SUMMARY:

Question-1 (1st visualization – horizontal bar chart), (2nd visualization – pie chart)

Answer: To summarize two visualizations, **Horizontal bar chart** describes as “**Sum of Sales Cost for each Channel Type. Color shows details about Pay Type.**” Coming into it, to creating the chart we have to drag ‘channel type’ to rows and ‘sales cost’ to columns shelf and pay type to color marks card.

Then the nbars used to represent each channel type and length of bars denotes sales cost and 6 different colors shows bars as diff pay types.

The pie chart used for different components within a circle, Here it shows distribution of sales costs for each channel type with different colors represents pay types.

For crearting this we have to drag ‘channel type ’ to columns and sales to rows column shelfs and pay type to color mark. Choose pie from show me which is on the top right corner of page.

This visualization provides a clear briefof how sales costs are distributed among different channels and pay types.

If we hover our cursor/mouse to the two visualizations we can see the attributes shows as chnnel type with sales cost for direct, online, post as:

|  |  |  |
| --- | --- | --- |
| Channel type: direct | online | Post |
| Pay type: Cheque – 13,008 | Debit – 8.618 | Fedex – 15,400 |
| Pay type: Cash – 14,268 | Credit – 13,232 | Dhl – 17,224 |

Finally, the two visualizations work well together, providing different views on the tricky relationship between pay types, sales costs, and channel types in an attractively good and useful manner.

Question-2(1st visualization – horizontal bar chart),(2nd visualization - square),(3rd visualization - density)

Answer: Here in the 3 visualizations. Let us discuss one by one.

Coming to **horizontal bar chart,** for creating drag or drop item category,sales type to rows and sales amt to columns shelf and channel type to color cards. Then choose bar from ‘show me’

By analysing it, this var chart provides clear comparison of sales amnt with diff item types and sales types.

Finally, In this visualization help us to identidfy sales patterns,performance with item categories and sales types and to learn more about contribution of each category.

**Square chart,** same as the horizontal bar chart to create the chart and then by visualizing or analysing it the chart represents sales amnt for each combination of itsm category and sales type.

In this visualization, the square chart provides grid base overview of sales types distribution by expanding both item categories and sales types.

**Density map chart,** here we have to create the chart by following same steps we used earlierand this chart shows the concentration off sales amnt with various combinations of item category and sales types.

By analyzing it, here we can identify high sales with sales amnt helping to identify areas for item categories**.**

**Here when we hover the mouse or cursor, we got to know the attributes shows as:**

**Item category: cellular,cosmetics,electronics**

|  |  |  |  |
| --- | --- | --- | --- |
| Sales type | cellular | cosmetics | electronics |
| domestic | 24,200 | 11,600 | 5,800 |
| international | 25,000 | 12,800 | 12,200 |

Finally, These visualizations provide various views on the interactions between Item Category, Sales Type, Sales Amount, and Channel Type, allowing for a more in-depth understanding of the data basic what is happening.