

Please find the link to the tableau dashboard [here](#) and [here](#).

QUESTIONS
<p>How does your visualization leverage at least one “pop-out effect” or “pre-attentive attribute?” Which one(s) was (were) chosen and why?</p> <p>Ans - Color is the primary Pre-Attentive attribute chosen. This is because, there are categories and subcategories and colour helps to separate the subcategories within the categories. In the “The three worst performing sub-categories overall” sheet colour is used to pop out the bottom three wrt to profit/sales.</p>
<p>How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?</p> <p>Ans - Contrast is used to bring out the bottom three performing as suggested in the lessons. Even though the graph is sorted by sales Contrast helps to bring out the necessary information in “The three worst performing sub-categories overall”.</p>
<p>How does your design reflect an understanding of cognitive load and clutter?</p> <p>Ans - I have used LABELS to reduce cognitive load (profit/sales). This will give the reader a clear number for each sub- categories. Legends have also been used. There is a 0 Y axis to the left are the poor performing ones and the right the better ones(Performance tracker). By using FILTER clutter is reduced.</p>
<p>Is your visualization static or interactive? Why did you choose that format?</p> <p>Ans - My viz is INTERACTIVE. I choose the latter because, it gives the used the freedom one needs to manoeuvre and filter the data as required. By giving FILTERS for region and category, the easiness to view data is increased thus reducing clutter.</p>
<p>What need does this visualization address that words or numbers alone cannot fill?</p> <p>Ans -This viz gives the reader freedom to choose what he sees, which is more convenient than words. Number increase cognitive load to bar graph are used to compare between categories.</p>

