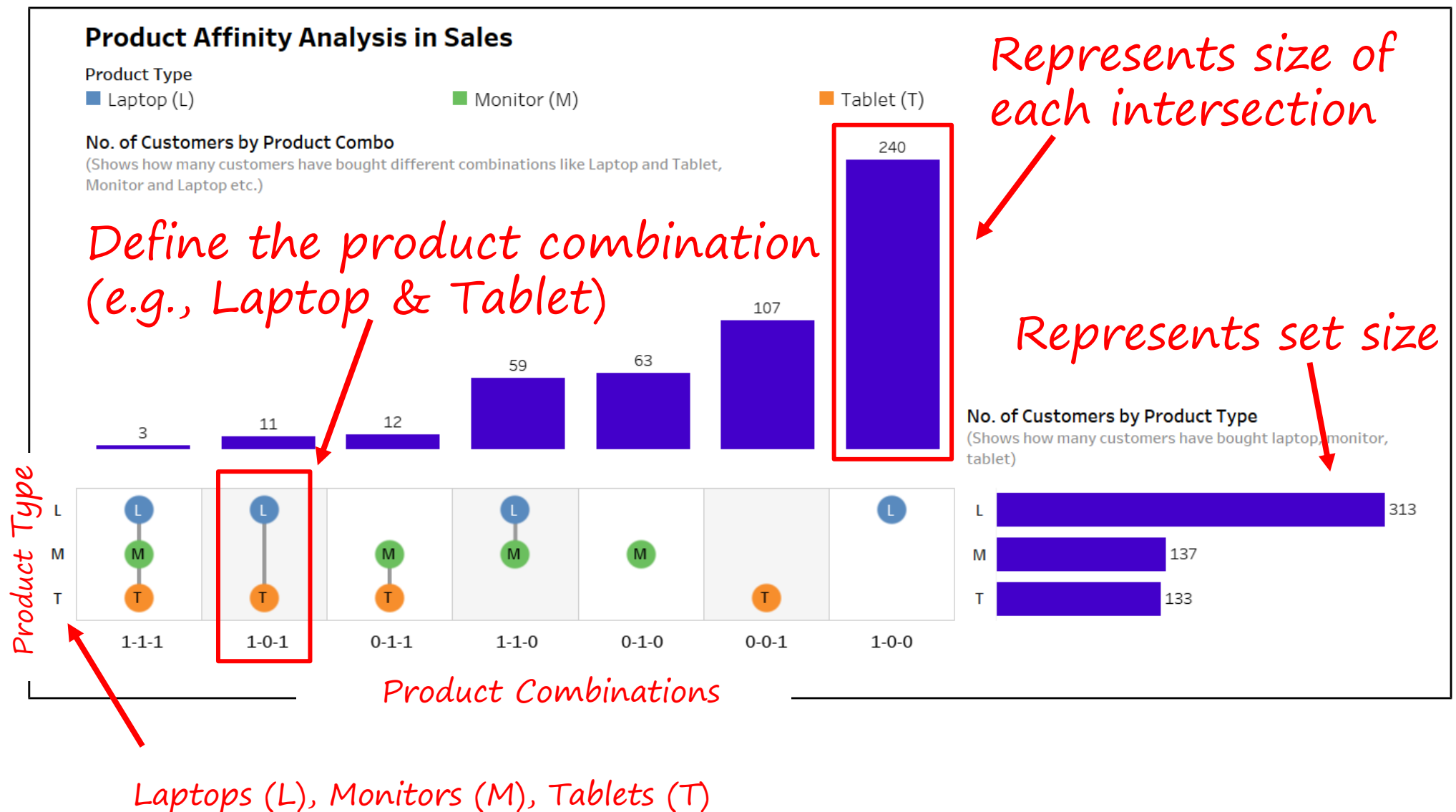


# Upset Plot

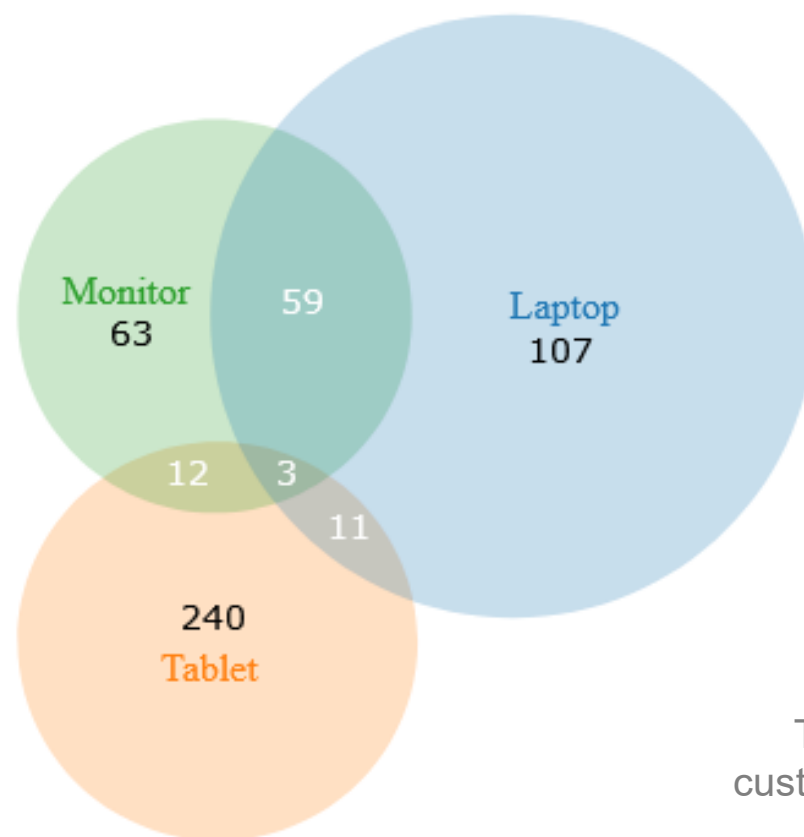
Quantifies customers in each product combination with clear, scalable bars.



# Venn Diagram: Traditional Way

*Circle size is hard to compare visually, even with labels — making product combinations difficult to interpret.*

## Product Affinity Analysis in Sales



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

# 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.