



Mekko Chart

The Marimekko chart paints a picture of the overall market and helps to drive discussions about growth opportunities or acquisitions.

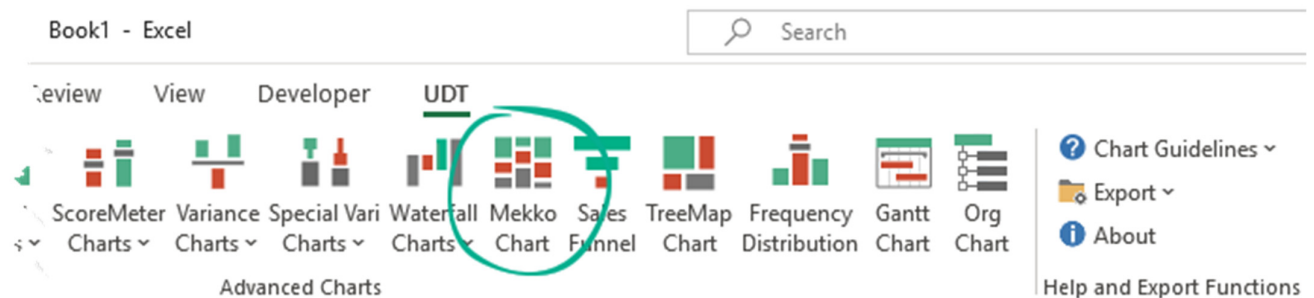
A Marimekko chart, also known as a market map, segments an industry or company by a customer or product. It makes it easy for your audience to understand the relationship between each segment or bar to the total.

How to create a mekko chart?

First, select the data range (check the included example)

[illegible]

Click on the Mekko Chart icon on the ribbon



Click on the 'Custom Color Scheme' button

Mekko Chart - Excel Dashboard School (c)

Select please chart's placement:

☒ Right hand side ☐ Bottom

Select please custom color scheme by range

1 column with 9 rows

Custom color scheme

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|----|----|----|
| R | S | T | U | V | W | X | Y | Z | AA | AB | AC | AD |
|---|---|---|---|---|---|---|---|---|----|----|----|----|



| | Jan | Feb | Mar | Apr | May | Jun | Jul | Totals | |
|-----------|--------|--------|--------|--------|--------|--------|--------|-----------------------|--------|
| Product 1 | 39 | 32 | 59 | 45 | 56 | 39 | 47 | 317 | 11.05% |
| Product 2 | 56 | 52 | | 42 | 49 | 32 | 32 | 44 | 307 |
| Product 3 | 57 | 43 | 33 | 34 | 39 | 47 | 46 | 299 | 10.43% |
| Product 4 | 49 | 55 | 43 | 59 | 49 | 46 | 43 | 344 | 11.99% |
| Product 5 | 39 | 51 | 52 | 48 | 54 | 42 | 34 | 320 | 11.16% |
| Product 6 | 59 | 33 | 42 | 51 | 47 | 48 | 54 | 334 | 11.65% |
| Product 7 | 49 | 56 | 51 | 46 | 52 | 30 | 41 | 325 | 11.33% |
| Product 8 | 54 | 59 | 54 | 54 | 35 | 52 | 30 | 338 | 11.79% |
| Product 9 | 34 | 38 | 36 | 45 | 46 | 43 | 42 | 284 | 9.90% |
| Totals | 436 | 419 | 412 | 431 | 410 | 379 | 381 | Grand total: 2,868 | |
| | 15.20% | 14.61% | 14.37% | 15.03% | 14.30% | 13.21% | 13.28% | | |