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2.1.5 Daily Revenue vs. Daily Traffic (Interactive Scatter Plot) —
2.1.6 Daily Revenue - Last Two Weeks (Lollipop Chart) —

Code

ceSHOP_example

colintannand

2025-11-14

Show

1 CE Shop Example VISUAL Analysis

- Question about visualizing data
- Creating Example Charts
- Showing required (for R & ggplot) Data Manipulation

Show

1.1 Setup

1. Create the psuedo-data
2. Initialize a consistent branded theme (color set)

1.1.1 Create Example Data

Show

1.1.2 Branded Themeing for R

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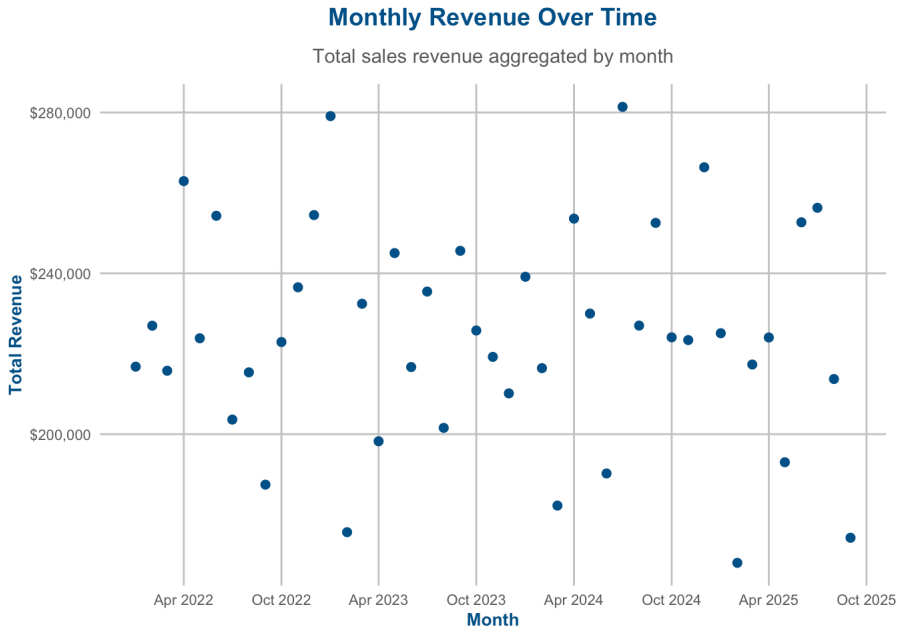
2 Visual Analysis Section

- Analysis based on described data from *The CE Shop*
- Created by Colin T. Annand

2.1 Charts

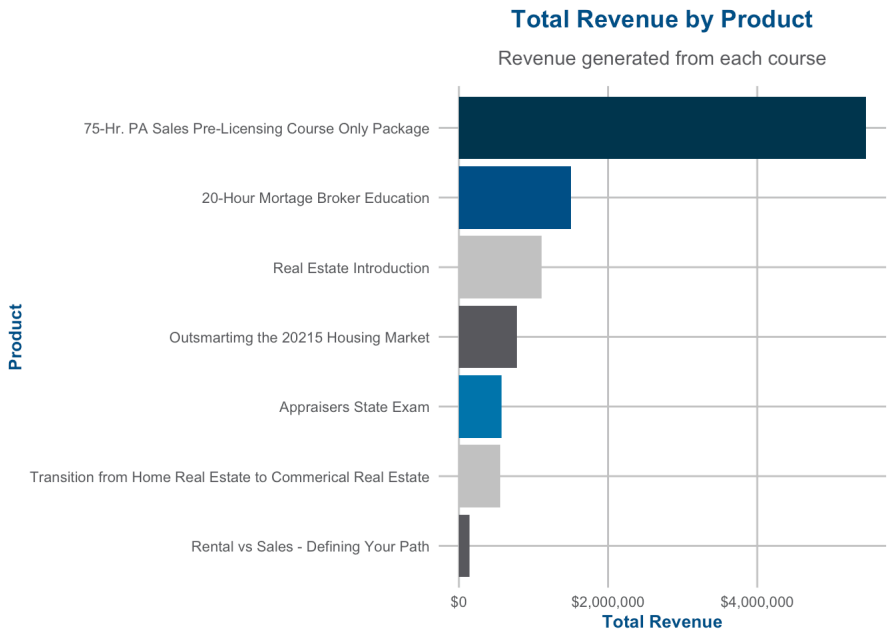
2.1.1 Monthly Revenue Over Time (Interactive Line Chart) —

Show



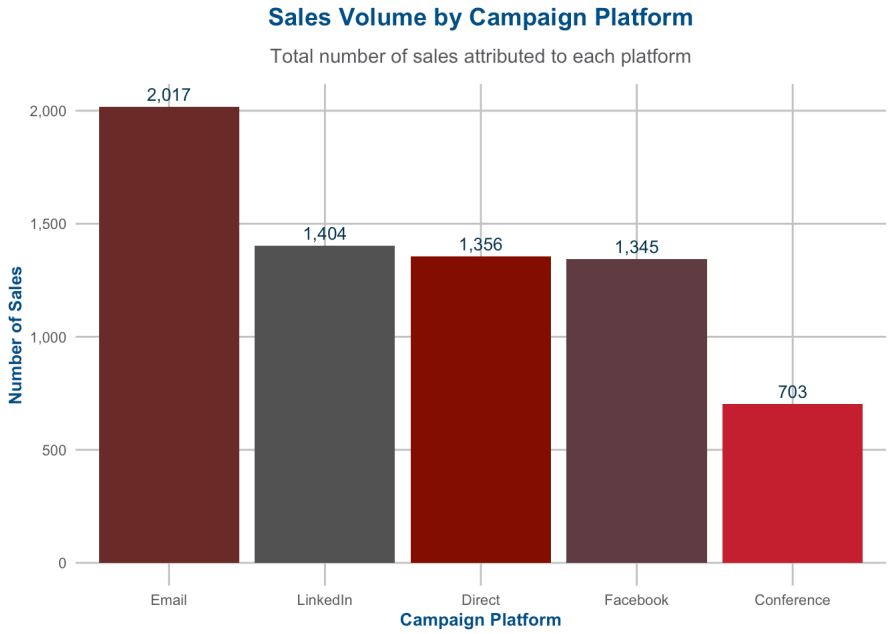
2.1.2 Total Revenue by Product (Horizontal Bar Chart) —

Show

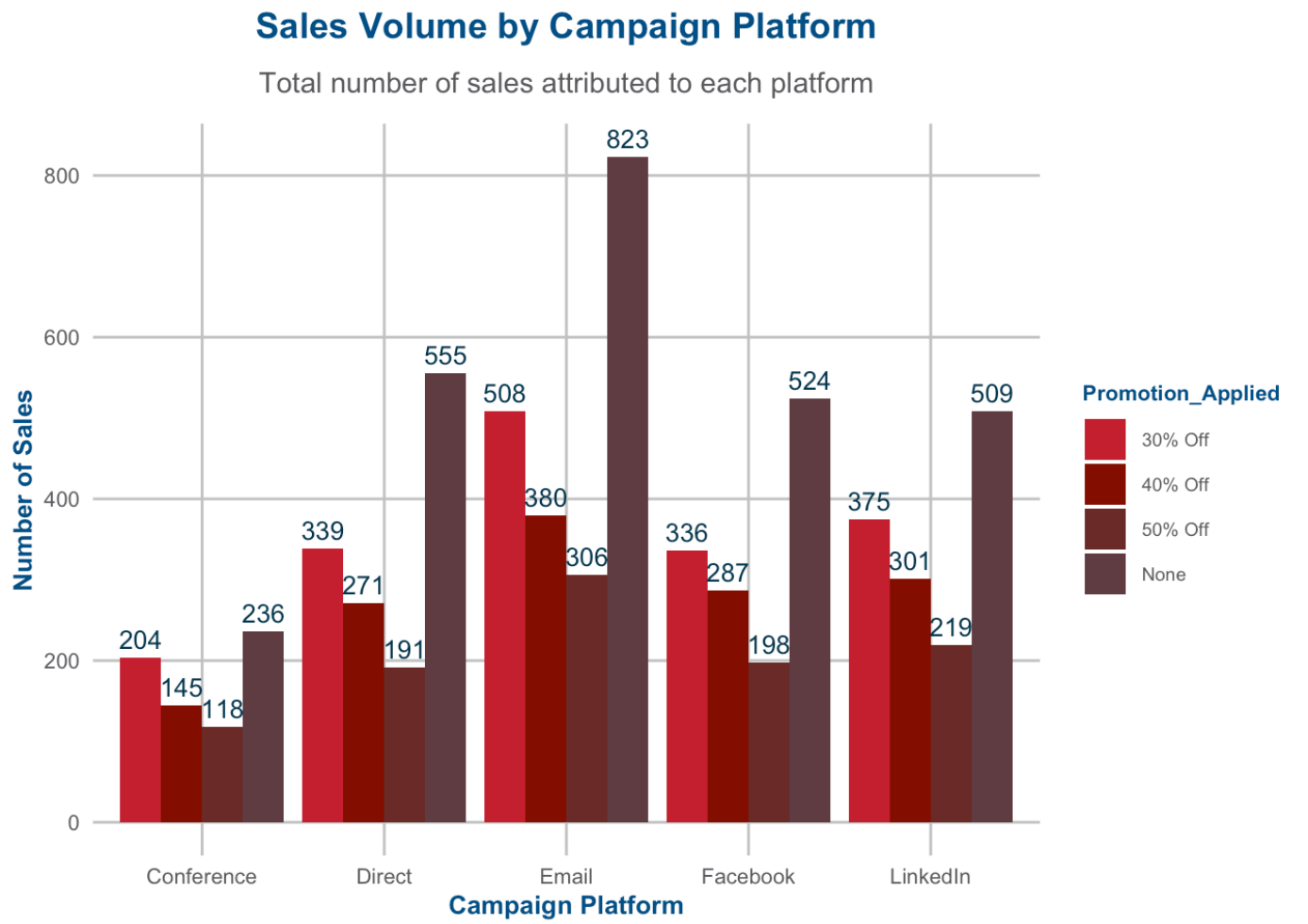


2.1.3 Sales Volume by Campaign Platform (Bar Chart) —

Show



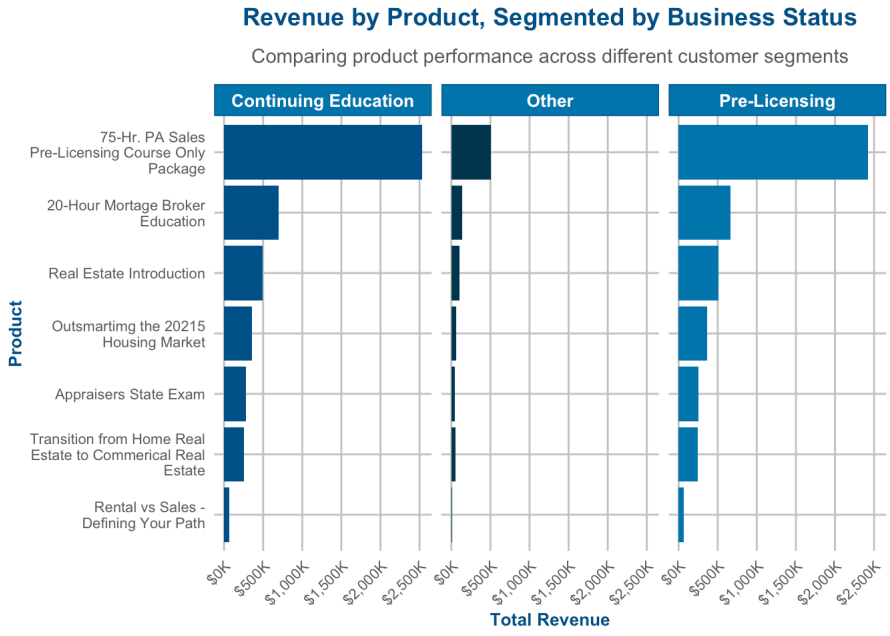
Show



Notes: - Of particular importance here, is the

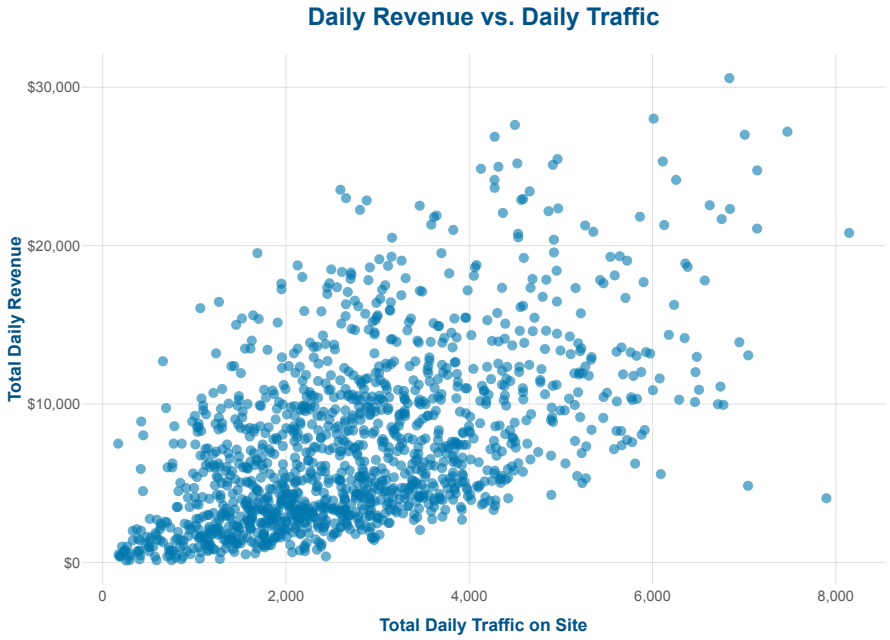
2.1.4 Revenue by Product and Business Status (Faceted Bar Chart) —

Show



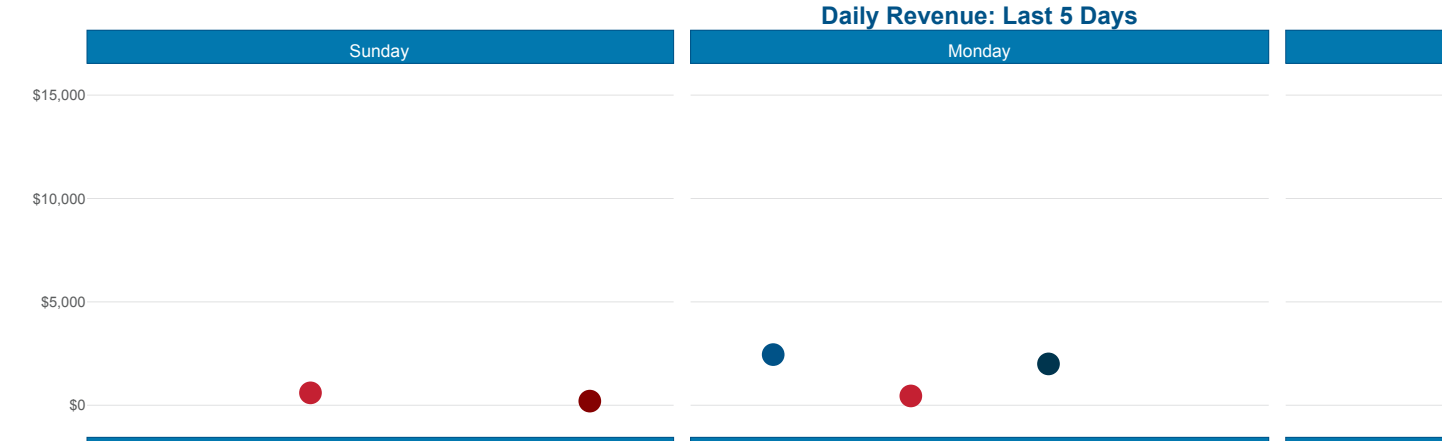
2.1.5 Daily Revenue vs. Daily Traffic (Interactive Scatter Plot) —

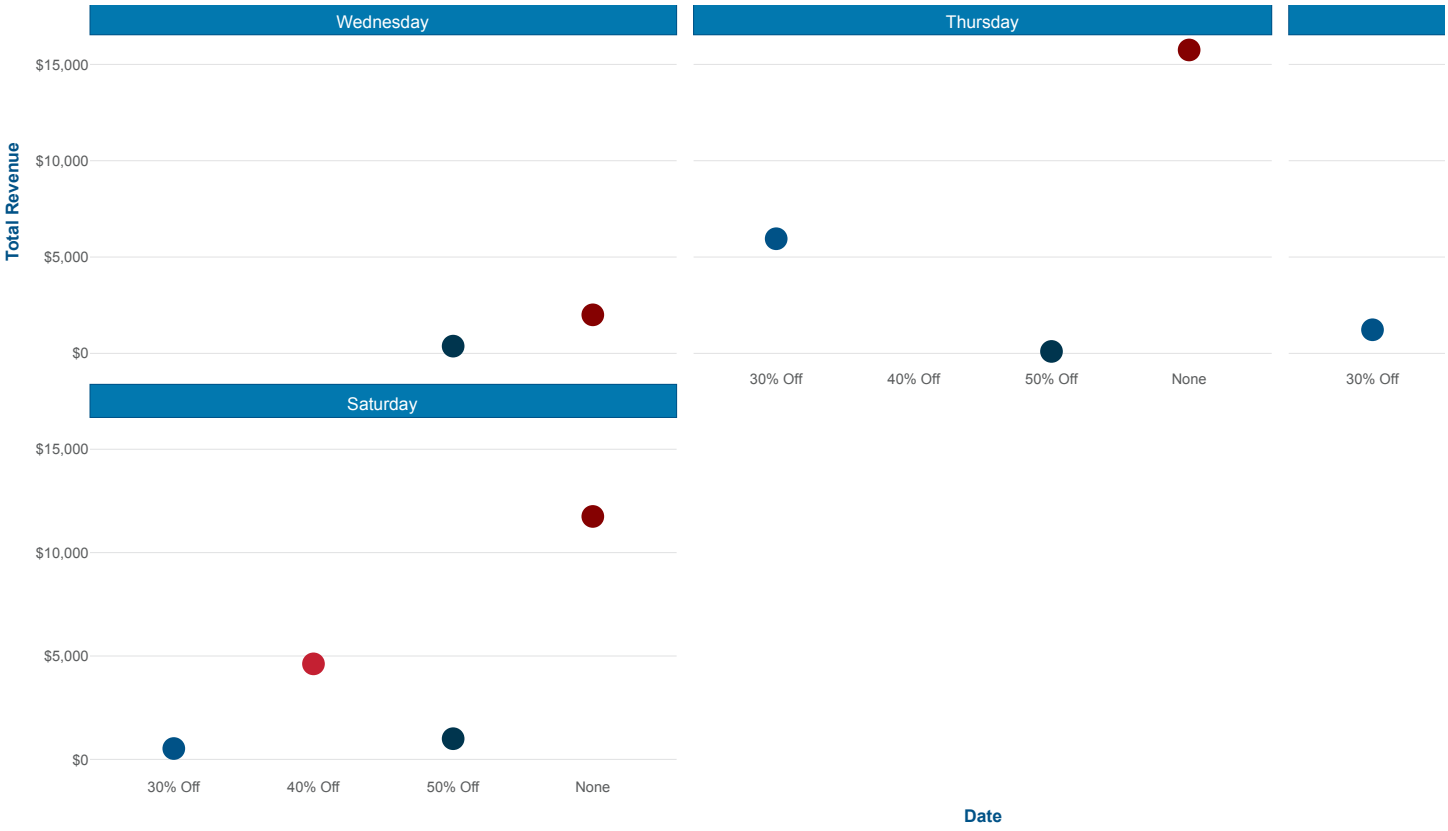
Show



2.1.6 Daily Revenue - Last Two Weeks (Lollipop Chart) —

Show




Wednesday
Thursday
Saturday
Total Revenue
$15,000
$10,000
$5,000
$0
30% Off
40% Off
50% Off
None
Date