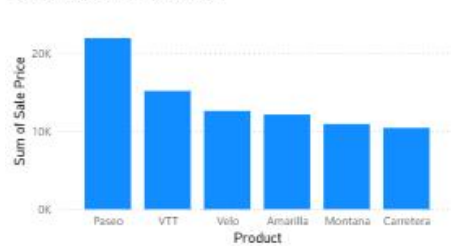


Date:27-11-2025

Title:example dashboard

Sum of Sale Price by Product

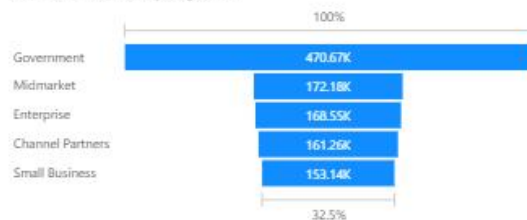


Sum of Units Sold by Country



Discount Band	Sum of Sale Price	Sum of Units Sold	Sum of Discounts	Sum of Profit
High	28317	3,98,085.50	53,17,026.28	33,88,866.73
Low	21426	2,61,858.50	8,85,675.80	61,88,857.70
Medium	28260	3,79,698.50	30,02,546.16	55,79,522.84
None	4897	86,163.50	0.00	17,36,455.00
Total	82900	11,25,806.00	92,05,248.24	1,68,93,702.26

Sum of Units Sold by Segment



Sum of Profit by Year



Sum of Sale Price by Product (Top-Left Bar Chart)

This bar chart compares the **total sale price generated by each product**.

- **Paseo** has the highest sale price among all products.
- Other products like **VTT**, **Velo**, **Amarilla**, and **Montana** follow.
- **Carretera** has the lowest sale price.

This tells us which products contribute the most revenue.

Discount Band vs Sales, Units, Discounts, and Profit (Top-Right Table)

This table shows how different **discount levels** affect key metrics:

- **High discount band**: Generates the most sale price and profit, despite high discounts—likely due to higher volume.
- **Medium and low discount bands**: Lower total sales but still notable.
- **None**: Very low sale price and units sold.

This helps understand how discount strategy impacts profitability.

Units Sold by Segment (Middle-Right Bar Chart)

This horizontal bar chart shows **which customer segments buy the most units**:

- **Government** is the largest segment by units sold (470K).
- **Midmarket** and **Enterprise** follow.
- **Small Business** and **Channel Partners** are the smallest segments.

It highlights which customer groups drive volume.

Units Sold by Country (Map Visualization)

The map displays **geographical distribution of units sold**.

- Large circles represent high unit sales.
- **North America** and **Europe** appear to have the highest concentration.
- Some activity is also shown in **Africa**.

This helps identify strong and weak markets.

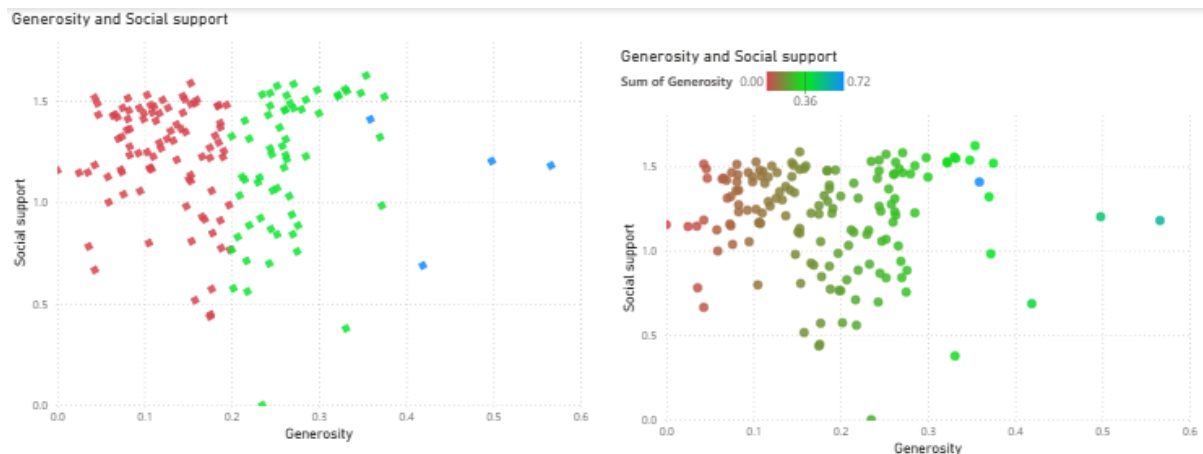
Sum of Profit by Year (Pie Chart)

This pie chart compares profits across two years:

- **2013** contributes the majority of profit ($\approx 77\%$).
- **2014** has a smaller share ($\approx 23\%$).

This shows a drop in profit performance year-over-year.

Title: Markers



Left Chart – Generosity vs Social Support (Colored by Clusters or Categories)

What it shows

- Each point represents a country/observation.
- **X-axis:** Generosity
- **Y-axis:** Social support
- Points are colored in **red, green, and blue**, which likely represent **clusters** or **categories**.

Interpretation

- Most data points fall between **0.0 – 0.4** on the generosity scale.
- Social support values range from **0.5 – 1.6**, indicating stronger variation.
- The **red and green clusters** dominate and form two major groups:
 - **Red cluster:** Lower generosity but moderate–high social support.
 - **Green cluster:** Higher generosity and high social support.
- **Blue points** appear as outliers with higher generosity.

This view seems to highlight **group differences or patterns** in the data.

Right Chart – Generosity vs Social Support (Colored by Generosity Value)

What it shows

- Same scatterplot layout, but the colors represent the **actual generosity values**.
- Color scale ranges from **red (low generosity)** to **green/blue (high generosity)**.

Interpretation

- Lower generosity values (red/orange) cluster around **high social support** values, indicating:
 - High social support **does not always require high generosity**.
- Higher generosity values (green/blue) spread more widely, showing:

- Some countries with high generosity also experience high social support.
- The relationship is **positive but loose** — generosity and social support generally move together, but with a lot of variation.

This view helps understand the **strength and distribution of actual generosity levels**, instead of grouping.

Combined Insight from Both Charts

- **Social support tends to be high even when generosity is low.**
- However, countries with **higher generosity often also show strong social support**, suggesting a **weak positive relationship**.
- Clustering (left chart) reveals natural groupings, while the color gradient (right chart) shows actual generosity intensity.