Let’s recap what we’ve learned:

### Before

**Sales trends**

[Furniture sales by region chart]

### After

**Recommending goal increase**

**Sales underperformed until May**
Sales were consistently below the $150K monthly goal
in Q1. However, we saw a marked increase in May
when a regional competitor closed. This gain resulted
in reaching the year’s goal above goal.

**Competitor closed, regional impact**
In May, a regional competitor went out of business
and we saw an immediate increase in the
South/West region, which held consistent through
the rest of the year.

**Sales over time: total**

**Sales over time: by region**

**Recommendation:** Because we have seen
momentum going into next year,
therefore we recommend increasing
the $100K monthly sales goal.

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**1. Don’t overcomplicate**
Eliminate clutter and avoid trying to communicate too much in one visual.

**2. Use color strategically**
Question your tool’s default settings and use color to focus attention
on the main point(s) in your visuals.

**3. Say what you mean in words**
Describe to your audience in words how to interpret your visual.
Consider if it’s a graph you’ll describe live or if it will be sent out to
be read.

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