

# ACME Superstore

Coursera Course 2 Week 4 Assignment

## Requirement

**Data Set:** Sales – Superstore

### Business Use case:

- Contains detailed information about your company's sales.
- manager, Sylvia, has decided to cut the three worst performing Product Categories in their region

### Tableau Visualization requirement:

- Identify which three Product Categories are the worst performers by region
- How much worse do they perform than other Product Categories
- You must also identify the three worst performing Product Categories overall

**Business Outcome:** Manager - Sylvia will use this visualization to inform which Product Categories to cut and which regions.

## Answer

### Dashboard Analysis:

**Understanding:** Design a dashboard having product Category and Sub Product Category considering the Loss overall and by region.

We need to have the below Dimensions to prepare the chart:

- Product Category
- Sub Product Category
- Region
- Loss
- Loss Ratio
- Sales
- Discount

**Charts:** Two charts needed one for overall and one by region

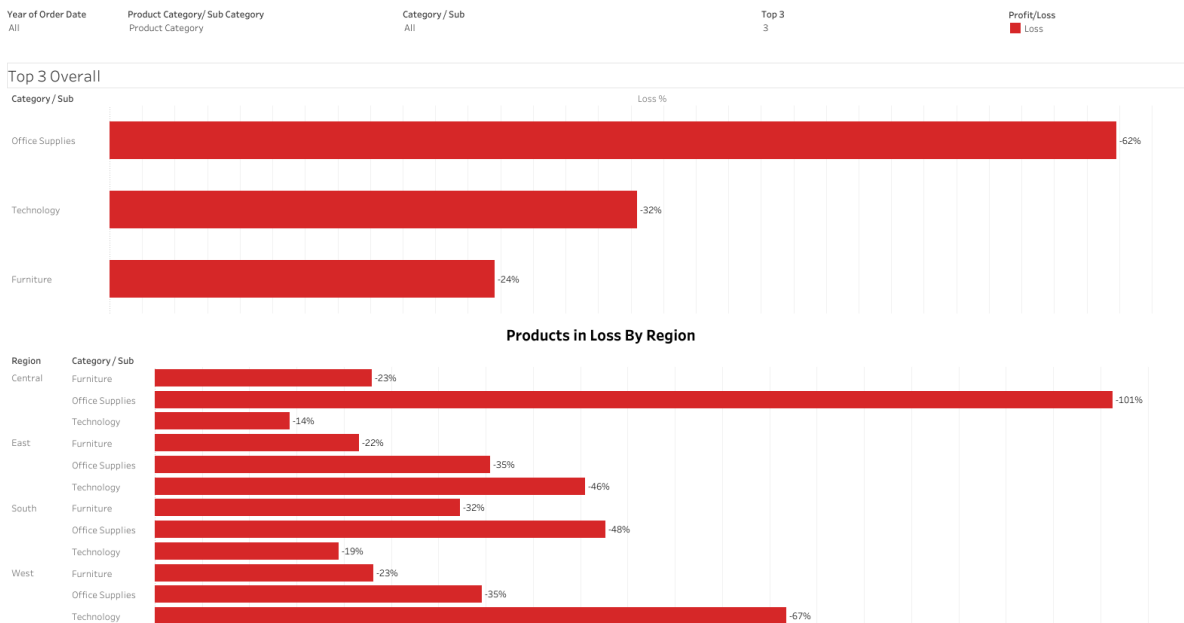
**Dashboard:** One dashboard is more than enough as it must be showcased on board meeting for taking decisions.

Dashboard link:

[https://public.tableau.com/app/profile/chau.tran5832/viz/ACMESuperstore\\_16622485211230/ACME](https://public.tableau.com/app/profile/chau.tran5832/viz/ACMESuperstore_16622485211230/ACME)

Dashboard screenshot:

### ACME Superstore



### Questions

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

Answer My Dashboard has taken care of almost all pre-attentive attributes and Pop out Effects like

Colour: Only red colour signifying LOSS is used Spatial Position: 2-D bar chart is used

Form: The size of the chart and dashboards is taken care of with fixed length and width.

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

Answer Closure: - Definition: - is the mind's ability to fill in gaps users must have enough essential information to be able to fill the gaps.

Reason: My chart doesn't have a header from % 0 to %N as it's there in Bars making it simple but still closed Color of the Text and bar also showcase the Loss scenario.

Enclosure: Definition: - A boundary or the appearance of a group item together.

Reason: Charts Grouped together by region and Category are made then in boundary to analyses in a way that states the top 3 Product losses by Region.

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

Answer Cognitive Load: - refers to the total amount of mental effort being used in the working memory.

Reason: Dashboards have two bar charts showcasing the top three loss-making products and provided percentages making them self-explanatory by just viewing so in that case users don't have to put many minds and hence making into a less cognitive load.

Clutter: only required dim and measure are used in the making of the dashboard with defined filters and legends well placed making use of space making it neat and meaningful dashboard tooltips are used to explain in more detail when required.

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

Answer: Visualization is Interactive by using filters

Why:- As per the requirement there is a scenario of a very high-level meeting for taking decision so many questions will be raised and considering the scenario, I have added many filters like top N not only three N no of levels products doing loss can be traced also I have customized the option to select a Product Category and Subcategory and based on selection user can further concentrate of single or multiple products based on questions.

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

Answer: As this Visualization is Interactive having two bar charts showcasing at a very high level a summarized way for Product loss based on overall and by region. This helps the mass audience and users to concentrate more on business rather than finding and understanding numbers. Visuals created are self-explanatory to find the answers required without much effort and can be understood by everyone.