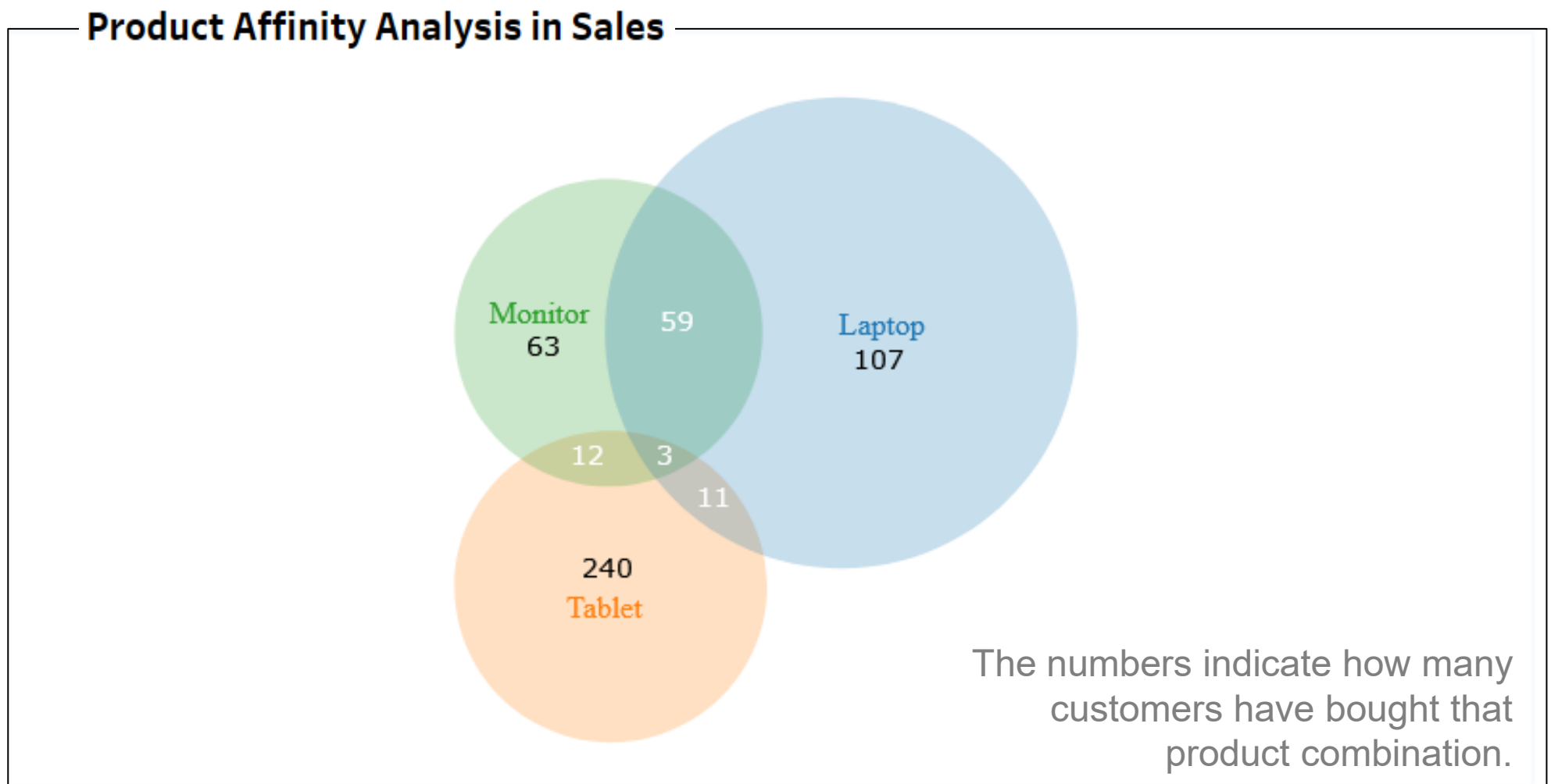


# Venn Diagram: Traditional Way

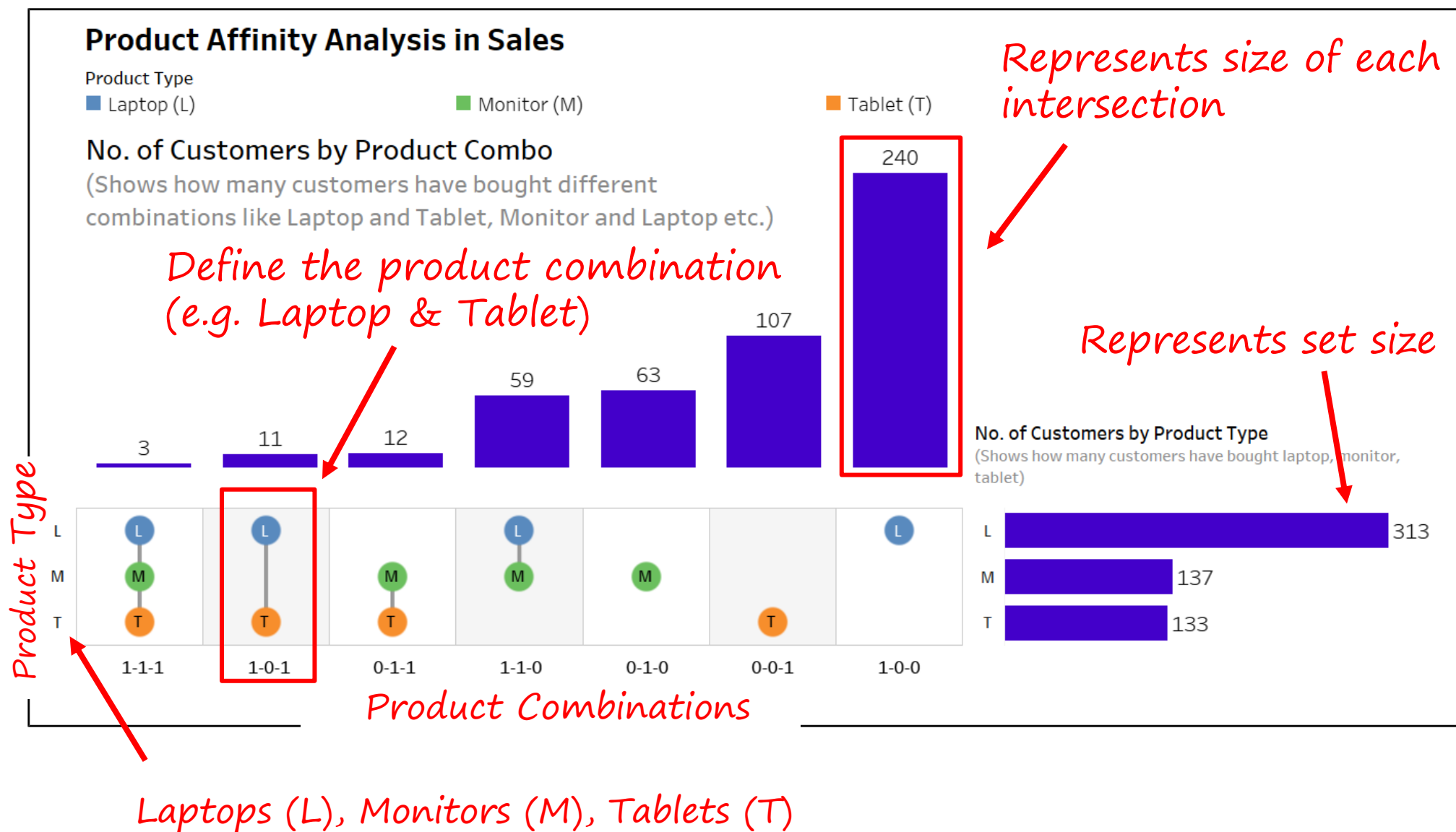
*Circle sizes are hard to compare visually—  
making product combinations difficult to interpret*



*Limited clarity as product combinations grow  
— hard to scale beyond three sets*

# Upset Plot

Quantifies customers in each product combination with clear, scalable bars.



# Upset Plot: A Smart Alternative to Overlapping Venn Diagrams

Upset plots clearly break down overlaps and group sizes — unlike Venn diagrams, which don't scale well. Bars replace tangled shapes, making comparisons quick and precise.