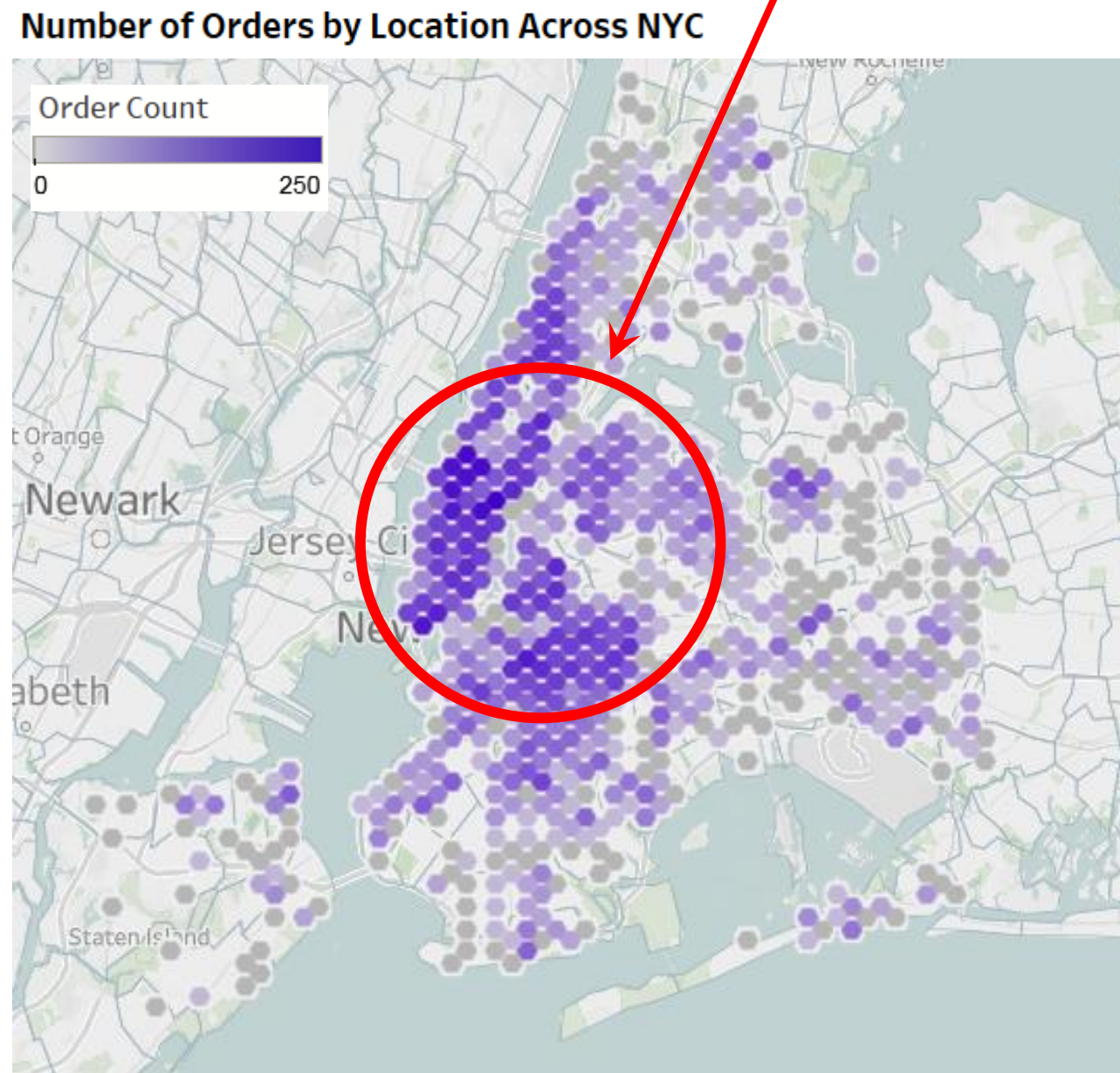


Hexbin Plot

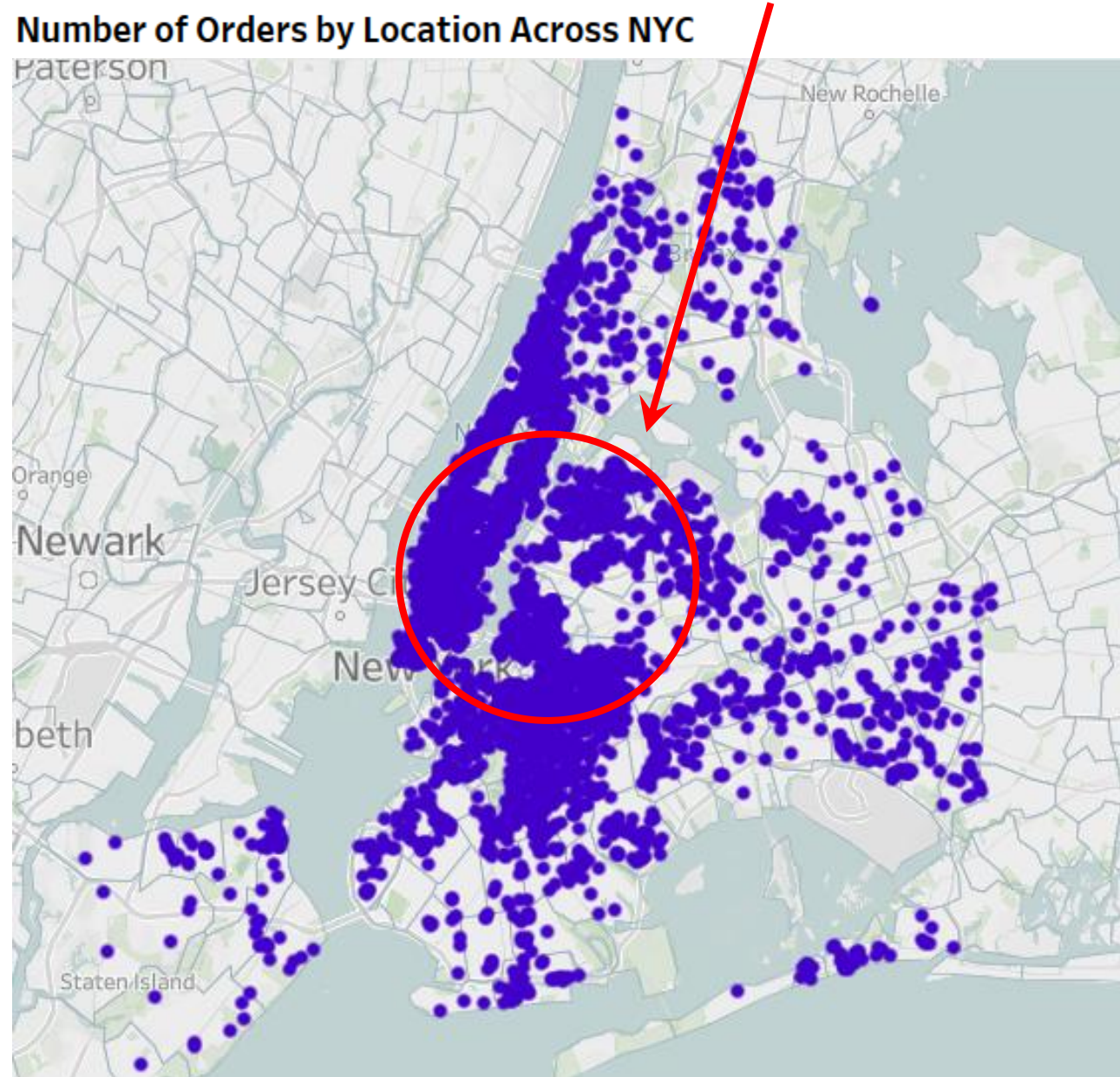
Clusters stand out clearly revealing order hotspots



*Colour depth reflects demand levels.
(Darker Colour = More Orders)*

Scatter Plot: Traditional Way

Zones difficult to compare due to overplotting



*Plot lacks visual depth –
hard to see order concentration*

Hexbin Plot: A Smart Alternative to Overlapping Scatter Plot

A Hexbin Chart reveals structure in dense datasets by grouping overlapping points into clear bins—highlighting clusters, showing totals, and turning clutter into clarity.