LUMINA

Intelligent living. Seamlessly connected.



Meet Lumina

Your guide to the Pigment Frames Contest data.

18	24	5	30
devices	countries	sales channels	months of sales

The company

Lumina makes smart devices people live with every day. The **Personal Devices** category is watches, fitness bands, and earbuds. The **Smart Home** category is air quality monitors, smart lighting, a home hub, and a sleep sensor. There are 18 devices in all: some have been on sale for years, some launched during the period, and 3 are new generations of models still on sale.

Lumina's devices are made in China and Taiwan and sold in 24 countries across the Americas, Europe, the Middle East and Africa, and Asia Pacific. They reach customers through 5 channels: Lumina's own online store, specialist retailers, general retailers, online marketplaces, and direct sales to businesses.

Where things stand

It's the end of June 2026. Lumina has two and a half years of monthly sales behind it, from January 2024 to June 2026, and a budget for every month from January 2025 to December 2026. Revenue has grown strongly. Now the leadership team wants to understand what's really driving the numbers, and where 2026 will land.

The questions on the CFO's desk

- Which markets and products are driving our growth, and which are slowing down?
- What happens to sales when we launch a new device, and to the one it follows?
- How is the way customers buy from us changing?
- How are we tracking against budget, and where?
- What do exchange rates do to the results we report?
- If the year continues as it has started, where will 2026 land?

There's no single right answer. The data has more to say than any one chart, so pick the question that interests you most and tell its story.

The data: one workbook

Lumina sales and budget 2024-2026.xlsx has one tab for each table below, plus a Read me tab that explains every column, how the tabs link, and what a missing row means.

Tab	One row per	What's in it
Products (18 rows)	device	Name, range (Watch, Band, Buds, Air, Halo, Hub), category (Personal Devices or Smart Home), price tier, list price in US dollars, launch date, the country it's made in, the earlier model it follows (if any), and a one-line tagline
Countries (24 rows)	country	Name and country codes, sales region (NAM, LATAM, EMEA, APAC), sub-region, market tier (Core, Established, Emerging), local currency, capital city with its map coordinates, and population
Sales (27,135 rows)	product, country, sales channel, and month	Units sold; revenue before and after discounts, in local currency and in US dollars; the exchange rate used; and the campaign running at the time, if any (for example Black Friday or a launch). January 2024 to June 2026
Budget (8,949 rows)	product, country, and month	Budgeted units and budgeted revenue after discounts, in local currency and US dollars, with the budget exchange rate (one per currency per year). January 2025 to December 2026. The budget isn't split by sales channel

Ways to explore

Pigment's Modeler Agent builds your model for you. Some prompts to get you started:

- *"Build a model of actual against budget by month, region, and product range from January 2025, with the variance."*
- *"Show net revenue in local currency next to US dollars for each country."*
- *"Track each product's sales from its launch month, and compare new generations with the models they follow."*
- *"Break down revenue from factory country to region to sales channel to product category."*
- *"Show how each sales channel's share of revenue changes over time."*
- *"Compare revenue before and after discounts by product and channel."*

Need ideas?

Then make it yours: the best Frames show something a standard chart can't. Some directions to try:

A flow

Revenue streaming from factories to regions, channels, and products.

A map

Markets placed by their coordinates, sized and colored by what matters to you.

A race

24 markets competing for the top spot, month by month.

Cards

Every device on a card that flips to show how it's selling.

A story

Your findings told scene by scene, like a presentation.

A game or a tool

Something your audience can play with or steer.

Lumina is fictional and its figures are illustrative. Exchange rates (European Central Bank), coordinates, and populations (World Bank) are real.