

## 1. Create a Visualization:

[https://public.tableau.com/profile/adarsh.mundra#!/vizhome/Book2\\_15821230334650/Profitaccordingtosales?publish=yes](https://public.tableau.com/profile/adarsh.mundra#!/vizhome/Book2_15821230334650/Profitaccordingtosales?publish=yes)

## 2. Answer Your Managers Questions:

How does your visualization leverage at least one “pop-out effect” or “pre-attentive attribute?” Which one(s) was (were) chosen and why?

I used a **bar plot**, with **grey colour** for the **profit** in the **sales** and **red colour** for the **loss** in the **sales**. In this way, the manager will see soon on which sub-categories she has to pay attention to increase the profit on a particular category.

How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?

I used the **closure** principle. I tried to use only the essential information, eliminating the x axis and using labels near the axis, with information explaining which is the content of every bar.

How does your design reflect an understanding of cognitive load and clutter?

I tried to minimize the clutter by **reducing the information** that the reader has to look at in order to understand the meaning of the chart. In other words, the chart contains the minimum of information that the reader needs to know for her purpose.

Is your visualization static or interactive? Why did you choose that format?

It is a little bit interactive. I added a **filter on the region**, so the manager can switch in the region that she wants to analyse and see how the distribution of sales changes in the different sub-categories to analyse the profit or loss in the sales. By selecting in the filter she can see the overall distribution of sales in every region.

- What need does this visualization address that words or numbers alone cannot fill? This visualization helps the manager to instantaneously see which are the worst subcategories and how much worst they are **with respect to the others**. The **bar graph** is really useful to see that difference, that it could be difficult to see with only numbers.