

Viz :

https://public.tableau.com/profile/achal.vats#!/vizhome/SuperStore_16155750308580/Dashboard1?publish=yes

Note: This is an interactive visualization, so you can click and select.

- 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 used color intensity in first graph in which you can see shades of green and red to describe the value of profit and loss. Also, I have used different colors in 2nd and 3rd graphs.
- How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?
 - The 2nd graph follows the continuity principle (Top worst 3 sub categories overall), as it doesn't need boundary to show continuity and shows the exact thing we need to see without scale and labels.
- How does your design reflect an understanding of cognitive load and clutter?
 - By just glancing over, you can get to know the main idea of the graph plus providing top 3 worst sub category in single view, less cognitive load and less clutter.
- Is your visualization static or interactive? Why did you choose that format?
 - Interactive, as it the biggest plus point of using tableau over excel that we get interactivity, also it decreases the cognitive load by put less information at a time on the screen
- What need does this visualization address that words or numbers alone cannot fill?
 - By one click we can differentiate between different products and there profit and loss and if you pay attention closely we are covering the information of all the four region, all its categories and also showing profit and loss in sub categories that too in 3 graphs. I don't thinks that's possible via numbers