

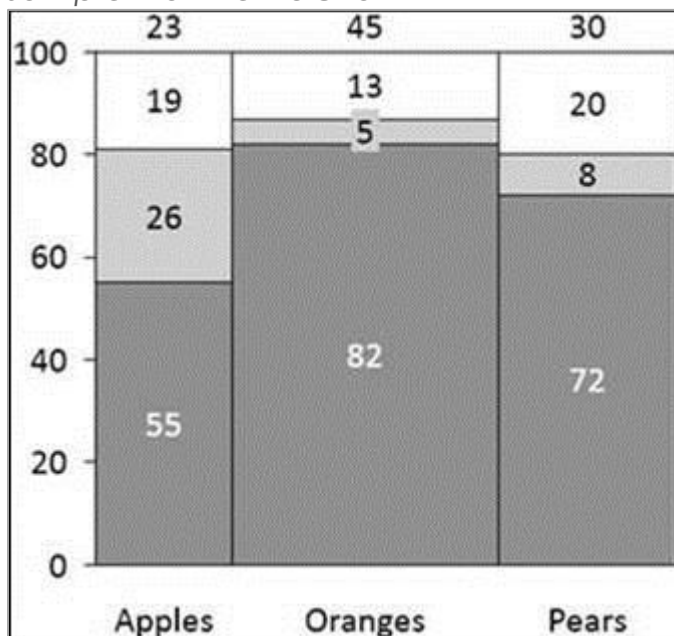


MEKKO CHART

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A Mekko chart (or also known as Marimekko chart) is a two-dimensional stacked chart of stacked, contiguous bars—looking somewhat like a Marimekko fabric. Marimekko charts combine visual pop with information. It combines multiple variables of data into a single rectangle of a plot.

Sample Marimekko chart

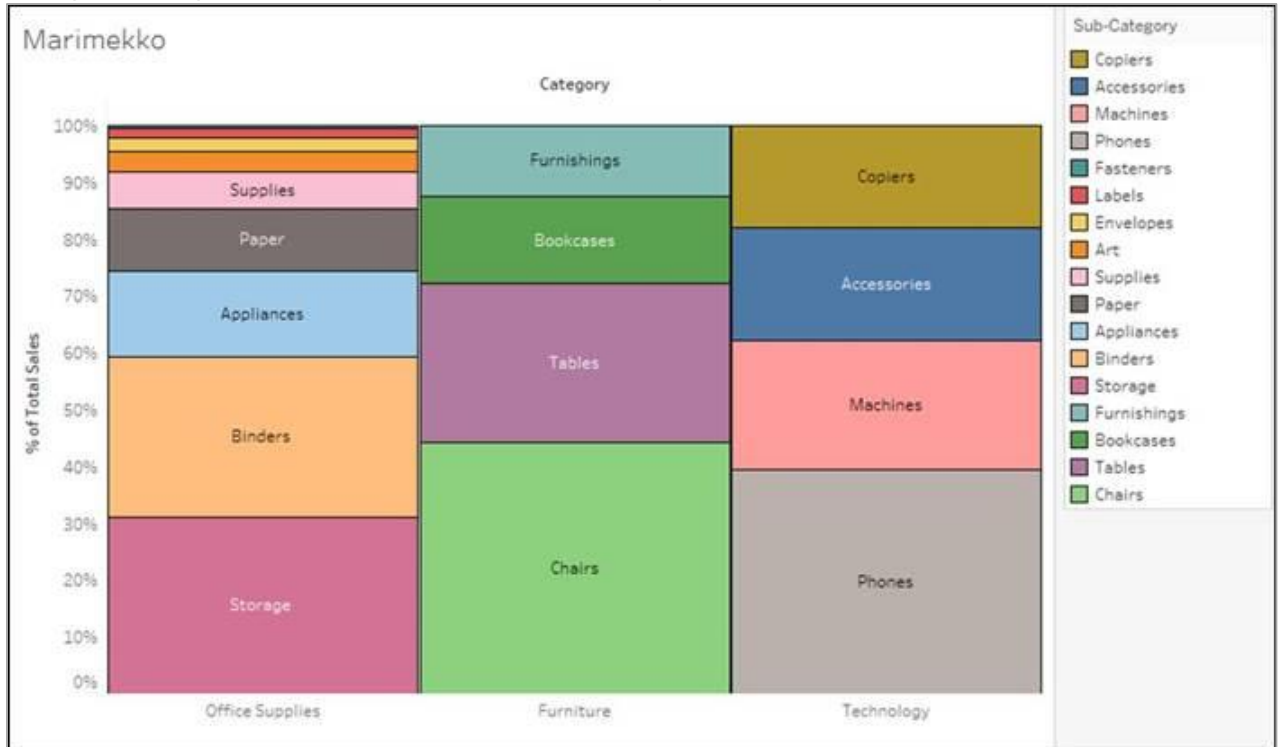


(Source: <https://www.think-cell.com/en/support/manual/mekko.shtml>)

There are many ways of defining this chart type:

- A combination of a 100% stacked column chart and 100% stacked horizontal-bar chart using a different variable for each
- A variable-width stacked column chart
- A way to show part-to-whole relationships across two variables at once
- A way to show the frequencies of a contingency table where the area of each displayed cell is proportional to the whole

Sample 1: Equal width Marimekko chart replicated in Tableau:



Applications:

- View the progression of university students based on gender
- Cohort analysis
- Hiring process of an organization
- Fast casual restaurant locations by competitor and region
- Equity investment in the different markets and so on.

Sample 2: Variable width Marimekko chart

