User Flow: Python Data Visualization UI with Office 365 Authentication

1. **User Landing and Introduction:**
   - User accesses the web application's URL.
   - User is greeted with a landing page that introduces the purpose of the application and its capabilities.
   - Clear call-to-action buttons guide the user to "Login" or "Explore Data."

2. **User Authentication:**
   - User clicks "Login."
   - User is redirected to the Office 365 authentication page.
   - User enters their Office 365 credentials (email and password).
   - System verifies the credentials and grants access.

3. **Data Import:**
   - Upon successful login, user is directed to the data import page.
   - User uploads a dataset (CSV, JSON, etc.) using a file upload widget.
   - System validates and processes the dataset.

4. **Data Preview and Selection:**
   - User is presented with a preview of the imported data.
   - User selects columns/variables for visualization using checkboxes or drag-and-drop functionality.
   - Selected columns are highlighted or displayed in a separate section.

5. **Visualization Selection:**
   - User proceeds to the visualization section.
   - User is presented with a range of visualization options (e.g., bar chart, line plot, scatter plot) in a sidebar or dropdown menu.

6. **Interactive Visualization:**
   - User selects a visualization type from the options.
   - The main visualization area displays the selected plot with default settings.
   - User interacts with optional settings, such as axis labels, titles, and color schemes.
   - Interactive elements like sliders or dropdowns allow users to dynamically adjust visualization parameters (e.g., time period, filtering criteria).

7. **Customization:**
   - User accesses a customization panel through a button or sidebar link.
   - User can customize the visualization appearance, including color palette, fonts, and labels.
   - Changes are instantly reflected in the visualization.

8. **Export and Sharing:**
   - User is provided with an option to export the current visualization as an image (PNG, JPEG) or download the underlying data (CSV).
   - User can share the visualization on social media or generate a shareable link.

9. **Responsive Design:**
   - UI adapts to different screen sizes and devices, ensuring optimal user experience on desktops, tablets, and mobile phones.

10. **User Feedback and Help:**
    - User can access a help section or tutorial for guidance on using the UI and interpreting visualizations.
    - User has the option to provide feedback or report issues.

11. **Logout and Exit:**
    - User can choose to logout and exit the application.