TREEMAPS

Too many SKUs?

! Too Many Boxes

! No Clear Focus

! Hard to Navigate

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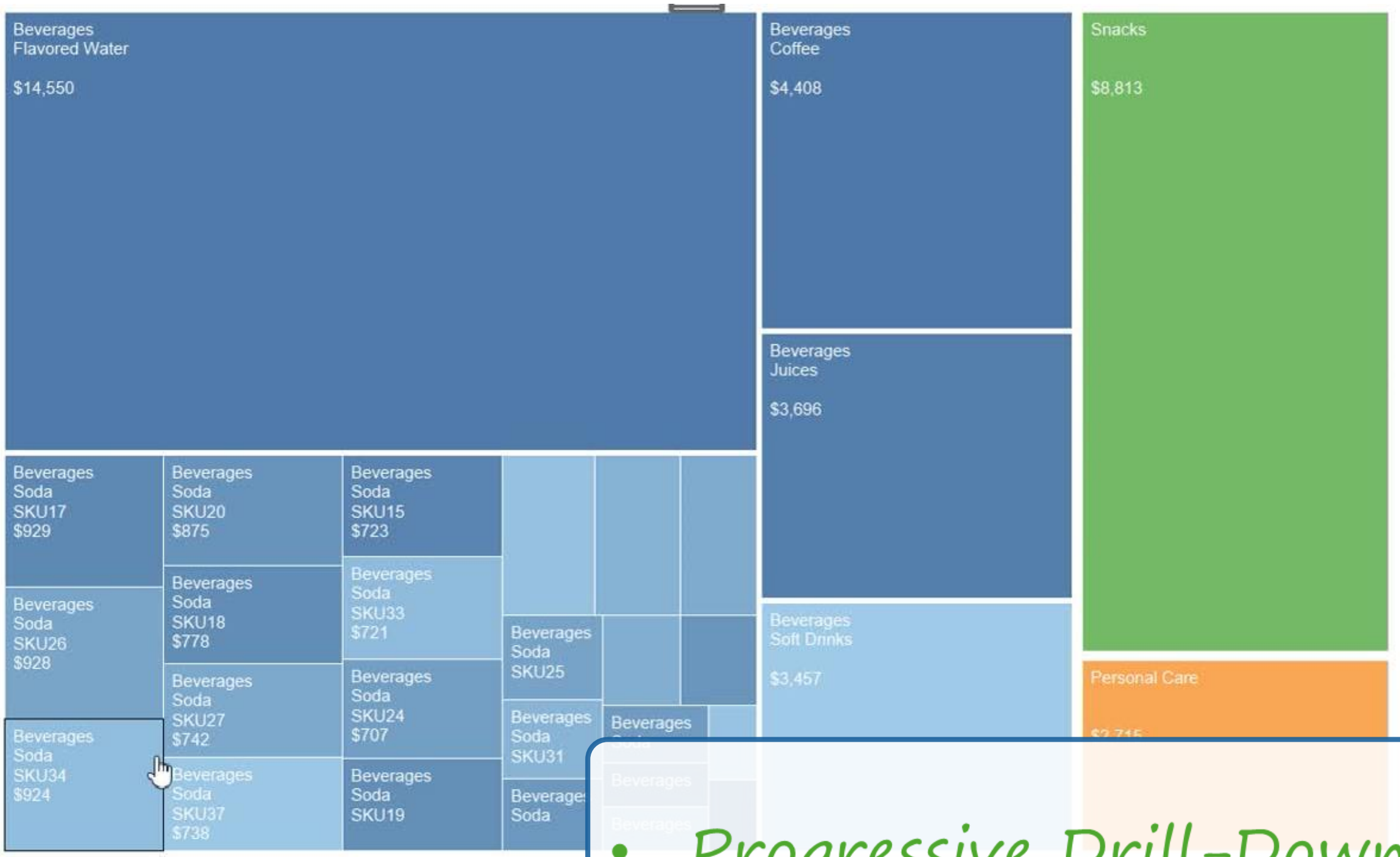
HIERARCHICAL TREE VIEW

Hierarchy: Category → Subcategory → SKU



- Progressive Drill-Down
- Less Cognitive Load
- Focused Storytelling

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CONCLUSION

No Clutter: Less cognitive overload

Progressive Insights: Drill top drivers

Better Storytelling: Great for reviews & walkthroughs

Guided Exploration: Start broad, go specific

Let’s connect to build dashboards that don’t just display but deliver better insights

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