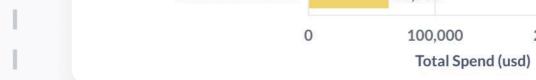


Which chart to use?

Composition		Comparison	
Static		Among items	Over time
Waterfall Breaks down how each part adds up or subtracts from a total Question: What's cutting into our revenue?	Progress bar Tracks progress toward a set goal Question: How close are we to hitting our revenue target?	Bar chart Compares values across a few categories Question: How many orders were sold in each category?	Line Chart Shows how values change across many time points Question: How did monthly revenue trend over the past year?
Revenue and cost breakdown \$1.5M \$1.4M \$1M \$(300k) \$900k \$(300k) \$600k \$(400k) \$500k \$300k \$(200k) \$500k \$0 Revenue Labor Logistics Processing Margin	Revenue goal progress 141,761.54 0 Goal 250,000	Count of orders by category 5.1k 4.9k 4.8k 4.0k Underside the second s	Line 52.0k 50.0k 48.0k 48.0k 46.0k 45.5k 44.3k 44.3k 44.4k 44.0k 40.0k 40.0k 41.3k 40.0k 41.3k 40.0k 41.3k 40.0k 41.3k 41.3k 40.0k 41.3k 41.
Pie chart Shows each part's share of the whole for a few categories Question: What share does each region contribute to the total?	Gauge Compares a value to a performance scale Question: How good is our average product rating?	Row chart Compares values across many categories Question: Which department had the highest spend?	Multiple bar chartCompares values across time for a few categoriesQuestion: How did monthly revenue trend over the past year?
 Regional share of total sales America Europe 	Average product rating performance	Row chart Research & Development Operations Marketing Finance Customer Service B8,900 Human Resources 63,300	YOY 2025 2024 1,800 1,800 1,500 1,200 1,178 921 981 1,055 900 600 300 1,055 551 562 1,055 1,



Compares values across many categories

\$10,279.90

\$21,722.41

\$18,479.29

\$22,690.55

\$6,280.46

\$12,101.57

\$7,316.31

\$4,497.64

Maps the path from one step to the next

Revenue and quantity by category

2024

Product

Doohickey

Gadget

Gizmo

Widget

Gadget

Gizmo

Widget

Customer flow

Entry

Doohickey

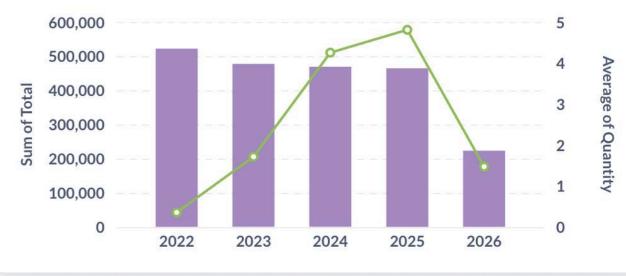
Question: Which department had the highest spend?



Combo chart

Combines trends of two metrics over time Question: How do sales and quantity trend together?





Stage analysis

Sankey

Question: Where does traffic go after landing on the homepage?

Pivot table

2025

Total

504

1,118

752

1,260

325

631

318

169

\$6,090.00

\$12,688.90

\$10,382.30

\$12,862.27

\$5,368.97

\$9,417.12

\$5,497.01

\$4,829.15

200,000

Row totals

\$16,369.90

\$34,411.30

\$28,861.59

\$35,552.82

\$11,649.42

\$21,518.69

\$12,813.32

\$9,326.79

Quantity

635

1,384

933

1,528

446

810

444

255

Purchase

Total

131

181

268

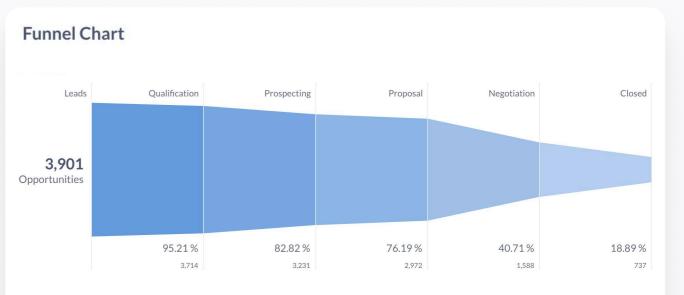
121

179

126

86

Shows how things drop off at each stage Question: How much do we lose at each stage of the process?



Funnel

Over time

Stacked bar chart

Highlights part-to-whole differences at specific time intervals Question: How did conversion rates shift each quarter?

Trial conversion by quarter

🛑 false 🛛 🔵 true



Stacked area chart

Shows how each part changes over continues time Question: How did traffic sources shift month to month?

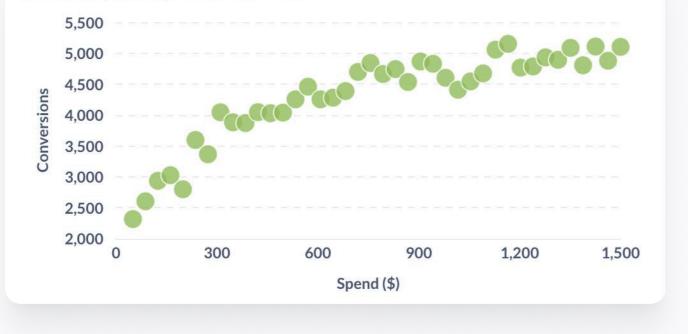
Traffic sources over time

Paid
 Direct
 Search
 Referral
 100%
 80%



Relationship

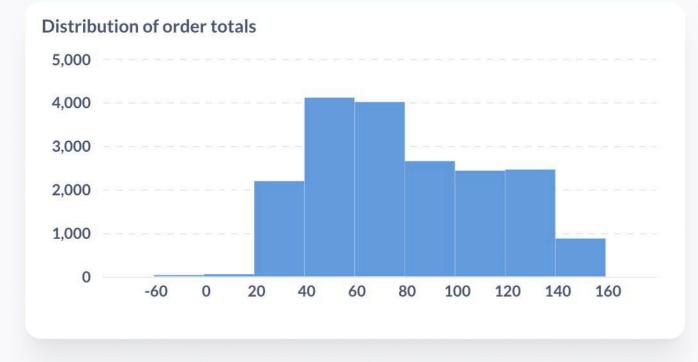
Shows how two variables are connected Question: Do higher ad budgets lead to more conversions? Does Ad spend impact conversions?



Distribution Histogram

Shows how values are grouped into ranges

Question: What's the most common order total?



You can build all of these charts directly in Metabase

Try it at metabase.com

Single value

Number

Highlight a single value Question: How many users do we have? Trend Compares a number to a previous value Question: Is revenue higher than last month?

Revenue per quarter



Number of users

46,482.44

Jun 2025