

3 Worst Performing Sub-Categories:

https://public.tableau.com/profile/animesh.mishra#!/vizhome/Worst_Performing_subcatog/Sheet1?publish=yes

3 worst performing Sub-categories in each region and comparison with other profitable categories:

https://public.tableau.com/profile/animesh.mishra#!/vizhome/Worst_Performing_subcatog_region_wise/Sheet2?publish=yes

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

Answer: I have used “COLOR” as the pre-attentive attribute. I have clearly marked the less profitable or the sub-categories going in a loss as a dark color and the ones going in profit in a light color, as that is not what we wish to present to the audience. Since this is a bar chart, I felt color can be easily used as a distinguishing feature of our work.

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

Answer: We are using the Similarity principle. In this we have let the loss category be represented on one side of the reference line. So anyone can infer from that, that all the sub-categories that lie on one side of the line would be going in a loss.

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

Answer: We are showing cognitive load in terms of color and the labels that we have used. Using the color one may easily understand that the dark ones refer to the loss making category whereas the light ones to the profit making. We have also considerably reduced the clutter and showed only the percent of the loss and profit.

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

Answer: It is static, as the user need to know just the loss making categories and was quite specific with her needs.

What need does this visualization address that words or numbers alone cannot fill?

Answer: This visualization helps in easy comparison of the sub-categories without any pressure on the brain and one may easily understand what is happening in the picture.