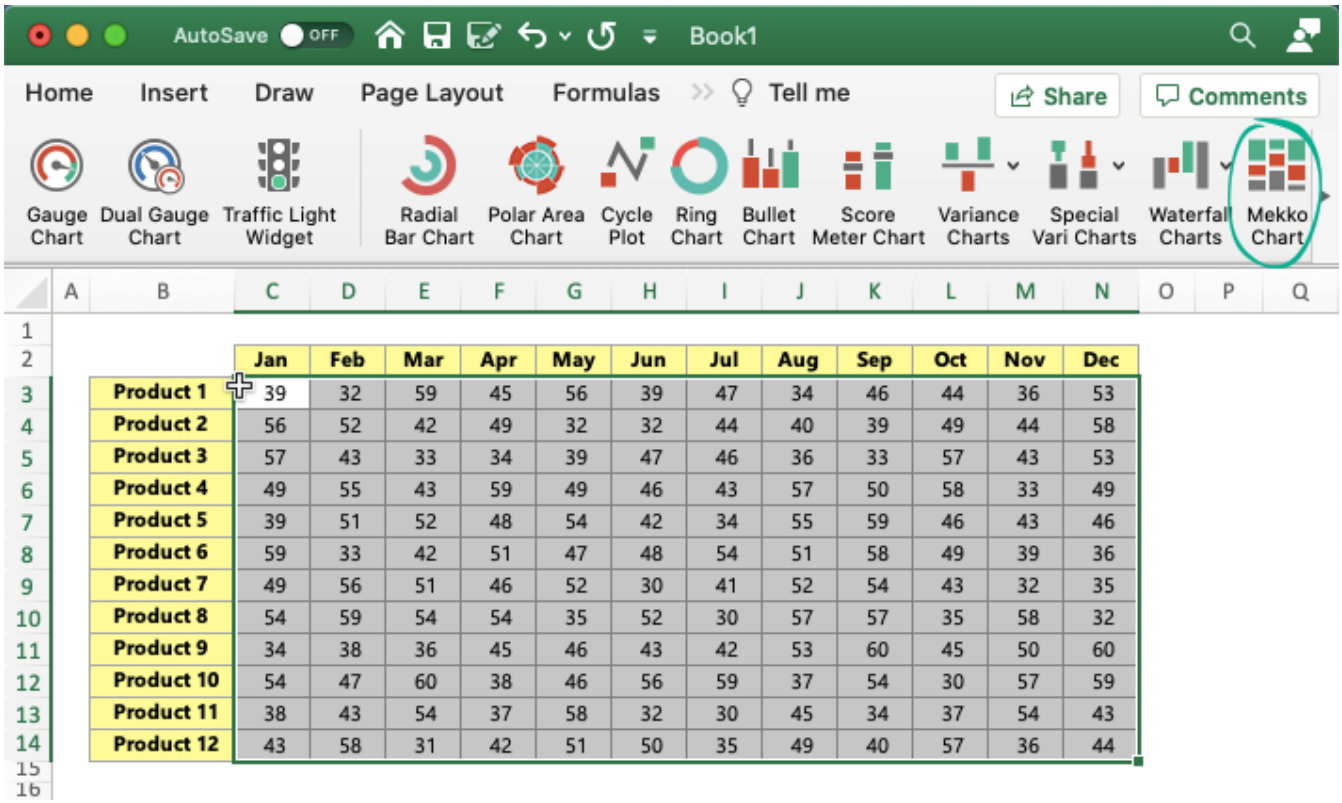
Ultimate Dashboard Tools 10 for Mac

Mekko Chart

The Marimekko chart is frequently the most powerful chart in a presentation because it paints a picture of the overall market, and it 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, segment, or product, and it makes it easy for your audience to understand the relationship between each segment or bar to the total.

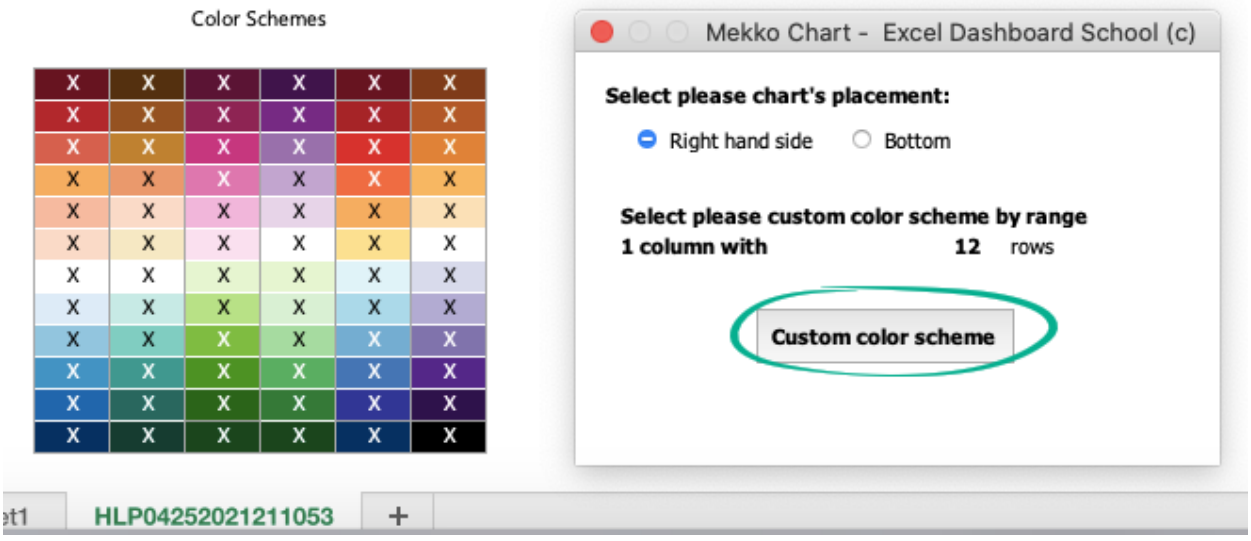
How to create a mekko chart?

First, select the data range (check the included example) and click on the Mekko Chart icon.

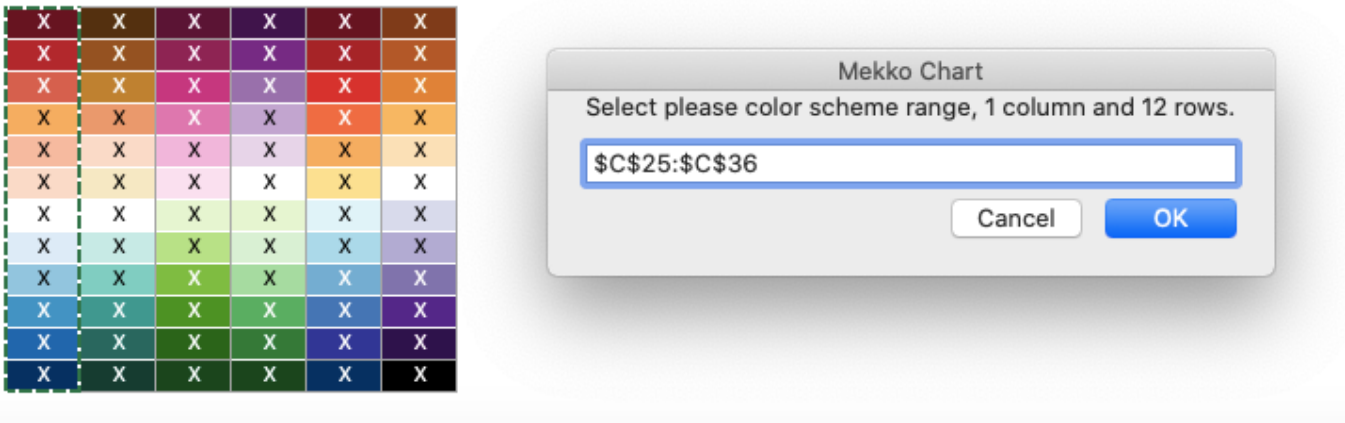


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Product 1	39	32	59	45	56	39	47	34	46	44	36	53
Product 2	56	52	42	49	32	32	44	40	39	49	44	58
Product 3	57	43	33	34	39	47	46	36	33	57	43	53
Product 4	49	55	43	59	49	46	43	57	50	58	33	49
Product 5	39	51	52	48	54	42	34	55	59	46	43	46
Product 6	59	33	42	51	47	48	54	51	58	49	39	36
Product 7	49	56	51	46	52	30	41	52	54	43	32	35
Product 8	54	59	54	54	35	52	30	57	57	35	58	32
Product 9	34	38	36	45	46	43	42	53	60	45	50	60
Product 10	54	47	60	38	46	56	59	37	54	30	57	59
Product 11	38	43	54	37	58	32	30	45	34	37	54	43
Product 12	43	58	31	42	51	50	35	49	40	57	36	44

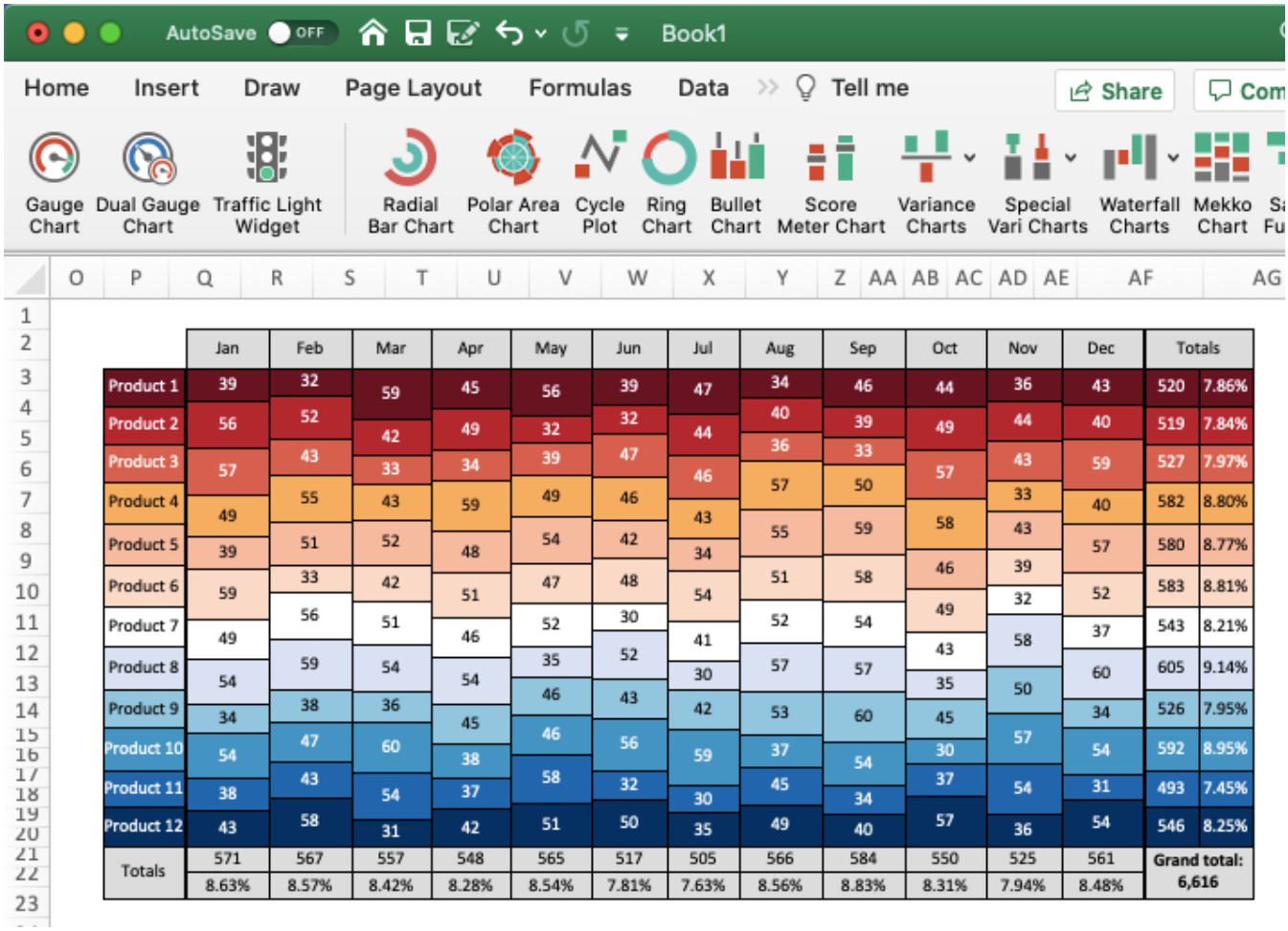
Click on the 'Custom Color Scheme' button



Select the color scale. In this example, **you have to select nine colors (cells)**. You can create unique color schemes if you want. Click OK.



Your chart is ready.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	
Product 1	39	32	59	45	56	39	47	34	46	44	36	43	520	7.86%
Product 2	56	52	42	49	32	32	44	40	39	49	44	40	519	7.84%
Product 3	57	43	33	34	39	47	46	36	33	57	43	59	527	7.97%
Product 4	49	55	43	59	49	46	43	57	50	58	33	40	582	8.80%
Product 5	39	51	52	48	54	42	34	55	59	46	43	57	580	8.77%
Product 6	59	33	42	51	47	48	54	51	58	49	39	52	583	8.81%
Product 7	49	56	51	46	52	30	41	52	54	43	32	37	543	8.21%
Product 8	54	59	54	54	35	52	30	57	57	35	58	60	605	9.14%
Product 9	34	38	36	45	46	43	42	53	60	45	50	34	526	7.95%
Product 10	54	47	60	38	46	56	59	37	54	30	57	54	592	8.95%
Product 11	38	43	54	37	58	32	30	45	34	37	54	31	493	7.45%
Product 12	43	58	31	42	51	50	35	49	40	57	36	54	546	8.25%
Totals	571	567	557	548	565	517	505	566	584	550	525	561	Grand total: 6,616	
	8.63%	8.57%	8.42%	8.28%	8.54%	7.81%	7.63%	8.56%	8.83%	8.31%	7.94%	8.48%		