Manager Questions and My Answers :

- **How does your visualization leverage at least one "pop-out effect" or "pre-attentive attribute?" Which one(s) was (were) chosen and why?**

Pop-out effect or pre-attentive attribute: Visualizations can use distinct features like colour, size, or shape to draw attention to important elements and guide viewers' focus. For this case study, I used orange, red and blue colours to showcase the % of the profit ratio.

- **How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?**

Gestalt principles: Visualizations can organize related data points in close proximity to indicate relationships and patterns, leveraging the principle of proximity.

- **How does your design reflect an understanding of cognitive load and clutter?**

Cognitive load and clutter: Good visualization designs simplify and remove unnecessary elements to reduce cognitive load and make it easier for viewers to understand the information. For this viz, I used filters and highlighters to clutter elements according to choice.

- **Is your visualization static or interactive? Why did you choose that format?**

Static or interactive format: The choice depends on the purpose and audience. Static visualizations are fixed, while interactive ones allow users to explore and manipulate data. For this viz, I used the Static viz, as the VP requires explanation and can't manipulate the data for the categories across the region.
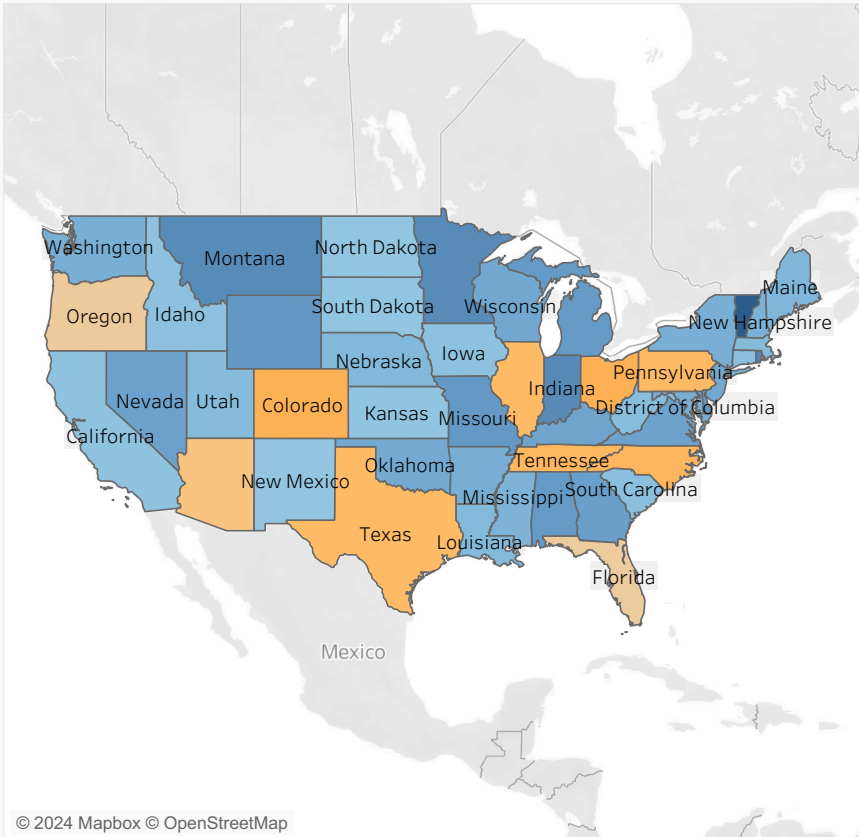
- **What need does this visualization address that words or numbers alone cannot fill?**

Beyond words or numbers: Visualizations provide an intuitive and comprehensive representation of complex data, revealing patterns and insights that may not be apparent with text or numbers alone. They engage in visual processing for easier comprehension and decision-making. I made this viz according to the manager's context of what it needs.

LINK FOR MY VIZ : https://public.tableau.com/views/WORSTPERFORMERSBYREGION/
Dashboard1?:language=en-
GB&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

WORST PERFORMERS BY REGION

STATE-WISE AVG PROFIT

Washington, Montana, North Dakota, Maine, Oregon, Idaho, South Dakota, Wisconsin, New Hampshire, Nebraska, Iowa, Pennsylvania, Nevada, Utah, Indiana, Kansas, Missouri, District of Columbia, California, Colorado, Oklahoma, Tennessee, New Mexico, Mississippi, South Carolina, Texas, Louisiana, Florida, Mexico

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Avg. Profit
-36.2 ———— 204.3

SUBCATEGORY-WISE AVG PROFIT

Region	Sub-Catego..	Avg. Profit Ratio
Central	Appliances	-153.7
	Binders	-314.5
	Furnishings	-74.1
	Tables	-12.5
	Bookcases	-3.9
	Chairs	0.8
	Machines	0.6
	Supplies	1.3
	Storage	8.8
	Phones	33.5
	Accessories	33.7
	Art	38.6
	Fasteners	15.1
	Copiers	5.9
	Paper	125.3
	Envelopes	23.0
	Labels	30.6
East	Tables	-22.2
	Machines	-6.5
	Bookcases	-6.7
	Binders	-23.8
	Chairs	10.7

Avg. Profit Ratio (x-axis): -1.5, -1.0, -0.5, 0.0, 0.5

Avg. Profit Ratio
-1.250 ———— 0.463