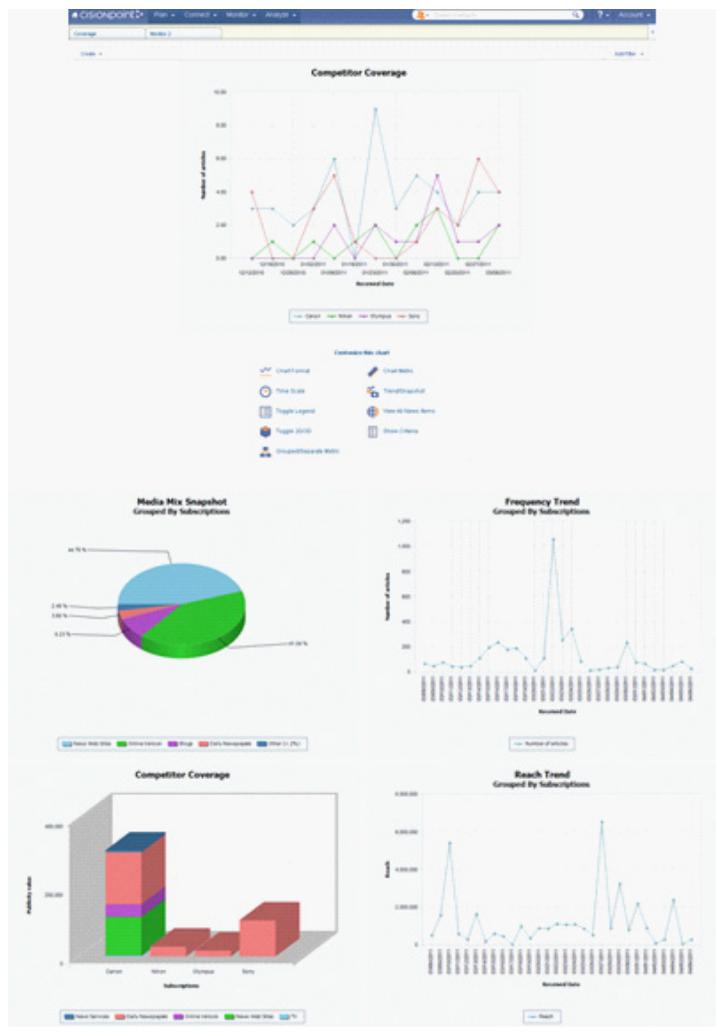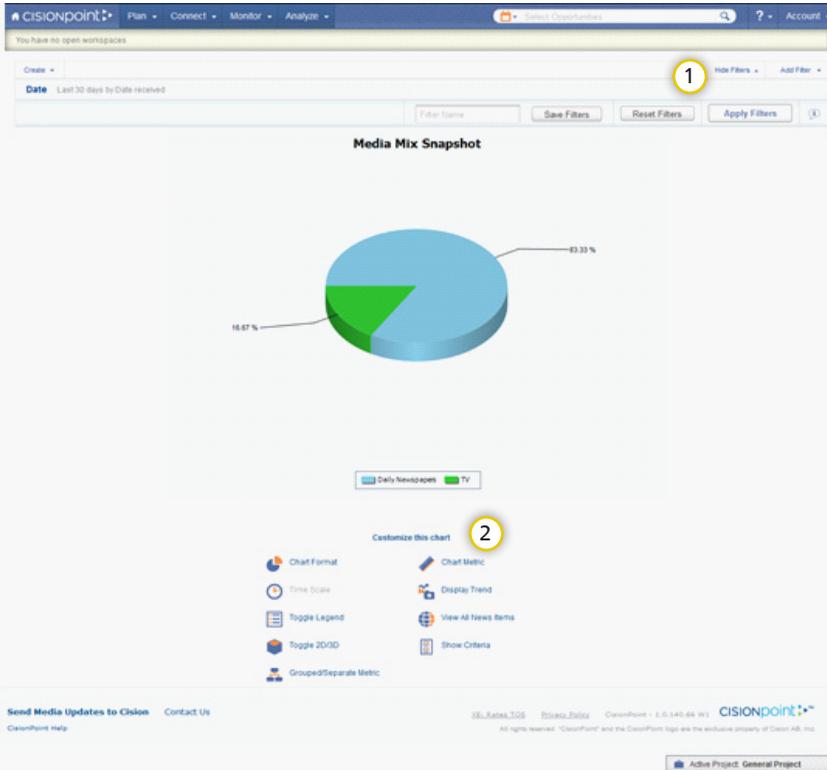# Overview

Your press release was picked up. But did it reach the right people? Was your PR campaign a success? Subscribers to CisionPoint's Basic Analytics can use their Analyze tab to harness the power of their news coverage with actionable analysis to determine ROI.

Charts, graphs, and maps provide a look into the reach, media mix, frequency, tone, and publicity value of your coverage. Whether you need to create one-off charts to get a snapshot or work with charts in your campaign's customized dashboard, CisionPoint is here to help.

While this guide focuses on creating charts from your Analyze tab do not forget that you can create charts your main coverage page as well too.

- Simply select the coverage to include within your chart/map and from the **Create tab**, select **Chart.**
- Refer to the **Create Chart** guide for further information.

Chart Layout

Cision understands that you always have to be prepared for last minute requests. Perhaps a client asked you to update a chart for their executive report. Working with charts is just like working with your coverage. Instead of columns and text, you work with an image. Use Filters to quickly change specific chart contents.

① By default, your active Filter's will pertain to the categories used to build the chart. Need to make a change, not a problem.

- Either open an active Filter to modify the category or use Add Filter to make a new selection.

② Below each chart are your customization options. Based on your chart, certain options will not appear.

Let's try it together!

- **Change the Chart Metric**. Say you created the chart with coverage from your Subscription(s) and now want to pull the coverage from all of your Product tags instead.

- To dig deeper into the specific news items that make up your chart, click **View All News Items**.