Design Checklist

1) **What is/are the business question(s) this project will answer?**

   - Determine the relationship between discounted vs sales and profit
   - Company's sale profit ratio is based on a discounted rate based in a different region
   - The reason for different discount rate
   - The product sale count and discount rate vary based on the region from 2011-2014

2) **What data will be used to answer this question? Is the data capable of providing the information you are looking for?**

   - The data can provide information deep into discovering more business questions.
   - The following column will help in the design and exploratory analysis process including:
   - Location Factor: State, Region, City, Postal Code, Segment
   - Product Info: Category, Sub-Category, Product Name, Product ID
   - Sale Factor: Sales, Discount, Profit, Profit Ratio, Quality sale

3) **Who is the audience of this visualization (to whom are these findings ultimately being presented)?**

   - Stakeholder: Sylvia and the Board of directors.
   - SME: Board Member & Superstore Corporation
   - Audience: Board Meeting Attendee

4) **How will your findings ultimately be displayed? Please list any special requirements of the user.**

   - Displayed in dashboard and story mode
   - Include key KPI to show the relationship and correlation between variables
   - Keep the presentation short and effective by making it explanatory and static