

When to Use Different Graphs in Power BI & Tableau

1. Bar Chart

Use when you want to compare categories or discrete values.

Example:

- X-axis: Product Categories (e.g., Furniture, Electronics, Office Supplies)
- Y-axis: Sales Amount

Best for: Category comparison, ranking, simple analysis.

2. Line Chart

Use when you want to show trends over time.

Example:

- X-axis: Months or Dates (e.g., Jan, Feb, Mar)
- Y-axis: Revenue or Sales

Best for: Time series data, trends, performance over time.

3. Pie Chart / Donut Chart

Use when you want to show proportions or parts of a whole.

Example:

- Categories: Sales by Region (e.g., North, South, East, West)

Best for: Showing percentage contribution, simple part-to-whole comparison (use only if you have less than 5 categories).

4. Scatter Plot

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Use when you want to find relationships or correlations between two numerical variables.

Example:

- X-axis: Advertising Budget
- Y-axis: Sales

Best for: Correlation, distribution, outliers, trendline analysis.

5. Area Chart

Use when you want to show cumulative data over time.

Example:

- X-axis: Time (e.g., years)
- Y-axis: Cumulative Revenue

Best for: Showing how values evolve and accumulate over time.

6. Treemap

Use when you want to show proportions within a hierarchy.

Example:

- Categories: Sales by Sub-category within Categories

Best for: Compact and hierarchical part-to-whole visualization.

7. Heat Map

Use when you want to show data density or intensity using colors.

Example:

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- X-axis: Day of Week
- Y-axis: Time of Day
- Color: Number of Visitors

Best for: Intensity-based visual analysis, scheduling, usage patterns.

8. KPI Card

Use when you want to show a single summary metric.

Example:

- Total Sales, Profit Margin, Active Users

Best for: Dashboards, quick snapshots, performance indicators.