

What is/are the business question(s) this project will answer?

Review of the company discount policy

What data will be used to answer this question? Is the data capable of providing the information you are looking for?

Relationship between discounted sales and profit, and how much the company is profiting or losing based on discounted sales. The data has the information.

Who is the audience of this visualization (to whom are these findings ultimately being presented)?

Board members

How will your findings ultimately be displayed? Please list any special requirements of the user.

Slide presentation