

## Cutting the three worst performing sub-categories by region

Link :

<https://public.tableau.com/profile/pierre4667#!/vizhome/Cuttingthethreeworstperformingsub-categoriesbyregion/Subcategoriesperformance>

Questions:

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

I have chosen the color attribute to highlight the 3 worst products in term of profit. I also decided to highlight through an enclosure the 3 worst products in terms of sales.

I have chosen these two pre attentive attributes to directly attract the eye of my manager to the most important information. In fact, she wants to cut off the worst sub categories in terms of sales, for this reason, I show her directly which products are the worst in terms of sales and also bring to her attention that, it is not always these products that are not profitable.

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

By adding enclosure to the visualization, I have contrasted some products from the others. Furthermore, by sorting the product, I also use the proximity principle.

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

It reflects the understanding of cognitive load by using the pre attentive attributes to focus on the most important information and simplify the interpretation of the visualization.

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

It is a static presentation. I choose this format based on my manager persona. In fact, she is not fond of numbers and wants to take a rapid decision based on my insight. She does not have time or skills to dig further into the numbers.

What need does this visualization address that words or numbers alone cannot fill?

As we have several regions and subcategories, it is clearly complicated to understand which ones are the worst. By creating a visualization, we clearly see the sales of the products and we can compare them by region. By adding colors and enclosure, we can highlight the subcategories that are considered as the worst and focus on them during our presentation.