Project Peer Review

**Reviewer’s Name:** Abraham Ortiz

**Name of person being reviewed:** Oladotun Solomon

**1)** **Initial Expectations.**

Based on the description, if they are to meet their goal, I would expect to see a dashboard that provides a clear and intuitive presentation of sales performance, focusing on the following elements:

1. **Sales Trends Over Time:** A line chart showing sales trends over time, segmented by region and product categories. This would immediately highlight growth or decline in specific areas and provide a foundation for identifying patterns.
2. **Regional and Category Performance Comparison:** A heatmap comparing sales performance across regions and product categories. This would make it easy to spot high-performing areas and products, as well as identify opportunities for improvement.
3. **Marketing Impact on Sales:** A visualization, such as a scatter plot or dual-axis chart, showing the relationship between marketing efforts (e.g., spend, campaigns) and sales performance. This would help pinpoint which marketing strategies are driving results and where adjustments might be needed.
4. **Customer Segmentation Insights:** A detailed breakdown of customer groups using a pie chart or tree map to categorize by demographics, purchase behavior, or profitability. This would provide insights into key customer segments driving sales and inform strategies for targeting these groups.

**2)** **Five-second test**.

**A)** **Page Name: Title Page.**

The title does not clearly convey what the story is about. While it is general and could apply to many topics, it is intriguing and captures attention by addressing a universal concern—money. However, a more specific title could better align with the content of the visualization.

**B)** **Page Name: Subtitle**

The introduction contains a lot of text, making it difficult to quickly grasp the main idea. While the content effectively introduces the topic, it would benefit from brevity and the addition of visual elements to engage the viewer and clarify the subject matter.

**C) Page Name: Overview.**

The first thing I noticed is that the pie chart appears to be cut off, possibly due to the page dimensions. Despite this, the information presented is engaging and provides a clear direction for the topic. I appreciate the consistency of colors across workbooks, as it helps distinguish categories visually.

**D) Page Name: Deep Dive.**

The data presentation is interesting and clear, making it easy to understand customer behavior in relation to sales amounts and categories. However, in the second chart, the aggregation comparisons are unclear despite the use of colors, as there is no explanation for what the colors represent.

**E) Page Name: Conclusion & Citation.**

The text-heavy approach lacks the visual appeal expected in a dashboard, making it less engaging for users. To improve, incorporating visual elements, such as charts or graphs, could reinforce the conclusions and make the information more accessible and compelling.

**3) Dashboard Review.**

**Select a Country Filter.**

A) The filter placement suggests it will primarily change the data displayed on the map. A secondary possibility is that it might affect all worksheets.

B) As expected, the filter changes only the map data, which aligns with its placement.

C) While the filter is well-designed and functional, it would be more useful if it could change all charts in the visualization. This would allow users to observe behaviors across different visualizations and gain a more comprehensive understanding of the data.

**4) Individual Dashboard Review**

**Title Page Dashboard.**

A) The formatting demonstrates effort and provides a professional layout.

B) The title does not clearly indicate what the story is about and could benefit from being more specific and detailed.

C) The image is too general and does not effectively hint at the topic.

D) Adding a more descriptive title and relevant image would help better set expectations for the content.

E) The current elements are minimal and appropriate; there is nothing unnecessary to remove.

F) The data source is not credited, which should be addressed for transparency.

**Subtitle Dashboard.**

A) The formatting is simple but could benefit from more visual elements to enhance its appeal.

B) The titles are effective as the text addresses them well, but alternative visualization methods would make the content more engaging.

C) There are no worksheets in this dashboard.

D) Adding visualizations would help capture the user's attention and make the content more interesting.

E) Reducing the text and including visuals would create a more attractive user experience.

F) The data source is not credited, and this should be resolved.

**Overview Dashboard.**

A) The formatting is well-organized and polished.

B) The titles are clear and informative. Slightly increasing the font size could improve readability.

C) The data representation is excellent, allowing for easy comprehension.

D) While the current filter behavior aligns with the intended goal, applying it to all charts could offer deeper insights.

E) No unnecessary elements are present.

F) The data source is not credited and should be added for transparency.

**Deep Dive Dashboard.**

A) The formatting is clean but feels somewhat simplistic, lacking a strong design concept.

B) The titles need to be more descriptive to clearly communicate the intent of the charts (e.g., "Customer Behavior vs. Sales Amount").

C) A more detailed title would help clarify the purpose of the visualizations.

D) Adding symbols or annotations could improve understanding and highlight the key points.

E) Row labels could be removed if better titles are provided.

F) The data source is not credited and should be included for transparency.

**Conclusion & Citation Dashboard.**

A) The layout lacks visual appeal and does not invite the user to fully engage with the content.

B) The titles are clear and informative.

C) While the text serves its purpose, visual aids would enhance the user’s understanding of the conclusions.

D) Including supporting visuals, such as charts or graphs, would make the conclusions more compelling.

E) No unnecessary elements are present.

F) The data sources are credited for all the dashboards in the story.

**5) Overall Project Review.**

**A) Do the individual dashboards look like they are each a part of the overall project or separate projects – colors, fonts, layout, etc.?**

All dashboards maintain a cohesive look with consistent colors, fonts, and layouts, making it clear that they are part of the same project.

B) **If you think about the dashboards as a presentation that would be shown in sequence to meet the objectives described, in what order would they be presented? What other “slides” would be helpful?**

The sequence of the dashboards is logical and provides sufficient information to understand the content. However, improving chart titles for clarity would make the flow even better. No additional sheets are necessary, as the current content is sufficient.

**Conclusion.**

This project is well-executed, with strong data representation and insightful visualizations. The main areas for improvement involve refining the titles, adding visual aids, and enhancing the design to make the dashboards more engaging and user-friendly.

Overall, the visualization is impressive—thank you for sharing it!

**6) Checklist.**

yes Two or more dashboards that substantively use the data set (don’t count intros, conclusions, references, etc.

yes Eight or more total worksheets on those substantive dashboards

yes Five or more worksheets that display information drawn from underlying data

yes At least one user control on each of at least two dashboards that causes an appropriate and expected change to at least two worksheets – phew, that was a mouthful!

no A clear “conclusion” that could be just text on an additional final dashboard, or something that clearly conveys a conclusion on the last of the data-inclusive dashboards that wraps up and confirms to the viewer “see I gave you what I promised I’d give you” – it shouldn’t really say those words. This should not be anything long and should not say “In conclusion…” but should make elegantly “wrap up” the presentation/analysis tool.