

## Dashboard Napkin drawing feedback

### **Pg1:**

Dean: Overall, first page looks good! The first graph is a nice, I like the forecasted line that continues the historical values. The second graph is a little confusing, some clarification is needed here.

Hayden: So, I understand what the forecast graph is representing, and I do think that is the appropriate way to understand that set. I however I am not entirely sure what the correlation graph is showing. That could do with my own lack of understanding of what Lag means in this instance.

Savion: The first graph is fine, and I like the way you are implementing the forecast part of the line graph. I am not sure what the second graph is displaying though. I do not understand what Lag is representing and what values are being displayed. If there is a better way to display this information so that you do not have to explain what Lag is, that would be great.

### **Pg2:**

Dean: First graph looks nice, however not sure how it will look with 6 clustered columns. Concerned it may be a little congested or confusing but may be fine if done correctly with proper spacing and coloring. Second graph looks great, I really like the use of a slicer here.

Hayden: For the second page, I understand the breakdown of the clustered bar chart comparing the different markets and the different goods sold therein. I also understand the line graph of showing sales over time. I am not sure what the NAICS codes are, but I do think that a Title to the graph would be helpful for the explanation, or even titling the slicer differently may provide some insight.

Savion: The first graph is constructed well, displaying each different supermarket and the goods they are selling in each of those supermarkets. This shows the differences between the supermarkets and which goods thrive or do not thrive in these markets. The line graph is also displayed well. The only question I have is about the slicer that is going to filter the information. Are there multiple lines on this graph? Is each code a different line? I think I just do not understand what NAICS codes are.

### **Pg 3:**

Dean: Both graphs on this page look good to me, correct choice of graphs no issues here. Not entirely sure what the visualizations look to showcase however if these are relevant to your overarching theme than these are ok.

Hayden: For the CPI vs RPI I understand what is being shown, but I am a bit confused as to what the connection of that data is to the previous pages data. The same could be said for Retail vs Wholesale employees. Both of those graphs do make sense stylistically, but I would maybe include a reasoning for their inclusion in the process.

Savion: Both of these graphs are fine. They both display a correlation and between the two columns. My question is, how do these graphs relate to the graphs previously constructed? The other graphs had to do with Sales throughout the US. These graphs display different statistics, but why are these correlations important? They are constructed well though.

### **Overall:**

Hayden: I believe the graphs used are all in the correct style and structure. The layout of the pages appears to be reasonable and easy to follow. I think this will lead to a final product that is visually pleasing.

Things to consider moving forward:

- What choices in color scheme will be made? Ensuring consistency across the project would be a recommendation.
- What is the target audience/goal of the visualization? I understood what is shown, and I believe there is a story to be told here, but I am not quite seeing it from the dashboard.
- Ensuring the graphs have titles.
- Maybe some explanation text somewhere so that the goal is stated in a more explicit way.

I think you are definitely on the right track and are creating something interesting here. I'm looking forward to seeing the finished project.