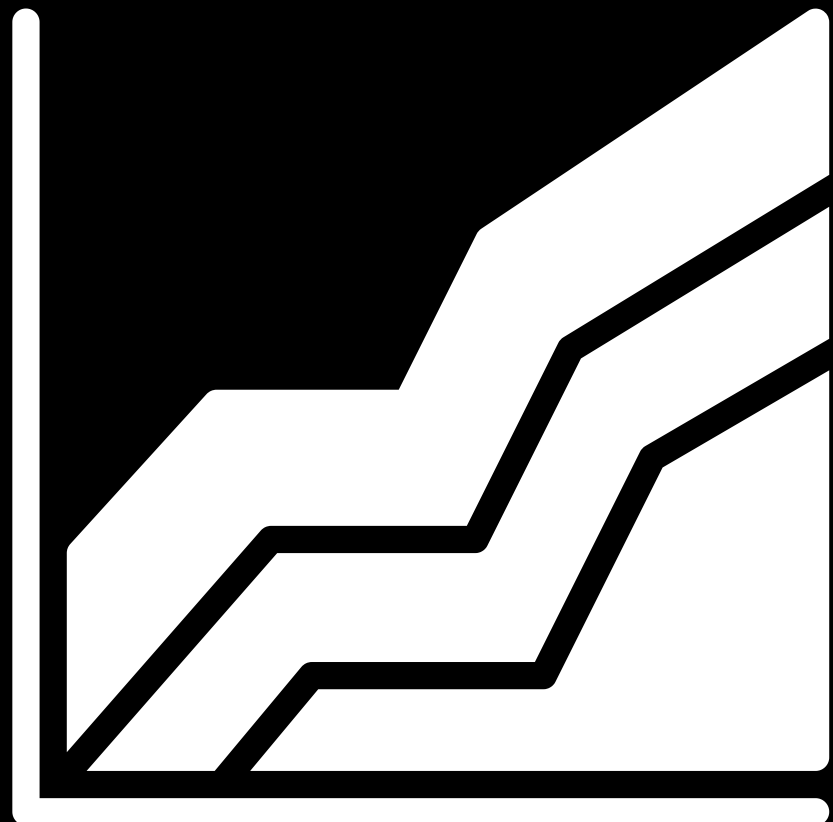
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When to Use?

**When showing cumulative values over time to illustrate the total growth, such as cumulative sales or employment contributions.**

Examples:

**Visualizing cumulative sales over time to show growth.**



# 5. Pie Chart

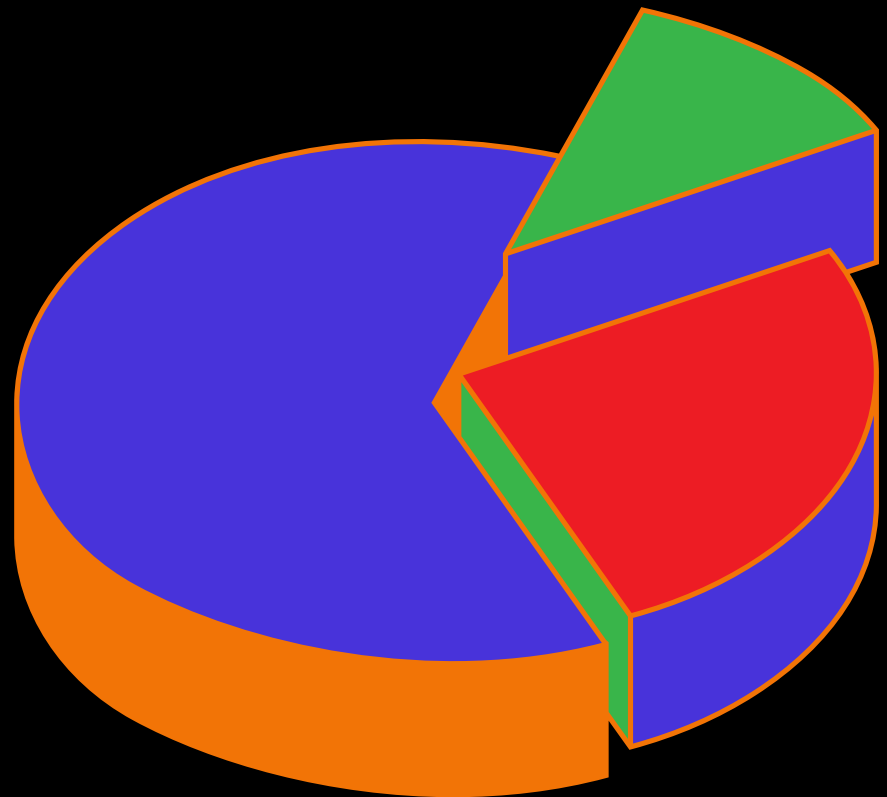
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When to Use?

**When displaying proportions of a whole, such as market share or budget allocation**

Examples:

**Showing the market share of different products.**



# 6. Donut Chart

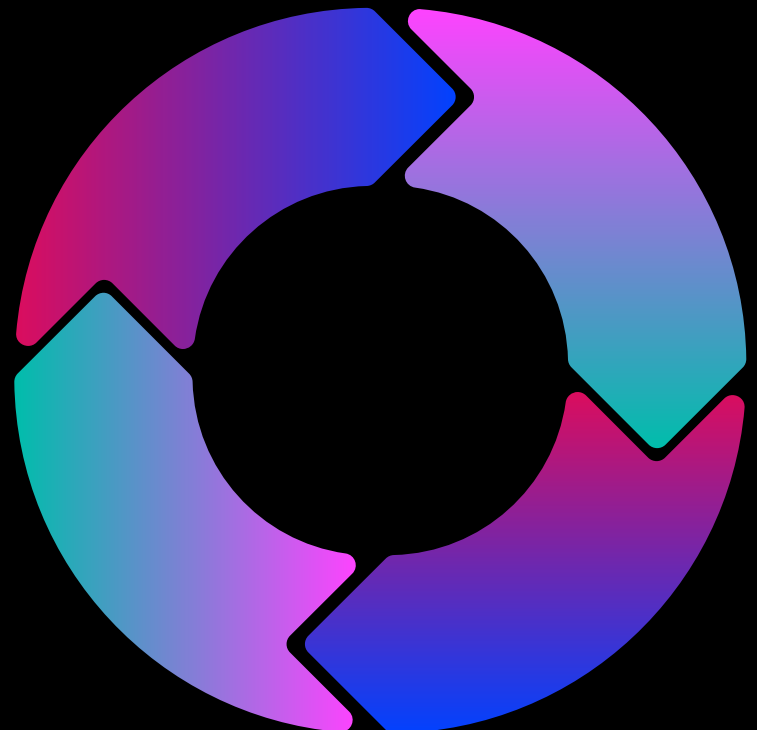
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When to Use?

**When showing proportions with an additional ability to add more data in the center, like a breakdown of budget allocation.**

Examples:

Displaying the percentage distribution of customer demographics.



# 7.Scatter Chart

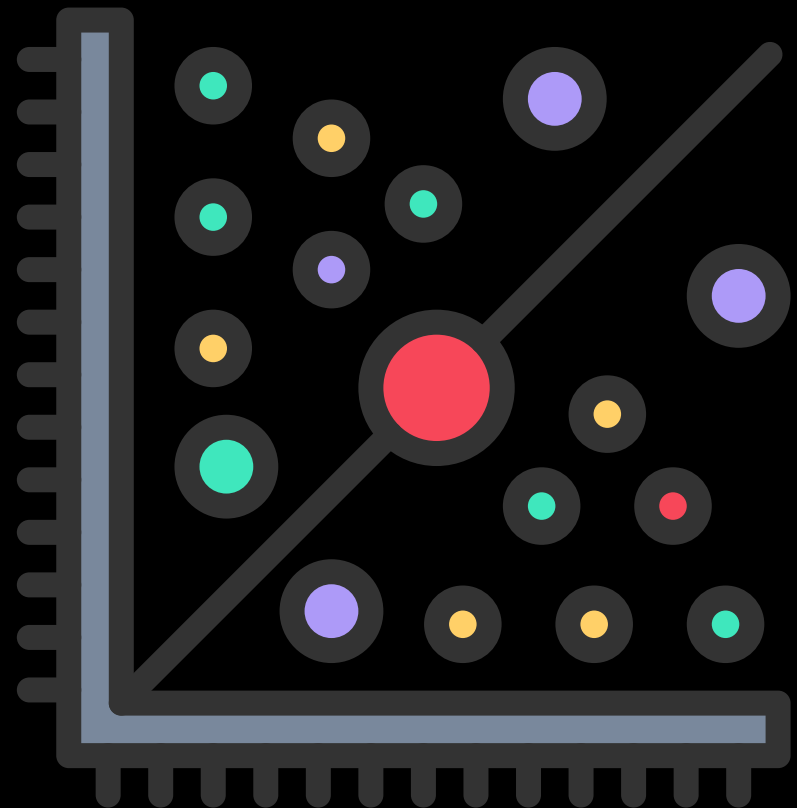
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When to Use?

**When analyzing relationships between two variables, such as advertising spend versus sales revenue.**

Examples:

Exploring the relationship between advertising spend and sales revenue



# 8. Bubble Chart

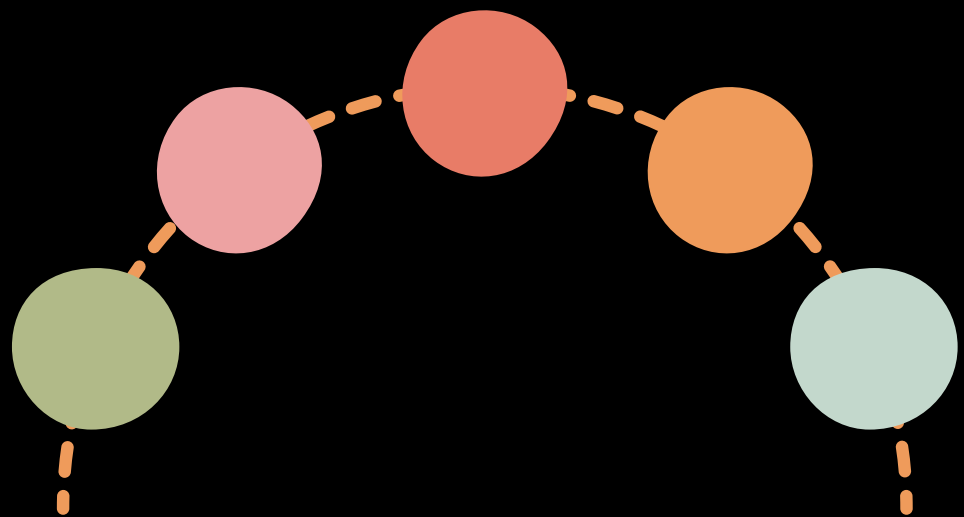
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When to Use?

**When comparing three variables,  
such as product sales, profit, and  
market size**

Examples:

**Comparing product  
performance by sales,  
profit, and market size.**





# 9. Basic Map

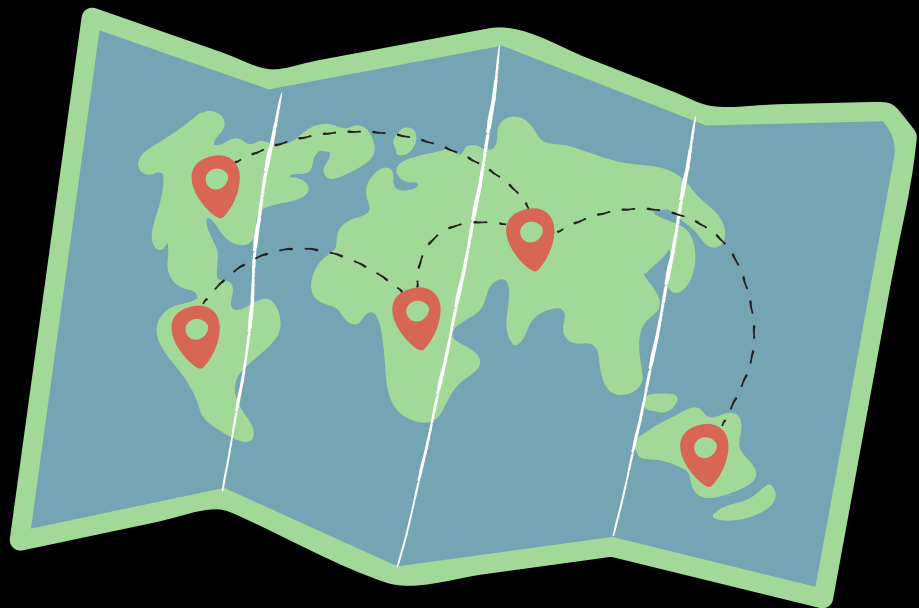
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When to Use?

**When plotting geographic data points, such as customer locations or store sites.**

Examples:

**Plotting customer locations to visualize geographic distribution.**



# 10.Filled Map

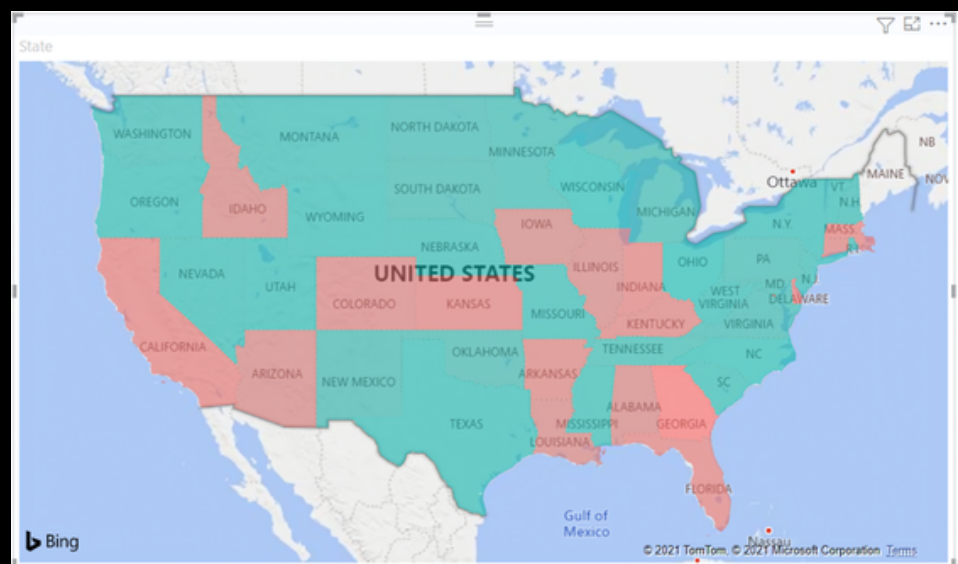
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When to Use?

**When displaying data over geographic areas, such as sales performance by state or country.**

Examples:

**Showing sales performance by country or region.**



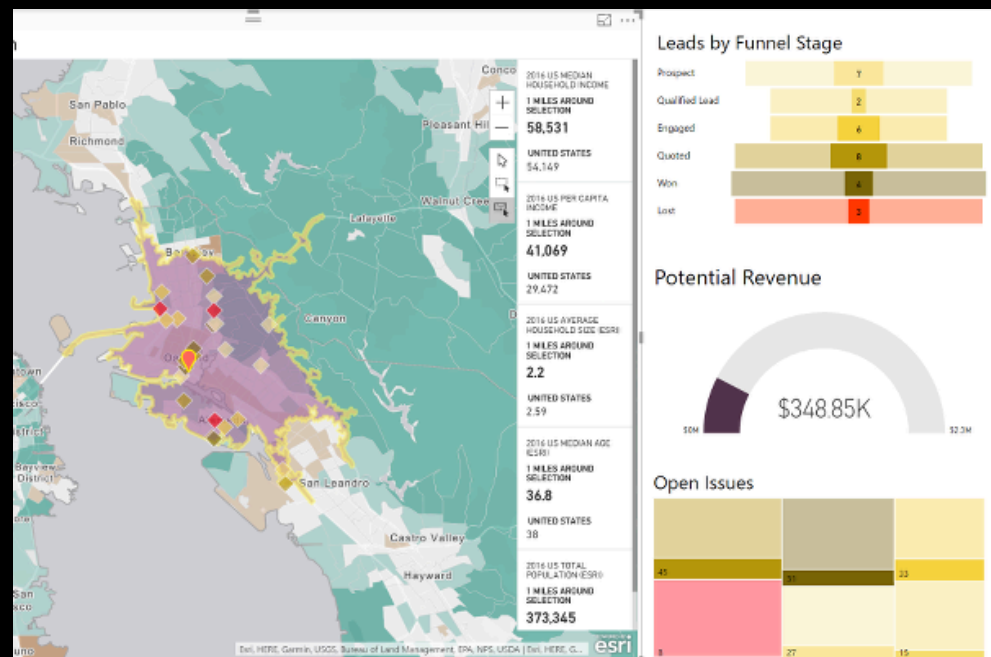
# 11.ArcGIS Map

When to Use?

**When you need advanced geographic features and spatial analysis, like analyzing traffic incidents or demographic data.**

Examples:

**Analyzing spatial data with advanced geographic features**



# 12.Tree-Map

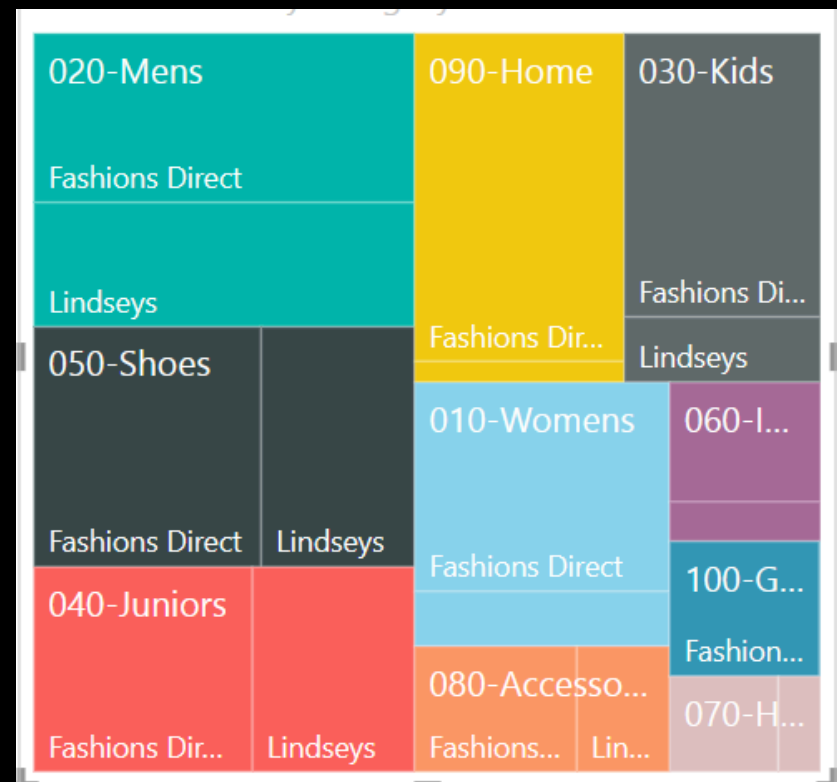
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When to Use?

**When displaying hierarchical data in a compact format, such as sales by product category.**

Examples:

**Analyzing spatial data with advanced geographic features**



# 13. Funnel Chart

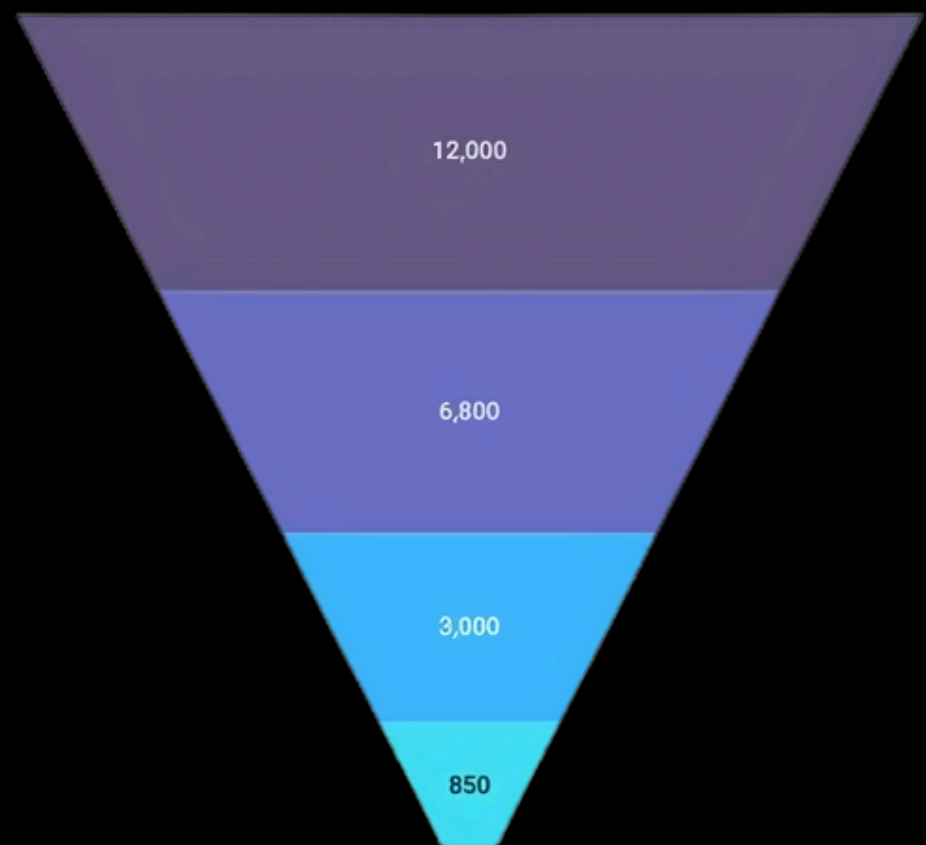
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When to Use?

**Visualizing stages in a sales process, from lead generation to closing**

Examples:

**Visualizing stages in a sales process, from lead generation to closing.**



# 14. Gauge

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When to Use?

**When showing progress toward a specific goal, such as sales targets or performance metrics.**

Examples:

**Showing progress toward a sales target.**



# 15.KPI

## (Key Performance Indicator)

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When to Use?

**When displaying a key metric compared to a goal, such as monthly sales versus target.**

Examples:

Displaying a key metric like monthly sales compared to a goal.



# 16.Card

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When to Use?

**When highlighting a single important figure, such as total revenue or the number of new customers.**

Examples:

**Highlighting a single important figure, such as total revenue.**





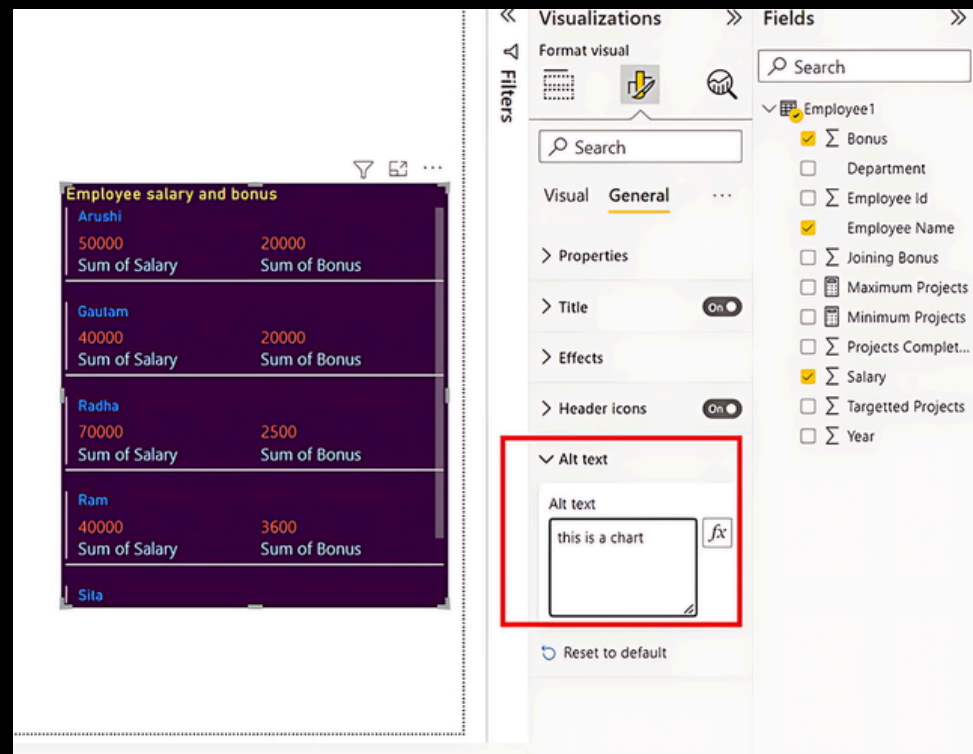
# 17. Multi-Row Card

When to Use?

When showing multiple key metrics in a compact format, like sales, profit, and expenses.

Examples:

Displaying multiple key metrics, such as sales, profit, and expenses.



# 18.Table

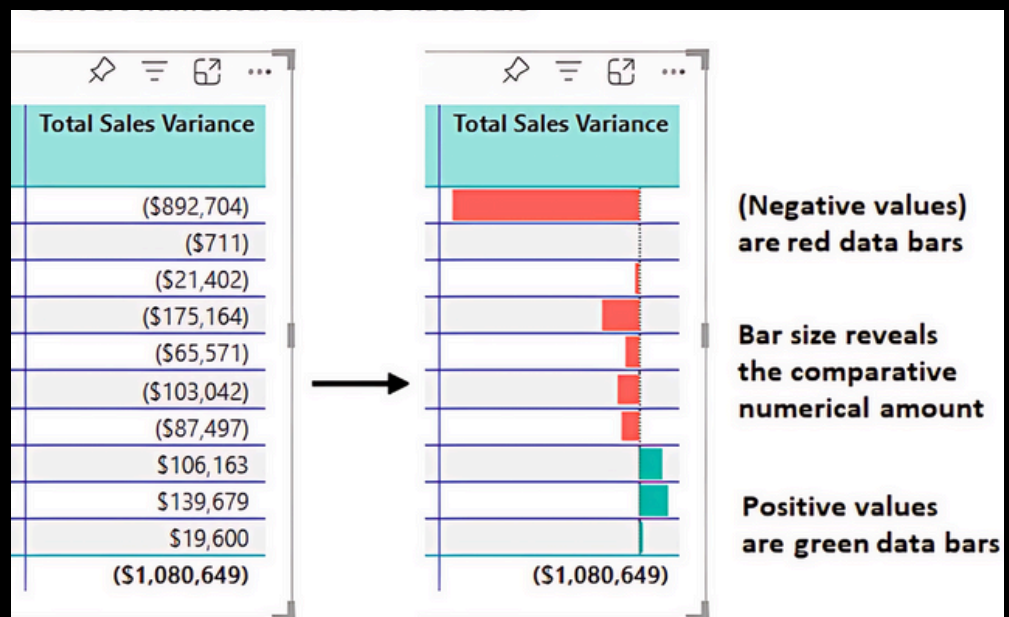
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When to Use?

**When displaying detailed data  
in a tabular format, such as a  
list of transactions or product  
inventory**

Examples:

**Presenting detailed  
sales data in a  
tabular format.**



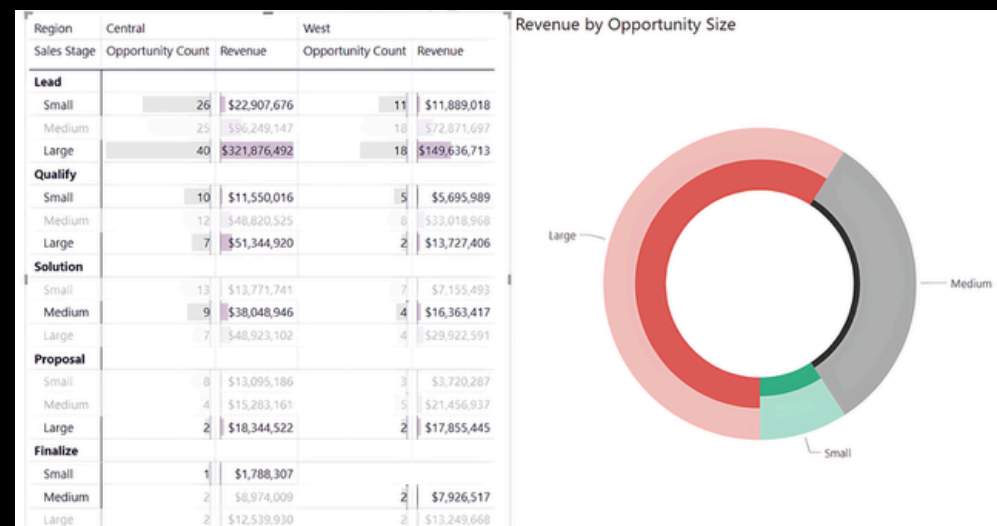
# 19.Matrix

When to Use?

When you need to show data with multiple levels of categorization, similar to a pivot table, like financial performance by region and department.

Examples:

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



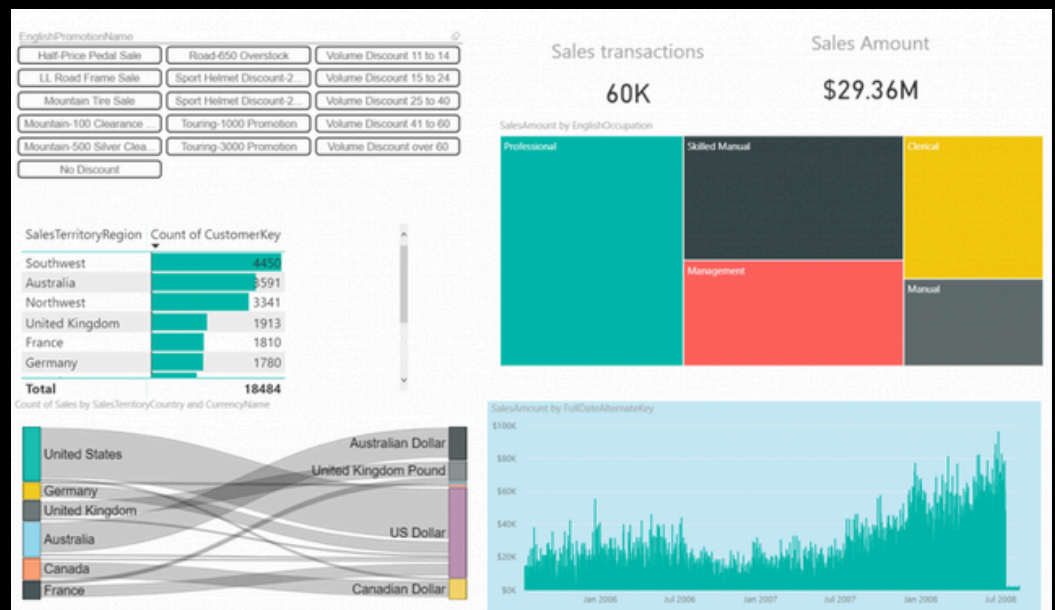
# 20.Slicer

When to Use?

**When providing interactive filtering options for your report, such as filtering by date, category, or region.**

Examples:

**Providing interactive filters to refine report data by date, category, or region**



# 21. Waterfall Chart

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When to Use?

**When showing the cumulative effect of sequential positive or negative values, such as profit changes over time.**

Examples:

Showing the incremental impact of individual components on a total figure, such as profit.



# 22.Combo Chart

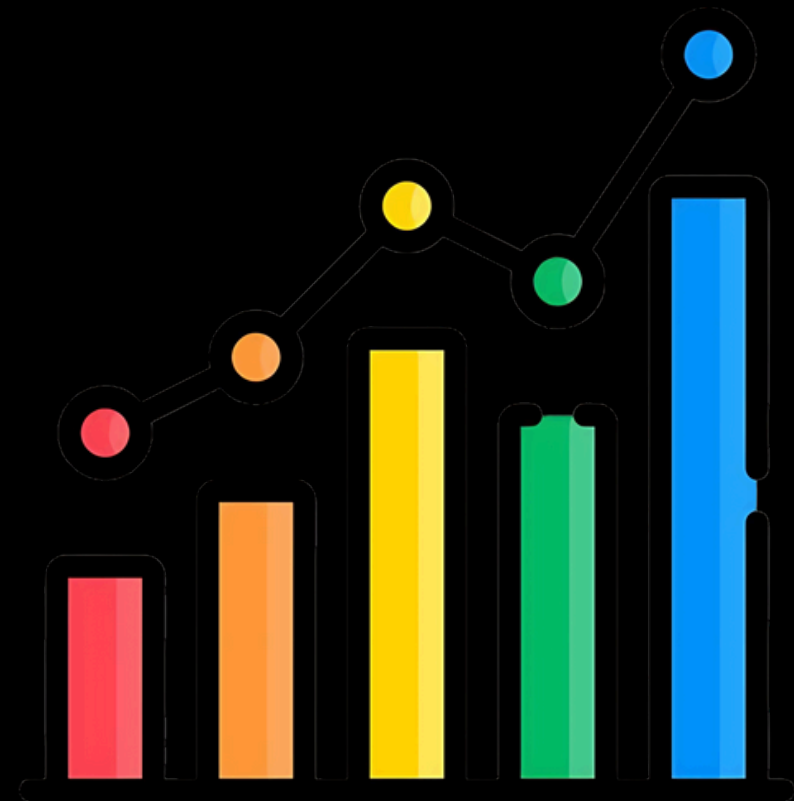
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When to Use?

**When combining two different types of data in one visual, like sales volume and profit margin.**

Examples:

**Combining  
revenue and profit  
margin data in one  
visual.**



# 23. Ribbon Chart

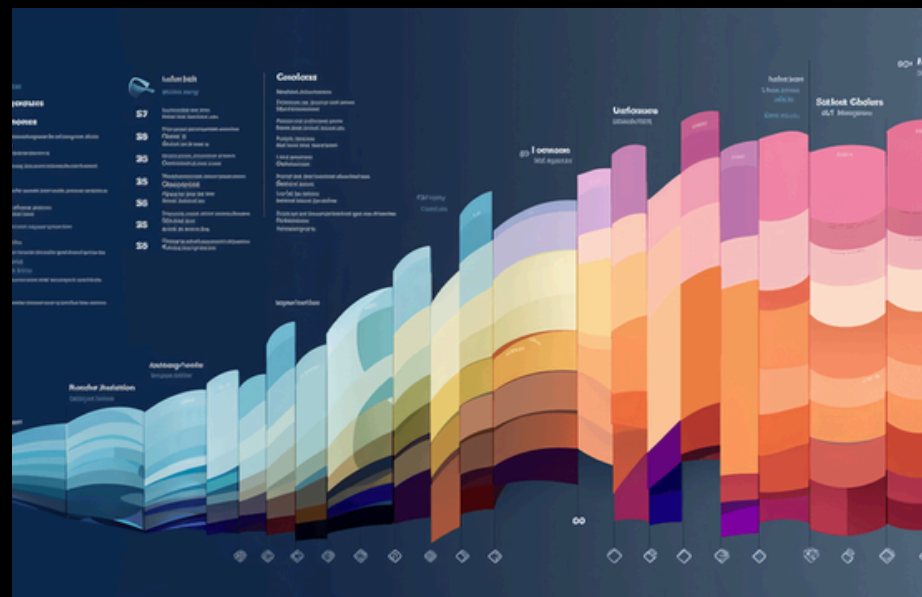
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When to Use?

**When showing rank changes over time, such as product rankings or market positions**

Examples:

**Showing rank changes of products over time.**



# 24.Decomposition Tree

When to Use?

**When you need to drill down into data across multiple dimensions to understand contributing factors, such as analyzing sales by region, product, and time.**

Examples:

**Drilling down into sales data to understand contributing factors.**





# 25.Histogram

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When to Use?

**When showing the distribution of a single variable, such as customer ages or transaction amounts.**

Examples:

**Displaying the distribution of customer ages.**



# 26. Heatmap

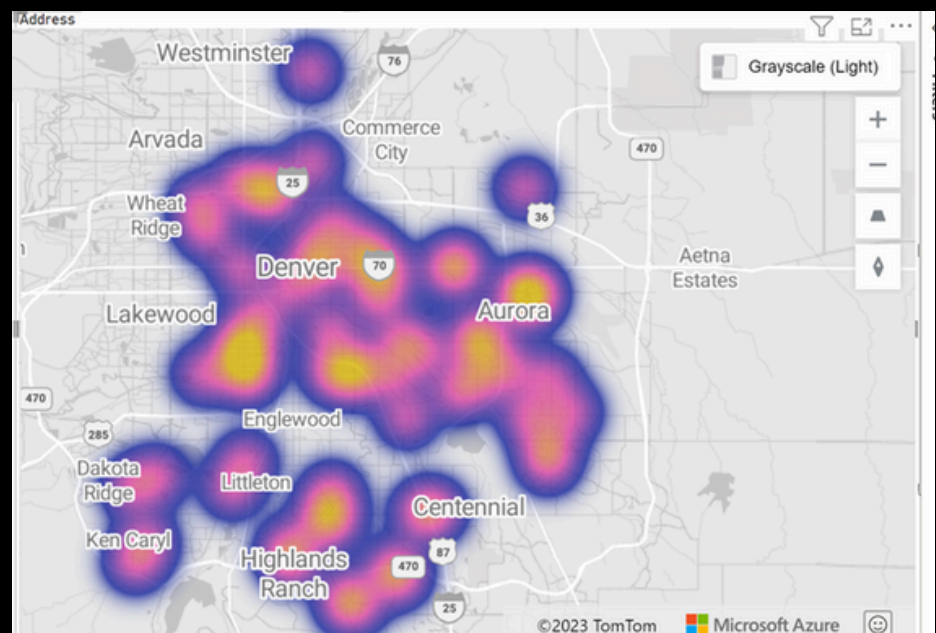
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When to Use?

**When visualizing data density or intensity, such as website click activity or sales performance across regions.**

Examples:

**Showing data density, such as website click activity.**



# 27. Sparkline

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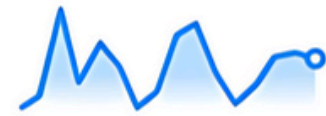
When to Use?

**When showing trends in a small amount of space, often within tables or matrices, like monthly revenue trends.**

Examples:

**Adding mini trendlines to a table to show sales trends per product.**

COGS  
\$18.04M



Discounts  
\$1.78M



Gross Sales  
\$22.73M



# 28.Q&A Visual

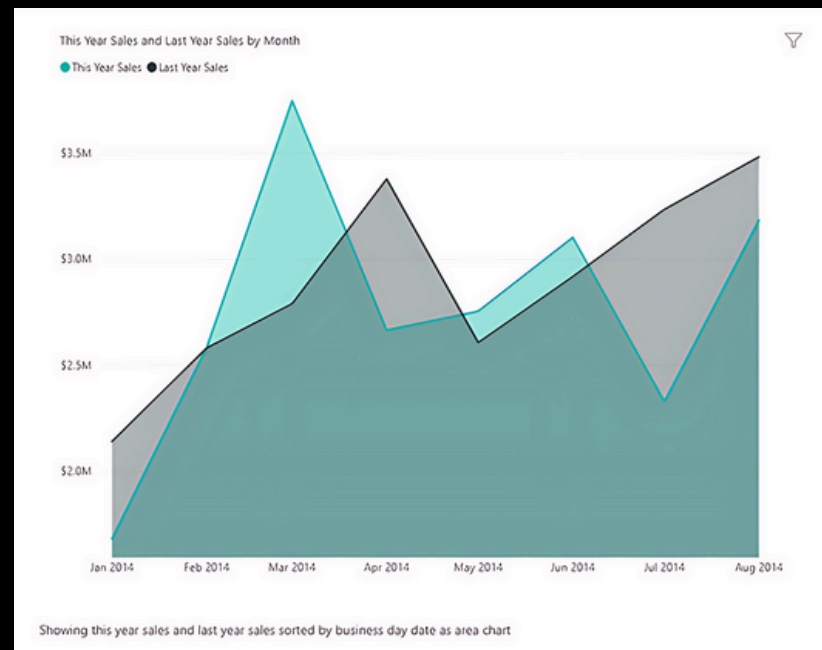
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When to Use?

**When allowing users to ask natural language questions and get visual answers, useful for ad-hoc data exploration.**

Examples:

**Allowing users to type natural language questions and get visuals based on data.**



# 29.R-Visual

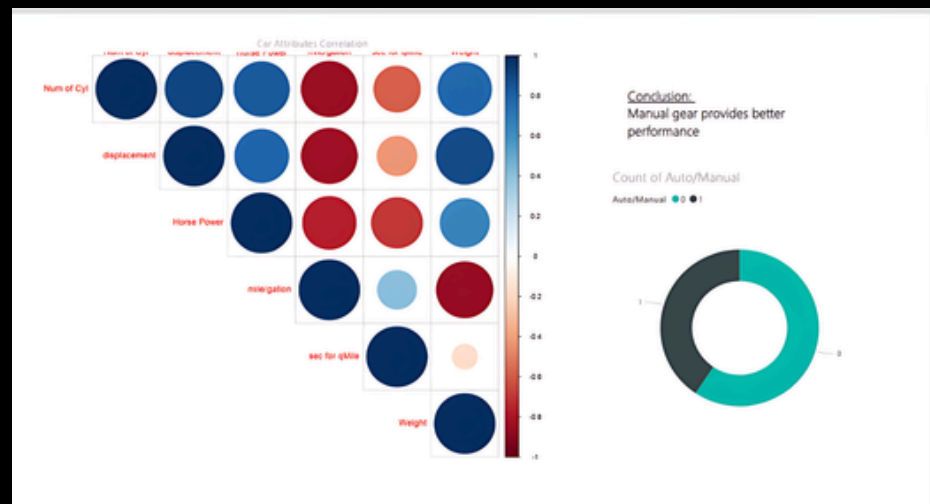
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When to Use?

**When you need to create custom data visualizations using R scripts for advanced analytics or statistical charts.**

Examples:

**Creating custom data visualizations using R scripts for advanced analytics**



# 30. Python Visual

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When to Use?

**When using Python scripts to generate complex visuals or for advanced data analysis, such as machine learning model outputs or time series forecasting.**

Examples:

Using Python scripts to generate complex visuals or statistical charts.

