

Power BI Visualizations Brief

1. Order Status Distribution (Clustered Column Chart):

- **Design Choice:** Utilized a Clustered Column Chart for a comprehensive view of order statuses.
- **Explanation:** The Clustered Column Chart effectively communicates the distribution of orders among different statuses. Its visual clarity allows for quick insights into the overall order status distribution.

2. Product Category Distribution (Tree map):

- **Design Choice:** Employed a Tree map to highlight the distribution of products across categories.
- **Explanation:** The Tree map visually represents the hierarchical relationship of product categories, showcasing their relative sizes. This choice offers an intuitive overview of the most prominent categories based on key metrics.

3. Customer State Distribution (Donut Chart):

- **Design Choice:** Selected a Donut Chart to depict the geographical distribution of customers across states.
- **Explanation:** The Donut Chart effectively communicates the proportion of customers in each state relative to the whole. Its concise and visually appealing design provides a quick understanding of the geographical spread of customers.

4. Average Order Value Over Time (Line Chart):

- **Design Choice:** Utilized a Line Chart to illustrate trends in average order value over time.
- **Explanation:** The Line Chart is a powerful choice for depicting trends and patterns over a continuous axis. By showcasing the average order value over time, the visualization enables a nuanced understanding of how this metric evolves, aiding in identifying trends and seasonality.