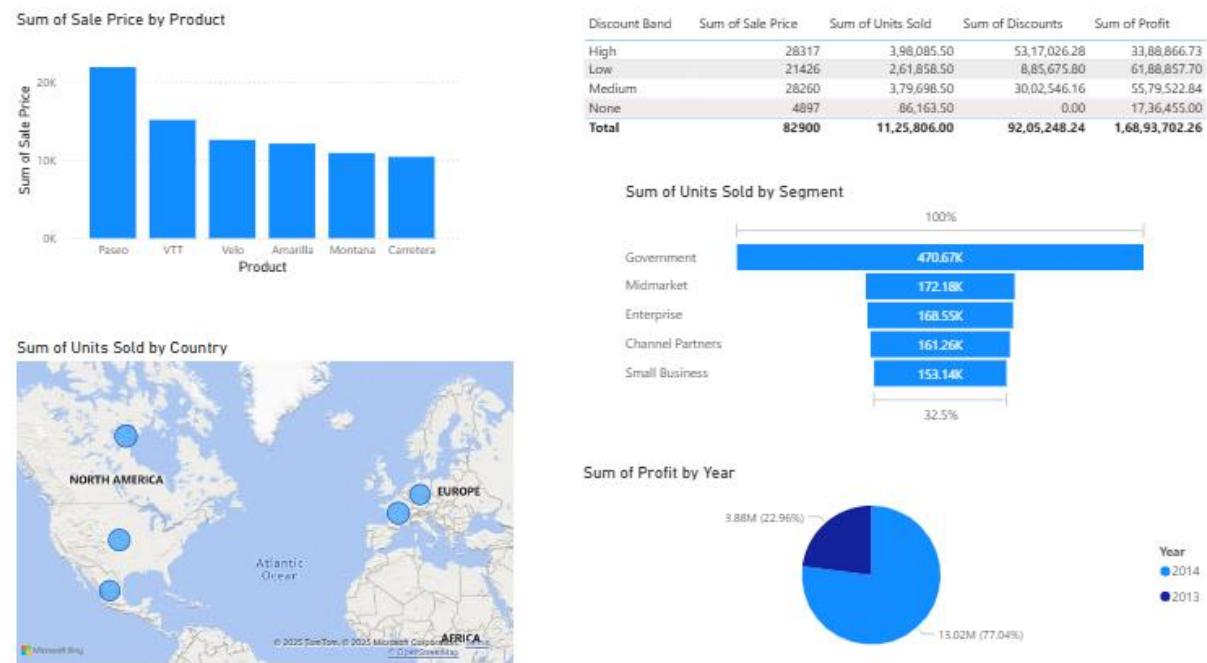


Date:27-11-2025

Title:example dashboard



### 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.

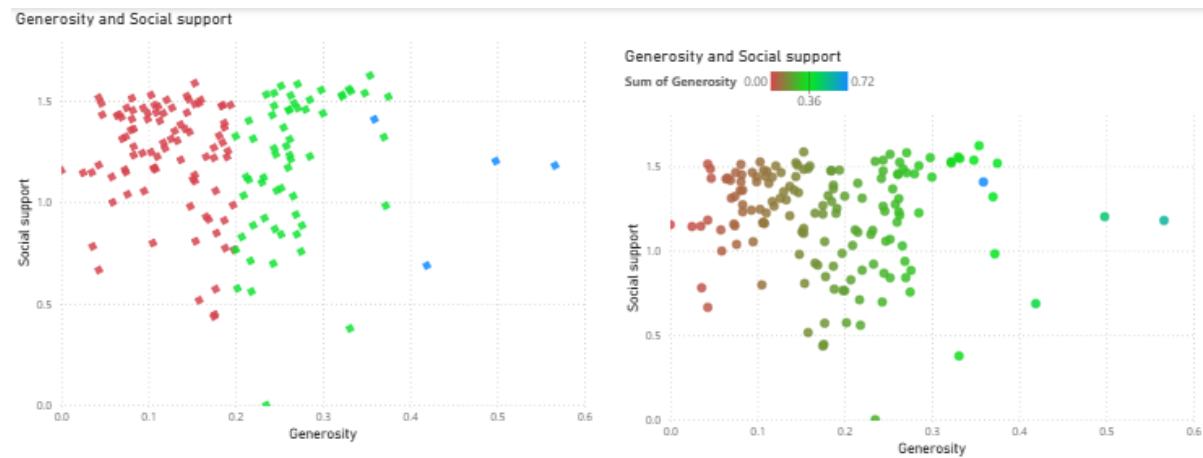
### **Sum of Profit by Year (Pie Chart)**

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.