Group # 7

Person one: Jennifer Santos Custodio

Person two: Craig Bowman

Person three: Anthony Perez

a) What is the subject matter? Store Sales for Fashion direct and Lindseys

b) What is the time frame of the information? Jan- Aug

c) What happens when you click on different parts of the visualizations? Charts change when you click on certain points on each chart

Does the display of data change? What new information does that tell you? It changes to display specific information for the data point.

d) Are there navigation features built into the report, like links, buttons,  
drop-down menus, or checkboxes for filtering? What do they do? It has a Q& A filter box.

e) Are there multiple pages to the report? (If yes, there will be a Pages panel on the left.) What do the other report pages tell you?

Three pages on the left

1st page is store sales overview

2nd page is district monthly sales

3rd page is new stores

f) What questions do you have about this report? Is anything confusing? Is there terminology used that you have questions about? Is there information that you can’t determine from the report, either that  
seems like it’s missing or that might be helpful to include?

1) What determines the bubbles being big/small

2) Total Sales Variance with –100% and those specific stores only have a small amount of money for the previous year.

h) Who do you think is the intended audience for this report? What might they use it for?

Stakeholders/ marketing team/Corporate Area Directors to determine problem area/ areas that lost money

i) If you could make one change or improvement to the report, what would  
it be?

More color especially for sparklines