

The Sales - Superstore dataset contains detailed information about your company's sales. Your manager, Sylvia, has made a decision to cut the three worst performing sub-categories in their region in terms of Sales. To do this, she has asked you to create one data visualization that will identify which three sub-categories are the worst performers by region, and show how much worse they perform than other sub-categories. Sylvia will use this visualization to inform which product categories to cut, and in which regions.

Assignment Link:

https://public.tableau.com/views/SuperStoreAssignment_15636887220650/Assignment?:embed=y&:display_count=yes&publish=yes&:origin=viz_share_link

Now that you have completed your visualization, use the following question prompts to explain how your design choices fit the needs, goals and abilities for your intended audience (Sylvia). You will need to provide your answers into the same PDF for submission.

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

Ans: Pre-attentive attributes: color and shape

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

Ans: similarity and enclosure

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

Ans: use color and grouping to reduce cognitive load for readers

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

Ans: interactive to make the visualisation less clutter

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

Ans: reduce the cognitive load for readers and let them to easily find the results