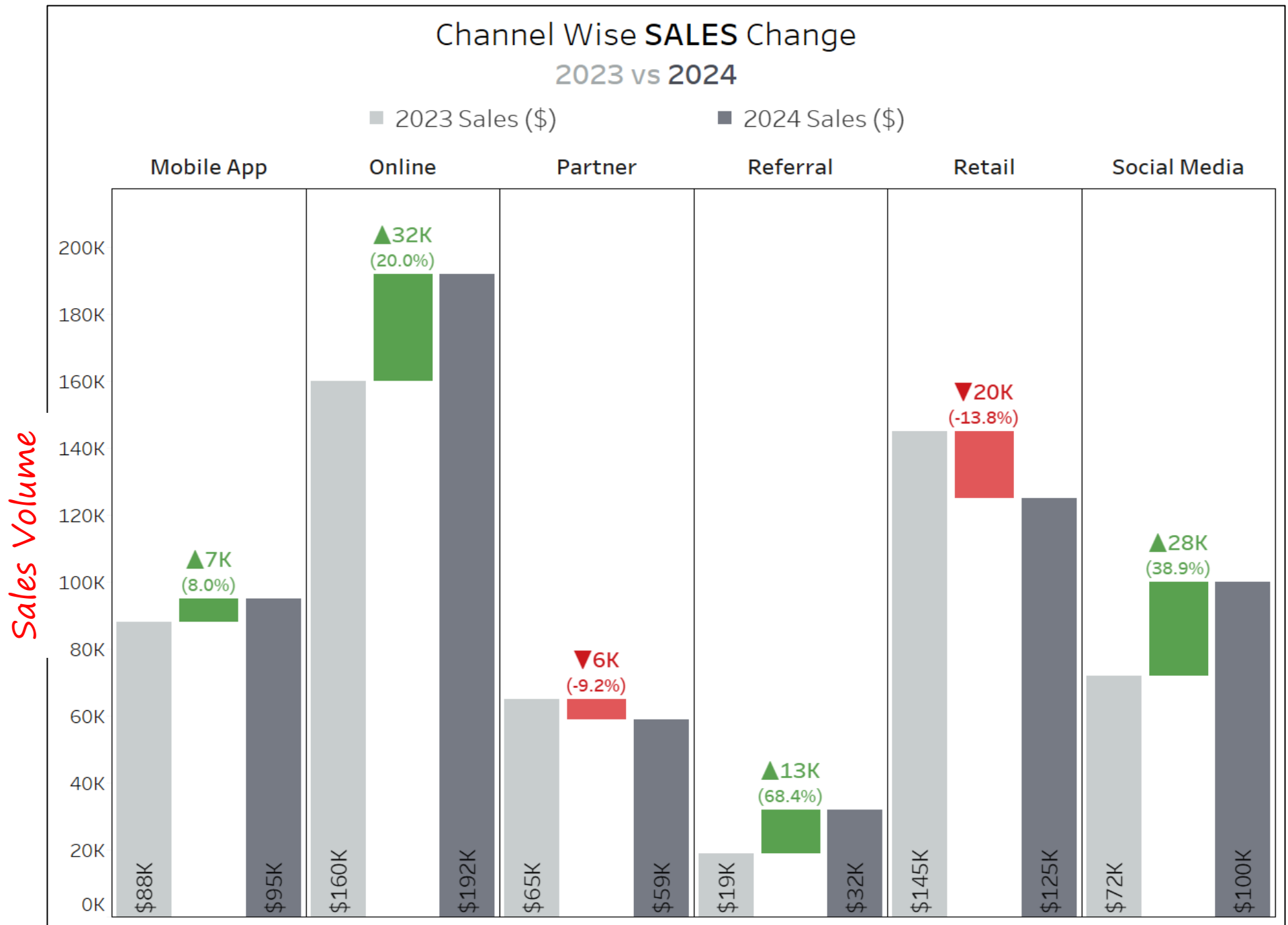


Difference Bar Chart

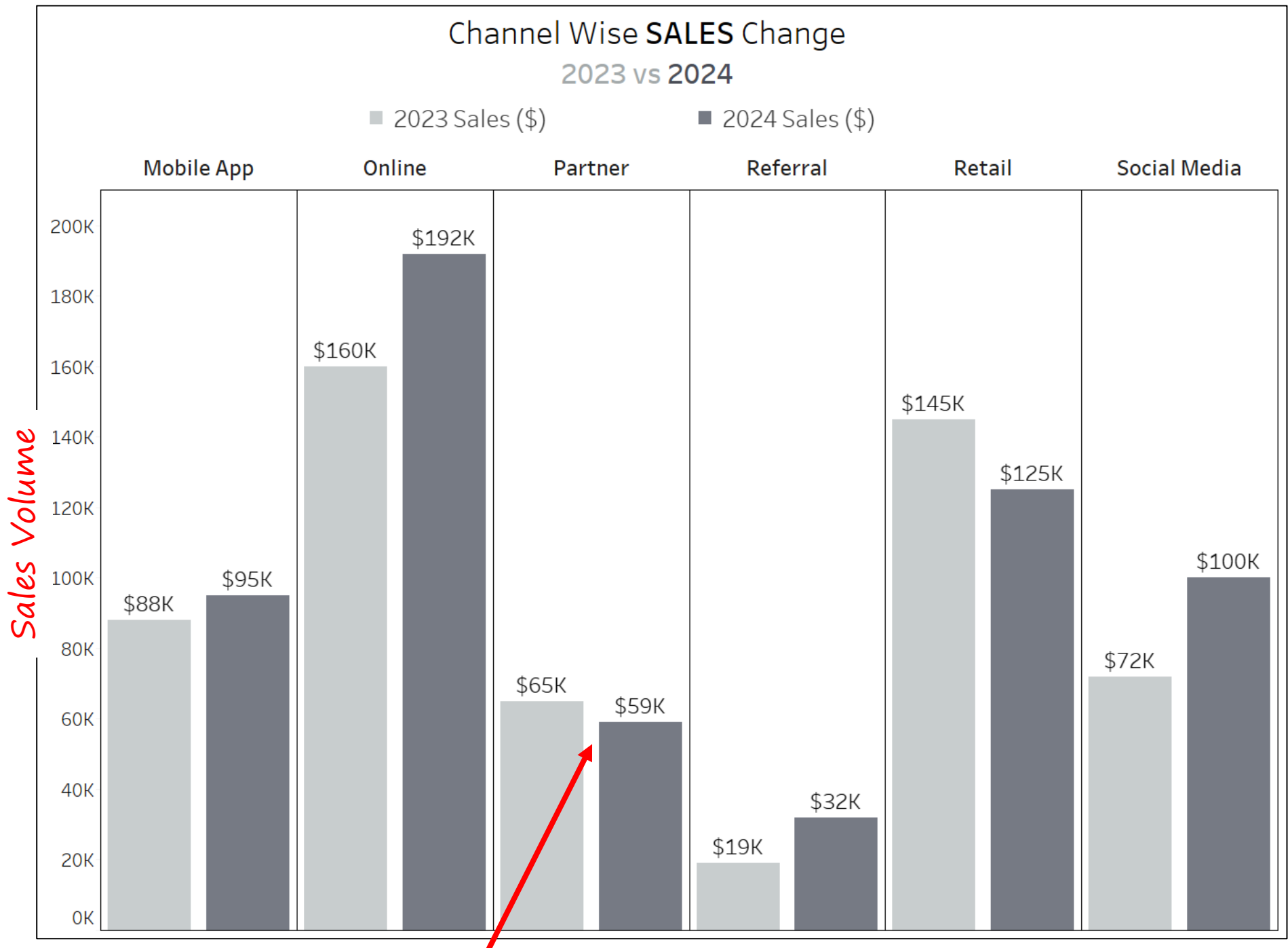
Instantly reveals over and under performing channels



*Draws attention to the difference,
not just side-by-side values*

Bar Chart: Traditional Way

Harder to spot over & underperforming channels



*Focuses on overall totals -
Small differences are not visible*

Difference Bar Chart: Making Change Easy to Read

Difference bar charts shift the focus to what changed, rather than just the values themselves. By displaying the gap directly, they make it easier to interpret performance, compare results, and spot meaningful trends across categories.