Metabase

Which chart to use?

Composition

Static

Waterfall

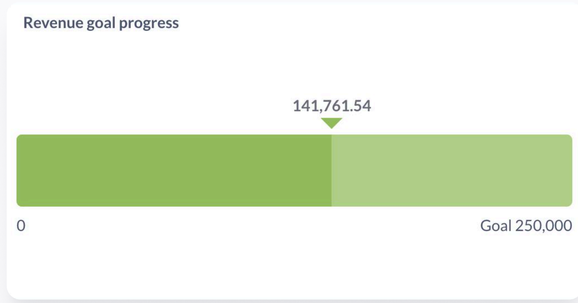
Breaks down how each part adds up or subtracts from a total

Question: What's cutting into our revenue?

Progress bar

Tracks progress toward a set goal

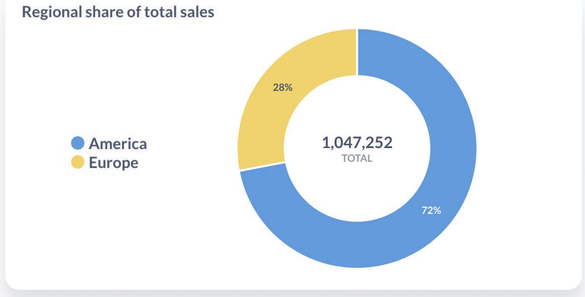
Question: How close are we to hitting our revenue target?



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?

Over time

Stacked bar chart

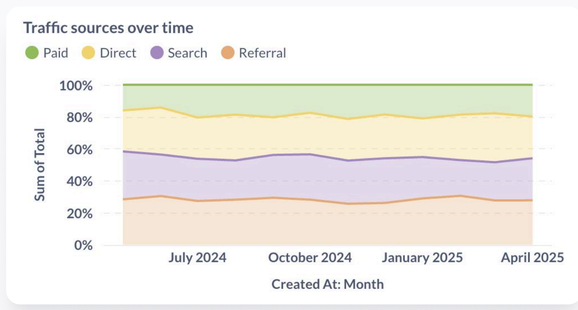
Highlights part-to-whole differences at specific time intervals

Question: How did conversion rates shift each quarter?

Stacked area chart

Shows how each part changes over continues time

Question: How did traffic sources shift month to month?



Distribution

Histogram

Shows how values are grouped into ranges

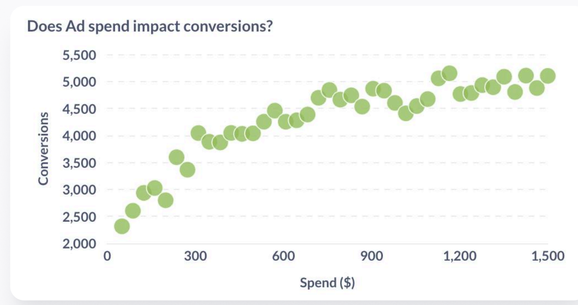
Question: What's the most common order total?

Relationship

Scatter plot

Shows how two variables are connected

Question: Do higher ad budgets lead to more conversions?



You can build all of these charts directly in Metabase

Try it at metabase.com

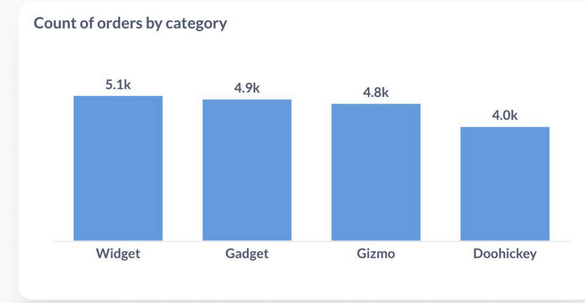
Comparison

Among items

Bar chart

Compares values across a few categories

Question: How many orders were sold in each category?



Row chart

Compares values across many categories

Question: Which department had the highest spend?

Pivot table

Compares values across many categories

Question: Which department had the highest spend?

Revenue and quantity by category

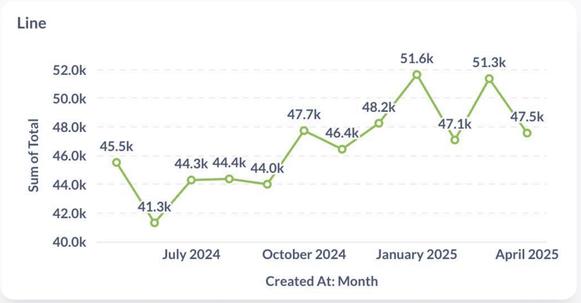
	2024		2025		Row totals	
Product	Total	Quantity	Total	Quantity	Total	Quantity
Doohickey	$10,279.90	504	$6,090.00	131	$16,369.90	635
Gadget	$21,722.41	1,118	$12,688.90	266	$34,411.30	1,384
Gizmo	$18,479.29	752	$10,382.30	181	$28,861.59	933
Widget	$22,690.55	1,260	$12,862.27	268	$35,552.82	1,528
Doohickey	$6,280.46	325	$5,368.97	121	$11,649.42	446
Gadget	$12,101.57	631	$9,417.12	179	$21,518.69	810
Gizmo	$7,316.31	318	$5,497.01	126	$12,813.32	444
Widget	$4,497.64	169	$4,829.15	86	$9,326.79	255

Over time

Line Chart

Shows how values change across many time points

Question: How did monthly revenue trend over the past year?



Multiple bar chart

Compares values across time for a few categories

Question: How did monthly revenue trend over the past year?

Combo chart

Combines trends of two metrics over time

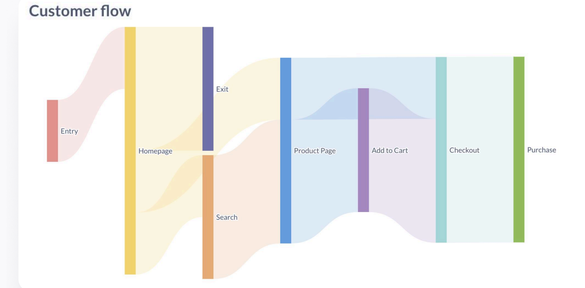
Question: How do sales and quantity trend together?

Stage analysis

Sankey

Maps the path from one step to the next

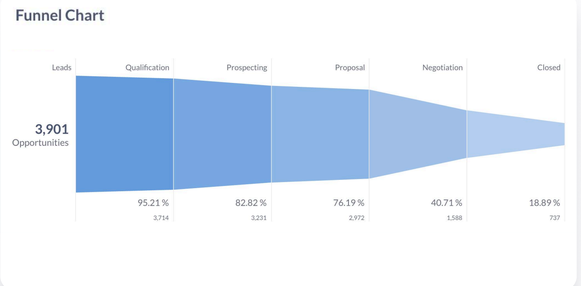
Question: Where does traffic go after landing on the homepage?



Funnel

Shows how things drop off at each stage

Question: How much do we lose at each stage of the process?

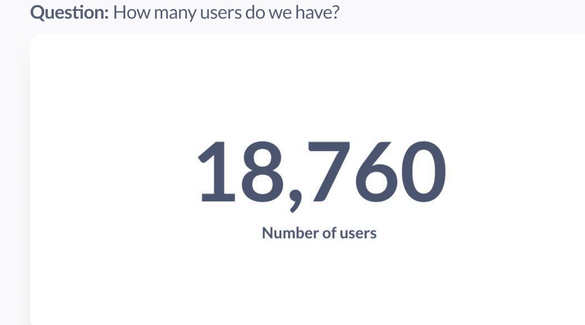


Single value

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?