**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

1. **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

1. **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

1. **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