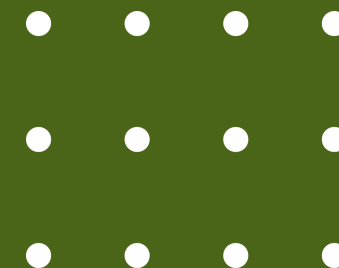
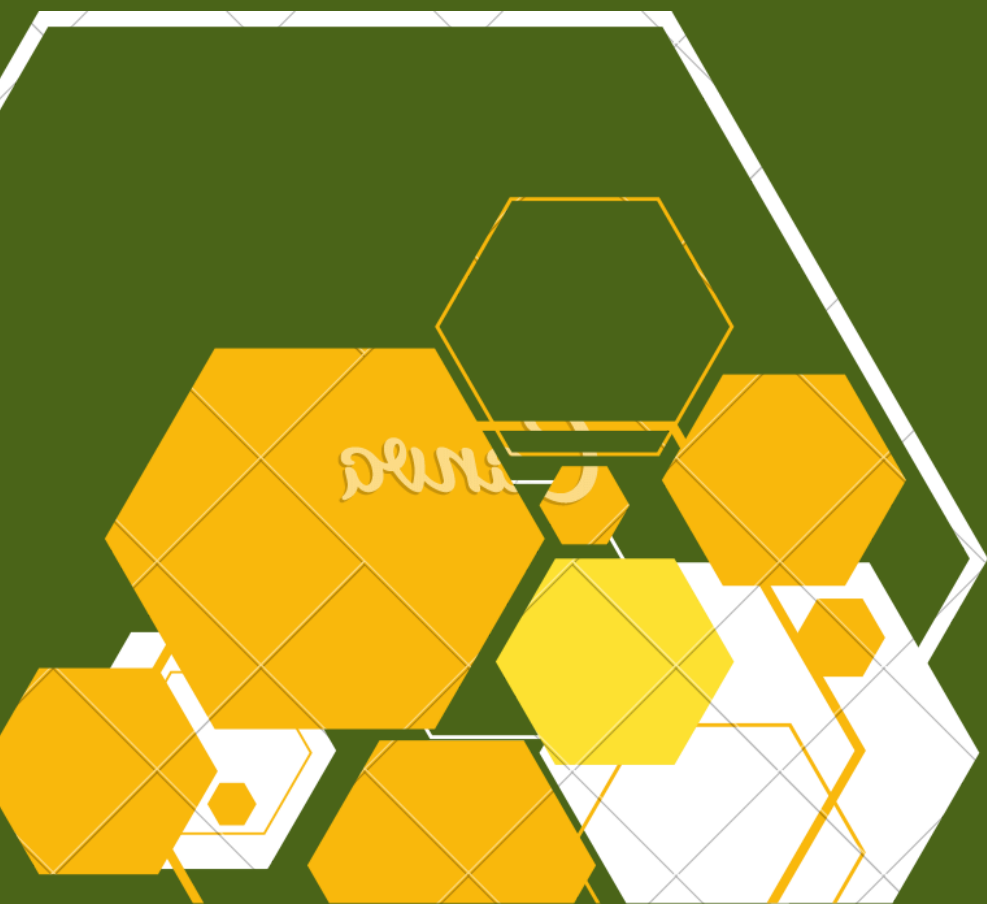
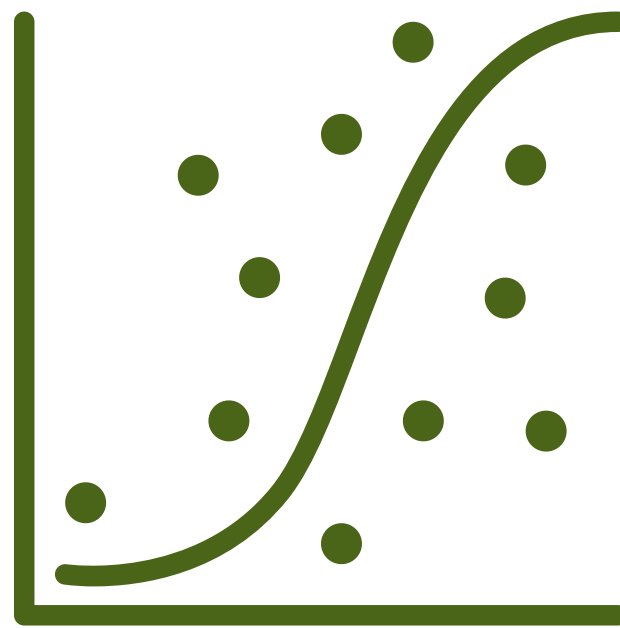


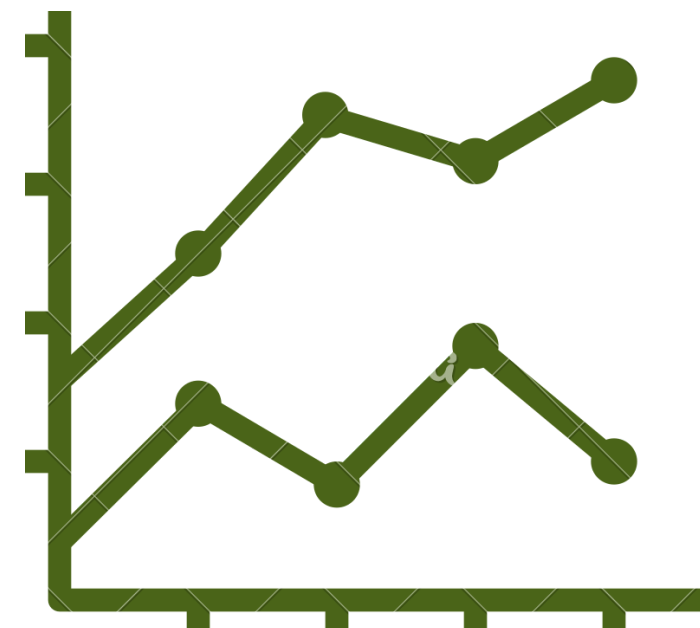
# VISUALIZATION TYPES IN LOOKER



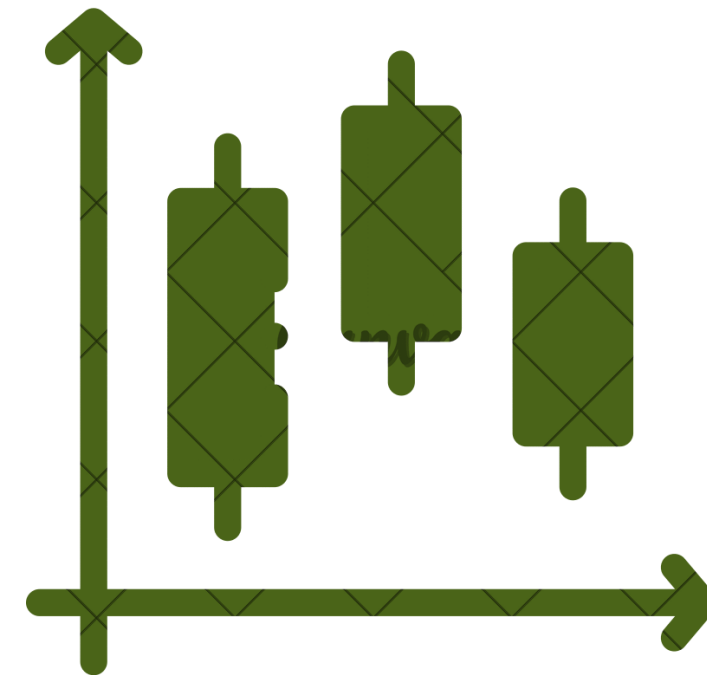
# CARTESIAN CHARTS



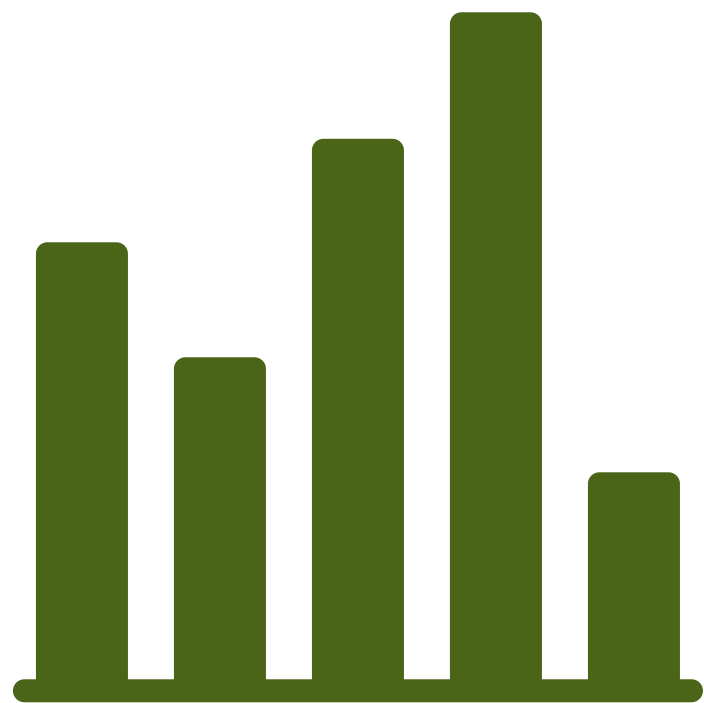
ScatterPlot Chart



Line Chart



BoxPlot Chart



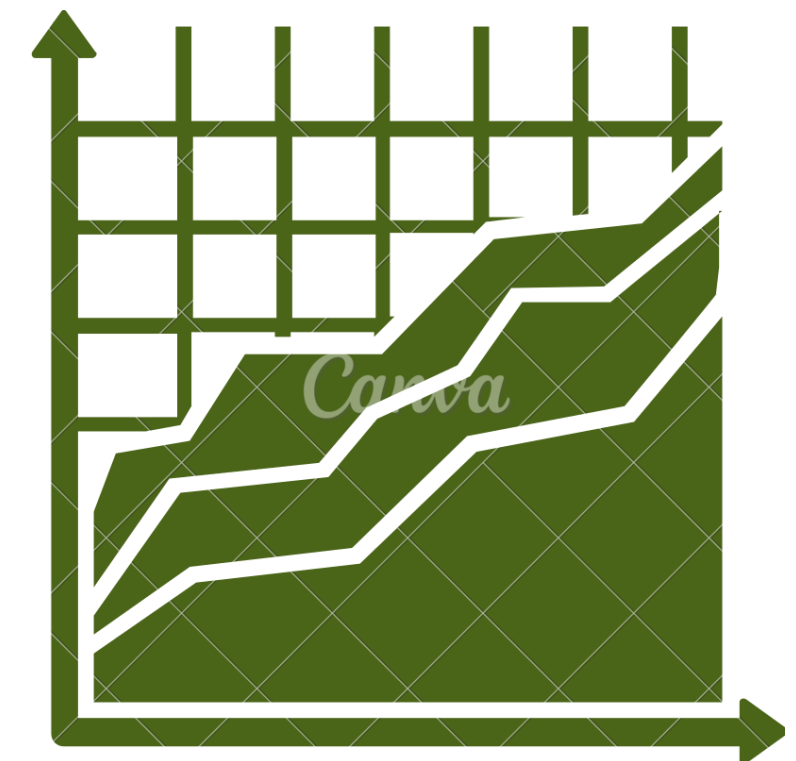
Column Chart



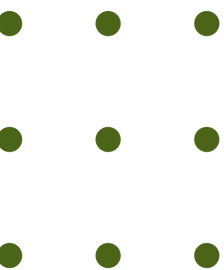
Bar Chart



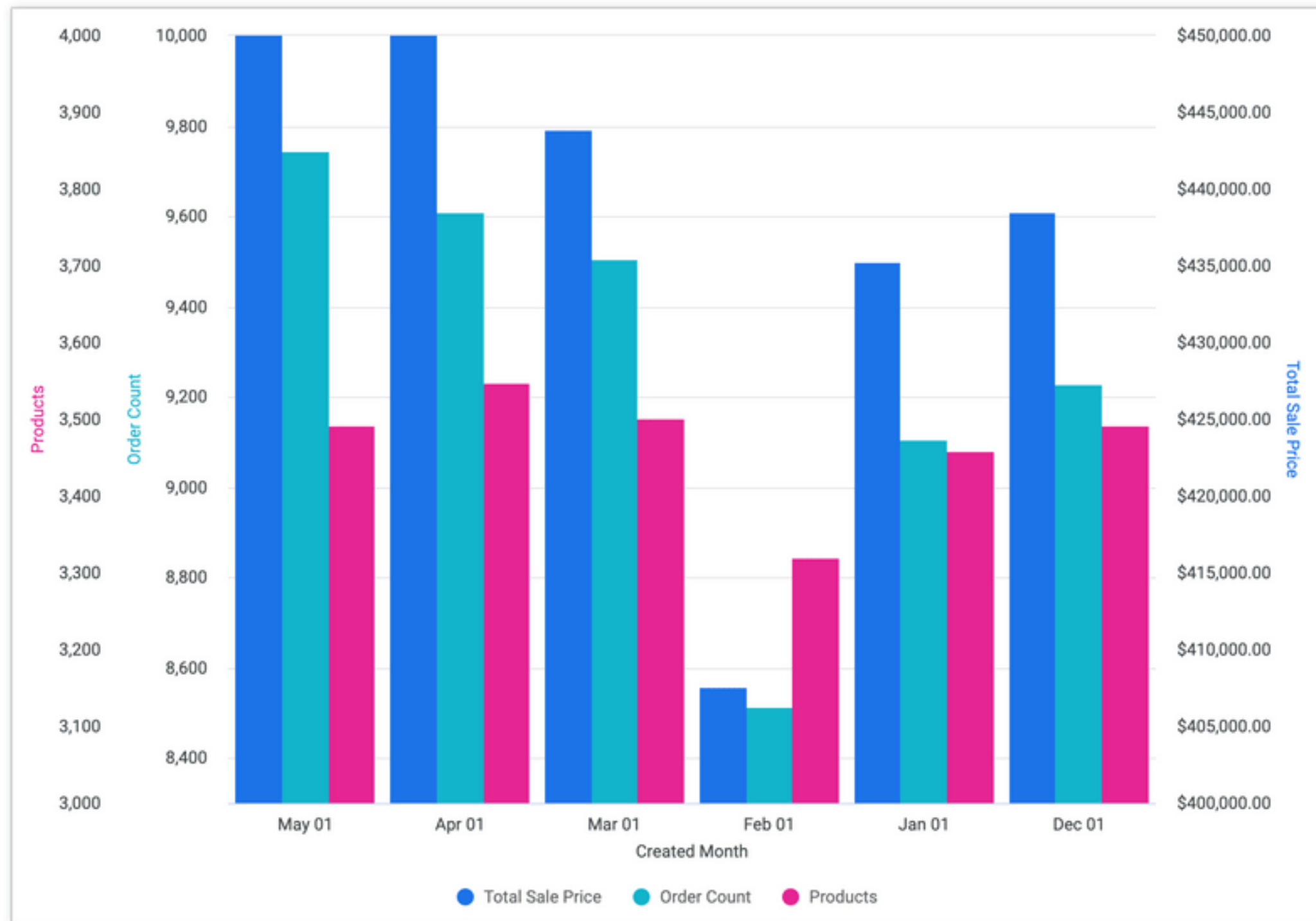
WaterFall Chart



Area Chart

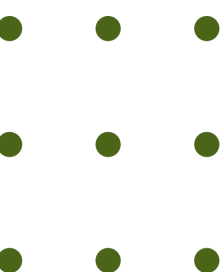


# COLUMN CHARTS



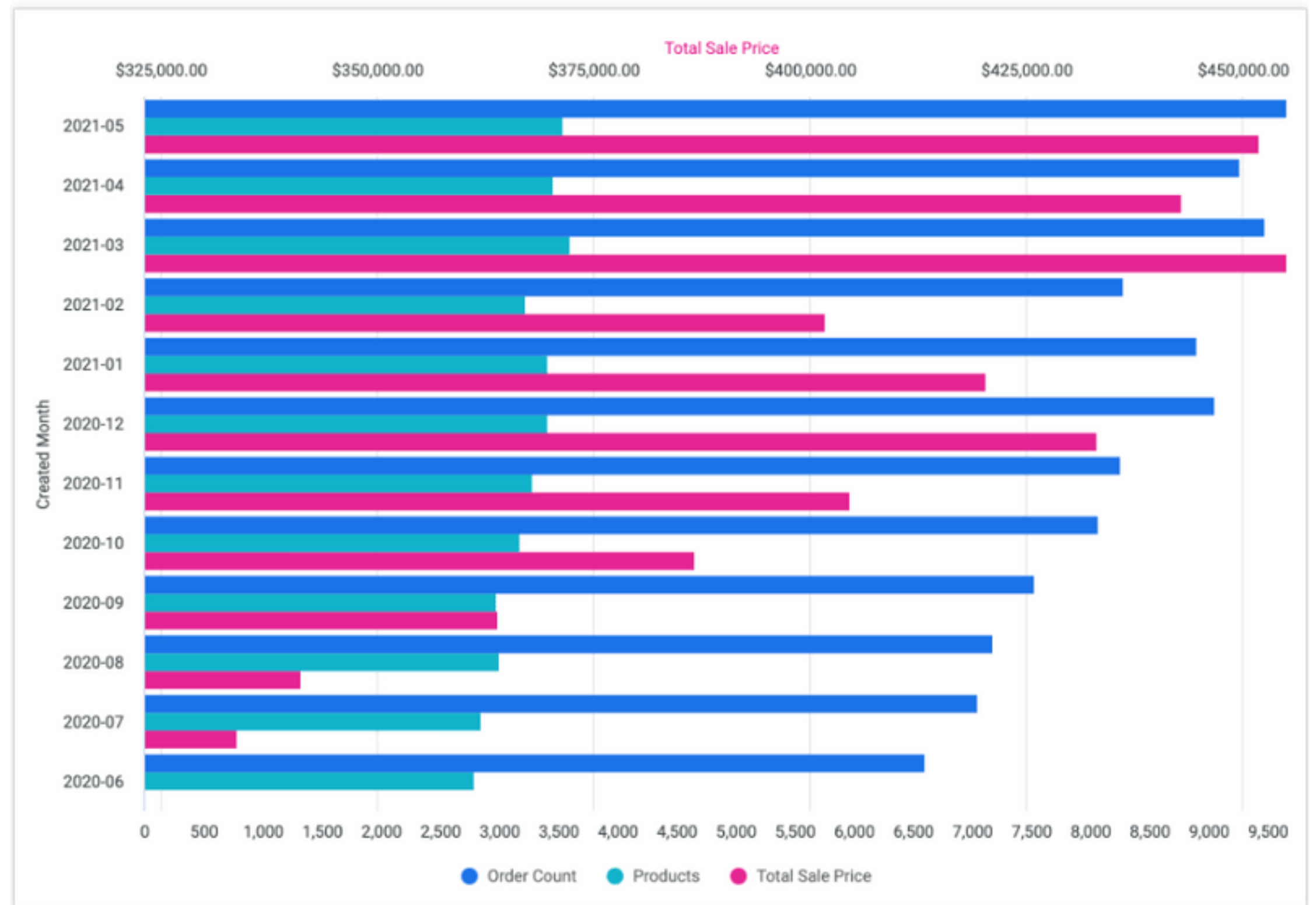
## WHEN CAN YOU USE A COLUMN CHART?

- The data has a small number of discrete categories. Each of those categories has a single value.
- The chart needs to compare the values for each category.
- The goal is to make the information as easy to understand as possible.

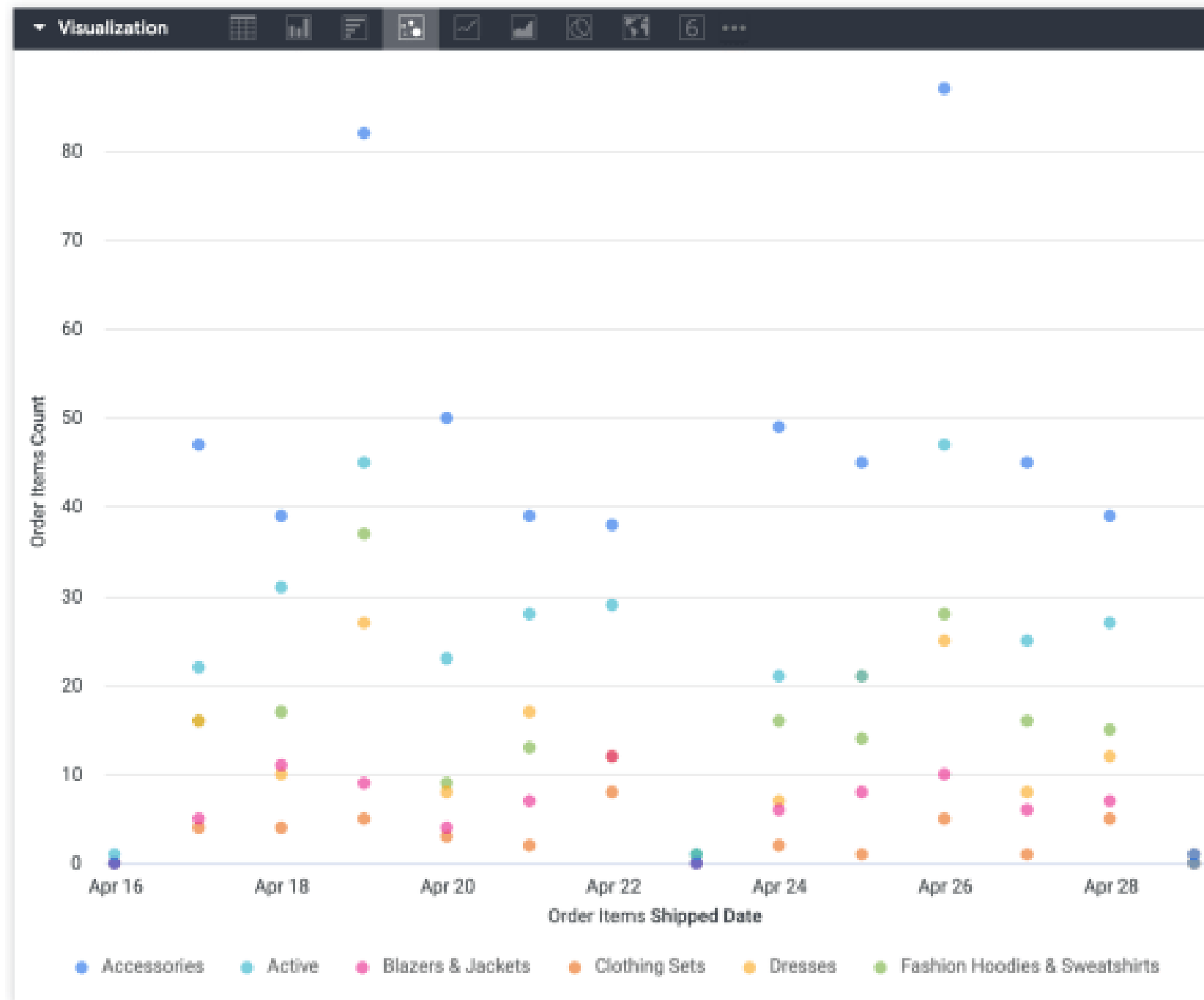


# BAR CHARTS

## WHEN CAN YOU USE A BAR CHART?



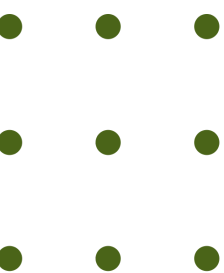
- At least one unpivoted dimension and at least one measure.
- Exactly one pivoted dimension, at least one measure, and exactly one optional, unpivoted dimension. Bar charts with a pivoted dimension and more than one other dimension will not render.



# SCATTERPLOT CHART

## WHEN CAN YOU USE A SCATTERPLOT CHART?

- Use a scatter plot to determine whether or not two variables have a relationship or correlation.
- Use a scatter plot when your independent variable has multiple values for your dependent variable.
- Use a scatter plot when you have two variables that pair well together.

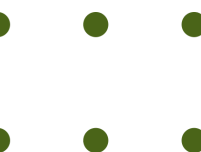


# LINE CHARTS

## WHEN CAN YOU USE A LINE CHART?

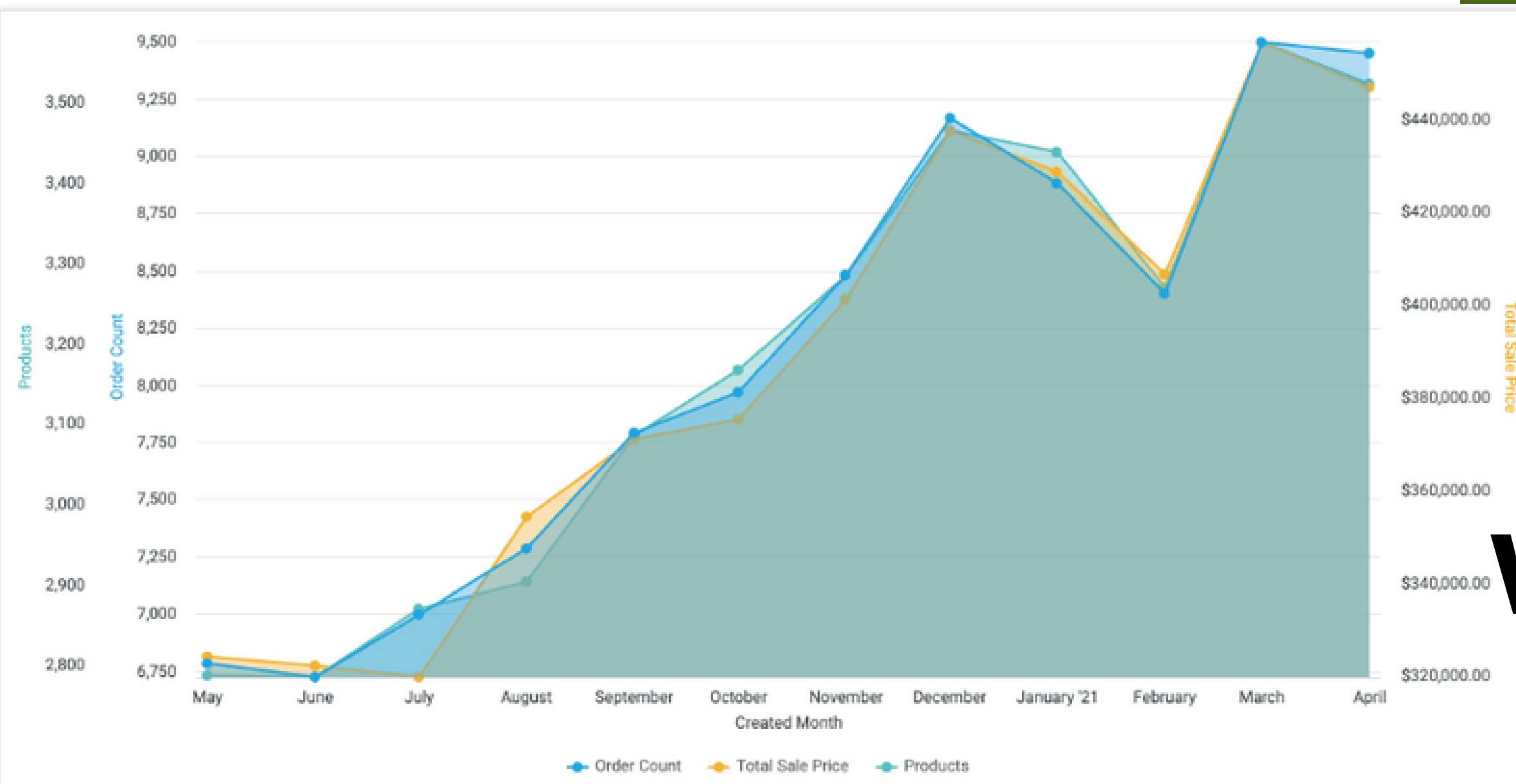


A line chart is a type of chart used to show information that changes over time. Line charts are created by plotting a series of several points and connecting them with a straight line. Line charts are used to track changes over short and long periods.

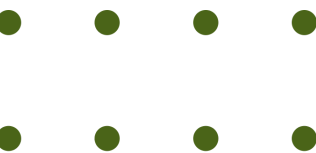


# AREA CHART

## WHEN CAN YOU USE A AREA CHART?



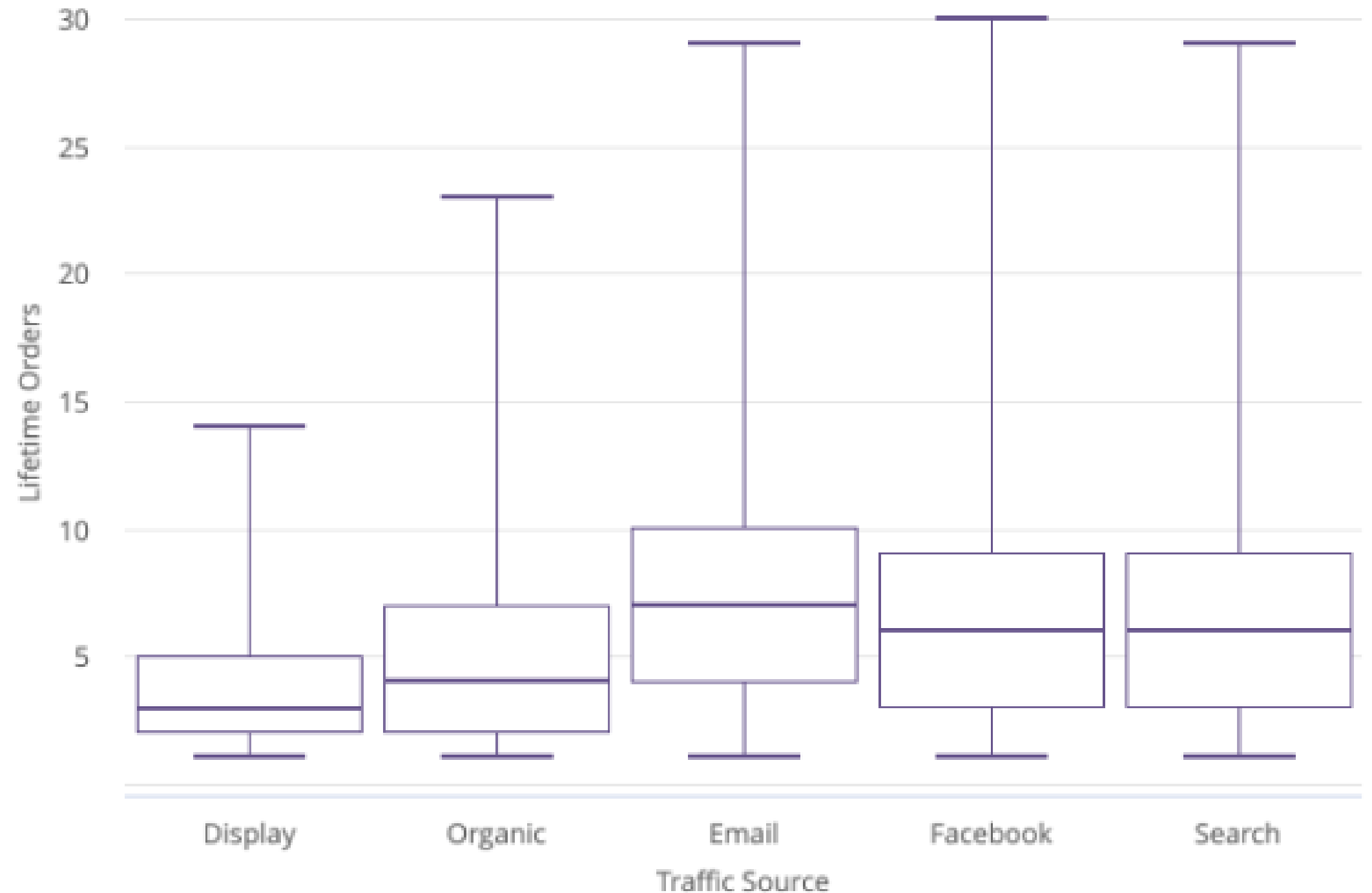
- There is data expressed as a total
- There are time periods to compare
- The point of the chart is to communicate an overall trend, not individual values
- There are multiple data series with part-to-whole relationships, or a cumulative series of values.



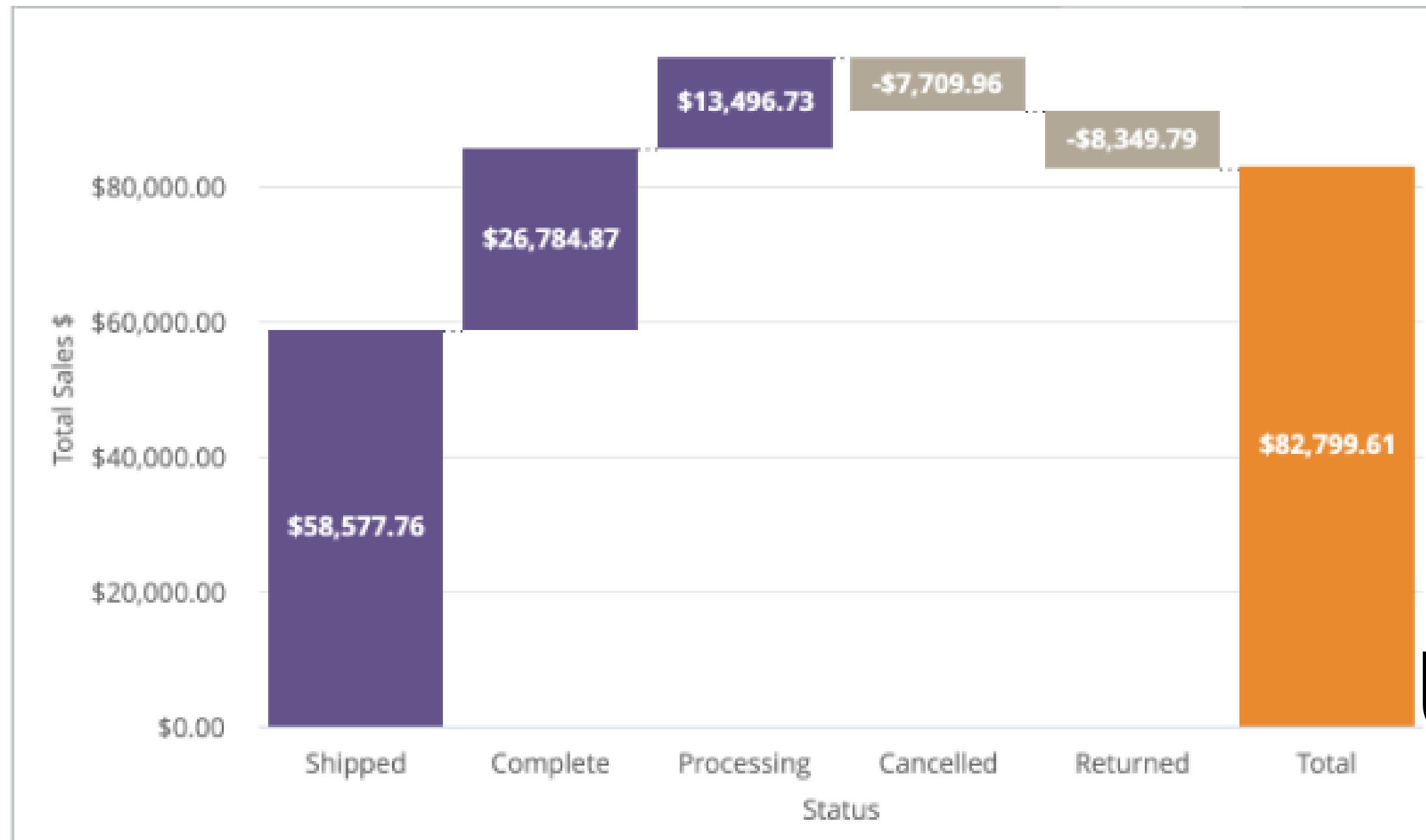
# BOXPLOT CHARTS

## WHEN CAN YOU USE A BOXPLOT CHART?

- Test scores between schools or classrooms
- Data from before and after a process change
- Similar features on one part, such as camshaft lobes
- Data from duplicate machines manufacturing the same products



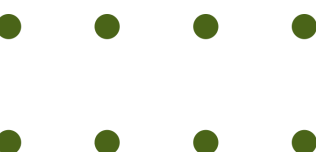




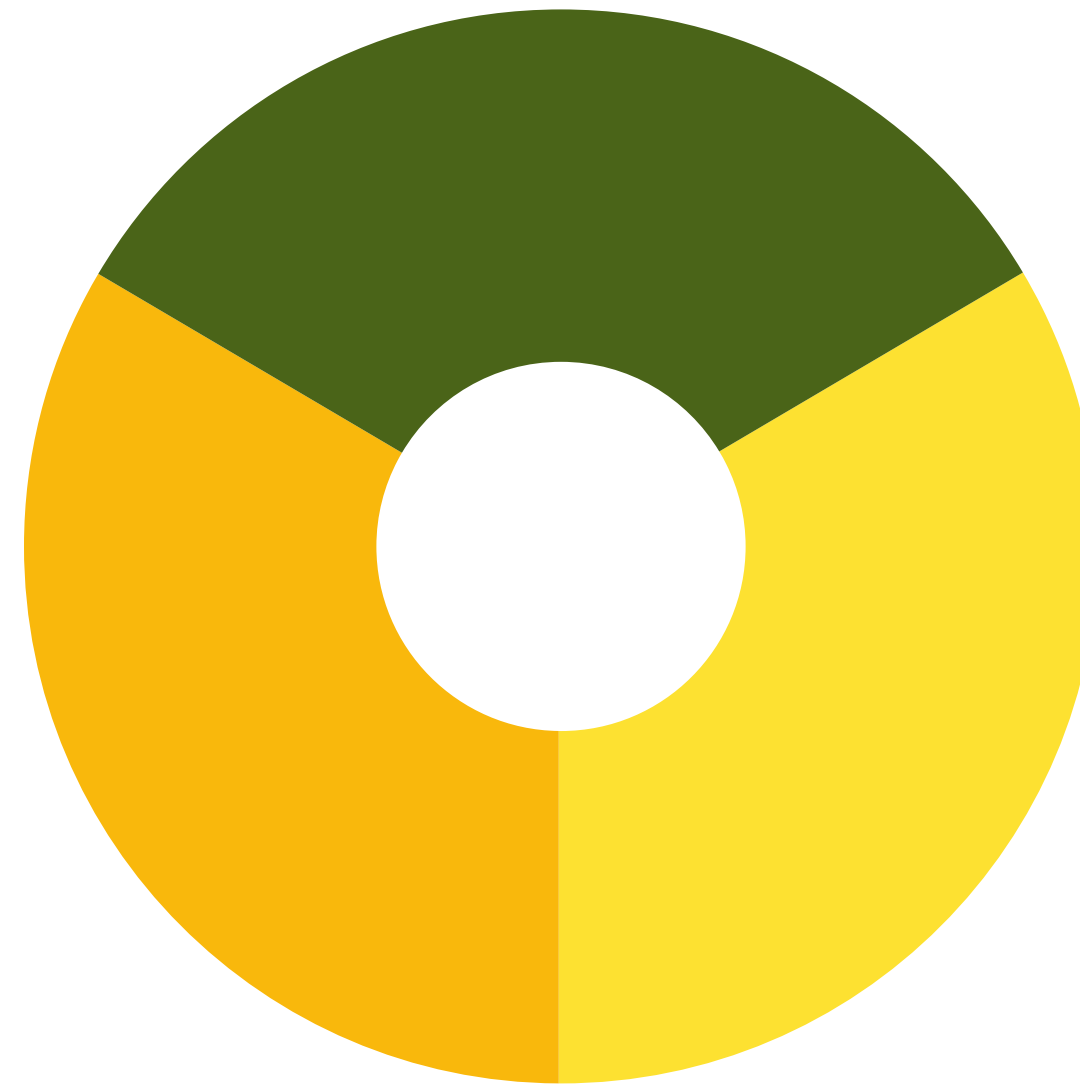
# WATERFALL CHART

## WHEN CAN YOU USE A WATERFALL CHART?

- There is a need to graphically display change from a starting to a final value
- The data has positive and negative values
- The data can be categorical, such as revenue and expense types, or it can show movement of a variable over time, such as share price
- You need to audit the changes that have contributed to a final total



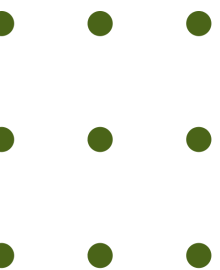
# PIE AND DONUT CHART



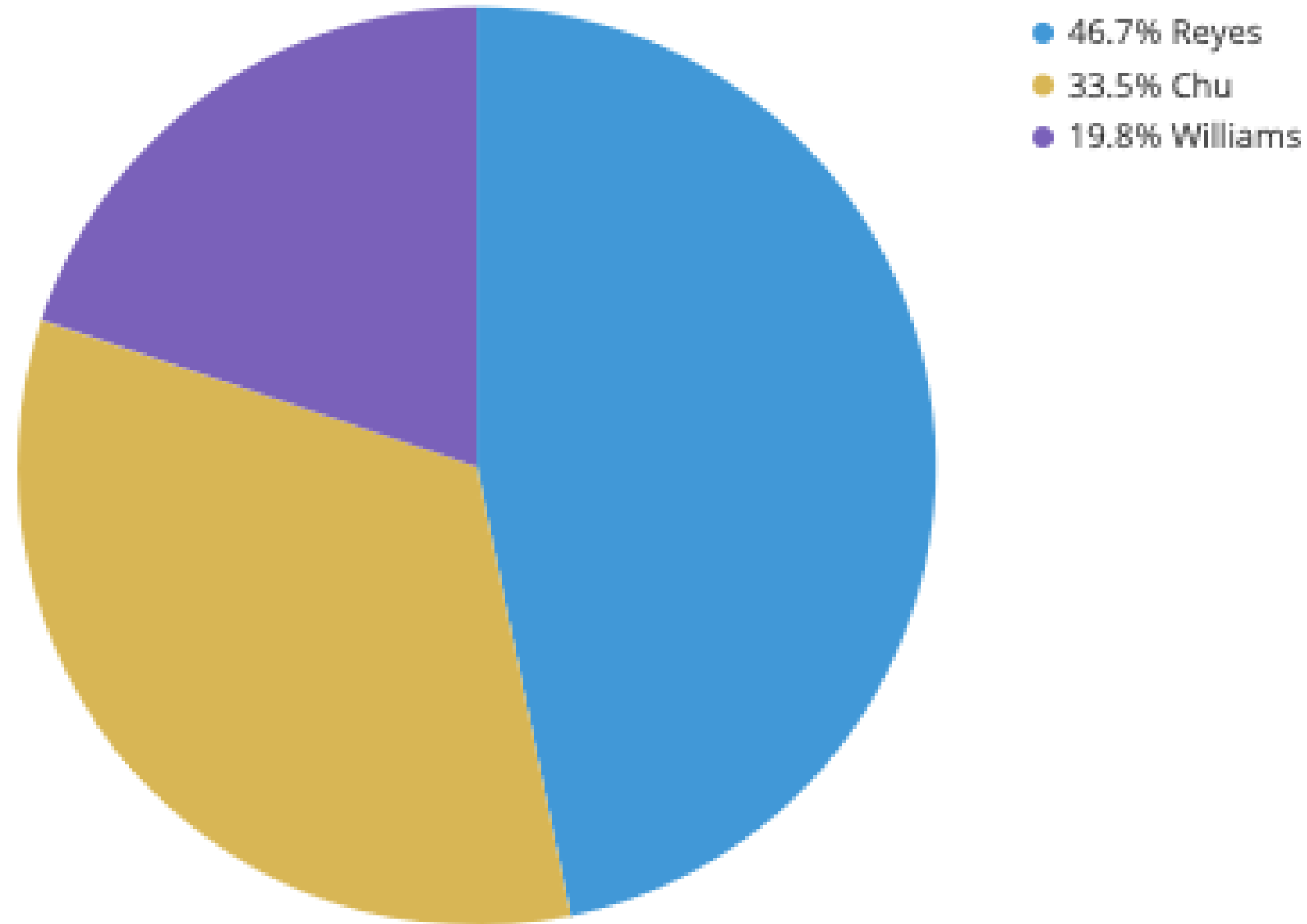
Donut Chart



Pie Chart

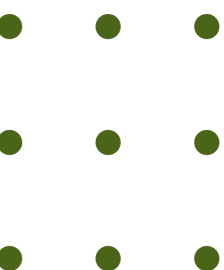


# PIE CHART



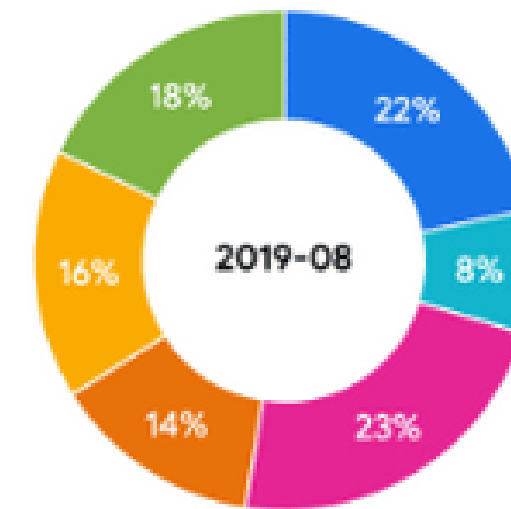
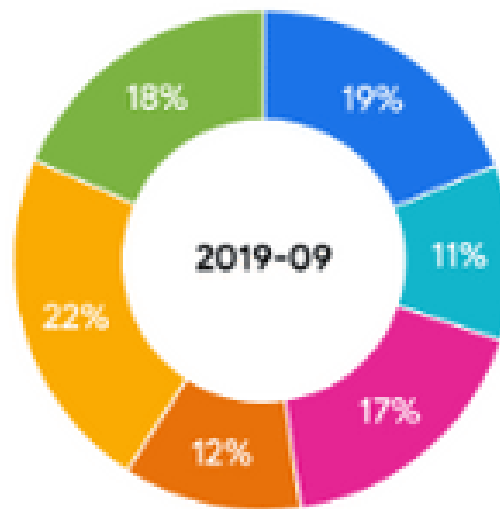
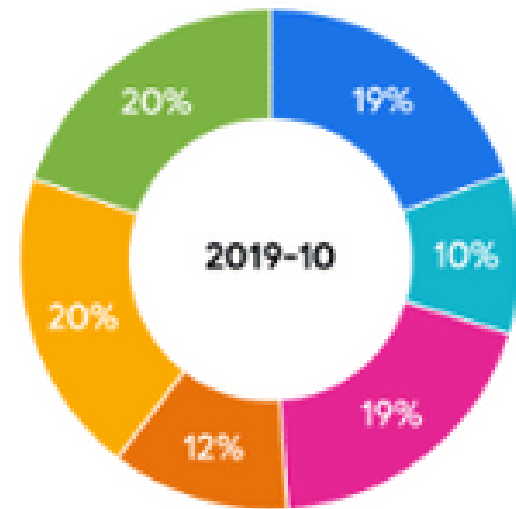
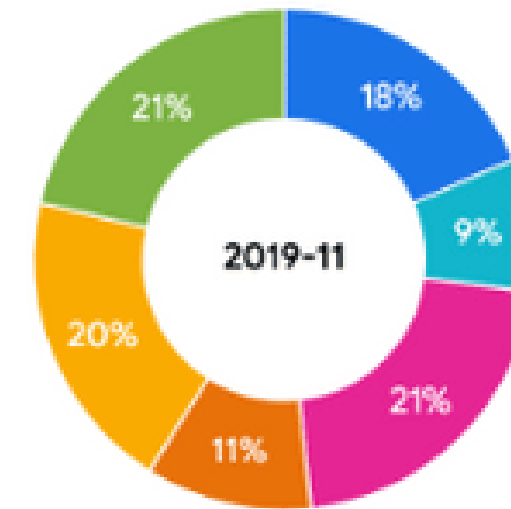
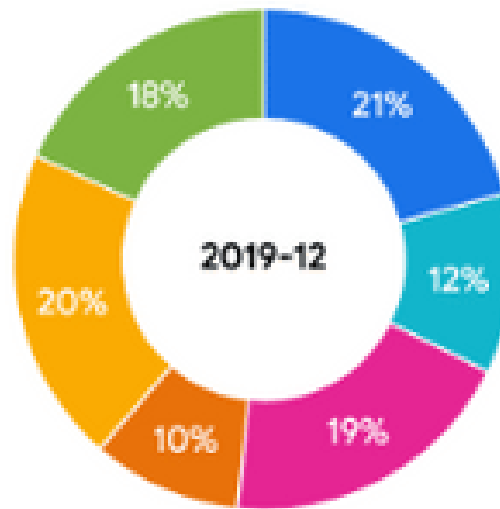
## WHEN CAN YOU USE A PIE CHART?

- You have a total number that can be split up into 2-5 categories.
- One category outweighs the other by a significant margin.



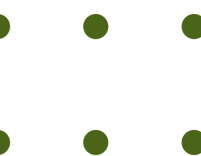
# DONUT CHARTS

## WHEN CAN YOU USE A DONUT CHART?

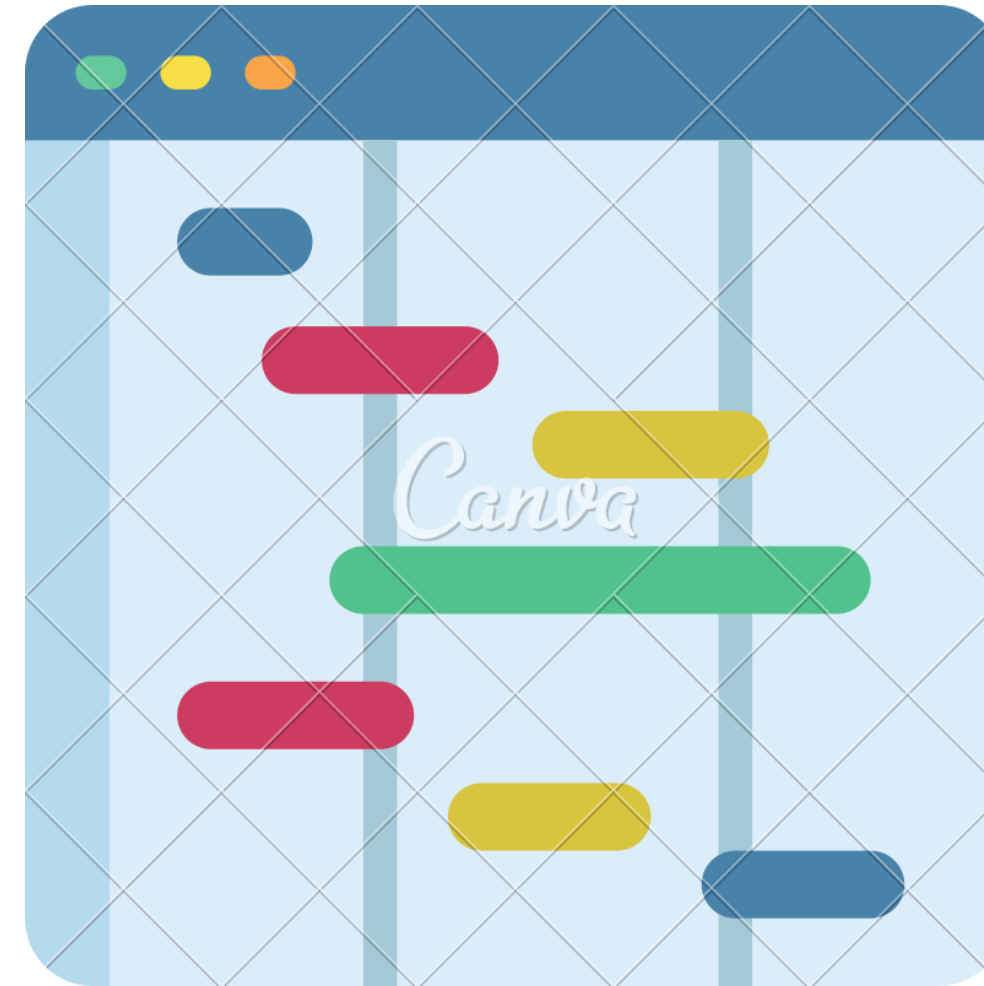


● Accessories ● Blazers & Jackets ● Fashion Hoodies & Sweatshirts ● Pants ● Shorts ● Sweaters

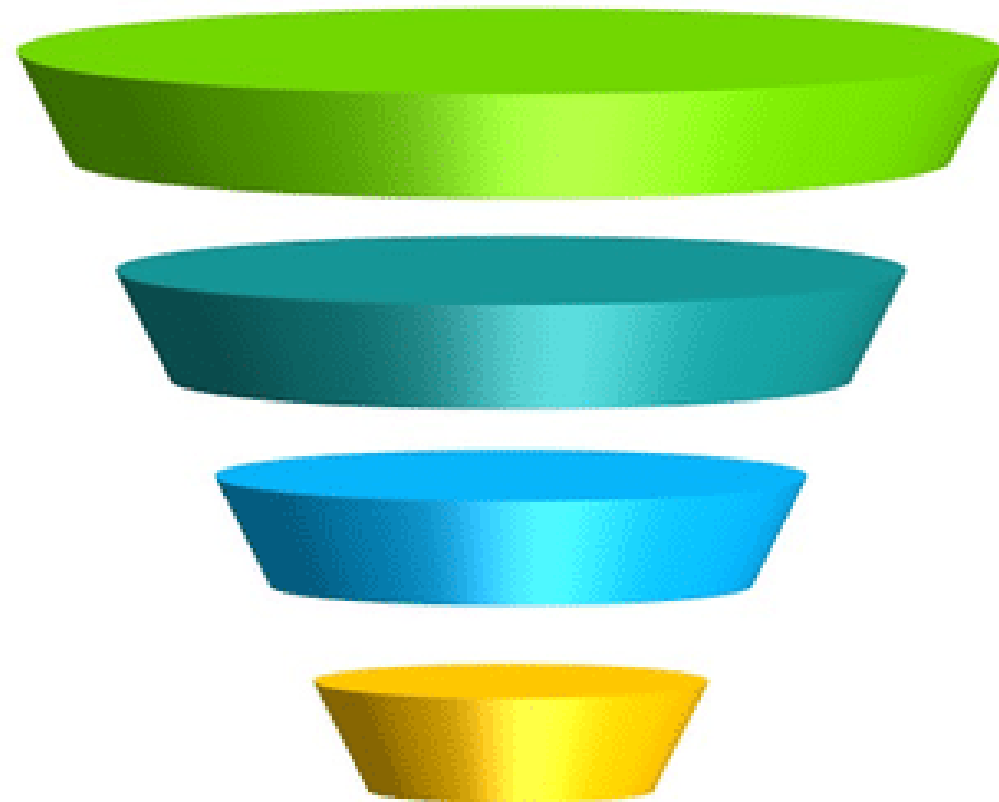
- You have one or more data series that you want to plot.
- None of the values that you want to plot is negative.
- None of the values that you want to plot is a zero (0) value.
- You don't have more than seven categories per data series.



# PROGRESSION CHART

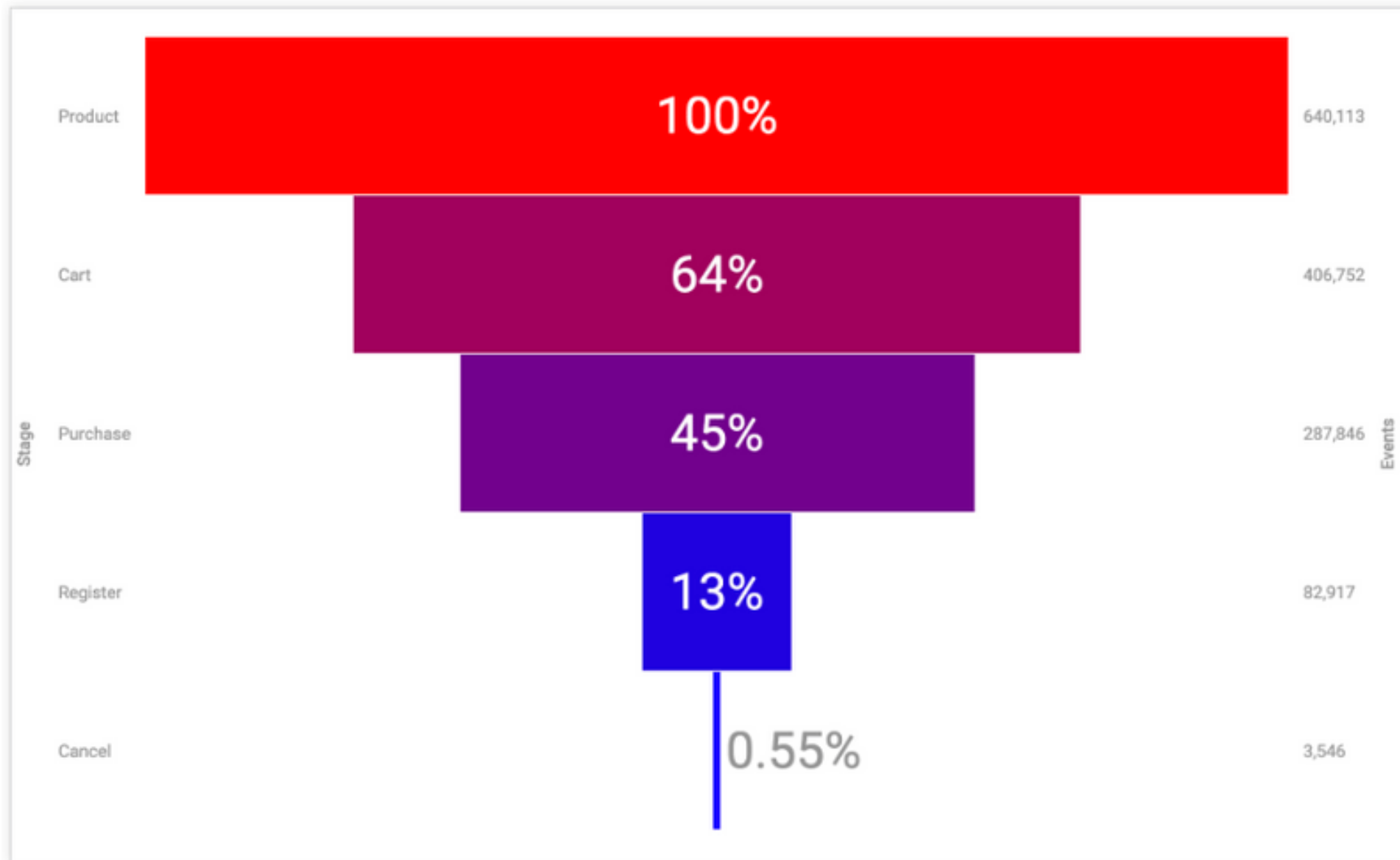


Timeline Chart



Funnel Chart

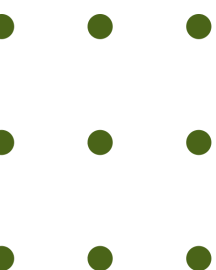




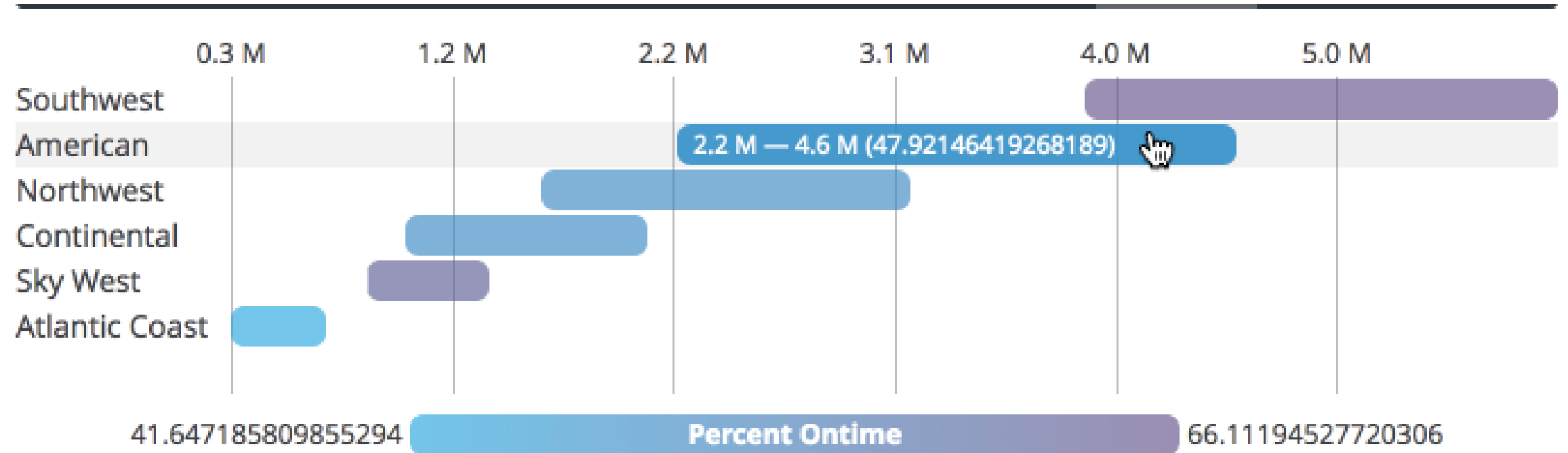
# FUNNEL CHART

## WHEN CAN YOU USE A FUNNEL CHART?

- when the data is sequential and moves through at least 4 stages.
- when the number of "items" in the first stage is expected to be greater than the number in the final stage.
- to calculate potential (revenue/sales/deals/etc.) by stages.
- to calculate and track conversion and retention rates.
- to reveal bottlenecks in a linear process.
- to track a shopping cart workflow.
- to track the progress and success of click-through advertising/marketing campaigns.

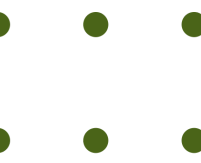


# TIMELINE CHARTS



## WHEN CAN YOU USE A TIMELINE CHART?

- Fast onboarding: You can quickly ramp up productivity.
- Go-to collaborative mind mapping software: This allows you to keep the rest of your team in the loop.
- Massive image library: You have access to over 700 topic images ready for you to use.



# THANK YOU!

