Graphical user interface, chart, line chart

Description automatically generated

Why I decided on my design choices for the data visualisations was evident to what data visualisation is and that is the field that maintains of focus of the graphical representation of data. Hence why I ensured that these design choices of the data visualisations I chose for the dashboard communicated the information to an audience or the user who would the dashboard in a digestible way. Therefore, for the column chart gender by product line I went with colour coded colours representing the different product lines which represented the different types of products purchased by the male and female customers. For the gross income by location, I went with just two colours that were simple and could easily be presented when discussing my data. For the line graph I went with a blue colour because I was dealing with data that reflected a period. Therefore, I wanted to ensure that the colour of the line on the line graph did not deflect from the pattern that was shown on the graph. Finally for the pie chart I went with calm colours to show the simplicity of the data. As the pie chart mainly focused on the two variables of the city and gender. I also made sure to label the data with the gross income, gross profit margins and city labels because this would expand on the insight and the conclusion that I was able to draw from this information.

What influenced my decision was the reasons of when to use these charts so for example line charts are used when you want to present or track the changes over a period. Consequently, I decided to use the line graph to compare the trends of the pattern of the different purchase times and the gross data over a period. Hence why that when showing the gross profit margin over the purchase time I thought it would be useful to present the trend in a line format because clearly the change in purchase time could be detected. Secondly, I went with both of the column chart’s because column charts are usually used when you want to show comparisons of data within categories. Therefore, in this case I used gender as the category that I decided to compare for both charts reflecting the different cities of the supermarkets. This provided a very clear analytical data visualisation because there were some differences within the data within the various city locations and the column charts reflected this by showing the various gross income and gross profit margins. Finally, I decided to go for pie charts for the final piece of data presented on my dashboard because pie charts are usually used when analysing not much information so I decided that when analysing the City by Gender it would be best to use a pie chart to visualise the information. Moreover, in terms of the labelling of the numerical data and qualitative data what influenced my decision was that I wanted to show the factors that impacted the reason of why the charts looked the way they did. As this would show clearly visually the conclusions and recommendations that could be made from the data visualisations.

What Insights have I found was that according to these data visualisations was that females were the most popular customers within each of the most popular supermarket city locations. As this was a constant trend that I continuously saw throughout the data visualisations. This shows that females who shopped at these most popular supermarket city locations contributed the most to the Gross income made by these popular Supermarkets and the Gross Profit Margin.