Design Checklist

1. **What is/are the business question(s) this project will answer?**

* Determine relationship between discounted vs sales and profit
* Company is sale profit ratio based on discounted rate base on different region
* The reason for different discount rate
* The product sale count and discount rate vary based on region from 2011-2014

**2. What data will be used to answer this question? Is the data capable of providing the information you are looking for?**

The data is capable of providing information dive deep into discover more business question.

The following column will help in the design and exploratory analysis process including:

Location Factor: State, Region, City, Postal Code, Segment

Product Info: Category, Sub-Category, Product Name, Product ID

Sale Factor: Sales, Discount, Profit, Profit Ratio, Quality sale

**3 . Who is the audience of this visualization (to whom are these findings ultimately being presented)?**

Stakeholder: Sylvia and Board of directors.

SME: Board Member & Superstore Corporation

Audience: Board Meeting Attendee

**4. How will your findings ultimately be displayed? Please list any special requirements of the user.**

Displayed in dashboard and story mode

Include key KPI show relationship and correlation between variables

Keep presentation short and effective by make it explanatory and static