ACME Superstore Product Analysis

Peer-graded Assignment: "Designing a Visualization for Your Manager" Course 2 Week 4 Assignment

Given Data Set – **Sales-Superstore-Dataset.xlsx**

Use Case Overview –

- File contains detailed information about your company's sales.
- Company manager, Sylvia, has made a decision to cut the three worst performing product categories in their region.

Visualization Requirement –

- Identify which three Product Categories are the worst performers by region
- How much worse they perform than other Product Categories
- You must also identify the three worst performing Product Categories overall

Business Objective –

Manager - Sylvia will use this visualization to cut the Product Categories in which regions.

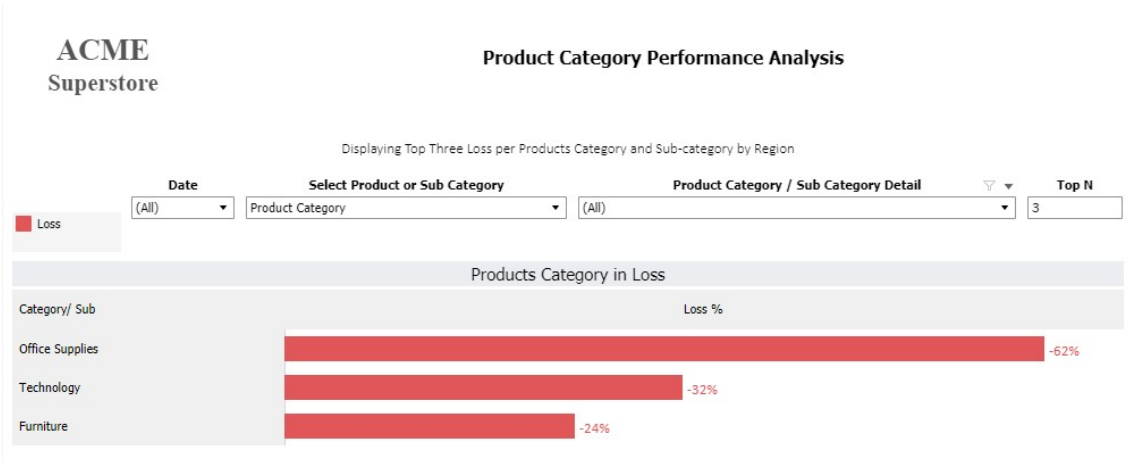
Dashboard Analysis –

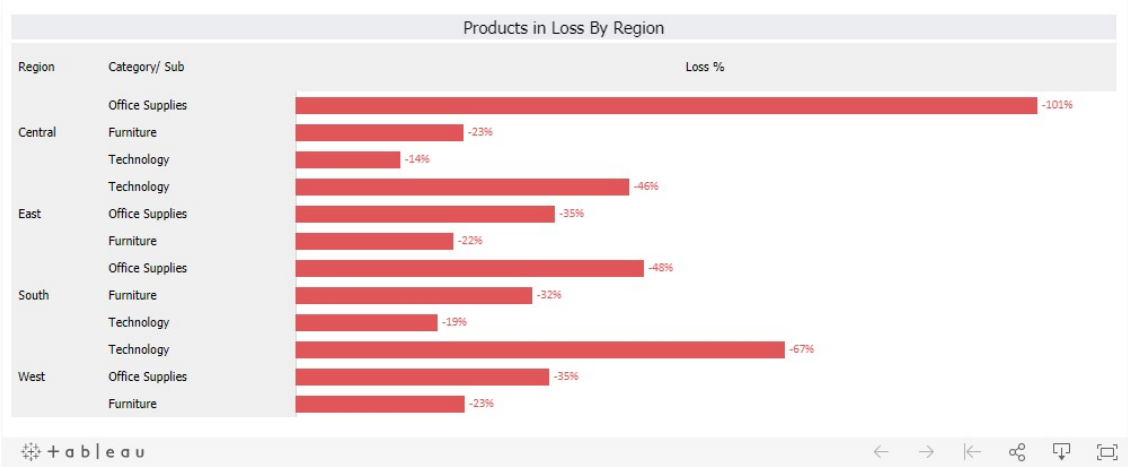
- Dashboard is having product category and sub category considering the Loss per region.
- Below major attributes are taken consideration for the analysis to take the decisions.
    - Product Category
    - Sub Product Category
    - Region
    - Loss
    - Loss Ratio
    - Sales
    - Discount
- Two charts has been highlighted for the overall and on by Region as well.

Dashboard Link –

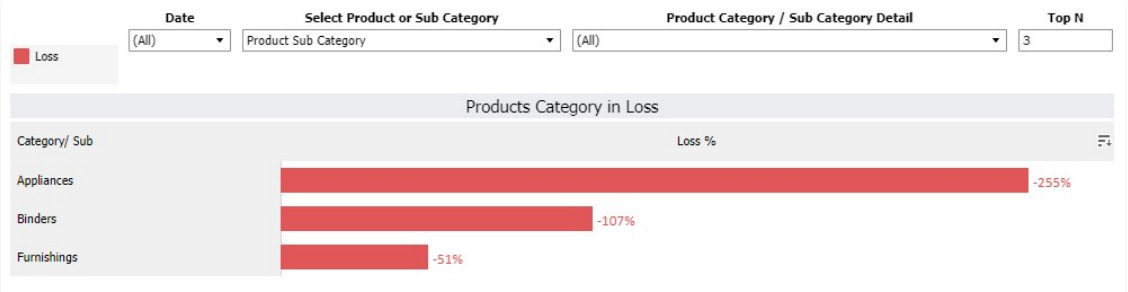
https://public.tableau.com/profile/debi.mishra#!/vizhome/ACMEProductAnalysis_16029229266260/ACMESuperstore

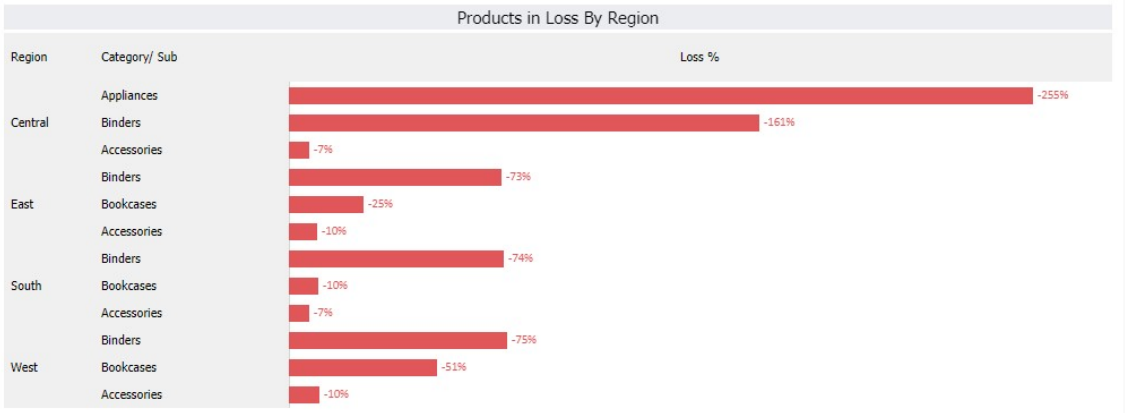
Dashboard Screenshot –





Filter by sub category





2nd Part – Questions Justification

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

[Debi Mishra] - Dashboard has taken care of all pre attentive attributes and Pop out Effect like

- **Color**: Only red color signifying LOSS is used
- **Spatial Position**: 2-D bar chart is used**.**
- **Form**: Size of chart and dashboards is taken care with fixed length and width.

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

[Debi Mishra] -

Closure: - Definition: - is the minds ability to fill in gaps users must have enough essential information to be able to fill the gaps.

Reason: - My chart doesn't have header from % 0 to %N as its there in Bars making it simple but still closed Color of Text and bar also showcasing the Loss scenario.

Enclosure: - Definition: - A boundary or the appearance of group item together.

Reason: Charts grouped together by region and Category is making then in boundary to analyze in a way that states top 3 Product loss by Region.

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

[Debi Mishra] -

Cognitive Load: - refers to the total amount of mental effort being used in the working memory

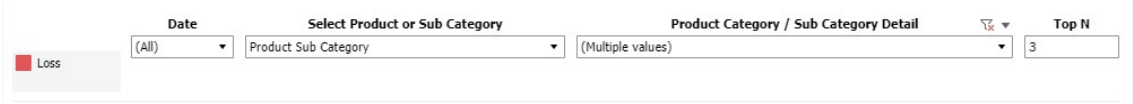
Reason :- Dashboards having two bar charts showcasing the top three loss making products and provided percentage are making them self-explanatory by just viewing so in that case user don't have to put much mind and hence making into a less cognitive load.

Clutter: - only required dimension and measure are used in making of the dashboard with defined filters and legends well placed making use of space making it neat and meaningful dashboard tool tips are used to explain in more details when required.

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

[Debi Mishra] -

Visualization is Interactive by using filters showcased below.



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

[Debi Mishra] -

- As this Visualization is Interactive having two bar charts showcasing at a very high level summarized way for Products loss based on overall and by region.
- This helps the mass audience and users to concentrate more on business rather than finding and understanding numbers.
- Visuals created are self-explanatory to find the answers required without much effort and can be understood by everyone.