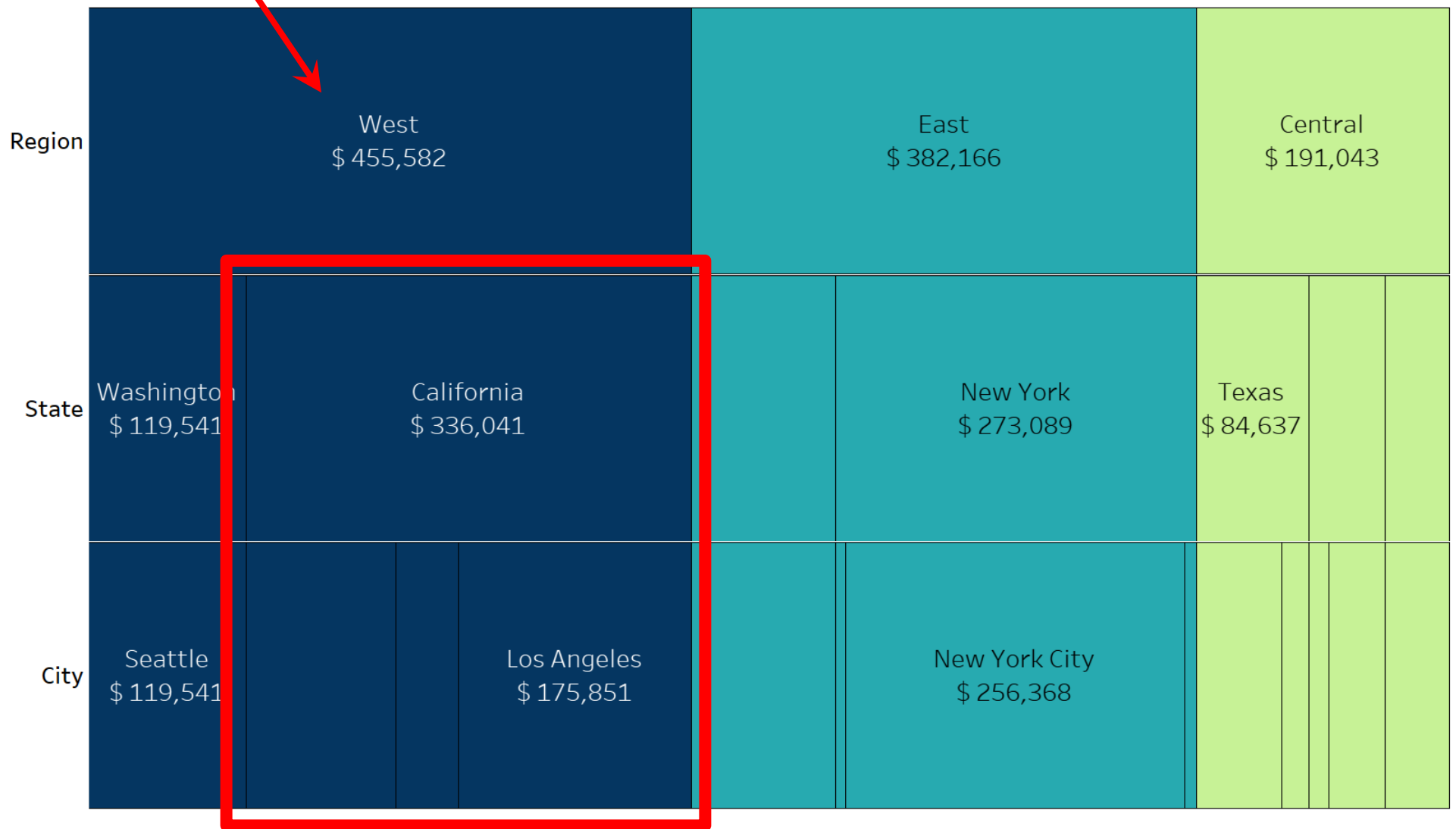


Icicle Chart

*See contribution of each
Region, State and City*



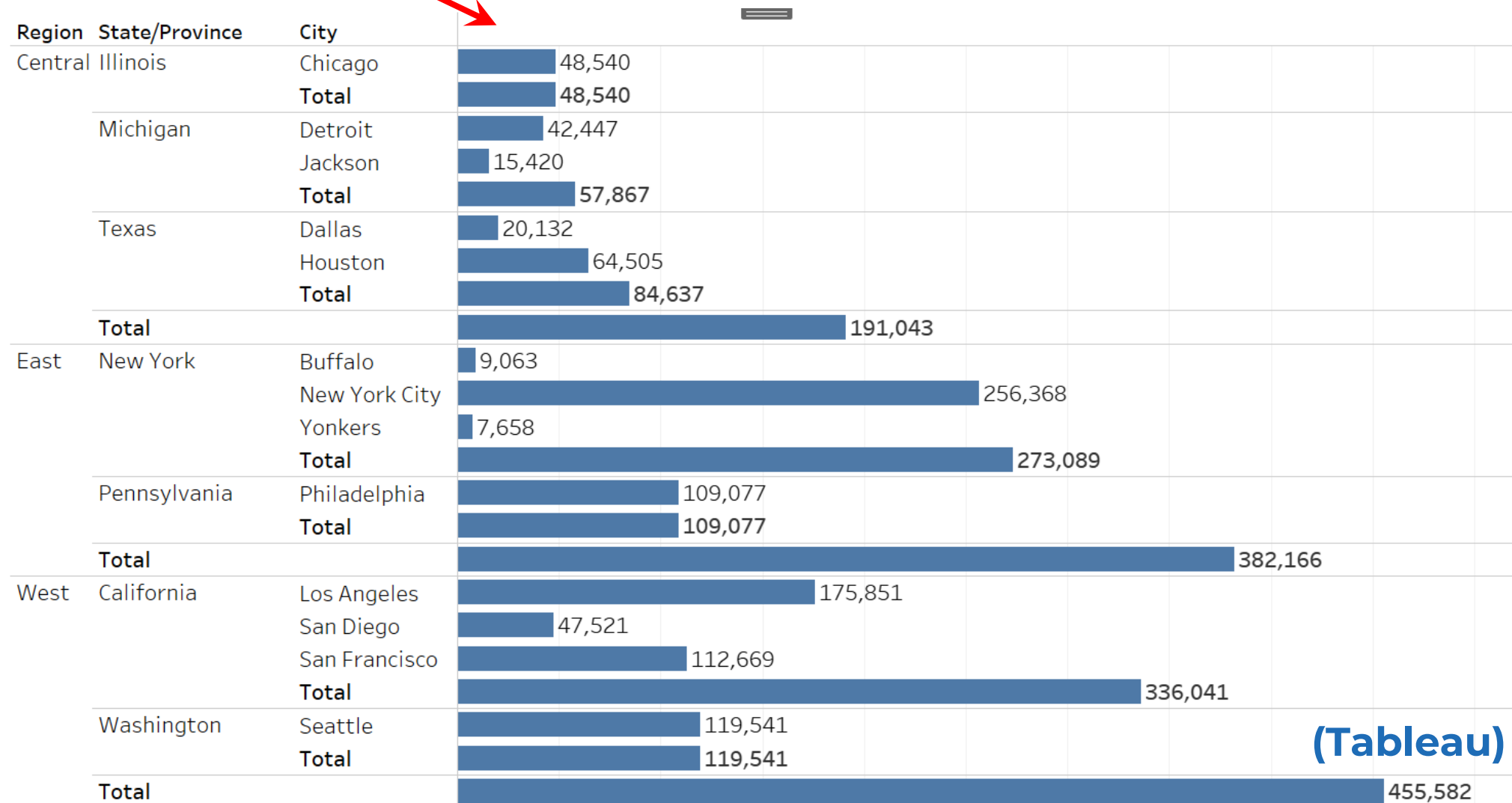
(Tableau)

*Branching bars shows how each level contributes
within a hierarchy*

Traditional Way: Bar Chart

Totals shown as bars

No visual path to follow from top to bottom (Region to City)



(Tableau)

Difficult to compare values at different levels of hierarchy

Conclusion

Icicle Charts provide a clear, connected view of hierarchical data—revealing structure, contribution and depth in one visual. Ideal for exploring layered insights and making informed decisions with context.