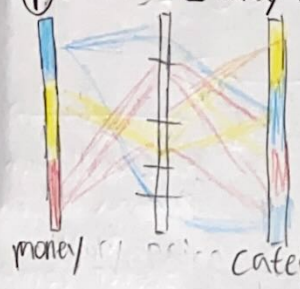
IDEAS

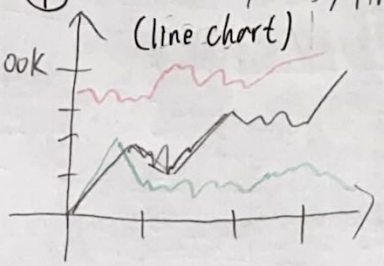
Sheet 1

Data: • spending (quantitative) • time
• type (categorical) ↳ year
• Region (categorical) ↳ month
• Product (categorial)
• Product price (quantitative)

→ Product - spend - category
① (Sankey chart)

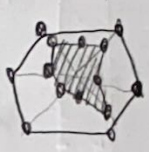


→ spending over years/Time
④ (line chart)

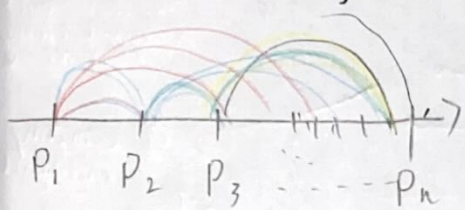


→ spend on type
⑦ (bar chart)

⑩ Category Product type (Radar/spidar chart)

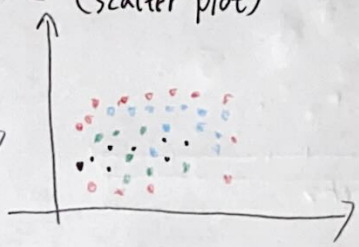


→ Product's relationship
② (Arc Diagram)



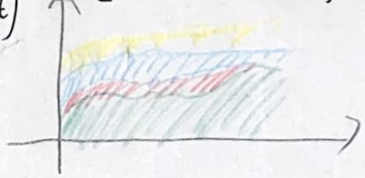
⑤ → Region/spending (Bubble chart)

→ spending on type
⑧ (scatter plot)

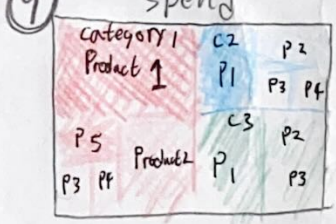


→ Product type (Dount chart)
③

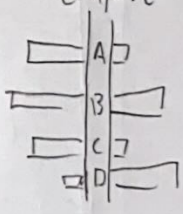
→ spending by type
⑥ (Stack Area chart)



⑨ → Category/Product spend



⑪ bar compare



FILTER

⑧ spending on type (Scatte plot)

→ each point can be Product
But there is no point knowing Product.

⑦ spend on type (bar chart)

→ It's dupliated with ⑥
↳ we are more interested with the proportion rather than amount.

③ Product type (Dount chart)

→ It's duplicated with ⑩
↳ ⑩ can easier show more category

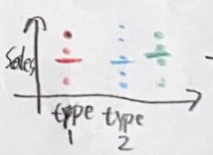
CATEGORISE

↳ Product x Product
↳ ②

↳ type x spending
↳ ⑨ ⑦ ⑤ without time
↳ ④ ⑥ with time

COMBINE & REFINE

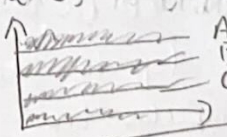
⑧ is too basic →



→ able to show each product still directly show mean

④ & ⑥ can combine showing both trend

③ & ⑥ → multiple stack area

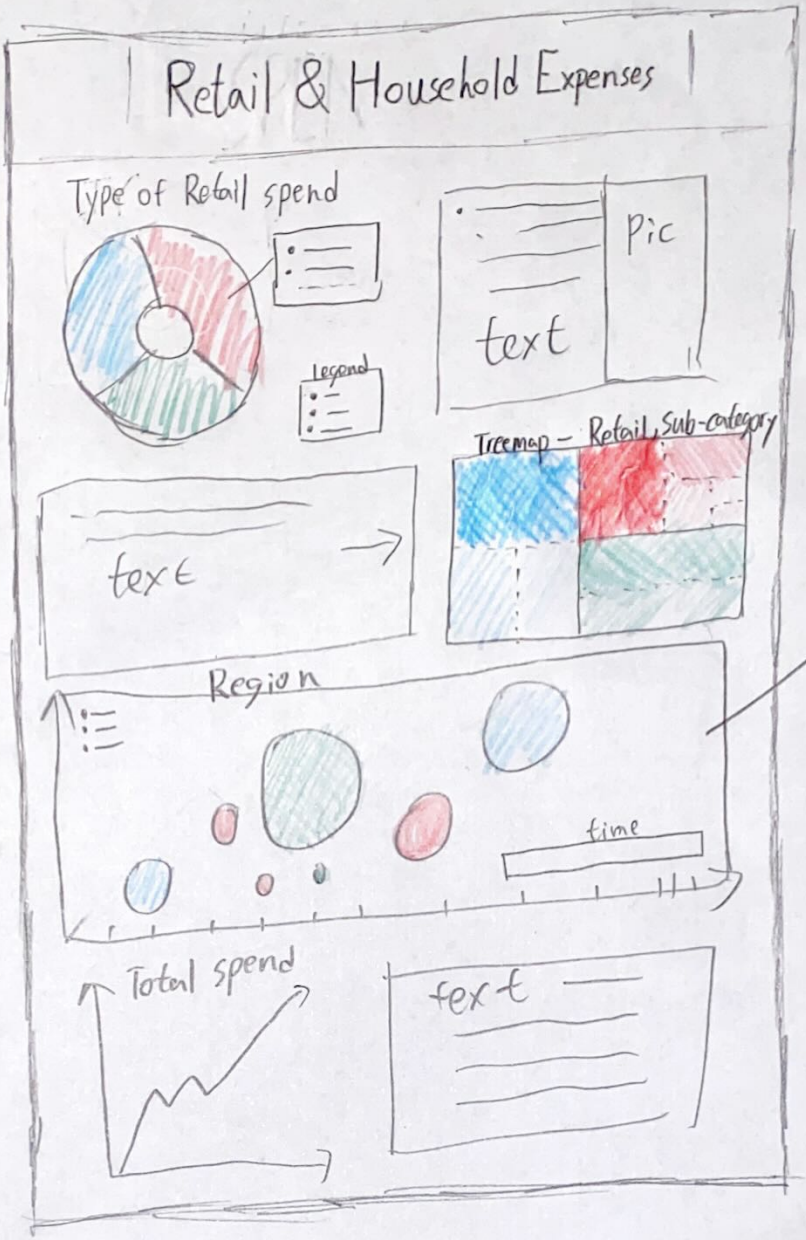


Questions

- are the graph too basic?
- All visualisation above are all around types
→ can I use more scatter to show specific example?

Sheet 1
Author: Yushan Lin
Date: 18/8/24

LAYOUT



Title:
Household spending and Retail industry

Auther: Yushan Lin
Date: 18/8/2024
Sheet: 2
Task: FIT 3179

OPerations:

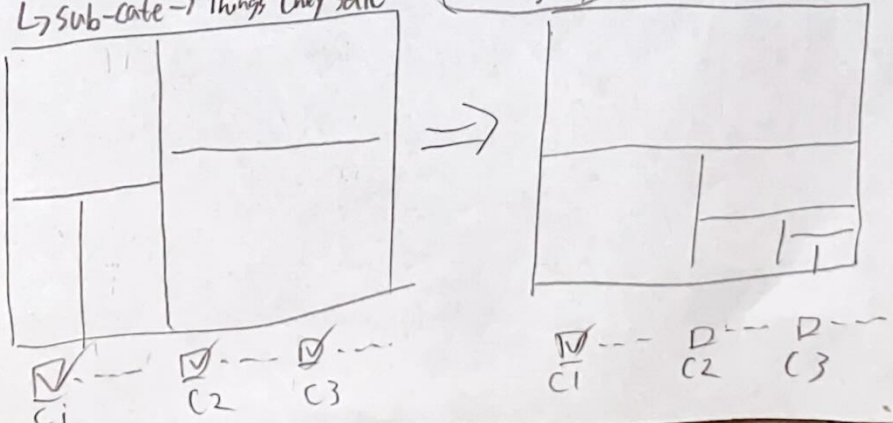
button

User can adjust the bar to change the time show for bubble

- Tree map
  -> click on a part to show even smaller category

Focus
color-Retail industry
L-> sub-cate -> Things they sale

User can select only 1 or up to all category

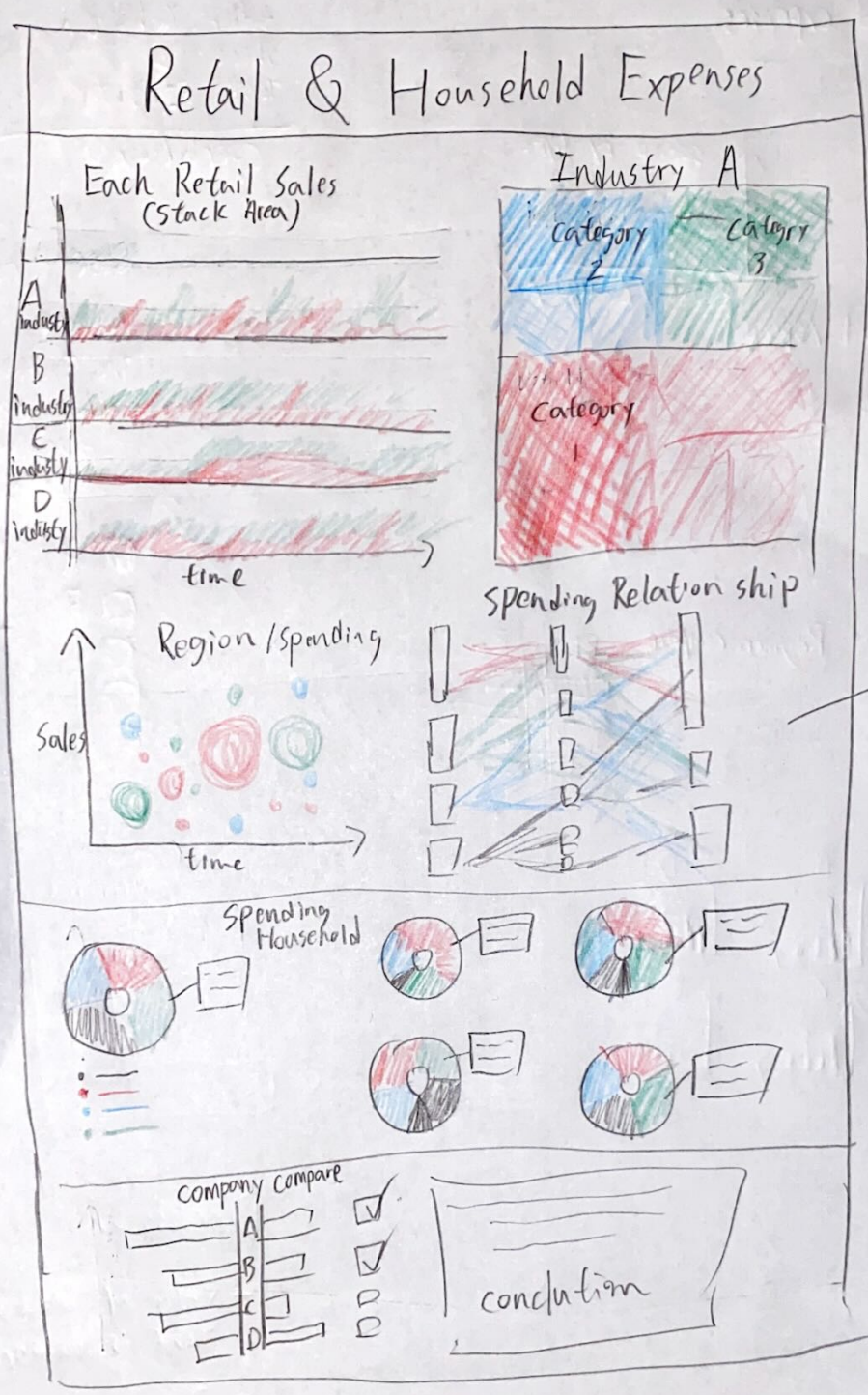


- This is abel to tell story of where people will spend money on,
  But There is lacle of more comparison graph
- Too many text

LAYOUT

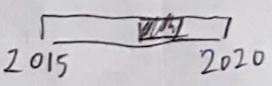
Title :
Household spending and Retail industry

Auther: Yushen Lin
Date: 18/8/2024
Sheet: 3
Task: FIT3179

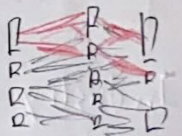


Region Bubble

- able to select the Region
- choose timeframe by a slide bar



When select a type, able to show the flow, the rest turn grey



example

Focus

- No main focus, each graph in a story

But the Retail Sale is important (multiple stack Area)

Horizontal — time
Vertical — sales
Category — industry
Color — type

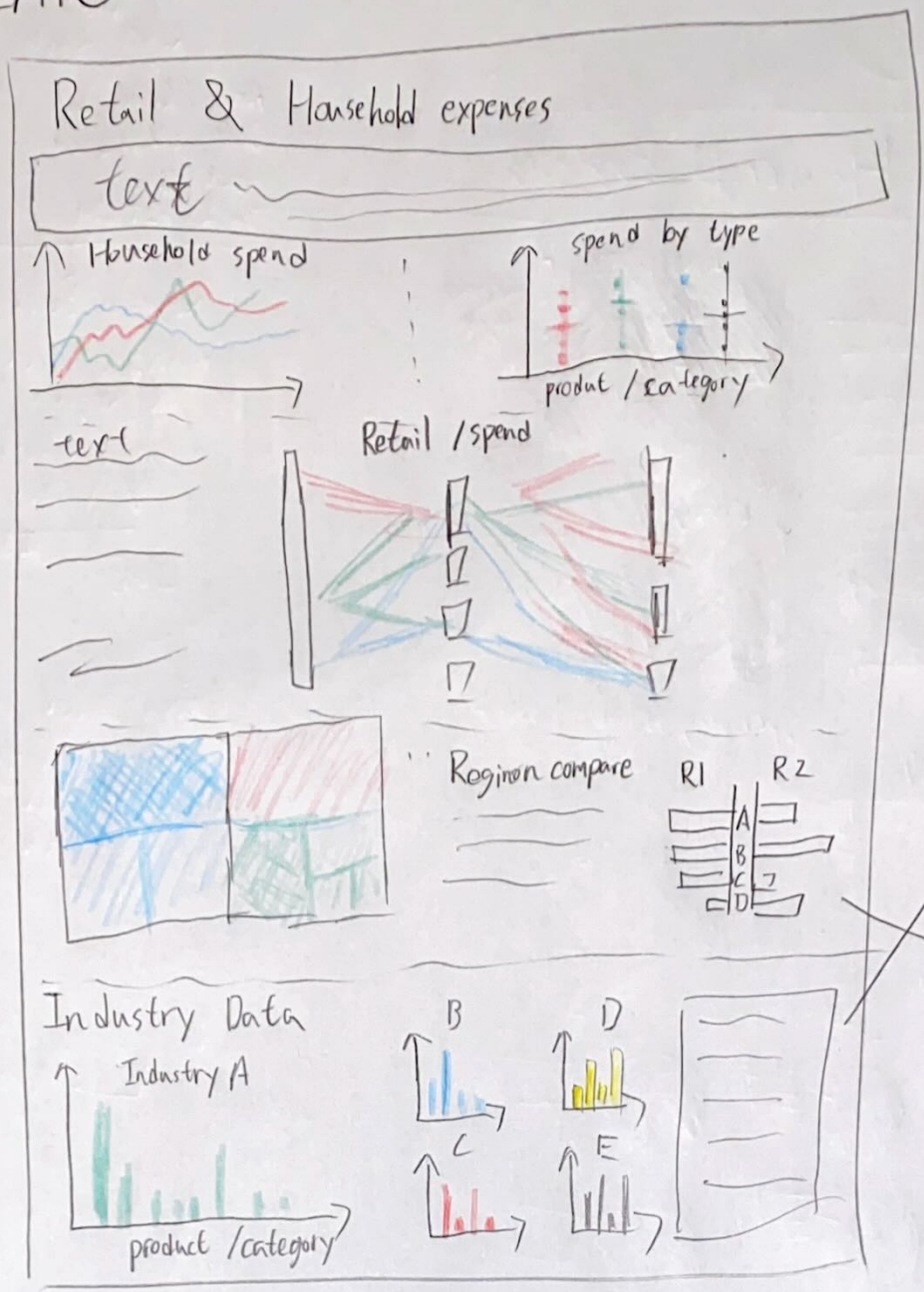
- spending Relationship (Sankey Diagram)

this should take most space

Discussion

- a lot of graph not need more space for text
- there are 2 complicate graph cognitive load too much
- enough information

LAYOUT

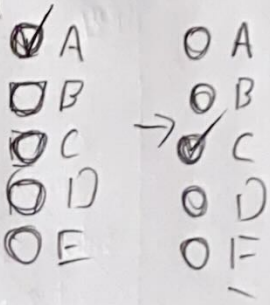


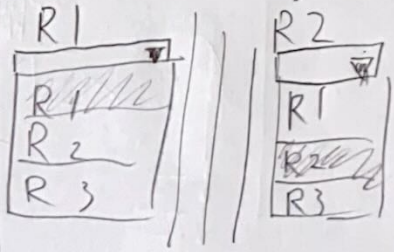
Title:
Household spending and Retail industry

Auther: Yushan Lin
Sheet: 4
Task: FIT3179

operation:

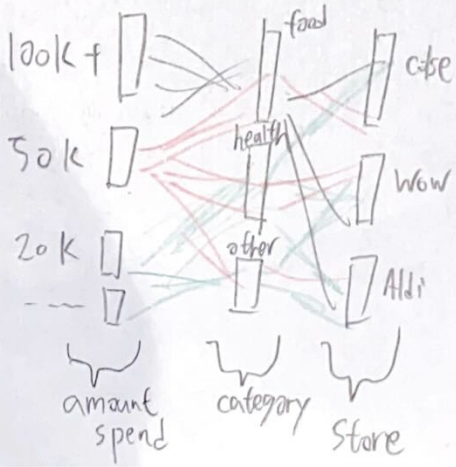
User can choose The Industry they want too look more detail





Focus

Retail / spend
(Sankey graph)



Discussion

- Ratio of Data and text is balance
- Data Visualisation can choose better option, many Data are represent through tree map and sankey graph making the rest seen redundant.

Layout

Base on Sheet 3

Title: Retail & Household Expenses

Author: Yushan Lin

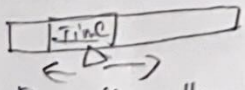
Date: 18/8/2024

Sheet: 5

OPERATON

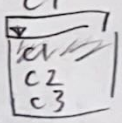
① this will show all data at that time
Better compare

② Bubble chart



Drag the scrolling bar to show different change over time

③ company compare



Select company

④ next page of data

Focus

every part is Focus

the layout of the dashboard guild users to look top to down, first by showing how importan the grocegy Industry is. then show more detail data about grocegy Retail

Finally, the second half show how this data Relate to australia by showing Household expend