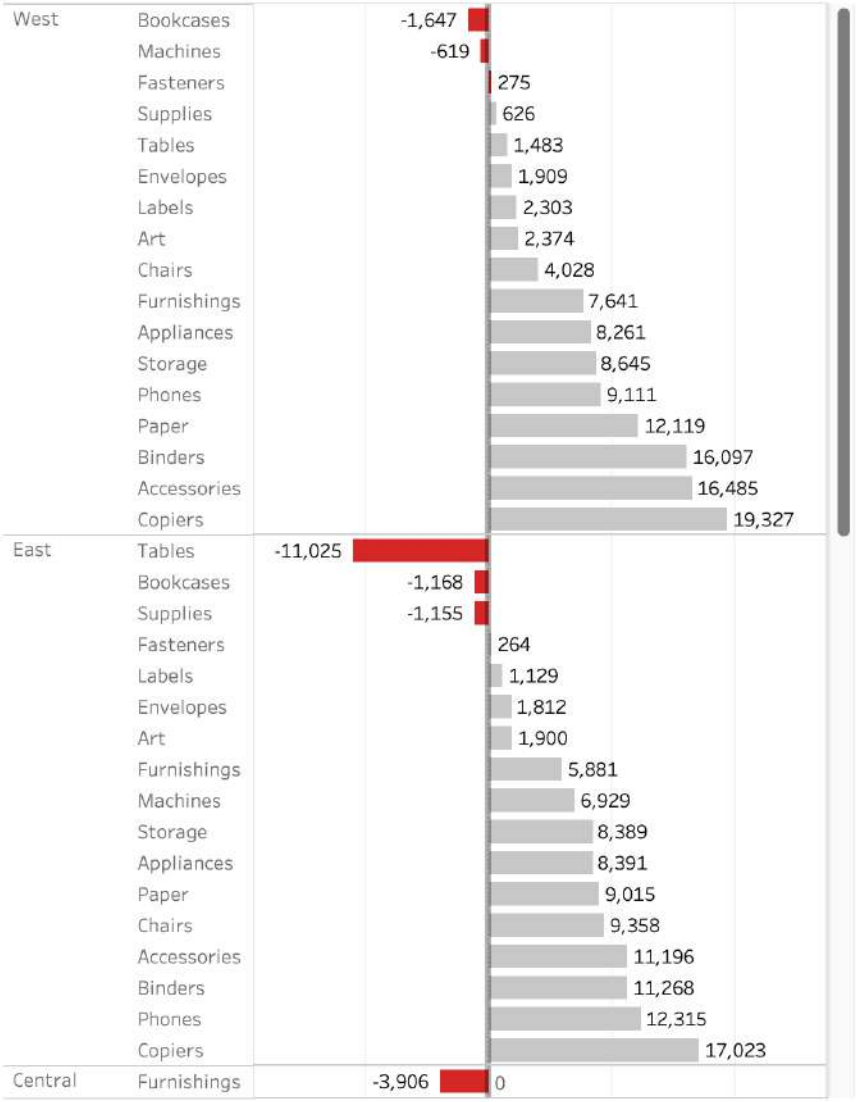
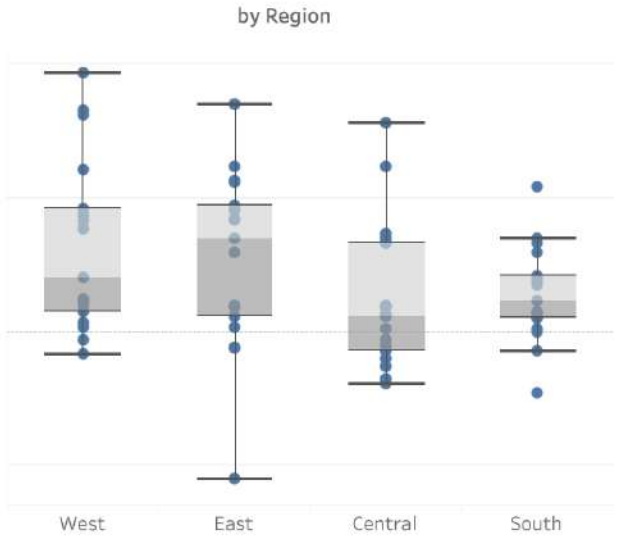
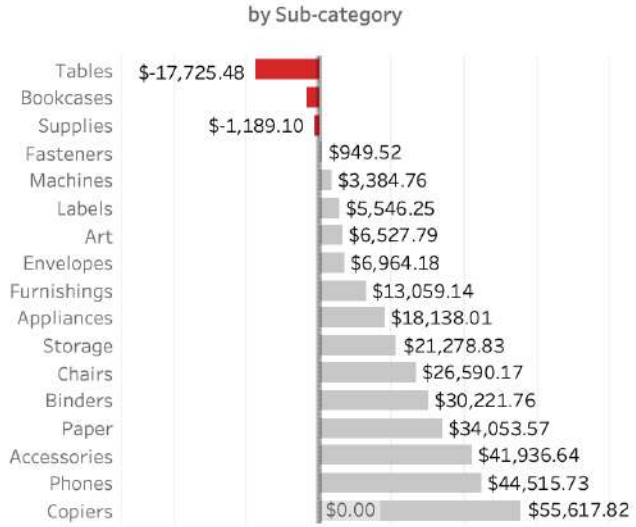
The 3 worst-performing sub-categories for profit by region







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

Region attribute used for pop-up operation. When the user clicks on one of the area values, such as East, only the East value pops up in the Box-and-Whisker plot.

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

The enclosure was used among Gestalt principles. I coloured the three worst-performing sub-categories red and the rest grey.

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

To reduce the cognitive load and declutter, I also plotted the two overall graphs.

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

It is made interactive for an expected audience who is an expert and wants to dig into details.

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

Yes, it displays the data in a plot, so more intuitive and easier to interpret and digest.