10 COOL WAYS TO SHOW BUSINESS DATA
A QUICK INTRODUCTION

You might be surprised at the great number of interesting, creative, and cool ways to show data and present information.

In today business world, data visualization and presentation have a critical role in making people understand the importance of data results and analysis.

No matter if you want to visualize a data flow, data comparison or you need to show data over time as a trend, there are many variants of visual communication.

Here we collected 10 examples of creative and cool ways to show data in statistics, business, marketing, finance and etc.
1. VENN DIAGRAM

A Venn Diagram shows logical relationships between two or more sets (grouping items). Venn diagram uses circles or other shapes.

Commonly, Venn diagrams show how given items are similar and different. Despite Venn diagram with 2 or 3 circles are the most common type, there are also many diagrams with a larger number of circles (5,6,7,8,10…). Theoretically, they can have unlimited circles.

A Venn diagram is a simple but powerful way to represent the relationships between datasets. It makes understanding business information easier and more fun for you and your audience.

BE IT DATA SCIENCE OR REAL-WORLD SITUATIONS, VENN DIAGRAMS ARE A GREAT WEAPON IN YOUR HAND TO DEAL WITH ALMOST ANY KIND OF INFORMATION.
As graphical representations of complex or simple problems and questions, decision trees have an important role in business, in finance, in project management, and in any other areas.

A decision tree is a diagram representation of possible solutions to a decision. It shows different outcomes from a set of decisions. The diagram is a widely used decision-making tool for analysis and planning.

The diagram starts with a box (or root), which branches off into several solutions. That’s way, it is called decision tree.

Decision trees are helpful for a variety of reasons. Not only they are easy-to-understand diagrams that support you ‘see’ your thoughts, but also because they provide a framework for estimating all possible alternatives.

In addition, decision trees help you manage the brainstorming process so you are able to consider the potential outcomes of a given choice.
3. FISHBONE DIAGRAM

A fishbone diagram (also known as a cause and effect diagram, Ishikawa diagram or herringbone diagram) is a visualization way for categorizing the potential causes of a specific problem. The main purpose is to find the root cause.

Whether you’re a marketing researcher, project manager or a student, understanding and defining problems is a key pain point for you.

Fishbone diagram is recognized as one of the best graphical methods to understand and solve problems because it takes into consideration all the possible causes.

It combines brainstorming with a kind of mind mapping and makes you think about all potential causes of a given problem, rather than just the one or two. A great tool for solving complex problems where many factors have to be taken into consideration.
Bubble charts are super useful charts for making a comparison of the relationships between data in 3 numeric data dimensions: the Y-axis data, the X-axis data, and data depicting the bubble size.

If you want to display three or four dimensions of data or you want to compare and display the relationships between categorized circles, bubble charts can be your answer.

**BUBBLE CHART IS ONE OF THE MOST ATTRACTIVE TYPES OF GRAPHS AND CHARTS AVAILABLE IN STATISTICS AND BUSINESS.**

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**4. BUBBLE CHART**

![Bubble Chart Example](chart_example.png)

**Legend:**
- Product A
- Product B
- Product C
- Product D
- Product E
- Product F
- Product G

**Profit v Cost v Probability of Success**

Bubble Area is proportional to the probability of success.
Concept maps (also known as mind maps) are among the most interesting and cool ways to show data. They are widely used for organizing thoughts, ideas, concepts, brainstorming and solving complex business problems.

With the help of a mind map, you can represent and link ideas so you can choose the most critical points and solutions.

There are many free mind mapping tools you can use for different business or personal purposes.
Scatter Plot is an X-Y diagram that shows a relationship between two variables. It is used to plot data points on a vertical and a horizontal axis. The purpose is to show how much one variable affects another.

Scatter plot helps in many areas of today world – business, biology, social statistics, data science and etc.

Goals of Scatter graphs:

- To show whether 2 variables are related or not.
- To show how much one variable affects another – the main purpose!
- To help you predict the behavior of one variable (dependent) based on the measure of the other variable (independent).

When used correctly, they are a great tool for overviews and showing patterns and relationship between some datasets.
Pie Charts are a classic way to present data but still, it is one of the coolest and most attractive methods. Pie charts display data and statistics in an easy-to-understand ‘pie-slice’ format and illustrate numerical proportion.

Each pie slice is relative to the size of a particular category in a given group as a whole. To say it in another way, the pie chart breaks down a group into smaller pieces. It shows part-whole relationships.

Pie Chart Uses:

- When you want to create and represent the composition of something.
- It is very useful for displaying nominal or ordinal categories of data.
- To show percentage or proportional data.
- When comparing areas of growth within a business such as profit.
- Pie charts work best for displaying data for 3 to 7 categories.
8. PYRAMID GRAPH

A pyramid graph is a chart in a pyramid shape or triangle shape. These types of charts are best for data that is organized in some kind of hierarchy.

- Foods High in Fat, Sugar, and Salt
- Fats, Oils and Spreads
- Meat, Poultry, Fish, Eggs, Nuts, Beans
- Milk, Yoghurt, Cheese
- Cereals, Potato, Pasta, Breads
- Vegetables and fruits

When it comes to easy to understand and good looking types of graphs and charts, pyramid graph has a top place.

Pyramid Graph is used when you want to indicate a hierarchy level among the topics or other types of data.

Pyramid graph is often used to represent progressive orders such as: “older to newer”, “more important to least important”, “specific to least specific” and etc.
Funnel charts are great ways to illustrate stages in a specific process, most common – a sales process. Actually, they could be utilized to show anything that’s decreasing in size.

Funnel charts are very similar to pie charts because the total sum of the bars is 100%.

Each funnel stage illustrates a percentage of the whole. Typically, the first stage is the largest, and each next stage is smaller than its predecessor.
Radar charts use a circular display with several different quantitative axes looking like spokes on a wheel.

Each axis shows a quantity for a different categorical value. Radar Chart has many applications nowadays in statistics, maths, business, sports analysis, data intelligence, and etc.

Radar charts are also known as spider charts, web charts, star plots, irregular polygons, polar charts, cobweb charts or Kiviat diagram.