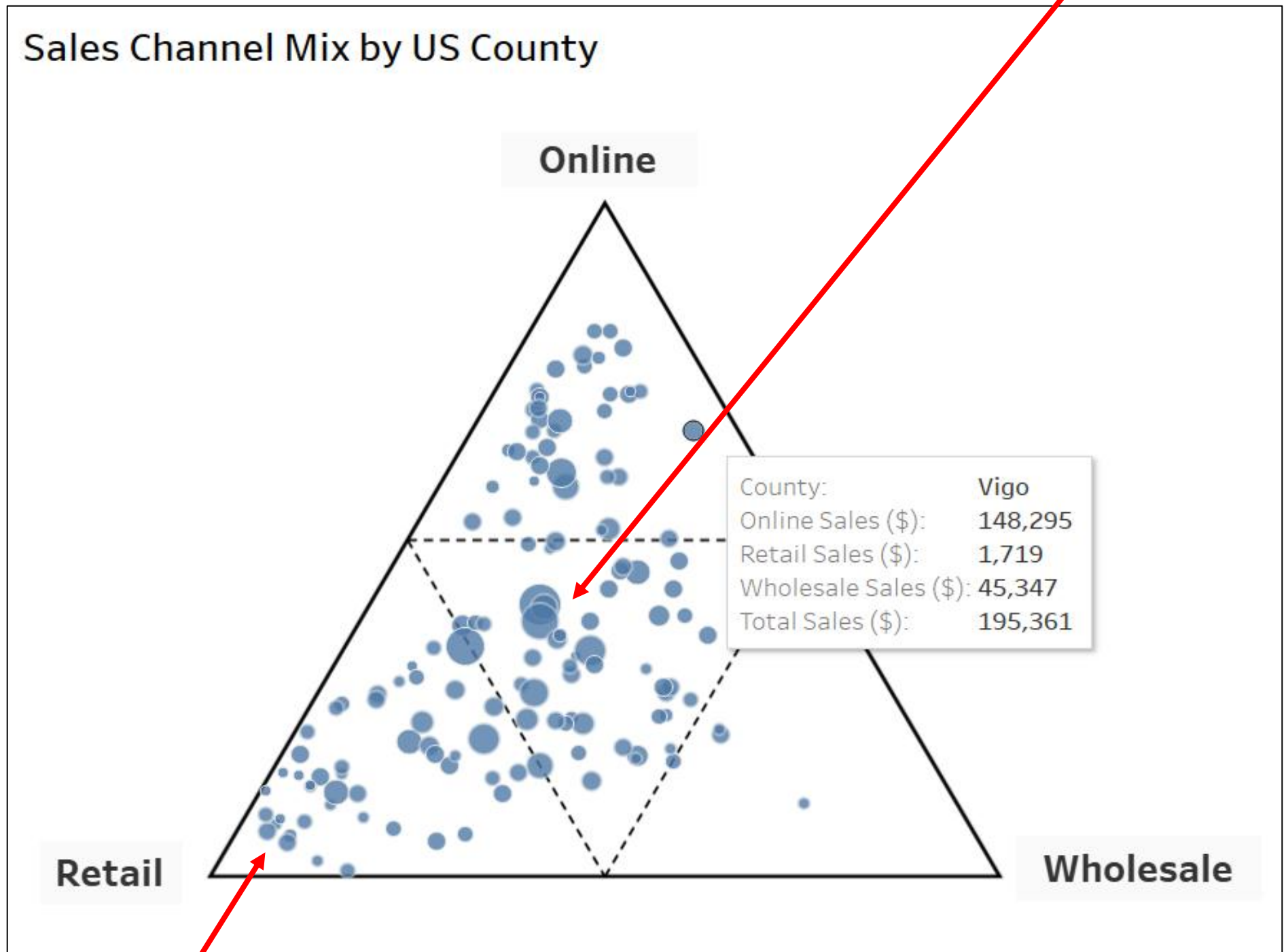


Ternary Plot

Each point shows a county's exact sales mix across channels

Larger points = Higher total sales

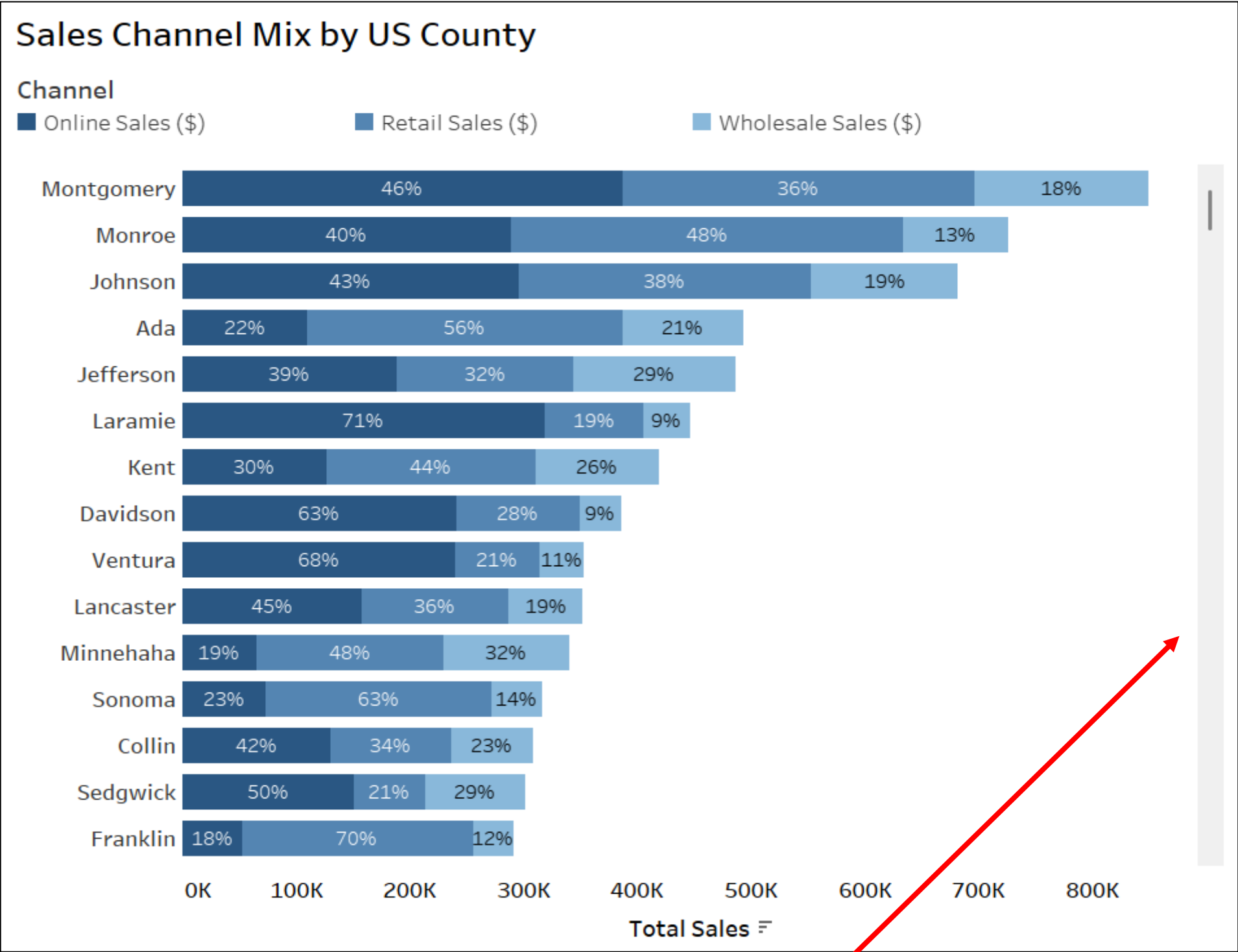


Closer to a corner =
Larger channel share

Clusters and outliers across
counties are instantly visible

Stacked Bar Chart: Traditional Way

Shows individual channel percentages, but not the broader county distribution



Not all counties are visible in one view

Ternary Plot: Visualizing Distributions Across Three Variables

Ternary plots display the complete distribution of data across three variables in a single view.

They make clusters, outliers, and trade-offs easy to spot, making patterns clear and helping identify opportunities and risks quickly.