

PLEASE DO NOT CHANGE THE COLUMN NAMES IN THE DATASET, OTHERWISE THE DATA STORY WILL NOT BE GENERATED PROPERLY

Category	Details	Chart Number	Year 1	Year 2	Year 3	Percentage
Enter the name of the category (e.g., Telefon, Social Media, Chatbot). For Chart 1, rows sharing the same Category name will be grouped together.	A sub-label (e.g., month when the data was collected). Optional for Charts 1 and 2, leave blank for Chart 3.	Enter 1, 2, or 3 to choose which chart this row belongs to. See the chart references below.	Enter the value for your earliest year. Used by Charts 1 and 2 only.	Enter the value for your middle year. Used by Charts 1 and 2 only.	Enter the value for your latest year. Used by Charts 1 and 2 only.	Enter the percentage value for this slice (a number from 0 to 100, no % symbol). Used by Chart 3 only. All Chart 3 rows must sum to 100.

Chart references:

This dataset feeds three different charts. Each row belongs to **one** chart, set by the **Chart Number** column. Different charts use different columns - fill in only the ones listed below for your chosen chart, and leave the rest blank.

Chart 1 - Multi-category comparison across three years: use when you have several categories (e.g., Telefon, Social Media) and want to compare their values across three years. A category can have one row, or several sub-rows grouped under the same category name.

- Required:** Category, Chart Number (= 1), Year 1, Year 2, Year 3
- Optional:** Details (use to label sub-rows under a category, e.g., month when the data was collected)
- Leave blank:** Percentage

Chart 2 - Single category across three years: use when you want to highlight one category's values across three years.

- Required:** Category, Chart Number (= 2), Year 1, Year 2, Year 3
- Optional:** Details
- Leave blank:** Percentage

Chart 3 - Pie chart: use for proportional breakdowns (e.g., Chatbot vs. Human). Add one row per slice. **Percentages across all Chart 3 rows must sum to 100.**

- Required:** Category, Chart Number (= 3), Percentage
- Leave blank:** Details, Year 1, Year 2, Year 3

Chart 1:

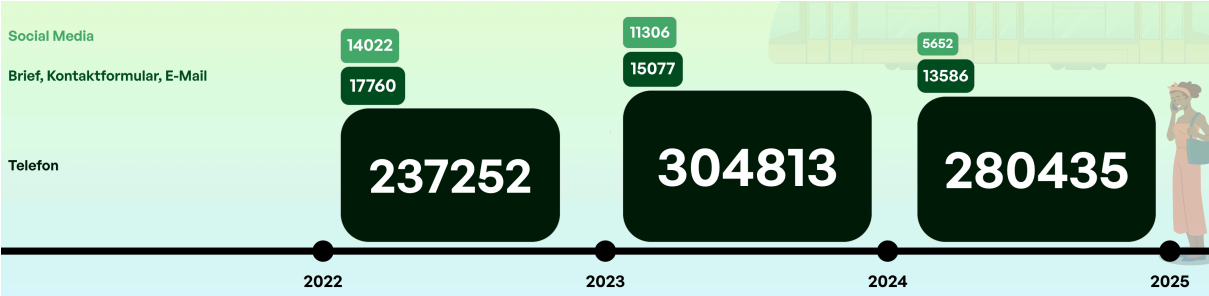


Chart 2:

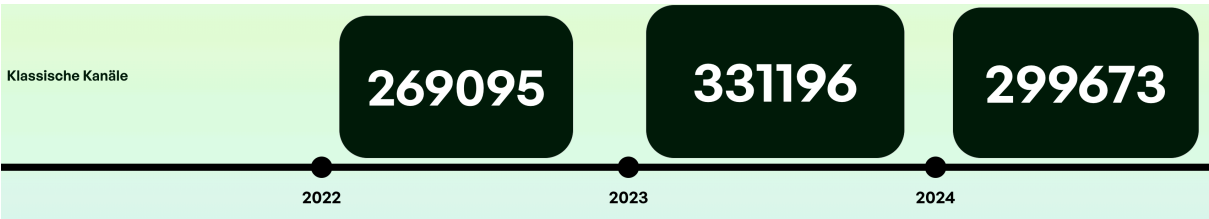
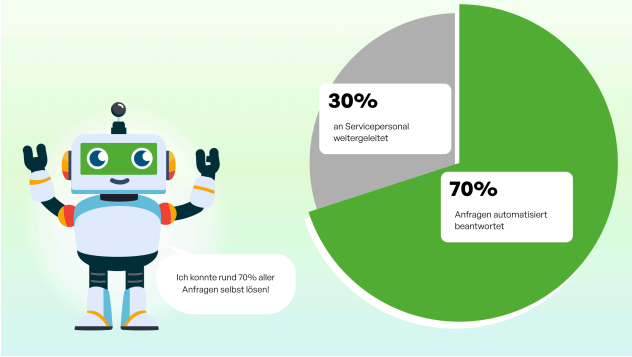


Chart 3:



Example:

Category	Details	Chart Number	2022	2023	2024	Percentage
Telefon	Januar	1	13227	21509	25882	
Social Media	Kommentare	1	11301	9559	4388	
Klassische Kanäle		2	269095	331196	299673	
Chatbot		3				70
Human		3				30