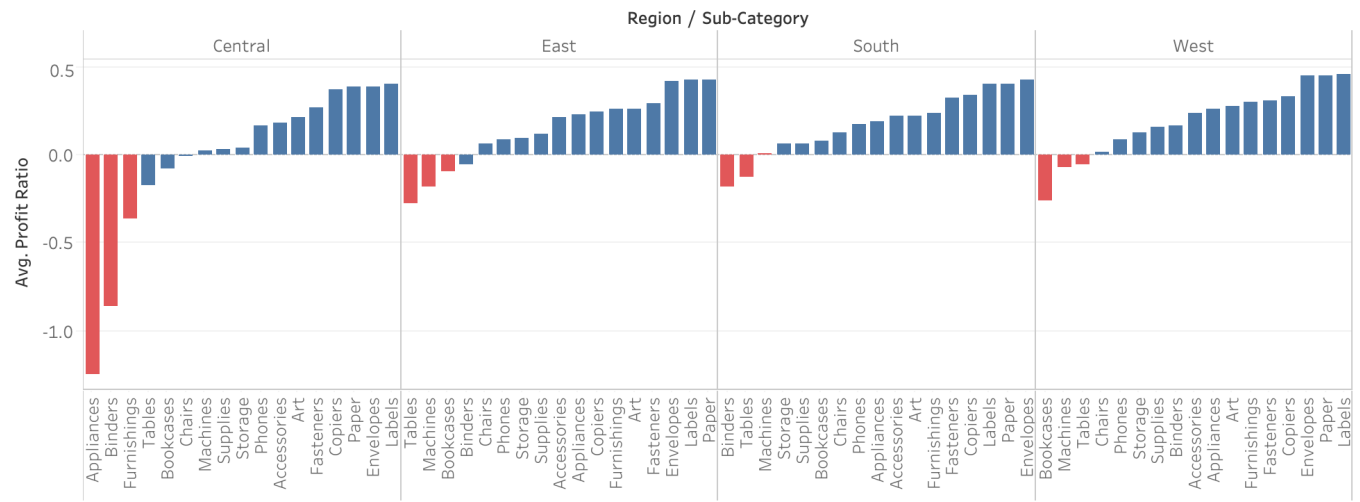


Coursera Final Assignment: Essential Design Principles for Tableau

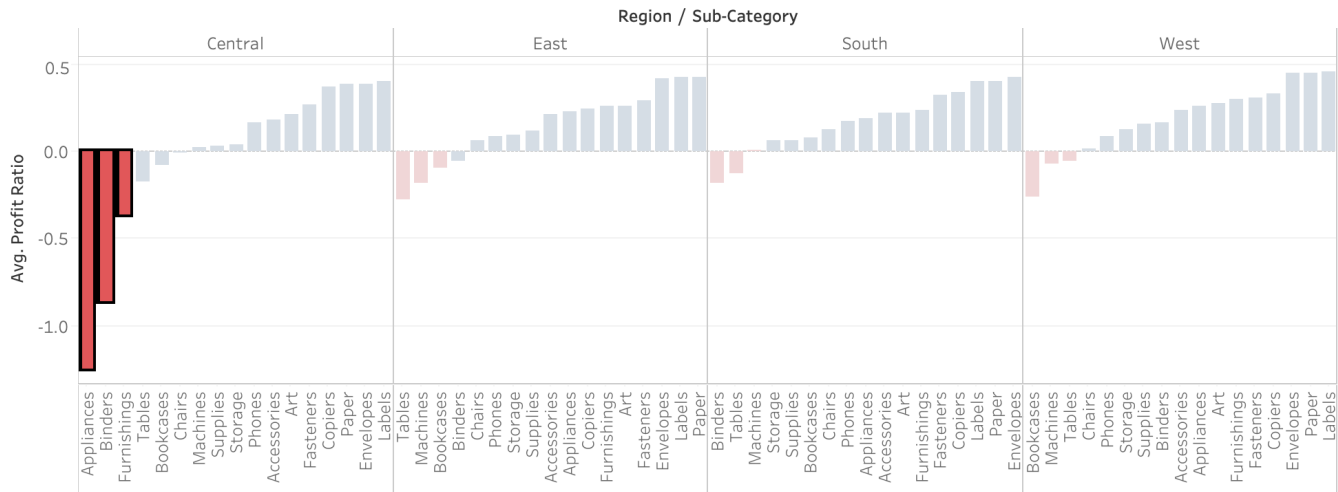
Tableau Public: [Coursera Final Assignment - Essential Design Principles for Tableau](https://public.tableau.com/profile/minh.hieu.pham#!/vizhome/w4-project/Sub-CategoryProfitRatios-Dashboard)
<https://public.tableau.com/profile/minh.hieu.pham#!/vizhome/w4-project/Sub-CategoryProfitRatios-Dashboard>

In order to complete the assignment, I incorporate nested sorting principles and also highlight the three worst performing elements on a bar chart.

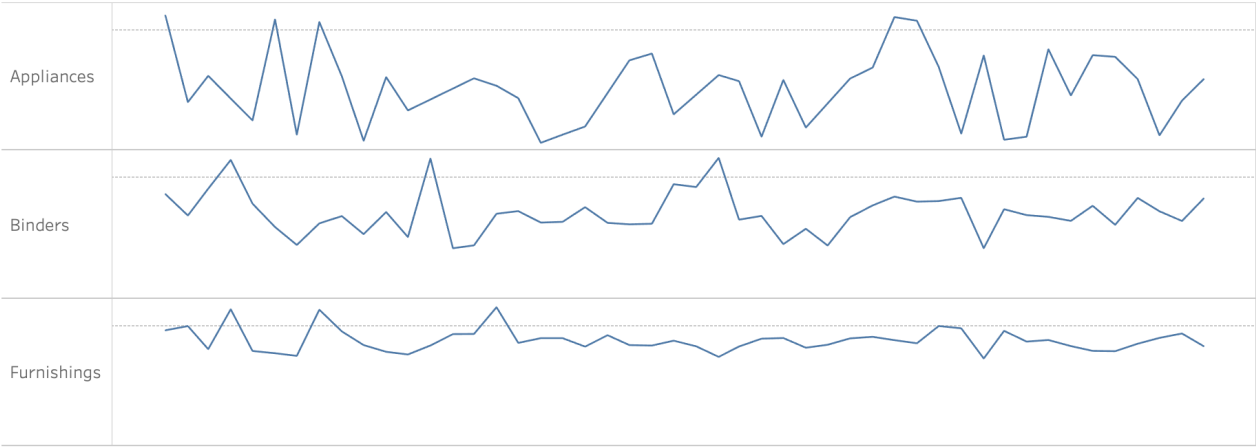


By selecting one or multiple sub-categories, the profit ratio time serie chart is also updated to anticipate next moves in sales based on trends.

Sub-Category Profit Ratios



Sub-Category Profit Ratios by Time



Some commentaries regarding the pre-attentive attributes and the Gestalt principles:

- Color is used to highlight the worst sale in each region;
- Similarity is reflected due to red color of worst sales;
- There is no difficulty in finding out worst sales due to highlighting, it's negligible amount of clutter;
- This is dynamic visualization, I choose to use the first chart as a filter to mention the specific sub-categories sales trends by time;
- The extra calculation and sorting and memorizing the numbers are burden. Visuals remain in mind for a long time;