

# Mekko Chart

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

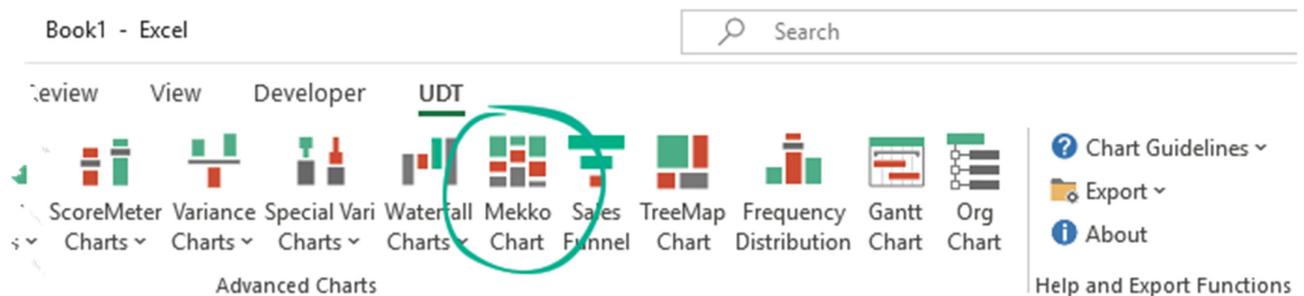
A Marimekko chart, also known as a market map, segments an industry or company by a customer or product. It makes it easy for your audience to understand the relationship between each segment or bar to the total.

## How to create a mekko chart?

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

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2																
3			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
4		Product 1	39	32	59	45	56	39	47	34	46	44	36	38		
5		Product 2	56	52	42	49	32	32	44	40	39	49	44	55		
6		Product 3	57	43	33	34	39	47	46	36	33	57	43	35		
7		Product 4	49	55	43	59	49	46	43	57	50	58	33	38		
8		Product 5	39	51	52	48	54	42	34	55	59	46	43	41		
9		Product 6	59	33	42	51	47	48	54	51	58	49	39	50		
10		Product 7	49	56	51	46	52	30	41	52	54	43	32	45		
11		Product 8	54	59	54	54	35	52	30	57	57	35	58	44		
12		Product 9	34	38	36	45	46	43	42	53	60	45	50	31		
13		Product 10	54	47	60	38	46	56	59	37	54	30	57	45		
14		Product 11	38	43	54	37	58	32	30	45	34	37	54	33		
15		Product 12	43	58	31	42	51	50	35	49	40	57	36	35		
16																
17																

Click on the Mekko Chart icon on the ribbon



Click on the 'Custom Color Scheme' button

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug							
	Product 1	39	32	59	45	56	39	47	34	46	44	36	38			
	Product 2	56	52	42	49	32	32	44	40	39	49	44	55			
	Product 3	57	43	33	34	39	47	46	36	33	57	43	35			
	Product 4	49	55	43	59	49	46	43	57	50	58	33	38			
	Product 5	39	51	52	48	54	42	34	55	59	46	43	41			
	Product 6	59	33	42	51	47	48	54	51	58	49	39	50			
	Product 7	49	56	51	46	52	30	41	52	54	43	32	45			
	Product 8	54	59	54	54	35	52	30	57	57	35	58	44			
	Product 9	34	38	36	45	46	43	42	53	60	45	50	31			
	Product 10	54	47	60	38	46	56	59	37	54	30	57	45			
	Product 11	38	43	54	37	58	32	30	45	34	37	54	33			
	Product 12	43	58	31	42	51	50	35	49	40	57	36	35			

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

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.

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

Recommended Color Schemes (Dive

Mekko Chart ? X

Select please color scheme range, 1 column and 9 rows

\$Z\$4:\$Z\$12

OK Cancel

X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X

Your chart is ready.

	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	10.70%
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%		