# Article information:

可视化分析：瀑布图的使用场景及实现原理 | 人人都是产品经理  
<https://www.woshipm.com/data-analysis/5794959.html>

# Article summary:

1. Waterfall charts are useful in business and financial analysis to show the change process from one number to another, such as evaluating profits, comparing earnings, highlighting budget changes, and analyzing inventory or sales over time.

2. Waterfall charts can be classified into structural, changing, stacked, and other types based on the form of information presentation. They can be created using Excel or self-service BI products with specific data format requirements.

3. When creating waterfall charts, it is important to choose the most appropriate chart form for the data and scenario, optimize and adjust the chart parameters, and consider truncation for dimension values with small magnitudes.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

该文章对瀑布图的使用场景和实现原理进行了介绍，但存在一些问题。首先，文章没有提到瀑布图的局限性和适用范围，可能会导致读者过度依赖该图表形式。其次，文章只介绍了Excel绘制瀑布图的方法，而没有提及其他数据可视化工具或编程语言中如何实现瀑布图。此外，文章中出现了一些专业术语和公式，并未给出详细解释，可能会让非专业读者感到困惑。

另外，在文章中作者提到“自助BI产品允许业务人员根据数据集选择维度和测量字段进行可视化分析”，这种说法可能存在偏见。因为自助BI产品并不是所有企业都能够使用的，需要有相应的技术支持和数据基础才能实现。

总之，该文章虽然介绍了瀑布图的使用场景和实现原理，但在内容深度、客观性等方面还有待改进。读者在阅读时需要注意筛选信息，并结合自身情况进行判断。

# Topics for further research:

* Limitations and scope of waterfall charts
* Other tools and programming languages for creating waterfall charts
* Explanation of technical terms and formulas used in the article
* Potential bias in the mention of self-service BI products
* Suggestions for improving the depth and objectivity of the article
* Caution for readers to filter information and make judgments based on their own circumstances.

# Report location:

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