

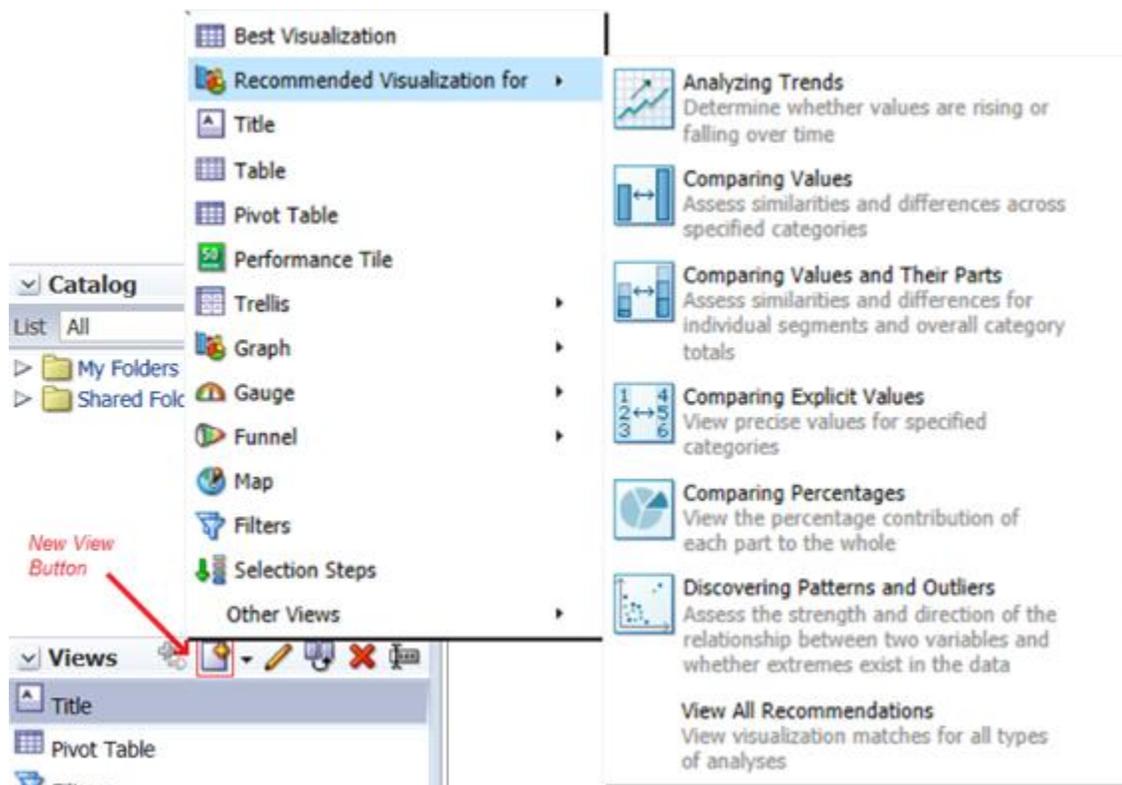
Basics: Adding Graphs

Adding a graph to your analysis or dashboard provides viewers with a visual means of seeing and understanding the data. A properly-constructed graph can often reveal trends and connections that are not easily seen in a huge table of numbers.

There are many different types of graphs available in Analytics, and each type of graph is typically used for different purposes. For example, a line graph is used to show the trend of something over time. A bar graph could possibly do that job, but bar graphs are better at showing ranking or distribution of assets. Sometimes it's difficult to figure out what type of graph to use. Fortunately, Analytics can help.

Recommended Visualization

Once you've got your basic analysis created, you're ready to add a graph. From the **Results** tab on the analysis, find the **Views** pane down in the lower-left corner of the screen. Click the **New View** button on that pane header. Rather than navigating directly to the Graph option, continue up the menu and hover the mouse pointer over the **Recommended Visualization for >** item. The system will provide you with a list of options from which to choose.

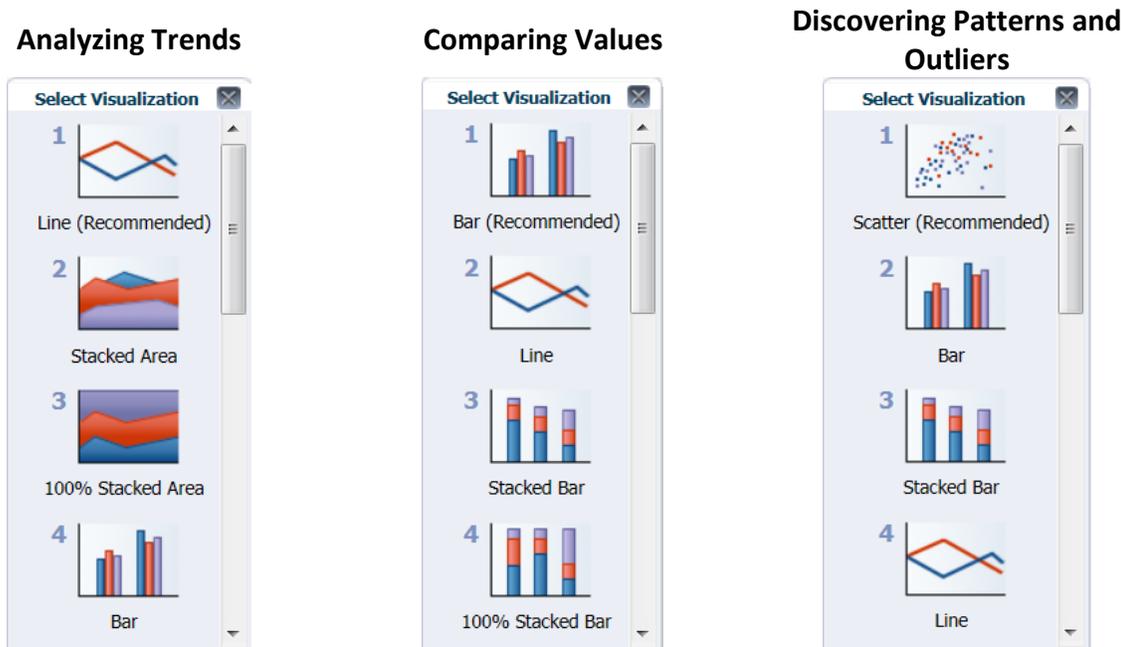


If, for example, you wish to create a graph that will show you the trend of some value over time, you could click the **Analyzing Trends** option. Analytics will provide you with a list of options from which you can choose. The same would be true of any choice you make, although the options from each choice would be different.

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Select Visualization

The three screenshots below are representative of the options you'd be presented with if you were to choose the menu option shown.



Once you determine which type of graph you wish to use, simply click that option from the Select Visualization screen and Analytics will start the graph-building process for you.

Other Situations

Occasionally, depending on the type of data you're using in your analysis, the system will only offer you the option of using a table or pivot table, regardless of which selection you make from the Recommended Visualizations menu. This happens because Analytics doesn't recognize any of the data columns in your analysis as numeric columns.

In that situation, simply move your mouse pointer down to the **Graph** option on the **New View** menu and choose the type of graph you wish to use. At that point, you can determine what you will measure with the graph.

You could also edit the formula for the columns you know are numeric, changing the **Aggregation Rule** field from the default to **Sum** or another mathematical function. This *might* cause the column to be recognized as a numeric column, in which case the Recommended Visualization menu will once again function as designed.