Designing a Visualization for Your Manager -David Chen

Please check my dashboard in the following url:
https://public.tableau.com/profile/david.chen2882#!/vizhome/SaleFactor
Analysis/CategorySalebyRegion

1. How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?
   The purpose of region & subcategories is applying the proximity principle so it can be easily demonstrated which belong to which region. Besides, the similarity is also applying by using color to further emphasize which sub-categories are the lowest performers in red color and other keep sub-category in blue
2. How does your design reflect an understanding of cognitive load and clutter?
   By removed unnecessary axis and labels and put sale all the categories sale number.
3. Is your visualization static or interactive? Why did you choose that format?
   I made it interactive to reduce cognitive load. When you hover over the column you can choose the number of sub-categories that is underperformed in case the manager wishes to drop more choice.
4. What need does this visualization address that words or numbers alone cannot fill? It allows for extremely quick identification of the sub-categories that the company needs to pay attention to and how they perform compare to one another