

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