**Retail Analysis Step Two:**

20) Why does Month make sense here? When would you want to use the Date Hierarchy instead?

- Month makes sense here because we are looking at this year’s sales by month and by chain.

- I would want to use the Date Hierarchy when I am looking at this year’s sales by quarter.

21) What is the visual impact of making the y-axis shorter versus longer (i.e. making the

visual an elongated rectangle versus more of a square)?

* The visual impact of making the y- axis shorter versus longer is giving the user an easily readable table to view the data clearly without having the text of the table all cramped up.

How might you use this to impact the story that your report page is telling?

* I might use this to impact on the story that my report page is telling by giving the user a visual that conveys the information in a clear and concise manner.

24) Why does it make sense to have two donut charts in this instance? What advantage does it present in the scenario here?

- It makes sense to have two charts in this instance to clearly show the territories each chain has and how much each chain has made in sales within that territory. The advantage it presents in the scenario is to have the user visually see the chain’s sales amount within a whole of the territories.