Graphical user interface, chart, line chart

Description automatically generated

Why I decided on my design choices for the data visualisations is due to data visualisation focusing on representations graphically so I assured that this was communicated within the dashboard to the audience. For the pie charts I used only two colours so the main message of what this chart was communicating would not be a distraction. For the line graph I went with again a simple colour because I wanted the patterns of the graph to be shown clearly. For the column charts I decided to go with two colours that were straight to the point whereas for the other column chart I went with colour coded colours that represented the purchased products within each supermarket city location. I also decided to make sure that showed the figures because it would show the analysis in a more thorough way.

What Influenced my decisions was knowing when to use certain charts so for example the pie charts I used you only use a pie chart if you are not analysing much data. Considering that there was only a few variables for me to analyse I had no issue with choosing a pie chart because I knew that tit would clearly represent the information. For the line graph a line graph is used when you want to show the period of the various trends which my chart showed. Finally for the column charts what influenced my decision was that I was comparing the categories of male and female, and this fit well so I thought this would be a good fit. As I know I know that column charts clearly will show how well females performed in comparison to the males etc.

What Insights have I found out is that females contributed the most to the gross profit margin and gross income made. This shows that females shopped the most at these popular supermarkets in popular city locations.