**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.