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Class	TYBSc IT	Division	C
Subject/Course:	Business intelligence		
Topic	Data Visualization from ETL Process		

What is Data Visualization in Business Intelligence?

Data visualization is the graphical representation of information and data. By using visual elements like charts, graphs, and maps, data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data. Additionally, it provides an excellent way for employees or business owners to present data to non-technical audiences without confusion.

Advantages:

Some other advantages of data visualization include:

- Easily sharing information.
- Interactively explore opportunities.
- Visualize patterns and relationships.

Disadvantages:

Some other disadvantages include:

- Biased or inaccurate information.
- Correlation doesn't always mean causation.
- Core messages can get lost in translation.

What are the different types of visualization charts available in Power BI ?

Here are the different types of visualization chart in Power BI:

1. Area Charts

The area chart depends on line charts to display quantitative graphical data. The area between the axis and lines is commonly filled with colours, textures, and patterns.

2. Line Charts

Line charts are mostly used charts to represent the data and are characterized by a series of data points connected by a straight line.

3. Bar Charts

In the list of Power BI visualization types, next, we are going to discuss bar charts.

Bar charts are mostly used graphs because they are simple to create and easy to understand.

4. Column Charts

Column charts are like bar charts, and the only difference between these two is, column chart divides the same category data into the clusters and compares within the clusters

5. Combo Charts

A combo chart is a combination of both the column charts and line charts that help you to make a quicker comparison of the data.

6. Pie Charts

A pie chart is a circular statistical chart, and it shows the whole data in parts.

7. Doughnut Charts

Doughnuts are like pie charts, and it is named doughnut chart because it looks like a doughnut.

8. Gauge Charts

A gauge chart is also known as a speedometer or dial chart. It uses the needle to read the data, and it shows the information on a dial.

9. Funnel Charts

The funnel chart is a type of chart which is used to visualize the data that flows from one phase to another phase.

10. Scatter Charts

Scatter charts are used to visualize the data using the dots that represent the values obtained from two different variables, such as the x-axis and y-axis.

11. Bubble Charts

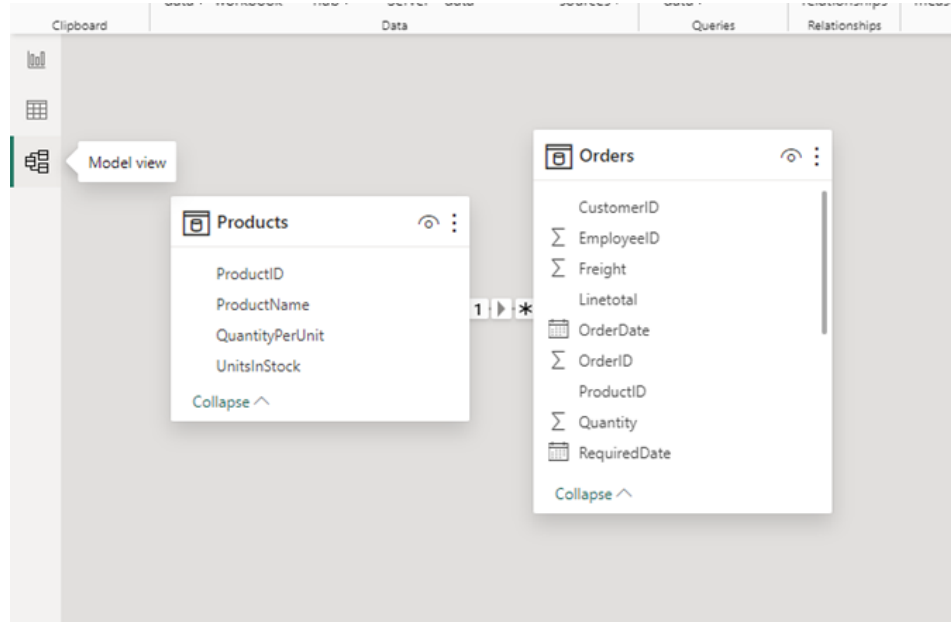
Bubble charts show the data in the form of a circle.

12. Waterfall Charts

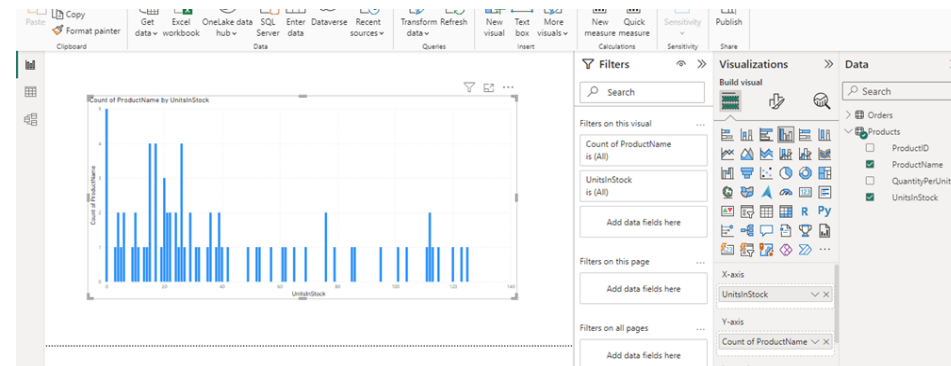
A waterfall chart is used to show how initial values are increasing and decreasing gradually by a series of values to arrive at the final value.

Perform Data Visualization from ETL Process

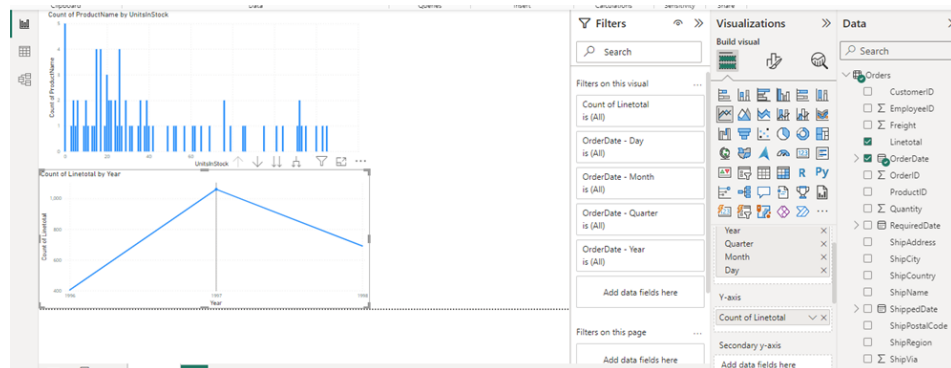
Click on Model view



Go to Report View->Drag Clustered Column Chart ->from Product Dataset Drag UnitsInStock in X axis and Product Name in Y axis



Click on Order Date->Drag Line Chart->Drag LineTotal in Y axis



Drag Map ->if not visible do the below->Drag Ship Country to the map

New

Open

Save

Save as

Share

Get data

Import

Export

Publish

Options and settings

Get started

Options and settings



Options



Data source settings

Options

GLOBAL

Data Load
Power Query Editor
DirectQuery
R scripting
Python scripting
Security
Privacy
Regional Settings
Updates
Usage Data
Diagnostics
Preview features
Save and Recover
Report settings

CURRENT FILE

[Learn more about data extensions](#)

Custom visuals

☒ Show security warning when adding a custom visual to a report

ArcGIS for Power BI

☐ Use ArcGIS for Power BI

Map and Filled Map visuals

☒ Use Map and Filled Map visuals

Authentication Browser

If the authentication window for Power BI (or a data connector) can't open for some reason, you can authenticate instead.

[Learn more about the authentication browser](#)

☐ Use my default web browser

Sign in experience

