

7 Basic Types of Problem and Visualization Methods

1. Sorting

e.g. Sales ranking by category

Bar Chart

Column Chart

2. Time trend

e.g. Annual sales trends for each year

Line Chart

3. Proportion

e.g. Profit proportion by category

Pie Chart: 2–5 category

Tree Chart: More than 5 category

4. Distribution

Customer lifecycle distribution

Histogram

Box plot

Pareto Chart

5. Correlation

The Relationship Between Sales and Discounts

Scatter Plot Chart

Dual-axis graph

6. Geographic analysis

Sales by States

Map

7. Multiple indicators presentation.

Sales, Profits, Customer, Orders by State by Month

Cross Table