1. **What are the elements of a good story?**
   a. Logical Structure with Flow: organizing the data by generation leads readers smoothly from one insight to the next
   b. Relatable Topic: relates the tech use across age groups into personal experiences, making it instantly relevant
   c. Clear Visuals: charts highlighting generational contrasts, making complex data easy to grasp at a high-level overview
   d. Interactive Elements: clickable features engaging the readers, allowing them to explore and connect with the data
   e. Text-Visual Balance: short text sections providing context without overwhelming, letting the visuals drive the story

2. **Dashboard Visualization Messages**

Rx Net Profit by State

Profits are concentrated across multiple regions—Texas, California, and the Midwest stand out.
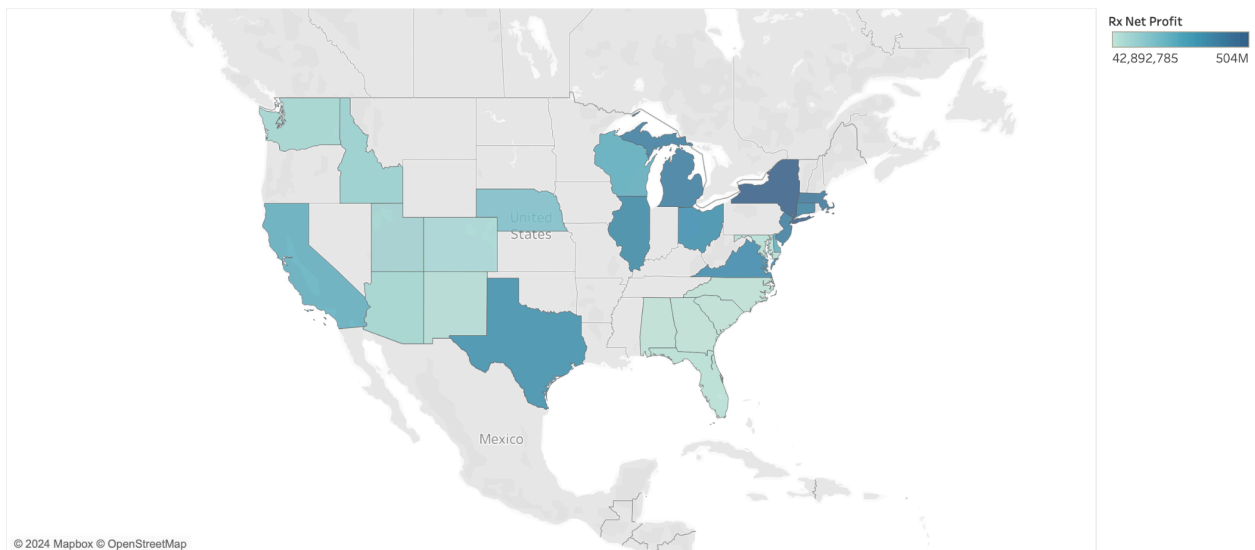
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Rx Net Profit. Details are shown for Dispensed State. The data is filtered on Dispensed Region, which keeps multiple members.

Net Profit by Year and State

Top growth states over time—New York and Massachusetts lead in the East.

Rx Net Profit

$6.05M — $185.61M

Dispensed ..	Dispensed State	Order Date			
		2007	**2008**	**2009**	**2010**
Central	Illinois	$104.66M	$76.82M	$89.27M	$99.50M
	Michigan	$117.77M	$100.88M	$75.54M	$105.05M
	Nebraska	$39.26M	$39.18M	$38.14M	$60.70M
	Ohio	$71.54M	$78.75M	$86.83M	$100.98M
	Texas	$99.49M	$67.45M	$80.47M	$103.61M
	Wisconsin	$49.58M	$56.88M	$50.76M	$85.80M
East	Connecticut	$74.66M	$79.49M	$101.34M	$137.85M
	Delaware	$51.78M	$75.65M	$60.01M	$46.21M
	Massachusetts	$110.96M	$96.18M	$78.87M	$132.42M
	New Jersey	$114.57M	$79.28M	$82.50M	$134.34M
	New York	$98.33M	$113.85M	$105.97M	$185.61M
South	Alabama	$10.63M	$10.45M	$7.65M	$15.98M
	Florida	$14.63M	$11.13M	$11.65M	$13.24M
	Georgia	$8.91M	$9.53M	$14.21M	$13.92M
	Maryland	$14.04M	$11.23M	$6.05M	$19.21M
	North Carolina	$12.32M	$10.43M	$8.61M	$14.84M
	South Carolina	$13.97M	$8.79M	$9.12M	$11.01M
	Virginia	$83.81M	$72.51M	$83.11M	$113.94M
West	Arizona	$26.19M	$19.84M	$18.23M	$34.90M
	California	$60.29M	$66.04M	$43.01M	$69.66M
	Colorado	$22.34M	$16.10M	$17.05M	$30.09M
	Idaho	$33.15M	$24.71M	$27.72M	$34.52M
	New Mexico	$15.35M	$14.55M	$12.35M	$20.32M
	Utah	$32.67M	$15.91M	$23.86M	$32.91M
	Washington	$27.57M	$21.56M	$22.01M	$24.83M

Sum of Rx Net Profit broken down by Order Date Year vs. Dispensed Region and Dispensed State. Color shows sum of Rx Net Profit. The data is filtered on Action (Dispensed State), which keeps 25 members.

## What are the average monthly prescription price and total quantity over time?
Average prescription price remains steady, while total quantity fluctuates over time with noticeable peaks.
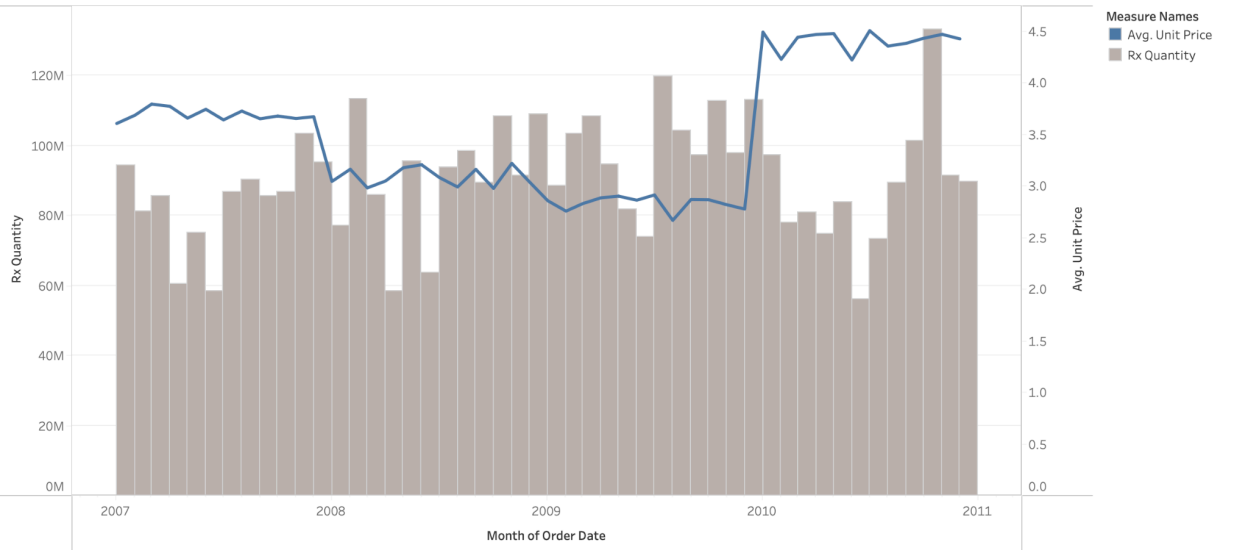
The trends of Rx Quantity and Avg. Unit Price for Order Date Month. Color shows details about Rx Quantity and Avg. Unit Price. The data is filtered on Action (Dispensed State), which keeps 25 members.

Total Gross Sales per Region
Central and East regions lead in Rx gross sales, each exceeding $5 billion.
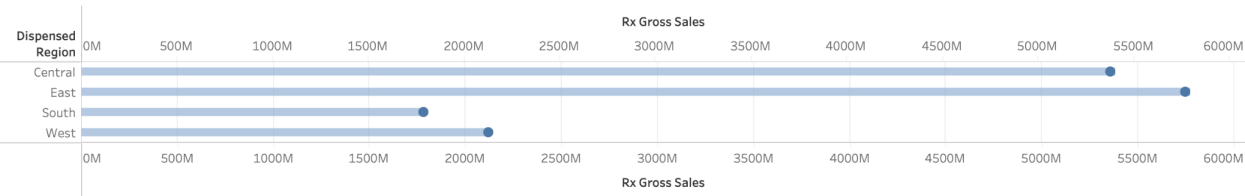
Sum of Rx Gross Sales and sum of Rx Gross Sales for each Dispensed Region. The data is filtered on Action (Dispensed State), which keeps 25 members.

Drug Strength by State
Drug strength increased post-2008 in most states, with California and New York showing the largest gains.
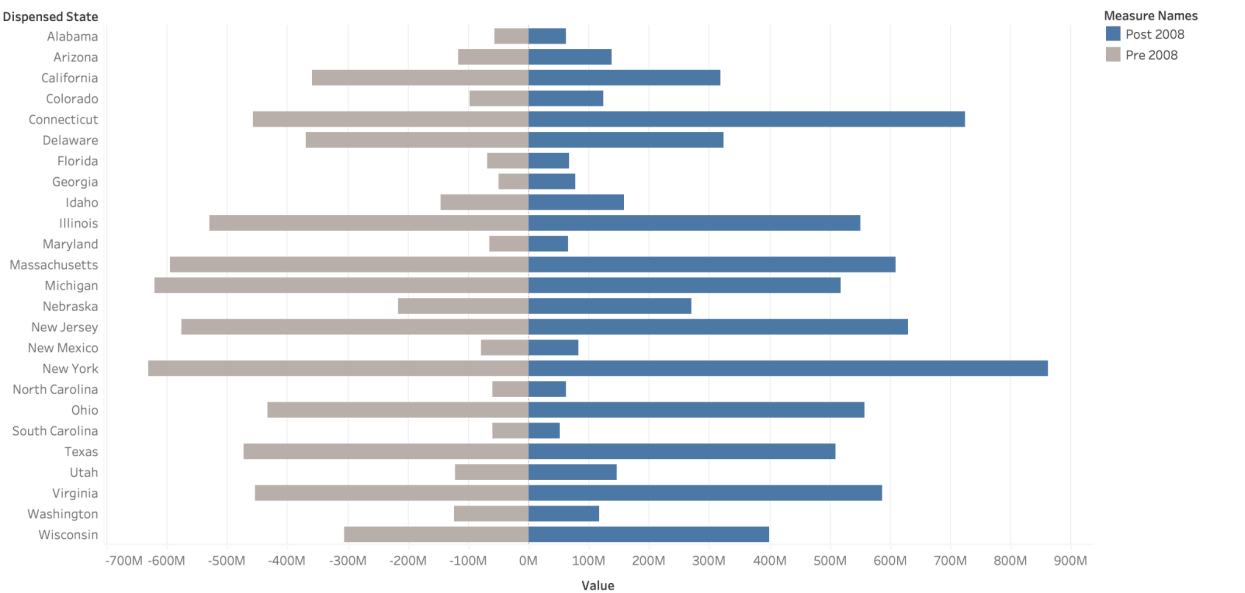
Post 2008 and Pre 2008 for each Dispensed State. Color shows details about Post 2008 and Pre 2008. The data is filtered on Action (Dispensed State), which keeps 25 members.