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MIS 505

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Module 3 Assignment 2 Write-Up

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**What is the story that you are trying to tell with the dashboard (your four or more charts)?**

I have structured my dashboard to highlight the story of Apple’s decline and Huawei’s rise in sales between the fourth quarters of 2017 and 2018. I also included a chart to show some additional context – that total sales across all companies fell between the two years. I worked with both sum of sales and market share percentages for this exercise.

**Why did you choose the visualization techniques that you used?**

I found the slope graph to be the most informative with the comparison of Apple and Huawei. I agree that this most likely is the best visualization for the analysis. I chose to include a tabular representation of the data since we are focusing on that topic this week. For the remaining two visualizations, I wanted to use simple bar graphs to show the difference in total sales and sales by company.

**How are you using preattentive attributes and Gestalt principles?**

I kept the coloring from the slope graph in my tabular comparison, to draw a connection with the reader. I employed a similar technique with my last two tables, since those were both measuring total sales (just at different levels).

**Why did you not choose your fifth design?**

For my fifth graph, I dabbled in pie charts in Tableau. I was not surprised to find that this representation was ill-suited for this analysis. The pie chart made it difficult to discern any difference between the companies in 4Q17. And, although I could see a difference between the 4Q17 and 4Q18 pie charts for each company, that difference was very difficult to quantify with the naked eye. Even with the data labels, I found myself needing to take extra time compare the difference for each company.

**What frustrations did you have?**

Tableau is a completely new environment for me, so I am still taking baby steps. I learned a lot with recreating the slope graph, especially when dealing with percentages, labels, axis formatting, and colors. That was the most challenging aspect of this assignment. I also did struggle with determining the right charts to include, and also laying them out on the dashboard in a way that would make sense.

**What could be improved with this assignment?**

Although this week was difficult in theory and practice, I feel like it was a great learning experience. I would like to see the visualizations of my peers in the class, or the dashboard(s) that received the highest marks, just to see what else I could have done with the assignment instructions.